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Supplement to Marketing Research Report No.67

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Ag 84 MR

Wp. 3

HOMEMAKERS'

Use of and Opinions about
FATS AND OILS
USED IN COOKING

UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

Washington, D. C.
June 1954

APPENDIX

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Table 27.--Fats and oils used in the year previous to interview

Background characteristics	Products used						
	Vegetable shortening	Lard	Shortening compound	Cooking oils	Margarine	Butter	Number of cases
	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Number
United States -----	76	49	16	48	59	83	1,652
Rural -----	63	69	16	33	64	79	498
Urban -----	82	40	16	55	57	85	1,154
White -----	78	46	16	51	59	83	1,507
Nonwhite -----	56	75	23	24	62	81	145
North -----	81	46	15	55	55	86	1,214
Rural -----	72	68	16	42	65	79	556
Urban -----	84	39	15	59	52	88	936
South -----	62	58	19	30	70	75	1,096
Rural -----	52	71	17	21	63	80	551
Urban -----	73	44	21	39	78	71	545
White -----	66	52	16	33	72	74	861
Nonwhite -----	47	78	28	18	66	81	470
Number in family							
1 or 2 -----	73	43	12	42	54	81	623
3 or 4 -----	80	49	18	54	60	85	708
5 or more -----	74	60	23	48	67	81	321
Age group ^{2/}							
24 years and under -----	78	49	13	48	57	85	158
25 to 29 -----	79	48	24	52	67	82	199
30 to 39 -----	77	50	19	56	63	83	406
40 to 49 -----	81	45	18	53	62	84	321
50 and older -----	72	51	12	38	54	83	542
Education ^{3/}							
None or grammar school --	65	57	13	36	54	81	605
High school -----	82	47	17	52	61	84	805
College -----	89	34	22	67	66	86	217
Income group ^{4/}							
Low -----	62	61	14	31	63	76	532
Middle -----	80	48	17	53	60	84	535
High -----	86	39	19	60	54	89	529
Size of place							
Metropolitan -----	82	38	16	57	54	86	976
Township -----	81	49	18	44	72	77	178
Rural -----	63	69	16	33	64	79	498

^{1/} Percentages add to more than 100 because some respondents used more than 1 product.

^{2/} Age was not ascertained for 26 respondents.

^{3/} Education was not ascertained for 25 respondents.

^{4/} Income was not ascertained for 56 respondents.

Table 28.--Number of kinds ^{1/} of fats and oils used in the year previous to interview

Background characteristics	Number of fats and oils used							Number of cases
	1	2	3	4	5	6	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
United States -----	2	22	35	27	12	2	100	1,652
Rural -----	2	26	33	26	11	2	100	498
Urban -----	1	21	36	28	12	2	100	1,154
White -----	2	22	35	27	12	2	100	1,507
Nonwhite -----	1	27	32	31	8	1	100	145
North -----	2	20	34	28	13	3	100	1,214
Rural -----	2	21	31	29	14	3	100	556
Urban -----	2	20	36	28	12	2	100	936
South -----	2	28	37	24	8	1	100	1,096
Rural -----	2	32	37	21	7	1	100	551
Urban -----	1	24	37	26	10	2	100	545
White -----	1	28	38	23	9	1	100	861
Nonwhite -----	2	27	34	27	8	2	100	470
Number in family								
1 or 2 -----	3	29	36	23	8	1	100	623
3 or 4 -----	-	18	36	30	13	3	100	708
5 or more -----	1	18	32	30	16	3	100	321
Age group ^{2/}								
24 years and under -----	2	20	41	23	12	2	100	158
25 to 29 -----	-	18	33	30	16	3	100	199
30 to 39 -----	1	16	35	31	14	3	100	406
40 to 49 -----	1	20	35	28	12	4	100	321
50 and older -----	2	30	34	24	9	1	100	542
Education ^{3/}								
None or grammar school ---	2	31	36	23	7	1	100	605
High school -----	1	18	35	29	15	2	100	805
College -----	2	12	33	31	17	5	100	217
Income group ^{4/}								
Low -----	3	31	34	24	7	1	100	532
Middle -----	1	19	36	28	14	2	100	535
High -----	1	17	36	29	14	3	100	529
Size of place								
Metropolitan -----	2	21	36	27	12	2	100	976
Township -----	2	19	33	31	13	2	100	178
Rural -----	2	26	33	26	11	2	100	498

^{1/} Kind refers to vegetable shortening, lard, and so on. It does not refer to brands.

^{2/} Age was not ascertained for 26 respondents.

^{3/} Education was not ascertained for 25 respondents.

^{4/} Income was not ascertained for 56 respondents.

Table 29.--Number of fats and oils used by lard users

Background characteristics	Number of fats and oils used										
	Lard and 1 other fat				Lard and 2 other fats	Lard and 3 other fats	Lard and 4 other fats	Lard and 5 other fats	Lard only	Total	Number of cases
	Lard and vegetable shortening	Lard and cooking oils	Lard and margarine	Lard and butter							
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
United States -----	-	-	5	12	28	31	19	5	-	100	809
Rural -----	-	-	6	19	31	26	14	3	1	100	346
Urban -----	-	1	5	6	26	35	22	5	-	100	463
White -----	-	-	5	11	28	31	20	5	-	100	700
Nonwhite -----	-	-	9	16	32	31	9	2	1	100	109
North -----	-	1	4	8	25	34	22	6	-	100	557
Rural -----	-	-	6	13	27	30	19	5	-	100	379
Urban -----	-	1	3	6	24	36	24	6	-	100	367
South -----	1	-	7	19	35	23	11	3	1	100	631
Rural -----	-	-	5	27	36	21	8	2	1	100	391
Urban -----	1	-	10	7	33	27	17	4	1	100	241
White -----	-	-	7	20	36	21	12	3	1	100	448
Nonwhite -----	-	-	8	18	33	29	9	2	1	100	367
Number in family											
1 or 2 -----	-	1	7	17	30	28	15	2	-	100	268
3 or 4 -----	-	-	4	9	27	34	20	6	-	100	349
5 or more -----	-	-	5	10	27	30	22	5	1	100	192
Age group ^{1/}											
24 years and under ---	-	-	6	10	30	28	21	4	1	100	78
25 to 29 -----	-	-	5	7	30	30	22	6	-	100	95
30 to 39 -----	-	1	5	8	26	33	22	5	-	100	204
40 to 49 -----	-	1	3	11	26	30	21	8	-	100	146
50 and older -----	-	-	6	17	30	30	14	2	1	100	277
Education ^{2/}											
None or grammar school	-	1	8	17	33	27	10	3	1	100	344
High school -----	-	-	4	8	25	34	24	5	-	100	384
College -----	-	-	2	2	19	30	33	14	-	100	73
Income group ^{3/}											
Low -----	-	-	9	18	32	27	11	2	1	100	322
Middle -----	-	-	4	8	29	33	22	4	-	100	257
High -----	-	-	2	6	24	34	25	9	-	100	206
Size of place											
Metropolitan -----	-	-	4	7	25	35	23	6	-	100	376
Township -----	-	1	7	4	30	34	19	5	-	100	87
Rural -----	-	-	6	19	31	26	14	3	1	100	346

^{1/} Age was not ascertained for 9 respondents.

^{2/} Education was not ascertained for 8 respondents.

^{3/} Income was not ascertained for 24 respondents.

Table 30.--Replies to the question: "Can you think of any other fat you have used in the last year?"

Background characteristics	Other fat used						Number of cases
	Chicken fat	Fat from other fowl	Pork fat	Beef fat	Lamb-mutton fat	Miscellaneous	
	Per- cent <u>1/</u>	Per- cent <u>1/</u>	Per- cent <u>1/</u>	Per- cent <u>1/</u>	Per- cent <u>1/</u>	Per- cent <u>1/</u>	Number
United States ---	52	5	39	15	1	10	249
Rural -----	52	5	28	20	-	12	58
Urban -----	52	6	42	14	1	10	191
White -----	55	5	37	15	1	10	228
Nonwhite -----	--	-	--	--	-	--	<u>2/</u> 21
North -----	59	6	31	17	1	11	187
Rural -----	66	7	7	25	-	12	68
Urban -----	57	5	36	15	1	10	153
South -----	34	5	65	11	1	8	155
Rural -----	33	1	58	12	1	11	61
Urban -----	35	7	69	10	1	6	94
White -----	34	3	65	9	-	10	114
Nonwhite -----	33	7	64	16	2	4	83

1/ Percentages add to more than 100 because some respondents used more than 1 other fat.

2/ Number of cases too small for detailed tabulations.

Table 31.--Replies to the question: "Do you save any BACON GREASE (DRIPPINGS) to use in cooking?"

Background characteristics	Respondents who answered:		Total	Number of cases
	Yes	No		
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
United States -----	79	21	100	1,652
Rural -----	86	14	100	498
Urban -----	76	24	100	1,154
White -----	78	22	100	1,507
Nonwhite -----	91	9	100	145
North -----	76	24	100	1,214
Rural -----	82	18	100	556
Urban -----	74	26	100	936
South -----	89	11	100	1,096
Rural -----	90	10	100	551
Urban -----	89	11	100	545
White -----	89	11	100	861
Nonwhite -----	90	10	100	470
Number in family				
1 or 2 -----	74	26	100	623
3 or 4 -----	80	20	100	706
5 or more -----	87	13	100	321
Age group ^{1/}				
24 years and under ----	80	20	100	158
25 to 29 -----	85	15	100	199
30 to 39 -----	82	18	100	406
40 to 49 -----	81	19	100	321
50 and older -----	74	26	100	542
Education ^{2/}				
None or grammar school	76	24	100	605
High school -----	82	18	100	805
College -----	78	22	100	217
Income group ^{3/}				
Low -----	80	20	100	532
Middle -----	80	20	100	535
High -----	78	22	100	529
Size of place				
Metropolitan -----	75	25	100	976
Township -----	85	15	100	178
Rural -----	86	14	100	1,498

^{1/} Age was not ascertained for 26 respondents.

^{2/} Education was not ascertained for 25 respondents.

^{3/} Income was not ascertained for 56 respondents.

Table 32.--Replies to the question: "What kinds of cooking do you use the bacon grease for?"

Replies	United States						Region					
	Total			Non-white			North			South		
	Total	Rural	Urban	White	Non-white	Total	Rural	Urban	Total	Rural	Urban	White
<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.
Frying, nonspecific -----	34	27	38	34	35	28	37	32	26	38	31	37
Frying potatoes -----	33	33	33	36	40	48	38	16	15	17	18	9
Frying eggs -----	26	24	27	28	29	31	28	20	17	24	21	17
Frying meat -----	11	8	13	12	13	9	15	7	6	8	7	9
All other frying -----	8	9	8	9	9	10	9	6	8	3	6	5
Frying fish or seafood -----	5	3	6	4	5	2	6	5	5	4	2	12
Frying chicken -----	2	2	2	2	2	1	2	3	2	3	2	6
Seasoning vegetables and other foods -----	48	68	39	45	34	54	27	82	85	80	81	89
Baking <u>2/</u> -----	11	13	10	10	9	12	8	14	14	14	13	20
Miscellaneous -----	14	10	15	15	16	11	18	8	9	6	9	4
Number of cases -----	1,301	424	877	1,170	910	454	683	977	493	485	768	418

1/ Percentages add to more than 100 because some respondents used bacon grease for more than 1 kind of cooking.

2/ Baking includes bread, cake, cookies, piecrust, cornbread, and so on.

Table 33.--Replies to the question: "How many kinds of cooking do you use bacon grease for?"

Background characteristics	Number of kinds of cooking							Number of cases
	1	2	3	4 or more	Not ascertained	Do not use for cooking	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	
United States -----	27	34	15	3	-	21	100	1,652
Rural -----	27	39	15	4	1	14	100	498
Urban -----	27	32	15	2	-	24	100	1,154
White -----	27	33	15	2	1	22	100	1,507
Nonwhite -----	29	40	17	4	1	9	100	145
North -----	26	32	15	2	1	24	100	1,214
Rural -----	22	39	17	3	1	18	100	556
Urban -----	27	29	15	2	1	26	100	936
South -----	30	40	15	4	-	11	100	1,096
Rural -----	34	38	13	4	1	10	100	551
Urban -----	27	42	17	3	-	11	100	545
White -----	33	39	14	3	-	11	100	861
Nonwhite -----	23	44	17	5	1	10	100	470
Number in family								
1 or 2 -----	25	31	15	2	1	26	100	623
3 or 4 -----	28	34	15	3	-	20	100	708
5 or more -----	29	38	17	3	-	13	100	321
Age group ^{1/}								
24 years and under -----	29	36	14	1	-	20	100	158
25 to 29 -----	27	39	12	7	-	15	100	199
30 to 39 -----	28	35	16	3	-	18	100	406
40 to 49 -----	30	31	17	2	1	19	100	321
50 and older -----	23	32	16	2	1	26	100	542
Education ^{2/}								
None or grammar school -	24	30	18	3	1	24	100	605
High school -----	29	36	14	3	-	18	100	805
College -----	26	33	15	4	-	22	100	217
Income group ^{3/}								
Low -----	26	33	16	4	1	20	100	532
Middle -----	26	34	17	3	-	20	100	535
High -----	28	34	13	2	1	22	100	529
Size of place								
Metropolitan -----	28	30	15	2	-	25	100	976
Township -----	25	39	18	3	-	15	100	178
Rural -----	27	39	15	4	1	14	100	498

^{1/} Age was not ascertained for 26 respondents.

^{2/} Education was not ascertained for 25 respondents.

^{3/} Income was not ascertained for 56 respondents.

Table 34.--Replies to the question: "For what kinds of cooking do you use these fats?"

Background characteristics	Kinds of cooking									Number of cases
	Deep-fat frying	Pan frying	Pie-crust or pastry	Cookies	Cakes	Bis-cuits	Cooked salad dressings or sauces	Un-cooked salad dressing	Seasoning vegetables	
	Pct.1/	Pct.1/	Pct.1/	Pct.1/	Pct.1/	Pct.1/	Pct.1/	Pct.1/	Pct.1/	Number
United States -----	53	98	72	60	70	59	43	28	94	1,652
Rural -----	49	98	84	66	80	78	38	17	96	498
Urban -----	55	97	66	58	66	50	45	32	93	1,154
White -----	54	98	72	63	70	56	45	29	94	1,507
Nonwhite -----	45	97	74	33	72	84	20	8	98	145
North -----	56	97	70	64	69	50	48	33	93	1,211
Rural -----	57	98	87	76	81	67	51	24	96	556
Urban -----	55	97	66	60	65	45	48	35	92	936
South -----	47	98	75	51	75	83	28	13	97	1,096
Rural -----	40	98	81	53	80	91	21	9	97	551
Urban -----	54	98	70	48	70	74	34	17	97	545
White -----	49	98	77	56	76	81	31	15	97	861
Nonwhite -----	38	97	70	30	71	90	15	6	98	470
Number in family										
1 or 2 -----	41	96	61	47	57	53	38	26	91	623
3 or 4 -----	60	98	77	68	76	60	47	30	95	708
5 or more -----	63	99	81	70	83	67	42	25	97	321
Age group 2/										
24 years and under -----	68	99	69	59	76	56	38	27	97	158
25 to 29 -----	65	100	71	65	72	54	47	27	97	199
30 to 39 -----	61	99	73	65	74	55	46	32	95	406
40 to 49 -----	55	98	77	66	74	64	49	30	96	321
50 and older -----	39	95	69	53	65	61	36	22	91	542
Education 3/										
None or grammar school ---	40	97	69	49	64	60	26	19	93	605
High school -----	61	98	74	66	76	58	48	29	94	805
College -----	62	97	72	72	70	59	73	48	97	217
Income group 4/										
Low -----	41	97	71	49	66	68	27	14	91	532
Middle -----	58	98	74	66	74	57	46	28	96	535
High -----	61	98	69	65	71	51	55	39	96	529
Size of place										
Metropolitan -----	55	97	64	57	64	47	45	34	93	976
Township -----	58	98	82	66	78	68	45	22	97	178
Rural -----	49	98	84	66	80	78	38	17	96	498

1/ Percentages add to more than 100 because some users mentioned more than 1 kind of cooking.

2/ Age was not ascertained for 26 respondents.

3/ Education was not ascertained for 25 respondents.

4/ Income was not ascertained for 56 respondents.

Table 35.--Replies to the question: "In the last year did you make any bread?"

Background characteristics	Respondents who answered:		Total	Number of cases
	Yes	No		
	Percent	Percent	Percent	Number
United States -----	23	77	100	1,652
Rural -----	27	73	100	498
Urban -----	22	78	100	1,154
White -----	24	76	100	1,507
Nonwhite -----	20	80	100	145
North -----	27	73	100	1,214
South -----	13	87	100	1,096
Number in family				
1 or 2 -----	20	80	100	623
3 or 4 -----	24	76	100	708
5 or more -----	27	73	100	321
Age group ^{1/}				
24 years and under ----	23	77	100	158
25 to 29 -----	19	81	100	199
30 to 39 -----	20	80	100	406
40 to 49 -----	25	75	100	321
50 and older -----	26	74	100	542
Education ^{2/}				
None or grammar school	24	76	100	605
High school -----	22	78	100	805
College -----	25	75	100	217
Income group ^{3/}				
Low -----	22	78	100	532
Middle -----	25	75	100	535
High -----	22	78	100	529
Size of place				
Metropolitan -----	20	80	100	976
Township -----	28	72	100	178
Rural -----	27	73	100	498

^{1/} Age was not ascertained for 26 respondents.

^{2/} Education was not ascertained for 25 respondents.

^{3/} Income was not ascertained for 56 respondents.

Table 36.--Replies to the question: "In the last year did you make any rolls?"

Background characteristics	Respondents who answered:		Total	Number of cases
	Yes	No		
	Percent	Percent	Percent	Number
United States -----	30	70	100	1,652
Rural -----	36	64	100	498
Urban -----	28	72	100	1,154
White -----	31	69	100	1,507
Nonwhite -----	28	72	100	145
North -----	31	69	100	1,214
South -----	27	73	100	1,096
Number in family				
1 or 2 -----	26	74	100	623
3 or 4 -----	32	68	100	708
5 or more -----	36	64	100	321
Age group ^{1/}				
24 years and under -----	25	75	100	158
25 to 29 -----	30	70	100	199
30 to 39 -----	31	69	100	406
40 to 49 -----	35	65	100	321
50 and older -----	29	71	100	542
Education ^{2/}				
None or grammar school --	26	74	100	605
High school -----	31	69	100	805
College -----	40	60	100	217
Income group ^{3/}				
Low -----	25	75	100	532
Middle -----	33	67	100	535
High -----	32	68	100	529
Size of place				
Metropolitan -----	27	73	100	976
Township -----	35	65	100	178
Rural -----	36	64	100	498

^{1/} Age was not ascertained for 26 respondents.

^{2/} Education was not ascertained for 25 respondents.

^{3/} Income was not ascertained for 56 respondents.

Table 37.--Replies to the question: "About how often did you make bread last year? About how often did you make rolls last year?"

Number of times made per year	Homemakers who made --	
	Bread	Rolls
	<u>Percent</u>	<u>Percent</u>
1 -----	3	2
2 -----	10	6
3 -----	10	8
4 or 5 -----	4	7
6 -----	6	7
7 'through 10 -----	2	2
11 or 12 -----	16	23
24 -----	12	13
36 through 48 -----	2	2
52 -----	20	20
60 and over -----	9	7
Not ascertained -----	4	3
Don't know -----	2	--
Total -----	100	100
Number of cases -----	382	501
Average $\frac{1}{}$ number of times -----	34	28

$\frac{1}{}$ Averages were based on the total number of cases minus the "Don't knows" and the "Not ascertained."

Table 38.--Replies to the question: "Compared with the year before would you say that in the last year you baked bread (and/or rolls) more often, less often, or about the same?"

Background characteristics	Homemakers who baked bread or rolls in the year previous to interview				
	Baked more than year before	Baked less than year before	Baked about the same as year before	Total	Number of cases
	Percent	Percent	Percent	Percent	Number
United States -----	24	21	55	100	571
Rural -----	23	22	55	100	196
Urban -----	24	21	55	100	375
White -----	24	21	55	100	526
Nonwhite -----	--	--	--	--	<u>1/</u> 45
North -----	25	20	55	100	449
Rural -----	24	22	54	100	302
Urban -----	26	19	55	100	298
South -----	19	25	56	100	304
Rural -----	18	23	59	100	111
Urban -----	20	26	54	100	193
White -----	17	25	58	100	245
Nonwhite -----	29	24	47	100	118
Number in family					
1 or 2 -----	21	26	53	100	189
3 or 4 -----	27	18	55	100	249
5 or more -----	23	20	57	100	133
Age group <u>2/</u>					
24 years and under -----	--	--	--	--	<u>1/</u> 49
25 to 29 -----	25	18	57	100	66
30 to 39 -----	31	20	49	100	134
40 to 49 -----	21	27	52	100	122
50 and older -----	15	21	64	100	192
Education <u>3/</u>					
None or grammar school ---	23	18	59	100	189
High school -----	26	22	52	100	288
College -----	22	27	51	100	87
Income group <u>4/</u>					
Low -----	20	21	59	100	160
Middle -----	28	20	52	100	203
High -----	24	23	53	100	186
Size of place					
Metropolitan -----	23	20	57	100	306
Township -----	30	23	47	100	69
Rural -----	23	22	55	100	196

1/ Number of cases too small for detailed tabulations.

2/ Age was not ascertained for 28 respondents.

3/ Education was not ascertained for 27 respondents.

4/ Income was not ascertained for 22 respondents.

Table 39.--Replies to the question: "In the last year have you used any vegetable shortening for deep-fat frying?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	45	15	40	100	1,252
Rural -----	37	18	45	100	313
Urban -----	48	13	39	100	939
White -----	45	15	40	100	1,172
Nonwhite -----	47	10	43	100	86
North -----	45	16	39	100	981
Rural -----	37	22	41	100	401
Urban -----	47	14	39	100	781
South -----	45	10	45	100	677
Rural -----	36	12	52	100	283
Urban -----	51	9	40	100	395
White -----	46	10	44	100	568
Nonwhite -----	42	9	49	100	219
Number in family					
1 to 2 -----	38	10	52	100	452
3 to 4 -----	47	17	36	100	565
5 and over -----	54	17	29	100	235
Age group ^{1/}					
24 years and under -----	58	17	25	100	123
25 to 29 -----	51	17	32	100	157
30 to 39 -----	48	18	34	100	313
40 to 49 -----	51	11	38	100	257
50 and older -----	33	13	54	100	383
Education ^{2/}					
None or grammar school -	35	13	52	100	386
High school -----	50	16	34	100	656
College -----	50	14	36	100	192
Income group ^{3/}					
Low -----	35	13	52	100	323
Middle -----	45	17	38	100	428
High -----	54	12	34	100	453
Size of place					
Metropolitan -----	48	12	40	100	795
Township -----	47	20	33	100	144
Rural -----	37	18	45	100	313

^{1/} Age was not ascertained for 19 respondents.

^{2/} Education was not ascertained for 18 respondents.

^{3/} Income was not ascertained for 48 respondents.

Table 40.--Replies to the question: "In the last year have you used any vegetable shortening for pan frying?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	78	20	2	100	1,252
Rural -----	76	22	2	100	313
Urban -----	79	19	2	100	939
White -----	78	20	2	100	1,172
Nonwhite -----	79	17	4	100	80
North -----	77	21	2	100	981
Rural -----	74	24	2	100	401
Urban -----	77	21	2	100	781
South -----	83	15	2	100	677
Rural -----	78	19	3	100	283
Urban -----	87	11	2	100	395
White -----	83	15	2	100	568
Nonwhite -----	84	13	3	100	219
Number in family					
1 to 2 -----	78	18	4	100	452
3 to 4 -----	79	19	2	100	565
5 and over -----	76	24	-	100	235
Age group ^{1/}					
24 years and under -----	84	15	1	100	123
25 to 29 -----	79	20	1	100	157
30 to 39 -----	81	18	1	100	313
40 to 49 -----	77	22	1	100	257
50 and older -----	75	21	4	100	383
Education ^{2/}					
None or grammar school -	75	22	3	100	386
High school -----	80	19	1	100	656
College -----	78	20	2	100	192
Income group ^{3/}					
Low -----	76	21	3	100	323
Middle -----	81	18	1	100	428
High -----	78	21	1	100	453
Size of place					
Metropolitan -----	79	19	2	100	795
Township -----	82	17	1	100	144
Rural -----	76	22	2	100	313

^{1/} Age was not ascertained for 19 respondents.

^{2/} Education was not ascertained for 18 respondents.

^{3/} Income was not ascertained for 48 respondents.

Table 41.--Replies to the question: "In the last year have you used any vegetable shortening for making piecrust or pastry?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	65	11	24	100	1,252
Rural -----	72	14	14	100	313
Urban -----	62	10	28	100	939
White -----	64	11	25	100	1,172
Nonwhite -----	75	9	16	100	80
North -----	63	12	25	100	981
Rural -----	71	17	12	100	401
Urban -----	60	11	29	100	781
South -----	73	5	22	100	677
Rural -----	75	7	18	100	283
Urban -----	72	3	25	100	395
White -----	74	5	21	100	568
Nonwhite -----	67	8	25	100	219
Number in family					
1 to 2 -----	59	9	32	100	452
3 to 4 -----	67	12	21	100	565
5 and over -----	69	13	18	100	235
Age group ^{1/}					
24 years and under -----	67	3	30	100	123
25 to 29 -----	65	8	27	100	157
30 to 39 -----	63	11	26	100	313
40 to 49 -----	69	12	19	100	257
50 and older -----	63	13	24	100	383
Education ^{2/}					
None or grammar school -	64	10	26	100	386
High school -----	67	10	23	100	656
College -----	61	14	25	100	192
Income group ^{3/}					
Low -----	66	10	24	100	232
Middle -----	67	10	23	100	428
High -----	62	11	27	100	453
Size of place					
Metropolitan -----	61	9	30	100	795
Township -----	70	14	16	100	144
Rural -----	72	14	14	100	313

^{1/} Age was not ascertained for 19 respondents.

^{2/} Education was not ascertained for 18 respondents.

^{3/} Income was not ascertained for 48 respondents.

Table 42.--Replies to the question: "In the last year have you used any vegetable shortening for making cookies?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	54	12	34	100	1,252
Rural -----	56	16	28	100	313
Urban -----	54	10	36	100	939
White -----	56	12	32	100	1,172
Nonwhite -----	32	11	57	100	80
North -----	57	12	31	100	981
Rural -----	65	15	20	100	401
Urban -----	55	11	34	100	781
South -----	45	12	43	100	677
Rural -----	43	16	41	100	283
Urban -----	47	9	44	100	395
White -----	49	12	39	100	568
Nonwhite -----	27	11	62	100	219
Number in family					
1 to 2 -----	42	12	46	100	452
3 to 4 -----	60	12	28	100	565
5 and over -----	64	11	25	100	235
Age group ^{1/}					
24 years and under -----	54	11	35	100	123
25 to 29 -----	56	12	32	100	157
30 to 39 -----	59	10	31	100	313
40 to 49 -----	57	14	29	100	257
50 and older -----	49	11	40	100	383
Education ^{2/}					
None or grammar school ---	47	10	43	100	386
High school -----	57	12	31	100	656
College -----	60	16	24	100	192
Income group ^{3/}					
Low -----	45	11	44	100	323
Middle -----	57	12	31	100	428
High -----	57	12	31	100	453
Size of place					
Metropolitan -----	53	10	37	100	795
Township -----	60	12	28	100	144
Rural -----	56	16	28	100	313

^{1/} Age was not ascertained for 19 respondents.

^{2/} Education was not ascertained for 18 respondents.

^{3/} Income was not ascertained for 48 respondents.

Table 43.--Replies to the question: "In the last year have you used any vegetable shortening for making cakes?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	65	10	25	100	1,252
Rural -----	71	12	17	100	313
Urban -----	63	9	28	100	939
White -----	65	10	25	100	1,172
Nonwhite -----	62	19	19	100	80
North -----	65	9	26	100	981
Rural -----	74	10	16	100	401
Urban -----	63	8	29	100	781
South -----	63	15	22	100	677
Rural -----	65	16	19	100	283
Urban -----	62	15	23	100	395
White -----	65	14	21	100	568
Nonwhite -----	54	22	24	100	219
Number in family					
1 to 2 -----	54	11	35	100	452
3 to 4 -----	69	10	21	100	565
5 and over -----	76	10	14	100	235
Age group ^{1/}					
24 years and under ---	64	14	22	100	123
25 to 29 -----	66	9	25	100	157
30 to 39 -----	69	7	24	100	313
40 to 49 -----	65	14	21	100	257
50 and older -----	62	9	29	100	383
Education ^{2/}					
None or grammar school	62	8	30	100	386
High school -----	69	10	21	100	656
College -----	57	15	28	100	192
Income group ^{3/}					
Low -----	61	9	30	100	323
Middle -----	67	10	23	100	428
High -----	65	11	24	100	453
Size of place					
Metropolitan -----	61	9	30	100	795
Township -----	72	12	16	100	144
Rural -----	71	12	17	100	313

^{1/} Age was not ascertained for 19 respondents.

^{2/} Education was not ascertained for 18 respondents.

^{3/} Income was not ascertained for 48 respondents.

Table 44.--Replies to the question: "In the last year have you used any vegetable shortening for making biscuits?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	48	10	42	100	1,252
Rural -----	56	20	24	100	313
Urban -----	45	7	48	100	939
White -----	46	10	44	100	1,172
Nonwhite -----	71	14	15	100	80
North -----	43	9	48	100	981
Rural -----	50	19	31	100	401
Urban -----	41	6	53	100	781
South -----	66	14	20	100	677
Rural -----	66	21	13	100	283
Urban -----	67	9	24	100	395
White -----	66	13	21	100	568
Nonwhite -----	71	19	10	100	219
Number in family					
1 to 2 -----	46	9	45	100	452
3 to 4 -----	48	11	41	100	565
5 and over -----	52	11	37	100	235
Age group <u>1/</u>					
24 years and under ---	40	10	50	100	123
25 to 29 -----	45	6	49	100	157
30 to 39 -----	45	8	47	100	313
40 to 49 -----	52	12	36	100	257
50 and older -----	52	12	36	100	383
Education <u>2/</u>					
None or grammar school	47	13	40	100	386
High school -----	48	9	43	100	656
College -----	51	9	40	100	192
Income group <u>3/</u>					
Low -----	53	13	34	100	323
Middle -----	49	9	42	100	428
High -----	45	8	47	100	453
Size of place					
Metropolitan -----	44	6	50	100	795
Township -----	56	10	34	100	144
Rural -----	56	20	24	100	313

1/ Age was not ascertained for 19 respondents.

2/ Education was not ascertained for 18 respondents.

3/ Income was not ascertained for 48 respondents.

Table 45.--Replies to the question: "In the last year have you used any vegetable shortening for making cooked salad dressings or sauces?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	10	39	51	100	1,252
Rural -----	9	37	54	100	313
Urban -----	11	39	50	100	939
White -----	10	40	50	100	1,172
Nonwhite -----	12	17	71	100	80
North -----	11	41	48	100	981
Rural -----	9	47	44	100	401
Urban -----	11	40	49	100	781
South -----	8	29	63	100	677
Rural -----	8	21	71	100	283
Urban -----	9	34	57	100	395
White -----	8	32	60	100	568
Nonwhite -----	5	15	80	100	219

Table 46.--Replies to the question: "In the last year have you used any vegetable shortening for seasoning vegetables?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	8	87	5	100	1,252
Rural -----	10	87	3	100	313
Urban -----	7	88	5	100	939
White -----	6	89	5	100	1,172
Nonwhite -----	29	70	1	100	80
North -----	7	88	5	100	981
Rural -----	6	91	3	100	401
Urban -----	7	87	6	100	781
South -----	12	85	3	100	677
Rural -----	16	81	3	100	283
Urban -----	10	88	2	100	395
White -----	10	87	3	100	568
Nonwhite -----	23	76	1	100	219

Table 47.--Reasons users of vegetable shortening gave for deep-fat frying with this product

Reasons given	United States total	Reasons given	United States total
	Percent ^{1/}		Percent ^{1/}
Texture of product -----	42	Odor -----	14
Not greasy, not soggy ----	33	No odor; no bad odor; good odor -----	11
Flaky, crisp -----	10	No odor like lard -----	3
Tender, easy to cut -----	2	Habit and experience -----	14
Light, fluffy -----	2	Habit; have always used it	6
Texture specific--rich, not too short -----	1	Always have it on hand --	4
Taste -----	33	Good past experience, dependable -----	3
Tastelessness -----	12	Mother used it -----	2
Taste, specific--lard comparison -----	8	Refrigeration, convenience, freshness -----	9
Taste, specific--mild, rich, sweet taste -----	6	Fat stays fresh longer --	5
Taste, general--like flavor, taste -----	9	Handy; easy to measure, to use -----	2
Smoking, burning, heating -----	25	Doesn't require refrig- eration -----	1
Fat doesn't smoke -----	13	Like some aspects of container -----	1
Fat doesn't burn -----	5	Cost and economy -----	7
Doesn't spatter, pop, splash, bubble -----	3	Goes farther; not so much waste -----	4
Food cooks quickly, evenly	3	Cheap; cheaper than all except butter -----	2
Doesn't turn brown; stays clear -----	2	Cheaper than butter ----	1
Doesn't burn food -----	1	Texture and appearance of fat -----	6
Fat heats quickly; melts easily -----	1	Like appearance -----	4
Miscellaneous -----	1	Like texture -----	2
Health -----	24	Mixes, blends, creams well -----	1
More digestible; healthier	16	Miscellaneous -----	3
More digestible than lard	7	It's pure; sanitary ----	1
Miscellaneous -----	1	Use only as substitute --	1
Appearance of product-- browning -----	24	Miscellaneous -----	1
Reuse -----	16	Don't know; just like it -----	3
Remains fresh after use --	4		
Doesn't take up flavor of food -----	4	Number of cases -----	567
General and specific ----	10		

^{1/} Percentages add to more than their subtotals and these add to more than 100 because some users gave more than 1 reason.

Table 48.--Reasons users of vegetable shortening gave for pan frying with this product

Reasons given	United States total	Reasons given	United States total
	Percent ^{1/}		Percent ^{1/}
Taste -----	33	Habit and experience -----	12
Taste, specific--lard comparison -----	7	Habit; have always used it -----	5
Taste, specific--mild, meaty -----	6	Always have it on hand --	3
Taste, general--like flavor, tastes good ----	8	Good past experience; dependable -----	2
Texture of product -----	31	Mother used it -----	1
Not soggy; not greasy ---	26	Miscellaneous -----	1
Crisp; flaky -----	6	Cost and economy -----	11
Tender; soft; easy to cut	2	Goes farther; not so much waste -----	5
Light, fluffy -----	1	Cheaper than butter ----	5
Texture general -----	1	Cheap; cheaper than all except butter -----	2
Smoking, burning, heating -----	31	Refrigeration, convenience, freshness -----	9
Fat doesn't smoke -----	13	Fat stays fresh longer --	3
Fat doesn't burn -----	8	Like some aspect of container -----	3
Food doesn't stick to pan	5	Doesn't require refrigeration -----	2
Doesn't spatter, pop, splash, bubble -----	4	Handy, easy to measure, to use -----	2
Doesn't turn brown; stays clear -----	2	Texture and appearance of fat -----	6
Food cooks quickly, evenly -----	2	Like texture -----	4
Fat heats quickly; melts easily -----	2	Like appearance -----	2
Doesn't burn food -----	1	Reuse -----	5
Health -----	25	Doesn't take up flavor of food -----	1
More digestible; healthier -----	16	Remains fresh after use --	1
More digestible than lard	8	Miscellaneous -----	3
Miscellaneous -----	1	Miscellaneous -----	6
Appearance of product--browning -----	23	Use only as substitute --	3
Odor -----	15	Pure, sanitary -----	1
No odor; no bad odor; sweet odor -----	11	Miscellaneous -----	2
No odor like lard -----	4	Don't know; just like it -----	3
		Not ascertained -----	1
		Number of cases -----	980

^{1/} Percentages add to more than their subtotals and these add to more than 100 because some users gave more than 1 reason.

Table 49.--Reasons users of vegetable shortening gave for making piecrust or pastry with this product

Reasons given	United States total	Reasons given	United States total
	Percent ^{1/}		Percent ^{1/}
Texture of product -----	75	Refrigeration, convenience, freshness -----	12
Crisp, flaky -----	59	Keeps at room temperature; is always ready to use -----	4
Tender; easy to cut -----	25	Handy; easy to measure, to use -----	3
Not greasy; not soggy -----	13	Fat stays fresh longer -----	2
Light, fluffy -----	13	Doesn't require refrigeration -----	2
Doesn't fall apart; cuts without breaking -----	3	Cooked product stays fresh longer -----	1
Texture general -----	7	Like some aspect of container -----	1
Texture and appearance of fat -----	29	Uncooked dough stays fresh -----	1
Mixes, blends, creams well -----	26	Appearance of product -----	7
Like texture -----	2	Browning -----	6
Like appearance -----	1	Makes white product; light colored -----	1
Taste -----	20	General--good-looking product -----	1
Taste, specific--lard comparison -----	7	Cost and economy -----	4
Tastelessness -----	5	Goes farther; not so much waste -----	3
Taste, specific--mild, rich taste -----	4	Cheap; cheaper than all except butter -----	1
Taste, general--like flavor/taste -----	5	Cheaper than butter -----	1
Habit and experience -----	18	Odor--no odor, no bad odor -----	2
Good past experience, dependable -----	11	Smoking, burning, heating -----	1
Habit; have always used it -----	4	Miscellaneous -----	7
Recipe calls for it -----	2	Dough is easy to handle -----	4
Always have it on hand -----	1	Use only as a substitute -----	2
Health -----	15	Miscellaneous -----	1
More digestible; healthier -----	10	Don't know; just like it -----	2
More digestible than lard -----	5	Not ascertained -----	1
Miscellaneous -----	1		
		Number of cases -----	811

^{1/} Percentages add to more than their subtotals and these add to more than 100 because some users gave more than 1 reason.

