



AgEcon SEARCH

RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

The World's Largest Open Access Agricultural & Applied Economics Digital Library

This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

AgEcon Search

<http://ageconsearch.umn.edu>

aesearch@umn.edu

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

No endorsement of AgEcon Search or its fundraising activities by the author(s) of the following work or their employer(s) is intended or implied.

Historic, archived document

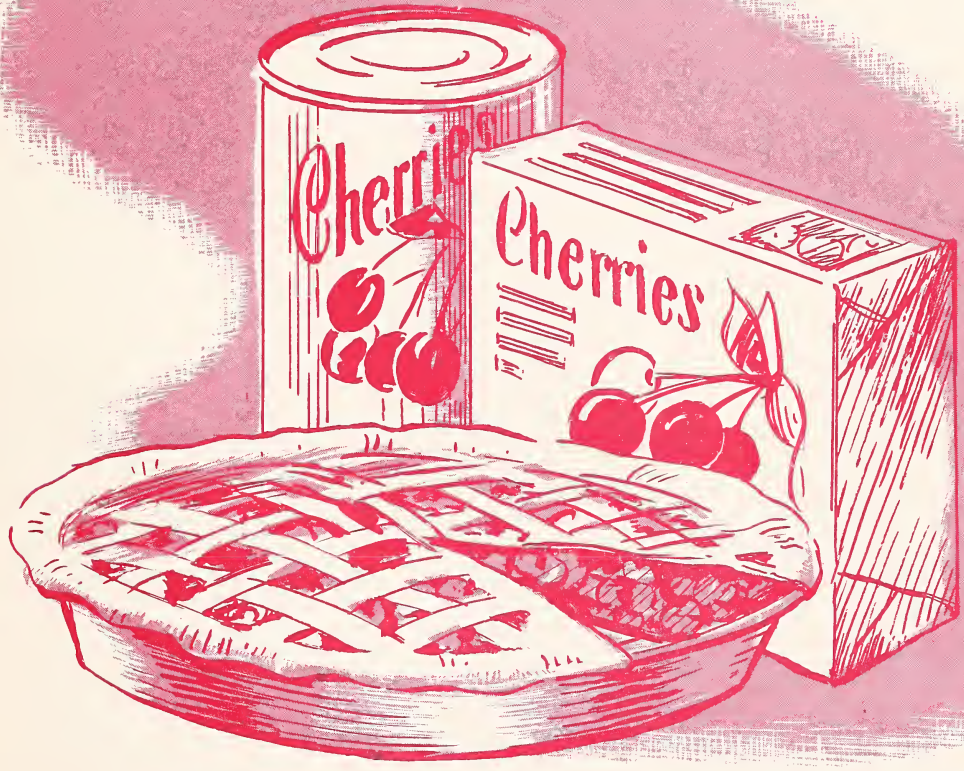
Do not assume content reflects current scientific knowledge, policies, or practices.

49847W
Cop. 3

LIBRARY
MAY 29 1956

Homemaker Preferences

FOR PIES AND CANNED AND FROZEN CHERRIES



in DALLAS
DETROIT
KANSAS CITY

MARKETING RESEARCH REPORT No.116

**UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE**

WASHINGTON, D. C.

APRIL 1956

CONTENTS

	<u>Page</u>
Highlights -----	1
Background -----	2
Scope of study -----	3
The sample -----	4
Survey results:	
Home pie bakers -----	6
Use of selected cherry products -----	11
Use of selected cherry products for purposes other than pies -----	14
Purchases of commercially prepared pies -----	16
Appendix:	
Results of a merchandising experiment for red sour cherries -----	19
Sample design -----	19
Tables -----	20

Acknowledgments

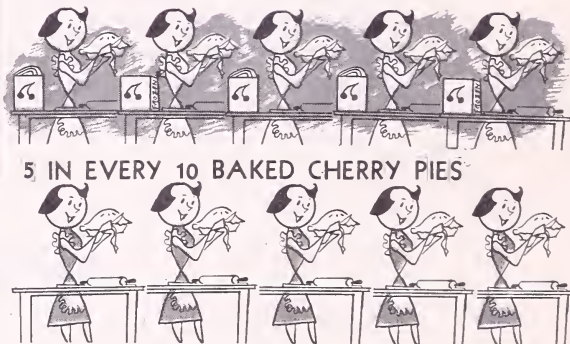
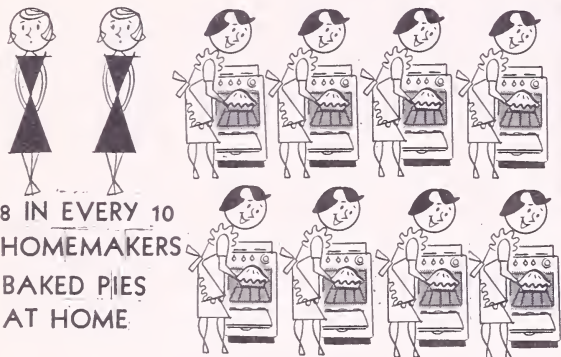
This study was made under the general direction of Trienah Meyers, Market Development Branch, Marketing Research Division. Daniel B. Levine was the study director, assisted by Jean M. Morgan. Hugh P. Bell supervised the field work.

The research was conducted with the cooperation of the National Red Cherry Institute and the Cherry Growers, Inc. Special acknowledgment is made to A. J. Rogers, Cherry Growers, Inc., and J. H. Sunley, American Can Company, for their assistance during the planning of the study.

The study on which this report is based was made under authority of the Agricultural Marketing Act of 1946.

Preferences of Homemakers in Baking and Buying

in DALLAS,
DETROIT,
KANSAS CITY,



HOMEMAKER PREFERENCES FOR PIES AND CANNED AND FROZEN CHERRIES IN DALLAS, DETROIT, AND KANSAS CITY

By Daniel B. Levine, social science analyst
Market Development Branch

HIGHLIGHTS

Pie baking is still a widely practiced art in the home; in all, some 4 in 5 homemakers in each of the 3 cities, Dallas, Detroit, and Kansas City, had baked at least one pie within the preceding year, according to the results of a sample survey conducted in February 1955. About half of the homemakers had purchased one or more pies within the past year. Only 1 in 20 had not baked or bought a pie within the year.

Apple pie was baked by more homemakers than any other pie. Over 80 percent of the home pie bakers in each city had baked at least one apple pie in the past year. Following apple pie in incidence of home baking were cherry, pumpkin, lemon cream, and chocolate pies.

The average housewife in the 3 test cities baked pies fairly frequently in the past year but did not restrict herself to any one kind of pie, according to the results of the survey. Roughly speaking, out of every 10 pie bakers, 4 baked pies once or more a week; 2 baked between 2 and 3 times a month; only 1 baked once every month or less. Specific kinds of pies, on the other hand, were baked less than 6 times a year by about half of the homemakers, whereas only 10 to 20 percent baked any one pie as often as 2 or more times a month.

More than half of the home pie bakers in each city had baked at least one cherry pie in the past year; the proportion baking cherry pie in each city was 57 percent in Detroit, 66 percent in Dallas, and 75 percent in Kansas City.

The "tart, tangy taste" of the cherry pie and the "family's asking for it because we like it" were frequent reasons given for baking cherry pies. Other replies included "cherry flavor," "variety - something different," and "pretty, looks good to eat - we like the red color."

Canned red sour cherries were used by more homemakers in baking cherry pies than all other cherry products combined. Approximately 8 in every 10 homemakers had used canned red sour cherries for this purpose within the year; only 2 in 10 or less had used other forms of cherries in baking pies.

Pie was considered the favorite dessert by a majority of both men and women, followed by ice cream and cake, cookies, and other baked goods. According to homemakers, between one-third and one-half of all family members in each city chose pie as their favorite dessert. About 1 in 5 chose ice cream; somewhat fewer preferred cake, cookies, or other baked goods.

Canned red sour cherries (water pack) were used for some purpose other than as a pie filling by relatively few of the homemakers in each city. Altogether, only some 14 percent in Detroit and 19 percent in both Dallas and Kansas City had found an alternative use for the water-pack cherry. Many respondents said they "didn't know how to use them except in pies," "didn't have a recipe calling for them," or "just haven't thought of it--never think of it except for pies."

In Dallas, only 19 percent of the homemakers had heard of frozen cherries; as many as 51 percent in Detroit and some 64 percent in Kansas City were aware of frozen cherries. Awareness of the product and use of the product were two different things. Only some 4 percent in Kansas City, and even less in Dallas and Detroit, had used frozen cherries for some purpose other than pies.

Awareness of the availability of canned red sour cherries in syrup varied considerably among homemakers in the 3 cities. Roughly speaking, out of every 10 homemakers only 2 in Dallas and approximately 4 in Detroit and Kansas City were aware of the product. Therefore, a majority in all 3 cities reported that they had never heard of canned red sour cherries in syrup. As with frozen cherries, relatively few -- 5 percent or less -- of the homemakers had used the product for some purpose other than as a pie filling.

The Sample.--The results presented in this report are based on a sample survey of households in Dallas, Tex.; Detroit, Mich.; and Kansas City, Mo. A total of 1,053 homemakers was interviewed in the 3 cities, as follows: 361 in Dallas, 405 in Detroit, and 287 in Kansas City.

BACKGROUND

This research was undertaken by the Agricultural Marketing Service to assist industry in expanding the consumption of red sour cherries -- a product principally used as a pie filler. To provide data on the use and market potential of red sour cherries, household consumer surveys were conducted in 3 cities -- Dallas, Tex.; Detroit, Mich.; and Kansas City, Mo.

Since the major use of red sour cherries is as a pie filler, consumers were first asked to discuss their pie baking habits, such as what pies they baked and what fillers they used, in order to provide a complete framework for the discussion. In addition, specific questions were included on the use of cherries, both as a pie filler and as a dessert. The data developed are of importance to such groups as cherry growers and processors, producers and processors of fruits other than cherries, bakeries, producers of flour and ready-mix bakery products, and other industries producing or processing commodities for consumption in pies or as desserts.

Part of the problem faced by the cherry industry arises from an upward trend in production. Between 1944 and 1951, production of cherries rose from 112,000 tons to 158,000 tons. Although production declined somewhat after 1951, the change was due to natural factors, such as adverse weather, rather than manmade curtailment; realistic future expectancy is for continued increased production which, under current conditions, would somewhat exceed expected demand.

The cherry industry is also facing a change in merchandising practices. In recent years, some of the fruit in consumer-size containers has been marketed in a smaller can, No. 303, rather than in the No. 2 size can. Although this change may not have created dissatisfaction for many fruits which are served as portions, it is the feeling of the cherry industry that the situation is quite different for those canned fruits, such as red sour cherries, used in such products as pies which require a certain minimum volume to make an adequate filling. The No. 2 can contains 19 to 21 ounces of product whereas the No. 303 can contains 15 to 17 ounces.

The trend to the smaller can has been quite marked. Well over 2 million cases of cherries were packed in the No. 2 can in 1952; only 375,000 cases of the 303 can were packed in that year. In contrast, only 850,000 cases of the No. 2 can were packed in 1954, while over 1.1 million cases were packed in 303 cans. The effect on the consumer of this change to a smaller can, as well its reaction on future purchases of this product, is of considerable importance to the industry.

SCOPE OF STUDY

The general objectives of the study were:

- (1) To determine the proportion of homemakers in the areas surveyed who baked pies during the last year before the study was made, how often they baked pies, the kind of pies baked, and the different pie fillings used.
- (2) To develop information on the attitudes and opinions of homemakers on home pie baking, such as the reasons for baking pies at home, use of selected fillings, and reasons for not baking at home.
- (3) To determine the proportion of the homemakers surveyed who baked cherry pies during the year, how often they baked cherry pies, and the different products used by the homemakers in baking pies.
- (4) To develop information on the attitudes and opinions of homemakers toward baking cherry pies, such as the reasons for baking cherry pies, likes and dislikes for each of the cherry products used in pie baking, awareness and adequacy of can size, and reasons for not baking cherry pies.
- (5) To develop information on the attitudes and opinions of homemakers toward the use of cherry products for purposes other than pie baking, such as the reasons for using the products, complaints, and reasons for not using cherry products.
- (6) To determine the proportion of the homemakers buying pies during the year, how often they bought pies, which pies they bought, and the reasons for buying rather than baking pies.

THE SAMPLE ^{1/}

Dallas (Tex.), Detroit (Mich.), and Kansas City (Mo.) were selected for study for these reasons:

- (1) The level of consumption of red sour cherries in these three cities, based on the experience of packers, was thought to be relatively high in comparison with that in other principal cities.
- (2) Consumers in these areas had the opportunity to select their purchases of cherries from red sour pitted cherries packed in water, packed in syrup, and frozen, and from cherries packed in more than one can size.
- (3) The three cities represent different marketing areas in terms of regional location and consumption habits.

