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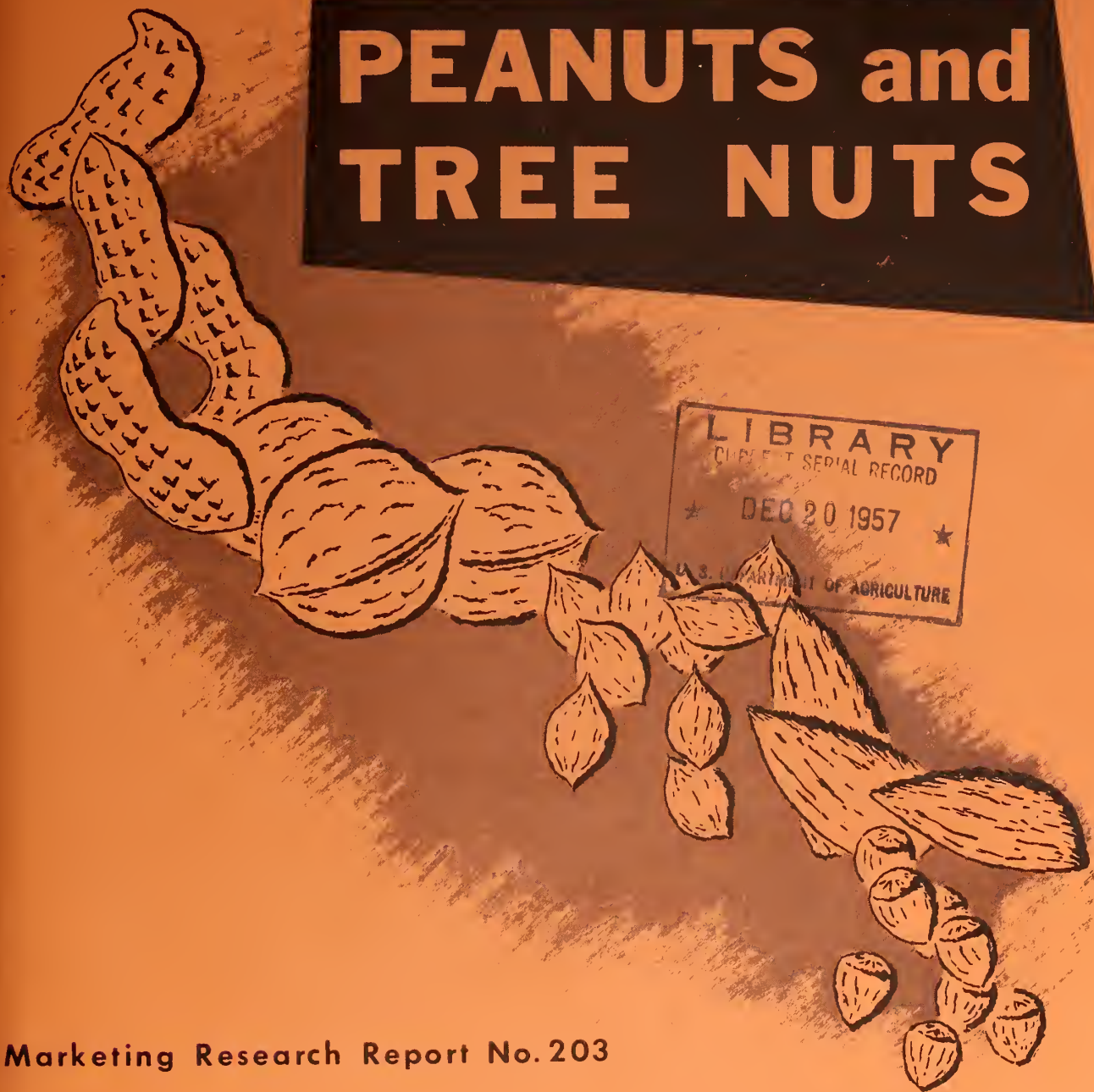
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Homemakers' use of and opinions about

PEANUTS and TREE NUTS



Marketing Research Report No. 203

UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
Marketing Research Division

P R E F A C E

This report deals with homemakers' use of and opinions about peanuts, tree nuts, peanut butter, and candy containing nuts. The study was designed to help producers, manufacturers, and distributors understand this market and to aid those concerned with efforts to increase consumption of these products. It is one of a series of studies on farm products conducted by the Market Development Branch, Marketing Research Division, Agricultural Marketing Service.

The Agricultural Marketing Service assumed major responsibility for the study with cooperation and advice from other services in the Department, and from the Southeastern Peanut Association, National Peanut Council, Gold Kist Pecan Growers, Oregon Filbert Commission, and California Walnut Growers Association.

The project was under the general direction of Trienah Meyers. Hugh Bell planned the study, and International Research Associates, Inc., of New York City, conducted the survey and prepared a draft of the report, under a contract with the U. S. Department of Agriculture.

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HIGHLIGHTS OF FINDINGS

A survey made among a nationwide sample of homemakers showed:

About Peanuts and Tree Nuts:

During the year preceding the survey, 7 out of 10 homemakers had used salted peanuts, about 4 out of 10 had used roasted peanuts, and more than 8 out of 10 had used one or more of the tree nuts studied. In all, 9 out of 10 respondents had used peanuts or tree nuts, or both, during the preceding year.

Older homemakers, those with no children at home, and those in lower income brackets were the least likely to use peanuts or tree nuts. The most important explanation for nonuse involved personal health problems, although not liking nuts was also mentioned frequently.

Tree nuts were much more likely than peanuts to show a seasonal trend in use. Two-thirds of the homemakers who used peanuts said they used them at about the same rate throughout the year; one-fourth of those who used tree nuts said they used them at a constant rate. Use of both types of nuts was most frequent in winter and least frequent in spring and summer. Many homemakers specified Thanksgiving and Christmas as the periods of peak usage of tree nuts.

Typically, both peanuts and tree nuts were used infrequently. In the case of each of the tree nuts, at least 6 users in 10 were infrequent users; that is, they served them less than once a month. Peanuts were served more often, but even so, almost 4 users in 10 of salted peanuts and 6 users in 10 of roasted peanuts had served them infrequently.