Table 50.--Reasons users of vegetable shortening gave for making cookies with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Texture of product -----	46	Refrigeration, convenience, freshness -----	15
Crisp, crunchy -----	23	Cooked product stays fresh longer -----	6
Not greasy; no fatty taste -----	9	Keeps at room temperature; always soft -----	5
Tender; soft -----	9	Handy; easy to measure, to use -----	3
Light, fluffy -----	9	Fat stays fresh longer ----	1
Doesn't fall apart; holds together -----	3	Doesn't require refrigeration -----	1
Texture general -----	10	Like some aspect of container -----	1
Taste -----	32	Health -----	9
Tastelessness -----	9	More digestible; healthier	7
Taste, specific-- lard comparison -----	8	More digestible than lard --	2
Taste, specific--mild, rich taste -----	8	Appearance of product-- browning -----	4
Taste, general--like flavor -----	11	Smoking, burning, heating -----	1
Texture and appearance of fat -----	31	Miscellaneous -----	8
Mixes, blends, creams well -----	29	Good butter substitute ----	4
Like texture -----	2	Dough is easy to handle ----	2
Like appearance -----	1	Miscellaneous -----	2
Cost and economy -----	24	Don't know; just like it ----	2
Cheaper than butter -----	19	Not ascertained -----	2
Goes farther; not so much waste -----	3		
Cheap; cheaper than all except butter -----	3		
Habit and experience -----	16		
Good past experience, dependable -----	7		
Habit; have always used it	4		
Recipe calls for it -----	3		
Always have it on hand --	3		
Mother used it -----	1		
		Number of cases -----	680

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

Table 51.--Reasons users of vegetable shortening gave for making cakes with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Texture of product -----	65	Habit and experience -----	16
Light, fluffy, spongy ----	48	Good past experience,	
Tender, soft, easy to cut	8	dependable -----	8
Not soggy; fat doesn't		Recipe calls for it ----	4
soak in -----	7	Habit; have always used	
Moist -----	6	it -----	3
Flaky, crumbly, crusty ---	3	Always have it on hand --	1
Doesn't fall apart;		Mother used it -----	1
doesn't buckle -----	2		
Like texture -----	19	Health -----	6
Texture and appearance of		More digestible;	
fat -----	41	healthier -----	5
Mixes, blends, creams well	37	More digestible than lard	1
Like texture -----	3		
Like appearance -----	2	Appearance of product -----	5
Taste -----	24	Makes a white product;	
Tastelessness -----	8	light-colored cake ----	3
Taste, specific--		Browning -----	2
lard comparison -----	5		
Taste, specific--mild,		No odor; no bad odor -----	1
rich taste; sweet, nutty	4		
Taste, general--like		Smoking, burning, heating--	
flavor -----	9	cake doesn't stick to pan	1
Cost and economy -----	20	Miscellaneous -----	5
Cheaper than butter ----	16	Good butter substitute --	4
Cheap; cheaper than all		Miscellaneous -----	1
except butter -----	3		
Goes farther; not so		Don't know; just like it --	1
much waste -----	2		
Refrigeration, convenience,		Not ascertained -----	1
freshness -----	16		
Cooked product stays			
fresh longer -----	7		
Keeps at room temperature;			
always soft -----	4		
Handy; easy to measure ---	4		
Doesn't require			
refrigeration -----	1		
Fat stays fresh longer ---	1		
Like some aspect of			
container -----	1	Number of cases -----	812

^{1/} Percentages add to more than their subtotals and these add to more than 100 because some users gave more than 1 reason.

Table 52.--Reasons users of vegetable shortening gave for making biscuits with this product

Reasons given	United States total	Reasons given	United States total
	Percent ^{1/}		Percent ^{1/}
Texture of product -----	67	Health -----	10
Light, fluffy -----	48	More digestible;	
Crisp, flaky, crumbly ---	17	healthier -----	7
Tender, soft, breaks		More digestible than lard	3
easily -----	15	Refrigeration, convenience,	
Not soggy; not greasy ---	10	freshness -----	9
Doesn't fall apart;		Handy; easy to use -----	3
cuts without breaking --	1	Keeps at room temperature;	
Texture general -----	8	always soft -----	3
Texture and appearance of		Cooked product stays	
fat -----	27	fresh longer -----	2
Mixes, blends, creams		Fat stays fresh longer --	1
well -----	25	Like some aspect of	
Like texture -----	1	container -----	1
Like appearance -----	1	Cost and economy -----	8
Taste -----	21	Cheaper than butter -----	5
Taste, specific--		Goes farther; not so	
lard comparison -----	6	much waste -----	3
Tastelessness -----	6	Cheap; cheaper than all	
Taste, specific--		except butter -----	1
mild, rich taste -----	4	Odor--no odor; no bad odor -----	2
Taste, general--		Smoking, burning, heating -----	1
like flavor -----	8	Miscellaneous -----	5
Habit and experience -----	18	Dough is easy to handle -	2
Good past experience;		Use only as a substitute	1
dependable -----	7	Good butter substitute --	1
Habit; have always used		Miscellaneous -----	1
it -----	6	Don't know; just like it -----	4
Always have it on hand --	4	Not ascertained -----	2
Recipe calls for it -----	1		
Appearance of product -----	15	Number of cases -----	601
Browning -----	11		
Makes a white product;			
light-colored -----	3		
Appearance general -----	1		

^{1/} Percentages add to more than their subtotals and these add to more than 100 because some users gave more than 1 reason.

Table 53.--Reasons users of vegetable shortening gave for making cooked salad dressings or sauces with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Taste -----	35	Smoking, burning, heating -----	10
Tastelessness -----	15	Fat doesn't smoke -----	4
Taste, specific--mild, rich taste; sweet -----	8	Fat doesn't burn -----	4
Taste, specific-- lard comparison -----	8	Doesn't turn brown; no specks -----	3
Taste, general--just li flavor -----	13	Doesn't spatter, pop, splash -----	1
Cost and economy -----	29	Food doesn't stick to pan -----	1
Cheaper than butter -----	20	Miscellaneous -----	7
Cheap; cheaper than all except butter -----	8	Appearance of product -----	9
Goes farther; not so much waste -----	5	Makes a white product; light-colored -----	7
Texture of product -----	27	Browning -----	1
Makes a smooth sauce -----	23	Appearance general -----	3
Not greasy; no fatty, waxy taste -----	8	Refrigeration, convenience, freshness -----	4
Texture general -----	1	Handy; easy to measure, to use -----	2
Texture and appearance of fat -----	13	Fat stays fresh longer -----	2
Mixes, blends, creams well -----	10	Cooked product stays fresh longer -----	1
Like texture -----	3	Doesn't require refrigeration -----	1
Like appearance -----	1	No odor; no bad odor -----	3
Habit and experience -----	10	Health--more digestible; healthier -----	3
Always have it on hand ---	6	Miscellaneous -----	8
Good past experience, dependable -----	2	Good butter substitute ---	4
Habit; have always used it -----	1	Use only as substitute ---	2
Recipe calls for it -----	1	Miscellaneous -----	3
Miscellaneous -----	1	Don't know; just like it -----	5
		Not ascertained -----	2
		Number of cases -----	130

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

Table 54.--Reasons users of vegetable shortening gave for seasoning vegetables with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Taste -----	50	Habit and experience -----	7
Tastelessness -----	7	Always have on hand -----	3
Taste, specific-- mild, rich, sweet -----	10	Habit; have always used it -----	2
Taste, specific-- lard comparison -----	7	Good past experience, dependable -----	2
Taste, general--like flavor -----	27	Recipe calls for it -----	1
Cost and economy -----	19	Odor--no odor; no bad odor -----	2
Cheaper than butter -----	18	Refrigeration, convenience, freshness -----	2
Goes farther; not so much waste -----	2	Handy; easy to use -----	2
Cheap; cheaper than all except butter -----	1	Like some aspect of container -----	1
Texture of product -----	15	Like texture of fat -----	1
Not soggy or greasy -----	11	Miscellaneous -----	22
Tender, soft -----	1	Use only as substitute --	14
Texture general -----	3	Good butter substitute --	6
Health -----	14	Miscellaneous -----	3
More digestible; healthier -----	12	Don't know; just like it -----	5
More digestible than lard	2	Not ascertained -----	4
		Number of cases -----	99

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

Table 55.-Reasons users of vegetable shortening gave for disliking to do different types of cooking with this product

Reasons given	Types of cooking									
	Deep-fat frying	Pan frying	Pie-crust or pastry	Cookies	Cakes	Biscuits	Cooked salad dressings or sauces	Seasoning vegetables	All types of cooking	General baking
	<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.
Too expensive; takes too much -----	1	2	1	-	-	-	-	-	8	-
Dislike flavor--other -	1	2	-	1	1	-	1	5	1	-
Tastelessness; bland flavor -----	-	2	1	2	1	-	2	13	2	1
Greasy, too greasy ----	-	2	-	-	-	-	-	1	-	-
Miscellaneous -----	2	4	2	1	1	1	-	1	1	-
Nothing disliked -----	-	-	-	-	-	-	-	-	50	-
Not ascertained -----	-	-	-	-	-	-	-	1	-	-
Number of cases -----	1,252	1,252	1,252	1,252	1,252	1,252	1,252	1,252	1,252	1,252

1/ Percentages do not add to 100 because all users of vegetable shortening did not give reasons for disliking it. The dislikes for each type of cooking were recorded whether or not the user did that particular type of cooking with vegetable shortening.

Table 56.--Replies to the question: "Have you ever used any vegetable shortening?"

Background characteristics	Respondents who answered:		Not ascertained	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	53	45	2	100	391
Rural -----	48	51	1	100	184
Urban -----	57	40	3	100	207
White -----	55	43	2	100	327
Nonwhite -----	40	59	1	100	64
North -----	56	42	2	100	225
Rural -----	53	47	-	100	154
Urban -----	58	39	3	100	148
South -----	48	50	2	100	415
Rural -----	44	55	1	100	267
Urban -----	56	41	3	100	148
White -----	53	45	2	100	290
Nonwhite -----	37	61	2	100	251
Number in family					
1 or 2 -----	51	48	1	100	167
3 or 4 -----	55	42	3	100	139
5 or more -----	55	44	1	100	85
Age group ^{1/}					
24 years and under -----	--	--	-	---	^{2/} 34
25 to 29 -----	--	--	-	---	^{2/} 41
30 to 39 -----	62	37	1	100	93
40 to 49 -----	51	48	1	100	62
50 and older -----	45	52	3	100	154
Education ^{3/}					
None or grammar school -	44	55	1	100	213
High school -----	63	35	2	100	147
College -----	--	--	-	---	^{2/} 24
Income group ^{4/}					
Low -----	46	53	1	100	204
Middle -----	56	39	5	100	107
High -----	67	33	-	100	73
Size of place					
Metropolitan -----	57	40	3	100	173
Township -----	--	--	-	---	^{2/} 34
Rural -----	48	51	1	100	184

^{1/} Age was not ascertained for 7 respondents.

^{2/} Number of cases too small for detailed tabulations.

^{3/} Education was not ascertained for 7 respondents.

^{4/} Income was not ascertained for 7 respondents.

Table 57.--Nonusers of vegetable shortening in the last year previous to interview who have used it and how long ago

Length of time since using	United States total
	<u>Percent</u>
1 year -----	22
2 years -----	30
3 -----	13
4 -----	5
5 -----	10
6 to 10 -----	13
11 to 20 -----	3
More than 20 -----	1
Not ascertained and don't know -----	3
Total -----	100
Number of cases -----	207

Table 58.---Reasons nonusers of vegetable shortening gave for not using this product

Reasons	United States										Region					
	Rural					Urban					North			South		
	Total	Pct.	White	Non-white	Total	Pct.	White	Non-white	Total	Pct.	White	Non-white	Total	Pct.	White	Non-white
Have own lard -----	25	47	5	13	21	53	5	29	43	5	15	36	29	43	5	15
Use lard and prefer it -----	25	26	24	41	24	26	22	27	26	22	41	21	27	26	28	40
Do not do much cooking -----	16	4	26	7	25	10	33	3	1	8	5	3	3	1	8	5
Too expensive; not economical	13	13	14	18	12	13	12	15	12	12	18	12	15	12	19	20
Prefer something else--	13	5	19	5	15	3	22	9	7	13	3	10	9	7	13	3
Lard is cheaper; lard goes farther -----	12	10	14	15	14	14	12	14	8	14	15	9	10	8	15	13
Dislike flavor; taste -----	9	9	8	7	9	10	9	9	9	8	7	9	9	9	8	8
Health reasons -----	4	2	6	2	5	3	4	2	1	7	2	2	2	1	3	-
Have own butter -----	3	6	-	-	3	7	4	4	6	1	-	5	4	6	-	-
Have own drippings -----	2	1	2	-	2	1	2	1	-	3	-	1	1	-	1	-
Never tried it--no reason ----	2	3	2	5	1	1	2	4	4	1	5	3	4	4	4	6
Miscellaneous -----	7	5	9	7	8	5	7	6	6	10	7	5	6	6	7	8
Not ascertained; don't know -	5	6	5	4	2	1	5	2	9	2	4	12	10	9	12	6
Number of cases -----	391	184	207	64	225	154	148	415	267	148	290	251				

1/ Percentages add to more than 100 because some respondents gave more than 1 reason for nonuse.

Table 59.--Replies to the question: "In the last year have you used any lard for deep-fat frying?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	43	14	43	100	789
Rural -----	43	7	50	100	342
Urban -----	42	19	39	100	447
White -----	44	15	41	100	681
Nonwhite -----	36	6	58	100	108
North -----	46	17	37	100	539
Rural -----	50	10	40	100	373
Urban -----	44	20	36	100	352
South -----	36	7	57	100	625
Rural -----	35	3	62	100	389
Urban -----	37	13	50	100	237
White -----	37	9	54	100	444
Nonwhite -----	33	3	64	100	363
Number in family					
1 to 2 -----	34	11	55	100	262
3 to 4 -----	48	15	37	100	341
5 and over -----	44	16	40	100	186
Age group <u>1/</u>					
24 years and under -----	59	11	30	100	76
25 to 29 -----	49	19	32	100	95
30 to 39 -----	51	12	37	100	200
40 to 49 -----	39	19	42	100	141
50 and older -----	33	11	56	100	268
Education <u>2/</u>					
None or grammar school -	35	7	58	100	336
High school -----	49	17	34	100	373
College -----	49	24	27	100	72
Income group <u>3/</u>					
Low -----	39	5	56	100	317
Middle -----	46	16	38	100	253
High -----	45	24	31	100	195
Size of place					
Metropolitan -----	43	20	37	100	360
Township -----	42	14	44	100	87
Rural -----	43	7	50	100	342

1/ Age was not ascertained for 9 respondents.

2/ Education was not ascertained for 8 respondents.

3/ Income was not ascertained for 24 respondents.

Table 60.--Replies to the question: "In the last year have you used any lard for pan frying?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	75	24	1	100	789
Rural -----	84	15	1	100	342
Urban -----	68	31	1	100	447
White -----	74	26	-	100	681
Nonwhite -----	86	12	2	100	108
North -----	69	30	1	100	539
Rural -----	80	20	-	100	373
Urban -----	64	35	1	100	352
South -----	88	11	1	100	625
Rural -----	90	9	1	100	389
Urban -----	85	14	1	100	237
White -----	86	13	1	100	444
Nonwhite -----	93	5	2	100	363
Number in family					
1 to 2 -----	79	20	1	100	262
3 to 4 -----	71	29	-	100	341
5 and over -----	78	21	1	100	186
Age group <u>1</u> /					
24 years and under -----	84	16	-	100	76
25 to 29 -----	77	23	-	100	95
30 to 39 -----	73	27	-	100	200
40 to 49 -----	75	23	2	100	141
50 and older -----	74	25	1	100	268
Education <u>2</u> /					
None or grammar school -	85	14	1	100	336
High school -----	71	29	-	100	373
College -----	54	44	2	100	72
Income group <u>3</u> /					
Low -----	86	13	1	100	317
Middle -----	72	28	-	100	253
High -----	62	37	1	100	195
Size of place					
Metropolitan -----	67	32	1	100	360
Township -----	73	26	1	100	87
Rural -----	84	15	1	100	342

1/ Age was not ascertained for 9 respondents.

2/ Education was not ascertained for 8 respondents.

3/ Income was not ascertained for 24 respondents.

Table 61.--Replies to the question: "In the last year have you used any lard for making piecrust or pastry?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	65	17	18	100	789
Rural -----	76	12	12	100	342
Urban -----	56	21	23	100	447
White -----	66	17	17	100	681
Nonwhite -----	58	18	24	100	108
North -----	66	17	17	100	539
Rural -----	80	11	9	100	373
Urban -----	58	20	22	100	352
South -----	62	18	20	100	625
Rural -----	70	13	17	100	389
Urban -----	49	25	26	100	237
White -----	63	20	17	100	444
Nonwhite -----	60	13	27	100	363
Number in family					
1 to 2 -----	59	14	27	100	262
3 to 4 -----	66	20	14	100	341
5 and over -----	70	16	14	100	186
Age group 1/					
24 years and under -----	54	22	24	100	76
25 to 29 -----	57	23	20	100	95
30 to 39 -----	64	18	18	100	200
40 to 49 -----	71	17	12	100	141
50 and older -----	68	13	19	100	268
Education 2/					
None or grammar school -	63	13	24	100	336
High school -----	65	21	14	100	373
College -----	70	17	13	100	72
Income group 3/					
Low -----	66	13	21	100	317
Middle -----	66	18	16	100	253
High -----	61	22	17	100	195
Size of place					
Metropolitan -----	53	21	26	100	360
Township -----	67	21	12	100	87
Rural -----	76	12	12	100	342

1/ Age was not ascertained for 9 respondents.

2/ Education was not ascertained for 8 respondents.

3/ Income was not ascertained for 24 respondents.

Table 62.--Replies to the question: "In the last year have you used any lard for making cookies?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	26	38	36	100	789
Rural -----	35	33	32	100	342
Urban -----	18	43	39	100	447
White -----	28	41	31	100	681
Nonwhite -----	13	19	68	100	108
North -----	27	44	29	100	539
Rural -----	41	38	21	100	373
Urban -----	20	47	33	100	352
South -----	23	27	50	100	625
Rural -----	28	26	46	100	389
Urban -----	14	28	58	100	237
White -----	26	31	43	100	444
Nonwhite -----	14	16	70	100	363
Number in family					
1 to 2 -----	20	31	49	100	262
3 to 4 -----	27	44	29	100	341
5 and over -----	32	38	30	100	186
Age group <u>1/</u>					
24 years and under -----	30	30	40	100	76
25 to 29 -----	22	43	35	100	95
30 to 39 -----	27	42	31	100	200
40 to 49 -----	28	41	31	100	141
50 and older -----	24	35	41	100	268
Education <u>2/</u>					
None or grammar school --	25	25	50	100	336
High school -----	27	46	27	100	373
College -----	21	60	19	100	72
Income group <u>3/</u>					
Low -----	28	23	49	100	317
Middle -----	28	45	27	100	253
High -----	21	51	28	100	195
Size of place					
Metropolitan -----	16	44	40	100	360
Township -----	30	38	32	100	87
Rural -----	35	33	32	100	342

1/ Age was not ascertained for 9 respondents.

2/ Education was not ascertained for 8 respondents.

3/ Income was not ascertained for 24 respondents.

Table 63.--Replies to the question: "In the last year have you used any lard for making cakes?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	26	52	22	100	789
Rural -----	38	47	15	100	342
Urban -----	16	57	27	100	447
White -----	25	54	21	100	681
Nonwhite -----	28	45	27	100	108
North -----	23	54	23	100	539
Rural -----	37	49	14	100	373
Urban -----	16	57	27	100	352
South -----	31	48	21	100	625
Rural -----	39	45	16	100	389
Urban -----	19	52	29	100	237
White -----	32	50	18	100	444
Nonwhite -----	31	43	26	100	363
Number in family					
1 to 2 -----	20	46	34	100	262
3 to 4 -----	25	57	18	100	341
5 and over -----	36	52	12	100	186
Age group 1/					
24 years and under -----	40	44	16	100	76
25 to 29 -----	25	53	22	100	95
30 to 39 -----	27	52	21	100	200
40 to 49 -----	23	60	17	100	141
50 and older -----	22	51	27	100	268
Education 2/					
None or grammar school -	28	42	30	100	336
High school -----	25	59	16	100	373
College -----	18	66	16	100	72
Income group 3/					
Low -----	31	42	27	100	317
Middle -----	25	56	19	100	253
High -----	18	63	19	100	195
Size of place					
Metropolitan -----	15	57	28	100	360
Township -----	24	54	22	100	87
Rural -----	38	47	15	100	342

1/ Age was not ascertained for 9 respondents.

2/ Education was not ascertained for 8 respondents.

3/ Income was not ascertained for 24 respondents.

Table 64.--Replies to the question: "In the last year have you used any lard for making biscuits?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	55	16	29	100	789
Rural -----	71	12	17	100	342
Urban -----	43	18	39	100	447
White -----	52	17	31	100	681
Nonwhite -----	80	7	13	100	108
North -----	49	19	39	100	539
Rural -----	55	18	27	100	373
Urban -----	35	20	45	100	352
South -----	85	8	7	100	625
Rural -----	90	5	5	100	389
Urban -----	75	13	12	100	237
White -----	83	9	8	100	444
Nonwhite -----	89	5	6	100	363
Number in family					
1 to 2 -----	55	13	32	100	262
3 to 4 -----	54	17	29	100	341
5 and over -----	58	17	25	100	186
Age group ^{1/}					
24 years and under -----	59	13	28	100	76
25 to 29 -----	48	16	36	100	95
30 to 39 -----	55	11	34	100	200
40 to 49 -----	60	19	21	100	141
50 and older -----	56	17	27	100	268
Education ^{2/}					
None or grammar school -	62	12	26	100	336
High school -----	51	17	32	100	373
College -----	48	23	29	100	72
Income group ^{3/}					
Low -----	70	9	21	100	317
Middle -----	49	19	32	100	253
High -----	42	20	38	100	195
Size of place					
Metropolitan -----	38	20	42	100	360
Township -----	62	13	25	100	87
Rural -----	71	12	17	100	342

^{1/} Age was not ascertained for 9 respondents.

^{2/} Education was not ascertained for 8 respondents.

^{3/} Income was not ascertained for 24 respondents.

Table 65.--Replies to the question: "In the last year have you used any lard for making cooked salad dressings or sauces?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	3	36	61	100	789
Rural -----	4	30	66	100	342
Urban -----	3	40	57	100	447
White -----	3	39	58	100	681
Nonwhite -----	3	15	82	100	108
North -----	4	44	52	100	539
Rural -----	5	45	50	100	373
Urban -----	3	44	53	100	352
South -----	3	17	80	100	625
Rural -----	3	12	85	100	389
Urban -----	2	24	74	100	237
White -----	3	19	78	100	444
Nonwhite -----	3	10	87	100	363
Number in family					
1 to 2 -----	2	31	67	100	262
3 to 4 -----	3	41	56	100	341
5 and over -----	6	33	61	100	186
Age group <u>1/</u>					
24 years and under -----	4	29	67	100	76
25 to 29 -----	5	38	57	100	95
30 to 39 -----	2	38	60	100	200
40 to 49 -----	5	39	56	100	141
50 and older -----	2	32	66	100	268
Education <u>2/</u>					
None or grammar school -	3	20	77	100	336
High school -----	3	42	55	100	373
College -----	3	74	23	100	72
Income group <u>3/</u>					
Low -----	4	21	75	100	317
Middle -----	3	38	59	100	253
High -----	3	54	43	100	195
Size of place					
Metropolitan -----	3	39	58	100	360
Township -----	2	41	57	100	87
Rural -----	4	30	66	100	342

1/ Age was not ascertained for 9 respondents.

2/ Education was not ascertained for 8 respondents.

3/ Income was not ascertained for 24 respondents.

Table 66.--Replies to the question: "In the last year have you used any lard for seasoning vegetables?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	23	73	4	100	789
Rural -----	33	64	3	100	342
Urban -----	15	79	6	100	447
White -----	20	75	5	100	681
Nonwhite -----	37	60	3	100	108
North -----	12	83	5	100	539
Rural -----	18	78	4	100	373
Urban -----	9	85	6	100	352
South -----	45	52	3	100	625
Rural -----	50	48	2	100	389
Urban -----	37	59	4	100	237
White -----	44	53	3	100	444
Nonwhite -----	47	51	2	100	363
Number in family					
1 to 2 -----	21	72	7	100	262
3 to 4 -----	22	74	4	100	341
5 and over -----	27	70	3	100	186
Age group <u>1/</u>					
24 years and under -----	29	67	4	100	76
25 to 29 -----	24	72	4	100	95
30 to 39 -----	20	76	4	100	200
40 to 49 -----	22	75	3	100	141
50 and older -----	23	71	6	100	268
Education <u>2/</u>					
None or grammar school -	34	61	5	100	336
High school -----	16	79	5	100	373
College -----	8	92	-	100	72
Income group <u>3/</u>					
Low -----	36	58	6	100	317
Middle -----	16	81	3	100	253
High -----	11	85	4	100	195
Size of place					
Metropolitan -----	14	79	7	100	360
Township -----	16	81	3	100	87
Rural -----	33	64	3	100	342

1/ Age was not ascertained for 9 respondents.

2/ Education was not ascertained for 8 respondents.

3/ Income was not ascertained for 24 respondents.

Table 67.--Reasons users of lard gave for deep-fat frying with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Cost and economy -----	37	Smoking, burning, heating -----	11
Cheaper; less expensive -----	30	Fat heats quickly -----	6
Goes farther; more economical -----	7	Food cooks through thoroughly -----	2
Habit -----	27	Fat doesn't brown or scorch -----	1
Always have it on hand -----	15	Fat doesn't burn or catch fire -----	1
Habit; always used it -----	9	Food and/or fat doesn't stick to pan -----	1
Good past experience -----	4	Doesn't smoke -----	1
Taste -----	27	Miscellaneous -----	1
Has meaty, porky taste -----	5	Reuse -----	6
Tasteless, brings out flavor of food -----	3	Substitute--uses only when out of preferred fat -----	6
Tastes rich -----	1	Health -----	2
Tastes salty -----	1	Odor--no unpleasant odor; doesn't smell -----	1
Tastes sweet -----	1	Miscellaneous -----	2
Taste, specific--not strong taste -----	1	Just like it; all the same -----	3
Taste, general--like the flavor, taste -----	16	Not ascertained -----	1
Appearance of product--browning -----	24		
Texture of product -----	16		
Crisp, flaky, crumbly -----	7		
Not greasy -----	6		
Tender; soft -----	3		
Is greasy, oily; has greasy taste -----	2		
Miscellaneous -----	1		
		Number of cases -----	337

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

Table 68.--Reasons users of lard gave for pan frying with this product

Reasons given	United States total	Reasons given	United States total
	Percent ^{1/}		Percent ^{1/}
Taste -----	35	Texture of product -----	10
Has meaty, porky taste --	7	Not greasy; food doesn't	
Tasteless, brings out		get soggy -----	4
flavor of food -----	3	Crisp, flaky -----	3
Tastes sweet -----	1	Tender, soft -----	2
Tastes rich -----	1	Is greasy, oily; has	
Tastes salty -----	1	greasy taste -----	1
Taste, specific -----	1	Miscellaneous -----	1
Taste, general -----	21		
Habit -----	29	Use only as substitute -----	9
Always have it on hand --	13	No unpleasant odor -----	2
Habit; always used it ---	12	Health -----	1
Good past experience ---	4	Miscellaneous -----	3
Cost and economy -----	25	Don't know; just like it --	4
Cheaper; less expensive -	18	Not ascertained -----	1
Goes farther; lasts			
longer -----	8		
Appearance of product--			
browning -----	22		
Smoking, burning, heating	15		
Food and/or fat doesn't			
stick to pan -----	8		
Fat heats quickly -----	2		
Fat doesn't burn -----	2		
Food doesn't burn or			
scorch -----	1		
Cooks through thoroughly	1		
Doesn't splatter -----	1		
Fat doesn't brown or			
scorch -----	1		
Doesn't smoke -----	1		
Miscellaneous -----	1		
		Number of cases -----	593

^{1/} Percentages add to more than their subtotals and these add to more than 100 because some users gave more than 1 reason.

Table 69.--Reasons users of lard gave for making piecrust or pastry with this product

Reasons given	United States total	Reasons given	United States total
	Percent ^{1/}		Percent ^{1/}
Texture of product -----	69	Appearance of product-- browning -----	8
Crisp, flaky -----	50	Use only as substitute -----	4
Tender, soft -----	27	Health -----	2
Short, rich -----	13	Smoking, burning, heating-- miscellaneous -----	1
Light, fluffy -----	5	Refrigeration, convenience, freshness--cooked product stays fresh longer -----	1
Doesn't fall apart -----	3	No unpleasant odor -----	1
Not greasy -----	2	Miscellaneous -----	14
Makes fine texture -----	1	Mixes, blends, creams well -----	9
Is greasy, oily, has greasy taste -----	1	Dough rolls out thin, easy -----	2
Moist -----	1	Miscellaneous -----	4
Habit -----	32	Don't know; just like it -----	3
Good past experience -----	13	Not ascertained -----	1
Habit; always used it -----	12		
Always have it on hand -----	7		
Taste -----	18	Number of cases -----	508
Tastes rich -----	2		
Has meaty, porky taste -----	1		
Tasteless, brings out flavor of food -----	1		
Taste, specific -----	1		
Taste, general -----	13		
Cost and economy -----	16		
Cheap; less expensive -----	9		
Goes farther; lasts longer -----	8		

^{1/} Percentages add to more than their subtotals and these add to more than 100 because some users gave more than 1 reason.

Table 70.--Reasons users of lard gave for making cookies with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Texture of product -----	43	Substitute -----	13
Crisp, flaky -----	22	Use only as substitute ---	8
Tender, soft -----	13	Good butter substitute ---	5
Short, rich -----	9	Appearance of product--	
Light, fluffy -----	4	browning -----	7
Moist -----	3	Refrigeration, convenience,	
Doesn't fall apart -----	1	freshness--product stays	
Makes a fine texture -----	1	fresh longer -----	5
Not greasy or soggy -----	1	Smoking, burning, heating ---	3
Texture specific -----	1	Food and/or fat doesn't	
Habit -----	29	stick to pan -----	2
Always have on hand -----	14	Miscellaneous -----	1
Habit; always use it -----	8	Miscellaneous -----	14
Good past experience -----	8	Mixes, blends, creams	
Cost and economy -----	23	well -----	9
Cheap; less expensive -----	16	Miscellaneous -----	5
Goes farther; lasts		Don't know; just like it ---	3
longer -----	7		
Taste -----	19	Number of cases -----	202
Tastes rich -----	3		
Tasteless, brings out			
flavor of food -----	1		
Taste, specific -----	2		
Taste, general -----	14		

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

Table 71.--Reasons users of lard gave for making cakes with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> <u>Percent</u>		<u>1/</u> <u>Percent</u>
Texture of product -----	38	Taste -----	17
Light, fluffy -----	24	Tastes rich -----	1
Tender, soft -----	13	Has meaty, porky taste ---	1
Moist -----	5	Tasteless, brings out	
Short, rich -----	3	flavor of food -----	1
Makes fine texture -----	3	Taste, specific -----	1
Crisp, flaky -----	2	Taste, general -----	14
Doesn't fall apart -----	1	Appearance of product -----	6
Not greasy or soggy -----	1	Makes white product -----	3
Texture specific -----	1	Browning, browns well ---	3
Texture general -----	1	Refrigeration, convenience,	
Habit -----	23	freshness--cooked product	
Always have on hand -----	11	stays fresh longer -----	4
Habit; always use it -----	7	Smoking, burning, heating--	
Good past experience -----	5	food and/or fat doesn't	
Substitute -----	21	stick to pan -----	1
Use only as substitute ---	11	Miscellaneous -----	10
Good butter substitute ---	10	Mixes, blends, creams well	9
Cost and economy -----	18	Miscellaneous -----	1
Cheap, less expensive ----	13	Don't know; just like it -----	4
Goes farther, lasts longer	6	Not ascertained -----	1
		Number of cases -----	202

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

Table 72.--Reasons users of lard gave for making biscuits with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Texture of product -----	58	Cost and economy -----	15
Light, fluffy -----	33	Goes farther, lasts	
Tender, soft -----	23	longer -----	9
Crisp, flaky -----	15	Cheap, less expensive -----	8
Short, rich -----	7	Use only as substitute -----	5
Is greasy, oily -----	2	Smoking, burning, heating -----	2
Not greasy or soggy -----	2	Fat heats, melts quickly -----	1
Makes fine texture -----	1	Miscellaneous -----	1
Moist -----	1	Refrigeration, convenience,	
Doesn't fall apart -----	1	freshness--cooked product	
Habit -----	25	stays fresh longer -----	1
Habit; always use it -----	11	Health -----	1
Always have on hand -----	8	Miscellaneous -----	12
Good past experience -----	8	Mixes, blends well -----	10
Taste -----	21	Miscellaneous -----	2
Has meaty, porky taste -----	5	Don't know; just like it -----	5
Tasteless, brings out		Not ascertained -----	2
flavor of food -----	1		
Tastes rich -----	1	Number of cases -----	437
Taste, specific -----	1		
Taste, general -----	13		
Appearance of product -----	16		
Browning, browns well -----	14		
Makes white product -----	2		

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

Table 73.--Reasons users of lard gave for seasoning vegetables with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Taste -----	59	Cost and economy -----	8
Has meaty, porky taste ----	23	Goes farther, lasts longer -----	4
Tasteless, brings out flavor of food -----	4	Cheap, less expensive ----	4
Tastes rich -----	1	Smoking, burning, heating -----	2
Taste, specific -----	3	Fat heats/melts quickly --	2
Taste, general -----	28	Miscellaneous -----	1
Substitute -----	35	Health -----	1
Use/prefer meat, salt pork, etc. -----	23	Miscellaneous -----	6
Use only as substitute ----	15	Mixes, blends well -----	4
Good butter substitute ----	1	Miscellaneous -----	3
Texture of product -----	16	Nothing liked -----	1
Is greasy, oily -----	10	Don't know; just like it ----	4
Not greasy or soggy -----	3	Not ascertained -----	3
Tender, soft -----	3		
Miscellaneous -----	1		
Habit -----	8	Number of cases -----	179
Always have on hand -----	4		
Always used it -----	4		
Good past experience -----	1		

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

Table 74.--Reasons users of lard gave for disliking lard for deep-fat frying

Reasons given	United States total	Reasons given	United States total
	Percent 1/		Percent 1/
Texture of product -----	21	Refrigeration, convenience, freshness -----	4
Too greasy, soggy -----	20	Doesn't stay fresh -----	3
Not tender -----	1	Has to be refrigerated -----	1
Not crisp, not flaky -----	1		
Smoking, burning, heating -----	17	Appearance of product-- doesn't brown well -----	4
Smokes -----	10	Can't be reused -----	3
Splatters, pops -----	3	Miscellaneous -----	2
Browns, scorches -----	3	Nothing disliked -----	46
Burns, catches fire -----	2	Don't know; just don't like it -----	2
Food sticks to pan -----	1	Not ascertained -----	1
Miscellaneous -----	2		
Taste -----	12		
Has meaty, porky taste -----	2		
Has strong taste -----	2		
Tasteless, flat, no flavor -----	1		
Taste, specific -----	2		
Taste, general -----	5		
Health -----	8	Number of cases -----	337
Odor strong, smells rancid -----	8		

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

Table 75.--Reasons users of lard gave for disliking lard for pan frying

Reasons given	United States total	Reasons given	United States total
	Percent ^{1/}		Percent ^{1/}
Smoking, burning, heating -----	18	Appearance of product --	
Smokes -----	11	doesn't brown well -----	2
Splatters, pops, spits ----	6	Can't be reused -----	1
Burns -----	3	Cost and economy--doesn't	
Food sticks to pan -----	2	go far -----	1
Fat browns, scorches ----	1	Miscellaneous -----	2
Texture of product--greasy,		If use too much, have	
gets soggy -----	13	failure -----	1
Taste -----	13	Miscellaneous -----	1
Tasteless, flat -----	2	Nothing disliked -----	50
Strong taste -----	2	Don't know; just don't	
Has meaty, porky taste ----	2	like it -----	1
Taste, specific -----	2	Not ascertained -----	1
Taste, general -----	5		
Health -----	7		
Odor strong, smells rancid ----	6		
Refrigeration, convenience,			
freshness -----	4	Number of cases -----	593
Doesn't stay fresh -----	4		
Has to be refrigerated ----	1		

^{1/} Percentages add to more than their subtotals and these add to more than 100 because some users gave more than 1 reason.

Table 76.--Reasons users of lard gave for disliking lard for making pie-crust or pastry

Reasons given	United States total	Reasons given	United States total
	Percent <u>1/</u>		Percent <u>1/</u>
Texture of product -----	11	Smoking, burning, heating--miscellaneous -----	1
Greasy, food gets soggy -----	4	Appearance of product--doesn't brown well -----	1
Not crisp -----	4	Miscellaneous -----	9
Not tender -----	2	If use too much, have failure -----	4
Not light or fluffy -----	2	Doesn't mix, blend well -----	3
Product falls apart -----	1	Miscellaneous -----	2
Miscellaneous -----	1	Nothing disliked -----	67
Taste -----	6	Don't know; just don't like it -----	1
Has meaty, porky taste --	2	Not ascertained -----	2
Has strong taste -----	2		
Taste miscellaneous--general, specific -----	2		
Refrigeration, convenience, freshness -----	5		
Doesn't stay fresh -----	3		
Has to be refrigerated --	3		
Health -----	4		
Odor strong, smells rancid-----	2	Number of cases -----	508
Cost, economy--doesn't go far -----	1		

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

Table 77.--Reasons users of lard gave for disliking lard for making cookies

Reasons given	United States total	Reasons given	United States total
	Percent ^{1/}		Percent ^{1/}
Taste -----	21	Health -----	2
Has meaty, porky taste --	4	Miscellaneous -----	15
Tasteless, flat -----	3	If use too much, have	
Strong taste -----	1	failure -----	8
Taste, specific -----	2	Doesn't mix, blend,	
Taste, general-----	11	cream well -----	6
		Miscellaneous -----	3
Texture of product -----	13	Nothing disliked -----	50
Greasy, gets soggy -----	7	Don't know; just don't	
Not light or fluffy -----	3	like it -----	4
Is coarse textured -----	3	Not ascertained -----	2
Falls apart -----	2		
Not tender -----	2		
Not crisp or flaky -----	1		
Miscellaneous -----	2		
Refrigeration,			
convenience, freshness -----	3	Number of cases -----	202
Doesn't stay fresh -----	2		
Has to be refrigerated --	1		

^{1/} Percentages add to more than their subtotals and these add to more than 100 because some users gave more than 1 reason.

Table 78.--Reasons users of lard gave for disliking lard for making cakes

Reasons given	United States total	Reasons given	United States total
	Percent <u>1/</u>		Percent <u>1/</u>
Texture of product -----	28	Smoking, burning, heating--food sticks to pan -----	1
Not light or fluffy -----	14	Appearance of product-- doesn't brown well -----	1
Greasy, too soggy -----	9	Miscellaneous -----	15
Is coarse textured -----	7	If use too much, have failure -----	8
Falls apart -----	2	Doesn't mix, blend, cream well -----	4
Not tender -----	2	Miscellaneous -----	3
Not crisp or flaky -----	1	Nothing disliked -----	39
Miscellaneous -----	2	Don't know; just don't like it -----	2
Taste -----	24	Not ascertained -----	3
Has meaty, porky taste --	4		
Tasteless, flat -----	2		
Strong taste -----	1		
Taste, specific -----	1		
Taste, general-- -----	16		
Refrigeration, convenience, freshness -----	3	Number of cases -----	202
Doesn't stay fresh -----	2		
Has to be refrigerated --	1		
Health -----	2		
Odor strong, smells rancid -----	1		

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

Table 79.--Reasons users of lard gave for disliking lard for making biscuits

Reasons given	United States total	Reasons given	United States total
	Percent <u>1/</u>		Percent <u>1/</u>
Texture of product -----	7	Appearance of product-- doesn't brown well -----	1
Not light or fluffy -----	4	Miscellaneous -----	7
Greasy, too soggy -----	3	If use too much, have failure -----	4
Not crisp or flaky -----	1	Doesn't mix, blend well -----	1
Not tender -----	1	Miscellaneous -----	2
Taste -----	5	Nothing disliked -----	73
Has meaty, porky taste --	2	Don't know; just don't like it -----	2
Strong taste -----	1	Not ascertained -----	4
Taste, general-----	2		
Health -----	4		
Refrigeration, convenience, freshness -----	3		
Doesn't stay fresh -----	2		
Has to be refrigerated --	1		
Odor strong, smells rancid ----	1		
Cost and economy-- doesn't go far -----	1	Number of cases -----	437

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

Table 80.--Reasons users of lard gave for disliking lard for seasoning vegetables

Reasons given	United States total	Reasons given	United States total
	Percent ^{1/}		Percent ^{1/}
Taste -----	28	Miscellaneous -----	14
Tasteless, flat -----	6	Use/prefer meat -----	7
Has meaty, porky taste ----	4	If use too much, have	
Not enough meat flavor ----	3	failure -----	3
Strong taste -----	2	Doesn't mix, blend	
Taste, specific -----	1	well -----	2
Taste, general -----	12	Miscellaneous -----	2
Texture of product -----	13	Nothing disliked -----	50
Greasy, too soggy -----	13	Don't know; just don't	
Texture miscellaneous ----	1	like it -----	1
Health -----	3	Not ascertained -----	4
Refrigeration,			
convenience, freshness--			
doesn't stay fresh -----	2	Number of cases -----	179

^{1/} Percentages add to more than their subtotals and these add to more than 100 because some users gave more than 1 reason.