In each of the cities a sample was drawn to represent all private households within the city limits and, in certain cases, within selected suburban areas. The person interviewed in each household was the one who had primary responsibility for buying and preparing the food. The number of interviews taken was 361 in Dallas, 405 in Detroit, and 287 in Kansas City.

For ease of presentation and to eliminate repetition, the analysis is given, for the most part, in terms of general findings which were fairly similar in each of the cities. In those cases where important differences were found to exist between the cities, they are brought to the readers' attention. It should not be construed from this approach that the data can be combined, nor should the results be projected beyond the limits of the three cities. To the contrary, each city is always to be considered separately, as each sample is representative of its universe only.

In each city, the sampling procedure was applied to the city directory and interviewing took place at specified addresses. Interviewing took place simultaneously in each of the cities during February 1955, because this month is traditionally one of comparatively high cherry consumption.

Since the estimates shown for each city are based on a sample, they may differ somewhat from the figures that would have been obtained if a complete census had been taken. As in any survey work, the results are also subject to errors of response and nonreporting; therefore, in comparing results obtained from the three cities, only differences which are statistically significant are discussed.

^{1/} See appendix, page 19, for a more detailed discussion of the sample design.

The following illustrations indicate the order of magnitude of the sampling errors for some typical statistics for each of the cities:

1. Some 85 percent of the homemakers in Dallas had baked at least one pie within the past 12 months. The standard error of the estimate of 85 percent is roughly 2.4 percentage points. The chances are about 2 in 3 that the estimate from the sample differs from the results which would be obtained from a complete census by less than the standard error indicated above. That is, we estimate with chances about 2 out of 3 that the actual figure lies between 83 percent and 87 percent.
2. About 57 percent of the home pie bakers in Detroit were cherry pie bakers. We estimate with chances about 2 in 3 that the true percentage would fall between 53 percent and 61 percent.
3. Canned red sour cherries in syrup had been used for pie baking purposes by approximately 11 percent of the cherry pie bakers in Kansas City. For a figure of this size the estimated range, using 2 chances in 3, within which the true estimate might be expected to fall is 8 to 14 percent.

SURVEY RESULTS

Home Pie Bakers

Who bakes pies at home.--Most of the housewives interviewed in each of the 3 cities bake pies: 85 percent of the homemakers in Dallas, 82 percent in Detroit, and 84 percent in Kansas City said that they had baked at least one pie within the past year. Over half of all homemakers baked at least one cherry pie and a similar proportion bought pies during this period. A rather small proportion, only 1 in 20, did not bake pies or buy them (tables 1 and 6).

Table 1.--Proportion of all homemakers who baked or bought pies in the past year, by city

Replies	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Baked pies -----	85	82	84
Baked cherry pies -----	56	51	66
Bought pies -----	50	55	51
Did not bake or buy -----	6	6	5
Number of homemakers --	361	405	287

As might be expected, relatively more pie bakers were found among homemakers with medium-sized (3 or 4 family members) or large families (5 or more family members) than among those with small families (1 or 2 members). Between 85 and 96 percent of the homemakers having medium-sized or large families had baked pies within the past year; slightly over 70 percent of those with small families were pie bakers. However, home pie baking is widely practiced irrespective of family size (tables 2 and 7).

Table 2.--Proportion of women who bake pies at home, by size of family and by city

Size of family	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Small (1 or 2 persons) ---	74	71	75
Medium (3 or 4 persons) --	90	84	92
Large (5 or more persons) -	96	94	88

In Dallas and Detroit, the extent of pie baking was somewhat higher among homemakers in the middle-income group than among those in the low-income group. Changes between the middle- and high-income groups were negligible in Detroit, whereas in Dallas the proportion of pie bakers in the high-income group was the same as that shown for the low-income group. In Kansas City, on the other hand, differences in income were not reflected in the incidence of home pie baking (tables 3 and 8). Neither the amount of schooling received by the homemaker nor her age appeared to have any overall effect on her pie baking activity (tables 9 and 10).

Table 3.--Proportion of homemakers who bake pies, by income group and city

Income group	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Low (under \$4,000) -----	83	73	82
Middle (\$4,000 - \$6,499) -	90	86	86
High (\$6,500 and over) ---	83	84	85

In summary, then, the extent of home pie baking, for the most part, is sufficiently widespread, even among those with small families, little education, or low income, as to be considered almost independent of these usual economic and demographic criteria.

Reasons for baking pies at home.--The reasons people give for their actions provide a useful and meaningful picture of their feelings on the subject studied. In the current study, therefore, each homemaker was asked a series of opinion questions in order to elicit those factors which she felt were important to her.

In answer to the question, "Why do you bake pies?" around half of the home pie bakers in each city mentioned some aspect of flavor, the usual answer being that homemade pie tastes better than bakery pie. The texture of the crust also was an important item to the home pie baker. About 57 percent in Dallas, 29 percent in Detroit, and 34 percent in Kansas City said they baked rather than bought pies because they could make a better and more tender crust. The ability to "season to taste" the home-baked product or to add or delete ingredients as desired was another reason heard quite frequently (table 11). Most women, incidentally, spoke freely and were quite positive about their reasons for baking pies at home. Few, however, were quite as emphatic as the respondent who completed her answer to the question with great finality, "at least when I bake a pie, I'm sure what's in it."

Reasons for not baking pies at home.--Of the respondents interviewed, 15 percent in Dallas, 18 percent in Detroit, and 16 percent in Kansas City had not baked a pie within the past year. One of the more important reasons given for not baking at home was that the "family was too small." Lack of time to bake, and "eat most meals out" were other important reasons given (table 12).

Kinds of pies baked.--Apple pie was baked by more of the homemakers interviewed in the three cities than any other pie. This is not the number of pies baked but simply the proportion of home bakers who had made each of these pies. Over 80 percent of those who baked pies in Dallas, Detroit, and Kansas City had made at least one apple pie in the last year. The comparable proportion for those baking cherry pie ranged from a low of 57 percent of the homemakers who baked pies in Detroit, to 66 percent in Dallas, to a high of 75 percent in Kansas City. Pumpkin pie ran from 49 percent in Dallas to 71 percent in Kansas City. Lemon cream pie bakers comprised around 55 percent in each city, whereas between 39 and 57 percent of the home bakers had baked a chocolate pie within the past year (table 13).

About half of the home pie bakers interviewed in each city had made 6 or more different kinds of pies within the past year; about 1 in 20 had made only one kind of pie (table 14).

Frequency of baking pies.--With the thought in mind that "how often" is equally as important as "what is baked," the pie-baking homemaker was asked how often she had baked pies within the past year. The answers indicate that the average homemaker had baked pies fairly frequently but did not restrict herself to any one kind of pie. Roughly speaking, out of every 10 pie bakers, 4 baked pies once a week or oftener; 2 baked between 2 and 3 times a month; only 1 baked once every month, or less often. Of the individual pies, cherry pies were baked less than 6 times a year by about one-half of the homemakers, whereas only 10 to 20 percent baked cherry pies as often as 2 or more times a month. The pattern was much the same for other kinds of pies (tables 15, 16, and 17).

The large difference between how often a homemaker bakes pies in general and how often she makes a specific kind of pie is even more clearly illustrated in terms of average frequency of baking.^{2/} For example, on the average, home pie bakers interviewed in Dallas made pies on some 37 different occasions in the past year, as compared with an average of 30 and 31 times, respectively, for those who baked pies in Detroit and Kansas City. Turning to specific kinds of pies, apple, which outranked all other pies, had been baked only some 10 times in the past year, on the average, by the housewife in Dallas and in Kansas City, and 13 times by her counterpart in Detroit. Cherry pie was baked less frequently -- about 6 times within the past 12 months in both Detroit and Dallas, and 7 times in Kansas City (table 4).

The frequency of baking -- that is, the number of times pies were baked within the past year -- increased with family size. Among homemakers interviewed in Dallas, for example, the average frequency of baking varied from 2 times a month for the small family to around 4 times a month for the medium-size and large families. Homemakers in Detroit and Kansas City also showed the same pattern (tables 18 and 19).

^{2/} For purposes of this study, the term "average frequency of baking" refers to the median point. The median is defined as that point which divides the distribution into two equal groups, one with frequencies above the median and the other having frequencies below the median. The medians are based on the distribution of homemakers who had baked pies within the past year.

Home pie bakers with large families were more likely to bake more than one pie at a time as compared with those pie bakers having small families. In Dallas, 7 in 10 pie bakers with large families (5 or more members) made 2 or more pies at one time. The comparable proportion among homemakers with small families was only 3 in 10. The same was true for homemakers in Detroit and Kansas City -- as family size increased, so did the likelihood that more than one pie would be baked at a time (tables 20, and 21).

Table 4.--Average number of times per year pies were baked by the home pie baker, by kind of pie and by city

Kind of pie	Average times per year pies were baked		
	Dallas	Detroit	Kansas City
All pies -----	37	30	31
Apple -----	10	13	10
Cherry -----	6	6	7
Peach -----	7	5	5
Coconut -----	7	5	7
Chocolate -----	11	5	7
Lemon -----	8	8	6
Pumpkin -----	3	4	5

Pie most popular with family.--When homemakers were asked "Which pie is most popular with your family?" it was found that apple was considered the most popular home-baked pie by many homemakers in each of the cities. In fact, no other pie could be said to even approach apple pie in terms of popularity. Some 45 percent of the home pie bakers in Detroit chose apple pie as the family favorite; the comparable proportion in Dallas choosing apple pie as the favorite was 28 percent and, in Kansas City, 25 percent. Following apple pie in overall popularity were chocolate cream, lemon cream, cherry, coconut cream, and peach pie. Home-baked cherry pie, incidentally, ranged in popularity from a low of 4 percent among families in Detroit to 9 percent in Dallas to a high of 19 percent in Kansas City (table 22).

Fillings used.--The homemakers were also asked what type of fillings they used in baking pies. In the case of fruit pies, fresh and canned fruit were used by a majority of the pie bakers. Some three-fifths of the home bakers in Dallas and four-fifths in both Detroit and Kansas City reported using fresh fruit for pie baking. Canned fruit was used by 84 percent of the home pie bakers in Dallas, 74 percent in Kansas City, and 67 percent in Detroit. The prepared fruit filling, that is, the fruit product containing sugar, starch, and other such ingredients, and frozen fruit had been used by about 1 homemaker in 10.

In the case of cream and other pies, fillings made from a prepared dry mix or pudding as well as their own preparation (made by combining the basic ingredients) were discussed with respondents. Between 85 and 94 percent of

those who baked a cream pie said they made their own fillings from the basic ingredients. Between one-fourth and one-half of the homemakers were using the prepared type of mix to make pie fillings (table 23).

Reasons for using each filling:

(1) Fresh fruit.--Flavor appeared to be most important in the mind of the home pie maker as a reason for using fresh fruit in baking pies. When asked why they used this filling, between 70 and 80 percent of the homemakers responded in terms of flavor, using such phrases as "fresh fruit gives a pie a superior flavor," "a true flavor," and "a true fruit flavor." The cooking properties of fresh fruit, such as its ability to retain shape, its tenderness, and the ability to season the fruit to taste, were also mentioned frequently. Other reasons given for using fresh fruit were, "it's just as cheap as other types" (economy) and "its better for you, has more vitamins" (table 24).

(2) Canned fruit.--Convenience was the predominant factor in the use of canned fruits in baking pies. Out of every 10 pie bakers interviewed in each city, about 6 in Detroit, 7 in Kansas City, and 8 in Dallas mentioned some aspect of convenience. "Quick and easy to prepare; saves time," "ready to use," and "easy to store and convenient to have on hand" were the more common replies to the question. A companion reply was availability, which was mentioned by about 4 in 10 home pie bakers in each city, followed by price and economy and, finally, some aspect of flavor (table 25). In essence then, the great appeal of canned fruit for pies is its convenience in use and its ready availability, as compared with the flavor and cooking-property appeal of fresh fruits. Or as one homemaker said, "Fresh fruits have a personality that canned fruit doesn't have."

(3) Frozen fruit and prepared fruit mixes.--Because the number of users of each of these fillings is relatively small, only broad statements are possible. For comparative purposes, however, separate data are presented in tabular form in the appendix. As was true of canned fruits, the greatest appeal of both frozen fruit and prepared fruit mixes was their convenience of use. In the case of frozen fruit, flavor was equally important (tables 26 and 27).