Almost all users had served nuts as snacks, and three-fourths had used some kind of nut in baking, cakes, cooking, or pastries. Fewer than half, however, put nuts in homemade candy, in salads, or toppings, and only about 1 in 5 had used them in other cooking.

Nine out of 10 users of peanuts or tree nuts were satisfied with the quality and freshness of the nuts. Almost everyone who bought prepackaged nuts was satisfied with the size of the container last purchased, and 9 out of 10 of those who had bought shelled nuts in various kinds of containers were satisfied with these types of packages.

Nor was availability of peanuts or tree nuts a problem for most homemakers--roughly 9 users in 10 stated that nuts were sold where they shopped for food, and about the same proportion indicated that they had bought nuts in food stores during the preceding year.

Doubts about the healthfulness of eating nuts did not seem to be a deterrent to greater use. Fewer than 1 user in 10 thought nuts definitely not healthful, about the same proportion made qualified statements, and about two-thirds thought nuts were healthful. However, many (17 percent in the case of peanuts and 24 percent in the case of tree nuts) said they did not know whether nuts were healthful or not, and many who did think nuts were healthful could give only general reasons for this belief. Among the few who thought nuts were not healthful, the opinion that nuts are hard to digest was the most frequent explanation.

Price did appear to be an obstacle for some homemakers, particularly with respect to tree nuts. Almost 8 users in 10 felt that peanuts are not too expensive to use regularly, but only about 4 in 10 felt that tree nuts are not too expensive for regular use.

When homemakers who used peanuts or tree nuts less often than once every week or two were asked to explain the reasons in their own words, personal health problems, dislike of the nuts, and price were mentioned often. In addition, the high proportion of tree nut users who associated them with holiday use only is particularly striking.

About Peanut Butter:

Eighty-four percent of the homemakers reported having used peanut butter in their homes in the year preceding the survey, and about two-thirds of the users served it every week or two. Peanut butter was used in more households with children and with homemakers whose age was under 50 than in other homes; frequency of use also was strongly related to the presence of children and age of the homemaker.

Among the 16 percent who did not use peanut butter, the most important reasons were that they did not like it, found the taste disagreeable, or objected because it sticks to the roof of the mouth.

Almost all peanut butter users served it as a spread. Almost half also used it in baking or other food preparation. First among these latter uses was the baking of cookies. The main reasons for liking to use peanut butter were its taste and flavor, and the convenience of having it always ready to serve.

In 80 percent of the peanut-butter-using homes in which there were children, both adults and children were served peanut butter as a spread.

The smooth type was preferred by 7 peanut butter users in 10.

Almost all peanut butter users expressed satisfaction with the sizes of containers available to them and with the way peanut butter keeps after the container has been opened.

Although very few homemakers who bought screw-top containers of peanut butter were critical of them, almost half of those who bought peanut butter in containers with pry tops expressed dissatisfaction with this type of container. The main objection to the pry tops was that the containers cannot be closed tightly once they have been opened.

About Candy Containing Nuts:

Eighty-two percent of the respondents reported using candy containing nuts. Most said they were satisfied with the amount of nuts in candy. Almonds, peanuts, and pecans were the favorites for this kind of candy.

The most important group of reasons given for not buying candy containing nuts involved health questions.

HOMEMAKERS' USE OF AND OPINIONS ABOUT PEANUTS AND TREE NUTS

by Margaret Weidenhamer, project director,
Market Development Branch

INTRODUCTION

The trend in the production of peanuts has been upward over the years. In general, consumption has not kept pace with production, and surpluses of some types of peanuts for edible uses have continued to occur. The pattern of production and consumption of domestic tree nuts is similar to that of peanuts.

As part of the Department of Agriculture's efforts to further the consumption and distribution of farm products, the Market Development Branch of the Agricultural Marketing Service conducted a study of homemakers' use of and opinions about peanut and tree-nut products. It is hoped that the findings will provide guides for the solution of marketing problems and will prove useful to persons and groups concerned with increasing the use of peanuts and tree nuts.

The Questionnaire

The questionnaire used in this study had been carefully tested to assure that the questions were understandable to respondents and would elicit useful information. Three kinds of products were covered in detail--peanuts (salted and roasted), certain tree nuts, and peanut butter. Homemakers were asked about their patterns of use, purchasing practices, and opinions with respect to these products. A few questions were also included about use of and preferences for candy containing nuts.

Data Collection

The data for this study were collected during November and December 1955 by personal interviews with 3,085 homemakers representing a cross-section of all homemakers in the United States. (See appendix for a description of the sample and note on sampling error.) Interviewers were required to make repeated efforts to complete interviews in all assigned households, and no substitutions were permitted for households not yielding an interview. About 89 percent of the eligible homemakers were interviewed. In most cases (96 percent) the respondents were women; the terms "homemakers," "respondents," and "women" have been used interchangeably in the text.

PEANUTS AND TREE NUTS

Use of Peanuts and Tree Nuts

For the purposes of this study, use of peanuts and tree nuts was defined as purchase for home consumption by the respondent or other family members within the 12 months preceding the interview. Nuts eaten away from home were not included. (About one-fourth of the respondents said they had received nuts as gifts in the preceding year, and one-eighth indicated that some nuts were grown at home. However, almost all of these women also reported having purchased some nuts.)

Homemakers were asked about their use of salted peanuts, peanuts roasted in shells, and the following tree nuts: Almonds, English walnuts, black walnuts, pecans, filberts (hazel nuts), cashews, and mixed nuts.

Nine out of 10 reported that they had used either the kinds of peanuts or the kinds of tree nuts covered. One out of 10 had not used any of these nuts 1/ in the 12 months prior to the survey. More women used 1 or more of the tree nuts than used peanuts:

86 percent reported using at least 1 of the tree nuts in the 12 months preceding the interview;

74 percent reported using either salted peanuts or roasted peanuts in the 12 months preceding the interview.