Table 81.--Reasons users of lard gave for not deep-fat frying with this product

Reasons given	United States total	Reasons given	United States total
	Percent ^{1/}		Percent ^{1/}
Habit -----	52	Health -----	17
Use or prefer vegetable shortening -----	27	Can't be reused -----	9
Use or prefer other specific fat -----	16	Odor--smells strong, rancid -----	9
Don't do much cooking -----	6	Appearance of product-- doesn't brown well -----	5
Use or prefer bacon, other meat drippings -----	4	Refrigeration, convenience -----	5
Use or prefer other nonspecific fat -----	2	Fat doesn't stay fresh -----	4
Texture of product -----	39	Has to be refrigerated -----	1
Greasy; food gets soggy -----	40	Texture, appearance of fat -----	1
Doesn't make a crisp, flaky product -----	3	Doesn't mix, blend, cream well -----	1
Smoking, burning, heating -----	21	Lard is heavy -----	1
Smokes -----	13	Miscellaneous -----	9
Burns -----	6	Never tried it -----	1
Splatters, pops -----	3	Miscellaneous -----	8
Miscellaneous -----	3	Don't know; just don't like it -----	1
Taste -----	19	Not ascertained -----	3
Strong taste -----	5		
Has meaty, porky taste -----	5		
Rancid, old, stale taste -----	1		
Taste, specific -----	1		
Taste, general -----	7		
		Number of cases -----	108

^{1/} Percentages add to more than their subtotals and these add to more than 100 because some users gave more than 1 reason.

Table 82.--Reasons users of lard gave for not pan frying with this product

Reasons given	United States total	Reasons given	United States total
	Percent ^{1/}		Percent ^{1/}
Habit -----	61	Health -----	17
Use or prefer bacon, other meat drippings -----	25	Smoking, burning, heating -----	13
Use or prefer vege- table shortening -----	24	Smokes -----	7
Use or prefer marga- rine or butter -----	9	Splatters, pops, spits -----	4
Use or prefer other specific fat -----	7	Burns -----	2
Don't do much cooking -----	4	Miscellaneous -----	2
Use or prefer other nonspecific fat -----	3	Odor--smells strong -----	6
Use or prefer meat; fat back; salt pork -----	1	Refrigeration, con- venience -----	4
Taste -----	32	Has to be refrigerated -----	2
Strong taste -----	5	Fat doesn't stay fresh, gets stale -----	2
Meaty, porky taste -----	5	Appearance of product-- doesn't brown well -----	2
Tasteless, flat -----	2	Miscellaneous -----	4
Has rancid taste -----	1	Never tried it -----	2
Taste, specific -----	1	Miscellaneous -----	2
Taste, general -----	18	Texture of product -----	22
Texture of product -----	22	Greasy; gets soggy -----	22
Greasy; gets soggy -----	22	Doesn't make crisp, flaky product -----	1
Doesn't make crisp, flaky product -----	1	Doesn't make tender product -----	1
Doesn't make tender product -----	1	Don't know; just don't like it -----	2
		Not ascertained -----	3
		Number of cases -----	189

^{1/} Percentages add to more than their subtotals and these add to more than 100 because some users gave more than 1 reason.

Table 83.--Reasons users of lard gave for not making piecrust or pastry with this product

Reasons given	United States total		Reasons given	United States total	
		Percent ^{1/}			Percent ^{1/}
Habit -----		55	Texture, appearance of fat -----		13
Use or prefer vegetable shortening -----	44		Doesn't mix, blend cream well -----	10	
Use or prefer other specific fat -----	3		Lard is heavy -----	3	
Use or prefer other nonspecific fat -----	3		Health -----		11
Recipe doesn't call for it -----	3		Refrigeration, convenience -----		4
Don't do much cooking -----	3		Has to be refrigerated -----	3	
Use or prefer margarine or butter -----	2		Fat doesn't stay fresh -----	1	
Use or prefer bacon, other meat drippings -----	1		Odor is strong, smells rancid -----		4
Texture of product -----		52	Appearance of product -----		3
Greasy, gets soggy -----	19		Doesn't brown well -----	2	
Doesn't make crisp, flaky product -----	19		Discolors product -----	1	
Doesn't make tender product -----	17		Miscellaneous -----		10
Falls apart, shrinks -----	9		Never tried it -----	2	
Not light or fluffy -----	9		Dough falls apart; hard to handle -----	1	
Miscellaneous -----	2		Miscellaneous -----	7	
Taste -----		26	Don't know; just don't like it -----		1
Has meaty, porky taste -----	6		Not ascertained -----		1
Strong taste -----	5				
Has rancid taste -----	1				
Taste, specific -----	2				
Taste, general -----	13		Number of cases -----		136

^{1/} Percentages add to more than their subtotals and these add to more than 100 because some users gave more than 1 reason.

Table 84.—Reasons users of lard gave for not making cookies with this product

Reasons given	United States total	Reasons given	United States total
	Percent ^{1/}		Percent ^{1/}
Habit -----	61	Texture and appearance of fat -----	11
Use or prefer vegetable shortening -----	32	Doesn't mix, blend, cream well -----	8
Use or prefer margarine or butter -----	26	Lard is heavy -----	3
Recipe doesn't call for it -----	6	Health -----	10
Don't do much cooking -----	3	Refrigeration, convenience -----	3
Use or prefer other specific fat -----	2	Fat doesn't stay fresh -----	1
Use or prefer other nonspecific fat -----	2	Cooked product gets stale -----	1
Use or prefer bacon, other meat drippings -----	2	Has to be refrigerated -----	1
Taste -----	44	Odor is strong, smells rancid -----	1
Has meaty, porky taste -----	10	Miscellaneous -----	8
Strong taste -----	6	Never tried it -----	2
Tasteless, flat -----	5	Miscellaneous -----	6
Has rancid taste -----	1	Don't know; just don't like it -----	1
Taste, specific -----	4	Not ascertained -----	1
Taste, general -----	21		
Texture of product -----	28		
Greasy, gets soggy -----	17		
Not light or fluffy -----	9		
Doesn't make tender product -----	3		
Product falls apart -----	2		
Miscellaneous -----	4		
		Number of cases -----	299

^{1/} Percentages add to more than their subtotals and these add to more than 100 because some users gave more than 1 reason.

Table 85.--Reasons users of lard gave for not making cakes with this product

Reasons given	United States total	Reasons given	United States total
	Percent ^{1/}		Percent ^{1/}
Habit -----	54	Texture, appearance of fat -----	12
Use or prefer margarine or butter -----	27	Doesn't mix, blend, cream well -----	9
Use or prefer vegetable shortening -----	26	Lard is heavy -----	3
Recipe doesn't call for it -----	6	Health -----	5
Don't do much cooking -----	3	Refrigeration, convenience -----	3
Use or prefer other specific fat -----	2	Has to be refrigerated -----	1
Use or prefer other nonspecific fat -----	2	Fat doesn't stay fresh -----	1
Taste -----	44	Cooked product gets stale -----	1
Has meaty, porky taste -----	11	Odor strong, smells rancid -----	2
Strong taste -----	6	Appearance of product--discolors product -----	1
Tasteless, flat -----	3	Miscellaneous -----	7
Has rancid taste -----	1	Never tried it -----	4
Taste, specific -----	3	Miscellaneous -----	3
Taste, general -----	21	Don't know; just don't like it -----	1
Texture of product -----	41	Not ascertained -----	2
Not light or fluffy -----	26	Number of cases -----	411
Greasy, too soggy -----	16		
Coarse texture -----	7		
Doesn't make tender product -----	3		
Product falls apart -----	1		
Miscellaneous -----	3		

^{1/} Percentages add to more than their subtotals and these add to more than 100 because some users gave more than 1 reason.

Table 86.--Reasons users of lard gave for not making biscuits with this product

Reasons given	United States total	Reasons given	United States total
	Percent $\frac{1}{2}$		Percent $\frac{1}{2}$
Habit -----	53	Health -----	13
Use or prefer vegetable shortening -----	35	Texture, appearance of fat -----	12
Use or prefer margarine or butter -----	5	Doesn't mix, blend well -----	11
Use or prefer other nonspecific fat -----	5	Lard is heavy -----	1
Use or prefer other specific fat -----	3	Appearance of product -----	3
Don't do much cooking -----	3	Doesn't brown well -----	2
Use or prefer bacon, other meat drippings -----	1	Discolors product -----	1
Recipe doesn't call for it -----	1	Refrigeration, convenience -----	3
Texture -----	31	Has to be refrigerated -----	2
Greasy, too soggy -----	17	Fat doesn't stay fresh -----	1
Not light or fluffy -----	13	Odor smells strong, rancid -----	2
Not tender -----	5	Miscellaneous -----	8
Not crisp or flaky -----	4	Never tried it -----	5
Product falls apart -----	1	Miscellaneous -----	3
Miscellaneous -----	2	Don't know; just don't like it -----	6
Taste -----	24	Not ascertained -----	3
Has meaty, porky taste -----	7	Number of cases -----	122
Strong taste -----	2		
Has rancid taste -----	1		
Taste, specific -----	1		
Taste, general -----	14		

$\frac{1}{2}$ Percentages add to more than their subtotals and these add to more than 100 because some users gave more than 1 reason.

Table 87.--Reasons users of lard gave for not making cooked salad dressings or sauces with this product

Reasons given	United States total	Reasons given	United States total
	Percent ^{1/}		Percent ^{1/}
Habit -----	64	Texture of product -----	15
Use or prefer margarine or butter -----	50	Greasy, too soggy -----	15
Recipe doesn't call for it -----	8	Product falls apart -----	1
Use or prefer vegetable shortening -----	5	Health -----	4
Don't do much cooking -----	3	Texture, appearance of fat--doesn't mix well -----	2
Use or prefer other specific fat -----	2	Odor strong, smells rancid -----	1
Use or prefer other nonspecific fat -----	2	Miscellaneous -----	5
Use or prefer bacon, other meat drippings -----	2	Never tried it -----	2
Taste -----	58	Miscellaneous -----	3
Tasteless, flat -----	10	Don't know; just don't like it -----	4
Has meaty, porky taste -----	8	Not ascertained -----	3
Strong taste -----	6		
No rich taste -----	1		
Has rancid taste -----	1		
Taste, specific -----	3		
Taste, general -----	30	Number of cases -----	280

^{1/} Percentages add to more than their subtotals and these add to more than 100 because some users gave more than 1 reason.

Table 88.--Reasons users of lard gave for not seasoning vegetables with this product

Reasons given	United States total	Reasons given	United States total
	<u>Percent 1/</u>		<u>Percent 1/</u>
Taste -----	67	Texture of product-- greasy, too soggy -----	24
Tasteless, flat -----	21	Health -----	6
Has meaty, porky taste ---	5	Odor strong, smell rancid -----	1
Strong taste -----	4	Texture, appearance of fat--doesn't mix well -----	1
Not enough meat flavor ---	2	Miscellaneous -----	4
Not salty enough -----	1	Never tried it -----	2
Has rancid taste -----	1	Miscellaneous -----	2
Taste, specific -----	3	Don't know; just don't like it -----	1
Taste, general -----	31	Not ascertained -----	2
Habit -----	58		
Use or prefer margarine or butter -----	35	Number of cases -----	575
Use or prefer bacon, other meat drippings ---	21		
Use or prefer meat; fat back; salt pork -----	10		
Use or prefer vegetable shortening -----	1		
Use or prefer other specific fat -----	3		
Use or prefer other nonspecific fat -----	1		

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

Table 89.--Users of lard who disliked something about the taste

Background characteristics	Users who disliked taste		No taste dislike	Not ascertained	Total	Number of cases
	Spontaneous mention	Nonspontaneous mention				
	Percent	Percent	Percent	Percent	Percent	Number
United States -----	70	3	20	7	100	<u>1</u> /808
Rural -----	72	3	19	6	100	346
Urban -----	68	3	22	7	100	462
White -----	71	3	19	7	100	700
Nonwhite -----	65	3	27	5	100	108
North -----	73	3	18	6	100	555
Rural -----	79	3	13	5	100	379
Urban -----	70	2	21	7	100	366
South -----	63	4	26	7	100	631
Rural -----	63	5	26	6	100	391
Urban -----	63	4	25	8	100	241
White -----	62	4	27	7	100	448
Nonwhite -----	66	4	23	7	100	366
Number in family						
1 or 2 -----	65	2	25	8	100	268
3 or 4 -----	73	3	18	6	100	349
5 or more -----	72	3	20	5	100	191
Age group <u>2</u> / 24 years and under -----	67	4	22	7	100	77
25 to 29 -----	74	5	16	5	100	95
30 to 39 -----	72	3	19	6	100	204
40 to 49 -----	73	2	19	6	100	146
50 and older -----	67	3	22	8	100	277
Education <u>3</u> / None or grammar school -----	61	3	28	8	100	345
High school -----	75	3	16	6	100	382
College -----	87	-	8	5	100	73
Income group <u>4</u> / Low -----	63	3	26	8	100	322
Middle -----	75	3	17	5	100	257
High -----	75	3	15	7	100	205
Size of place						
Metropolitan -----	67	3	22	8	100	375
Township -----	74	4	19	3	100	87
Rural -----	72	3	19	6	100	346

1/ U. S. total is larger because all lard users were asked this question. In the previous tables, 19 cases were omitted because kinds of cooking respondent did were not ascertained.

2/ Age was not ascertained for 9 respondents.

3/ Education was not ascertained for 8 respondents.

4/ Income was not ascertained for 24 respondents.

Table 90.--Users of lard who had objections to its taste and the type of cooking in which this occurred

Background characteristics	Type of cooking									
	Deep-fat frying	Pan frying	Pie-crust or pastry	Cook-ies	Cakes	Bis-cuits	Cooked salad dress-ings or sauces	Season-ing vege-tables	Bak-ing	Number of cases
	Pct.1/	Pct.1/	Pct.1/	Pct.1/	Pct.1/	Pct.1/	Pct.1/	Pct.1/	Pct.1/	Number
United States -----	11	24	9	26	36	7	29	74	4	589
Rural -----	8	22	8	26	37	7	28	73	4	260
Urban -----	13	26	10	25	35	7	30	76	4	329
White -----	11	25	8	27	34	6	31	74	4	515
Nonwhite -----	9	20	18	16	47	13	13	75	2	74
North -----	11	26	8	27	32	7	35	80	4	419
Rural -----	9	24	5	27	29	7	39	82	5	309
Urban -----	13	28	9	27	33	6	33	78	4	264
South -----	11	20	12	22	45	7	14	62	3	425
Rural -----	8	20	11	23	49	6	12	61	2	264
Urban -----	15	19	13	19	39	8	18	64	4	161
White -----	12	19	12	24	45	6	16	58	3	297
Nonwhite -----	9	23	11	16	46	10	11	70	3	257
Number in family										
1 or 2 -----	7	21	9	23	34	9	24	77	2	179
3 or 4 -----	13	29	8	27	36	5	33	73	4	265
5 or more -----	11	21	10	27	37	7	27	74	7	145
Age group 2/										
24 years and under -----	25	21	13	23	34	8	26	75	1	55
25 to 29 -----	14	32	14	20	33	5	25	71	6	75
30 to 39 -----	10	24	8	29	35	4	31	76	5	153
40 to 49 -----	13	24	10	27	39	11	32	74	7	109
50 and older -----	5	24	6	25	37	7	29	75	2	192
Education 3/										
None or grammar school --	7	22	9	19	39	7	21	74	1	220
High school -----	14	26	9	27	34	6	31	74	5	300
College -----	10	25	7	39	34	6	51	80	10	64
Income group 4/										
Low -----	10	21	9	20	38	6	20	70	2	211
Middle -----	12	29	10	27	34	7	28	75	3	202
High -----	11	24	7	30	34	8	42	80	6	159
Size of place										
Metropolitan -----	12	26	10	25	35	7	29	75	4	261
Township -----	18	26	10	26	34	5	31	76	4	68
Rural -----	8	22	8	26	37	7	28	73	4	260

1/ Percentages add to more than 100 because some users gave more than 1 type of cooking.

2/ Age was not ascertained for 5 respondents.

3/ Education was not ascertained for 5 respondents.

4/ Income was not ascertained for 17 respondents.

Table 91.--Users who find that lard smokes more than they like when used for frying

Background characteristics	Users who disliked smoke		No smoke dislike	Never used lard for frying	Not ascertained	Total	Number of cases
	Spontaneous mention	Nonspontaneous mention					
	Percent	Percent	Percent	Percent	Percent	Percent	Number
United States -----	13	37	44	4	2	100	1/808
Rural -----	15	34	48	2	1	100	346
Urban -----	11	39	42	5	3	100	462
White -----	13	38	43	4	2	100	700
Nonwhite -----	11	33	52	2	2	100	108
North -----	13	39	41	5	2	100	555
Rural -----	18	36	42	2	2	100	379
Urban -----	11	40	40	6	3	100	366
South -----	12	32	53	1	2	100	631
Rural -----	12	32	54	1	1	100	391
Urban -----	13	33	50	1	3	100	241
White -----	12	32	53	1	2	100	448
Nonwhite -----	13	33	51	1	2	100	366
Number in family °							
1 or 2 -----	10	37	49	2	2	100	268
3 or 4 -----	15	38	40	5	2	100	349
5 or more -----	13	34	48	2	3	100	191
Age group 2/							
24 years and under -----	13	42	42	1	2	100	77
25 to 29 -----	17	35	39	6	3	100	95
30 to 39 -----	14	40	41	4	1	100	204
40 to 49 -----	15	40	42	1	2	100	146
50 and older -----	10	32	52	4	2	100	277
Education 3/							
None or grammar school ----	9	35	52	2	2	100	345
High school -----	15	39	40	4	2	100	382
College -----	21	32	36	8	3	100	73
Income group 4/							
Low -----	10	35	52	1	2	100	322
Middle -----	12	40	41	5	2	100	257
High -----	19	37	37	5	2	100	205
Size of place							
Metropolitan -----	10	41	41	5	3	100	375
Township -----	16	29	48	5	2	100	87
Rural -----	15	34	48	2	1	100	346

1/ U. S. total is larger because all lard users were asked this question. In the previous tables, 19 cases were omitted because kinds of cooking respondent did were not ascertained.

2/ Age was not ascertained for 9 respondents.

3/ Education was not ascertained for 8 respondents.

4/ Income was not ascertained for 24 respondents.

Table 92.--Nonusers' replies to the question: "Have you ever used any lard?"

Background characteristics	Respondents who answered:		Total	Number of cases
	Yes	No		
	Percent	Percent	Percent	Number
Unites States -----	64	36	100	845
Rural -----	78	22	100	153
Urban -----	61	39	100	692
White -----	63	37	100	808
Nonwhite -----	--	--	--	<u>1/</u> 37
North -----	62	38	100	659
Rural -----	81	19	100	177
Urban -----	60	40	100	570
South -----	70	30	100	465
Rural -----	73	27	100	161
Urban -----	68	32	100	305
White -----	68	32	100	413
Nonwhite -----	85	15	100	104
Number in family				
1 or 2 -----	68	32	100	356
3 or 4 -----	60	40	100	359
5 or more -----	65	35	100	130
Age group <u>2/</u>				
24 years and under ----	51	49	100	80
25 to 29 -----	46	54	100	104
30 to 39 -----	58	42	100	202
40 to 49 -----	74	26	100	176
50 and older -----	74	26	100	265
Education <u>3/</u>				
None or grammar school	70	30	100	260
High school -----	63	37	100	424
College -----	59	41	100	144
Income group <u>4/</u>				
Low -----	73	27	100	210
Middle -----	63	37	100	278
High -----	60	40	100	325
Size of place				
Metropolitan -----	59	41	100	601
Township -----	76	24	100	91
Rural -----	78	22	100	153

1/ Number of cases too small for detailed tabulations.

2/ Age was not ascertained for 18 respondents.

3/ Education was not ascertained for 17 respondents.

4/ Income was not ascertained for 32 respondents.

Table 93.--Nonusers of lard who have used it and how long ago

Background characteristics	Years ago								Don't know and not ascertained	Total	Number of cases
	1	2	3	4	5	6 to 10	11 to 20	More than 20			
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Number
United States -----	7	16	12	7	10	25	12	6	5	100	539
Rural -----	8	19	15	7	8	24	10	3	6	100	119
Urban -----	6	16	11	7	11	25	13	6	5	100	420
White -----	6	16	11	8	10	25	13	6	5	100	508
Nonwhite -----	-	-	-	-	-	-	-	-	-	-	<u>1/</u> 31
North -----	7	16	13	8	10	23	12	6	5	100	409
Rural -----	8	21	17	6	8	20	10	4	6	100	143
Urban -----	7	15	12	8	11	24	12	6	5	100	338
South -----	7	18	8	6	10	30	12	5	4	100	323
Rural -----	8	15	12	9	7	30	10	3	6	100	117
Urban -----	6	19	6	4	11	30	13	7	4	100	205
White -----	6	17	8	6	9	32	12	6	4	100	281
Nonwhite -----	12	24	8	6	13	21	8	4	4	100	<u>4/</u> 84
Number in family											
1 or 2 -----	6	18	10	6	8	25	13	8	6	100	243
3 or 4 -----	6	15	15	7	11	28	10	4	4	100	211
5 or more -----	10	16	7	9	14	19	16	3	6	100	85
Age group <u>2/</u>											
24 years and under ----	--	--	--	-	--	--	--	-	-	--	<u>1/</u> 41
25 to 29 -----	--	--	--	-	--	--	--	-	-	--	<u>1/</u> 47
30 to 39 -----	7	15	12	6	17	30	12	-	1	100	116
40 to 49 -----	7	12	6	9	10	30	13	6	7	100	129
50 and older -----	3	13	10	7	7	25	16	12	7	100	196
Education <u>3/</u>											
None or grammar school-	5	14	13	9	10	21	15	7	6	100	178
High school -----	7	18	11	7	11	28	10	4	4	100	267
College -----	8	17	10	2	10	30	12	7	4	100	85
Income group <u>4/</u>											
Low -----	5	17	15	9	10	17	10	10	7	100	152
Middle -----	9	15	11	8	8	29	14	4	2	100	173
High -----	6	18	10	5	13	27	12	4	5	100	193
Size of place											
Metropolitan -----	6	14	12	8	10	26	13	6	5	100	352
Township -----	5	22	7	7	15	22	12	7	3	100	68
Rural -----	8	19	15	7	8	24	10	3	6	100	119

1/ Number of cases too small for detailed tabulations.

2/ Age not ascertained for 10 respondents.

3/ Education not ascertained for 9 respondents.

4/ Income not ascertained for 21 respondents.

Table 94.--Reasons nonusers of lard gave for not using this product

Reasons	United States					Region									
	Rural			Urban		Total		North		South					
	Total	Pct.	1/	Pct.	1/	Total	Pct.	1/	Rural	Urban	Total	Pct.	1/	White	Non-white
Prefer vegetable shortening -	30		27	31	31	32	32	32	32	26	24	26	24	18	
Health -----	26		35	26	24	38	23	23	23	25	27	25	27	25	
It's greasy -----	23		23	23	23	23	23	23	23	25	24	23	25	15	
Don't like taste -----	22		27	22	21	27	21	21	21	23	24	23	24	24	
Don't like odor -----	14		16	13	13	10	12	12	10	22	23	25	22	30	
Not appropriate for type of cooking done -----	8		6	8	8	7	9	9	7	5	5	4	5	5	
Prefer other specific fat ---	8		6	7	8	7	9	9	7	5	5	6	5	11	
Gets rancid -----	6		12	7	5	15	5	5	15	8	7	8	8	2	
Kosher; religious reasons ---	6		8	4	4	7	4	4	7	3	9	8	9	1	
It smokes -----	5		4	5	5	5	4	4	5	5	4	5	4	7	
Don't like texture -----	5		3	6	6	3	6	6	3	2	3	3	3	5	
Habit -----	5		4	4	4	6	5	5	6	1	1	2	1	-	
Require refrigeration -----	4		4	4	4	3	3	3	3	3	3	2	3	1	
Don't like packaging -----	4		6	3	3	8	2	2	8	2	3	2	4	1	
Didn't get good results ---	3		1	3	3	1	3	3	1	4	3	2	3	5	
Never tried it -----	3		3	2	2	4	2	2	4	3	3	2	3	1	
Hard to work with -----	2		3	2	2	3	2	2	3	1	1	1	1	1	
Prefer other nonspecific fat	2		1	2	2	1	2	2	1	2	2	1	2	2	
Makes heavy product -----	2		1	2	2	1	2	2	1	1	1	1	2	3	
Not all-purpose -----	2		1	1	1	2	1	1	2	1	1	1	2	1	
It burns easily -----	1		1	1	1	2	1	1	2	2	1	1	1	3	
Don't like appearance -----	1		1	1	1	1	1	1	1	1	1	1	1	1	
Too expensive -----	1		1	1	1	1	1	1	1	1	1	1	1	2	
Not available in store -----	1		1	1	1	1	1	1	1	1	1	1	1	4	
It spatters -----	1		1	1	1	1	1	1	1	1	1	1	1	2	
Haven't butchered; don't have own supply -----	-		2	-	-	2	-	-	2	1	1	2	1	6	
Miscellaneous -----	8		6	8	8	6	8	8	6	8	8	7	8	8	
Don't know; just don't like it -----	1		1	2	2	1	2	2	1	1	1	1	1	1	
Not ascertained -----	2		2	2	2	1	2	2	1	3	4	5	3	8	
Number of cases -----	845		153	692	808	2/37	659	177	570	305	465	161	413	104	

1/ Percentages add to more than 100 because some respondents gave more than 1 reason for nonuse.

2/ Number of cases too small for detailed tabulations.

Table 95.--Nonusers of lard who disliked something about the taste

Background characteristics	Nonusers who disliked taste		No taste dislike	Don't know	Not ascertained	Total	Number of cases
	Spontaneous mention	Nonspontaneous mention					
	Percent	Percent	Percent	Percent	Percent	Percent	Number ^{1/}
United States -----	24	22	28	17	9	100	796
Rural -----	27	26	25	9	13	100	153
Urban -----	23	21	29	19	8	100	643
White -----	24	22	28	18	8	100	759
Nonwhite -----	--	--	--	--	--	--	<u>2/</u> 37
North -----	24	20	30	18	8	100	613
Rural -----	27	24	28	7	14	100	177
Urban -----	23	20	30	20	7	100	525
South -----	24	29	23	14	10	100	455
Rural -----	27	30	21	11	11	100	161
Urban -----	23	28	24	16	9	100	295
White -----	25	29	21	15	10	100	404
Nonwhite -----	25	25	34	6	10	100	103
Number in family							
1 or 2 -----	23	20	34	14	9	100	336
3 or 4 -----	25	23	24	20	8	100	334
5 or more -----	25	25	23	19	8	100	126
Age group ^{3/}							
24 years and under -----	24	20	21	30	5	100	79
25 to 29 -----	34	19	20	21	6	100	99
30 to 39 -----	23	25	19	22	11	100	196
40 to 49 -----	25	23	31	14	7	100	166
50 and older -----	21	21	39	9	10	100	239
Education ^{4/}							
None or grammar school ---	19	23	34	14	10	100	234
High school -----	27	23	24	18	8	100	408
College -----	23	20	32	19	6	100	138
Income group ^{5/}							
Low -----	23	23	34	11	9	100	197
Middle -----	21	23	27	20	9	100	267
High -----	29	21	24	19	7	100	303
Size of place							
Metropolitan -----	21	21	30	20	8	100	553
Township -----	36	26	22	11	5	100	90
Rural -----	27	26	25	9	13	100	153

^{1/} 49 nonusers of lard who gave religious beliefs as their reason for nonuse were not asked this question.

^{2/} Number of cases too small for detailed tabulations.

^{3/} Age was not ascertained for 17 respondents.

^{4/} Education was not ascertained for 16 respondents.

^{5/} Income was not ascertained for 29 respondents.

Table 96.--Replies to the question: "Is this (taste) one of the reasons why you don't use lard?"

Background characteristics	Nonusers who disliked taste			Not ascertained	Total	Number of cases
	Taste one reason for nonuse		Other reasons for nonuse			
	Spontaneous mention	Nonspontaneous mention				
	Percent	Percent	Percent	Percent	Percent	Number
United States -----	52	39	7	2	100	367
Rural -----	51	37	10	2	100	82
Urban -----	52	40	6	2	100	285
White -----	52	39	7	2	100	345
Nonwhite -----	--	--	--	-	--	<u>1/</u> 22
North -----	54	37	8	1	100	269
Rural -----	54	33	12	1	100	90
Urban -----	54	38	7	1	100	224
South -----	46	46	6	2	100	244
Rural -----	47	42	8	3	100	91
Urban -----	45	49	4	2	100	153
White -----	45	46	6	3	100	218
Nonwhite -----	50	44	6	-	100	52
Number in family						
1 or 2 -----	53	36	10	1	100	144
3 or 4 -----	52	43	4	1	100	159
5 or more -----	50	39	8	3	100	64
Age group <u>2/</u>						
24 years and under -----	--	--	--	-	--	<u>1/</u> 35
25 to 29 -----	64	31	2	3	100	53
30 to 39 -----	47	44	8	1	100	94
40 to 49 -----	52	39	6	3	100	79
50 and older -----	50	40	9	1	100	100
Education <u>3/</u>						
None or grammar school ----	45	44	9	2	100	97
High school -----	55	38	6	1	100	204
College -----	53	36	8	3	100	60
Income group <u>4/</u>						
Low -----	50	38	9	3	100	90
Middle -----	47	44	8	1	100	115
High -----	58	37	4	1	100	151
Size of place						
Metropolitan -----	51	42	6	1	100	231
Township -----	58	32	8	2	100	55
Rural -----	51	37	10	2	100	81

1/ Number of cases too small for detailed tabulations.

2/ Age was not ascertained for 6 respondents.

3/ Education was not ascertained for 6 respondents.

4/ Income was not ascertained for 11 respondents.

Table 97.--Nonusers of lard who objected to the fact that lard sometimes smokes when used for frying

Background characteristics	Nonusers who disliked smoke		No smoke dislike	Don't know	Not ascertained	Total	Number of cases
	Spontaneous mention	Nonspontaneous mention					
	Percent	Percent	Percent	Percent	Percent	Percent	Number ^{1/}
United States -----	5	40	25	27	3	100	796
Rural -----	9	45	25	16	5	100	153
Urban -----	5	39	24	29	3	100	643
White -----	5	40	24	28	3	100	759
Nonwhite -----	--	--	--	--	-	--	<u>2/</u> 37
North -----	4	39	25	29	3	100	613
Rural -----	7	48	28	13	4	100	177
Urban -----	4	37	25	31	3	100	525
South -----	9	43	22	22	4	100	455
Rural -----	11	41	21	20	7	100	161
Urban -----	8	44	23	22	3	100	295
White -----	9	43	21	23	4	100	404
Nonwhite -----	7	39	36	14	4	100	103
Number in family							
1 or 2 -----	5	37	30	24	4	100	336
3 or 4 -----	6	40	21	30	3	100	334
5 or more -----	4	48	20	26	2	100	126
Age group ^{3/}							
24 years and under -----	5	41	14	39	1	100	79
25 to 29 -----	7	38	16	37	2	100	99
30 to 39 -----	5	42	20	30	3	100	196
40 to 49 -----	7	40	22	28	3	100	166
50 and older -----	4	39	37	16	4	100	239
Education ^{4/}							
None or grammar school ---	3	41	32	20	4	100	234
High school -----	7	39	21	30	3	100	408
College -----	5	41	22	29	3	100	138
Income group ^{5/}							
Low -----	4	38	32	22	4	100	197
Middle -----	6	40	22	28	4	100	267
High -----	6	41	22	29	2	100	303
Size of place							
Metropolitan -----	4	38	24	31	3	100	553
Township -----	11	38	29	18	4	100	90
Rural -----	9	45	25	16	5	100	153

^{1/} 49 nonusers of lard who gave religious beliefs as their reason for nonuse were not asked this question.

^{2/} Number of cases too small for detailed tabulations.

^{3/} Age was not ascertained for 17 respondents.

^{4/} Education was not ascertained for 16 respondents.

^{5/} Income was not ascertained for 29 respondents.

Table 98.--Replies to the question: "Is this (smoking) one of the reasons you don't use lard?"

Background characteristics	Nonusers who disliked smoke			Not ascertained	Total	Number of cases
	Smoke one reason for nonuse		Other reasons for nonuse			
	Spon-taneous mention	Nonspon-taneous mention				
	Percent	Percent	Percent	Percent	Percent	Number
United States -----	12	61	24	3	100	360
Rural -----	16	57	24	3	100	82
Urban -----	11	63	24	2	100	278
White -----	12	61	24	3	100	340
Nonwhite -----	--	--	--	-	--	<u>1/</u> 20
North -----	10	61	26	3	100	265
Rural -----	12	59	28	1	100	97
Urban -----	9	62	26	3	100	217
South -----	18	62	17	3	100	237
Rural -----	21	56	18	5	100	83
Urban -----	15	66	17	2	100	153
White -----	18	63	16	3	100	213
Nonwhite -----	--	--	--	-	--	<u>1/</u> 47
Number in family						
1 or 2 -----	12	55	31	2	100	141
3 or 4 -----	14	64	19	3	100	154
5 or more -----	8	70	19	3	100	65
Age group <u>2/</u>						
24 years and under -----	--	--	--	-	--	<u>1/</u> 37
25 to 29 -----	--	--	--	-	--	<u>1/</u> 44
30 to 39 -----	11	64	22	3	100	92
40 to 49 -----	15	65	17	3	100	79
50 and older -----	9	57	32	2	100	103
Education <u>3/</u>						
None or grammar school ---	8	57	33	2	100	104
High school -----	15	62	20	3	100	186
College -----	11	65	21	3	100	64
Income group <u>4/</u>						
Low -----	10	57	32	1	100	83
Middle -----	13	63	20	4	100	121
High -----	13	64	21	2	100	143
Size of place						
Metropolitan -----	9	65	24	2	100	234
Township -----	--	--	--	-	--	<u>1/</u> 44
Rural -----	16	57	24	3	100	82

1/ Number of cases too small for detailed tabulations.

2/ Age was not ascertained for 5 respondents.

3/ Education was not ascertained for 6 respondents.

4/ Income was not ascertained for 13 respondents.

Table 99.--Nonusers of lard who disliked something about containers in which lard is packed

Background characteristics	Nonusers who disliked containers		No container dislike	Don't know	Not ascertained	Total	Number of cases
	Spontaneous mention	Nonspontaneous mention					
	Percent	Percent	Percent	Percent	Percent	Percent	Number ^{1/}
United States -----	5	17	72	3	3	100	796
Rural -----	4	20	72	1	3	100	153
Urban -----	5	17	72	3	3	100	643
White -----	4	18	72	3	3	100	759
Nonwhite -----	-	--	--	-	-	--	<u>2/</u> 37
North -----	5	18	71	3	3	100	613
Rural -----	3	23	69	1	4	100	177
Urban -----	5	17	71	4	3	100	525
South -----	3	17	76	2	2	100	455
Rural -----	4	16	75	3	2	100	161
Urban -----	3	18	76	1	2	100	295
White -----	4	18	75	2	1	100	404
Nonwhite -----	1	12	83	-	4	100	103
Number in family							
1 or 2 -----	4	15	76	3	2	100	338
3 or 4 -----	4	19	70	3	4	100	332
5 or more -----	6	22	70	1	1	100	126
Age group ^{3/}							
24 years and under -----	6	26	65	-	3	100	79
25 to 29 -----	2	23	70	3	2	100	99
30 to 39 -----	7	20	67	3	3	100	196
40 to 49 -----	4	21	70	4	1	100	166
50 and older -----	3	8	83	3	3	100	239
Education ^{4/}							
None or grammar school -----	3	10	81	2	4	100	234
High school -----	4	22	68	4	2	100	408
College -----	8	17	70	3	2	100	138
Income group ^{5/}							
Low -----	3	13	79	2	3	100	197
Middle -----	6	19	68	3	4	100	267
High -----	4	19	72	3	2	100	303
Size of place							
Metropolitan -----	4	17	72	4	3	100	553
Township -----	7	17	73	1	2	100	90
Rural -----	4	20	72	1	3	100	153

^{1/} 49 nonusers of lard who gave religious beliefs as their reason for nonuse were not asked this question.

^{2/} Number of cases too small for detailed tabulations.

^{3/} Age was not ascertained for 17 respondents.

^{4/} Education was not ascertained for 16 respondents.

^{5/} Income was not ascertained for 29 respondents.

Table 100.--Reasons nonusers of lard gave as their objections to the containers of this product

Reasons given	United States total	Region	
		North total	South total
	<u>Percent</u> <u>1/</u>	<u>Percent</u> <u>1/</u>	<u>Percent</u> <u>1/</u>
Messy to handle; soaks into paper -----	42	39	52
Metal, glass containers more convenient -----	16	18	11
Prefer metal containers--no specific reason -----	10	11	9
Lids, flaps don't fit well after opening -----	7	7	5
Require refrigeration -----	6	6	9
Gets rancid faster in paper container -----	6	5	9
Metal, glass containers more sanitary -----	5	7	1
Dislike paper carton; way it is packed -----	5	5	2
Cans are not messy -----	4	3	7
Keeps better in cans -----	4	5	2
Lard absorbs taste of container -----	3	4	-
Would not leak out of cans ---	3	2	7
Miscellaneous -----	9	9	7
Not ascertained -----	1	1	2
Number of cases -----	175	137	93

1/ Percentages total to more than 100 because some respondents gave more than 1 reason.

Table 101.--Replies to the question: "Is this (container) one of the reasons you don't use lard?"

Background characteristics	Nonusers who disliked containers			Not ascertained	Total	Number of cases
	Containers one reason for nonuse		Other reasons for nonuse			
	Spontaneous mention	Nonspontaneous mention				
	Percent	Percent	Percent	Percent	Percent	Number
United States -----	20	47	31	2	100	175
Rural -----	--	--	--	-	--	<u>1/</u> 36
Urban -----	21	47	30	2	100	139
White -----	20	47	31	2	100	167
Nonwhite -----	--	--	--	-	--	<u>1/</u> 8
North -----	21	47	31	1	100	137
Rural -----	--	--	--	-	--	<u>1/</u> 46
Urban -----	23	45	30	2	100	114
South -----	16	49	33	2	100	93
Rural -----	--	--	--	-	--	<u>1/</u> 32
Urban -----	15	51	32	2	100	<u>1/</u> 61
White -----	17	48	32	3	100	87
Nonwhite -----	--	--	--	-	--	<u>1/</u> 13
Number in family						
1 or 2 -----	21	38	38	3	100	64
3 or 4 -----	20	50	29	1	100	76
5 or more -----	--	--	--	-	--	<u>1/</u> 35
Age group <u>2/</u>						
24 years and under -----	--	--	--	-	--	<u>1/</u> 26
25 to 29 -----	--	--	--	-	--	<u>1/</u> 25
30 to 39 -----	25	54	21	-	100	53
40 to 49 -----	--	--	--	-	--	<u>1/</u> 42
50 and older -----	--	--	--	-	--	<u>1/</u> 26
Education <u>3/</u>						
None or grammar school -----	--	--	--	-	--	<u>1/</u> 30
High school -----	15	51	33	1	100	108
College -----	--	--	--	-	--	<u>1/</u> 35
Income group <u>4/</u>						
Low -----	--	--	--	1	--	<u>1/</u> 32
Middle -----	23	48	27	2	100	68
High -----	18	45	36	1	100	69
Size of place						
Metropolitan -----	20	45	33	2	100	118
Township -----	--	--	--	-	--	<u>1/</u> 21
Rural -----	--	--	--	-	--	<u>1/</u> 36

1/ Number of cases too small for detailed tabulations.