(4) Prepared dry mix or pudding.--Here again convenience scored heavily in the minds of the home pie bakers. Around 90 percent of the women who had used a prepared dry mix or pudding mentioned convenience of use when asked why they used this particular type of preparation. Popular phrases were, "it's ready to use and quick and easy to prepare -- don't have to add anything," "it's easy to store and convenient to have on hand," "no danger of spoilage," and so on. Next in importance to the homemaker were cooking properties, economy and flavor -- each of which was mentioned by about one-fourth of the homemakers in each of the cities (table 28).

Favorite dessert.--In addition to learning the respondent's favorite dessert, she was asked, insofar as possible, to indicate the favorite dessert of each member of the household. In considering the results, of

course, the possible effect on the response of asking for such information during a winter month (February) should be kept in mind. According to the replies, pie was the overwhelming favorite of both men and women. Approximately half of the men and women in Dallas selected pie; in both Detroit and Kansas City, the proportion naming pie as the favorite dessert was approximately a third. Ice cream, parfaits, and other frozen desserts were next on the list of favorite desserts, being selected by between 18 and 26 percent of the men and women. Next in order came cake, cookies, and other baked goods; puddings, jello and custards; and fresh, cooked, and canned fruit. In addition to indicating the favorite desserts of both men and women, the question also revealed that men and women in each of the three cities have similar tastes for desserts. For most of the desserts mentioned, the proportion indicating a specific favorite dessert was much the same for both men and women (table 30).

Use of Selected Cherry Products

One of the major objectives of this study was to provide specific information on the use of and opinions about the various forms of cherries used in pie baking.

Who baked cherry pies.--Between 57 and 75 percent of the home pie bakers surveyed had baked at least one cherry pie in the past year. In the main, cherry pie bakers exhibited the same characteristics as all pie bakers. The age of the homemakers, for example, did not appear to affect the extent of cherry pie baking within any one city, although differences did exist, of course, between cities. In similar fashion, the middle- and high-income groups had a larger proportion of cherry pie bakers than did the low-income group, as did medium- and large-size families as compared with the small family. Educationwise, respondents with some high school or college training were more likely to be cherry pie bakers than were those with grammar school training.

Reasons for baking cherry pies.--Among those women who baked cherry pies, "tart, tangy taste" and "cherry flavor" were frequent answers to the question, "Why do you bake red sour cherry pies?" Altogether, between 30 and 65 percent mentioned "tart, tangy taste" as an important attribute, and around 20 percent commented favorably on the "cherry flavor." Another reason given by many homemakers was simply "the family asks for it, we like it." Less frequent, but still important reasons from a marketing and promotional standpoint were "variety, something different," "pretty, looks good to eat, like the red color" and "it's our favorite pie." Then there are those answers which defy classification, such as that given by one respondent who stated, "I'm moody sometimes. I may want a cherry pie one day and a cream pie the next. It's like asking why you eat salt -- sometimes your system needs it!" (table 31).

Reasons for not baking cherry pies.--Homemakers who had not baked a cherry pie within the last year were composed of two groups: Those who had never baked a cherry pie, and those who had baked cherry pies in years previous but did not bake them any more. For the most part, the distinction

was academic, since the same reasons were set forth by homemakers in each group -- namely, a dislike of either the cherry pie or the "sour, bitter taste" of the cherries. Among other reasons mentioned were "I don't bake good cherry pies" and "can't eat tart fruit for health reasons" (tables 32 and 33).

Use and opinions of selected cherry filling.--As expected, canned red sour cherries in water pack were used by more housewives in baking cherry pies than all other cherry products combined. Some 81 percent of the cherry pie baking homemakers interviewed in Detroit, 87 percent in Kansas City, and 95 percent in Dallas, had used canned red sour cherries in baking pies. Between 15 and 20 percent mentioned using a prepared cherry mix. The proportion using frozen cherries for baking cherry pies ranged from 1 percent in Dallas to 18 percent in Kansas City. Use of the syrup-pack canned cherry, on the other hand, was rather constant in all three cities, about 10 percent reporting its use (table 34).

Each homemaker was also asked what she liked or disliked about each of the cherry products mentioned. Since the replies, for the most part, were similar for all the products and because 3 of the 4 products -- frozen cherries, canned cherries in sweet syrup, and prepared cherry mix -- were used by relatively few housewives, the discussion is presented only for canned red sour cherries. Specific data for each product are presented in tabular form in the appendix; however, the reader is urged to exercise caution in using this information (tables 35, 36, 37, and 38).

Among homemakers using the water-pack cherry, flavor was given as one of the more important appeals. Convenience of use also was mentioned by a relatively large proportion of users. Other reasons given were appearance of fruit and favorable cooking properties. On the negative side, relatively few complaints were voiced. Among the more frequently recorded complaints, however, was the problem of fading of the fruit color. Between 29 and 37 percent of those expressing dislikes mentioned some aspect dealing with the appearance of the cherries, such as "color is dull, faded, or too dark" (table 39).

Awareness of can size ^{3/} .--Because of the marked shift of the cherry canning industry to the use of the No. 303 size can and away from the No. 2 size can, respondents were asked several questions about can size in order to get some idea as to consumer awareness of this change.

Specifically, each housewife or homemaker who had baked a cherry pie was asked what size can she had used for the most recent pie. According to the results of the survey, some 60 percent of the cherry pie bakers in both Dallas and Kansas City reported using the No. 2 can. The comparable proportion in Detroit was 30 percent. Between 5 and 12 percent indicated that

^{3/} In addition to the consumer survey on cherry products described here, the Department of Agriculture conducted a merchandising survey at the retail level. A brief discussion of the experiment is presented in the appendix, page 19.

they had used the No. 303 can, whereas some 18 to 35 percent said they did not know can size. An additional 10 percent in both Dallas and Kansas City reported using a size $2\frac{1}{2}$ can (although it is believed this size actually was not available). (Table 40.) A further attempt to pin down the respondents' knowledge of can size was made by asking the homemaker if she had a can of cherries on hand; if so, its size. Unfortunately, only a few (about 1 in 5) had a can of cherries in the house, so that no absolute comparison or check was possible (table 41).

The respondent was also asked if, in her opinion, one can of cherries made an adequate pie filling. In each city, a majority of those using canned cherries in baking a pie (between 53 and 87 percent) were of the opinion that one can of red sour cherries makes an adequate pie filling; between 12 and 33 percent were of the opinion that one can was inadequate (table 42). More than suiting the action to the word, 91 percent of the cherry pie bakers in Dallas, 62 percent in Detroit, and 73 percent in Kansas City had used only one can in baking their most recent cherry pie; between 5 and 20 percent had used more than one can (table 43).

The above information is based on the survey results. Certain factors are apparent, however, which tend to modify rather sharply the obvious conclusions that might be drawn from what has been said -- namely, that since housewives are using substantially more of the No. 2's than the No. 303's, they prefer the No. 2 to the No. 303; thus, it might be inferred that the product should be packed in the No. 2 size only.

Data showing the actual ratio of the No. 303 to No. 2 sales in each of these cities, unfortunately, are not available to either confirm or contradict the findings described. A reading of questionnaires and discussion with respondents and interviewers results in the opinion that many (if not most) of the homemakers were not familiar with any recent changes in can sizes. In fact, the feeling persists that the homemaker answered in terms of the general size of can she was used to finding on the store shelf and with which she has had most experience, rather than in terms of what is currently available. Thus the proportion that reported using the No. 2 can is probably somewhat overstated, whereas that using the No. 303 can is understated.

In addition, the use of the cherry products, although widespread, is still so infrequent on the part of any one homemaker that one might question whether the user, even if aware of and discontent with changes in can size (which is not the case with a majority of the users), is indeed concerned to the extent of reducing or increasing consumption, as the case may be.

The conclusion drawn from this household survey then, appears to be that the consumer, with her present knowledge of can size, cannot be expected to resolve the problem of size (that is, whether the industry should pack cherries in the No. 303 can, the No. 2 can, or both). In another study, using a controlled retail store experiment in the Pittsburgh market, it was found, however, that when the consumer was given equal choice,

actual purchases ran 5 to 4 in favor of the No. 2 can, or about 39 percent more total weight of cherries was sold in No. 2 cans than in No. 303 cans. ^{4/}

General results:

(1) In baking cherry pies, homemakers relied on several sources for their recipes. About 1 in 4 used the recipe on the can. A similar proportion used cookbooks or recipes obtained from relatives or friends (table 44).

(2) The pie-pan size used by most homemakers in baking cherry pie was a 9-inch pan from which 6 servings were obtained (table 45).

(3) Some 80 percent of those interviewed usually baked cherry pies for their families; between 10 and 18 percent baked for guests (table 46).

(4) Some 7 out of 10 housewives in each city baked only one cherry pie at a time (table 47).

(5) When asked their opinions as to the cost of baking a cherry pie, around 90 percent of the homemakers in each city felt that a cherry pie was not expensive to make (table 48).

(6) Changes in the frequency of baking were reported in about one-third of the households. Between 20 and 30 percent of the home pie bakers said they were baking less than in previous years; about 10 to 15 percent were baking pies more often. Changes in family size appeared to be the dominant factor for both groups, followed by taste changes (tables 49, 50, and 51).

Use of Selected Cherry Products for Purposes Other Than Pies

Canned red sour cherries (water pack).--Relatively few of the homemakers interviewed in each city had used canned red sour cherries for some purpose other than as a pie filling. Altogether, only some 14 percent in Detroit and 19 percent in both Dallas and Kansas City had found an alternative use for the water-pack cherry (table 52).

The most frequent reason given for nonuse of the water-pack cherry other than in a pie was simply that there was no use for them or no call for them. This might be interpreted to mean that the homemaker did not or could not think of any alternative uses for this type of cherry product. Many respondents mentioned this fact directly by saying: "Don't know how to use them except in pies," "don't have a recipe calling for them," or "just haven't thought of it -- never think of it except for pies." Such reasons for nonuse indicate that these respondents might be potential users of the water-pack cherry if they were aware of the full range of possibilities of the product. A dislike of cherries in general appeared to be responsible for the nonuse of canned cherries among 4 in 10 of the homemakers who did not use red sour cherries (table 53).

^{4/} See appendix, page 19.

Among those who used cherries for purposes other than pie baking, cobblers and fritters were mentioned most often as the different ways in which canned red sour cherries could be used. Between 37 and 59 percent of the homemakers who had experience with the product had used it for this purpose. Other uses given for the water-pack cherry were as a topping for a pudding or ice cream, in baking cakes, and for use in gelatine desserts and salads (table 54).

As for those homemakers who had used the product in pies, users of canned red sour cherries for other purposes were liberal in their use of such "flavor" words as tart, tangy, spicy, and good, in explaining why they liked the product. Colorful, pretty, and nice red color of the fruit were other important appeals from a promotional standpoint (table 55).^{5/} Ease of preparation and variety were also important to the consumers.

Frozen cherries.--Because of the relatively short period during which frozen cherries have been available to the general consumer, questioning on the alternative uses of frozen cherries was begun by inquiring if the homemaker had heard of the product. The replies to this question bear directly, of course, on the number of women who had used frozen cherries in baking a pie, since a "No" answer at this point (which indicated that the homemakers were not aware of the existence of a frozen cherry product) would also explain their nonuse of the product in the pie baking section.

Awareness of the product varied markedly among the 3 cities. In Dallas, only 19 percent of the homemakers had heard of the product; in Detroit, the comparable figure was 51 percent; and in Kansas City, some 64 percent were aware of the product. Much of this difference between the cities might be due to differing distribution patterns for the product; that is, frozen cherries may have had wider distribution in Kansas City than in Detroit, a fact which was unknown at the time of the survey.

Awareness of the product and use of the product were two different things. Only some 4 percent in Kansas City, and even less in Dallas and Detroit, had used frozen cherries for some purpose other than pies (table 56). Both the relatively low level of awareness and the negligible level of use suggest, therefore, that much remains to be done in acquainting the consumer with frozen red sour cherries.

Many different reasons were obtained from homemakers who had heard of frozen cherries but had not used them. Some of the respondents had not used the product simply because they didn't like cherries for any purpose or they disliked the taste for some reason. From the point of view of expanding consumption of the product, however, such reasons as habit (in this case meaning inertia) and "just haven't -- no reason," which were mentioned by between 7 and 20 percent of the homemakers are perhaps more meaningful and useful in terms of possible action (table 57).

^{5/} Dislikes of the product were mentioned by so few of the respondents as to make the results of questionable value.