As one might expect, the overlap was very high: 7 out of 10 were users of both peanuts and tree nuts.

Age showed the closest relationship to use of the nuts studied. Among respondents aged 60 or more, one-fourth had not used any, whereas among those under 50 years of age, only 5 percent reported using none of the nuts.

Probably related to this is the finding that homemakers with no children under 17 were less likely to use peanuts or tree nuts than were homemakers with children, since most of the homemakers in households with no children were in the older age groups.

Homemakers with lower incomes and those with less formal schooling reported the use of nuts to a smaller extent than homemakers higher on the socio-economic scale.

Urban-rural differences in the use of nuts were minor; rural residents were somewhat more likely than others to use peanuts (table 1).

1/ Botanically the peanut is not a nut, but peanuts are called nuts, in the popular sense, in this report.

The Kinds of Peanuts Used

Almost all respondents who reported using peanuts in the 12 months preceding the interview had used salted peanuts. About 7 homemakers in 10 had used this kind. Roasted peanuts were considerably less popular -- roughly 4 in 10 had used them.

Most of those who used roasted peanuts also used salted peanuts; 39 percent of the homemakers reported using both, 31 percent used salted peanuts only, and 4 percent used roasted peanuts only.

In general, the differences which occurred in the use of all the nuts studied were repeated with respect to salted peanuts and roasted peanuts; age was the most important variable, a decrease in the use of salted peanuts and roasted peanuts starting with age 50. Homemakers with no children were less likely than those with children to use either kind of peanut.

In relation to income and education, there was a difference in use of salted peanuts and of roasted peanuts. Lower income, less educated homemakers showed a lesser use of salted peanuts. The smallest proportions of users of roasted peanuts were in the lower and upper income groups, and among those with grade school or college training, as compared with the middle income and education groups.

Rural homemakers were somewhat more likely to use both salted peanuts and roasted peanuts than were other respondents (table 2).

Familiarity with Raw Peanuts

Slightly over a fourth of the homemakers interviewed in this study reported that they had used raw peanuts at some time in the past, although not necessarily during the preceding year. Among rural residents and lower income, less educated respondents, this proportion rose to over a third. Women in their forties were more likely to have used raw peanuts than either younger or older homemakers.

About half said they were familiar with raw peanuts, but had not used them; 1 respondent in 5 had not heard of raw peanuts (table 3).

The Kinds of Tree Nuts Used

In order to standardize procedures, interviewers used the following guides in asking about the use of tree nuts:

Homemakers who had used walnuts, but didn't know what kind, were assumed to be users of English walnuts.

Homemakers who had used mixed nuts were not considered users of the individual nuts making up the mixtures unless they had also purchased these nuts separately.

Because filberts are known as hazel nuts in some areas, homemakers who said they had not used filberts were asked if they had used hazel nuts. For those who said yes, the term "hazel nuts" was substituted for "filberts" in later questions. Fifteen percent of the homemakers reported they had used filberts; an additional 5 percent said they had used hazel nuts. In all the population subgroups studied, the majority of the users of this kind of nut responded to the term filberts. However, middle or upper income, better educated users 40 to 60 years of age were more likely than others to answer affirmatively when asked about filberts. Size of place of residence did not appear to be related to the term used by homemakers.

As noted previously, 14 percent of the homemakers reported using none of the tree nuts studied. This proportion was higher among those aged 60 or more, among those with no children, and among lower income, less educated respondents.

Among the 86 percent who had used one or more of the tree nuts, roughly two-fifths had used 1 or 2 kinds of nuts, two-fifths had used 3 or 4 kinds, and one-fifth had used 5 or 6 kinds. The ranking of the individual nuts among all respondents was as follows:

- 69 percent had used English walnuts;
- 61 percent had used mixed nuts;
- 56 percent had used pecans;
- 43 percent had used cashews;
- 33 percent had used almonds;
- 22 percent had used black walnuts;
- 20 percent had used filberts (hazel nuts).

Use of the individual tree nuts varied considerably according to background characteristics. In those subgroups where higher proportions were tree nut users, there was a tendency for higher proportions to report use of each of the nuts. However, the patterns were not completely consistent. For example, community size was not related to use of tree nuts generally, but rural homemakers were less likely than those in metropolitan areas to use almonds, cashews, or mixed nuts, and were more likely to use black walnuts and pecans (table 4).

How Often Peanuts and Tree Nuts Were Used

Salted peanuts were used most often of all the nuts covered by the survey. Thirty-six percent of those who used salted peanuts said they used them frequently (every week or two) and another 28 percent were moderate users (about once or twice a month). In all, about two-thirds of the users of salted peanuts used them at least once every month.

Roasted peanuts were used frequently by 24 percent of the users and moderately often by 18 percent.

Of the tree nuts studied, English walnuts, pecans, and cashews were used most often. Among the homemakers who used these nuts, almost 40 percent reported that they used them once a month or more.

Among users of almonds, black walnuts, and mixed nuts, approximately 25 percent reported using them at least once a month.

Least frequently used were filberts, 14 percent of the users reporting they used them once a month or more.

Differences according to background characteristics, with respect to frequency of use of the various nuts, were relatively minor. However, there was a general tendency for lower income, less educated, and nonmetropolitan groups to use the individual tree nuts less often than the upper income, better educated, and metropolitan groups; and for the lower income, less educated to use roasted peanuts more frequently than the higher income, better educated (tables 5 through 13).

Reasons for Nonuse of Peanuts

The most important explanations for not using salted peanuts involved the health of the respondent or some other member of the household. One-third of the homemakers who did not use salted peanuts said that someone in the household suffered from ulcers, allergies, eczema, or other ailments which made it inadvisable for him to eat peanuts. Another 14 percent complained that salted peanuts gave them indigestion or other kinds of stomach or intestinal trouble. Eleven percent, by contrast, named taste reasons for not eating salted peanuts. An additional 16 percent said they did not like salted peanuts, without specifying a reason; many of these undoubtedly were referring to the taste.