2/ Age was not ascertained for 3 respondents.

3/ Education was not ascertained for 2 respondents.

4/ Income was not ascertained for 6 respondents.

Table 102.--Replies to the question: "In the last year have you used a shortening compound for deep-fat frying?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	43	23	34	100	270
Rural -----	33	25	42	100	82
Urban -----	47	22	31	100	188
White -----	43	25	32	100	236
Nonwhite -----	--	--	--	---	1/ 34
North -----	43	27	30	100	187
Rural -----	31	37	32	100	90
Urban -----	45	25	30	100	142
South -----	44	12	44	100	207
Rural -----	33	12	55	100	91
Urban -----	53	12	35	100	115
White -----	46	15	39	100	142
Nonwhite -----	41	5	54	100	129

1/ Number of cases too small for detailed tabulations.

Table 103.--Replies to the question: "In the last year have you used a shortening compound for pan frying?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	77	22	1	100	270
Rural -----	76	24	-	100	82
Urban -----	78	21	1	100	188
White -----	75	24	1	100	236
Nonwhite -----	--	--	-	---	1/ 34
North -----	74	25	1	100	187
Rural -----	70	30	-	100	90
Urban -----	76	23	1	100	142
South -----	83	16	1	100	207
Rural -----	84	15	1	100	91
Urban -----	82	16	2	100	115
White -----	80	19	1	100	142
Nonwhite -----	90	8	2	100	129

1/ Number of cases too small for detailed tabulations.

Table 104.--Replies to the question: "In the last year have you used a shortening compound for making piecrust or pastry?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	57	29	14	100	270
Rural -----	56	32	12	100	82
Urban -----	57	28	15	100	188
White -----	57	29	14	100	236
Nonwhite -----	--	--	--	---	<u>1/</u> 34
North -----	58	30	12	100	187
Rural -----	54	38	8	100	90
Urban -----	59	28	13	100	142
South -----	54	25	21	100	207
Rural -----	58	24	18	100	91
Urban -----	51	26	23	100	115
White -----	54	27	19	100	142
Nonwhite -----	55	19	26	100	129

1/ Number of cases too small for detailed tabulations.

Table 105.--Replies to the question: "In the last year have you used a shortening compound for making cookies?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	35	39	26	100	270
Rural -----	40	34	26	100	82
Urban -----	33	41	26	100	188
White -----	38	41	21	100	236
Nonwhite -----	--	--	--	---	<u>1/</u> 34
North -----	43	40	17	100	187
Rural -----	52	36	12	100	90
Urban -----	38	43	19	100	142
South -----	21	33	46	100	207
Rural -----	24	32	44	100	91
Urban -----	20	34	46	100	115
White -----	25	39	36	100	142
Nonwhite -----	12	21	67	100	129

1/ Number of cases too small for detailed tabulations.

Table 106.--Replies to the question: "In the last year have you used a shortening compound for making cakes?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	39	41	20	100	270
Rural -----	50	34	16	100	82
Urban -----	35	43	22	100	188
White -----	41	39	20	100	236
Nonwhite -----	--	--	--	---	1/ 34
North -----	44	37	19	100	187
Rural -----	60	27	13	100	90
Urban -----	37	42	21	100	142
South -----	33	45	22	100	207
Rural -----	38	42	20	100	91
Urban -----	29	47	24	100	115
White -----	32	46	22	100	142
Nonwhite -----	36	41	23	100	129

1/ Number of cases too small for detailed tabulations.

Table 107.--Replies to the question: "In the last year have you used a shortening compound for making biscuits?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	43	26	31	100	270
Rural -----	54	30	16	100	82
Urban -----	37	25	38	100	188
White -----	37	28	35	100	236
Nonwhite -----	--	--	--	---	1/ 34
North -----	31	31	38	100	187
Rural -----	37	41	22	100	90
Urban -----	29	28	43	100	142
South -----	68	16	16	100	207
Rural -----	76	17	7	100	91
Urban -----	60	16	24	100	115
White -----	61	19	20	100	142
Nonwhite -----	81	10	9	100	129

1/ Number of cases too small for detailed tabulations.

Table 108.--Replies to the question: "In the last year have you used a shortening compound for making cooked salad dressings or sauces?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	5	47	48	100	270
Rural -----	6	41	53	100	82
Urban -----	4	51	45	100	188
White -----	5	52	43	100	236
Nonwhite -----	-	--	--	---	<u>1/</u> 34
North -----	5	58	37	100	187
Rural -----	8	59	33	100	90
Urban -----	4	58	38	100	142
South -----	3	25	72	100	207
Rural -----	3	21	76	100	91
Urban -----	4	28	68	100	115
White -----	3	30	67	100	142
Nonwhite -----	3	14	83	100	129

1/ Number of cases too small for detailed tabulations.

Table 109.--Replies to the question: "In the last year have you used a shortening compound for seasoning vegetables?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	10	87	3	100	270
Rural -----	14	83	3	100	82
Urban -----	9	88	3	100	188
White -----	6	91	3	100	236
Nonwhite -----	-	--	-	---	<u>1/</u> 34
North -----	4	93	3	100	187
Rural -----	5	93	2	100	90
Urban -----	4	92	4	100	142
South -----	23	73	4	100	207
Rural -----	24	72	4	100	91
Urban -----	23	74	3	100	115
White -----	14	82	4	100	142
Nonwhite -----	45	53	2	100	129

1/ Number of cases too small for detailed tabulations.

Table 110.--Reasons users of shortening compound gave for deep-fat frying with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Texture of product -----	22	Health -----	6
Not soggy or greasy -----	15	More digestible -----	5
Crisp, flaky -----	5	Miscellaneous -----	1
Tender, soft -----	3	Good, sweet odor; no odor -----	5
Texture general -----	1	Habit and experience -----	4
Taste -----	20	Always use it -----	1
Taste, specific--mild, rich -----	10	Miscellaneous -----	4
Taste, specific-- lard comparison -----	4	Like texture and appearance of fat -----	1
Taste, general--just like the flavor -----	7	Miscellaneous -----	27
Smoking, burning, heating -----	30	Substitute; as good as vegetable shortening -----	19
Doesn't smoke -----	13	Substitute other than lard or vegetable shortening -----	4
Doesn't spatter -----	3	Substitute; as good as lard -----	3
Doesn't burn -----	3	Miscellaneous -----	1
Miscellaneous -----	3	Nothing liked -----	11
Cost and economy -----	19	Don't know; just like it -----	5
Cheaper than all except butter -----	16	Not ascertained -----	1
Cheaper than butter -----	3		
Appearance of product-- browning -----	18		
Can be reused -----	6		
Refrigeration, convenience, freshness -----	6		
Like some aspect of container -----	2	Number of cases -----	116
Doesn't require refrigeration -----	1		
Miscellaneous -----	3		

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

Table 111.--Reasons users of shortening compound gave for pan frying with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Appearance of product -----	25	Refrigeration, convenience, freshness -----	5
Browning -----	24	Like some aspect of container -----	2
Appearance, general -----	1	Doesn't require refrigeration -----	2
Smoking, burning, heating -----	24	Miscellaneous -----	2
Doesn't smoke -----	15	Can be reused -----	3
Doesn't burn -----	5	Like texture and appearance of fat -----	3
Doesn't spatter -----	3	Habit and experience -----	3
Food doesn't stick to pan -----	3	Habit; always used it -----	1
Miscellaneous -----	3	Miscellaneous -----	2
Cost and economy -----	21	Miscellaneous -----	26
Cheaper than all except butter -----	15	As good as vegetable shortening -----	19
Goes farther -----	5	As good as pure lard -----	4
Cheaper than butter -----	2	Substitute for other than lard and vegetable shortening -----	3
Taste -----	21	Miscellaneous -----	2
Taste, specific--mild, rich -----	9	Nothing liked -----	9
Taste, specific-- lard comparison -----	4	Don't know; just like it -----	6
Taste, general--just like the flavor -----	8	Not ascertained -----	2
Texture of product -----	20		
Not soggy or greasy -----	14		
Crisp, flaky -----	3		
Tender, soft -----	2		
Light, fluffy -----	1		
Miscellaneous -----	1		
Health--more digestible -----	10		
Good, sweet odor; no odor -----	9	Number of cases -----	207

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

Table 112.--Reasons users of shortening compound gave for making piecrust or pastry with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Texture of product -----	52	Refrigeration, convenience, freshness -----	6
Crisp, flaky -----	38	Doesn't require refrigeration; ready to use -----	2
Tender, soft -----	15	Like some aspect of container -----	2
Not soggy or greasy -----	7	Cooked product stays fresh longer -----	1
Light, fluffy -----	6	Miscellaneous -----	3
Doesn't fall apart -----	1	Habit and experience-- miscellaneous -----	6
Miscellaneous -----	5	Odor--good, sweet -----	2
Texture, appearance of fat -----	16	Miscellaneous -----	20
Mixes, blends well -----	16	Substitute; as good as vegetable shortening -----	12
Likes texture -----	2	Substitute; as good as pure lard -----	6
Taste -----	14	Miscellaneous -----	2
Taste, specific--mild, sweet -----	7	Nothing liked -----	14
Taste, specific--lard comparison -----	3	Don't know; just like it -----	5
Taste, general--just like the flavor -----	5	Not ascertained -----	1
Cost and economy -----	10		
Cheaper than all except butter -----	5	Number of cases -----	153
Goes farther; doesn't take as much -----	4		
Cheaper than butter -----	1		
Health--more digestible -----	8		
Appearance of product -----	8		
Browning -----	6		
General -----	2		

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

Table 113.--Reasons users of shortening compound gave for making cookies with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Texture of product -----	31	Appearance of product -----	5
Crisp, flaky -----	14	Browning -----	4
Tender, soft -----	7	General -----	1
Not greasy or soggy -----	4	Health--more digestible -----	4
Light, fluffy -----	4	Habit and experience--	
Doesn't fall apart -----	1	miscellaneous -----	4
General -----	9	Miscellaneous -----	23
Texture, appearance of fat -----	28	Substitute; as good as	
Mixes, creams well -----	26	vegetable shortening -----	16
Like texture -----	4	As good as lard -----	4
Taste -----	26	Substitute for other than	
Taste, specific--mild,		vegetable shortening	
rich, nutty -----	13	or lard -----	3
Taste, specific--lard		Miscellaneous -----	1
comparison -----	6	Nothing liked -----	8
Taste, general--just like		Don't know; just like it -----	5
it -----	9	Not ascertained -----	3
Cost and economy -----	17		
Cheaper than all except		Number of cases -----	94
butter -----	8		
Cheaper than butter -----	7		
Goes farther; lasts longer	2		
Refrigeration, convenience,			
freshness -----	9		
Cooked product stays			
fresh longer -----	5		
Doesn't require refrig-			
eration -----	2		
Like some aspect of con-			
tainer -----	2		
Miscellaneous -----	1		

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

Table 114.--Reasons users of shortening compound gave for making cakes with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Texture of product -----	49		
Light, fluffy -----	35	Refrigeration, convenience, freshness -----	7
Tender, soft, easy to cut -----	11	Doesn't require refrigeration -----	4
Moist -----	7	Cooked product stays fresh longer -----	3
Doesn't fall apart -----	3	Like some aspect of container -----	1
Not soggy or greasy -----	2	Miscellaneous -----	1
Likes texture -----	18		
Texture, appearance of fat -----	28	Health--more digestible -----	2
Blends, creams well -----	27	Smoking, burning, heating-- miscellaneous -----	1
Like texture -----	5		
Taste -----	23	Miscellaneous -----	19
Taste, specific--mild, rich, sweet -----	7	Substitute; as good as vegetable shortening -----	16
Taste, specific--lard comparison -----	6	Substitute other than vegetable shortening, lard -----	1
Taste, general--just like the flavor -----	11	As good as lard -----	1
Cost and economy -----	21	Miscellaneous -----	2
Cheaper than butter -----	11	Nothing liked -----	9
Cheaper than all except butter -----	10	Don't know; just like it -----	4
Goes farther; lasts longer	2	Not ascertained -----	1
Habit and experience -----	8		
Makes a good product -----	7		
Miscellaneous -----	1		
Appearance of product -----	5		
Browning -----	4		
General--like look -----	1		
		Number of cases -----	106

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

Table 115.---Reasons users of shortening compound gave for making biscuits with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Texture of product -----	48	Refrigeration, convenience, freshness -----	4
Light, fluffy -----	35	Doesn't require refrigeration -----	3
Tender, soft -----	14	Cooked product stays fresh longer -----	1
Crisp, crumbly -----	7	Miscellaneous -----	1
Not greasy or soggy -----	4	Odor--good, sweet -----	2
Texture general -----	7	Smoking, burning, heating--miscellaneous -----	1
Taste -----	17	Miscellaneous -----	17
Taste, specific--mild, rich, sweet -----	6	Substitute, as good as vegetable shortening -----	12
Taste, specific--lard comparison -----	5	Substitute, as good as lard -----	3
Taste, general--like the flavor -----	7	Substitute other than vegetable shortening, lard -----	2
Texture, appearance of fat -----	17	Miscellaneous -----	1
Mixes, blends well -----	16	Nothing liked -----	9
Like texture -----	2	Don't know; just like it -----	4
Appearance of product -----	15	Not ascertained -----	2
Browning -----	13		
Like appearance -----	2		
Cost and economy -----	11		
Cheaper than all except butter -----	7		
Goes farther, lasts longer -----	2		
Cheaper than butter -----	2		
Habit and experience -----	7		
Have always used it -----	1		
Miscellaneous -----	6		
Health--more digestible -----	5	Number of cases -----	118

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

Table 116.--Reasons users of a shortening compound gave for disliking to do different types of cooking with this product

Reasons given	Types of cooking									
	Deep-fat frying	Pan frying	Pie-crust or pastry	Cook-ies	Cakes	Bis-cuits	Cooked salad dress-ings or sauces	Season-ing vege-tables	All types of cook-ing	General baking
	$\frac{1}{\text{Pct.}}$	$\frac{1}{\text{Pct.}}$	$\frac{1}{\text{Pct.}}$	$\frac{1}{\text{Pct.}}$	$\frac{1}{\text{Pct.}}$	$\frac{1}{\text{Pct.}}$	$\frac{1}{\text{Pct.}}$	$\frac{1}{\text{Pct.}}$	$\frac{1}{\text{Pct.}}$	$\frac{1}{\text{Pct.}}$
Greasy -----	3	2	-	-	-	-	-	1	1	1
Dislike flavor -----	2	4	1	2	2	1	1	7	2	-
Too expensive -----	1	1	-	-	1	1	-	-	4	-
Smokes -----	1	1	-	-	-	-	-	-	-	-
Dislike odor -----	1	1	-	-	-	-	-	-	1	-
Doesn't brown well --	1	1	-	-	-	-	-	-	-	-
Nothing disliked -----	-	-	-	-	-	-	-	-	45	-
Tastelessness -----	-	1	-	1	1	-	1	5	1	-
Doesn't turn out good product -----	-	-	2	1	3	2	-	-	-	-
Miscellaneous -----	3	5	2	-	2	1	-	-	3	2
Not ascertained -----	-	-	-	-	-	-	-	-	-	3
Number of cases -----	270	270	270	270	270	270	270	270	270	270

$\frac{1}{\text{Pct.}}$ Percentages do not add to 100 because all users of shortening compound did not give reasons for disliking it. The dislikes for each type of cooking were recorded whether or not the user did that particular type of cooking with shortening compound.

Table 117.--Replies to the question: "Have you ever used any shortening compound?"

Background characteristics	Respondents who answered:		Not ascertained	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	16	83	1	100	1,383
Rural -----	15	84	1	100	417
Urban -----	16	83	1	100	966
White -----	15	84	1	100	1,272
Nonwhite -----	17	81	2	100	111
North -----	14	85	1	100	1,027
Rural -----	13	86	1	100	466
Urban -----	14	85	1	100	794
South -----	20	79	1	100	889
Rural -----	18	81	1	100	460
Urban -----	23	76	1	100	429
White -----	20	79	1	100	719
Nonwhite -----	19	80	1	100	340
Number in family					
1 or 2 -----	13	87	-	100	550
3 or 4 -----	17	81	2	100	584
5 or more -----	18	81	1	100	249
Age group ^{1/}					
24 years and under -----	17	82	1	100	138
25 to 29 -----	18	81	1	100	152
30 to 39 -----	17	82	1	100	328
40 to 49 -----	18	81	1	100	263
50 and older -----	12	87	1	100	479
Education ^{2/}					
None or grammar school -	14	85	1	100	524
High school -----	17	82	1	100	665
College -----	15	84	1	100	170
Income group ^{3/}					
Low -----	13	86	1	100	457
Middle -----	19	80	1	100	445
High -----	15	84	1	100	431
Size of place					
Metropolitan -----	15	84	1	100	820
Township -----	18	80	2	100	146
Rural -----	15	84	1	100	417

^{1/} Age was not ascertained for 23 respondents.

^{2/} Education was not ascertained for 24 respondents.

^{3/} Income was not ascertained for 50 respondents.

Table 118.--Nonusers of a shortening compound who have used it and how long ago

Background characteristics	Years ago								Don't know and not ascertained	Total	Number of cases
	1	2	3	4	5	6 to 10	11 to 20	More than 20			
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Number
United States -----	24	32	8	7	7	12	2	1	7	100	216
Rural -----	13	35	12	6	7	15	2	2	8	100	63
Urban -----	28	31	7	8	7	11	2	-	6	100	153
White -----	25	31	8	7	8	11	2	1	7	100	197
Nonwhite -----	--	--	--	--	--	--	-	-	--	--	<u>1/</u> 19
North -----	31	32	7	8	5	8	3	-	6	100	144
Rural -----	18	39	10	7	7	8	3	3	5	100	60
Urban -----	34	31	6	8	4	8	3	-	6	100	114
South -----	9	32	12	5	13	19	1	1	8	100	181
Rural -----	9	31	13	5	9	21	1	1	10	100	83
Urban -----	10	33	11	6	16	18	-	-	6	100	97
White -----	9	30	12	5	15	19	1	1	8	100	148
Nonwhite -----	11	40	11	6	3	21	-	-	8	100	65
Number in family											
1 or 2 -----	22	38	7	6	5	10	3	1	8	100	72
3 or 4 -----	26	27	10	7	11	11	-	1	7	100	100
5 or more -----	--	--	--	--	--	--	-	-	--	--	<u>1/</u> 44
Age group <u>2/</u>											
24 years and under ---	--	--	--	--	--	--	-	-	--	--	<u>1/</u> 24
25 to 29 -----	--	--	--	--	--	--	-	-	--	--	<u>1/</u> 27
30 to 39 -----	20	38	7	4	8	11	2	-	10	100	57
40 to 49 -----	--	--	--	--	--	--	-	-	--	--	<u>1/</u> 48
50 and older -----	20	31	8	8	12	11	5	2	3	100	58
Education <u>3/</u>											
None or grammar school	15	28	9	9	10	20	5	1	5	100	74
High school -----	32	33	9	5	7	6	1	-	7	100	113
College -----	--	--	--	--	--	--	-	-	--	--	<u>1/</u> 27
Income group <u>4/</u>											
Low -----	8	35	9	10	9	17	2	2	8	100	60
Middle -----	37	30	10	6	4	8	3	-	2	100	84
High -----	22	35	6	6	11	11	2	-	7	100	67
Size of place											
Metropolitan -----	31	30	6	7	6	11	2	-	7	100	127
Township -----	--	--	--	--	--	--	-	-	--	--	<u>1/</u> 26
Rural -----	13	35	12	6	7	15	2	2	8	100	63

1/ Number of cases too small for detailed tabulations.2/ Age was not ascertained for 2 respondents.3/ Education was not ascertained for 2 respondents.4/ Income was not ascertained for 5 respondents.

Table 119.--Reasons nonusers of a shortening compound gave for not using this product

Reasons	United States					Region							
	Total			Non-white		North			South		Non-white		
	Pct.	Urban	White	Pct.	White	Total	Rural	Urban	Total	Rural	Urban	White	Pct.
Use/prefer vegetable shortening -----	25	26	25	16	25	25	25	25	23	17	29	25	13
Never tried it -----	14	16	14	21	12	15	12	16	12	12	11	12	11
Never heard of it -----	11	12	12	7	9	13	12	13	6	5	7	6	9
Use/prefer lard -----	9	7	8	23	8	7	11	6	17	19	15	13	33
Prefer what I'm using -----	8	9	8	9	8	8	7	8	8	5	11	8	6
Have own lard -----	7	1	8	6	8	5	18	1	15	28	1	16	10
Do not do much cooking -----	7	9	7	4	7	8	5	10	3	1	5	3	2
Dislike lard content -----	5	5	5	2	5	5	4	5	4	4	5	5	3
Dislike flavor -----	4	4	4	4	4	4	3	4	4	3	4	4	5
Health reasons -----	4	4	4	2	4	4	3	4	4	3	4	4	1
Too expensive -----	3	2	2	5	2	2	3	2	4	4	4	3	6
Religious reasons; Kosher household-----	3	4	3	-	3	3	-	4	1	-	2	1	-
Lard is cheaper; goes farther -----	2	1	1	5	1	1	4	1	3	3	3	2	7
Tried it; disliked for specific reasons -----	2	2	2	1	2	2	1	2	2	1	2	1	2
Use/prefer cooking oils -----	2	2	2	-	2	2	-	2	2	1	3	2	1
Have own drippings -----	1	1	1	1	1	1	2	1	1	1	2	2	1
Have own butter -----	1	-	1	-	1	-	2	-	1	3	-	2	-
Dislike odor; smells -----	1	1	1	2	1	1	1	1	1	2	2	2	2
Dislike texture -----	1	1	1	2	1	1	-	1	2	2	2	2	1
Too greasy -----	1	1	1	-	1	1	1	1	1	1	2	2	1
Tried it; disliked for nonspecific reasons -----	-	-	-	-	-	-	1	-	-	-	1	-	1
Miscellaneous -----	2	2	2	3	2	2	1	2	2	1	2	1	3
Don't know -----	1	2	1	1	2	2	1	2	1	1	-	-	1
Not ascertained -----	4	4	4	2	4	3	3	3	6	7	6	7	4
Number of cases -----	1,383	966	1,272	111	1,027	466	794	889	460	429	719	340	

1/ Percentages add to more than 100 because some respondents gave more than 1 reason for nonuse.

Table 120.--Replies to the question: "In the last year have you used any cooking oils for deep-fat frying?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	36	29	35	100	628
Rural -----	32	37	31	100	123
Urban -----	38	27	35	100	505
White -----	35	30	35	100	596
Nonwhite -----	--	--	--	---	1/ 32
North -----	35	29	36	100	517
Rural -----	28	44	28	100	166
Urban -----	36	27	37	100	434
South -----	44	25	31	100	278
Rural -----	41	21	38	100	99
Urban -----	26	28	46	100	179
White -----	28	27	45	100	240
Nonwhite -----	26	28	46	100	76
Number in family					
1 or 2 -----	31	25	44	100	193
3 or 4 -----	38	29	33	100	305
5 or more -----	41	33	26	100	130
Age group <u>2/</u>					
24 years and under -----	37	38	25	100	60
25 to 29 -----	40	31	29	100	90
30 to 39 -----	41	28	31	100	179
40 to 49 -----	35	34	31	100	129
50 and older -----	30	21	49	100	157
Education <u>3/</u>					
None or grammar school -	51	15	34	100	178
High school -----	36	35	29	100	330
College -----	41	33	26	100	108
Income group <u>4/</u>					
Low -----	29	23	48	100	134
Middle -----	40	28	32	100	221
High -----	36	33	31	100	247
Size of place					
Metropolitan -----	36	26	38	100	435
Township -----	47	28	25	100	70
Rural -----	32	37	31	100	123

1/ Number of cases too small for detailed tabulations.

2/ Age was not ascertained for 13 respondents.

3/ Education was not ascertained for 12 respondents.

4/ Income was not ascertained for 26 respondents.

Table 121.-Replies to the question: "In the last year have you used any cooking oils for pan frying?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	59	39	2	100	628
Rural -----	48	51	1	100	123
Urban -----	61	37	2	100	505
White -----	59	40	1	100	596
Nonwhite -----	--	--	-	---	1/ 32
North -----	59	39	2	100	517
Rural -----	43	56	1	100	166
Urban -----	63	35	2	100	434
South -----	56	43	1	100	278
Rural -----	60	39	1	100	99
Urban -----	53	46	1	100	179
White -----	52	47	1	100	240
Nonwhite -----	75	24	1	100	76
Number in family					
1 or 2 -----	59	38	3	100	193
3 or 4 -----	58	41	1	100	305
5 or more -----	61	39	-	100	130
Age group ^{2/}					
24 years and under -----	55	42	3	100	60
25 to 29 -----	59	41	-	100	90
30 to 39 -----	60	39	1	100	179
40 to 49 -----	52	46	2	100	129
50 and older -----	65	32	3	100	157
Education ^{3/}					
None or grammar school --	73	24	3	100	178
High school -----	54	45	1	100	330
College -----	48	51	1	100	108
Income group ^{4/}					
Low -----	61	37	2	100	134
Middle -----	59	39	2	100	221
High -----	58	41	1	100	247
Size of place					
Metropolitan -----	64	34	2	100	435
Township -----	43	57	-	100	70
Rural -----	48	51	1	100	123

1/ Number of cases too small for detailed tabulations.

2/ Age was not ascertained for 13 respondents.

3/ Education was not ascertained for 12 respondents.

4/ Income was not ascertained for 26 respondents.

Table 122.--Replies to the question: "In the last year have you used any cooking oils for making piecrust or pastry?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	15	58	27	100	628
Rural -----	16	74	10	100	123
Urban -----	15	54	31	100	505
White -----	15	58	27	100	596
Nonwhite -----	--	--	--	---	<u>1/</u> 32
North -----	14	58	28	100	517
Rural -----	16	76	8	100	166
Urban -----	14	54	32	100	434
South -----	20	61	19	100	278
Rural -----	15	69	16	100	99
Urban -----	23	56	21	100	179
White -----	20	61	19	100	240
Nonwhite -----	17	59	24	100	76

1/ Number of cases too small for detailed tabulations.

Table 123.--Replies to the question: "In the last year have you used any cooking oils for making cookies?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	7	61	32	100	628
Rural -----	6	76	18	100	123
Urban -----	7	57	36	100	505
White -----	7	62	31	100	596
Nonwhite -----	-	--	--	---	<u>1/</u> 32
North -----	7	61	32	100	517
Rural -----	5	79	16	100	166
Urban -----	7	57	36	100	434
South -----	7	62	31	100	278
Rural -----	7	68	25	100	99
Urban -----	6	59	35	100	179
White -----	7	66	27	100	240
Nonwhite -----	5	37	58	100	76

1/ Number of cases too small for detailed tabulations.

Table 124.--Replies to the question: "In the last year have you used any cooking oils for making cakes?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	28	46	26	100	628
Rural -----	38	50	12	100	123
Urban -----	26	45	29	100	505
White -----	30	45	25	100	596
Nonwhite -----	--	--	--	---	<u>1/</u> 32
North -----	29	44	27	100	517
Rural -----	45	43	12	100	166
Urban -----	25	44	31	100	434
South -----	27	55	18	100	278
Rural -----	24	63	13	100	99
Urban -----	30	50	20	100	179
White -----	30	52	18	100	240
Nonwhite -----	9	71	20	100	76
Number in family					
1 or 2 -----	23	40	37	100	193
3 or 4 -----	29	47	24	100	305
5 or more -----	34	53	13	100	130
Age group <u>2/</u>					
24 years and under -----	20	56	24	100	60
25 to 29 -----	24	48	28	100	90
30 to 39 -----	32	43	25	100	179
40 to 49 -----	35	44	21	100	129
50 and older -----	26	45	29	100	157
Education <u>3/</u>					
None or grammar school -	19	45	36	100	178
High school -----	31	48	21	100	330
College -----	36	42	22	100	108
Income group <u>4/</u>					
Low -----	28	46	26	100	134
Middle -----	27	49	24	100	221
High -----	30	42	28	100	247
Size of place					
Metropolitan -----	25	43	32	100	435
Township -----	31	60	9	100	70
Rural -----	38	50	12	100	123

1/ Number of cases too small for detailed tabulations.

2/ Age was not ascertained for 13 respondents.

3/ Education was not ascertained for 12 respondents.

4/ Income was not ascertained for 26 respondents.

Table 125.--Replies to the question: "In the last year have you used any cooking oils for making biscuits?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	7	48	45	100	628
Rural -----	13	64	23	100	123
Urban -----	5	44	51	100	505
White -----	6	48	46	100	596
Nonwhite -----	-	--	--	---	<u>1/</u> 32
North -----	5	44	51	100	517
Rural -----	10	61	29	100	166
Urban -----	4	41	55	100	434
South -----	14	66	20	100	278
Rural -----	19	70	11	100	99
Urban -----	11	64	25	100	179
White -----	13	66	21	100	240
Nonwhite -----	18	66	16	100	76

1/ Number of cases too small for detailed tabulations.

Table 126.--Replies to the question: "In the last year have you used any cooking oils for making cooked salad dressings or sauces?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	11	44	45	100	628
Rural -----	13	53	34	100	123
Urban -----	10	42	48	100	505
White -----	11	45	44	100	596
Nonwhite -----	--	--	--	---	<u>1/</u> 32
North -----	11	45	44	100	517
Rural -----	11	62	27	100	166
Urban -----	10	42	48	100	434
South -----	12	38	50	100	278
Rural -----	17	33	50	100	99
Urban -----	9	41	50	100	179
White -----	13	41	46	100	240
Nonwhite -----	4	20	16	100	76

1/ Number of cases too small for detailed tabulations.

Table 127.--Replies to the question: "In the last year have you used any cooking oils for seasoning vegetables?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	21	74	5	100	628
Rural -----	15	82	3	100	123
Urban -----	23	71	6	100	505
White -----	21	74	5	100	596
Nonwhite -----	--	--	--	---	<u>1/</u> 32
North -----	21	73	6	100	517
Rural -----	10	87	3	100	166
Urban -----	23	71	6	100	434
South -----	22	76	2	100	278
Rural -----	26	72	2	100	99
Urban -----	20	78	2	100	179
White -----	20	78	2	100	240
Nonwhite -----	35	64	1	100	76
Number in family					
1 or 2 -----	23	69	8	100	193
3 or 4 -----	19	77	4	100	305
5 or more -----	23	72	5	100	130
Age group <u>2/</u>					
24 years and under ----	14	80	6	100	60
25 to 29 -----	19	79	2	100	90
30 to 39 -----	18	77	5	100	179
40 to 49 -----	24	73	3	100	129
50 and older -----	26	65	9	100	157
Education <u>3/</u>					
None or grammar school	37	56	7	100	178
High school -----	16	78	6	100	330
College -----	11	89	-	100	108
Income group <u>4/</u>					
Low -----	20	68	12	100	134
Middle -----	21	75	4	100	221
High -----	21	77	2	100	247
Size of place					
Metropolitan -----	24	69	7	100	435
Township -----	14	85	1	100	70
Rural -----	15	82	3	100	123

1/ Number of cases too small for detailed tabulations.

2/ Age was not ascertained for 13 respondents.

3/ Education was not ascertained for 12 respondents.

4/ Income was not ascertained for 26 respondents.

Table 128.--Reasons users of cooking oils gave for deep-fat frying with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Texture of product -----	36		
Not soggy or greasy -----	27	Can be reused -----	22
Crisp, flaky -----	12	Cost and economy -----	15
Tender, easy to cut -----	4	Goes farther, lasts longer -----	13
Miscellaneous -----	1	Cheap; cheaper than all -	2
Smoking, burning, heating -----	30	Health -----	11
Doesn't smoke -----	15	More digestible -----	6
Fat and/or food heats, cooks quickly -----	9	Miscellaneous -----	5
Food cooks evenly -----	4	Odor--good, sweet -----	7
Doesn't burn -----	3	Habit and experience -----	6
Food doesn't burn -----	1	Habit, always used it ---	3
Miscellaneous -----	6	Good past experience ----	2
Taste -----	30	Recipe calls for it ----	1
Tasteless, brings out flavor of food -----	5	Use as substitute only ----	4
Doesn't absorb taste of food	3	Miscellaneous -----	6
Taste, specific--mild, rich, sweet -----	2	Nothing liked -----	2
Taste, specific--lard comparison -----	2	Don't know; it's all right; just like it -----	2
Taste, general--like taste --	18	Not ascertained -----	1
Appearance of product--browning -----	28		
Refrigeration, convenience, freshness -----	28	Number of cases -----	228
Handy, convenient -----	22		
Doesn't get rancid -----	3		
Cooked product stays moist --	2		
Easier to measure -----	1		
Miscellaneous -----	1		

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

Table 129.--Reasons users of cooking oils gave for pan frying with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> <u>Percent</u>		<u>1/</u> <u>Percent</u>
Taste -----	38	Appearance of product-- browning -----	18
Tasteless; brings out flavor of food -----	5	Habit and experience -----	13
Taste, specific--rich, sweet, mild -----	4	Habit, always used it -	7
Taste, specific--lard comparison -----	2	Recipe calls for it ---	5
Taste, general--just like flavor -----	27	Good past experience --	1
Texture of product -----	27	Health -----	12
Not soggy or greasy -----	20	More digestible -----	7
Crisp, flaky -----	5	Miscellaneous -----	5
Tender, easy to cut -----	1	Cost and economy -----	11
Likes greasiness, oiliness	1	Goes farther, lasts longer -----	9
Doesn't fall apart -----	1	Cheaper than all -----	2
Miscellaneous -----	1	Use as substitute only -----	6
Smoking, burning, heating -----	22	Can be reused -----	4
Doesn't smoke -----	10	Good, sweet odor -----	4
Fat and/or food heats, cooks quickly -----	4	Miscellaneous -----	4
Doesn't burn -----	3	Nothing liked -----	3
Food doesn't stick -----	3	Don't know; it's all right; just like it -----	2
Food doesn't burn -----	1	Not ascertained -----	2
Food cooks evenly -----	1	Number of cases -----	369
Miscellaneous -----	3		
Refrigeration, convenience, freshness -----	20		
Handy, convenient -----	18		
Easier to measure -----	1		
Cooked product stays fresh longer -----	1		

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

Table 130.--Reasons users of cooking oils gave for making piecrust or pastry with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Texture of product -----	47	Appearance of product-- browning -----	6
Crisp, flaky -----	34	Use as substitute only -----	3
Tender, easy to cut -----	15	Health--miscellaneous -----	1
Light, fluffy -----	7	Smoking, burning, heating --miscellaneous -----	1
Doesn't fall apart -----	3	Miscellaneous -----	12
Not soggy or greasy -----	2	Nothing liked -----	18
Miscellaneous -----	4	Don't know; it's all right; just like it -----	4
Texture of fat--mixes, blends, creams well -----	28		
Refrigeration, convenience, freshness -----	13	Number of cases -----	96
Handy, convenient -----	10		
Easier to measure -----	2		
Miscellaneous -----	1		
Taste -----	13		
Tasteless -----	1		
Taste, general--like taste	12		
Habit and experience -----	13		
Recipe calls for it -----	8		
Good past experience -----	4		
Miscellaneous -----	1		

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

Table 131.--Reasons users of cooking oils gave for making cakes with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Habit and experience -----	56	Substitute -----	2
Recipe calls for it -----	45	Good butter substitute -----	1
Good past experience -----	16	Use as substitute only; when have nothing except butter -----	1
Always use it -----	1		
Miscellaneous -----	1		
Texture of product -----	42	Cost and economy -----	2
Light, fluffy -----	32	Cheaper than all -----	1
Fine, smooth, creamy -----	9	Goes farther, lasts longer -----	1
Moist -----	6		
Tender, easy to cut -----	5	Health--more digestible -----	1
Not soggy or greasy -----	2	Appearance of product-- browning -----	1
Doesn't fall apart -----	1		
Crisp, flaky, crumbly -----	1	Odor--good, sweet -----	1
General--good texture, like texture -----	3	Miscellaneous -----	2
Texture of fat--mixes, blends, creams well -----	26	Nothing liked -----	6
Refrigeration, convenience, freshness -----	19	Don't know; it's all right; just like it -----	2
Handy, easy to handle -----	10	Not ascertained -----	1
Cooked product stays moist, fresher -----	7		
Easier to measure -----	3		
Taste -----	8		
Taste, specific--mild, rich, sweet, mellow -----	2	Number of cases -----	178
Taste, general--like flavor	6		

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

Table 132.--Reasons users of cooking oils gave for making cooked salad dressings or sauces with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Taste -----	43	Substitute -----	5
Tasteless -----	10	Use only as substitute -----	4
Tastes rich -----	3	Good butter substitute -----	1
Taste, specific--mild, sweet -----	6	Cost and economy -----	4
Taste, specific--lard comparison -----	1	Goes farther, not so much waste -----	2
Taste, general--just like flavor -----	23	Cheaper than all -----	2
Texture of fat--mixes, blends, creams well -----	28	Odor--good, sweet -----	4
Habit and experience -----	24	Smoking, burning, heating -----	2
Recipe calls for it -----	14	Fat and/or food heats, cooks quickly -----	1
Good past experience -----	7	Miscellaneous -----	1
Always use it -----	4	Miscellaneous -----	1
Refrigeration, convenience, freshness -----	18	Nothing liked -----	1
Handy, easy to use -----	16	Don't know; just like it; it's all right -----	6
Easier to measure -----	3	Not ascertained -----	3
Cooked product stays fresh longer -----	1		
Texture of product -----	10		
Not soggy or greasy -----	6		
Fine, smooth, creamy -----	3		
Doesn't fall apart -----	1		
Health -----	6	Number of cases -----	67
More digestible; healthier -----	2		
Miscellaneous -----	4		

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

Table 133.--Reasons users of cooking oils gave for seasoning vegetables with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> <u>Percent</u>		<u>1/</u> <u>Percent</u>
Taste -----	73		
Tasteless -----	8	Cost and economy -----	4
Tastes rich -----	2	Goes farther; not so much waste -----	3
Taste, specific--mild, sweet, nutty -----	8	Cheap; cheaper than all --	1
Taste, general--like flavor	55	Smoking, burning, heating--miscellaneous -----	1
Texture of product -----	17	Odor--good, sweet -----	1
Not soggy or greasy -----	10	Appearance of product--browning -----	1
Like greasiness, oiliness --	3	Can be reused -----	1
Oil mixes through vegetables well -----	3	Miscellaneous -----	10
Texture general -----	2	Mixes, blends, creams well -----	3
Habit and experience -----	16	Miscellaneous -----	8
Always use it -----	12	Nothing liked -----	2
Recipe calls for it -----	1	Don't know; just like it -----	1
Good past experience -----	1	Not ascertained -----	4
Miscellaneous -----	2		
Health -----	13		
More digestible, healthier --	8		
Miscellaneous -----	5		
Refrigeration, convenience, freshness -----	11		
Handy, easy to use -----	10		
Easier to measure -----	1		
Cooked product stays fresh longer -----	1		
Substitute -----	6	Number of cases -----	131
Good butter substitute -----	3		
Use as substitute only; except when have nothing except butter -----	3		

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

Table 134.--Reasons users of cooking oils gave for disliking to do the different types of cooking with this product

Reasons given	Types of cooking									
	Deep-fat frying	Pan frying	Pie-crust or pastry	Cook-ies	Cakes	Bis-cuits	Cooked salad dress-ings or sauces	Season-ing vege-tables	All types of cook-ing	
	<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.	<u>1/</u> Pct.	
Too expensive -----	3	3	1	-	1	1	-	1	10	
Too oily -----	1	2	2	1	1	-	1	2	1	
Undesirable taste; strong taste -----	1	2	1	-	1	1	1	2	2	
Dislike odor -----	1	2	-	-	-	-	-	-	1	
Tastelessness -----	-	1	-	-	-	-	-	2	-	
Falls apart, crumbles -----	-	-	1	-	-	-	-	-	-	
Makes a heavy product -----	-	-	1	-	2	1	-	-	-	
Doesn't get food as crisp -----	-	-	1	-	-	-	-	-	-	
Nothing disliked -----	-	-	-	-	-	-	-	-	36	
Prefer other fat -----	-	-	-	-	-	-	-	-	1	
Requires refrigeration -----	-	-	-	-	-	-	-	-	1	
Miscellaneous -----	2	5	4	1	1	1	-	-	3	
Number of cases -----	797	797	797	797	797	797	797	797	797	

1/ Percentages do not add to 100 because all users of cooking oils did not give reasons for disliking it. The dislikes for each type of cooking were recorded whether or not the user did that particular type of cooking with cooking oil.