Canned red sour cherries in syrup.--Awareness of canned red sour cherries in syrup also varied considerably among the three cities, again suggesting differential exposure to what is a relatively new product. Roughly speaking, out of every 10 homemakers only 2 in Dallas and approximately 4 in Detroit and Kansas City were aware of the product. Looking at the other side of the picture, a majority in all three cities, therefore, reported that they had never heard of the canned sour red cherries in syrup. As with frozen cherries, relatively few (5 percent or less) of the homemakers had used the product for some purpose other than as a pie filling, indicating that here, again, much consumer educational work can be done (table 56).

No one reason was predominant among those given for not using canned red sour cherries packed in syrup for any purpose other than making pies. Some of the reasons mentioned by homemakers included "don't know how to use them except in pie -- don't have a recipe calling for them" (between 4 and 17 percent), or, expressing the same thought in different terms, "just haven't thought of it, never think of it except for pies" (some 3 to 9 percent), and "just haven't" (from 4 to 10 percent). At the other extreme were such phrases as, "don't like cherries for any purpose" and "don't like the taste of cherries -- too sour, bitter, or acid" (table 58).

Purchases of Commercially Prepared Pies

Commercially prepared pies were purchased by about half of the homemakers in each of the three cities. Some 50 percent of the housewives in Dallas, 51 percent in Kansas City, and 55 percent in Detroit said that they had bought at least one pie within the past 12 months (table 5).

Table 5.--Proportion of homemakers purchasing pies, by type purchased and city

Pie purchases, by type	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Total	<u>100</u>	<u>100</u>	<u>100</u>
Bought pies -----	50	55	51
Bought pies	<u>100</u>	<u>100</u>	<u>100</u>
Frozen pies only -----	10	6	15
Bakery pies only -----	69	78	75
Frozen and bakery pies	21	15	10

Of interest, incidentally, is the fact that in the three cities, relatively more homemakers (about 80 percent) baked their own pies in place of buying them, indicating that the art of home pie baking is still very much alive.

Most of the housewives who had used a commercially prepared pie within the past year had purchased only bakery pies (around 7 in 10). Commercially prepared frozen pies had been used exclusively by approximately 1 in 10; and between 1 and 2 homemakers in each 10 had purchased both frozen and bakery pies (table 59).

Reasons for buying pies.--The saving in time was far and away the most important reason in the mind of the homemaker for using a commercially prepared pie rather than baking at home. Between 49 and 57 percent of those buying pies stated that they had no time to bake. In this same vein, around 10 percent of the housewives mentioned such reasons for buying rather than baking as "it's handier," "more convenient, easier, and saves work." Only a relatively few of the responses dealt with such things as flavor or taste (table 60).

Kinds of pies purchased.--Apple pie was the number 1 purchased pie in both Dallas and Detroit, followed by cherry pie. In Kansas City, apple and cherry pie shared the honor of having been bought by more housewives than any other pie. Other pies purchased by fairly large proportions of the homemakers in each city were peach, pineapple, and blueberry among the fruit pies, and coconut, chocolate and lemon among the cream pies (table 61).

A comparison of the housewives baking specific pies with those buying, reveals that the proportion baking cream pies at home far exceeds the proportion buying the same kind of pie (roughly 50 percent as against 10 percent). Conversely, with the exception of apple, cherry, and peach pie (which are the three most popular fruit pies) relatively more homemakers were buying prepared fruit pies than were baking them at home. Whether this indicates the relative ease of baking cream pies as opposed to certain of the fruit pies can only be guessed at; as is also the case in attempting to evaluate the impact of the so-called dry prepared mix or pudding on the home pie baking market.

As with the home-baked pie, apple was considered the favorite purchased pie by a relatively large number of housewives. About 24 percent in Kansas City, 32 percent in Dallas, and 38 percent in Detroit favored apple pie. Cherry pie was selected by proportions ranging from a low of 8 percent in Detroit to 28 percent in Kansas City. In each city, incidentally, the proportion of persons indicating cherry as the family favorite among purchased pies was substantially greater than the proportion selecting cherry as the most popular home-baked pie. Except for apple and cherry, few, if any, of the other kinds of purchased pies could muster any substantial support as the family favorite (table 22). To complete the picture on the most popular pie purchased, almost all of the homemakers indicated that the commercially prepared pie most popular with the family was indeed the one bought most often.

Commercially prepared pies were purchased less than once a month, on the average, by homemakers in each of the cities. In Dallas, for example, the average frequency of purchase of pies was 10 times per year, and in Kansas City it stood at 5 times per year. At the extremes, only some 10 percent of the homemakers used "store boughten" pies as often as once or

more a week; between 37 and 47 percent reported buying pies less than once every other month (table 62). Cherry pie, incidentally, was purchased less than 6 times a year by more than 60 percent of those using a commercially prepared pie, and the proportion buying a cherry pie once a month or more was negligible. Here again, a comparison with the frequency of home pie baking served to illustrate the relative importance of home baking versus purchases of pies. As noted earlier, the average frequency of baking of home pie bakers was around $2\frac{1}{2}$ to 3 times a month, and only about 1 home baker in 6 baked pies less than once a month.

APPENDIX

Results of a Merchandising Experiment for Red Sour Cherries

A matched-lot retail store merchandising experiment was carried out for canned red sour cherries in a sample of 12 stores in Pittsburgh, Pa., from February 21 through May 14, 1955. The purpose of this experiment was to measure degree of consumer response as reflected through sales between can sizes No. 2 and No. 303 at the retail store level when offered under identical conditions. In the experiment, consumers were offered the same brand and quality of cherries in the two different can sizes. Cherries sold in the larger can size (No. 2, 19 oz.) retailed at approximately the same price per ounce as an equivalent quantity sold in the smaller can (No. 303, 17 oz.) with the cherries priced at 2 cans for 55 cents (No. 2) and 2 cans for 49 cents (No. 303) throughout the experiment. Advertising and promotion of cherries during the course of the 12-week experiment were applied equally to both can sizes. Island displays were maintained in all 12 stores for a short time, and when the cherries were moved back on the shelf, two rows each of No. 2 and No. 303 cans were displayed side-by-side in the nonrotational store experiment.

Measured in pounds, 39 percent more cherries were sold in the No. 2 than in the No. 303 can during the experiment. The difference in terms of volume between the two can sizes was statistically significant at the 1 percent probability level. Although No. 2 cans represented less than half of the total red sour cherry pack in consumer sizes in 1954, consumers, when confronted with an unbiased choice in the Pittsburgh market, purchased 5 cans of No. 2's to each 4 cans of No. 303's. This would seem to indicate that the No. 2 can has a definite place in merchandising red sour cherries.

A more detailed discussion of this study may be found in a marketing research report of the U. S. Department of Agriculture entitled "Merchandising of Selected Food Items in Grocery Stores: Canned Red Sour Cherries, Carrots, and Bananas" -- MRR No. 111. Copies of this report may be obtained by writing to the U. S. Department of Agriculture, Washington, D. C.

Sample Design

A sample of 400 dwelling units was selected from the 1954 city directory for Kansas City, Mo., which also included North Kansas City, Mo. First, streets were selected with probabilities proportional to number of households, then a cluster of 4 noncontiguous dwelling units was selected at random from each sample street.

The sample of 488 dwelling units in Dallas, Tex., including the cities of University Park and Highland Park, was selected from the 1954 Dallas city directory using the same sample design as for Kansas City.

The sample of 524 dwelling units in Detroit, Mich., and the suburbs of Highland Park and Hamtramck was selected by using 2 sampling sources. Since only 2 of the 3 volumes for the 1954 Detroit city directory were published at the time of the survey, it was necessary to use census block statistics

and Sanborn maps to select the sample from the unpublished portion of the city directory. A proportional sample was selected from each sample source. The sample design from the city directory was identical with the Kansas City and Dallas designs. The remaining portion of the sample was selected in two stages by first selecting blocks proportional to number of dwellings and then selecting 4 dwelling units at random from each selected block.

Since the proportion of pie bakers in each city was somewhat larger than anticipated, the number of interviews actually taken in each of the cities was only 287 in Kansas City; 361 in Dallas; and 405 in Detroit.

Tables

Table 6.--Proportion of all homemakers who baked or bought pies in the past year, by pie baking activity and city

Pie baking activity	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Baked at home only -----	13	12	11
Baked at home; baked cherry pie -----	31	27	33
Baked at home; baked cherry pie; bought pies	25	24	32
Baked at home; bought pies -----	16	19	8
Bought only -----	9	12	11
Did not bake or buy -----	6	6	5
Total -----	100	100	100
Number of homemakers -	361	405	287

Table 7.--Home pie baking activity during the past year by family size and by city

Pie baking activity	Dallas			Detroit			Kansas City		
	Small (1-2)	Medium (3-4)	Large (5 and over)	Small (1-2)	Medium (3-4)	Large (5 and over)	Small (1-2)	Medium (3-4)	Large (5 and over)
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Baked at home only -----	15	11	10	13	8	16	13	10	10
Baked at home; baked cherry pie -----	27	32	38	23	26	36	28	32	46
Baked at home; baked cherry pie; bought pies -----	17	31	27	19	30	20	28	43	19
Baked at home; bought pies -----	15	16	21	16	20	22	6	7	13
Bought only -----	15	7	2	19	10	4	17	7	8
Did not bake or buy -----	11	3	2	10	6	2	8	1	4
Total -----	100	100	100	100	100	100	100	100	100
Number of home-makers -----	144	157	60	149	156	100	120	114	53

Table 8.--Home pie baking activity during the past year by income group and by city

Pie baking activity	Dallas ^{1/}			Detroit ^{1/}			Kansas City ^{1/}		
	Low	Middle	High	Low	Middle	High	Low	Middle	High
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Baked at home only -----	18	6	11	11	13	10	16	6	8
Baked at home; baked cherry pie -----	19	40	36	22	25	33	30	38	29
Baked at home; baked cherry pie; bought pies -----	23	29	26	18	24	27	27	35	41
Baked at home; bought pies -----	23	15	10	22	24	14	9	7	7
Bought only -----	11	6	10	17	9	9	11	12	12
Did not bake or buy -----	6	4	7	10	5	7	7	2	3
Total -----	100	100	100	100	100	100	100	100	100
Number of home-makers -----	125	112	113	90	140	147	103	91	66

^{1/} Income was not ascertained for 11 respondents in Dallas, 28 respondents in Detroit, and 27 respondents in Kansas City.

Table 9.--Home pie baking activity during the past year, by educational attainment of homemakers and by city

Pie baking activity	Dallas ^{1/}			Detroit ^{1/}			Kansas City ^{1/}		
	None or grammar school	High school	College	None or grammar school	High school	College	None or grammar school	High school	College
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Baked at home only -----	23	10	6	11	12	15	18	10	6
Baked at home; baked cherry pie -----	18	34	38	31	25	26	35	31	33
Baked at home; baked cherry pie; bought pies -----	22	25	26	17	29	18	21	37	37
Baked at home; bought pies -----	23	16	11	16	21	17	10	6	10
Bought only -----	7	10	11	17	8	13	13	11	8
Did not bake or buy -----	7	5	8	8	5	11	3	5	6
Total -----	100	100	100	100	100	100	100	100	100
Number of homemakers -----	86	193	81	118	236	46	71	160	51

^{1/} Education was not ascertained for 1 respondent in Dallas, 5 respondents in Detroit, and 5 respondents in Kansas City.