Among the homemakers who did not use roasted peanuts, the shells and the trouble of shelling the peanuts were major obstacles. Twenty-six percent of those who did not use roasted peanuts gave reasons such as:

"It's such a bother to shell them; the shells cause a great mess; you have to clean up afterwards when you use roasted peanuts."

The second most frequently mentioned explanation for not using roasted peanuts was given by 17 percent of the nonusers, who said they were not permitted to eat them because of some ailment. Fifteen percent indicated they did not like them, without specifying a reason (table 14).

Reasons for Not Using Peanuts Frequently

A sizable number of the homemakers who used either or both kinds of peanuts less often than every 2 weeks gave reasons related to a feeling that they had little occasion to use them. Other leading reasons for infrequent use of peanuts involved health problems within the household or the fact that some family members did not like them.

Many of the homemakers who gave reasons for not using roasted peanuts frequently spoke of the inconvenience of shelling them, as well as the fact that in some areas they were not available (table 15).

Reasons for Nonuse of Tree Nuts

The explanations given for not using tree nuts varied considerably, depending upon whether the homemaker was a nonuser of all the tree nuts studied, or only of selected ones; there was also variation depending upon whether she gave reasons for not using tree nuts in general or reasons pertaining to specific nuts.

Homemakers who used none of the tree nuts studied gave explanations covering all the nuts. Health was the dominant factor -- such reasons were mentioned by over half of this group.

A majority of the homemakers who used some tree nuts but not all, gave general reasons for not using the others. Among these women, the leading explanations were: Lack of occasion, mentioned by 28 percent; dislike of the nuts, mentioned by almost as many; and the expense, mentioned by 18 percent.

Respondents who discussed each nut they did not use were likely to mention what they regarded as disagreeable taste or flavor, as in the case of almonds and black walnuts; unavailability, also for black walnuts; or lack of familiarity with the nut, as in the case of filberts. The cost factor was more often mentioned as a reason for not using almonds, pecans, cashews, and mixed nuts than as a reason for not using English walnuts, black walnuts, or filberts (table 16).

Reasons for Not Using Tree Nuts Frequently

The principal reasons given by homemakers who used one or more of the tree nuts less often than every 2 weeks involved the limited uses made of them. Three in 10 explained that they used them only during the holiday season, roughly 1 in 10 served them only for guests, and about the same proportion indicated they did not bake or cook much. About 2 in 10 gave other general reasons involving lack of occasion to use tree nuts frequently. In addition, about one-fourth said tree nuts were too expensive for frequent use (table 15).

Ways in Which Peanuts and Tree Nuts Were Used

Homemakers who had bought peanuts, English walnuts, pecans, almonds, or filberts were asked about the ways in which they had used them. Almost all homemakers (93 percent) who had used any of these domestic nuts had served one or more of them as snacks. Three out of 4 reported using them for baking, about half said they had used them in the preparation of candy, almost as many had put nuts in salads, a third used them for toppings on cakes and frostings, and a fifth in other kinds of cooking (table 23). These uses varied considerably for different kinds of nuts. For example, users of peanuts almost universally served them as snacks, whereas domestic tree nuts were served this way by proportions ranging from 61 percent of the users (English walnuts) to 85 percent (filberts).

Pecans and English walnuts were used more than any of the other nuts in food preparation. Roughly 3 out of 4 users of these nuts had used them in baking, and roughly 4 out of 10 had used them in candy and salads.

Almonds were used for baking by more than half the homemakers who used them, and for candy and salads by roughly 2 out of 10.

In general, the more frequent the use of any given nut, the more often were multiple uses of that nut mentioned. That is, women who had used almonds (or salted peanuts, or pecans, or another kind of nut) at least once every 2 weeks were more likely to use that nut in baking or candy or salads than those who used the nut less frequently. This relationship did not appear, however, in the case of snacks. Each nut was used for snacks by about the same proportion of frequent, moderate, and infrequent users of that nut.

While the uses to which peanuts and filberts were put did not vary greatly with the income of the homemaker, this was not true with respect to English walnuts, pecans, and almonds. For these nuts, the higher the income the more likely the homemaker was to use them in food preparation, and the less likely she was to use them for snacks.

Differences in the uses to which peanuts were put by residents of small and large communities were not very great. Nonmetropolitan residents were more likely than others to use peanuts in making candy, and to use salted peanuts for baking. As for tree nuts, nonmetropolitan respondents were more likely to use them in salads and candy than were residents of large cities.

Respondents who had no children were less likely to use nuts in making candy and in baking than respondents with children at home. There were also some variations according to the age and education of the homemakers (tables 17 through 22).

The list of peanuts and tree nuts used for various purposes by homemakers who named specific uses indicates that, among homemakers who used nuts for snacks, salted peanuts were used by the highest proportion (85

percent). English walnuts, roasted peanuts, and pecans were each used by about half of the homemakers who used nuts for snacks. Almonds and filberts were used much less for this purpose.

Among homemakers who used nuts in food preparation, English walnuts were the top-ranking nut, with pecans second. Among homemakers who used nuts in salads, in candy, or for cake or pudding toppings, salted peanuts ranked third, ahead of almonds, whereas among homemakers who used nuts in baking and other cooking, almonds were somewhat more popular than salted peanuts. Roasted peanuts and filberts were used by 12 percent or fewer of the homemakers who used nuts for each of these purposes, aside from snacks (table 24).

Tree Nut Preferred for Certain Uses

Homemakers who had used more than one of these tree nuts for any particular purpose were asked which they liked best for that use. English walnuts were preferred for food preparation, whereas pecans were preferred for snacks. Proportions ranged from 24 percent who liked English walnuts better than other tree nuts for use in cooking, to 37 percent who liked English walnuts better than other tree nuts for use in salads. For all uses, including snacks, English walnuts and pecans were ranked close together, whereas almonds and filberts were preferred by very few (for the most part, under 10 percent) of the homemakers who used 2 or more tree nuts for any given purpose.

Proportions ranging from a quarter to a third of the homemakers who used 2 or more tree nuts for any given purpose reported that they had no preference among the nuts they used (table 25).