Table 135.--Replies to the question: "Have you ever used any cooking oils?"

Background characteristics	Respondents who answered:		Not ascertained	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	29	69	2	100	855
Rural -----	28	70	2	100	335
Urban -----	30	69	1	100	520
White -----	28	70	2	100	745
Nonwhite -----	37	62	1	100	110
North -----	29	69	2	100	548
Rural -----	26	72	2	100	322
Urban -----	30	69	1	100	387
South -----	30	69	1	100	768
Rural -----	30	69	1	100	435
Urban -----	30	69	1	100	333
White -----	30	69	1	100	576
Nonwhite -----	32	67	1	100	384
Number in family					
1 or 2 -----	26	72	2	100	362
3 or 4 -----	31	68	1	100	326
5 or more -----	32	67	1	100	167
Age group ^{1/}					
24 years and under -----	25	74	1	100	82
25 to 29 -----	31	68	1	100	96
30 to 39 -----	32	67	1	100	181
40 to 49 -----	28	70	2	100	152
50 and older -----	29	70	1	100	336
Education ^{2/}					
None or grammar school -	28	71	1	100	386
High school -----	30	68	2	100	386
College -----	32	67	1	100	72
Income group ^{3/}					
Low -----	27	72	1	100	366
Middle -----	32	67	1	100	254
High -----	29	69	2	100	210
Size of place					
Metropolitan -----	30	68	2	100	421
Township -----	30	70	-	100	99
Rural -----	28	70	2	100	335

^{1/} Age was not ascertained for 8 respondents.

^{2/} Education was not ascertained for 11 respondents.

^{3/} Income was not ascertained for 25 respondents.

Table 136.--Nonusers of cooking oils who have used it and how long ago

Background characteristics	Years ago								Don't know and not ascertained	Total	Number of cases
	1	2	3	4	5	6 to 10	11 to 20	More than 20			
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Number
United States -----	14	18	9	8	11	24	6	2	8	100	251
Rural -----	9	21	9	7	12	28	5	2	7	100	95
Urban -----	17	17	10	8	11	21	6	2	8	100	156
White -----	15	18	9	7	11	24	6	2	8	100	210
Nonwhite -----	--	--	--	--	--	--	--	--	--	--	<u>1/</u> 41
North -----	17	19	10	8	10	20	5	2	9	100	157
Rural -----	16	27	7	7	11	22	2	--	8	100	84
Urban -----	18	16	11	9	9	19	6	3	9	100	115
South -----	8	18	8	7	14	30	6	3	6	100	235
Rural -----	3	16	10	8	12	34	8	3	6	100	133
Urban -----	14	21	5	6	16	25	4	3	6	100	102
White -----	9	17	7	6	14	31	8	2	6	100	173
Nonwhite -----	7	21	9	8	15	28	2	3	7	100	123
Number in family											
1 or 2 -----	13	19	7	3	14	21	9	5	9	100	95
3 or 4 -----	15	21	11	11	9	21	3	1	8	100	103
5 or more -----	13	14	9	10	11	34	3	--	6	100	53
Age group <u>2/</u>											
24 years and under ---	--	--	--	--	--	--	--	--	--	--	<u>1/</u> 21
25 to 29 -----	--	--	--	--	--	--	--	--	--	--	<u>1/</u> 30
30 to 39 -----	18	17	12	11	6	28	2	--	6	100	57
40 to 49 -----	--	--	--	--	--	--	--	--	--	--	<u>1/</u> 43
50 and older -----	7	12	7	8	14	24	10	6	12	100	97
Education <u>3/</u>											
None or grammar school	9	16	10	8	12	28	7	2	8	100	106
High school -----	19	20	11	7	12	21	3	2	5	100	117
College -----	--	--	--	--	--	--	--	--	--	--	<u>1/</u> 24
Income group <u>4/</u>											
Low -----	7	17	8	7	14	30	6	4	7	100	99
Middle -----	17	20	11	10	12	18	6	--	6	100	82
High -----	23	19	11	6	7	18	5	2	9	100	62
Size of place											
Metropolitan -----	18	17	10	9	11	18	6	2	9	100	126
Township -----	--	--	--	--	--	--	--	--	--	--	<u>1/</u> 30
Rural -----	9	21	9	7	12	28	5	2	7	100	95

1/ Number of cases too small for detailed tabulations.

2/ Age was not ascertained for 3 respondents.

3/ Education was not ascertained for 4 respondents.

4/ Income was not ascertained for 8 respondents.

Table 137.--Reasons nonusers of cooking oils gave for not using this product

Reasons	United States										Region							
	Total					Non-white					North			South				
	Pct.	Rural	Urban	White	Non-white	Pct.	Rural	Urban	Total	Pct.	Rural	Urban	Total	Pct.	Rural	Urban	White	Non-white
1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/
Use/prefer what using--	19	28	13	19	21	23	12	26	33	18	18	28	22					
specified or not -----	17	18	16	16	22	17	16	19	20	18	18	18	22					
Never tried it--no reason --	12	14	10	11	18	18	8	13	10	16	10	10	21					
Too expensive; takes too	11	7	14	12	5	10	16	7	4	10	10	7	5					
much; takes more -----	6	6	6	5	9	4	6	7	8	6	5	6	7					
Do not do much cooking -----	6	5	7	6	5	5	6	6	4	4	4	6	6					
Dislike flavor, taste -----	6	5	7	6	5	5	7	6	4	4	4	6	6					
Not familiar with use of oil	6	3	8	6	6	5	9	3	2	5	5	3	5					
Too oily, greasy; soaks into	5	3	6	6	6	5	7	7	3	3	3	2	5					
food -----	4	3	4	4	1	3	5	5	3	3	2	3	1					
Health reasons -----	4	3	4	4	1	3	5	5	3	3	2	3	1					
Do not make salad dressing --	2	2	1	2	1	1	1	1	2	1	1	2	1					
Never heard of it -----	2	1	2	2	1	2	2	2	1	2	2	1	1					
Habit; not family pattern --	2	1	2	2	1	2	2	2	1	2	2	1	1					
Dislike odor -----	2	1	2	2	1	2	2	2	1	2	2	1	1					
Not an all-purpose fat -----	1	1	2	1	2	2	2	2	1	2	2	1	2					
Tried but disliked it, no	1	1	1	1	1	1	2	1	-	1	3	1	1					
reason -----	1	1	1	1	1	1	2	-	-	1	1	-	1					
Requires refrigeration; gets	1	1	1	1	-	1	1	1	-	-	-	-	1					
rancid faster -----	6	4	7	6	6	5	7	5	4	6	6	5	5					
Miscellaneous -----	2	1	2	2	1	1	3	1	-	1	1	1	1					
Just don't like it -----	7	7	8	7	8	5	7	9	9	8	8	9	7					
Not ascertained; don't know -																		
Number of cases -----	855	335	520	745	110	322	387	768	435	333	576	384						

1/ Percentages add to more than 100 because some respondents gave more than 1 reason for nonuse.

Table 138.--Replies to the question: "In the last year have you used any margarine for deep-fat frying?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	2	57	41	100	867
Rural -----	2	53	45	100	265
Urban -----	2	59	39	100	602
White -----	2	58	40	100	789
Nonwhite -----	3	48	49	100	78
North -----	2	59	39	100	607
Rural -----	2	55	43	100	315
Urban -----	2	61	37	100	449
South -----	2	53	45	100	651
Rural -----	1	50	49	100	269
Urban -----	3	55	42	100	381
White -----	2	55	43	100	521
Nonwhite -----	2	44	54	100	260
Number in family					
1 to 2 -----	2	44	54	100	288
3 to 4 -----	1	65	34	100	386
5 and over -----	3	63	34	100	193
Age group 1/					
24 years and under -----	5	64	31	100	82
25 to 29 -----	1	67	32	100	116
30 to 39 -----	1	63	36	100	232
40 to 49 -----	3	59	38	100	178
50 and older -----	2	44	54	100	246
Education 2/					
None or grammar school -	1	46	53	100	272
High school -----	2	65	33	100	447
College -----	3	58	39	100	135
Income group 3/					
Low -----	1	47	52	100	277
Middle -----	2	63	35	100	291
High -----	2	63	35	100	269
Size of place					
Metropolitan -----	3	58	39	100	490
Township -----	1	62	37	100	112
Rural -----	2	53	45	100	265

1/ Age was not ascertained for 13 respondents.

2/ Education was not ascertained for 13 respondents.

3/ Income was not ascertained for 30 respondents.

Table 139.--Replies to the question: "In the last year have you used any margarine for pan frying?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	45	53	2	100	867
Rural -----	37	62	1	100	265
Urban -----	49	49	2	100	602
White -----	46	53	1	100	789
Nonwhite -----	37	60	3	100	78
North -----	49	50	1	100	607
Rural -----	44	55	1	100	315
Urban -----	51	47	2	100	449
South -----	36	62	2	100	651
Rural -----	26	71	3	100	269
Urban -----	43	55	2	100	381
White -----	36	62	2	100	521
Nonwhite -----	37	61	2	100	260
Number in family					
1 to 2 -----	49	48	3	100	288
3 to 4 -----	45	54	1	100	386
5 and over -----	40	60	-	100	193
Age group 1/					
24 years and under -----	45	55	-	100	82
25 to 29 -----	44	56	-	100	116
30 to 39 -----	44	55	1	100	232
40 to 49 -----	45	54	1	100	178
50 and older -----	46	50	4	100	246
Education 2/					
None or grammar school -	40	57	3	100	272
High school -----	46	53	1	100	447
College -----	52	47	1	100	135
Income group 3/					
Low -----	43	54	3	100	277
Middle -----	43	56	1	100	291
High -----	49	50	1	100	269
Size of place					
Metropolitan -----	48	50	2	100	490
Township -----	52	46	2	100	112
Rural -----	37	62	1	100	265

1/ Age was not ascertained for 13 respondents.

2/ Education was not ascertained for 13 respondents.

3/ Income was not ascertained for 30 respondents.

Table 140.--Replies to the question: "In the last year have you used any margarine for making piecrust or pastry?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	7	70	23	100	867
Rural -----	7	80	13	100	265
Urban -----	7	65	28	100	602
White -----	6	70	24	100	789
Nonwhite -----	13	64	23	100	78
North -----	6	70	24	100	607
Rural -----	5	84	11	100	315
Urban -----	7	64	29	100	449
South -----	9	69	22	100	651
Rural -----	11	73	16	100	269
Urban -----	7	67	26	100	381
White -----	8	70	22	100	521
Nonwhite -----	12	65	23	100	260
Number in family					
1 to 2 -----	4	62	34	100	288
3 to 4 -----	8	72	20	100	386
5 and over -----	9	76	15	100	193
Age group 1/					
24 years and under -----	6	63	31	100	82
25 to 29 -----	7	66	27	100	116
30 to 39 -----	7	70	23	100	232
40 to 49 -----	8	75	17	100	178
50 and older -----	6	70	24	100	246
Education 2/					
None or grammar school -	9	65	26	100	272
High school -----	5	73	22	100	447
College -----	8	67	25	100	135
Income group 3/					
Low -----	8	67	25	100	277
Middle -----	7	73	20	100	291
High -----	6	68	26	100	269
Size of place					
Metropolitan -----	7	61	32	100	490
Township -----	6	82	12	100	112
Rural -----	7	80	13	100	265

1/ Age was not ascertained for 13 respondents.

2/ Education was not ascertained for 13 respondents.

3/ Income was not ascertained for 30 respondents.

Table 141.--Replies to the question: "In the last year have you used any margarine for making cookies?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	41	25	34	100	867
Rural -----	41	30	29	100	265
Urban -----	41	22	37	100	602
White -----	42	26	32	100	789
Nonwhite -----	26	10	64	100	78
North -----	43	26	31	100	607
Rural -----	44	36	20	100	315
Urban -----	43	23	34	100	449
South -----	35	21	44	100	651
Rural -----	36	23	41	100	269
Urban -----	35	19	46	100	381
White -----	38	23	39	100	521
Nonwhite -----	27	12	61	100	260
Number in family					
1 or 2 -----	32	22	46	100	288
3 or 4 -----	43	27	30	100	386
5 or more -----	50	24	26	100	193
Age group <u>1/</u>					
24 years and under ----	31	30	39	100	82
25 to 29 -----	43	24	33	100	116
30 to 39 -----	45	23	32	100	232
40 to 49 -----	46	26	28	100	178
50 and older -----	36	25	39	100	246
Education <u>2/</u>					
None or grammar school -	31	25	44	100	272
High school -----	43	25	32	100	447
College -----	52	22	26	100	135
Income group <u>3/</u>					
Low -----	32	23	45	100	277
Middle -----	42	28	30	100	291
High -----	47	23	30	100	269
Size of place					
Metropolitan -----	39	22	39	100	490
Township -----	49	22	29	100	112
Rural -----	41	30	29	100	265

1/ Age was not ascertained for 13 respondents.

2/ Education was not ascertained for 13 respondents.

3/ Income was not ascertained for 30 respondents.

Table 142.--Replies to the question: "In the last year have you used any margarine for making cakes?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	45	30	25	100	867
Rural -----	51	33	16	100	265
Urban -----	42	28	30	100	602
White -----	43	31	26	100	789
Nonwhite -----	62	15	23	100	78
North -----	40	33	27	100	607
Rural -----	42	42	16	100	315
Urban -----	40	29	31	100	449
South -----	56	23	21	100	651
Rural -----	65	19	16	100	269
Urban -----	49	25	26	100	381
White -----	53	25	22	100	521
Nonwhite -----	67	14	19	100	260
Number in family					
1 or 2 -----	36	25	39	100	288
3 or 4 -----	47	33	20	100	386
5 or more -----	54	31	15	100	193
Age group <u>1/</u>					
24 years and under -----	40	36	24	100	82
25 to 29 -----	46	29	25	100	116
30 to 39 -----	46	31	23	100	232
40 to 49 -----	47	31	22	100	178
50 and older -----	44	27	29	100	246
Education <u>2/</u>					
None or grammar school -	44	24	32	100	272
High school -----	45	34	21	100	447
College -----	47	25	28	100	135
Income group <u>3/</u>					
Low -----	45	25	30	100	277
Middle -----	44	34	22	100	291
High -----	45	30	25	100	269
Size of place					
Metropolitan -----	40	28	32	100	490
Township -----	50	31	19	100	112
Rural -----	51	33	16	100	265

1/ Age was not ascertained for 13 respondents.

2/ Education was not ascertained for 13 respondents.

3/ Income was not ascertained for 30 respondents.

Table 143.--Replies to the question: "In the last year have you used any margarine for making biscuits?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	7	58	35	100	867
Rural -----	8	70	22	100	265
Urban -----	7	52	41	100	602
White -----	7	56	37	100	789
Nonwhite -----	10	76	14	100	78
North -----	8	50	42	100	607
Rural -----	9	61	30	100	315
Urban -----	8	46	46	100	449
South -----	6	76	18	100	651
Rural -----	7	83	10	100	269
Urban -----	5	72	23	100	381
White -----	4	76	20	100	521
Nonwhite -----	11	81	8	100	260
Number in family					
1 or 2 -----	9	51	40	100	288
3 or 4 -----	6	60	34	100	386
5 or more -----	7	63	30	100	193
Age group ^{1/}					
24 years and under -----	5	57	38	100	82
25 to 29 -----	3	55	42	100	116
30 to 39 -----	4	57	39	100	232
40 to 49 -----	7	65	28	100	178
50 and older -----	12	56	32	100	246
Education ^{2/}					
None or grammar school -	9	56	35	100	272
High school -----	6	58	36	100	447
College -----	7	60	33	100	135
Income group ^{3/}					
Low -----	9	63	28	100	277
Middle -----	6	57	37	100	291
High -----	5	54	41	100	269
Size of place					
Metropolitan -----	7	49	44	100	490
Township -----	6	68	26	100	112
Rural -----	8	70	22	100	265

^{1/} Age was not ascertained for 13 respondents.

^{2/} Education was not ascertained for 13 respondents.

^{3/} Income was not ascertained for 30 respondents.

Table 144.--Replies to the question: "In the last year have you used any margarine for making cooked salad dressings or sauces?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	36	13	51	100	867
Rural -----	31	12	57	100	265
Urban -----	38	14	48	100	602
White -----	38	14	48	100	789
Nonwhite -----	20	6	74	100	78
North -----	39	16	45	100	607
Rural -----	39	14	47	100	315
Urban -----	39	16	45	100	449
South -----	29	7	64	100	651
Rural -----	20	8	72	100	269
Urban -----	35	7	58	100	381
White -----	32	8	60	100	521
Nonwhite -----	17	4	79	100	260
Number in family					
1 or 2 -----	35	11	54	100	288
3 or 4 -----	37	16	47	100	386
5 or more -----	36	11	53	100	193
Age group <u>1/</u>					
24 years and under -----	32	12	56	100	82
25 to 29 -----	37	16	47	100	116
30 to 39 -----	39	12	49	100	232
40 to 49 -----	39	17	44	100	178
50 and older -----	32	11	57	100	246
Education <u>2/</u>					
None or grammar school --	21	10	69	100	272
High school -----	39	14	47	100	447
College -----	58	17	25	100	135
Income group <u>3/</u>					
Low -----	25	9	66	100	277
Middle -----	39	13	48	100	291
High -----	45	16	39	100	269
Size of place					
Metropolitan -----	38	14	48	100	490
Township -----	37	12	51	100	112
Rural -----	31	12	57	100	265

1/ Age was not ascertained for 13 respondents.

2/ Education was not ascertained for 13 respondents.

3/ Income was not ascertained for 30 respondents.

Table 145.--Replies to the question: "In the last year have you used any margarine for seasoning vegetables?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	82	15	3	100	867
Rural -----	81	17	2	100	265
Urban -----	82	15	3	100	602
White -----	83	14	3	100	789
Nonwhite -----	72	26	2	100	78
North -----	83	14	3	100	607
Rural -----	87	11	2	100	315
Urban -----	81	15	4	100	449
South -----	82	17	1	100	651
Rural -----	73	26	1	100	269
Urban -----	88	10	2	100	381
White -----	86	13	1	100	521
Nonwhite -----	68	31	1	100	260
Number in family					
1 or 2 -----	85	12	3	100	288
3 or 4 -----	82	15	3	100	386
5 or more -----	80	18	2	100	193
Age group 1/					
24 years and under -----	85	12	3	100	82
25 to 29 -----	84	14	2	100	116
30 to 39 -----	85	12	3	100	232
40 to 49 -----	77	21	2	100	178
50 and older -----	82	14	4	100	246
Education 2/					
None or grammar school -	78	19	3	100	272
High school -----	84	13	3	100	447
College -----	87	12	1	100	135
Income group 3/					
Low -----	80	16	4	100	277
Middle -----	84	14	2	100	291
High -----	85	12	3	100	269
Size of place					
Metropolitan -----	82	14	4	100	490
Township -----	86	13	1	100	112
Rural -----	81	17	2	100	265

1/ Age was not ascertained for 13 respondents.

2/ Education was not ascertained for 13 respondents.

3/ Income was not ascertained for 30 respondents.

Table 146.--Reasons users of margarine gave for pan frying with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Taste -----	35		
Seasons, tastes like butter -----	13	Texture and appearance of fat--looks like butter, adds color to food -----	2
Tastes rich -----	2	Refrigeration, convenience, freshness--stays fresh -----	2
Better flavor than lard --	1	Smoking, burning, heating --miscellaneous -----	1
Better flavor than vegetable shortening ----	1	Miscellaneous -----	5
Tastes better than butter	1	Good butter substitute -	3
Tastes sweet -----	1	Quality does not vary --	1
Tastes salty -----	1	Pure, no germs -----	1
Taste, specific -----	1	Miscellaneous -----	2
Taste, general--like taste -----	14	Nothing liked -----	1
Cost and economy -----	34	Don't know; just like it -----	1
Less expensive than butter -----	26		
Less expensive, cheap ----	7		
It goes farther -----	1		
Health -----	7		
Appearance of product--browning -----	4		
Texture of product -----	3		
Not greasy -----	3	Number of cases -----	391
General--good texture ----	1		

1/ Where respondents gave more than 1 reason within a frame of reference, percentages add to more than their subtotals but these add to less than 100 because some respondents did not give a reason for liking to use margarine.

Table 147.--Reasons users of margarine gave for making piecrust or pastry with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> <u>Percent</u>		<u>1/</u> <u>Percent</u>
Cost and economy -----	32	Texture and appearance of fat -----	5
Cheaper than butter -----	22	Looks like butter -----	3
Less expensive -----	10	Mixes well, creams easily -----	2
Taste -----	24	Health -----	4
Seasons, tastes like butter -----	7	Refrigeration, convenience, freshness--stays fresh -----	2
Tastes rich -----	2	Miscellaneous -----	7
Tastes sweet -----	2	Good butter substitute --	4
Better flavor than lard --	1	Miscellaneous -----	4
Better flavor than vegetable shortening -----	1		
Taste, specific -----	2		
Taste, general--like taste	10		
Texture of product -----	5	Number of cases -----	60
Crisp, crumbly -----	5		
Texture general-- good texture -----	1		
Appearance of product-- browning -----	5		

1/ Where respondents gave more than 1 reason within a frame of reference, percentages add to more than their subtotals, but these add to less than 100 because some respondents did not give a reason for liking to use margarine.

Table 148.--Reasons users of margarine gave for making cookies with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Cost and economy -----	47		
Less expensive than butter	38	Texture and appearance of fat	7
Cheap, less expensive -----	9	Mixes well, creams easily -	4
Taste -----	43	Looks like butter,	
Seasons, tastes like		adds color to foods -----	3
butter -----	17	Health -----	4
Tastes rich -----	3	Appearance of product--	
Better flavor than		browning -----	2
vegetable shortening -----	2	Refrigeration, convenience,	
Better flavor than lard ---	1	freshness--stays fresh -----	2
Tastes salty -----	1	Miscellaneous -----	6
Tastes sweet -----	1	Good butter substitute -----	3
Taste, specific -----	2	Pure, no germs -----	1
Taste, general--like it ---	17	Miscellaneous -----	4
Texture of product -----	11	Nothing liked -----	1
Not greasy, fat doesn't		Don't know; just like it -----	1
soak into food -----	3		
Crisp, crumbly -----	3	Number of cases -----	352
Richer texture -----	2		
Light, fluffy -----	1		
Moist -----	1		
General--good texture -----	3		

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

Table 149.--Reasons users of margarine gave for making cakes with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Taste -----	44	Texture and appearance of fat -----	8
Seasons, tastes like butter -----	16	Mixes, creams well -----	5
Tastes rich -----	3	Looks like butter -----	3
Better flavor than lard --	2	Health -----	4
Tastes salty -----	1	Refrigeration, convenience, freshness--stays fresh -----	3
Better flavor than vegetable shortening ----	1	Appearance of product--browning -----	1
Tastes sweet -----	1	Miscellaneous -----	7
Tastes better than butter	1	Good butter substitute ---	4
Taste, specific -----	2	Pure, no germs -----	1
Taste, general--like taste -----	19	Miscellaneous -----	3
Cost and economy -----	42	Don't know; just like it -----	1
Less expensive than butter -----	33		
Less expensive, cheap ----	9		
Texture of product -----	11		
Light, fluffy -----	6		
Not greasy -----	2		
Richer -----	1		
Tender, soft -----	1		
Moist -----	1		
General--good texture ----	2	Number of cases -----	387

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

Table 150.--Reasons users of margarine gave for making biscuits with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> <u>Percent</u>		<u>1/</u> <u>Percent</u>
Cost and economy -----	33	Texture and appearance of fat -----	3
Less expensive than butter -----	25	Looks like butter -----	2
Less expensive, cheap -----	8	Mixes well, creams easily -----	1
Taste -----	17	Refrigeration, convenience, freshness--stays fresh -----	2
Tastes like butter -----	7	Habit and experience -----	1
Better flavor than lard -----	2	Appearance of product--browning -----	1
Tastes rich -----	1	Miscellaneous -----	11
Taste, specific -----	2	Good butter substitute -----	8
Taste, general--like taste -----	6	Pure, no germs -----	1
Texture of product -----	5	Miscellaneous -----	3
Light, fluffy -----	3		
Crisp, crumbly -----	1		
General--good texture -----	1		
Health -----	5	Number of cases -----	62

1/ Where respondents gave more than 1 reason within a frame of reference, percentages add to more than their subtotals but these add to less than 100 because some respondents did not give a reason for liking to use margarine.

Table 151.--Reasons users of margarine gave for making cooked salad dressings or sauces with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Cost and economy -----	37		
Less expensive than butter -----	30	Health -----	4
Less expensive, cheap -----	7	Texture of product -----	3
It goes farther, doesn't take as much -----	1	Not greasy, fat doesn't soak into food -----	1
Taste -----	31	Creamy, smooth -----	1
Seasons, tastes like butter -----	7	General--good texture ----	1
Better flavor than lard --	2	Refrigeration, convenience, freshness--stays fresh -----	2
Tastes rich -----	1	Miscellaneous -----	4
Better flavor than vegetable shortening ----	1	Good butter substitute ---	2
Tastes salty -----	1	Miscellaneous -----	2
Tastes sweet -----	1	Nothing liked -----	1
Tastes better than butter	1		
Taste, specific -----	2		
Taste, general--like taste -----	15		
Texture and appearance of fat -----	4		
Looks like butter -----	4		
Mixes, creams well -----	1	Number of cases -----	313

1/ Where respondents gave more than 1 reason within a frame of reference, percentages add to more than their subtotals but these add to less than 100 because some respondents did not give a reason for liking to use margarine.

Table 152.--Reasons users of margarine gave for seasoning vegetables with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Taste -----	55		
Seasons, tastes like butter -----	18	Refrigeration, convenience, freshness--stays fresh -----	4
Tastes rich -----	2	Texture of product--not greasy, fat doesn't soak into food -----	3
Better flavor than vegetable shortening ---	2	Miscellaneous -----	8
Better flavor than lard -	1	Good butter substitute --	4
Tasteless, brings out flavor of food -----	1	Pure, no germs -----	1
Tastes salty -----	1	Miscellaneous -----	4
Tastes sweet -----	1	Nothing liked -----	1
Tastes better than butter	1	Don't know; just like it -----	2
Mild flavor, not strong -	1	Not ascertained -----	1
Taste, specific -----	2		
Taste, general--like taste -----	25		
Cost and economy -----	44		
Less expensive than butter -----	35		
Less expensive, cheap ---	9		
Health -----	6		
Texture and appearance of fat--looks like butter, adds color to food -----	5	Number of cases -----	711

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

Table 153.--Reasons users of margarine gave for disliking to do different types of cooking with this product

Reasons given	Types of cooking			
	Deep-fat frying	Pan frying	Seasoning vegetables	All types of cooking
	<u>Percent</u> <u>1/</u>	<u>Percent</u> <u>1/</u>	<u>Percent</u> <u>1/</u>	<u>Percent</u> <u>1/</u>
Burns quickly, scorches ----	5	13	-	-
Food sticks to pan -----	-	4	-	-
Browning (general and specific)	-	3	-	-
Separates, curdles when hot	-	3	-	-
Doesn't flavor or taste like butter -----	-	-	4	-
Use only for a spread -----	-	-	-	3
Have to color it -----	-	-	-	3
Too expensive -----	-	-	-	3
Nothing disliked -----	-	-	-	35
Number of cases -----	977	977	977	977

1/ Percentages do not add to 100 because all users of margarine did not give reasons for disliking it. The dislikes for each type of cooking were recorded whether or not the user did that particular type of cooking with margarine.

Table 154.--Replies to the question: "Have you ever used any margarine?"

Background characteristics	Respondents who answered:		Not ascertained	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	36	63	1	100	675
Rural -----	36	63	1	100	180
Urban -----	36	63	1	100	495
White -----	35	64	1	100	620
Nonwhite -----	44	56	-	100	55
North -----	36	63	1	100	545
Rural -----	36	63	1	100	196
Urban -----	36	63	1	100	447
South -----	34	65	1	100	325
Rural -----	36	63	1	100	204
Urban -----	31	69	-	100	121
White -----	33	66	1	100	245
Nonwhite -----	38	62	-	100	160
Number in family					
1 or 2 -----	36	63	1	100	286
3 or 4 -----	36	63	1	100	283
5 or more -----	35	64	1	100	106
Age group ^{1/}					
24 years and under -----	30	68	2	100	68
25 to 29 -----	32	67	1	100	66
30 to 39 -----	36	62	2	100	152
40 to 49 -----	44	56	-	100	123
50 and older -----	35	65	-	100	252
Education ^{2/}					
None or grammar school -	32	67	1	100	278
High school -----	38	62	-	100	312
College -----	40	57	3	100	73
Income group ^{3/}					
Low -----	34	65	1	100	197
Middle -----	34	66	-	100	212
High -----	40	59	1	100	243
Size of place					
Metropolitan -----	36	64	-	100	446
Township -----	38	58	4	100	50
Rural -----	36	63	1	100	179

^{1/} Age was not ascertained for 14 respondents.

^{2/} Education was not ascertained for 12 respondents.

^{3/} Income was not ascertained for 23 respondents.

Table 155.--Nonusers of margarine in the last year who have used it and how long ago

Background characteristics	Years ago								Don't know and not ascertained	Total	Number of cases
	1	2	3	4	5	6 to 10	11 to 20	More than 20			
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Number
United States -----	11	18	9	6	12	33	4	2	5	100	243
Rural -----	15	25	11	4	15	19	5	1	5	100	65
Urban -----	10	16	9	6	11	38	3	2	5	100	178
White -----	12	17	8	6	12	34	4	2	5	100	219
Nonwhite -----	--	--	--	-	--	--	--	-	--	--	<u>1/</u> 24
North -----	10	16	10	6	12	36	4	2	4	100	199
Rural -----	11	21	<u>14</u>	3	21	18	7	2	3	100	71
Urban -----	10	15	9	6	10	40	4	2	4	100	163
South -----	18	29	7	7	11	17	2	-	9	100	111
Rural -----	19	31	7	6	7	19	3	-	8	100	73
Urban -----	--	--	--	-	--	--	--	-	--	--	<u>1/</u> 38
White -----	16	25	6	8	11	20	3	-	11	100	80
Nonwhite -----	21	41	10	7	11	8	--	-	2	100	61
Number in family											
1 or 2 -----	9	<u>14</u>	12	7	12	33	6	3	4	100	103
3 or 4 -----	12	22	5	4	13	36	2	-	6	100	103
5 or more -----	--	--	--	-	--	--	--	-	--	--	<u>1/</u> 37
Age group <u>2/</u>											
24 years and under ---	--	--	--	-	--	--	--	-	--	--	<u>1/</u> 20
25 to 29 -----	--	--	--	-	--	--	--	-	--	--	<u>1/</u> 21
30 to 39 -----	12	24	7	5	15	33	1	-	3	100	55
40 to 49 -----	9	8	8	9	15	43	--	3	5	100	55
50 and older -----	13	<u>14</u>	8	6	10	31	10	3	5	100	88
Education <u>3/</u>											
None or grammar school	15	17	7	8	12	28	6	3	4	100	91
High school -----	10	20	10	5	11	34	3	1	6	100	118
College -----	--	--	--	-	--	--	--	-	--	--	<u>1/</u> 30
Income group <u>4/</u>											
Low -----	11	23	13	7	7	27	6	1	5	100	66
Middle -----	11	18	11	6	15	26	3	3	7	100	73
High -----	13	17	6	5	<u>14</u>	37	3	2	3	100	97
Size of place											
Metropolitan -----	8	<u>14</u>	9	7	12	40	3	3	4	100	159
Township -----	--	--	--	-	--	--	--	-	--	--	<u>1/</u> 19
Rural -----	15	25	11	4	15	19	5	1	5	100	65

1/ Number of cases too small for detailed tabulations.2/ Age was not ascertained for 4 respondents.3/ Education was not ascertained for 4 respondents.4/ Income was not ascertained for 7 respondents.

Table 156.--Reasons nonusers of margarine gave for not using this product

Reasons given	United States total	Reasons given	United States total
	<u>Percent</u> ^{1/}		<u>Percent</u> ^{1/}
Habit and experience:		Smoking, burning, heating:	
Use and prefer butter ----	37	Burns -----	1
Never tried margarine ----	7	It or food sticks to pan -----	1
Use and prefer vegetable shortening -----	6	Texture and appearance of fat:	
Don't do much cooking ----	5	Too much like lard (appearance) -----	1
Not part of family pattern -----	4	Hard to mix, cream ---	1
Prefer what using -----	4	Miscellaneous:	
Use and prefer lard ----	2	Have own butter -----	10
Never heard of it -----	1	Artificial product ---	4
Religious reasons -----	1	Have own lard -----	2
Not familiar with use--no recipe -----	1	Margarine competes with farmers' business -----	1
Taste--don't like taste ----	28	Miscellaneous -----	7
Health reasons -----	8	Don't like it--no reason -----	3
Convenience--don't like to color it -----	6	Don't know -----	1
Texture of product--greasy, oily, soaks into food ----	4	Not ascertained -----	3
Cost and economy:			
Too expensive -----	3		
Takes too much, goes away -----	1		
Odor--don't like smell ----	2		
		Number of cases -----	675

^{1/} Percentages add to more than 100 because some respondents gave more than 1 reason.

Table 157.--Replies to the question: "In the last year have you used any butter for deep-fat frying?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	2	55	43	100	1,203
Rural -----	2	52	46	100	348
Urban -----	2	56	42	100	855
White -----	2	55	43	100	1,104
Nonwhite -----	4	47	49	100	99
North -----	2	57	41	100	931
Rural -----	3	60	37	100	395
Urban -----	2	56	42	100	734
South -----	1	48	51	100	679
Rural -----	1	41	58	100	375
Urban -----	-	57	43	100	303
White -----	1	50	49	100	518
Nonwhite -----	1	41	58	100	321
Number in family					
1 or 2 -----	2	43	55	100	448
3 or 4 -----	2	61	37	100	532
5 or more -----	-	66	34	100	223
Age group ^{1/}					
24 years and under -----	1	70	29	100	118
25 to 29 -----	1	67	32	100	143
30 to 39 -----	3	62	35	100	293
40 to 49 -----	3	55	42	100	240
50 and older -----	2	41	57	100	388
Education ^{2/}					
None or grammar school -----	3	41	56	100	419
High school -----	1	63	36	100	597
College -----	2	63	35	100	168
Income group ^{3/}					
Low -----	3	44	53	100	337
Middle -----	2	58	40	100	390
High -----	2	60	38	100	433
Size of place					
Metropolitan -----	2	55	43	100	734
Township -----	-	65	35	100	121
Rural -----	2	52	46	100	348

^{1/} Age was not ascertained for 21 respondents.

^{2/} Education was not ascertained for 19 respondents.

^{3/} Income was not ascertained for 43 respondents.

Table 158.--Replies to the question: "In the last year have you used any butter for pan frying?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	55	43	2	100	1,203
Rural -----	44	54	2	100	348
Urban -----	60	38	2	100	855
White -----	57	41	2	100	1,104
Nonwhite -----	30	67	3	100	99
North -----	62	36	2	100	931
Rural -----	57	41	2	100	395
Urban -----	64	34	2	100	734
South -----	32	66	2	100	679
Rural -----	27	71	2	100	375
Urban -----	37	61	2	100	303
White -----	34	64	2	100	518
Nonwhite -----	23	75	2	100	321
Number in family					
1 or 2 -----	60	37	3	100	448
3 or 4 -----	56	42	2	100	532
5 or more -----	44	55	1	100	223
Age group <u>1/</u>					
24 years and under -----	55	43	2	100	118
25 to 29 -----	54	46	-	100	143
30 to 39 -----	56	44	-	100	293
40 to 49 -----	58	40	2	100	240
50 and older -----	53	43	4	100	388
Education <u>2/</u>					
None or grammar school -	48	49	3	100	419
High school -----	57	41	2	100	597
College -----	65	33	2	100	168
Income group <u>3/</u>					
Low -----	43	54	3	100	337
Middle -----	54	45	1	100	390
High -----	65	33	2	100	433
Size of place					
Metropolitan -----	62	36	2	100	734
Township -----	47	52	1	100	121
Rural -----	44	54	2	100	348

1/ Age was not ascertained for 21 respondents.

2/ Education was not ascertained for 19 respondents.

3/ Income was not ascertained for 43 respondents.

Table 159.--Replies to the question: "In the last year have you used any butter for making piecrust or pastry?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	7	65	28	100	1,203
Rural -----	9	78	13	100	348
Urban -----	6	61	33	100	855
White -----	6	66	28	100	1,104
Nonwhite -----	11	69	20	100	99
North -----	6	65	29	100	931
Rural -----	5	85	10	100	395
Urban -----	6	60	34	100	734
South -----	11	67	22	100	679
Rural -----	15	68	17	100	375
Urban -----	6	67	27	100	303
White -----	11	69	20	100	518
Nonwhite -----	11	62	27	100	321
Number in family					
1 or 2 -----	6	57	37	100	448
3 or 4 -----	7	70	23	100	532
5 or more -----	7	74	19	100	223
Age group <u>1/</u>					
24 years and under -----	8	61	31	100	118
25 to 29 -----	3	68	29	100	143
30 to 39 -----	6	65	29	100	293
40 to 49 -----	10	69	21	100	240
50 and older -----	6	65	29	100	388
Education <u>2/</u>					
None or grammar school -	8	61	31	100	419
High school -----	6	69	25	100	597
College -----	7	67	26	100	168
Income group <u>3/</u>					
Low -----	9	65	26	100	337
Middle -----	5	70	25	100	390
High -----	7	62	31	100	433
Size of place					
Metropolitan -----	6	58	36	100	734
Township -----	4	78	18	100	121
Rural -----	9	78	13	100	348

1/ Age was not ascertained for 21 respondents.

2/ Education was not ascertained for 19 respondents.

3/ Income was not ascertained for 43 respondents.