Table 10.--Home pie baking activity during the past year, by age and by city

Pie baking activity	Dallas		Detroit		Kansas City	
	Under 35 years of age	35 years of age and over	Under 35 years of age	35 years of age and over	Under 35 years of age	35 years of age and over
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Baked at home only -----	12	13	15	11	10	12
Baked at home; baked cherry pie -----	25	34	22	28	34	33
Baked at home; baked cherry pie; bought pies --	31	22	24	24	32	32
Baked at home; bought pies -----	19	15	27	16	9	7
Bought only -----	8	10	9	13	8	13
Did not bake or buy -----	5	6	3	8	7	3
Total -----	100	100	100	100	100	100
Number of home-makers -----	114	247	118	287	109	178

Table 11.--Reasons for baking pies at home, by city

Reasons	Dallas		Detroit		Kansas City	
	Percent	^{1/}	Percent	^{1/}	Percent	^{1/}
Texture of crust -----		57		29		34
Homemade crust is more tender, flaky -----	49		18		24	
Homemade crusts are better, bakery crusts are poor -----	8		11		11	
Flavor -----		52		45		47
Homemade pies have richer, fruitier taste-----	24		7		10	
Homemade pies taste better than bakery pies -----	15		29		24	
Homemade pies taste fresher; bakery pies taste stale -----	8		2		2	
Bakery pies are bland, tasteless, all taste the same -----	6		4		8	
Bakery pies not sweet enough -----	2		2		4	
Bakery pies are too sweet -----	2		2		2	
Cooking properties -----		50		25		39
Can make pies as full as desired, bakery pies mostly pastry -----	23		5		12	
Too much thickening, cornstarch in bakery pies -----	19		8		12	
Homemade pies can be seasoned to taste ---	12		13		17	
Homemade pies are juicier; bakery pies too dry -----	4		1		2	
Use fresh fruit, real eggs, butter in homemade pies -----	1		2		2	
Cost and economy--cheaper to bake than buy -----		16		36		29
Convenience -----		3		4		9
Easier to bake, don't get to store often -	2		2		7	
Quicker to bake than go to store -----	1		2		2	
Other -----		32		37		49
Homemade pies are fresh; bakery pies may be 3 or 4 days old -----	9		8		6	
Know what is in homemade pies, know they are pure -----	8		8		17	
Like to cook, bake -----	4		9		13	
Don't like bought pies -----	3		12		10	
Can bake kind of pie I want, bakery selection limited -----	3		1		2	
Crust of bakery pie smells bad -----	2		--		--	
Homemade pies easier to digest -----	1		--		1	
Can make size pie I want; bakery selection limited -----	^{2/} 3		--		--	
Miscellaneous -----	3		3		3	
Not ascertained or don't know -----		2		5		1
Number of homemakers -----		306		332		242

^{1/} Percentages total more than 100 because some homemakers gave more than 1 reason.
^{2/} Less than 1 percent.

Table 12.--Reasons homemakers gave for not baking pies at home, by city

Reasons	Dallas	Detroit	Kansas City
	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}
Family too small, too much waste --	25	22	24
Eat most meals out -----	25	4	16
Don't have time to bake -----	22	21	18
Health-digestion (on diet, diabetic cannot eat crust) -----	15	14	16
Reducing, don't eat sweets -----	13	5	4
Can't make good pies -----	9	12	24
Too ill or old to bake -----	9	4	2
Receive pies as gifts -----	9	1	9
Don't like pies (general) -----	7	26	20
Cheaper to buy pies -----	5	4	4
Don't have adequate cooking facilities -----	2	7	7
Too much work -----	2	3	9
Not ascertained and don't know ----	2	7	--
Number of homemakers -----	55	73	45

^{1/} Percentages add to more than 100 because some respondents gave more than 1 reason for not baking pies at home.

Table 13.--Proportion of homemakers who baked pies in the past year, by kind of pie and city

Kind of pie	Dallas	Detroit	Kansas City
	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}
Fruit pies -			
Apple -----	83	88	84
Cherry -----	66	57	75
Peach -----	36	32	37
Apricot -----	17	3	5
Blueberry -----	7	26	12
Raisin -----	11	7	18
Pineapple -----	18	14	5
Rhubarb -----	4	10	10
Boysenberry -----	1	--	1
Strawberry -----	6	6	7
Raspberry -----	1	7	2
Blackberry -----	2	4	5
Cream pies -			
Coconut cream -----	44	29	34
Chocolate cream -----	57	39	47
Banana cream -----	27	30	34
Lemon cream -----	57	58	54
Butterscotch cream -----	13	11	21
Lemon meringue -----	13	10	9
Pineapple cream -----	7	3	7
Vanilla cream -----	^{2/} 2	2	2
Pineapple meringue -----	3	--	--
Other pies -			
Pumpkin -----	49	64	71
Mince -----	38	25	30
Custard -----	20	24	24
Pecan -----	36	5	13
Sweet potato -----	11	11	5
Chiffon pies -----	3	3	1
Cheese pie -----	^{2/} 3	3	^{2/}
Miscellaneous fruit pies -----	1	2	1
Miscellaneous cream pies -----	1	1	1
Miscellaneous other pies -----	2	^{2/}	^{2/}
Number of homemakers -----	306	332	242

^{1/} Percentages total to more than 100 because most homemakers baked more than 1 kind of pie.

^{2/} Less than 1 percent.

Table 14.--Number of different kinds of pies baked during the past year by homemakers, by city

Number of different pies baked	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
1 pie -----	4	5	4
2 -----	5	10	6
3 -----	9	11	8
4 -----	14	10	12
5 -----	13	13	17
6 -----	12	16	13
7 -----	12	8	8
8 -----	9	8	9
9 -----	8	8	8
10 or more pies -----	14	11	15
Total -----	100	100	100
Number of home-makers -----	306	332	242

Table 15.---Frequency of baking pies at home, by kind of pie, in Dallas

Frequency of baking	Kind of pie							
	All pies	Apple pie	Cherry pie	Peach pie	Coco-nut pie	Choco-late pie	Lemon pie	Pumpkin pie
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
5 or more times a month -----	24	1	1	--	--	2	1	--
4 - 5 times a month -----	19	3	5	2	3	5	3	1
3 - 4 times a month -----	8	3	1	--	1	3	1	--
2 - 3 times a month -----	15	10	6	6	10	11	10	3
1 - 2 times a month -----	19	25	20	22	23	27	20	5
6 - 12 times a year -----	8	23	17	22	16	15	20	10
Less than 6 times a year -----	7	35	50	48	47	36	44	81
Not ascertained and don't know -----	--	--	--	--	--	1	1	--
Total -----	100	100	100	100	100	100	100	100
Number of home-makers -----	306	252	202	112	135	176	176	152

Table 16.---Frequency of baking pies at home, by kind of pie, in Detroit

Frequency of baking	Kind of pie							
	All pies	Apple pie	Cherry pie	Peach pie	Coco-nut pie	Choco-late pie	Lemon pie	Pumpkin pie
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
5 or more times a month -----	15	2	--	1	--	--	1	--
4 - 5 times a month -----	22	8	3	5	3	3	5	2
3 - 4 times a month -----	4	3	3	--	1	2	--	1
2 - 3 times a month -----	20	18	5	7	10	8	8	3
1 - 2 times a month -----	19	21	12	12	14	15	21	4
6 - 12 times a year -----	10	19	25	18	14	14	23	22
Less than 6 times a year -----	10	28	50	54	56	53	42	65
Not ascertained and don't know -----	--	1	2	3	2	5	1/	3
Total -----	100	100	100	100	100	100	100	100
Number of home-makers -----	332	291	205	106	95	126	196	211

1/ Less than 1 percent.

Table 17.---Frequency of baking pies at home, by kind of pie, in Kansas City

Frequency of baking	Kind of pie							
	All pies	Apple pie	Cherry pie	Peach pie	Coco-nut pie	Choco-late pie	Lemon pie	Pumpkin pie
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
5 or more times a month -----	15	1	1	--	1	--	--	1
4 - 5 times a month -----	22	6	4	3	2	4	3	1
3 - 4 times a month -----	4	2	--	4	4	3	2	1
2 - 3 times a month -----	21	16	14	3	7	8	10	4
1 - 2 times a month -----	17	20	19	14	15	19	17	10
6 - 12 times a year -----	8	17	14	16	24	21	17	21
Less than 6 times a year -----	13	37	46	58	47	45	50	61
Not ascertained and don't know -----	--	1	2	2	--	--	1	1
Total -----	100	100	100	100	100	100	100	100
Number of home-makers -----	242	204	188	88	83	116	131	172

Table 18.---Frequency of baking pies at home by family size, and by city

Frequency of baking	Dallas			Detroit			Kansas City		
	Small (1-2)	Medium (3-4)	Large (5 and over)	Small (1-2)	Medium (3-4)	Large (5 and over)	Small (1-2)	Medium (3-4)	Large (5 and over)
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
5 or more times a month -----	12	30	31	14	14	17	11	15	20
4 - 5 times a month ----	18	18	22	15	26	24	18	25	26
3 - 4 times a month ----	7	7	10	5	4	4	5	3	6
2 - 3 times a month ----	21	11	15	17	20	22	19	24	20
1 - 2 times a month ----	20	20	17	20	20	18	13	21	15
6 - 12 times a year ----	12	7	--	15	8	6	12	7	2
Less than 6 times a year -----	10	7	5	14	8	9	22	5	11
Total -----	100	100	100	100	100	100	100	100	100
Number of home- makers -----	106	142	58	106	132	94	90	105	47
Median frequency -	2.4	3.7	4.1	2.1	2.7	2.8	2.2	2.7	3.3

Table 19.--Frequency of baking pies at home, by income group, and by city

Frequency of baking	Dallas ^{1/}			Detroit ^{1/}			Kansas City ^{1/}		
	Low	Middle	High	Low	Middle	High	Low	Middle	High
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
5 or more times a month -----	18	33	21	12	12	19	17	14	14
4 - 5 times a month -----	23	16	18	21	23	21	20	26	23
3 - 4 times a month -----	5	9	9	23	4	5	5	5	2
2 - 3 times a month -----	14	18	14	3	23	15	14	22	31
1 - 2 times a month -----	22	14	21	20	19	23	15	19	16
6 - 12 times a year -----	6	6	11	14	9	6	9	9	7
Less than 6 times a year -----	12	4	6	7	10	11	20	5	7
Total -----	100	100	100	100	100	100	100	100	100
Number of home-makers -----	103	101	94	66	120	123	85	78	56
Median frequency --	2.7	3.9	2.9	3.3	2.5	2.7	2.4	2.8	2.6

^{1/} Income was not ascertained for 8 respondents in Dallas, 23 respondents in Detroit, and 23 respondents in Kansas City.

Table 20.--Number of pies baked at any one time, by city

Number baked	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
1 -----	56	48	53
2 -----	36	36	36
3 -----	6	11	9
4 -----	1	4	1
5 and over -----	1	1	1
Not ascertained -----	--	--	<u>1/</u>
Total -----	100	100	100
Number of home-makers -----	306	332	242

1/ Less than 1 percent.

Table 21.--Number of pies baked at one time, by family size, and by city

Number	Dallas			Detroit			Kansas City		
	Small (1-2)	Medium (3-4)	Large (5 and over)	Small (1-2)	Medium (3-4)	Large (5 and over)	Small (1-2)	Medium (3-4)	Large (5 and over)
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
1 -----	68	61	26	74	41	28	78	49	15
2 -----	30	32	55	21	42	47	18	47	47
3 -----	2	6	12	2	14	15	2	4	32
4 -----	--	1	4	3	2	7	--	--	4
5 and over -----	--	--	3	--	1	3	1	--	2
Not ascertained -----	--	--	--	--	--	--	1	--	--
Total -----	100	100	100	100	100	100	100	100	100
Number of home- makers -----	106	142	58	106	132	94	90	105	47

Table 22.--Most popular pies of home bakers and purchasers, by city

Pies	Dallas		Detroit		Kansas City	
	Bakers	Pur-chasers	Bakers	Pur-chasers	Bakers	Pur-chasers
	<u>Percent</u>		<u>Percent</u>		<u>Percent</u>	
Apple -----	28	32	45	38	25	24
Chocolate -----	17	4	5	5	7	--
Lemon -----	11	1	8	5	9	1
Cherry -----	9	16	4	8	19	28
Coconut -----	5	2	2	3	4	1
Peach -----	2	2	3	1	3	8
Number of home-makers -----	306	182	332	223	242	146

Table 23.--Proportion of homemakers who used each type of filling for baking pies at home, by city

Type of filling used	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
<u>For fruit pies</u>			
Fresh or dried fruit ---	60	86	82
Frozen fruit -----	7	9	14
Prepared fruit filling -	10	12	11
Canned fruit -----	84	67	74
<u>For cream and other pies</u>			
Prepared dry mix or pudding -----	23	50	48
Other ingredients--own preparation -----	94	85	91
Number of cases -----	306	332	242

Table 24.--Reasons given for using fresh or dried fruit in home pie paking, by city

Reasons	Dallas	Detroit	Kansas City
	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}
Flavor -----	77	69	80
Good fruit flavor, not artificial, true flavor -----	49	26	37
Good, better, superior flavor -----	24	33	30
Tart, tangy flavor -----	7	9	8
Not flat, bland, tasteless -----	2	3	9
Sweet taste, sweeter than other -----	--	1	2
Health--better for you, more vitamins -----	25	8	10
Cooking properties -----	16	30	20
Firmer, retains shape, doesn't cook up -----	8	13	10
Juicier -----	5	8	9
Can season to taste -----	5	7	3
Fresh, more tender than others -----	--	1	1
Always turns out right -----	--	1	--
Price and economy -----	16	17	11
Cheaper, just as cheap as other types -----	13	14	10
Fresh goes further -----	2	3	2
No waste, not as much waste -----	1	--	--
Availability -----	15	3	6
Not available in any other form -----	10	1	1
Available year round -----	4	1	1
Grow, can own, receive as gifts -----	1	2	4
Convenience -----	9	1	3
Easy to prepare, no trouble -----	4	--	1
Easy to store, convenient to have on hand ---	3	--	1
Quick to prepare, saves time -----	2	1	1
Appearance -----	2	4	3
Nice color, good color, better color -----	2	3	3
Good appearance -----	1	1	--
Other -----	10	15	16
Mother used them, mother taught me how to cook -----	3	3	5
Habit, always used them -----	2	5	2
Just like it; think it's good -----	2	3	--
Know what is in it, purer -----	1	1	3
Miscellaneous -----	2	3	6
Not ascertained or don't know -----	1	4	2
Number of homemakers -----	182	289	197

^{1/} Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some homemakers gave more than 1 reason.