The data permit a comparison of the reasons these homemakers gave for preferring English walnuts or pecans for the specified uses. For each use studied, preference for the flavor of pecans seemed more widespread than preference for the flavor of English walnuts. English walnuts seemed to have in their favor the qualities of being easy to shell, crisp, and filling (table 26).

Reasons Individual Nuts Were Liked

All homemakers who had used the domestic nuts studied were asked why they liked to use the individual nuts in the ways they used them. Many respondents spoke of the taste or flavor of the nut. Taste reasons were mentioned more often as reasons for using almonds, English walnuts, and pecans than for peanuts or filberts.

Other reasons varied in importance, depending upon characteristics of the individual nut. The advantages attributed to salted peanuts were that they are convenient to serve, agreeable to have around for guests, and go well with drinks. Roasted peanuts also were liked for entertaining, and homemakers pointed out the fun of cracking the shells.

In reporting the reasons for liking to use almonds, English walnuts, and pecans, homemakers often said that recipes call for these nuts, and that they are decorative.

Filberts were liked particularly for use during the holidays, and as a change from fruit and candy, in addition to being liked for their taste or flavor (table 27).

Versatility of Nuts

When homemakers who used any of the nuts studied were asked which, if any, among almonds, English walnuts, pecans, or filberts they considered unsuitable for use in salads, baking, or other cooking, sizable proportions thought all 4 nuts were suitable for these purposes, and smaller proportions said they didn't know which, if any, of the nuts were unsuitable. The remainder, roughly 3 out of 10, named 1 or more tree nuts which they felt were unsuitable for a given purpose.

Filberts were considered by the largest number to be unsuitable for the uses specified. Approximately 1 homemaker in 4 who used peanuts or tree nuts expressed the opinion that filberts are unsuitable for use in salads, baking, or other cooking. Almonds ranked second in this list, 15 percent considering them unsuitable for salads, and about 10 percent considering them unsuitable for baking and other cooking. The proportions who thought English walnuts or pecans unsuitable for the specified uses were relatively small (table 28).

Baking Pecans Pies

Although the preceding questions were asked only of those homemakers who were users of domestic nuts, all homemakers -- even those who had not bought nuts during the previous year -- were asked if they had ever baked a pecan pie. One-third said they had baked a pecan pie at some time in the past; this response occurred most frequently among nonmetropolitan residents, upper income respondents, and those 30 to 50 years of age (table 29).

Of those who had baked a pecan pie, half had done so within the preceding 6 months (these details not shown in tables). Roughly one-fourth said the most recent time had been 6 months to a year ago, and about the same proportion reported it was more than a year since they had done so.

Who in Family Was Served Nuts

In 5 out of 6 families with children, both adults and children were likely to be served nuts. ^{2/} In most of the remaining households, only the adults were served nuts. This was true chiefly in households where all of the children were under 5 (tables 30 and 31).

^{2/} This refers to the serving of nuts per se and not to use of nuts in food preparation.

Seasonal Use of Peanuts and Tree Nuts

Peanut users were much less likely than tree nut users to report a seasonal trend in use. Two-thirds of the homemakers who used peanuts said they used them at about the same rate throughout the year; 1 out of 3 indicated they used them more during certain seasons or times of the year. By contrast, only 1 out of 4 homemakers who used tree nuts stated that they used them at a constant rate throughout the year; the remaining three-quarters used them more during certain seasons. Peak usage of both peanuts and tree nuts was during cool weather (tables 32 and 33).

Reasons for Seasonal Variations

Peanuts: The two main types of reasons given by those who used peanuts more often during the fall were: "We spend more time at home then, and that's when we like to nibble on something," and "Peanuts are fresher and keep better then." Each of these was mentioned by about one-fourth of the homemakers. No other reason was mentioned by more than 14 percent.

Half of those who used peanuts more at Thanksgiving and Christmas explained that nuts are traditional for the holidays, and 3 in 10 said they did more entertaining then and served nuts to guests. Other reasons were mentioned by 16 percent or less.

Homemakers who used peanuts more during the winter were most likely to say that they spent more time at home then and liked to have something to nibble on, or that nuts are traditional for the holidays. Each of these reasons was mentioned by about 1 homemaker in 4.

Tree Nuts: Among homemakers who used tree nuts more during cool weather, 3 explanations occurred most frequently:

"It's traditional to use nuts at holiday time."

"I do more baking and cooking then and use nuts."

"We do more entertaining then and serve nuts."

No other reason was mentioned by more than 12 percent of those who used tree nuts more during certain times of the year.

The number of homemakers who reported spring or summer as their peak period for nut consumption was too small to permit analysis of their reasons (table 34).

Opinions About Healthfulness of Nuts

Almost 2 out of 3 respondents who were users of any of the nuts studied reported that they considered peanuts healthful, and about the same number considered tree nuts healthful. This may be an overstatement of the proportions attributing positive qualities to nuts, however, since some went on to explain that by this they meant that they felt nuts are not harmful to one's

health. Seventeen percent expressed no opinion about the healthfulness of peanuts, and 24 percent expressed no opinion about the healthfulness of tree nuts. The remainder -- 19 percent for peanuts and 13 percent for tree nuts-- had some reservations, or said that nuts are not healthful, or not healthful for them personally.

The better educated and higher income respondents were somewhat more likely than others in the population to say nuts are healthful, rather than expressing no opinion. Urban-rural differences in opinion on this matter were relatively small (tables 35 and 36).

The reasons for considering peanuts healthful or not healthful were almost identical with the reasons for considering tree nuts healthful or not healthful.

Views of homemakers who considered nuts healthful.--The principal reason, named by 1 out of 3 respondents who considered nuts healthful, was the general feeling that nuts had a "nutritious quality" or that they had "food value." Another 1 in 4 alluded specifically to the protein content, and about 1 in 5 mentioned the vitamin content of nuts, or said that the oils in the nuts are healthful (table 37).

Views of the few homemakers who considered nuts not healthful.--Approximately half of those who considered nuts not healthful felt that nuts are hard to digest or indigestible. One in 6 considered nuts fattening, and almost as many considered them constipating. Other complaints, made by roughly 1 in 10, were that nuts are too rich and heavy and that they contain too much oil (table 38).