Table 160.--Replies to the question: "In the last year have you used any butter for making cookies?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	37	26	37	100	1,203
Rural -----	45	25	30	100	348
Urban -----	34	26	40	100	855
White -----	38	27	35	100	1,104
Nonwhite -----	26	12	62	100	99
North -----	37	29	34	100	931
Rural -----	48	32	20	100	395
Urban -----	34	28	38	100	734
South -----	37	17	46	100	679
Rural -----	42	15	43	100	375
Urban -----	32	18	50	100	303
White -----	41	19	40	100	518
Nonwhite -----	26	9	65	100	321
Number in family					
1 or 2 -----	31	20	49	100	448
3 or 4 -----	41	29	30	100	532
5 or more -----	41	31	28	100	223
Age group ^{1/}					
24 years and under -----	34	25	41	100	118
25 to 29 -----	43	24	33	100	143
30 to 39 -----	39	27	34	100	293
40 to 49 -----	43	27	30	100	240
50 and older -----	31	26	43	100	388
Education ^{2/}					
None or grammar school -	28	24	48	100	419
High school -----	40	28	32	100	597
College -----	50	25	25	100	168
Income group ^{3/}					
Low -----	31	21	48	100	337
Middle -----	36	31	33	100	390
High -----	43	24	33	100	433
Size of place					
Metropolitan -----	35	24	41	100	734
Township -----	26	43	31	100	121
Rural -----	45	25	30	100	348

^{1/} Age was not ascertained for 21 respondents.

^{2/} Education was not ascertained for 19 respondents.

^{3/} Income was not ascertained for 43 respondents.

Table 161.--Replies to the question: "In the last year have you used any butter for making cakes?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	46	28	26	100	1,203
Rural -----	63	23	14	100	348
Urban -----	40	30	30	100	855
White -----	44	29	27	100	1,104
Nonwhite -----	76	8	16	100	99
North -----	40	32	28	100	931
Rural -----	54	32	14	100	395
Urban -----	37	31	32	100	734
South -----	68	14	18	100	679
Rural -----	76	10	14	100	375
Urban -----	58	19	23	100	303
White -----	65	17	18	100	518
Nonwhite -----	77	4	19	100	321
Number in family					
1 or 2 -----	42	21	37	100	448
3 or 4 -----	47	31	22	100	532
5 or more -----	53	33	14	100	223
Age group <u>1/</u>					
24 years and under -----	48	32	20	100	118
25 to 29 -----	45	30	25	100	143
30 to 39 -----	44	32	24	100	293
40 to 49 -----	50	27	23	100	240
50 and older -----	47	23	30	100	388
Education <u>2/</u>					
None or grammar school -	46	23	31	100	419
High school -----	47	32	21	100	597
College -----	48	25	27	100	168
Income group <u>3/</u>					
Low -----	54	20	26	100	337
Middle -----	43	33	24	100	390
High -----	44	28	28	100	433
Size of place					
Metropolitan -----	39	28	33	100	734
Township -----	44	43	13	100	121
Rural -----	63	23	14	100	348

1/ Age was not ascertained for 21 respondents.

2/ Education was not ascertained for 19 respondents.

3/ Income was not ascertained for 43 respondents.

Table 162.--Replies to the question: "In the last year have you used any butter for making biscuits?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	7	51	42	100	1,203
Rural -----	9	71	20	100	348
Urban -----	6	43	51	100	855
White -----	7	48	45	100	1,104
Nonwhite -----	7	82	11	100	99
North -----	7	43	50	100	931
Rural -----	9	60	31	100	395
Urban -----	7	38	55	100	734
South -----	8	78	14	100	679
Rural -----	10	84	6	100	375
Urban -----	4	71	25	100	303
White -----	8	76	16	100	518
Nonwhite -----	7	85	8	100	321
Number in family					
1 or 2 -----	8	45	47	100	448
3 or 4 -----	7	52	41	100	532
5 or more -----	7	61	32	100	223
Age group 1/					
24 years and under -----	5	51	44	100	118
25 to 29 -----	4	49	47	100	143
30 to 39 -----	4	50	46	100	293
40 to 49 -----	9	55	36	100	240
50 and older -----	11	51	38	100	388
Education 2/					
None or grammar school -	10	49	41	100	419
High school -----	6	52	42	100	597
College -----	6	53	41	100	168
Income group 3/					
Low -----	10	59	31	100	337
Middle -----	7	51	42	100	390
High -----	5	45	50	100	433
Size of place					
Metropolitan -----	6	40	54	100	734
Township -----	6	62	32	100	121
Rural -----	9	71	20	100	348

1/ Age was not ascertained for 21 respondents.

2/ Education was not ascertained for 19 respondents.

3/ Income was not ascertained for 43 respondents.

Table 163.--Replies to the question: "In the last year have you used any butter for making cooked salad dressings or sauces?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	39	8	53	100	1,203
Rural -----	34	8	58	100	348
Urban -----	41	8	51	100	855
White -----	40	9	51	100	1,104
Nonwhite -----	18	5	77	100	99
North -----	44	8	48	100	931
Rural -----	48	9	43	100	395
Urban -----	43	8	49	100	734
South -----	21	8	71	100	679
Rural -----	14	8	78	100	375
Urban -----	29	10	61	100	303
White -----	23	10	67	100	518
Nonwhite -----	14	3	83	100	321
Number in family					
1 or 2 -----	39	5	56	100	448
3 or 4 -----	40	9	51	100	532
5 or more -----	34	14	52	100	223
Age group <u>1/</u>					
24 years and under -----	30	9	61	100	118
25 to 29 -----	38	12	50	100	143
30 to 39 -----	39	10	51	100	293
40 to 49 -----	42	11	47	100	240
50 and older -----	38	4	58	100	388
Education <u>2/</u>					
None or grammar school -	23	5	72	100	419
High school -----	42	10	48	100	597
College -----	66	10	24	100	168
Income group <u>3/</u>					
Low -----	23	9	68	100	337
Middle -----	41	9	50	100	390
High -----	48	7	45	100	433
Size of place					
Metropolitan -----	41	7	52	100	734
Township -----	36	16	48	100	121
Rural -----	34	8	58	100	348

1/ Age was not ascertained for 21 respondents.

2/ Education was not ascertained for 19 respondents.

3/ Income was not ascertained for 43 respondents.

Table 164.--Replies to the question: "In the last year have you used any butter for seasoning vegetables?"

Background characteristics	Respondents who answered:		Do not do this type of cooking	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	88	9	3	100	1,203
Rural -----	85	14	1	100	348
Urban -----	89	7	4	100	855
White -----	90	7	3	100	1,104
Nonwhite -----	70	30	-	100	99
North -----	92	4	4	100	931
Rural -----	97	2	1	100	395
Urban -----	91	5	4	100	734
South -----	76	23	1	100	679
Rural -----	71	29	-	100	375
Urban -----	82	16	2	100	303
White -----	79	20	1	100	518
Nonwhite -----	64	35	1	100	321
Number in family					
1 or 2 -----	88	7	5	100	448
3 or 4 -----	90	7	3	100	532
5 or more -----	84	16	-	100	223
Age group 1/					
24 years and under -----	87	11	2	100	118
25 to 29 -----	91	7	2	100	143
30 to 39 -----	88	9	3	100	293
40 to 49 -----	91	8	1	100	240
50 and older -----	86	9	5	100	388
Education 2/					
None or grammar school -	83	13	4	100	419
High school -----	90	7	3	100	597
College -----	95	4	1	100	168
Income group 3/					
Low -----	78	17	5	100	337
Middle -----	92	6	2	100	390
High -----	92	5	3	100	433
Size of place					
Metropolitan -----	90	6	4	100	734
Township -----	89	8	3	100	121
Rural -----	85	14	1	100	348

1/ Age was not ascertained for 21 respondents.

2/ Education was not ascertained for 19 respondents.

3/ Income was not ascertained for 43 respondents.

Table 165.--Reasons users of butter gave for pan frying with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> <u>Percent</u>		<u>1/</u> <u>Percent</u>
Taste -----	58	Habit--always used it -----	5
Gives, has rich taste -----	5	Odor--likes smell -----	2
Tastes salty -----	2	Miscellaneous -----	4
Tastes sweet -----	1	Nothing liked -----	1
Brings out flavor -----	1	Don't know; just like it -----	3
Taste, specific -----	1	Not ascertained -----	1
Taste, general -----	49		
Health--more digestible -----	11		
Appearance of fat and product-- browns well -----	7		
Texture of fat and product -----	5		
Light, smooth, even -----	3		
Rich -----	1		
Crisp, flaky -----	1	Number of cases -----	661

1/ Where respondents gave more than 1 reason within a frame of reference, percentages add to more than their subtotals but these add to less than 100 because some respondents did not give a reason for liking to use butter.

Table 166.--Reasons users of butter gave for making piecrust or pastry with this product.

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> <u>Percent</u>		<u>1/</u> <u>Percent</u>
Taste -----	41	Habit--always used it -----	5
Gives, has rich taste -----	4	Appearance of fat and product-- browns well -----	2
Tastes sweet -----	1	Miscellaneous -----	6
Taste, specific -----	1	Nothing liked -----	1
Taste, general -----	35	Don't know; just like it -----	1
Health--more digestible -----	13		
Texture of fat and product -----	10		
Tender, soft -----	3		
Crisp, flaky -----	3		
Rich -----	3		
Light, fluffy -----	2	Number of cases -----	81

1/ Where respondents gave more than 1 reason within a frame of reference, percentages add to more than their subtotals but these add to less than 100 because some respondents did not give a reason for liking to use butter.

Table 167.--Reasons users of butter gave for making cookies with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> <u>Percent</u>		<u>1/</u> <u>Percent</u>
Taste -----	63	Habit -----	7
Gives, has rich taste -----	9	Always used it -----	5
Tastes sweet -----	2	Recipe calls for it -----	2
Tastes salty -----	1	Appearance of fat and product -----	2
Taste, specific -----	2	Browns well -----	1
Taste, general -----	49	Looks appetizing -----	1
Texture of fat and product -----	14	Refrigeration, convenience, freshness--product stays fresh -----	1
Crisp, flaky, crumbly, crunchy -----	4	Miscellaneous -----	4
Rich -----	4	Mixes, blends easily -----	2
Butter is light, smooth, even -----	4	Miscellaneous -----	2
Light, fluffy product -----	2	Don't know; just like it -----	3
Tender, soft -----	2		
Texture specific -----	1		
Texture general -----	1	Number of cases -----	448
Health--more digestible -----	10		

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

Table 168.--Reasons users of butter gave for making cakes with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> <u>Percent</u>		<u>1/</u> <u>Percent</u>
Taste -----	63	Habit -----	8
Gives, has rich taste -----	10	Always used it -----	6
Tastes sweet -----	2	Recipe calls for it -----	2
Tastes salty -----	1	Appearance of fat and product -----	4
Taste, specific -----	2	Looks appetizing -----	3
Taste, general -----	49	Browns well -----	1
Texture of fat and product -----	17	Refrigeration, convenience, freshness--product stays fresh -----	2
Light, fluffy -----	7	Odor--likes smell -----	1
Rich -----	4	Miscellaneous -----	4
Butter is light, smooth, even -----	4	Mixes, blends easily -----	3
Tender, soft product -----	3	Miscellaneous -----	2
Moist product -----	1	Don't know; just like it -----	4
Short -----	1		
Texture general -----	2	Number of cases -----	557
Health--more digestible -----	10		

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

Table 169.--Reasons users of butter gave for making biscuits with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Taste -----	39	Texture of fat and product -----	5
Gives, has rich taste -----	2	Rich -----	3
Tastes sweet -----	1	Crisp, flaky -----	2
Taste, specific -----	1	Light, fluffy -----	1
Taste, general -----	35	Miscellaneous -----	4
Health--more digestible -----	10	Don't know; just like it -----	3
Appearance of fat and product -----	6		
Browns well, easily -----	3		
Looks appetizing -----	3		
Habit--always used it -----	5	Number of cases -----	87

1/ Where respondents gave more than 1 reason within a frame of reference, percentages add to more than their subtotals but these add to less than 100 because some respondents did not give a reason for liking to use butter.

Table 170.--Reasons users of butter gave for making cooked salad dressings or sauces with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Taste -----	50	Appearance of fat and product-- looks appetizing -----	2
Gives, has rich taste -----	6	Miscellaneous -----	4
Tastes sweet -----	1	Mixes, blends easily -----	1
Tastes salty -----	1	Miscellaneous -----	3
Taste, specific -----	1	Don't know; just like it -----	2
Taste, general -----	41		
Health--more digestible -----	11		
Habit--always used it -----	4	Number of cases -----	463
Texture of fat and product -----	4		
Butter is light, smooth, even -----	3		
Rich -----	1		

1/ Where respondents gave more than 1 reason within a frame of reference, percentages add to more than their subtotals but these add to less than 100 because some respondents did not give a reason for liking to use butter.

Table 171.--Reasons users of butter gave for seasoning vegetables with this product

Reasons given	United States total	Reasons given	United States total
	<u>1/</u> Percent		<u>1/</u> Percent
Taste -----	76	Substitute -----	1
Gives, has rich taste -----	8	Odor--likes smell -----	1
Tastes sweet -----	2	Miscellaneous -----	3
Brings out flavor -----	2	Cooks into, blends in well	1
Tastes salty -----	2	Miscellaneous -----	2
Taste, specific -----	1	Nothing liked -----	1
Taste, general -----	61	Don't know; just like it -----	3
Health--more digestible -----	13	Not ascertained -----	1
Texture of fat and product -----	5		
Butter is light, smooth, even -----	4	Number of cases -----	1,058
Rich -----	1		
Habit--always used it -----	4		
Appearance of fat and product--looks appetizing -----	2		

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

Table 172.--Reasons users of butter gave for disliking this product for different types of cooking

Reasons given	Types of cooking									
	Deep-fat frying	Pan frying	Pie-crust or pastry	Cook-ies	Cakes	Bis-cuits	Cooked salad dressings or sauces	Seasoning vegetables	All types of cooking	General baking
	Pct. $\frac{1}{100}$	Pct. $\frac{1}{100}$	Pct. $\frac{1}{100}$	Pct. $\frac{1}{100}$	Pct. $\frac{1}{100}$	Pct. $\frac{1}{100}$	Pct. $\frac{1}{100}$	Pct. $\frac{1}{100}$	Pct. $\frac{1}{100}$	Pct. $\frac{1}{100}$
Too expensive -----	15	29	11	10	13	7	5	25	16	6
Browning -----	--	3	--	--	--	--	--	--	--	--
Scorches quickly -----	--	14	--	--	--	--	--	--	--	--
Nothing disliked -----	--	--	--	--	--	--	--	--	23	--
Number of cases -----	1,373	1,373	1,373	1,373	1,373	1,373	1,373	1,373	1,373	1,373

$\frac{1}{100}$ Percentages do not add to 100 because all users of butter did not give reasons for disliking it. The dislikes for each type of cooking were recorded whether or not the user did that particular type of cooking with butter.

Table 173.--Replies to the question: "Have you ever used any butter?"

Background Characteristics	Respondents who answered:		Not ascertained	Total	Number of cases
	Yes	No			
	Percent	Percent	Percent	Percent	Number
United States -----	66	32	2	100	279
Rural -----	71	29	-	100	102
Urban -----	63	34	3	100	177
White -----	66	33	1	100	251
Nonwhite -----	--	--	-	---	1/ 28
North -----	61	36	3	100	171
Rural -----	70	29	1	100	115
Urban -----	57	40	3	100	113
South -----	73	27	-	100	271
Rural -----	71	29	-	100	112
Urban -----	74	25	1	100	159
White -----	73	27	-	100	226
Nonwhite -----	72	26	2	100	91
Number in family					
1 or 2 -----	66	31	3	100	116
3 or 4 -----	61	37	2	100	103
5 or more -----	75	25	-	100	60
Age group <u>2/</u>					
24 years and under -----	--	--	-	---	1/ 24
25 to 29 -----	--	--	-	---	1/ 36
30 to 39 -----	65	32	3	100	70
40 to 49 -----	77	23	-	100	53
50 and older -----	73	26	1	100	92
Education <u>3/</u>					
None or grammar school -	67	33	-	100	113
High school -----	63	35	2	100	131
College -----	--	--	-	---	1/ 30
Income group <u>4/</u>					
Low -----	69	29	2	100	125
Middle -----	61	39	-	100	86
High -----	66	32	2	100	60
Size of place					
Metropolitan -----	61	36	3	100	137
Township -----	--	--	-	---	1/ 40
Rural -----	71	29	-	100	102

1/ Number of cases too small for detailed tabulations.

2/ Age was not ascertained for 4 respondents.

3/ Education was not ascertained for 5 respondents.

4/ Income was not ascertained for 8 respondents.

Table 174.--Nonusers of butter in the last year who have used it and how long ago

Background characteristics	Years ago								Don't know and not ascertained	Total	Number of cases
	1	2	3	4	5	6 to 10	11 to 20	More than 20			
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Number
United States -----	9	18	10	6	9	26	10	2	10	100	184
Rural -----	11	21	13	8	6	23	8	1	9	100	72
Urban -----	8	17	8	4	12	27	11	3	10	100	112
White -----	9	18	10	6	8	27	10	2	10	100	165
Nonwhite -----	--	--	--	--	--	--	--	--	--	--	1/ 19
North -----	8	16	7	4	12	29	9	3	12	100	105
Rural -----	12	19	9	6	6	26	10	1	11	100	81
Urban -----	5	14	6	3	16	31	8	5	12	100	64
South -----	12	22	13	7	6	21	11	1	7	100	199
Rural -----	9	24	18	10	6	19	7	--	7	100	79
Urban -----	13	21	9	6	7	22	14	1	7	100	119
White -----	10	22	13	7	5	23	12	1	7	100	166
Nonwhite -----	18	23	11	9	9	11	11	2	6	100	65
Number in family											
1 or 2 -----	8	14	7	5	10	30	14	3	9	100	77
3 or 4 -----	9	23	13	7	8	25	4	2	9	100	63
5 or more -----	--	--	--	--	--	--	--	--	--	--	1/ 44
Age group ^{2/}											
24 years and under ---	--	--	--	--	--	--	--	--	--	--	1/ 8
25 to 29 -----	--	--	--	--	--	--	--	--	--	--	1/ 20
30 to 39 -----	--	--	--	--	--	--	--	--	--	--	1/ 45
40 to 49 -----	--	--	--	--	--	--	--	--	--	--	1/ 41
50 and older -----	6	12	7	8	7	29	13	6	12	100	67
Education ^{3/}											
None or grammar school	10	19	12	6	7	17	14	5	10	100	76
High school -----	8	20	10	6	12	31	6	--	7	100	83
College -----	--	--	--	--	--	--	--	--	--	--	1/ 22
Income group ^{4/}											
Low -----	11	18	13	6	6	22	11	2	11	100	86
Middle -----	8	19	7	7	16	24	12	2	5	100	53
High -----	--	--	--	--	--	--	--	--	--	--	1/ 40
Size of place											
Metropolitan -----	8	16	7	4	9	29	13	4	10	100	84
Township -----	--	--	--	--	--	--	--	--	--	--	1/ 28
Rural -----	11	21	13	8	6	23	8	1	9	100	72

1/ Number of cases too small for detailed tabulations.

2/ Age was not ascertained for 3 respondents.

3/ Education was not ascertained for 3 respondents.

4/ Income was not ascertained for 5 respondents.

Table 175.--Reasons nonusers of butter gave for not using this product

Reasons given	United States total
	<u>Percent</u> <u>1/</u>
Too expensive -----	85
Use/prefer margarine -----	25
Don't like flavor -----	6
Gets old, rancid, strong -----	6
Health -----	6
Prefer what using -----	4
Don't do much cooking -----	2
Can't find country butter -----	2
Butter is strong -----	1
Don't like odor -----	1
Miscellaneous -----	6
Not ascertained; don't know -----	2
Number of cases -----	279

1/ Percentages add to more than 100 because some respondents gave more than 1 reason for not using this product.

Table 176.--Replies to the question: "Which fat do you use most for deep-fat frying?"

Background characteristics	Fat most used								Number of cases
	Vegetable shortening	Lard	Shortening compound	Cooking oils	Bacon grease	Vegetable shortening and some other fat	Equal amounts of 2 fats	Total	
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Number
United States -----	52	27	2	12	4	3	-	100	881
Rural -----	35	49	2	7	3	3	1	100	246
Urban -----	58	19	2	14	4	3	-	100	635
White -----	53	26	2	12	3	3	1	100	816
Nonwhite -----	39	38	6	10	5	1	-	100	65
North -----	53	26	2	12	4	3	-	100	675
Rural -----	36	49	2	6	3	3	1	100	315
Urban -----	58	19	1	14	4	4	-	100	518
South -----	48	32	5	11	2	2	-	100	515
Rural -----	35	49	1	10	3	2	-	100	221
Urban -----	57	19	7	13	1	3	-	100	293
White -----	51	29	3	13	2	2	-	100	425
Nonwhite -----	34	43	11	6	3	2	1	100	180
Number in family									
1 or 2 -----	56	26	1	11	3	3	-	100	254
3 or 4 -----	50	26	3	14	3	3	1	100	426
5 or more -----	48	30	2	11	4	4	1	100	201
Age group ^{1/}									
24 years and under ---	56	26	2	10	3	3	-	100	107
25 to 29 -----	51	25	2	13	6	3	-	100	129
30 to 39 -----	46	29	4	14	3	3	1	100	249
40 to 49 -----	58	20	2	12	4	3	1	100	177
50 and older -----	48	34	1	10	3	3	1	100	209
Education ^{2/}									
None or grammar school	45	37	2	11	2	3	-	100	244
High school -----	54	25	2	12	3	3	1	100	493
College -----	53	17	4	15	8	3	-	100	134
Income group ^{3/}									
Low -----	40	42	4	8	3	2	1	100	217
Middle -----	51	26	2	13	4	4	-	100	310
High -----	60	18	1	13	4	3	1	100	323
Size of place									
Metropolitan -----	59	18	2	13	4	4	-	100	532
Township -----	54	23	3	16	1	2	1	100	103
Rural -----	35	49	2	7	3	3	1	100	246

^{1/} Age was not ascertained for 10 respondents.

^{2/} Education was not ascertained for 10 respondents.

^{3/} Income was not ascertained for 31 respondents.

Table 177.--Replies to the question: "Which fat do you use most for pan frying?"

Background characteristics	Fat used most										Number of cases
	Vegetable shortening	Lard	Shortening compound	Cooking oils	Margarine	Butter	Bacon grease	Vegetable shortening and some other fat	Equal amounts of 2 fats	Total	
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Number
United States -----	37	22	2	6	3	7	15	5	3	100	1,612
Rural -----	29	41	1	2	2	3	14	4	4	100	487
Urban -----	41	14	2	8	3	9	16	5	2	100	1,125
White -----	38	21	1	6	3	8	15	5	3	100	1,471
Nonwhite -----	23	41	5	4	2	-	19	4	2	100	141
North -----	37	17	1	7	3	9	17	6	3	100	1,183
Rural -----	31	33	1	1	3	3	17	5	6	100	544
Urban -----	39	12	1	9	3	10	18	6	2	100	911
South -----	36	38	3	4	2	2	10	3	2	100	1,072
Rural -----	28	52	2	2	1	1	10	2	2	100	537
Urban -----	44	25	5	5	2	2	11	4	2	100	535
White -----	40	36	3	4	1	2	9	3	2	100	843
Nonwhite -----	23	48	7	3	2	-	14	2	1	100	458
Number in family											
1 or 2 -----	35	20	1	5	3	10	18	5	3	100	600
3 or 4 -----	39	21	2	7	3	6	14	5	3	100	693
5 or more -----	35	30	2	6	2	3	15	4	3	100	319
Age group ^{1/}											
24 years and under -----	43	27	2	2	1	5	11	6	3	100	156
25 to 29 -----	38	21	4	5	3	5	16	5	3	100	198
30 to 39 -----	38	24	2	6	3	7	13	5	2	100	403
40 to 49 -----	39	19	1	7	3	9	15	4	3	100	315
50 and older -----	32	23	1	7	2	7	19	5	4	100	515
Education ^{2/}											
None or grammar school -----	30	32	1	9	3	4	15	3	3	100	586
High school -----	41	20	2	4	3	7	14	6	3	100	790
College -----	39	8	1	6	3	13	22	6	2	100	212
Income group ^{3/}											
Low -----	28	35	2	5	2	4	18	3	3	100	513
Middle -----	41	21	2	6	2	6	14	6	2	100	525
High -----	42	12	1	7	3	10	16	5	4	100	521
Size of place											
Metropolitan -----	40	13	2	8	3	10	17	5	2	100	951
Township -----	42	21	1	4	2	4	14	9	3	100	174
Rural -----	29	41	1	2	2	3	14	4	4	100	487

^{1/} Age was not ascertained for 25 respondents.

^{2/} Education was not ascertained for 24 respondents.

^{3/} Income was not ascertained for 53 respondents.

Table 178.--Replies to the question: "What fat do you use most for making piecrust or pastry?"

Background characteristics	Fat used most										Number of cases
	Vegetable shortening	Lard	Shortening compound	Cooking oils	Margarine	Butter	Bacon grease	Vegetable shortening and some other fat	Equal amounts of 2 fats	Total	
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Number
United States -----	58	33	2	2	-	1	1	3	-	100	1,186
Rural -----	43	49	2	1	-	1	-	3	1	100	420
Urban -----	66	24	2	2	-	1	1	3	1	100	766
White -----	59	32	2	2	-	1	1	3	-	100	1,079
Nonwhite -----	50	43	5	-	-	-	1	-	1	100	107
North -----	60	31	2	2	-	-	1	3	1	100	855
Rural -----	44	49	3	1	-	-	-	3	1	100	483
Urban -----	66	24	2	2	-	1	1	3	-	100	614
South -----	54	37	3	1	1	1	-	2	1	100	825
Rural -----	43	49	2	1	-	2	-	2	1	100	446
Urban -----	67	24	4	2	1	-	-	1	1	100	379
White -----	58	34	2	2	-	1	-	2	1	100	661
Nonwhite -----	39	51	6	-	1	1	-	1	1	100	328
Number in family -----											
1 or 2 -----	61	31	2	1	-	-	1	3	1	100	382
3 or 4 -----	60	31	3	1	-	1	-	3	1	100	543
5 or more -----	51	39	2	3	1	1	1	2	-	100	261
Age group ^{1/} -----											
24 years and under -----	68	25	1	3	1	1	-	1	-	100	109
25 to 29 -----	60	26	5	4	-	1	1	2	1	100	141
30 to 39 -----	57	35	3	1	-	1	-	3	-	100	296
40 to 49 -----	60	31	3	1	1	-	1	2	1	100	248
50 and older -----	53	38	1	2	-	-	1	4	1	100	376
Education ^{2/} -----											
None or grammar school -----	50	40	2	1	1	1	1	3	1	100	415
High school -----	62	30	3	2	-	-	-	3	-	100	599
College -----	66	24	2	2	-	1	1	3	1	100	156
Income group ^{3/} -----											
Low -----	48	44	2	1	-	1	1	2	1	100	377
Middle -----	62	30	3	2	-	-	-	3	-	100	398
High -----	64	25	2	2	1	-	1	4	1	100	367
Size of place -----											
Metropolitan -----	67	21	3	3	-	1	1	3	1	100	621
Township -----	62	33	2	1	1	-	-	1	-	100	145
Rural -----	43	49	2	1	-	1	-	3	1	100	420

^{1/} Age was not ascertained for 16 respondents.

^{2/} Education was not ascertained for 16 respondents.

^{3/} Income was not ascertained for 44 respondents.

Table 179.--Replies to the question: "Which fat do you use most for making cookies?"

Background characteristics	Fat used most										Number of cases
	Vegetable shortening	Lard	Shortening compound	Cooking oils	Margarine	Butter	Bacon grease	Vegetable shortening and some other fat	Equal amounts of 2 fats	Total	
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Number
United States -----	48	10	1	1	11	16	1	9	3	100	998
Rural -----	38	21	1	-	10	17	1	7	5	100	329
Urban -----	54	5	1	1	11	15	1	10	2	100	669
White -----	49	10	1	1	11	15	1	9	3	100	951
Nonwhite -----	--	--	-	-	--	--	-	--	-	--	1/ 47
North -----	52	9	1	1	9	14	1	10	3	100	777
Rural -----	42	22	1	-	8	12	1	9	5	100	423
Urban -----	55	4	1	1	10	16	1	10	2	100	565
South -----	37	13	2	-	17	20	-	6	4	100	555
Rural -----	30	18	1	-	12	28	-	5	6	100	293
Urban -----	47	6	3	-	22	11	-	9	2	100	261
White -----	39	12	2	-	16	20	-	7	4	100	483
Nonwhite -----	26	14	4	-	24	19	1	4	8	100	143
Number in family											
1 or 2 -----	45	8	1	1	10	19	2	10	4	100	294
3 or 4 -----	51	10	2	1	11	15	-	8	2	100	479
5 or more -----	47	13	2	-	11	13	1	9	4	100	225
Age group ^{2/}											
24 years and under -----	58	13	4	-	7	12	-	5	1	100	93
25 to 29 -----	47	9	2	-	15	14	1	9	3	100	129
30 to 39 -----	50	10	2	-	11	16	-	8	3	100	265
40 to 49 -----	47	7	-	-	12	19	1	10	4	100	210
50 and older -----	46	12	1	1	10	15	1	10	4	100	288
Education ^{3/}											
None or grammar school -----	46	16	2	1	9	13	1	8	4	100	297
High school -----	51	9	2	-	11	15	1	8	3	100	532
College -----	45	2	-	-	15	22	-	13	3	100	157
Income group ^{4/}											
Low -----	42	19	1	1	10	14	1	7	5	100	261
Middle -----	52	9	2	1	13	14	-	6	3	100	352
High -----	50	4	1	-	10	19	1	13	2	100	345
Size of place											
Metropolitan -----	54	4	2	1	11	16	1	10	1	100	552
Township -----	53	9	1	1	13	8	1	8	6	100	117
Rural -----	38	21	1	-	10	17	1	7	5	100	329

1/ Number of cases too small for detailed tabulations.

2/ Age was not ascertained for 13 respondents.

3/ Education was not ascertained for 12 respondents.

4/ Income was not ascertained for 40 respondents.

Table 180.--Replies to the question: "Which fat do you use most for making cakes?"

Background characteristics	Fat used most									
	Vegetable shortening	Lard	Shortening compound	Cooking oils	Margarine	Butter	Vegetable shortening and some other fat	Equal amounts of 2 fats	Total	Number of cases
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Number
United States -----	51	7	1	1	10	18	8	4	100	1,162
Rural -----	38	14	1	-	9	25	8	5	100	400
Urban -----	58	3	1	2	10	15	8	3	100	762
White -----	53	7	2	1	9	17	8	3	100	1,058
Nonwhite -----	26	6	1	-	16	36	7	8	100	104
North -----	58	6	2	2	7	14	8	3	100	833
Rural -----	46	14	2	1	6	16	10	5	100	449
Urban -----	62	3	2	2	7	14	8	2	100	609
South -----	33	9	1	1	16	29	6	5	100	822
Rural -----	27	13	1	-	12	36	5	6	100	440
Urban -----	40	3	1	1	22	20	8	5	100	382
White -----	37	9	1	1	16	26	6	4	100	655
Nonwhite -----	16	7	1	-	18	41	6	11	100	334
Number in family										
1 or 2 -----	50	4	1	1	8	24	9	3	100	355
3 or 4 -----	54	6	2	1	10	16	8	3	100	540
5 or more -----	49	10	2	1	11	16	7	4	100	267
Age group ^{1/}										
24 years and under -----	52	10	2	2	10	17	4	3	100	119
25 to 29 -----	56	6	3	-	10	16	6	3	100	143
30 to 39 -----	54	6	2	1	11	16	7	3	100	300
40 to 49 -----	48	5	1	2	9	21	10	4	100	237
50 and older -----	50	7	1	1	8	20	9	4	100	350
Education ^{2/}										
None or grammar school -----	44	10	1	2	10	22	6	5	100	388
High school -----	57	5	2	1	9	15	8	3	100	610
College -----	49	2	1	2	13	20	10	3	100	151
Income group ^{3/}										
Low -----	40	13	1	1	8	24	7	6	100	350
Middle -----	56	6	2	2	11	16	5	2	100	393
High -----	55	2	2	2	9	16	11	3	100	377
Size of place										
Metropolitan -----	59	2	2	2	9	16	8	2	100	624
Township -----	58	5	-	1	12	12	8	4	100	138
Rural -----	38	14	1	-	9	25	8	5	100	400

^{1/} Age was not ascertained for 13 respondents.

^{2/} Education was not ascertained for 13 respondents.

^{3/} Income was not ascertained for 42 respondents.

Table 181.--Replies to the question: "Which fat do you use most for making biscuits?"

Background characteristics	Fat used most										Number of cases
	Vegetable shortening	Lard	Shortening compound	Cooking oils	Margarine	Butter	Bacon grease	Vegetable shortening and some other fat	Equal amounts of 2 fats	Total	
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Number
United States -----	53	36	2	1	1	2	1	3	1	100	968
Rural -----	35	55	2	2	1	2	1	2	-	100	389
Urban -----	64	24	3	1	1	2	1	3	1	100	579
White -----	55	33	2	2	1	2	1	3	1	100	816
Nonwhite -----	36	55	6	1	1	-	-	1	-	100	122
North -----	60	28	1	1	2	3	1	3	1	100	605
Rural -----	41	46	1	2	2	3	1	3	1	100	375
Urban -----	69	20	1	1	1	2	1	4	1	100	417
South -----	40	51	4	1	-	1	1	2	-	100	909
Rural -----	29	63	3	1	-	1	1	2	-	100	504
Urban -----	51	34	6	1	1	-	-	3	-	100	405
White -----	45	47	3	1	-	1	-	3	-	100	697
Nonwhite -----	27	63	7	1	-	-	-	1	1	100	424
Number in family											
1 or 2 -----	54	34	1	1	1	2	1	4	2	100	332
3 or 4 -----	55	34	3	1	1	2	1	3	-	100	421
5 or more -----	47	42	4	2	1	1	2	1	-	100	215
Age group ^{1/}											
24 years and under ---	49	41	2	-	2	1	1	3	1	100	89
25 to 29 -----	55	34	6	3	1	-	1	-	-	100	107
30 to 39 -----	54	38	3	1	-	1	-	3	-	100	225
40 to 49 -----	52	34	2	1	1	3	2	4	1	100	204
50 and older -----	52	36	1	1	2	3	1	3	1	100	330
Education ^{2/}											
None or grammar school	40	49	2	1	1	3	1	2	1	100	364
High school -----	58	31	3	1	1	2	1	3	-	100	466
College -----	67	20	3	2	-	2	-	4	2	100	127
Income group ^{3/}											
Low -----	37	54	3	-	1	2	1	2	-	100	360
Middle -----	57	30	2	1	1	3	1	4	1	100	306
High -----	67	21	2	2	1	1	1	3	2	100	269
Size of place											
Metropolitan -----	67	21	3	1	1	2	1	3	1	100	458
Township -----	54	33	2	1	1	2	1	4	2	100	121
Rural -----	35	55	2	2	1	2	1	2	-	100	389

^{1/} Age was not ascertained for 13 respondents.

^{2/} Education was not ascertained for 11 respondents.

^{3/} Income was not ascertained for 33 respondents.

Table 182.--Replies to the question: "Which fat do you use most for making cooked salad dressings or sauces?"

Background characteristics	Fat used most										Number of cases
	Vegetable shortening	Lard	Shortening compound	Cooking oils	Margarine	Butter	Bacon grease	Vegetable shortening and some other fat	Equal amounts of 2 fats	Total	
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Number
United States -----	6	2	-	5	28	52	1	2	4	100	709
Rural -----	6	3	1	4	29	48	2	3	4	100	189
Urban -----	7	1	-	5	28	53	1	1	4	100	520
White -----	6	2	-	5	28	52	1	2	4	100	680
Nonwhite -----	--	-	-	-	--	--	-	-	-	--	1/ 29
North -----	6	2	-	5	25	56	1	2	3	100	587
Rural -----	4	3	1	3	27	53	1	4	4	100	284
Urban -----	6	1	-	6	24	57	1	1	4	100	445
South -----	9	3	-	5	47	27	2	1	6	100	305
Rural -----	10	6	-	8	33	31	4	2	6	100	117
Urban -----	8	1	1	3	56	26	-	1	6	100	188
White -----	9	3	1	5	48	26	2	1	5	100	270
Nonwhite -----	7	3	-	3	46	32	-	-	9	100	70
Number in family											
1 or 2 -----	5	1	-	5	24	59	9	3	3	100	239
3 or 4 -----	7	1	-	5	29	50	1	2	5	100	333
5 or more -----	7	5	-	5	34	43	1	1	4	100	137
Age group 2/											
24 years and under ---	12	2	-	6	29	45	-	2	5	100	59
25 to 29 -----	10	3	1	7	30	43	1	1	4	100	94
30 to 39 -----	5	2	-	4	34	49	1	1	4	100	186
40 to 49 -----	5	2	1	5	30	51	1	2	3	100	159
50 and older -----	5	2	-	5	21	61	-	2	4	100	197
Education 3/											
None or grammar school	9	5	-	5	24	52	1	2	2	100	154
High school -----	6	1	1	6	28	50	1	2	5	100	386
College -----	5	-	-	4	33	55	-	-	3	100	159
Income group 4/											
Low -----	7	5	-	6	31	43	2	1	5	100	145
Middle -----	8	1	-	5	29	49	1	3	4	100	248
High -----	5	1	1	5	26	56	1	1	4	100	290
Size of place											
Metropolitan -----	6	1	-	5	28	55	-	1	4	100	440
Township -----	11	-	1	9	33	39	1	1	5	100	80
Rural -----	6	3	1	4	29	48	2	3	4	100	189

1/ Number of cases too small for detailed tabulations.

2/ Age was not ascertained for 14 respondents.

3/ Education was not ascertained for 10 respondents.

4/ Income was not ascertained for 26 respondents.

Table 183.--Replies to the question: "Which fat do you use most for seasoning vegetables?"

Background characteristics	Fat used most									Number of cases
	Vegetable shortening	Lard	Cooking oils	Margarine	Butter	Bacon grease	Vegetable shortening and some other fat	Equal amounts of 2 fats	Total	
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Number
United States -----	1	4	4	20	43	18	1	9	100	1,557
Rural -----	2	7	1	16	32	30	1	11	100	481
Urban -----	1	2	5	22	48	13	1	8	100	1,076
White -----	1	3	4	22	46	15	1	8	100	1,415
Nonwhite -----	3	9	1	10	14	53	1	9	100	142
North -----	1	1	5	23	53	9	1	7	100	1,131
Rural -----	1	2	1	24	44	6	1	11	100	533
Urban -----	1	1	6	23	56	7	-	6	100	865
South -----	2	10	1	14	14	45	1	13	100	1,063
Rural -----	2	14	1	6	16	50	-	11	100	535
Urban -----	1	5	2	21	13	41	2	15	100	527
White -----	2	9	2	16	16	41	1	13	100	832
Nonwhite -----	1	11	-	5	9	61	1	12	100	462
Number in family										
1 or more -----	1	3	3	19	48	16	1	9	100	568
3 or 4 -----	1	3	4	21	44	18	1	8	100	676
5 or more -----	1	5	4	22	32	25	1	10	100	313
Age group ^{1/}										
24 years and under --	2	6	2	18	44	19	1	8	100	153
25 to 29 -----	1	4	4	23	40	20	-	8	100	192
30 to 39 -----	1	3	3	23	38	19	1	10	100	385
40 to 49 -----	1	3	4	20	43	18	1	10	100	308
50 and older -----	1	4	5	18	46	18	-	8	100	494
Education ^{2/}										
None or grammar school	2	6	7	15	37	23	1	9	100	563
High school -----	1	3	2	24	44	17	1	8	100	759
College -----	-	1	1	23	54	11	1	9	100	212
Income group ^{3/}										
Low -----	2	8	3	19	27	31	-	10	100	483
Middle -----	1	2	4	22	44	17	-	10	100	514
High -----	1	1	4	21	55	10	1	7	100	507
Size of place										
Metropolitan -----	1	2	6	22	51	11	1	6	100	903
Township -----	1	2	2	23	31	24	-	17	100	173
Rural -----	2	7	1	16	32	30	1	11	100	481

^{1/} Age was not ascertained for 25 respondents.