Table 25.--Reasons given for using canned fruit in home pie baking, by city

Reasons	Dallas		Detroit		Kansas City	
	Percent	<u>1/</u>	Percent	<u>1/</u>	Percent	<u>1/</u>
Convenience -----		80		64		72
Quick to prepare, saves time -----	33		21		31	
Ready to use (pitted, peeled, etc.) -----	23		26		20	
Easy to store, no danger of spoilage ----	22		8		20	
Easy to prepare, simple -----	21		18		16	
Always same amount in a can; enough for a full pie -----	2		1		1	
Availability -----		44		42		44
Available year round; fresh not avail- able -----	40		41		44	
Not available in any other form -----	4		<u>2/</u>		--	
Price and economy -----		34		20		24
Cheaper, just as cheap as others -----	24		18		22	
No waste, not as much waste -----	10		1		1	
Cheaper, don't have to add as much sugar-	<u>2/</u>		1		1	
Flavor -----		30		22		8
Good, better, superior flavor -----	15		12		3	
Good fruit flavor, not artificial -----	9		3		4	
Tart, tangy flavor -----	5		3		1	
Sweet taste, sweeter than other -----	1		3		1	
Good as homemade, tastes like homemade --	1		<u>2/</u>		--	
Not bland, flat, tasteless -----	--		1		--	
Cooking properties -----		9		10		5
Can season to taste (add spices, sugar, etc.) -----	3		4		2	
Juicier -----	3		1		1	
Firmer, retains shape, doesn't cook up --	2		4		1	
Always turns out right -----	2		1		1	
Appearance -----		5		7		1
Nice color, bright color, better color --	4		6		1	
Uniform size -----	<u>2/</u>		--		1	
Good appearance -----	<u>2/</u>		<u>2/</u>		--	
Other -----		17		6		6
Health--better for you, more vitamins ---	9		--		1	
Don't know how to use anything else ----	3		2		1	
Quality doesn't vary from can to can; dependable -----	2		--		1	
Better than own preparation -----	1		<u>2/</u>		1	
Wanted to try it, to try recipe -----	<u>2/</u>		1		1	
Just like it; think it's good -----	<u>2/</u>		1		1	
Habit; always use it -----	<u>2/</u>		--		1	
Miscellaneous -----	1		1		1	
Not ascertained or don't know -----		1		3		1
Number of homemakers -----		255		225		178

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some homemakers gave more than 1 reason.

2/ Less than 1 percent.

Table 26.--Reasons given for using frozen fruit in home pie baking, by city

Reasons	Dallas	Detroit	Kansas City
	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}
Convenience -----	55	28	52
Ready to use, don't have to add anything -----	30	16	21
Quick to prepare, saves time -----	20	6	9
Easy to store, convenient to have on hand -----	10	3	15
Easy to prepare, no trouble -----	5	6	9
Always same amount in can, enough for a full pie -----	--	--	3
Available year round -----	50	16	18
Flavor -----	25	44	58
Flavor not artificial, tastes more like fresh fruit -----	20	28	45
Good, better, superior flavor -----	5	3	3
Tart, tangy flavor -----	--	6	--
Sweet taste, sweeter than other -----	--	3	9
Not flat, bland, tasteless -----	--	3	3
Good as homemade, tastes like homemade -----	--	3	--
Appearance-nice color, better color-----	--	13	6
Price and economy -----	--	9	18
No waste, not as much waste -----	--	6	3
Cheaper, just as cheap as other types -----	--	3	12
Cheaper, don't have to add (as much) sugar -----	--	--	3
Cooking properties -----	--	9	3
Firmer, retains shape, doesn't cook up -----	--	6	3
Can season to taste -----	--	3	--
Other -----	15	12	6
Don't know how to use anything else -----	10	--	--
Wanted to try it, to try recipe -----	5	6	3
Miscellaneous -----	--	6	--
Not ascertained or don't know -----	--	3	--
Number of homemakers -----	20	32	33

^{1/} Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some homemakers gave more than 1 reason.

Table 27.--Reasons given for using a prepared fruit filling in home pie baking, by city

Reasons	Dallas		Detroit		Kansas City	
	Percent	1/	Percent	1/	Percent	1/
Convenience -----		84		64		78
Quick to prepare, saves time ----	55		28		44	
Ready to use, don't have to add anything -----	23		26		30	
Easy to prepare, no trouble ----	16		15		11	
Easy to store, no danger of spoilage -----	3		--		7	
Flavor -----		39		18		7
Good, better, superior flavor ---	23		10		--	
Good fruit flavor, not artificial	6		5		4	
Tart, tangy flavor -----	6		--		--	
Good as homemade, tastes like homemade -----	3		3		--	
Sweet taste, sweeter than other -	3		--		4	
Appearance--nice color, better color -----		16		--		--
Price and economy -----		10		13		7
Cheaper, just as cheap as other types -----	10		3		--	
No waste, not as much waste ----	--		8		--	
Cheaper, don't have to add sugar-	--		3		7	
Cooking properties -----		10		5		11
Foolproof, always comes out right -----	10		5		7	
Can season to taste, add spices, etc. -----	--		--		4	
Available year round -----		6		8		15
Other -----		16		15		11
Better than own preparation ----	16		3		4	
Wanted to try it -----	--		10		4	
Don't know how to make own preparation -----	--		--		4	
Miscellaneous -----	--		3		--	
Not ascertained or don't know -----		3		10		4
Number of homemakers -----		31		39		27

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some homemakers gave more than 1 reason.

Table 28.--Reasons given for using a prepared dry mix or pudding in home pie baking, by city

Reasons	Dallas		Detroit		Kansas City	
	Percent ^{1/}		Percent ^{1/}		Percent ^{1/}	
Convenience -----	92		87		87	
Quick to prepare, saves time -----	62		60		63	
Easy to prepare, no trouble -----	17		20		15	
Ready to use, don't have to add anything -----	17		13		16	
Easy to store, convenient to have on hand -----	3		2		6	
Always same amount in package; enough for a full pie -----	1		--		--	
Flavor -----	27		17		14	
Good, better, superior flavor ----	14		9		6	
Good as homemade; tastes like homemade -----	11		7		8	
True flavor; not artificial ----	1		1		--	
Tart, tangy flavor -----	1		1		--	
Price and economy -----	25		20		14	
Cheaper, just as cheap as other types -----	21		15		9	
Cheaper, don't have to add sugar -	3		5		5	
No waste, not as much waste -----	1		--		--	
Cooking properties -----	24		23		17	
Foolproof, always turns out right, always smooth -----	21		23		16	
Can season to taste (add sugar, spices, etc.) -----	3		--		2	
Not available in any other form -----	1		--		--	
Appearance--nice color, good color -----	--		1		--	
Other -----	14		9		16	
Better than own preparation -----	10		3		13	
Don't know how to make own pre- paration -----	1		3		2	
Wanted to try it -----	--		1		2	
Health--better for you, more vitamins -----	--		1		--	
Habit, always use them -----	--		1		--	
Miscellaneous -----	3		1		--	
Not ascertained or don't know -----	3		4		2	
Number of homemakers -----	71		168		116	

^{1/} Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some homemakers gave more than 1 reason.

Table 29.--Selected favorite pies of all family members, by sex, age, and city

City and kind of pie	Percent distribution ^{1/}									
	Male					Female				
	Total	Under 13	13-19	20-34	35 and over	Total	Under 13	13-19	20-34	35 and over
Dallas:										
Apple -----	21	12	18	21	26	16	5	9	17	22
Chocolate cream -----	20	38	25	18	10	19	37	33	19	9
Cherry -----	10	11	17	4	9	13	18	9	11	13
Lemon cream -----	10	7	12	8	13	13	5	21	9	16
Coconut cream -----	6	6	2	10	5	6	3	5	9	5
Pumpkin -----	3	2	2	4	4	2	3	--	2	3
Peach -----	2	1	--	2	2	2	1	3	2	2
Banana Cream -----	1	1	--	3	1	2	3	2	2	1
Number of persons --	506	128	51	103	224	547	106	43	130	268
Detroit:										
Apple -----	33	23	27	31	39	29	23	19	30	32
Chocolate cream -----	6	10	7	7	3	6	9	9	5	4
Cherry -----	9	7	7	12	8	8	7	16	6	7
Lemon cream -----	8	8	10	5	8	15	12	19	11	17
Coconut cream -----	2	1	3	1	3	4	4	1	4	3
Pumpkin -----	4	8	7	1	3	5	9	6	5	3
Peach -----	1	1	2	1	1	2	4	1	3	2
Banana cream -----	3	2	5	4	3	3	2	2	4	3
Number of persons --	630	148	60	138	284	693	143	70	158	322
Kansas City:										
Apple -----	22	14	16	20	28	15	4	21	11	22
Chocolate cream -----	8	16	3	6	6	9	9	9	15	4
Cherry -----	21	18	28	20	21	23	29	12	22	23
Lemon cream -----	6	8	--	8	4	9	7	5	9	10
Coconut cream -----	4	3	3	10	3	4	1	5	6	4
Pumpkin -----	7	9	11	5	6	5	6	7	8	2
Peach -----	1	--	3	--	2	3	4	7	1	2
Banana cream -----	5	8	5	6	2	3	5	5	3	1
Number of persons--	337	86	36	84	181	435	83	43	120	189

^{1/} As a proportion of all persons in the age group.

Table 30.--Favorite dessert of all family members by age, sex, and city

City and favorite dessert	Percent distribution									
	Male					Female				
	Total	Under 13	13-19	20-34	35 and over	Total	Under 13	13-19	20-34	35 and over
Dallas:										
Pie -----	54	44	47	55	60	53	48	51	61	50
Ice cream, parfaits	26	42	31	17	19	23	34	21	18	22
Cake, cookies -----	14	11	20	20	13	13	8	19	15	13
Pudding, jello, custard -----	3	1	--	4	6	7	8	2	4	8
Fruit (fresh, cooked, canned) --	2	1	2	3	1	3	2	7	2	4
Miscellaneous -----	--	--	--	--	--	1/3	--	--	--	1/3
No favorite dessert	1	1	--	1	1	1	--	--	--	3
Total -----	100	100	100	100	100	100	100	100	100	100
Number of persons -----	506	128	51	103	224	547	106	43	130	268
Detroit:										
Pie -----	36	22	34	41	41	31	18	30	33	35
Ice cream, parfaits	18	31	18	12	14	18	30	19	11	15
Cake, cookies -----	15	24	17	14	11	19	28	20	20	15
Pudding, jello, custard -----	11	13	3	12	11	13	13	11	17	12
Fruit (fresh, cooked, canned) --	8	3	10	9	9	10	7	7	11	11
Miscellaneous -----	1/12	--	--	--	1	1/9	--	--	--	1
No favorite dessert	12	7	18	12	13	9	4	13	8	11
Total -----	100	100	100	100	100	100	100	100	100	100
Number of persons -----	630	148	60	138	284	693	143	70	158	322
Kansas City:										
Pie -----	35	13	31	40	44	33	22	39	36	34
Ice cream, parfaits	20	35	14	15	17	20	29	7	17	21
Cake, cookies -----	21	24	36	24	15	20	22	19	28	15
Pudding, jello, custard -----	6	8	5	4	5	11	14	12	8	10
Fruit (fresh, cooked, canned) --	6	7	--	4	7	6	2	5	4	8
Miscellaneous -----	1/12	--	--	--	1	1	1	2	--	2
No favorite dessert	12	13	14	13	11	9	10	16	7	10
Total -----	100	100	100	100	100	100	100	100	100	100
Number of persons -----	387	86	36	84	181	435	83	43	120	189

1/ Less than 1 percent.