Opinions Concerning Prices of Nuts

The large majority (77 percent) of the homemakers who used any nuts said they did not feel that peanuts were too expensive to use regularly. This was not true, however, of tree nuts. Forty-two percent of those who used any nuts felt that tree nuts were too expensive to use regularly, and an additional 14 percent felt that at least some of the tree nuts were too expensive.

Lower income, less educated, nonmetropolitan families were more likely to feel that peanuts and tree nuts were too expensive (tables 39 and 40).

The 14 percent of those using nuts who felt that both peanuts and tree nuts were too expensive were asked whether they felt that peanuts were expensive or not expensive compared with tree nuts. The majority (56 percent) said that peanuts were not expensive as compared with tree nuts, but 25 percent considered that they were, while an additional 6 percent said they were expensive compared with some tree nuts. Thirteen percent expressed no opinion on this question (table 41).

Availability of Nuts and Place of Purchase

Peanuts and tree nuts were available as wanted to all but a very few homemakers. Ninety-five percent of the homemakers who used peanuts said that peanuts were available where they usually shopped for food. This proportion did not vary significantly with the income of the respondent or her place of residence (table 42). Nonusers of peanuts may have more difficulty in finding peanuts where they usually shop, but even among this group, unavailability of peanuts was a problem for only a small proportion (table 14).

Similarly, in the case of tree nuts, most homemakers who used them said that they were available where they usually shopped for food. This proportion dropped somewhat in rural sections, but remained fairly constant in the various income groups (table 43).

About half the users of peanuts and a third of the users of tree nuts said they had purchased them in more than one type of retail establishment during the 12 months preceding the survey. In each case, most had bought nuts in a food shop or market, but from 17 to 30 percent of the peanut users had bought them in special nut or candy shops, drugstores, "5 and 10's," or department stores, and the corresponding figures for tree nut users ranged from 10 to 15 percent.

The special nut or candy shop is mostly an urban phenomenon; fewer rural respondents reported purchasing nuts in this type of outlet. Lower income respondents also were less likely to have patronized a special nut or candy shop (tables 44 and 45).

When asked where they usually bought peanuts, 3 out of 4 users said that they most often bought them in a food shop or market. Twelve percent reported usually buying peanuts in the 5-and-10-cent store or in a department store; 7 percent in a special nut or candy shop; and 5 percent in a drugstore (table 46).

Eighty-five percent of the homemakers who used tree nuts usually bought them in food shops, food markets, or delicatessens. Six percent bought them most often in special candy or nut shops; 5 percent in 5-and-10 or department stores; and 2 percent in drugstores (table 47).

In-Shell or Shelled Nuts: Purchases and Preferences

There was wide variation with respect to purchase of nuts in shells or shelled, depending upon the nut used. Seventy-five percent of the users of filberts reported that in the preceding year they had bought filberts in-shell, 15 percent had bought them shelled, and 10 percent, both ways. In buying English walnuts, 52 percent took them in shells, 20 percent shelled, and 28 percent both ways. More users of almonds and pecans than of English walnuts and filberts bought the nuts shelled or both ways.

Frequent users of nuts were more likely than others to have purchased both in-shell and shelled nuts in the previous year. Among those who bought nuts both ways, more bought them shelled than in-shell at the time of the last purchase (tables 48 through 51).

As in the case of buying habits, there were wide variations in preferences with respect to in-shell or shelled nuts, depending upon the kind of nuts. Two out of 3 users of filberts preferred filberts in-shell; among English walnut users, this proportion dropped to about half; and among users of almonds and pecans, the proportions were roughly 1 in 3. For the last 2 kinds, the preference was clearly for shelled nuts.

Less frequent users of nuts were more likely than frequent users to prefer nuts in-shell. As will be seen in table 57, many homemakers felt that nuts stay fresher in the shells.

Those who had bought a particular nut only one way, either shelled or in-shell, in the year preceding the survey -- and they constitute the large majority of users of each nut -- usually said they preferred the nut in the form in which they had bought it.

Those who in the 12 months before the interview had bought a particular nut both ways -- in-shell and shelled -- were likely to prefer the nut shelled. Many homemakers who had bought a nut both ways indicated that their preferences depend on the uses to which they put the nut (tables 52 through 55).

Tree nut users who preferred shelled nuts gave one outstanding explanation: Roughly 85 percent of them said the nuts are easier to use this way -- that the nuts are always ready to serve as needed when they are bought shelled. No other single explanation was given by as many as 1 out of 10 (table 56).

The main reason cited for preferring nuts in shells was the opinion that they stay fresh longer. About 6 out of 10 who preferred in-shell almonds, English walnuts, and pecans, and 5 out of 10 who preferred in-shell filberts gave this explanation. The next most frequent explanation was related to cost. As many as a third of the homemakers who preferred pecans in-shell mentioned this reason; the proportion decreased to 17 percent among those who preferred in-shell filberts. Among those preferring in-shell filberts, 2 additional reasons were given by more than 1 in 10; namely, that they are fun to shell and that this is the only form in which filberts are available to them (table 57).

Preferences for Whole or Chopped Nuts

Nearly all women who had purchased the individual nuts shelled preferred them whole or in half kernels; only 1 out of 10 preferred them chopped, diced, or slivered. Proportions of users ranging from 11 percent for almonds to 18 percent for English walnuts said they liked them both ways, depending upon the use to which they put them (table 58).

Recency and Amount of Last Purchase

Over half the homemakers who used salted peanuts had made their most recent purchase within 2 weeks of the interview; 3 out of 4 had bought some within the month preceding the interview. One out of 3 users of roasted peanuts had bought some in the 2 weeks preceding the interview, and half in the month preceding the interview.

Almost half the users of English walnuts and pecans had bought some within a month of the interview, whereas the corresponding proportion among almond users was 30 percent and among filbert users, 18 percent. Proportions ranging from 33 percent (English walnuts and pecans) to 58 percent (filberts) had made their last purchase over 6 months before the interview (table 59).