^{2/} Education was not ascertained for 23 respondents.

^{3/} Income was not ascertained for 53 respondents.

Table 184.--Replies to the question: "Which fat would you say you used most for cooking?"

Background characteristics	Type of fat										Number of cases <u>1/</u>
	Vegetable shortening	Lard	Shortening compound	Cooking oil	Margarine	Butter	Bacon grease	Vegetable shortening and some other fat	Equal amounts of 2 fats	Total	
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Number
United States -----	46	24	2	6	5	11	5	1	-	100	1,652
Rural -----	35	46	2	2	4	6	4	1	-	100	498
Urban -----	51	15	2	7	6	13	5	1	-	100	1,154
White -----	48	22	2	6	6	12	4	-	-	100	1,507
Nonwhite -----	29	47	5	3	1	3	11	-	1	100	145
North -----	48	18	1	7	6	14	5	1	-	100	1,214
Rural -----	39	39	1	1	6	10	3	1	-	100	556
Urban -----	51	12	1	8	6	16	5	1	-	100	936
South -----	40	40	4	3	4	3	6	-	-	100	1,096
Rural -----	31	55	2	2	1	3	6	-	-	100	551
Urban -----	50	25	5	4	6	4	6	-	-	100	545
White -----	45	37	3	3	4	4	4	-	-	100	861
Nonwhite -----	25	53	7	2	1	1	11	-	-	100	470
Number in family											
1 or 2 -----	43	21	1	4	6	17	6	1	1	100	623
3 or 4 -----	49	23	3	7	5	9	4	-	-	100	708
5 or more -----	45	31	3	7	4	5	5	-	-	100	321
Age group <u>2/</u>											
24 years and under -----	49	26	2	5	5	10	2	1	-	100	158
25 to 29 -----	46	23	4	6	6	8	6	-	1	100	199
30 to 39 -----	47	24	3	6	5	11	4	-	-	100	406
40 to 49 -----	50	19	2	5	5	13	5	1	-	100	321
50 and older -----	42	27	1	6	5	12	6	1	-	100	542
Education <u>3/</u>											
None or grammar school -----	36	34	2	8	4	9	6	1	-	100	605
High school -----	53	20	3	5	5	10	4	-	-	100	805
College -----	49	9	1	4	10	21	4	1	1	100	217
Income group <u>4/</u>											
Low -----	35	39	2	4	5	8	7	-	-	100	532
Middle -----	50	21	2	6	5	12	4	-	-	100	535
High -----	53	14	2	7	6	14	3	1	-	100	529
Size of place											
Metropolitan -----	50	13	3	8	7	14	5	-	-	100	976
Township -----	56	22	-	3	4	8	6	1	-	100	178
Rural -----	35	46	2	2	4	6	4	1	-	100	498

1/ Fat used most was not ascertained for 3 respondents because they did not do kinds of cooking study referred to but were fat users.

2/ Age was not ascertained for 26 respondents.

3/ Education was not ascertained for 25 respondents.

4/ Income was not ascertained for 56 respondents.

Table 185.--Replies to the question: "Which (fat) would you say you used second most (for cooking)?"

Background characteristics	Type of fat											Number of cases 1/
	Vegetable shortening	Lard	Shortening compound	Cooking oils	Margarine	Butter	Bacon grease	Vegetable and some other fat	Equal amounts of 2 fats	Use only one fat	Total	
	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Number
United States -----	17	8	1	6	21	28	15	-	1	3	100	1,652
Rural -----	13	9	2	2	20	31	19	-	1	3	100	498
Urban -----	18	8	1	8	21	27	13	-	1	3	100	1,154
White -----	17	8	1	6	21	29	14	-	1	3	100	1,507
Nonwhite -----	14	11	3	7	17	17	29	-	-	2	100	145
North -----	18	8	1	7	20	30	11	1	1	3	100	1,214
Rural -----	15	10	1	2	23	33	12	-	1	3	100	556
Urban -----	19	8	1	9	18	30	11	-	1	3	100	936
South -----	12	8	2	4	23	22	26	-	1	2	100	1,096
Rural -----	11	8	2	3	17	28	27	-	1	3	100	551
Urban -----	13	8	2	4	30	16	25	1	-	1	100	545
White -----	13	6	2	4	25	23	23	1	1	2	100	861
Nonwhite -----	8	13	3	3	16	19	36	-	-	2	100	470
Number in family												
1 or 2 -----	17	9	1	7	16	28	16	1	1	4	100	623
3 or 4 -----	17	8	1	7	22	29	13	-	1	2	100	708
5 or more -----	14	8	2	5	25	26	18	-	1	1	100	321
Age group 2/												
24 years and under --	16	6	1	9	19	27	18	1	2	1	100	158
25 to 29 -----	17	6	1	7	23	29	14	1	1	1	100	199
30 to 39 -----	17	9	1	7	25	23	15	-	-	3	100	406
40 to 49 -----	17	9	2	6	23	29	12	1	-	1	100	321
50 and older -----	16	9	1	5	16	30	17	1	1	4	100	542
Education 3/												
None or grammar school	16	9	1	6	16	28	19	1	1	3	100	605
High school -----	16	8	1	7	23	29	13	-	1	2	100	805
College -----	21	9	1	5	25	24	11	2	-	2	100	217
Income group 4/												
Low -----	14	10	2	5	18	23	22	-	1	5	100	532
Middle -----	17	8	1	7	23	27	15	-	1	1	100	535
High -----	18	7	1	7	21	33	10	-	1	2	100	530
Size of place												
Metropolitan -----	19	7	1	9	19	29	12	-	1	3	100	976
Township -----	14	11	1	3	27	19	22	1	1	1	100	178
Rural -----	13	9	2	2	20	31	19	-	1	3	100	498

1/ Fat used second most was not ascertained for 3 respondents because they did not do the kinds of cooking referred to, but were fat users.

2/ Age was not ascertained for 26 respondents.

3/ Education was not ascertained for 25 respondents.

4/ Income was not ascertained for 56 respondents.

Table 186.--Replies to the question: "Do you have any vegetable shortening on hand at present?"

Background characteristics	All homemakers who					Number of cases
	Use Vegetable shortening		Not ascertained	Do not use vegetable shortening	Total	
	Have some on hand	Do not have any on hand				
	Percent	Percent	Percent	Percent	Percent	Number
United States -----	62	14	-	24	100	1,652
Rural -----	50	13	-	37	100	498
Urban -----	68	14	-	18	100	1,154
White -----	65	13	-	22	100	1,507
Nonwhite -----	34	21	1	44	100	145
North -----	67	14	-	19	100	1,214
Rural -----	58	14	-	28	100	556
Urban -----	70	14	-	16	100	936
South -----	50	12	-	38	100	1,096
Rural -----	39	12	-	49	100	551
Urban -----	60	12	1	27	100	545
White -----	55	11	-	34	100	861
Nonwhite -----	28	18	1	53	100	470
Number in family						
1 or 2 -----	62	11	-	27	100	623
3 or 4 -----	65	14	1	20	100	708
5 or more -----	56	17	1	26	100	321
Age group ^{1/}						
24 years and under -----	61	17	-	22	100	158
25 to 29 -----	60	19	-	21	100	199
30 to 39 -----	63	14	-	23	100	406
40 to 49 -----	66	15	-	19	100	321
50 and older -----	62	10	-	28	100	542
Education ^{2/}						
None or grammar school --	52	13	-	35	100	605
High school -----	67	15	-	18	100	805
College -----	77	12	-	11	100	217
Income group ^{3/}						
Low -----	46	15	1	38	100	532
Middle -----	66	14	-	20	100	535
High -----	74	12	-	14	100	529
Size of place						
Metropolitan -----	67	15	-	18	100	976
Township -----	71	9	1	19	100	178
Rural -----	50	13	-	37	100	498

^{1/} Age was not ascertained for 26 respondents.

^{2/} Education was not ascertained for 25 respondents.

^{3/} Income was not ascertained for 56 respondents.

Table 187.—Replies to the question: "Do you have any lard on hand at present?"

Background characteristics	All homemakers who						Number of cases
	Use lard		Makes own	Not ascertained	Do not use lard	Total	
	Have some on hand	Do not have any on hand					
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Number
United States -----	28	8	13	-	51	100	1,652
Rural -----	29	7	33	-	31	100	498
Urban -----	28	9	3	-	60	100	1,154
White -----	25	8	13	-	54	100	1,507
Nonwhite -----	52	13	9	1	25	100	145
North -----	27	9	9	1	54	100	1,214
Rural -----	29	8	31	-	32	100	556
Urban -----	26	9	3	1	61	100	936
South -----	30	7	21	-	42	100	1,096
Rural -----	28	6	37	-	29	100	551
Urban -----	32	7	5	-	56	100	545
White -----	24	5	23	-	48	100	861
Nonwhite -----	52	12	13	1	22	100	470
Number in family							
1 or 2 -----	25	8	10	-	57	100	623
3 or 4 -----	28	8	13	-	51	100	703
5 or more -----	33	11	15	1	40	100	321
Age group ^{1/}							
24 years and under -----	29	10	10	-	51	100	158
25 to 29 -----	26	11	11	-	52	100	199
30 to 39 -----	28	9	13	-	50	100	406
40 to 49 -----	26	6	13	-	55	100	321
50 and older -----	30	8	13	-	49	100	542
Education ^{2/}							
None or grammar school ---	32	9	16	-	43	100	605
High school -----	27	8	12	-	53	100	805
College -----	22	6	6	-	66	100	217
Income group ^{3/}							
Low -----	33	9	18	1	39	100	532
Middle -----	30	8	10	-	52	100	535
High -----	22	8	9	-	61	100	529
Size of place							
Metropolitan -----	26	10	3	-	61	100	976
Township -----	37	4	7	1	51	100	178
Rural -----	29	7	33	-	31	100	498

^{1/} Age was not ascertained for 26 respondents.

^{2/} Education was not ascertained for 25 respondents.

^{3/} Income was not ascertained for 56 respondents.

Table 188.--Replies to the question: "Do you have any shortening compound on hand at present?"

Background characteristics	All homemakers who					Number of cases
	Use shortening compound		Not ascertained	Do not use shortening compound	Total	
	Have some on hand	Do not have any on hand				
	Percent	Percent	Percent	Percent	Percent	Number
United States -----	6	10	-	84	100	1,652
Rural -----	5	10	1	84	100	498
Urban -----	6	10	-	84	100	1,154
White -----	6	9	1	84	100	1,507
Nonwhite -----	7	16	-	77	100	145
North -----	5	9	1	85	100	1,214
Rural -----	5	10	1	84	100	556
Urban -----	5	9	1	85	100	936
South -----	8	11	-	81	100	1,096
Rural -----	6	10	-	84	100	551
Urban -----	10	11	-	79	100	545
White -----	8	9	-	83	100	861
Nonwhite -----	10	18	-	72	100	470
Number in family						
1 or 2 -----	4	7	1	88	100	623
3 or 4 -----	6	11	1	82	100	708
5 or more -----	8	14	1	77	100	321
Age group ^{1/}						
24 years and under -----	3	9	-	88	100	158
25 to 29 -----	9	15	-	76	100	199
30 to 39 -----	6	12	1	81	100	406
40 to 49 -----	7	10	1	82	100	321
50 and older -----	5	6	1	88	100	542
Education ^{2/}						
None or grammar school -----	4	9	-	87	100	605
High school -----	6	10	1	83	100	805
College -----	10	12	-	78	100	217
Income group ^{3/}						
Low -----	5	9	-	86	100	532
Middle -----	6	10	1	83	100	535
High -----	7	11	1	81	100	529
Size of place						
Metropolitan -----	6	10	-	84	100	976
Township -----	8	9	1	82	100	178
Rural -----	5	10	1	84	100	498

^{1/} Age was not ascertained for 26 respondents.

^{2/} Education was not ascertained for 25 respondents.

^{3/} Income was not ascertained for 56 respondents.

Table 189.--Replies to the question: "Do you have any cooking oils on hand at present?"

Background characteristics	All homemakers who					Number of cases
	Use cooking oils		Not ascertained	Do not use cooking oils	Total	
	Have some on hand	Do not have any on hand				
	Percent	Percent	Percent	Percent	Percent	Number
United States -----	37	10	1	52	100	1,652
Rural -----	22	10	1	67	100	498
Urban -----	43	11	1	45	100	1,154
White -----	39	10	1	50	100	1,507
Nonwhite -----	14	10	-	76	100	145
North -----	43	11	1	45	100	1,214
Rural -----	31	10	1	58	100	556
Urban -----	46	11	2	41	100	936
South -----	20	10	-	70	100	1,096
Rural -----	11	10	-	79	100	551
Urban -----	29	10	-	61	100	545
White -----	23	10	-	67	100	861
Nonwhite -----	8	10	-	82	100	470
Number in family						
1 or 2 -----	32	9	1	58	100	623
3 or 4 -----	41	12	1	46	100	708
5 or more -----	36	10	2	52	100	321
Age group ^{1/}						
24 years and under -----	33	14	1	52	100	158
25 to 29 -----	39	12	1	48	100	199
30 to 39 -----	42	13	1	44	100	406
40 to 49 -----	45	8	-	47	100	321
50 and older -----	28	9	1	62	100	542
Education ^{2/}						
None or grammar school ---	28	8	-	64	100	605
High school -----	39	12	1	48	100	805
College -----	54	12	1	33	100	217
Income group ^{3/}						
Low -----	21	9	1	69	100	532
Middle -----	40	12	1	47	100	535
High -----	49	10	1	40	100	529
Size of place						
Metropolitan -----	45	11	1	43	100	976
Township -----	32	10	2	56	100	178
Rural -----	22	10	1	67	100	498

^{1/} Age was not ascertained for 26 respondents.

^{2/} Education was not ascertained for 25 respondents.

^{3/} Income was not ascertained for 56 respondents.

Table 190.--Replies to the question: "Do you have any margarine on hand at present?"

Background characteristics	All homemakers who					Number of cases
	Use margarine		Not ascertained	Do not use margarine	Total	
	Have some on hand	Do not have any on hand				
	Percent	Percent	Percent	Percent	Percent	Number
United States -----	46	12	1	41	100	1,652
Rural -----	48	15	1	36	100	498
Urban -----	45	11	1	43	100	1,154
White -----	47	11	1	41	100	1,507
Nonwhite -----	36	25	1	38	100	145
North -----	44	10	1	45	100	1,214
Rural -----	54	10	1	35	100	556
Urban -----	41	10	1	48	100	936
South -----	52	17	1	30	100	1,096
Rural -----	41	21	1	37	100	551
Urban -----	63	14	1	22	100	545
White -----	57	14	1	28	100	861
Nonwhite -----	34	30	2	34	100	470
Number in family						
1 or 2 -----	41	12	1	46	100	623
3 or 4 -----	48	11	1	40	100	708
5 or more -----	52	14	1	33	100	321
Age group ^{1/}						
24 years and under -----	40	16	1	43	100	158
25 to 29 -----	53	12	1	34	100	199
30 to 39 -----	51	11	1	37	100	406
40 to 49 -----	49	12	1	38	100	321
50 and older -----	42	11	1	46	100	542
Education ^{2/}						
None or grammar school ---	39	14	1	46	100	605
High school -----	49	11	1	39	100	805
College -----	56	9	1	34	100	217
Income group ^{3/}						
Low -----	46	16	1	37	100	532
Middle -----	47	12	1	40	100	535
High -----	46	7	1	46	100	529
Size of place						
Metropolitan -----	43	10	1	46	100	976
Township -----	59	12	1	28	100	178
Rural -----	48	15	1	36	100	498

^{1/} Age was not ascertained for 26 respondents.

^{2/} Education was not ascertained for 25 respondents.

^{3/} Income was not ascertained for 56 respondents.

Table 191.--Replies to the question: "Do you have any butter on hand at present?"

Background characteristics	All homemakers who						Number of cases
	Use butter		Makes own	Not ascertained	Do not use butter	Total	
	Have some on hand	Do not have any on hand					
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Number
United States -----	58	14	9	2	17	100	1,652
Rural -----	35	15	29	-	21	100	498
Urban -----	68	14	1	2	15	100	1,154
White -----	60	13	9	1	17	100	1,507
Nonwhite -----	40	30	9	1	20	100	145
North -----	68	12	4	2	14	100	1,214
Rural -----	50	11	18	-	21	100	556
Urban -----	74	12	--	2	12	100	936
South -----	29	22	23	1	25	100	1,096
Rural -----	17	20	42	1	20	100	551
Urban -----	42	24	4	1	29	100	545
White -----	29	19	25	1	26	100	861
Nonwhite -----	30	35	14	2	19	100	470
Number in family							
1 or 2 -----	62	11	8	1	18	100	623
3 or 4 -----	59	16	9	1	15	100	708
5 or more -----	48	18	12	3	19	100	321
Age group ^{1/}							
24 years and under -----	59	19	7	-	15	100	158
25 to 29 -----	53	20	8	1	18	100	199
30 to 39 -----	57	16	8	2	17	100	406
40 to 49 -----	58	13	11	2	16	100	321
50 and older -----	61	10	11	1	17	100	542
Education ^{2/}							
None or grammar school ----	52	15	13	1	19	100	605
High school -----	60	14	8	2	16	100	805
College -----	64	17	4	1	14	100	217
Income group ^{3/}							
Low -----	41	19	16	1	23	100	532
Middle -----	61	13	8	2	16	100	535
High -----	71	12	4	2	11	100	529
Size of place							
Metropolitan -----	70	14	-	2	14	100	976
Township -----	57	15	4	1	23	100	178
Rural -----	35	15	29	-	21	100	498

^{1/} Age not ascertained for 26 respondents.

^{2/} Education not ascertained for 25 respondents.

^{3/} Income not ascertained for 56 respondents.

Table 192.--Users of vegetable shortening who bought certain quantities of this product and how long ago they purchased it

Time since last purchase	All users of vegetable shortening who reported inventory	Quantities purchased <u>1/</u>		
		2 pounds or less	3 pounds	4 pounds or more
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
1 day -----	3	2	3	2
2 days -----	2	3	1	1
3 -----	3	3	3	4
4 -----	2	3	2	1
5 -----	2	1	3	-
6 -----	1	1	1	-
7 -----	20	21	21	13
Over 1 week to 2 weeks ----	19	19	20	21
Over 2 to 3 weeks -----	10	10	9	9
Over 3 weeks to 1 month ---	17	14	18	20
Over 1 month to 2 months --	10	9	10	16
Over 2 to 3 months -----	3	3	3	5
Over 3 to 4 months -----	2	2	2	3
Over 4 to 5 months -----	1	1	1	3
Over 5 to 12 months -----	4	6	3	2
1 year and over -----	-	1	-	-
Not ascertained and don't know -----	1	1	-	-
 Total -----	 100	 100	 100	 100
 Number of cases -----	 1,254	 366	 818	 56

1/ Quantities purchased were not ascertained for 14 respondents.

Table 193.--Users of lard who bought certain quantities of this product and how long ago they purchased it

Time since last purchase	All purchasers of lard who reported inventory	Quantities purchased ^{1/}		
		2 pounds or less	3 pounds	4 pounds or more
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
1 day -----	5	5	5	4
2 days -----	5	6	8	2
3 -----	5	6	4	4
4 -----	4	4	5	3
5 -----	2	3	3	2
6 -----	1	1	1	1
7 -----	19	19	14	20
Over 1 week to 2 weeks ----	15	15	12	19
Over 2 to 3 weeks -----	6	6	11	5
Over 3 weeks to 1 month ---	10	11	13	9
Over 1 month to 2 months --	11	10	9	14
Over 2 to 3 months -----	-	-	-	-
Over 3 to 4 months -----	2	2	2	3
Over 4 to 5 months -----	1	1	1	1
Over 5 to 12 months -----	7	7	6	6
1 year and over -----	1	4	.5	6
Not ascertained and don't know -----	2	-	1	1
 Total -----	 100	 100	 100	 100
 Number of cases -----	 598	 394	 47	 140

^{1/} Quantities purchased were not ascertained for 17 respondents.

Table 194.--Users of shortening compound who bought certain quantities of this product and how long ago they purchased it

Time since last purchase	All users of shortening compound who reported inventory	Quantities purchased <u>1/</u>	
		2 pounds or less	3 pounds or more
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
1 day -----	1	1	1
2 days -----	1	1	1
3 -----	2	1	3
4 -----	1	1	1
5 -----	1	2	1
6 -----	1	-	1
7 -----	7	6	8
Over 1 week to 2 weeks -----	12	12	13
Over 2 to 3 weeks -----	6	10	5
Over 3 weeks to 1 month -----	13	16	13
Over 1 month to 2 months -----	12	15	11
Over 2 to 3 months -----	9	8	11
Over 3 to 4 months -----	4	3	4
Over 4 to 5 months -----	2	2	2
Over 5 to 12 months -----	21	18	22
1 year and over -----	3	4	2
Not ascertained and don't know -----	4	-	1
 Total -----	 100	 100	 100
 Number of cases -----	 261	 63	 183

1/ Quantities purchased were not ascertained for 15 respondents.

Table 195.--Users of cooking oils who bought certain quantities of this product and how long ago they purchased it

Time since last purchase	All users of cooking oils who reported inventory	Quantities purchased ^{1/}		
		1 pint or less	1 to 2 quarts	more than 3 quarts
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
1 day -----	1	2	-	1
2 days -----	1	1	2	3
3 -----	2	1	2	3
4 -----	2	2	2	-
5 -----	1	1	1	2
6 -----	-	-	-	1
7 -----	11	12	10	9
Over 1 week to 2 weeks -----	14	11	19	12
Over 2 to 3 weeks -----	7	8	8	6
Over 3 weeks to 1 month -----	20	18	21	23
Over 1 month to 2 months -----	16	16	16	15
Over 2 to 3 months -----	6	6	7	5
Over 3 to 4 months -----	4	5	3	4
Over 4 to 5 months -----	2	2	1	2
Over 5 to 12 months -----	10	12	6	11
1 year and over -----	2	2	1	3
Not ascertained and don't know -----	1	1	1	-
Total -----	100	100	100	100
Number of cases -----	780	392	236	13

^{1/} Quantities purchased were not ascertained for 19 respondents.

Table 196.--Users of margarine who bought certain quantities of this product and how long ago they purchased it

Time since last purchase	All users of margarine who reported inventory	Quantities purchased ^{1/}		
		1 pound or less	2 pounds	3 pounds or more
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
1 day -----	10	10	12	12
2 days -----	8	9	8	5
3 -----	10	10	11	10
4 -----	7	6	8	8
5 -----	5	4	7	1
6 -----	2	2	4	2
7 -----	25	26	29	17
Over 1 week to 2 weeks -----	12	12	11	22
Over 2 to 3 weeks -----	5	5	3	16
Over 3 weeks to 1 month ----	6	6	3	3
Over 1 month to 2 months ---	4	4	1	3
Over 2 to 3 months -----	1	1	-	1
Over 3 to 4 months -----	-	1	-	-
Over 5 to 12 months -----	3	2	2	-
1 year and over -----	-	1	-	-
Not ascertained and don't know -----	2	1	1	-
Total -----	100	100	100	100
Number of cases -----	961	757	137	42

^{1/} Quantities purchased were not ascertained for 25 respondents.

Table 197.--Users of butter who bought certain quantities of this product and how long ago they purchased it

Time since last purchase	All purchasers of butter who reported inventory	Quantities purchased <u>1/</u>		
		1/4 to 1/2 pound	3/4 pound to 1 pound	2 pounds or more
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
1 day -----	14	18	13	17
2 days -----	11	15	11	9
3 -----	9	9	9	12
4 -----	7	6	7	10
5 -----	5	7	5	5
6 -----	2	2	1	4
7 -----	26	19	29	23
Over 1 week to 2 weeks ----	10	8	10	8
Over 2 to 3 weeks -----	3	2	3	1
Over 3 weeks to 1 month ---	5	5	4	5
Over 1 month to 2 months --	3	4	2	4
Over 2 to 3 months -----	1	1	1	-
Over 3 to 4 months -----	-	1	1	-
Over 5 to 12 months -----	1	2	3	1
1 year and over -----	-	-	-	-
Not ascertained and don't know -----	2	1	1	1
Total -----	100	100	100	100
Number of cases -----	1,196	246	783	143

1/ Quantities purchased were not ascertained for 24 respondents.

Table 198.--Users of vegetable shortening and the size containers they usually buy

Background characteristics	Size of container bought									Total	Number of cases
	1 lb.	2 lbs.	3 lbs.	4 lbs.	6 lbs.	8 lbs.	2 or more sizes	Not ascertained			
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Number	
United States -----	26	1	70	1	-	-	1	1	100	1,261	
Rural -----	17	1	76	3	-	2	1	-	100	314	
Urban -----	29	1	68	-	-	-	1	1	100	947	
White -----	26	1	70	1	-	-	1	1	100	1,180	
Nonwhite -----	27	1	63	3	1	2	2	1	100	81	
North -----	27	1	70	-	-	-	1	1	100	989	
Rural -----	15	1	79	1	-	1	-	-	100	402	
Urban -----	30	1	67	-	-	-	1	1	100	788	
South -----	20	1	71	4	-	2	1	1	100	681	
Rural -----	16	1	71	8	-	3	1	-	100	283	
Urban -----	23	1	72	2	-	1	-	1	100	397	
White -----	18	1	74	4	-	2	-	1	100	571	
Nonwhite -----	30	2	55	6	1	3	1	2	100	219	
Number in family											
1 or 2 -----	33	1	63	1	-	-	1	1	100	457	
3 or 4 -----	25	-	72	1	-	-	1	1	100	568	
5 or more -----	16	1	79	2	-	1	-	1	100	236	
Age group ^{1/}											
24 years and under -----	32	2	63	-	1	1	1	-	100	123	
25 to 29 -----	27	-	70	2	-	1	-	-	100	157	
30 to 39 -----	26	2	70	1	-	-	1	-	100	314	
40 to 49 -----	21	1	74	1	-	1	-	2	100	259	
50 and older -----	27	-	70	1	-	-	1	1	100	389	
Education ^{2/}											
None or grammar school --	29	1	67	1	-	1	1	-	100	392	
High school -----	26	1	71	1	-	-	1	-	100	658	
College -----	23	1	72	1	-	-	2	1	100	193	
Income group ^{3/}											
Low -----	31	1	63	2	-	1	1	1	100	328	
Middle -----	26	1	71	1	-	-	-	1	100	428	
High -----	23	1	74	1	-	-	1	-	100	457	
Size of place											
Metropolitan -----	30	1	67	-	-	-	1	1	100	803	
Township -----	23	1	72	1	1	1	-	1	100	144	
Rural -----	17	1	76	3	-	2	1	-	100	314	

^{1/} Age was not ascertained for 19 respondents.

^{2/} Education was not ascertained for 18 respondents.

^{3/} Income was not ascertained for 48 respondents.

Table 199.--Users of vegetable shortening and the type of container they usually buy

Background characteristics	Type of container bought				Number of cases
	Tin	Paper	Not ascertained	Total	
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
United States -----	96	3	1	100	1,261
Rural -----	93	6	1	100	314
Urban -----	97	2	1	100	947
White -----	96	3	1	100	1,180
Nonwhite -----	89	10	1	100	81
North -----	98	1	1	100	989
Rural -----	99	-	1	100	402
Urban -----	99	-	1	100	788
South -----	86	14	-	100	681
Rural -----	84	16	-	100	283
Urban -----	88	12	-	100	397
White -----	87	13	-	100	571
Nonwhite -----	80	18	2	100	219

Table 200.--Users of packaged lard and the size of container they usually bought

Background characteristics	Size of container bought										Number of cases
	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	8 lbs.	9 or more lbs.	2 or more sizes	Not ascertained	Total	
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Number
United States -----	63	9	6	14	1	3	3	1	-	100	561
Rural -----	34	10	7	30	1	7	8	2	1	100	162
Urban -----	75	9	5	8	-	1	1	1	-	100	399
White -----	66	9	6	11	1	3	3	1	-	100	468
Nonwhite -----	47	8	6	30	-	3	5	1	-	100	93
North -----	75	11	5	4	1	1	1	1	1	100	403
Rural -----	53	17	10	8	2	2	4	2	2	100	167
Urban -----	81	9	5	3	-	-	1	1	-	100	320
South -----	30	6	7	41	-	8	7	1	-	100	393
Rural -----	13	3	4	53	-	12	13	1	1	100	197
Urban -----	47	9	10	28	-	4	2	-	-	100	197
White -----	28	6	7	40	-	10	8	-	1	100	244
Nonwhite -----	34	5	6	42	1	4	7	1	-	100	299
Number in family											
1 or 2 -----	69	7	6	10	1	2	1	2	2	100	185
3 or 4 -----	63	11	6	14	-	2	3	1	-	100	242
5 or more -----	53	10	6	19	1	5	5	1	-	100	134
Age group ^{1/}											
24 years and under ---	60	16	4	13	1	3	3	-	-	100	61
25 to 29 -----	56	15	7	16	-	3	2	1	-	100	68
30 to 39 -----	64	8	8	14	1	3	2	-	-	100	142
40 to 49 -----	62	7	5	17	-	3	5	1	-	100	98
50 and older -----	64	8	6	12	1	2	3	3	1	100	186
Education ^{2/}											
None or grammar school	55	9	6	20	1	4	3	1	1	100	234
High school -----	68	9	6	10	1	1	3	1	1	100	269
College -----	67	13	9	6	-	2	3	-	-	100	54
Income group ^{3/}											
Low -----	51	7	6	23	-	5	5	2	1	100	209
Middle -----	67	12	5	11	2	1	1	1	-	100	190
High -----	73	9	8	5	-	1	2	1	1	100	146
Size of place											
Metropolitan -----	81	8	4	5	-	-	1	1	-	100	330
Township -----	46	12	13	18	2	6	2	1	-	100	69
Rural -----	34	10	7	30	1	7	8	2	1	100	162

^{1/} Age was not ascertained for 6 respondents.

^{2/} Education was not ascertained for 4 respondents.

^{3/} Income was not ascertained for 16 respondents.

Table 201.--Users of packaged lard and the type of container they usually buy

Background characteristics	Type of container bought						Number of cases
	Metal	Card-board	Miscellaneous	2 or more types	Not ascertained	Total	
	Percent	Percent	Percent	Percent	Percent	Percent	Number
United States -----	10	87	1	1	1	100	561
Rural -----	23	69	4	1	3	100	162
Urban -----	5	94	-	1	-	100	399
White -----	10	87	1	1	1	100	468
Nonwhite -----	12	85	1	1	1	100	93
North -----	6	91	1	1	1	100	403
Rural -----	16	76	4	1	3	100	167
Urban -----	4	95	1	-	-	100	320
South -----	21	75	2	1	1	100	393
Rural -----	32	62	4	1	1	100	197
Urban -----	10	89	-	1	-	100	197
White -----	24	72	2	1	1	100	244
Nonwhite -----	16	82	1	1	-	100	299
Number in family							
1 or 2 -----	8	89	2	1	-	100	185
3 or 4 -----	9	88	1	1	1	100	242
5 or more -----	14	83	2	-	1	100	134
Age group ^{1/}							
24 years and under -----	8	85	4	-	3	100	61
25 to 29 -----	12	84	2	1	1	100	68
30 to 39 -----	8	90	2	-	-	100	142
40 to 49 -----	14	84	1	-	1	100	98
50 and older -----	9	87	1	2	1	100	186
Education ^{2/}							
None or grammar school --	13	84	1	1	1	100	234
High school -----	8	89	2	-	1	100	269
College -----	8	90	1	1	-	100	54
Income group ^{3/}							
Low -----	15	82	1	1	1	100	209
Middle -----	9	86	3	1	1	100	190
High -----	5	94	1	-	-	100	146
Size of place							
Metropolitan -----	3	97	-	-	-	100	330
Township -----	11	83	3	3	-	100	69
Rural -----	23	69	4	1	3	100	162

^{1/} Age was not ascertained for 6 respondents.

^{2/} Education was not ascertained for 4 respondents.

^{3/} Income was not ascertained for 16 respondents.

Table 202.--Users of cooking oils and the size of container they usually buy

Background characteristics	Size of container bought										Total	Number of cases
	Less than 1/2 pint	1/2 pt.	10 ozs.	1 pt.	1 qt.	1/2 gal.	1 gal.	5 gals.	2 or more sizes and miscellaneous	Not ascertained		
	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Number
United States -----	2	2	-	45	32	1	14	-	2	2	100	797
Rural -----	1	-	-	54	33	1	9	1	1	-	100	163
Urban -----	3	2	-	43	31	1	16	-	2	2	100	634
White -----	2	2	-	45	31	1	15	-	2	2	100	762
Nonwhite -----	-	-	-	-	-	-	-	-	-	-	-	<u>1/</u> 35
North -----	3	2	-	44	31	1	15	-	2	2	100	666
Rural -----	2	-	-	58	31	-	7	1	1	-	100	234
Urban -----	3	2	-	41	31	2	17	-	2	2	100	549
South -----	1	1	-	50	36	2	9	-	1	-	100	328
Rural -----	-	-	-	45	36	3	14	1	1	-	100	117
Urban -----	1	1	1	53	36	1	6	-	1	-	100	211
White -----	-	1	-	50	37	1	10	-	1	-	100	285
Nonwhite -----	-	1	-	54	35	3	7	-	-	-	100	86
Number in family												
1 or 2 -----	3	3	-	47	32	1	11	-	2	1	100	261
3 or 4 -----	2	2	-	46	31	1	14	-	2	2	100	382
5 or more -----	2	-	-	39	33	2	21	1	2	-	100	154
Age group ^{2/}												
24 years and under ---	1	3	1	44	32	1	16	-	2	-	100	75
25 to 29 -----	3	2	-	41	38	1	15	-	-	-	100	103
30 to 39 -----	3	1	-	49	30	1	12	-	2	2	100	226
40 to 49 -----	2	2	-	50	30	-	12	1	3	-	100	169
50 and older -----	2	2	-	41	32	2	18	-	-	3	100	206
Education ^{3/}												
None or grammar school	3	2	-	36	27	1	27	1	2	1	100	219
High school -----	2	1	-	51	30	1	11	-	2	2	100	420
College -----	2	3	-	43	45	1	5	-	-	1	100	144
Income group ^{4/}												
Low -----	1	1	-	45	33	1	14	-	2	3	100	166
Middle -----	3	2	-	49	28	2	15	-	1	-	100	281
High -----	2	2	-	44	35	1	12	1	1	2	100	319
Size of place												
Metropolitan -----	3	2	-	43	31	2	15	-	2	2	100	555
Township -----	3	1	-	42	32	1	20	-	1	-	100	79
Rural -----	1	-	-	54	33	1	9	1	1	-	100	163

^{1/} Number of cases too small for detailed tabulations.

^{2/} Age was not ascertained for 18 respondents.

^{3/} Education was not ascertained for 14 respondents.

^{4/} Income was not ascertained for 31 respondents.

Table 203.--Users of cooking oils and the type of container they usually buy

Background characteristics	Type of container bought					Number of cases
	Glass	Metal	2 or more	Not ascertained	Total	
	Percent	Percent	Percent	Percent	Percent	Number
United States -----	69	29	1	1	100	797
Rural -----	86	13	-	1	100	163
Urban -----	64	33	1	2	100	634
White -----	68	29	1	2	100	762
Nonwhite -----	--	--	-	-	--	<u>1/</u> 35
North -----	65	32	1	2	100	666
Rural -----	84	15	-	1	100	234
Urban -----	61	36	1	2	100	549
South -----	89	11	-	-	100	328
Rural -----	91	9	-	-	100	117
Urban -----	88	12	-	-	100	211
White -----	89	11	-	-	100	285
Nonwhite -----	86	14	-	-	100	86
Number in family						
1 or 2 -----	70	28	1	1	100	261
3 or 4 -----	69	28	1	2	100	382
5 or more -----	66	33	-	1	100	154
Age group <u>2/</u>						
24 years and under -----	64	35	-	1	100	75
25 to 29 -----	72	25	2	1	100	103
30 to 39 -----	73	24	1	2	100	226
40 to 49 -----	74	24	2	-	100	169
50 and older -----	61	37	-	2	100	206
Education <u>3/</u>						
None or grammar school -----	56	43	-	1	100	219
High school -----	72	24	2	2	100	420
College -----	79	20	1	-	100	144
Income group <u>4/</u>						
Low -----	68	29	-	3	100	166
Middle -----	71	27	1	1	100	281
High -----	69	28	2	1	100	319
Size of place						
Metropolitan -----	63	33	2	2	100	555
Township -----	72	27	-	1	100	79
Rural -----	86	13	-	1	100	163

1/ Number of cases too small for detailed tabulations.

2/ Age was not ascertained for 18 respondents.

3/ Education was not ascertained for 14 respondents.

4/ Income was not ascertained for 31 respondents.

Table 204.--Replies to the question: "When you go to buy _____, do you usually look for a certain brand name or kind?"

Replies	Type of product					
	Vegetable shortening	Packaged lard	Cooking oils	Margarine	Packaged butter	Shortening compound
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Has brand preference or brand loyalty -----	82	41	75	65	55	64
Does not have brand preference -----	18	59	25	35	45	36
Total -----	100	100	100	100	100	100
Number of cases -----	1, 261	561	797	977	1, 130	270

Table 205.--Replies to the question: "When you go into the store where you usually buy _____ and find they don't have your brand, what do you do?"

Replies	Users who have a brand preference for --					
	Vegetable shortening	Packaged lard	Shortening compound	Cooking oils	Margarine	Packaged butter
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Would pick another -----	56	64	56	44	67	62
Brand -----	55	63	53	44	67	62
Product -----	1	1	3	--	--	--
Look in another store ---	22	19	18	25	15	12
Wait until store has brand -----	14	12	14	24	12	11
Action would depend on: -----	4	2	4	3	2	1
How badly needed -----	2	1	2	2	1	1
Price -----	1	--	1	--	--	--
Miscellaneous -----	1	1	1	1	1	--
Situation never happens -----	3	1	2	2	1	13
Not ascertained -----	1	2	6	2	3	1
Total -----	100	100	100	100	100	100
Number of cases -----	1,031	228	173	601	631	624

Table 206.--Replies to the question: "Do you usually keep _____ in the refrigerator or some cool place or do you keep it at regular room temperature?"

Replies	Type of product			
	Vegetable shortening	Packaged lard	Shortening compound	Cooking oils
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Keep in refrigerator -----	22	69	23	22
Keep at room temperature -----	78	30	74	76
Not ascertained where kept ----	--	1	3	2
Total -----	100	100	100	100
Number of cases -----	1,261	561	270	797

Table 207.--(If keeps in refrigerator or cool place) Replies to the question: "Would you prefer it if you could buy _____ that could be kept out at room temperature all the time and not go bad?"