Table 31.--Reasons homemakers gave for baking cherry pies, by city

Reasons	Dallas	Detroit	Kansas City
	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}
Like tart, tangy taste -----	65	30	45
Family asks for it -----	27	39	48
Looks good to eat, like red color -----	23	9	11
Easy, quick to prepare -----	21	5	9
Variety, something different -----	18	26	13
Like cherry flavor, like cherries -----	15	23	22
Favorite pie -----	15	10	21
Inexpensive, economical to serve -----	13	1	1
Good for diet, good for health, has vitamins -----	9	1	2
Like sweet-tart taste -----	4	8	7
Have cherry tree, can own cherries -----	1	8	4
Like juicy pies -----	1	2	3
Miscellaneous -----	1	1	2
Not ascertained and don't know -----	<u>2/</u>	3	1
Number of cherry pie bakers -----	202	205	188

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

^{2/} Less than 1 percent.

Table 32.--Reasons for never baking a red sour cherry pie, by city

Reasons	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Don't like cherry pie, don't like taste of cherries ----	40	36	24
Don't like taste of cherries, too sour, bitter, acid ----	38	42	43
Don't know how; not a good cook -----	7	5	14
Health--digestion (can't eat tart fruit) -----	5	4	5
Use only fresh fruit, fresh cherries not available ----	3	--	--
Too expensive; don't have much money -----	3	--	--
Don't have time -----	--	3	--
Miscellaneous -----	2	4	9
Not ascertained or don't know -----	2	6	5
Total -----	100	100	100
Number of home-makers -----	58	77	21

Table 33.--Reasons given by former cherry pie bakers for not baking cherry pie any more, by city

Reasons	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Don't like cherry pie -----	26	17	26
Cherries taste too sour, bitter -	24	26	17
Can't make good cherry pie -----	11	8	6
Too expensive -----	5	2	3
Cream pies easier to make -----	5	--	--
Health--digestion (can't eat tart fruit -----	4	13	9
Use only fresh fruit -----	4	7	6
Don't have time -----	4	4	6
Canned cherries are dull in color -----	4	--	--
Prefer cobbler -----	4	--	--
Family smaller, don't bake much now -----	2	8	3
Got tired of it -----	2	2	6
Don't like sweets, don't eat desserts -----	2	--	6
Dieting, trying to keep weight down -----	--	4	--
Miscellaneous -----	--	5	3
Not ascertained and don't know --	3	4	9
Total -----	100	100	100
Number of homemakers -----	54	53	34

Table 34.--Cherry pie bakers who used each type of filling in baking cherry pie, by city

Type of filling used	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Prepared cherry mix -----	20	15	14
Canned sour red cherries -----	95	81	87
Frozen red cherries -----	1	8	18
Canned sour red cherries in syrup	10	12	11
Number of cherry pie bakers -----	202	205	188

Table 35.--Reasons given for liking canned sour red cherries, by city

Reasons	Dallas		Detroit		Kansas City	
	Percent	1/	Percent	1/	Percent	1/
Flavor -----		62		36		41
Tart, tangy flavor -----	42		14		15	
Good, better, superior flavor -----	13		19		14	
Good cherry flavor, not artificial -----	8		4		13	
Sweet taste, sweeter than others -----	1		--		1	
Convenience -----		35		52		35
Easy to prepare, no trouble -----	14		15		15	
Quick to prepare, saves time -----	12		7		4	
Easy to store, no danger of spoilage -----	7		2		6	
Ready to use, already pitted -----	5		31		13	
Appearance -----		29		11		12
Nice color, good red color, bright color -	25		8		7	
Pretty, nice appearance, looks good -----	4		4		1	
Cherries are uniform size -----	2		2		4	
Not marked, no black specks, spots -----	--		--		2	
Price economy -----		15		8		11
Cheaper, just as cheap as other types ----	13		5		7	
Get more cherries, enough for pie -----	2		2		4	
No waste, not as much waste -----	1		1		1	
Cooking properties -----		12		17		32
Can season to taste, can thicken to taste-	8		13		24	
Juicy, makes juicier pie -----	3		1		4	
Firmer, retains shape, doesn't cook up ---	2		2		5	
Pie always turns out right -----	--		1		1	
Available year round, fresh not available --		5		7		10
Other -----		13		8		9
Health, better for you, more vitamins ----	5		--		1	
Just like them, family likes them -----	3		4		5	
Use for variety -----	2		--		--	
Habit, always use them -----	1		1		1	
Mother used them, learned to cook from mother -----	1		1		--	
Only thing I know how to use -----	1		1		--	
Doesn't vary from can to can, dependable -	1		--		1	
Miscellaneous -----	1		1		1	
Nothing liked -----		4		3		1
Not ascertained or don't know -----		1		4		1
Number of homemakers -----		191		166		164

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some homemakers gave more than 1 reason.

Table 36.--Reasons given for liking frozen red cherries, by city

Reasons	Dallas	Detroit	Kansas City
	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}
Flavor -----	100	41	76
True flavor, tastes like fresh cherries -----	100	29	56
Good, better, superior flavor ----	--	6	12
Tart, tangy flavor -----	--	6	6
Sweet taste, sweeter than others -	--	--	3
Available year round, fresh not available -----	33	--	6
Appearance -----	--	35	24
Good red color, bright color ----	--	29	21
Cherries are uniform size -----	--	12	3
Pretty, nice appearance, looks good -----	--	6	3
Convenience -----	--	29	32
Ready to use, already pitted ----	--	24	3
Already sweetened, don't have to add sugar -----	--	12	15
Easy to store, convenient to have on hand -----	--	6	3
Easy to prepare, no trouble -----	--	--	15
Quick to prepare, saves time ----	--	--	6
Price and economy -----	--	12	9
Cheaper, just as cheap as other types -----	--	6	6
Get more cherries for a pie -----	--	6	6
Cooking properties--firmer, retains shape, doesn't cook up -----	--	6	9
Other -----	33	6	3
Health, better for you, more vitamins -----	33	--	--
Just like them, family likes them	--	6	3
Nothing liked -----	--	12	3
Number of homemakers -----	3	17	34

^{1/} Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some homemakers gave more than 1 reason.

Table 37.--Reasons given for liking a prepared cherry pie mix, by city

Reasons	Dallas		Detroit		Kansas City	
	Percent ^{1/}		Percent ^{1/}		Percent ^{1/}	
Convenience -----	83		81		85	
Ready to use, don't have to add anything -----	34		48		41	
Quick to prepare, saves time -----	32		26		26	
Easy to prepare, no trouble -----	24		16		22	
Already sweetened, don't have to add sugar -----	3		10		4	
Flavor -----	27		26		11	
Good, better, superior flavor -----	10		13		7	
Tart, tangy flavor -----	7		3		--	
Tastes like fresh cherries, not artificial -----	7		--		--	
Sweet taste, sweeter than others ---	2		10		4	
Appearance -----	19		3		7	
Good red color, bright color -----	17		3		4	
Cherries are uniform size -----	2		--		4	
Cooking properties -----	17		6		--	
Foolproof, always comes out right --	15		6		--	
Cherries retain shape, firmer -----	2		3		--	
Price and economy -----	7		3		4	
Cheaper, just as cheap as other types -----	7		3		--	
Cheaper, don't have to add sugar ---	--		--		4	
Other -----	9		16		--	
Better than own preparation -----	7		--		--	
Doesn't vary from can to can, dependable -----	2		--		--	
Don't know how to make own preparation -----	--		10		--	
Use for variety -----	--		3		--	
Miscellaneous -----	--		3		--	
Nothing liked -----	10		10		11	
Not ascertained or don't know -----	--		3		4	
Number of homemakers -----	41		31		27	

^{1/} Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some homemakers gave more than 1 reason.

Table 38.--Reasons given for liking canned sour red cherries in syrup, by city

Reasons	Dallas	Detroit	Kansas City
	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}
Convenience -----	65	42	67
Already sweetened, don't have to add as much sugar -----	55	34	52
Ready to use, already pitted -----	5	4	--
Easy to prepare, no trouble -----	5	--	14
Quick to prepare, saves time -----	--	4	10
Flavor -----	20	37	10
Tart, tangy flavor -----	10	4	10
Good, better, superior flavor -----	5	17	--
Sweet taste, sweeter than others --	5	4	--
Good cherry flavor, not artificial--	--	8	--
Syrup gives better flavor to crusts	--	4	--
Appearance--good red color, bright color -----	15	8	10
Cooking properties -----	5	17	14
Juicy, makes juicier pie -----	5	--	5
Firmer, retains shape, doesn't cook up -----	--	9	--
Can season to taste -----	--	4	5
Pie always turns out right -----	--	4	5
Price and economy -----	5	4	5
Cheaper, don't have to add as much sugar -----	5	4	--
Cheaper, just as cheap as other types -----	--	--	5
Available year round, fresh not available -----	--	17	10
Just like them, family likes them -----	5	--	5
Nothing liked -----	--	4	--
Not ascertained or don't know -----	10	4	10
Number of homemakers -----	20	24	21

^{1/} Percentages (left column) add to more than their subtotals (right column) and these add to more than 100 because some homemakers gave more than 1 reason.

Table 39.--Reasons for disliking cherry products for pie filling, by type of product, and city

Reasons	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
<u>Canned sour red cherries:</u> ^{1/}			
Dislike appearance -----	32	29	37
Dislike cooking properties -----	30	18	14
Dislike flavor -----	17	20	24
Inconvenient to use -----	14	12	10
Expense -----	10	24	17
Other dislikes -----	21	10	15
Not ascertained or don't know ---	--	4	3
Number of homemakers -----	63	51	59
<u>Prepared cherry mix:</u>			
Dislike flavor -----	48	46	64
Expense -----	29	16	18
Dislike cooking properties -----	9	23	--
Other dislikes -----	14	15	9
Not ascertained or don't know ---	--	--	9
Number of homemakers -----	21	13	11
<u>Frozen red cherries:</u>			
Inconvenient to use -----	100	--	--
Expense -----	--	29	41
Dislike flavor -----	--	29	17
Dislike cooking properties -----	--	14	17
Dislike appearance -----	--	14	--
Not ascertained or don't know ---	--	14	25
Number of homemakers -----	1	7	12
<u>Canned sour red cherries in syrup:</u>			
Dislike flavor -----	50	17	37
Expense -----	25	--	27
Inconvenient to use -----	25	--	9
Dislike cooking properties -----	--	83	9
Not ascertained or don't know ---	--	--	18
Number of homemakers -----	4	6	11

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

Table 40.--Can size used by cherry pie bakers in baking most recent pie, by city

Size of can used	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
303 -----	5	12	10
2 -----	62	30	57
2 $\frac{1}{2}$ -----	10	2	11
Miscellaneous -----	1	2	--
Don't know -----	19	35	18
Not applicable -----	3	19	4
 Total -----	 100	 100	 100
 Number of cherry pie bakers -----	 202	 205	 188

Table 41.--Homemakers having cans of cherries on hand, by size of can, and city

Can on hand, by size	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Had can of cherries on hand -----	28	14	28
Size on hand: No. 303 -----	7	6	6
No. 2 -----	19	6	19
No. 2 $\frac{1}{2}$ -----	2	1	3
Miscellaneous -----	<u>1/</u>	1	--
Did not have a can on hand -----	72	86	72
 Total -----	 100	 100	 100
 Number of home- makers -----	 202	 205	 188

1/ Less than 1 percent.

Table 42.--Homemakers opinions on the adequacy of the pie filling made from one can of cherries, by city

Adequacy	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
1 can makes an adequate pie -	87	53	65
1 can does not make an adequate pie -----	12	33	30
Not ascertained or don't know -----	1	14	5
Total -----	100	100	100
Number of homemakers ----	202	205	188

Table 43.--Number of cans used in baking a cherry pie, by city

Number	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Less than 1 can -----	3	--	1
1 can -----	91	62	73
1½ cans -----	4	7	9
2 cans -----	1	14	11
More than 2 cans -----	--	1	1/
Not ascertained and don't know -----	1	16	6
Total -----	100	100	100
Number of homemakers ----	202	205	188

1/ Less than 1 percent.