Salted peanuts were typically purchased in small amounts; roasted peanuts in larger amounts. ^{3/} Roughly 2 out of 3 users of salted peanuts reported they had bought one-half pound or less at the time of their last purchase. By contrast, about 2 out of 3 users of roasted peanuts had bought more than half a pound at their last purchase.

Roughly 4 out of 10 users of almonds and pecans bought one-half pound or less at the time of their last purchase. Among users of English walnuts and filberts, roughly 3 out of 10 bought one-half pound or less at their last purchase. English walnuts were most likely to be bought in large quantities, almost a third of the users having bought more than a pound at their last purchase (table 60).

Proportions ranging from 27 percent of the users of almonds to 45 percent of the users of roasted peanuts had bought them loose (in paper bags) at the time of the last purchase (table 61). These respondents were obviously free to select the quantities they wanted. Among the remainder, who bought nuts prepackaged, there was almost universal satisfaction with the size of container last purchased; proportions ranging upward of 95 percent expressed satisfaction with the size of container, and these proportions did not vary appreciably with the size of the container last purchased or the frequency with which the nuts were used (details not in tables). Among the small number of users who were dissatisfied with the size of container they last purchased, almost all said they would prefer a larger container.

Containers: Types Bought, and Satisfaction

Homemakers who used salted peanuts or shelled tree nuts were asked about all the types of containers in which they had purchased these nuts during the preceding year. The most popular packaging for both salted peanuts and shelled tree nuts appeared to be cellophane bags; 63 percent of the users of salted peanuts and 74 percent of the users of shelled tree nuts had bought

^{3/} When answering questions on amounts purchased, homemakers who were not sure were encouraged to give an estimate.

them in these bags in the preceding 12 months. Vacuum tins were second in favor; 53 percent of users of salted peanuts and 44 percent of users of shelled tree nuts had bought them in vacuum cans. Among users of salted peanuts, 46 percent had bought them loose (in paper bags); the corresponding figure among users of shelled tree nuts was 32 percent. Only small proportions -- 12 percent or less -- had bought nuts in boxes or glass jars (table 62).

In general, very few complaints were registered about containers. A maximum of about 1 homemaker in 10 who had purchased nuts in a given type of container mentioned any objection to buying nuts that way.

Only among homemakers who had bought salted peanuts or shelled tree nuts in cellophane bags or salted peanuts in paper bags were there enough cases to permit analysis of the reasons for dissatisfaction (table 63).

The major reason given, in over half the cases in which there was some dissatisfaction, was that the nuts get stale, wormy, or damp. A second reason among those who bought nuts in cellophane bags was that the bags split and the nuts spilled out. This reason, along with the complaint that the bag turned greasy, was also important among those who bought salted peanuts in paper bags (table 64).

Satisfaction with the Freshness of Nuts

Users of peanuts and tree nuts seemed almost universally satisfied with the quality and freshness of the nuts they bought. Slightly over 90 percent expressed satisfaction with salted peanuts. About the same satisfaction was reported for roasted peanuts and for shelled tree nuts. These proportions varied neither with the place of residence nor the frequency of buying nuts.

PEANUT BUTTER

Use of Peanut Butter

About 5 respondents in 6 (84 percent) reported having used peanut butter in the 12 months preceding the interview, and 1 in 6 said she had not. The most significant variations in the proportions reporting the use of peanut butter were related to the age of the homemaker and the presence of children in the household.

Almost all the younger homemakers had used peanut butter. Somewhat fewer who had reached the age of 50 used it, and among homemakers aged 60 and over, the proportion who had used it in the previous year dropped to 7 in 10.

It is not surprising that almost all households where there were children had used peanut butter in the year before the interview; but even among households in which there were no children, about three-fourths had used some peanut butter in the preceding year.

Differences in the use of peanut butter with respect to community size, education, and income were relatively small. Those who lived in large cities, the less educated, and the lower income groups showed a lesser disposition to use peanut butter.

Homemakers who had not used peanuts were also more likely to be non-users of peanut butter. Apparently some of the factors which rule out peanuts for the individual respondent also obtain in the case of peanut butter (table 65).

How Often Peanut Butter Was Used

Among 84 percent who were peanut butter users.--Two-thirds of those who used peanut butter reported they used it frequently (every week or two). The remaining third were divided almost evenly between those who said they were moderate users (about once or twice a month), and those who used it infrequently (less than once a month).

Older homemakers used peanut butter less often than younger homemakers. Among those 50 or over, a little more than half used peanut butter every week or two, whereas among those under 50, roughly 3 out of 4 used it that often. Frequency of use was also related in some measure to the presence of children in the household. Homemakers who had no children were somewhat less frequent users of peanut butter than those who did have children. However, in homes where there were only very young children, the frequency of use of peanut butter also was lower.

There were minor variations according to education and income, with the lowest income, least educated groups using peanut butter somewhat less often than others. Differences by urbanization were negligible (table 66).

Reasons for Nonuse of Peanut Butter

Among the 16 percent who did not use peanut butter.--Each of the following explanations for nonuse of peanut butter was mentioned by one-tenth or more of the nonusers, but no single reason was mentioned by more than two-tenths:

- "Some family members don't like it (no reason specified)."
- "It has an unpleasant taste or flavor."
- "It sticks to teeth or roof of mouth."
- "We're on a strict diet."
- "It causes indigestion, upset stomach."
- "There are no children at home, therefore, we have no use for peanut butter." (Table 67.)

Reasons for Not Using Peanut Butter Frequently

Among the 32 percent of the peanut butter users who used it less often than every week or two.--Each of 4 explanations for not using peanut butter

more often was given by more than one-tenth, but no single reason was mentioned by more than two-tenths of this group. These reasons were:

"Some family members don't like it."

"We don't use it for very many things."

"There are no children at home."

"We eat too much of it if it's around." (Table 67.)

Ways in Which Peanut Butter Was Used

Almost all peanut butter users had used it as a spread; almost half also used it in baking or other food preparation. These figures indicate whether or not peanut butter was used for these purposes, but do not reflect the quantities consumed each way.