Type of product	Homemakers who keep fat in refrigerator who --						Number of cases
	Prefer		Have no preference	Know this is not necessary	Preference not ascertained	Total	
	Keeping at room temperature	Keeping in cool place					
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Number</u>	
Vegetable shortening -----	43	21	34	2	-	100	275
Packaged lard -----	53	19	27	-	1	100	389
Shortening compound -----	45	22	31	1	1	100	62
Cooking oils -----	41	13	40	1	5	100	178

Table 208.--Homemakers who live in towns under 2,500 or in the open country and whether they have rendered lard in the last year

Background characteristics	Replies						Number of cases
	Rendered lard		Did not render lard	Rendering not ascertained	Does not use lard	Total	
	Nothing added	Added something					
	Percent	Percent	Percent	Percent	Percent	Percent	Number
United States -----	24	8	35	1	32	100	571
Rural -----	27	9	34	1	29	100	499
Urban -----	5	1	39	1	54	100	72
White -----	24	8	34	1	33	100	520
Nonwhite -----	22	11	46	1	20	100	51
North -----	19	6	38	1	36	100	350
Rural -----	23	7	38	1	31	100	556
Urban -----	4	2	39	1	54	100	72
South -----	32	12	29	1	26	100	552
Rural -----	32	12	29	1	26	100	551
Urban -----	--	--	--	-	--	--	^{1/} 1
White -----	33	11	25	1	30	100	449
Nonwhite -----	28	14	47	1	10	100	206
Number in family							
1 or 2 -----	20	6	30	2	42	100	196
3 or 4 -----	24	9	36	1	30	100	239
5 or more -----	31	8	39	-	22	100	136
Age group ^{2/}							
24 years and under -----	17	10	35	1	37	100	54
25 to 29 -----	17	8	43	1	31	100	70
30 to 39 -----	28	5	37	1	29	100	143
40 to 49 -----	28	10	26	1	35	100	105
50 and older -----	25	8	34	2	31	100	193
Education ^{3/}							
None or grammar school --	27	11	35	1	26	100	241
High school -----	25	6	33	1	35	100	266
College -----	10	3	41	-	46	100	57
Income group ^{4/}							
Low -----	31	10	36	1	22	100	250
Middle -----	20	8	35	1	36	100	173
High -----	17	6	30	2	45	100	134

^{1/} Number of cases too small for detailed tabulations.

^{2/} Age was not ascertained for 6 respondents.

^{3/} Education was not ascertained for 7 respondents.

^{4/} Income was not ascertained for 14 respondents.

Except for the elimination of the space allowed for entries of "free answers" the following is a facsimile of the questionnaire used.

Bureau of Agricultural Economics
Division of Special Surveys

Budget Bureau No. 40-50116.01
Expiration Date: 3/31/51
January 2, 1951

STUDY 157 - HOUSEHOLD FATS AND OILS STUDY

FACE SHEET

Time interview started

AM
PM

Time interview ended

AM
PM

Interviewer _____ Interview Number _____

Did another interviewer make any calls on this respondent? Yes ___ No ___

IF YES - Who? _____

Was the place identified for this particular block and line number (or the house at which the interview was taken in the open country) a single dwelling unit? Yes ___ No ___

IF NO - How many dwelling units were there at the place? _____

A. USE THIS SPACE FOR INTERVIEWS TAKEN IN METROPOLITAN AREAS AND IN CITIES WITH A POPULATION OF 10,000 OR MORE IN 1940

City _____ State _____ Block No. _____
Identification of DU _____ Line No. _____

B. USE THIS SPACE FOR INTERVIEWS TAKEN IN TOWNS WITH A POPULATION OF LESS THAN 10,000 IN 1940 AND FOR MINOR CIVIL DIVISIONS

Place _____ Co. _____ State _____ Block No. _____
Identification of DU _____ Line No. _____

C. USE THIS SPACE FOR INTERVIEWS TAKEN IN THE OPEN COUNTRY

County _____ State _____ Segment Number _____ House Number _____

QUESTIONNAIRE

We'd like to know which fats and oils you've used in the last year. For instance,

1. Have you used any VEGETABLE SHORTENING like Spry, Crisco, or Royal Satin in the last year? Yes ___ No ___

IF YES

1a. Which did you use? _____

2. Have you used any LARD in the last year? Yes ___ No ___

3. Have you used any of the mixtures of VEGETABLE SHORTENING AND LARD OR OTHER ANIMAL FAT, like Esko or Swift'ning in the last year? Yes ___ No ___

IF YES

3a. Which did you use? _____

4. Have you used any COOKING OILS in the last year? Yes ___ No ___

5. Have you used any OLEOMARGARINE in the last year, not regular butter but margarine? Yes ___ No ___

6. Have you used any BUTTER in the last year. Yes ___ No ___

7. Do you save any BACON GREASE (DRIPPINGS) to use in cooking? Yes ___ No ___

(Go to Q. 8)

IF YES

7a. What kinds of cooking do you use the bacon grease (drippings) for? _____

8. Can you think of any other fats you have used in the last year? Yes ___ No ___

IF YES

8a. Which ones were they? _____

(Note: Check each trade name you've entered in Questions 1, 3, and 8 to be sure they are in the proper category.)

Next I would like to ask you about the kinds of cooking for which you use these fats.

- 9. In the last year did you do any DEEP FAT FRYING, that is, frying food in enough fat to cover it completely? Yes ___ No ___
- 10. In the last year did you do any PAN FRYING, that is, frying food in just a little fat? Yes ___ No ___
- 11. In the last year did you make any PIE CRUST or PASTRY, not from the prepared mix but the kind you make yourself? Yes ___ No ___
- 12. In the last year did you make any COOKIES, not from the prepared mix but the kind you make yourself? Yes ___ No ___
- 13. In the last year did you make any CAKES, not from the prepared mix but the kind you make yourself? Yes ___ No ___
- 14. In the last year did you make any BISCUITS, that is, baking powder or buttermilk biscuits, not from the prepared mix but the kind you make yourself?.. Yes ___ No ___
- 15. In the last year did you make any COOKED SALAD DRESSINGS or SAUCES, like white sauce? Yes ___ No ___
- 16. In the last year did you make any UNCOOKED SALAD DRESSING out of cooking oil? .. Yes ___ No ___
- 17. In the last year did you use any fats for SEASONING (FLAVORING) VEGETABLES? Yes ___ No ___
- 18. In the last year did you make any BREAD, not from the prepared mix but the regular kind made from yeast? Yes ___ No ___

IF YES

18a. About how often did you make bread last year? _____ (no. of times) (per)

- 19. In the last year did you make any ROLLS, not from the prepared mix but the regular kind made from yeast? Yes ___ No ___

IF YES

19a. About how often did you make rolls last year? _____ (no. of times) (per)

IF MADE EITHER BREAD OR ROLLS

- 20. Compared with the year before would you say that in the last year you baked bread (and/or rolls) more often, less often, or about the same?
 Baked more than the year before Baked less than the year before Baked about same as the year before

Now I would like to ask you about each fat and the reasons why you like to use it in different kinds of cooking.

VEGETABLE SHORTENING.....Does not use vegetable shortening ___ (GO TO Q. 39)

- 21. In the last year have you used any vegetable shortening like _____ for DEEP FAT FRYING, that is, frying food in enough fat to cover it completely?
 Yes ___ No ___ (GO TO Q. 23) Does not do this kind of cooking ___ (GO TO Q. 23)

IF YES

22. What are some of the things you like about using vegetable shortening for DEEP FAT FRYING?

- 23. In the last year have you used any vegetable shortening for PAN FRYING, that is, frying food in just a little fat?
 Yes ___ No ___ (GO TO Q. 25) Does not do this kind of cooking ___ (GO TO Q. 25)

IF YES

24. What are some of the things you like about using vegetable shortening for PAN FRYING?

- 25. In the last year have you used any vegetable shortening for making PIE CRUST or PASTRY?
 Yes ___ No ___ (GO TO Q. 27) Does not do this kind of cooking ___ (GO TO Q. 27)

IF YES

26. What are some of the things you like about using vegetable shortening for making PIE CRUST or PASTRY?

27. In the last year have you used any vegetable shortening for making COOKIES?
 Yes ___ No ___ (GO TO Q. 29) Does not do this kind of cooking ___ (GO TO Q. 29)
IF YES
28. What are some of the things you like about using vegetable shortening for making COOKIES?
29. In the last year have you used any vegetable shortening for making CAKES?
 Yes ___ No ___ (GO TO Q. 31) Does not do this kind of cooking ___ (GO TO Q. 31)
IF YES
30. What are some of the things you like about using vegetable shortening for making CAKES?
31. In the last year have you used any vegetable shortening for making BISCUITS?
 Yes ___ No ___ (GO TO Q. 33) Does not do this kind of cooking ___ (GO TO Q. 33)
IF YES
32. What are some of the things you like about using vegetable shortening for making BISCUITS?
33. In the last year have you used any vegetable shortening for making COOKED SALAD DRESSINGS or SAUCES, like white sauce?
 Yes ___ No ___ (GO TO Q. 35) Does not do this kind of cooking ___ (GO TO Q. 35)
IF YES
34. What are some of the things you like about using vegetable shortening for making COOKED SALAD DRESSINGS or SAUCES?
35. In the last year have you used any vegetable shortening for SEASONING (FLAVORING) VEGETABLES?
 Yes ___ No ___ (GO TO Q. 37) Does not do this kind of cooking ___ (GO TO Q. 37)
IF YES
36. What are some of the things you like about using vegetable shortening for SEASONING (FLAVORING) VEGETABLES?
37. Now just thinking about VEGETABLE SHORTENING in general, what are some of the things you DON'T LIKE about it for cooking? (Make entry below)
IF KIND OF COOKING NOT MENTIONED, ASK Q. 38:
38. In what kinds of cooking do you find this most often? (Make entry below)
- | | |
|---------------------------------|---------------------------------|
| Q. 37
<u>ASPECT DISLIKED</u> | Q. 38
<u>KIND OF COOKING</u> |
| (GO TO Q. 42) | |

FOR ALL NON-USERS OF VEGETABLE SHORTENING

39. You mentioned that you haven't used any VEGETABLE SHORTENING in the last year. Have you ever used it? Yes ___ No ___ (GO TO Q. 41)
- IF YES
40. How long ago was that? _____
41. Why is it that you don't use it for cooking? _____
- LARDDoes not use lard ___ (GO TO Q. 77)
42. In the last year have you used any lard for DEEP FAT FRYING, that is frying food in enough fat to cover it completely?
 Yes ___ No ___ (GO TO Q. 45) Does not do this kind of cooking ___ (GO TO Q. 46)
IF YES
43. What are some of the things you like about using lard for DEEP FAT FRYING?
44. What are some of the things you DON'T LIKE about lard for DEEP FAT FRYING? (GO TO Q. 46)
IF NO
45. Why is it you DON'T USE lard for DEEP FAT FRYING?
46. In the last year have you used any lard for PAN FRYING, that is, frying food in just a little fat?
 Yes ___ No ___ (GO TO Q. 49) Does not do this kind of cooking ___ (GO TO Q. 50)
IF YES
47. What are some of the things you like about using lard for PAN FRYING?

48. What are some of the things you DON'T LIKE about using lard for PAN FRYING? (GO TO Q. 50)

IF NO

49. Why is it you DON'T USE lard for PAN FRYING?

50. In the last year have you used any lard for making PIE CRUST or PASTRY?

Yes ___ No ___ (GO TO Q. 53) Does not do this kind of cooking ___ (GO TO Q. 54)

IF YES

51. What are some of the things you like about using lard for making PIE CRUST or PASTRY?

52. What are some of the things you DON'T LIKE about using lard for making PIE CRUST or PASTRY?
(GO TO Q. 54)

IF NO

53. Why is it you DON'T USE lard for making PIE CRUST or PASTRY?

54. In the last year have you used any lard for making COOKIES?

Yes ___ No ___ (GO TO Q. 57) Does not do this kind of cooking ___ (GO TO Q. 58)

IF YES

55. What are some of the things you like about using lard for making COOKIES?

56. What are some of the things you DON'T LIKE about using lard for making COOKIES? (GO TO Q. 58)

IF NO

57. Why is it you DON'T USE lard for making COOKIES?

58. In the last year have you used any lard for making CAKES?

Yes ___ No ___ (GO TO Q. 61) Does not do this kind of cooking ___ (GO TO Q. 62)

IF YES

59. What are some of the things you like about using lard for making CAKES?

60. What are some of the things you DON'T LIKE about using lard for making CAKES? (GO TO Q. 62)

IF NO

61. Why is it you DON'T USE lard for making CAKES?

62. In the last year have you used any lard for making BISCUITS?

Yes ___ No ___ (GO TO Q. 65) Does not do this kind of cooking ___ (GO TO Q. 66)

IF YES

63. What are some of the things you like about using lard for making BISCUITS?

64. What are some of the things you DON'T LIKE about using lard for making BISCUITS? (GO TO Q. 66)

IF NO

65. Why is it you DON'T USE lard for making BISCUITS?

66. In the last year have you used any lard for making COOKED SALAD DRESSINGS or SAUCES, like white sauce?

Yes ___ No ___ (GO TO Q. 69) Does not do this kind of cooking ___ (GO TO Q. 70)

IF YES

67. What are some of the things you like about using lard for making COOKED SALAD DRESSINGS or SAUCES?

68. What are some of the things you DON'T LIKE about using lard for making COOKED SALAD DRESSINGS or SAUCES? (GO TO Q. 70)

IF NO

69. Why is it you DON'T USE lard for making COOKED SALAD DRESSINGS or SAUCES?

70. In the last year have you used any lard for SEASONING (FLAVORING) VEGETABLES?

Yes ___ No ___ (GO TO Q. 73) Does not do this kind of cooking ___ (GO TO Q. 74)

IF YES

71. What are some of the things you like about using lard for SEASONING (FLAVORING) VEGETABLES?

72. What are some of the things you DON'T LIKE about lard for SEASONING (FLAVORING) VEGETABLES?
(GO TO Q. 74)

IF NO

73. Why is it you DON'T USE lard for SEASONING (FLAVORING) VEGETABLES?

IF R. HAS NOT MENTIONED OBJECTIONABLE TASTE, ASK:Has mentioned taste ___ (GO TO Q. 76)

74. Is there anything about the taste of lard that you don't like? Yes ___ No ___ (GO TO Q. 76)

IF YES

75. In what kinds of cooking does this seem to happen? _____

IF R. HAS NOT MENTIONED SMOKES, ASK:Has mentioned smokes ___ (GO TO Q. 85)

76. Do you find that when you fry with lard it smokes more than you would like?

Yes ___ No ___ (GO TO Q. 85) Has never used lard for frying ___ (GO TO Q. 85)

FOR ALL NON-USERS OF LARD

77. You mentioned you haven't used any LARD in the last year. Have you ever used it?

Yes ___ No ___ (GO TO Q. 79)

IF YES

78. How long ago was that? _____

79. Why is it that you don't use it for cooking? _____

IF RESPONDENT HAS NOT MENTIONED OBJECTIONABLE TASTE, ASK: ...Has mentioned taste ___ (GO TO Q. 81)

80. Is there anything about the taste of lard that you don't like?

Yes ___ No ___ (GO TO Q. 81) Don't know ___ (GO TO Q. 81)

IF YES

80a. Is this one of the reasons why you don't use lard? Yes ___ No ___

IF R HAS NOT MENTIONED SMOKE, ASK:Has mentioned smoke ___ (GO TO Q. 82)

81. Do you have any objection to the fact that lard sometimes smokes when it's used for frying?

Yes ___ No ___ (GO TO Q. 82) Don't know ___ (GO TO Q. 82)

IF YES

81a. Is this one of the reasons why you don't use lard? Yes ___ No ___

IF R HAS NOT MENTIONED CONTAINERS, ASK:Has mentioned containers ___ (GO TO Q. 85)

82. Is there anything at all about the containers lard is packed in that you don't like?

Yes ___ No ___ (GO TO Q. 85)

IF YES

83. What is it that you don't like about the containers? _____

84. Is this one of the reasons why you don't use lard? Yes ___ No ___

MIXTURE OF VEGETABLE SHORTENING AND LARD OR OTHER ANIMAL FATDoes not use mixture ___ (GO TO Q. 103)

85. In the last year have you used a mixture of vegetable shortening and lard or other animal fat like _____ for DEEP FAT FRYING, that is, frying food in enough fat to cover it completely?

Yes ___ No ___ (GO TO Q. 87) Does not do this kind of cooking ___ (GO TO Q. 87)

IF YES

86. What are some of the things you like about using a mixture of vegetable shortening and lard or other animal fat for DEEP FAT FRYING? _____

87. In the last year have you used a mixture of vegetable shortening and lard or other animal fat for PAN FRYING, that is, frying food in just a little fat?

Yes ___ No ___ (GO TO Q. 89) Does not do this kind of cooking ___ (GO TO Q. 89)

IF YES

88. What are some of the things you like about using a mixture of vegetable shortening and lard or other animal fat for PAN FRYING? _____

89. In the last year have you used a mixture of vegetable shortening and lard or other animal fat for making PIE CRUST or PASTRY?

Yes ___ No ___ (GO TO Q. 91) Does not do this kind of cooking ___ (GO TO Q. 91)

IF YES

90. What are some of the things you like about using a mixture of vegetable shortening and lard or other animal fat for making PIE CRUST or PASTRY? _____

91. In the last year have you used a mixture of vegetable shortening and lard or other animal fat for making COOKIES?

Yes ___ No ___ (GO TO Q. 93) Does not do this kind of cooking ___ (GO TO Q. 93)

IF YES

92. What are some of the things you like about using a mixture of vegetable shortening and lard or other animal fat for making COOKIES? _____

93. In the last year have you used a mixture of vegetable shortening and lard or other animal fat for making CAKES?

Yes ___ No ___ (GO TO Q. 95) Does not do this kind of cooking ___ (GO TO Q. 95)

IF YES

94. What are some of the things you like about using a mixture of vegetable shortening and lard or other animal fat for making CAKES? _____

95. In the last year have you used a mixture of vegetable shortening and lard or other animal fat for making BISCUITS?

Yes ___ No ___ (GO TO Q. 97) Does not do this kind of cooking ___ (GO TO Q. 97)

IF YES

96. What are some of the things you like about using a mixture of vegetable shortening and lard or other animal fat for making BISCUITS? _____

97. In the last year have you used a mixture of vegetable shortening and lard or other animal fat for making COOKED SALAD DRESSINGS or SAUCES, like white sauce?

Yes ___ No ___ (GO TO Q. 99) Does not do this kind of cooking ___ (GO TO Q. 99)

IF YES

98. What are some of the things you like about using a mixture of vegetable shortening and lard or other animal fat for making COOKED SALAD DRESSINGS or SAUCES? _____

99. In the last year have you used a mixture of vegetable shortening and lard or other animal fat for SEASONING (FLAVORING) VEGETABLES?

Yes ___ No ___ (GO TO Q. 101) Does not do this kind of cooking ___ (GO TO Q. 101)

IF YES

100. What are some of the things you like about using a mixture of vegetable shortening and lard or other animal fat for seasoning (FLAVORING) VEGETABLES? _____

101. Now just thinking about the MIXTURE OF VEGETABLE SHORTENING AND LARD OR OTHER ANIMAL FAT in general, what are some of the things you DON'T LIKE about it for cooking? (Make entry below)

IF KIND OF COOKING NOT MENTIONED, ASK Q. 102

102. In what kinds of cooking do you find this most often? (Make entry below)

Q. 101
ASPECT DISLIKED

Q. 102
KIND OF COOKING

(GO TO Q. 106)

FOR ALL NON-USERS OF A MIXTURE OF VEGETABLE SHORTENING AND LARD OR OTHER ANIMAL FAT

103. You mentioned that you haven't used a MIXTURE OF VEGETABLE SHORTENING AND LARD OR OTHER ANIMAL FAT in the last year. Have you ever used it? Yes ___ No ___ (GO TO Q. 105)

IF YES

104. How long ago was that? _____

105. Why is it that you don't use it for cooking?

COOKING OILSDoes not use cooking oils ___ (GO TO Q. 124)

106. In the last year have you used any cooking oils for DEEP FAT FRYING, that is, frying food in enough fat to cover it completely?

Yes ___ No ___ (GO TO Q. 108) Does not do this kind of cooking ___ (GO TO Q. 108)

IF YES

107. What are some of the things you like about using cooking oils for DEEP FAT FRYING?

108. In the last year have you used any cooking oils for PAN FRYING, that is, frying food in just a little fat?

Yes ___ No ___ (GO TO Q. 110) Does not do this kind of cooking ___ (GO TO Q. 110)

IF YES

109. What are some of the things you like about using cooking oils for PAN FRYING? _____

110. In the last year have you used any cooking oils for making PIE CRUST or PASTRY?

Yes ___ No ___ (GO TO Q. 112) Does not do this kind of cooking ___ (GO TO Q. 112)

IF YES

111. What are some of the things you like about using cooking oils for making PIE CRUST or PASTRY? _____

112. In the last year have you used any cooking oils for making COOKIES?

Yes ___ No ___ (GO TO Q. 114) Does not do this kind of cooking ___ (GO TO Q. 114)

IF YES

113. What are some of the things you like about using cooking oils for making COOKIES? _____

114. In the last year have you used any cooking oils for making CAKES?

Yes ___ No ___ (GO TO Q. 116) Does not do this kind of cooking ___ (GO TO Q. 116)

IF YES

115. What are some of the things you like about using cooking oils for making CAKES? _____

116. In the last year have you used any cooking oils for making BISCUITS?

Yes ___ No ___ (GO TO Q. 118) Does not do this kind of cooking ___ (GO TO Q. 118)

IF YES

117. What are some of the things you like about using cooking oils for making BISCUITS? _____

118. In the last year have you used any cooking oils for making COOKED SALAD DRESSINGS or SAUCES, like white sauce?

Yes ___ No ___ (GO TO Q. 120) Does not do this kind of cooking ___ (GO TO Q. 120)

IF YES

119. What are some of the things you like about using cooking oils for making COOKED SALAD DRESSINGS or SAUCES? _____

120. In the last year have you used any cooking oils for SEASONING (FLAVORING) VEGETABLES?

Yes ___ No ___ (GO TO Q. 122) Does not do this kind of cooking ___ (GO TO Q. 122)

IF YES

121. What are some of the things you like about using cooking oils for SEASONING (FLAVORING) VEGETABLES? _____

122. Now just thinking about COOKING OILS in general, what are some of the things you DON'T LIKE about it for cooking? (Make entry below)

IF KIND OF COOKING NOT MENTIONED, ASK Q. 123:

123. In what kinds of cooking do you find this most often? (Make entry below)

Q. 122
ASPECT DISLIKED

Q. 123
KIND OF COOKING

(GO TO Q. 127)

FOR ALL NON-USERS OF COOKING OILS

124. You mentioned that you haven't used any COOKING OILS in the last year. Have you ever used it?

Yes ___ No ___ (GO TO Q. 126)

IF YES

125. How long ago was that? _____

126. Why is it that you don't use it for cooking? _____

MARGARINEDoes not use margarine ___ (GO TO Q. 137)

127. In the last year have you used any margarine for DEEP FAT FRYING, that is, frying food in enough fat to cover it completely?

Yes ___ No ___ Does not do this kind of cooking ___

128. In the last year have you used any margarine for PAN FRYING, that is, frying food in just a little fat?

Yes ___ No ___ Does not do this kind of cooking ___

129. In the last year have you used any margarine for making PIE CRUST or PASTRY?

Yes ___ No ___ Does not do this kind of cooking ___

130. In the last year have you used any margarine for making COOKIES?

Yes ___ No ___ Does not do this kind of cooking ___

131. In the last year have you used any margarine for making CAKES?

Yes ___ No ___ Does not do this kind of cooking ___

132. In the last year have you used any margarine for making BISCUITS?

Yes ___ No ___ Does not do this kind of cooking ___

133. In the last year have you used any margarine for making COOKED SALAD DRESSINGS or SAUCES, like white sauce?

Yes ___ No ___ Does not do this kind of cooking ___

134. In the last year have you used any margarine for SEASONING (FLAVORING) VEGETABLES?

Yes ___ No ___ Does not do this kind of cooking ___

If "NO" checked for all kinds of cooking, do not ask questions 135 and 136 but go to Q. 137.

135. Now just thinking about MARGARINE in general, what are some of the things you LIKE about using it for cooking? (Make entry below)

IF KIND OF COOKING NOT MENTIONED, ASK Q. 135a:

135a. In what kind of cooking? (Make entry below)

Q. 135
ASPECT LIKED

Q. 135a
KIND OF COOKING

136. What are some of the things you DON'T LIKE about margarine for cooking? (Make entry below)

IF KIND OF COOKING NOT MENTIONED, ASK Q. 136a:

136a. In what kind of cooking do you find this most often? (Make entry below)

Q. 136
ASPECT DISLIKED

Q. 136a
KIND OF COOKING

(GO TO Q. 140)

FOR ALL NON-USERS OF MARGARINE

137. You mentioned that you haven't used any MARGARINE in the last year. Have you ever used it for cooking?

Yes ___ No ___ (GO TO Q. 139)

IF YES

138. How long ago was that? _____

139. Why is it that you don't use it for cooking? _____

BUTTERDoes not use butter ___ (GO TO Q. 150)

140. In the last year have you used any butter for DEEP FAT FRYING, that is, frying food in enough fat to cover it completely?

Yes ___ No ___ Does not do this kind of cooking ___

141. In the last year have you used any butter for PAN FRYING, that is, frying food in just a little fat?

Yes ___ No ___ Does not do this kind of cooking ___

142. In the last year have you used any butter for making PIE CRUST or PASTRY?

Yes ___ No ___ Does not do this kind of cooking ___

143. In the last year have you used any butter for making COOKIES?

Yes ___ No ___ Does not do this kind of cooking ___

144. In the last year have you used any butter for making CAKES?

Yes ___ No ___ Does not do this kind of cooking ___

145. In the last year have you used any butter for making BISCUITS?

Yes ___ No ___ Does not do this kind of cooking ___

146. In the last year have you used any butter for making COOKED SALAD DRESSINGS or SAUCES, like white sauce?

Yes ___ No ___ Does not do this kind of cooking ___

147. In the last year have you used any butter for SEASONING (FLAVORING) VEGETABLES?

Yes ___ No ___ Does not do this kind of cooking ___

If "NO" checked for all kinds of cooking, do not ask questions 148 and 149 but go to Q. 150.

148. Now just thinking about BUTTER in general, what are some of the things you LIKE about using it for cooking? (Make entry below)

IF KIND OF COOKING NOT MENTIONED, ASK Q. 148a:

148a. In what kind of cooking? (Make entry below)

Q. 148
ASPECT LIKED

Q. 148a
KIND OF COOKING

149. What are some of the things you DON'T LIKE about butter for cooking? (Make entry below)

IF KIND OF COOKING NOT MENTIONED, ASK Q. 149a:

149a. In what kind of cooking? (Make entry below)

Q. 149
ASPECT DISLIKED

Q. 149a
KIND OF COOKING

(GO TO Q. 153)

FOR ALL NON-USERS OF BUTTER

150. You mentioned that you haven't used any BUTTER in the last year. Have you ever used it for cooking?

Yes ___ No ___ (GO TO Q. 152)

IF YES

151. How long ago was that? _____

152. Why is it that you don't use it for cooking? _____

ASK FOR EACH KIND OF COOKING RESPONDENT DOES

153. Now in summary, we would like to know which fat you used most in the last year for the different kinds of cooking we've just been talking about. Which fat do you use most for _____? (kind of cooking)

Kind of cooking	Vegetable shortening	Lard	Mixture of vegetable shortening and lard or other animal fat	Cooking oils	Margarine	Butter	Bacon grease	Does not do this kind of cooking
a. Deep fat frying?								
b. Pan frying?								
c. Pie crust or pastry?								
d. Cookies?								
e. Cakes?								
f. Biscuits?								
g. Cooked salad dressings or sauces?								
h. Seasoning vegetables								

154. Now, thinking of all the fats, which would you say you used most of for cooking? _____

155. Which would you say you used second most? _____

PACKAGING, REFRIGERATION, AND BRAND LOYALTY

VEGETABLE SHORTENING.....Does not use vegetable shortening _____ (GO TO Q. 167)

156. Now I'd like to ask you about the containers these fats come in. What SIZE container of vegetable shortening do you usually buy? _____ lb.

157. Do you like that size or would you like to be able to buy a smaller or a larger size?
 Prefers smaller _____ Prefers larger _____ Likes present size _____ (GO TO Q. 159)

IF PREFERS SMALLER OR LARGER

158. What size would you like best? _____ lb.

159. As far as what the containers are made of, what kind do you usually buy?
 Metal _____ Cardboard _____ Other: _____

160. What shape container do you usually buy your vegetable shortening in?
 Round _____ Rectangular _____ Other: _____

161. Is there anything at all about the containers for vegetable shortening that you don't like?
 Yes _____ No _____ (GO TO Q. 163)

IF YES

162. What is that? _____

163. This time of year do you usually keep vegetable shortening in the refrigerator or some cool place, or do you just keep it at regular room temperature?
 Keeps in refrigerator or cool place _____ Keeps at room temperature _____ (GO TO Q. 165)

IF KEEPS IN REFRIGERATOR OR COOL PLACE

164. Would you prefer it if you could buy vegetable shortening that could be kept out at room temperature all the time and not go bad?
 Yes, would prefer room temperature _____ No, would not prefer room temperature _____ Don't care _____

165. When you go to buy vegetable shortening (like _____), do you usually look for a certain brand name or kind?
 Yes _____ No _____ (GO TO Q. 167)

IF YES

166. When you go into the store where you usually buy vegetable shortening and find that you don't have your brand, what do you do?
 Picks another brand _____ Waits till store has brand _____ Looks in another store _____
 It depends _____ On what? _____

IF KEEPS IN REFRIGERATOR OR COOL PLACE

184. Would you prefer it if you could buy lard that could be kept out at room temperature all the time and not go bad?

Yes, would prefer room temperature

No, would not prefer room temperature

Don't care

MIXTURE OF VEGETABLE SHORTENING AND LARD OR OTHER ANIMAL FAT...Does not use mixture (GO TO Q. 189)

185. This time of year do you usually keep the mixture of vegetable shortening and lard or other animal fat in the refrigerator or some cool place, or do you just keep it at regular room temperature?

Keeps in referigerator or cool place

Keeps at room temperature (GO TO Q. 187)

IF KEEPS IN REFRIGERATOR OR COOL PLACE

186. Would you prefer it if you could buy a mixture of vegetable shortening and lard or other animal fat that could be kept out at room temperature all the time and not go bad?

Yes, would prefer room temperature

No, would not prefer room temperature

Don't care

187. When you go to buy a mixture of vegetable shortening and lard or other animal fat (like _____), do you usually look for a certain brand name or kind?

Yes No (GO TO Q. 189)

IF YES

188. When you go into the store where you usually buy a mixture of vegetable shortening and lard or other animal fat and find that they don't have your brand, what do you do?

Picks another brand Waits till store has brand Looks in another store
It depends On what? _____

COOKING OILS.....Does not use cooking oils (GO TO Q. 200)

189. Now I'd like to ask you something about the containers the cooking oils come in. What SIZE container do you usually buy? _____

190. Do you like that size or would you like to be able to buy a smaller or a larger size?
Prefers smaller Prefers larger Likes present size (GO TO Q. 192)

IF PREFERS SMALLER OR LARGER

191. What size would you like best? _____

192. As far as what the containers are made of, what kind do you usually buy?

Glass Metal Other: _____

193. What shape container do you usually buy your cooking oils in?

Round Rectangular Other: _____

194. Is there anything at all about the containers for cooking oils that you don't like?

Yes No (GO TO Q. 196)

IF YES

195. What is that? _____

196. This time of year do you usually keep cooking oils in the refrigerator or some cool place, or do you just keep it at regular room temperature?

Keeps in refrigerator or cool place

Keeps at room temperature (GO TO Q. 198)

IF KEEPS IN REFRIGERATOR OR COOL PLACE

197. Would you prefer it if you could buy cooking oils that could be kept out at room temperature all the time and not go bad?

Yes, would prefer room temperature

No, would not prefer room temperature

Don't care

198. When you go to buy cooking oils, do you usually look for a certain brand name or kind?

Yes ___ No ___ (GO TO Q. 200)

IF YES

199. When you go into the store where you usually buy cooking oils and find they don't have your brand, what do you do?

Picks another brand ___ Waits till store has brand ___ Looks in another store ___

It depends ___ On what? _____

MARGARINE.....Does not use margarine ___ (GO TO Q. 202)

200. When you go to buy margarine, do you usually look for a certain brand name or kind?

Yes ___ No ___ (GO TO Q. 202)

IF YES

201. When you go into the store where you usually buy margarine and find they don't have your brand, what do you do?

Picks another brand ___ Waits till store has brand ___ Looks in another store ___

It depends ___ On what? _____

BUTTER.....Does not use butter ___ (GO TO Q. 209)

202. Do you usually buy BUTTER that comes in a package, or do you buy the kind that the storekeeper weighs out for you (or do you make your own butter)?

Buys packaged butter ___ Buys bulk butter ___ Uses only homemade butter ___
 (GO TO Q. 203) (GO TO Q. 205) (GO TO Q. 209)

IF BUYS PACKAGED BUTTER

203. When you go to buy butter, do you usually look for a certain brand name or kind?

Yes ___ No ___ (GO TO Q. 209)

IF YES

204. When you go into the store where you usually buy butter and find they don't have your brand, what do you do?

Picks another brand ___ Waits till store has brand ___ Looks in another store ___

It depends ___ On what? _____

(GO TO Q. 209)

IF BUYS BULK BUTTER

205. Does the store where you usually buy bulk butter also sell it in packages?

Yes, sells packages ___ No, does not sell packages ___ (GO TO Q. 207)

IF YES

206. Is there any special reason why you buy bulk butter instead of the packaged? _____
 (GO TO Q. 209)

IF NO

207. Would you like to be able to buy packaged butter?

Yes ___ No ___ (GO TO Q. 209)

IF YES

208. Why is that? _____

ASK FOR EACH "YES" ON PAGE 171

209. Do you have any _____ on hand at present? (Make entry below)
 210. About how long ago did you make your last purchase of it? (Make entry below)
 211. How much did you buy at that time? (Make entry below)

	Q. 209	Q. 210	Q. 211						
	Have some	Do not have	How long ago?						
	now	any	Days	Wks.	Mos.	Yrs.	How much bought?	Makes own	Does not use it
a. Vegetable shortening	:	:	:	:	:	:	:	:	:
b. Lard	:	:	:	:	:	:	:	:	:
c. Mixture of vegetable shortening and lard or other animal fat	:	:	:	:	:	:	:	:	:
d. Cooking oils	:	:	:	:	:	:	:	:	:
e. Margarine	:	:	:	:	:	:	:	:	:
f. Butter	:	:	:	:	:	:	:	:	:

ASK THESE QUESTIONS ONLY OF PEOPLE WHO LIVE IN TOWNS UNDER 2,500 OR IN THE OPEN COUNTRY

212. In the last year did you make (render) any lard?
 Yes ___ No ___ (GO TO Q. 215)

IF YES

213. When you made (rendered) lard did you add anything to it?
 Yes ___ No ___ (GO TO Q. 215)

IF YES

214. What did you add to it? _____

215. In the last year have you had any lard made (rendered) at a locker plant?
 Yes ___ No ___ (GO TO Q. 218)

IF YES

216. When you had lard made (rendered) there did you have them add anything to it?
 Yes ___ No ___ (GO TO Q. 218)

IF YES

217. What did you have them add? _____

IF RENDERS LARD OR HAS IT RENDERED

218. Last year did you buy any lard for home use in addition to what you made (rendered) or had made?
 Yes ___ No ___ (GO TO HOUSEHOLD CHARACTERISTICS)

IF YES

219. During this last year which would you say you used most, the lard you made (rendered) or the lard you bought?

Used most RENDERED lard ___	Used most BOUGHT lard ___	Used about same of each ___
-----------------------------	---------------------------	-----------------------------

HOUSEHOLD CHARACTERISTICS

That completes the main part of the interview. Now I would like to ask you a few questions about yourself and the other people in the household. We don't use names, of course; but we do collect such information as the number of people in family, the occupation of those working, etc., from each person we interview. We need this information so that we can compare the ideas and opinions of different people.

Present weekly income from last work week:

- A. Under \$20
- B. \$20 - \$29
- C. \$30 - \$34
- D. \$35 - \$39
- E. \$40 - \$44
- F. \$45 - \$49
- G. \$50 - \$59
- H. \$60 - \$79
- I. \$80 - \$99
- J. \$100 - \$124
- K. \$125 - \$149
- L. \$150 and over

(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
Now would you please tell me all the people who are PRESENTLY living in your home? (list all persons in terms of relationship to Respondent; e.g., "husband," "daughter," "roomer - boarder").	RACE:	MARITAL STATUS:	What was the last grade you finished in school.	What was his (or her) salary for last week. IF NOT NOW EMPLOYED--what was his (or her) salary for last work week? (Enter letter indicating weekly income category or income reported other than on weekly basis.)	Present occupation	What kind of job does he (or she) work at;	Has he (or she) worked for wages at any time since last January? (Enter "yes" or "no")	What was his (or her) salary for last week. IF NOT NOW EMPLOYED--what was his (or her) salary for last work week? (Enter letter indicating weekly income category or income reported other than on weekly basis.)	Is this before or after deductions for taxes, social security, cash wages etc.? (Enter "BEFORE" or "AFTER")	How many week has he (or she) worked for social security, cash wages since last January?
1 RESPONDENT	W N O	M S	None Fin. or gr. high sch.	What was his (or her) salary for last week. IF NOT NOW EMPLOYED--what was his (or her) salary for last work week? (Enter letter indicating weekly income category or income reported other than on weekly basis.)	Present occupation	What kind of job does he (or she) work at;	Has he (or she) worked for wages at any time since last January? (Enter "yes" or "no")	What was his (or her) salary for last week. IF NOT NOW EMPLOYED--what was his (or her) salary for last work week? (Enter letter indicating weekly income category or income reported other than on weekly basis.)	Is this before or after deductions for taxes, social security, cash wages etc.? (Enter "BEFORE" or "AFTER")	How many week has he (or she) worked for social security, cash wages since last January?
2										
3										
4										
10										

(NOTE: In column (a). If there are any roomers and/or boarders living in the household, ASK WHETHER THEY USUALLY EAT MOST OF THEIR MEALS WITH THE FAMILY. IF THEY USUALLY EAT MOST OF THEIR MEALS OUT, DO NOT LIST THEM.)

(1) Since last January, did your family have any income from pensions, allotments, roomers, rent, bonuses, interest, contributions, welfare aid, relief, unemployment compensation, etc.? (Do not include board or rent paid by members of the family.)

IF YES Yes ___ No ___ (GO TO (n))

(m) How much did it come to since last January?

Monthly	No. of months	Yearly Total
\$		\$

IF NO MEMBER OF FAMILY GIVES FARMER AS AN OCCUPATION

(n) Did your family have any income from a farm since last January?

Yes ___ No ___ (GO TO (p))

IF YES

(o) How much did that come to altogether? \$ _____ (GO TO (p))

ASK EVERYONE IN OPEN COUNTRY SEGMENTS

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

Raises most of the food on the farm

Buy more than raises food on the farm

TIME INTERVIEW ENDED: AM PM

(q) FOR FARM OPERATORS ONLY

1. How many acres are there altogether in the farm you operate? _____ acres.

2. Do you pay rent for any of the land you operate? Yes _____ No _____

IF NO (Owns all land operated)

3. What was your (your family's) income from the sale of farm products since last January? \$ _____

IF YES TO 2 (Rents some land)

4. What was your (your family's) income from the sale of farm products after rent since last January? \$ _____

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

6. Did you (your husband) work off the farm for pay at any time since last January? Yes _____ No _____

IF YES ASK ITEMS (i), (j), and (k), Page 185, for the farm operator and also Items (l) and (m) IF these two items have not already been filled in for the family.

IF NO to 6, ask Q. 7, IF Item (l), Page 185, has not been filled in.

7. Since last January, did your family have any income from pensions, allotments, roomers, rent, bonuses, interest, etc.? (Do not include board or rent paid by members of the family.) Yes _____ No _____

IF YES

8. How much did it come to since last January?

Monthly	No. of months	Yearly total
\$:	\$

9. ASK EVERYONE IN OPEN COUNTRY SEGMENTS

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

Raises most of the food on the farm

Buys more than raises on the farm

TIME INTERVIEW ENDED: _____ AM/

_____ PM/