Table 44.--Homemakers source of recipe for cherry pie, by city

Source of recipe	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Recipe on can of cherries ---	32	27	24
Cookbook -----	27	21	22
Homemakers own recipe -----	19	22	20
Mother, grandmother, mother-in-law -----	12	17	27
Friend, neighbor -----	3	5	4
Newspaper, magazine -----	3	4	1
Miscellaneous -----	--	--	1
Not ascertained -----	4	4	1
Total -----	100	100	100
Number of homemakers ---	202	205	188

Table 45.--Size of pan used in baking cherry pies, by number of servings obtained, by city

Number of servings	Dallas				Detroit				Kansas City			
	7 inches and under	8 inches	9 inches	10 inches and over	7 inches and under	8 inches	9 inches	10 inches and over	7 inches and under	8 inches	9 inches	10 inches and over
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
4 -----	25	4	3	--	31	14	3	9	50	21	10	11
5 -----	25	20	4	11	23	15	12	--	--	27	20	--
6 -----	38	70	85	67	46	62	69	55	50	45	63	45
7 and over -----	12	6	7	22	--	8	15	27	--	5	7	44
Not ascertained or don't know -----	--	--	1	--	--	1	1	9	--	2	--	--
Total -----	100	100	100	100	100	100	100	100	100	100	100	100
Number of home-makers -----	7	38	150	7	11	62	122	10	9	50	121	8

Table 46.--Persons for whom cherry pies are baked, by city

Cherry pies baked for:	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Guests -----	17	10	18
Family -----	79	83	74
Both -----	3	7	8
Not ascertained -----	1	--	--
Total -----	100	100	100
Number of homemakers --	202	205	188

Table 47.--Number of cherry pies baked at one time, by city

Number	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
One -----	75	68	64
Two -----	20	23	30
Three -----	2	4	2
Four -----	2	2	2
More than 4 -----	--	1	1
Not ascertained -----	1	2	1
Total -----	100	100	100
Number of homemakers --	202	205	188

Table 48.--Homemakers opinions on the expense of baking cherry pie, by city

Opinion expressed	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Cherry pie is expensive to bake -----	5	7	6
Cherry pie is not expensive to bake -----	94	88	93
Not ascertained or don't know -----	1	5	1
Total -----	100	100	100
Number of homemakers ----	249	255	221

Table 49.--Changes in frequency of baking cherry pies 1954 - 1953, by city

Changes in frequency of baking cherry pies	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Bakes more often -----	11	9	16
Bakes less often -----	20	23	31
Bakes the same -----	68	68	53
Not ascertained -----	1	--	--
Total -----	100	100	100
Number of homemakers ----	202	205	188

Table 50.--Reasons for baking cherry pie more frequently, by city

Reasons	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Family larger, children older -	45	33	31
Tastes have changed, like cherry pie now -----	31	11	10
Learned to bake recently -----	9	--	17
More time to bake, not working now -----	5	17	24
Receive cherries as gifts, can get fresh cherries now --	--	17	4
Entertain more now -----	--	6	--
Cherry products have improved in flavor, ease of use -----	--	5	6
Pack more lunches now -----	--	--	4
Miscellaneous -----	5	--	--
Not ascertained or don't know -	5	11	4
Total -----	100	100	100
Number of homemakers -----	22	18	29

Table 51.--Reasons for baking cherry pie less frequently, by city

Reasons	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Family smaller -----	27	33	31
Less time to bake -----	22	15	20
Tastes have changed -----	17	21	24
Reducing, don't eat sweets ----	12	11	7
Health reasons, restricted diet -----	7	2	7
Too expensive now -----	3	6	3
Haven't thought about it -----	--	2	3
Miscellaneous -----	9	6	2
Not ascertained or don't know -	3	4	3
Total -----	100	100	100
Number of homemakers -----	41	48	59

Table 52.--Extent of use of canned sour red cherries other than in a pie, by city

Use or nonuse	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Used canned sour red cherries -	19	14	19
Did not use canned sour red cherries -----	81	85	81
Not ascertained or don't know -----	--	1	--
Total -----	100	100	100
Number of homemakers -----	361	405	287

Table 53.--Reasons for not using canned sour red cherries other than in a pie, by city

Reasons	Dallas	Detroit	Kansas City
	<u>Percent</u> ^{1/}	<u>Percent</u> ^{1/}	<u>Percent</u> ^{1/}
No use for them, no call for them -----	24	33	27
Don't know how to use them except in pie; no recipe for them -----	24	8	20
Cherries too sour, bitter, acid -----	20	21	10
Don't like cherries for any purpose -----	13	12	8
Just hadn't thought of it; never think of cherries except for pie -----	8	3	10
Don't like cherries except in pie -----	5	8	12
Health--digestion (can't eat tart fruit) -----	4	3	3
Don't have time -----	4	2	^{2/}
Too expensive, don't have much money -----	3	1	4
Prefer fresh fruit; use only fresh fruit -----	1	3	2
Prefer mix; mix is easier to use -----	1	--	--
Have fruit tree, can own ----	--	3	6
Miscellaneous -----	2	2	4
Not ascertained or don't know -----	^{2/}	6	1
Number of homemakers ----	292	346	231

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

^{2/} Less than 1 percent.

Table 54.--Selected uses of canned sour red cherries reported by homemakers, by city

Uses	Dallas	Detroit	Kansas City
	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}
Cobblers, fritters -----	59	37	38
Salads -----	19	7	16
Jello, puddings -----	12	5	16
Preserves, jam -----	10	5	7
Cakes -----	7	25	16
Topping for pudding, ice cream -----	4	27	20
Eat as fruit -----	3	5	16
In beverages -----	1	4	--
Miscellaneous -----	--	2	2
Not ascertained -----	--	2	--
Number of homemakers ----	69	56	55

^{1/} Percentages add to more than 100 because some homemakers gave more than 1 use.

Table 55.--Reasons for use of canned sour red cherries for desserts other than pie, by city

Reasons	Dallas	Detroit	Kansas City
	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}
Tart, tangy, spicy flavor --	38	18	24
Colorful, pretty, nice red color -----	25	11	18
Tastes good, like flavor ---	23	14	16
Easy to prepare, no trouble-	10	12	9
Gives variety to deserts ---	7	16	13
Recipe called for them -----	4	11	16
Quick to prepare, saves time -----	4	4	11
Good for children -----	4	--	--
Cherries are cheap, economical to use in salads -	1	2	2
To use cherries and juice left over from pies -----	1	--	4
Just wanted to try it -----	--	4	--
Can season to taste, sweeten to taste -----	--	2	4
Nice and sweet, don't take much sugar -----	--	2	2
Not fattening, low in calories -----	--	--	4
Had them on hand -----	--	--	4
Miscellaneous -----	3	7	7
Not ascertained or don't know -----	23	21	11
Number of homemakers ---	69	56	55

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

Table 56.--Homemakers who had heard of and used frozen cherries and canned red sour cherries in syrup, by city

Awareness and product use	Dallas		Detroit		Kansas City	
	<u>Percent</u>		<u>Percent</u>		<u>Percent</u>	
Frozen cherries:						
Heard of frozen cherries -----		19	-----	51	-----	64
Used product -----	<u>1/</u>		2		4	
Did not use product -----	19		49		60	
Had not heard of frozen cherries -----		81	-----	48	-----	36
Not ascertained and don't know-----		--	-----	1	-----	<u>1/</u>
Total -----		100		100		100
Number of homemakers ----		361		405		287
Canned red sour cherries in syrup:						
Heard of canned red sour cherries in syrup -----		23	-----	39	-----	43
Used product -----	4		5		3	
Did not use product -----	19		34		40	
Had not heard of canned red sour cherries in syrup -----		77	-----	61	-----	57
Not ascertained and don't know -----		--	-----	<u>1/</u>	-----	--
Total -----		100		100		100
Number of homemakers ----		361		405		287

1/ Less than 1 percent.

Table 57.--Reasons for not using frozen cherries other than in a pie, by city

Reasons	Dallas	Detroit	Kansas City
	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}
Don't like cherries for any purpose -	18	14	11
Habit -----	13	1	4
No use for them; no call for them ---	9	7	6
Don't bake--don't cook much -----	9	3	3
Too expensive--don't have much money-	7	9	10
Not available--never see them -----	7	1	1
Prefer canned cherries -----	6	3	5
Eat very few sweets--desserts -----	6	1	2
Prefer fresh fruits--use only fresh fruits -----	4	4	3
Dislike taste of cherries, sour, bitter, acid -----	3	7	2
Crowds freezer; don't have a freezer-	3	5	8
Don't use (like) frozen food -----	3	5	5
Have own tree--can or freeze own ----	3	5	4
Haven't thought of it--think of it only for pie -----	3	5	2
Easier to open a can -----	3	--	--
Health--digestion (can't eat tart fruit) -----	1	3	2
Can too small -----	1	1	1
Not firm enough -----	1	--	--
Don't like cherries except in pies --	--	3	5
Know how to use only in pie-- no recipe calling for them -----	--	2	8
Packed in too much sugar -----	--	1	2
Have to defrost--thaw frozen -----	--	--	2
Freezing takes out taste--goodness frozen out -----	--	--	2
Have supply of canned cherries -----	--	--	1
Just haven't--no reason -----	7	19	9
Miscellaneous -----	4	1	5
Not ascertained or don't know -----	1	3	2
Number of homemakers -----	67	200	172

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

Table 58.--Reasons for not using canned sour red cherries in syrup other than in a pie, by city

Reasons	Dallas	Detroit	Kansas City
	<u>Percent</u> ^{1/}	<u>Percent</u> ^{1/}	<u>Percent</u> ^{1/}
Don't know how to use them except in pies--don't have recipe calling for them -----	17	4	9
Prefer canned cherries -----	12	3	15
Don't like cherries for any purpose -	10	15	6
Just haven't thought of it--never think of it except for pies -----	9	8	3
Too sweet -----	7	2	7
Don't like taste of cherries--too sour, bitter, acid -----	6	14	4
No use for them--no call for them ---	6	10	9
Don't bake--cook much -----	6	4	6
Never see them--not available -----	6	--	3
Prefer fresh fruit--use only fresh fruit -----	4	7	3
Health--digestion -----	3	4	4
Too expensive, don't have much money-	3	4	6
Don't have time -----	3	2	2
Don't like cherries except for pies -	3	1	6
Don't eat many sweets--don't make many desserts -----	1	1	3
Syrup takes away cherry taste -----	1	1	--
Habit -----	1	--	--
Have own tree, no reason to buy them--can own -----	--	5	7
Prefer to sweeten to own taste -----	--	2	4
Packed in too much syrup -----	--	1	1
Have supply of canned cherries -----	--	--	1
Just haven't--no reason -----	4	10	7
Miscellaneous -----	9	3	3
Not ascertained or don't know -----	1	7	5
Number of homemakers -----	69	136	115

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

Table 59.--Commercially prepared pie purchases in last year, by type and city

Purchases	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Frozen pies only -----	10	6	15
Bakery pies only -----	69	78	75
Frozen and bakery pies ----	21	15	10
Not ascertained -----	--	1	--
Total -----	100	100	100
Number of homemakers --	182	223	146

Table 60.--Reasons for buying pies, by city

Reasons	Dallas	Detroit	Kansas City
	Percent <u>1/</u>	Percent <u>1/</u>	Percent <u>1/</u>
No time to bake, saves time ----	57	53	49
Handy, convenient, saves work --	13	8	10
Don't like to bake -----	9	9	6
Good flavor, delicious -----	9	3	3
Just as cheap, cheaper to buy than bake -----	8	7	7
Too tired, old, ill to bake ----	5	5	8
Bakery pies better, just as good as own -----	5	2	3
Wanted to try them, just as an experiment -----	4	1	5
Don't know how to bake particu- lar pie -----	3	5	6
Change in menu, variety -----	2	5	4
Looked good, appetizing -----	2	2	7
Buy when too hot to bake -----	2	1	4
Crust is flaky and tender -----	2	--	1
Bakery pies are good -----	1	3	2
Live alone, don't bake for just one person -----	1	1	1
Don't have facilities for baking -----	1	1	1
Convenient to store frozen pies, keep well -----	--	<u>2/</u>	1
Miscellaneous -----	2	2	3
Not ascertained or don't know --	2	10	4
Number of homemakers -----	182	223	146

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

2/ Less than 1 percent.

Table 61.--Proportion of homemakers purchasing selected pies in each city

Kind of pies	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Apple -----	64	65	53
Cherry -----	48	40	56
Peach -----	20	14	28
Apricot -----	23	1	5
Blueberry -----	6	18	8
Pineapple -----	15	17	9
Strawberry -----	4	5	10
Coconut cream -----	9	11	3
Chocolate cream -----	9	8	3
Lemon cream -----	6	18	8
Pecan -----	29	2	8
Number of pie purchasers -	182	223	146

Table 62.--Frequency of purchasing pies, by city

Frequency	Dallas	Detroit	Kansas City
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
5 or more times a month ----	2	3	3
4 - 5 times a month -----	8	9	5
3 - 4 times a month -----	4	1	1
2 - 3 times a month -----	10	4	6
1 - 2 times a month -----	18	20	17
6 - 12 times a year -----	20	14	13
Less than 6 times a year ---	37	41	47
Not ascertained -----	1	8	8
Total -----	100	100	100
Number of cases -----	182	223	146
Median frequency -----	9.6	6.4	5.1