Among those who used peanut butter in the preceding year, use of the product as a spread did not vary according to the major personal characteristics of the homemaker and her family. Use of peanut butter for baking or other food preparation did vary among these population subgroups, however. For example, homemakers over 50 years of age were less likely than younger homemakers to use peanut butter in the preparation of other foods. Similarly, the lower income, less educated, metropolitan homemakers who did not have school-age children were less likely than others to use peanut butter for food preparation.

Infrequent users were a little less likely than others to use it as a spread, and were much less inclined to use it in the preparation of other foods (table 68).

The use mentioned most often, aside from use as a spread, was in baking cookies. Four out of 5 who used peanut butter in the preparation of other foods had baked peanut butter cookies. The next most frequently mentioned use was in making candy, fudge, or peanut brittle. Of the homemakers who used peanut butter in food preparation, 25 percent mentioned this use, and 18 percent used peanut butter for frostings or cake fillings. Other specific uses of peanut butter in food preparation were mentioned by fewer than 5 percent (table 69).

Reasons for Liking Peanut Butter

The popularity of peanut butter is based primarily on taste and convenience. Almost half of the respondents who used peanut butter reported they liked it for its taste or flavor. Twenty-nine percent indicated they liked it for spreads on snacks without specifying the reason. Twenty-three percent cited its convenience as an advantage, pointing out that it is quick and easy to use and needs no special preparation. Other specific virtues attributed to peanut butter, mentioned by 10 percent or less, included its healthful qualities, its texture, and its inexpensiveness (table 70).

Who in Family Ate Peanut Butter

In 8 in 10 of the peanut-butter-using homes in which there were children, both adults and children were served peanut butter as a spread. In 1 such household in 10, only the children ate peanut butter; in most of the remaining tenth, only the adults did. (In 2 percent of these households, peanut butter was not used as a spread). In households in which all the children were quite young, the children were less likely to be served peanut butter than in other households (table 71).

In the small number of households where only children ate peanut butter, the following reasons for not serving it to the adults were offered most frequently:

"It is too fattening."

"We don't like it (no specific reason)."

"It sticks to the roof of the mouth, to teeth."

"It has an unpleasant taste or flavor; it has no taste or flavor."

Each of these explanations was given by 13 to 21 percent of the homemakers who served peanut butter only to the children.

Seasonal Use of Peanut Butter

In over 80 percent of the peanut-butter-using homes, it was considered an all-year-round item. Variations according to background characteristics of the families were not large. In households in which peanut butter was not used equally throughout the year, it was more popular in the cold than in the warm seasons (table 72).

One of the principal reasons it was used more in the seasons when the children were attending school is that peanut butter sandwiches are popular as school-lunch fare. Many homemakers said that a food like peanut butter, which they regard as filling and as a source of body warmth, is needed more in the cold weather than in the warm weather. Another reason for greater use in cold seasons was that the homemaker does more baking in those seasons. Each of these reasons was given by proportions ranging from 18 to 39 percent of those who use more peanut butter during winter and fall.

The main reason for greater use of peanut butter in the summertime was that the children are home more, and therefore snacks are more often used. This reason was given by 85 percent of the women who served more peanut butter in the summertime (table 73).

Opinions About Healthfulness of Peanut Butter

Eighty percent of peanut butter users considered it a healthful food, 14 percent expressed no opinion, and 6 percent had some reservation about its healthfulness, either in general or for them personally.

Opinions about the healthfulness of peanut butter were positively related to frequency of use. Among homemakers who used peanut butter frequently, 85 percent considered it healthful, and 11 percent expressed no opinion. Among those who used it infrequently, 64 percent thought peanut butter healthful, and 31 percent did not say. In both of these groups only about 5 percent felt peanut butter is not healthful, or made qualified statements.

Of the background characteristics, education appeared to be most closely related to expressions of opinion about the healthfulness of peanut butter. The less educated the respondent, the less likely she was to say she thought of peanut butter as a healthful food. Among those who had only grammar school education:

73 percent said peanut butter is healthful;
20 percent expressed no opinion;
7 percent had some reservation about it.

At the other extreme, among those with some college training:

89 percent said that peanut butter is healthful;
7 percent expressed no opinion;
4 percent had some reservation about it.

Lower income homemakers, those past the age of 50, and those with no children at home also were somewhat more uncertain about the healthfulness of peanut butter (table 74).

Among the 4 users in 5 who considered peanut butter a healthful food.--
Thirty-four percent of those who considered peanut butter healthful gave general reasons such as:

"It's nutritious."
"It has good food value."
"It gives you energy."

An additional 22 percent cited the protein content of peanut butter, about the same proportion said it is vitamin-rich, and 16 percent were of the opinion that peanut butter is rich in oils. Other qualities were attributed to peanut butter and described as healthful, such as: It puts on weight, it is filling, or it is easy to digest. Each of these was mentioned by fewer than 10 percent of this group (table 75).

The number of peanut butter users (2 percent) who felt it is not healthful was too small to permit detailed tabulation of their reasons, but the answers most frequently given were:

"It is difficult to digest."
"It is constipating."
"It is fattening."
"It is too rich."

Types of Peanut Butter Used and Preferred

Half of the homemakers using peanut butter had tried both the "smooth" and the "chunky" varieties. Almost as many had used only the smooth, and the remaining 5 percent had bought only the chunky. The rather consistent relationship between presence of children and frequency of use continued; homemakers with children and frequent users of peanut butter were more likely to have tried both types. Better educated homemakers and those 40 to 49 years of age also were more likely to have used both types (table 76).

The smooth type is by far the preferred; 5 out of 7 liked the smooth better than the chunky, 1 in 7 favored the chunky, and the remaining 1 in 7 expressed no preference.

Homemakers who had tried only one type generally preferred what they were using. Among those who had used both types, the majority (56 percent) preferred the smooth, and the remainder were evenly divided between those who preferred the chunky and those who expressed no preference. Lower income, less educated homemakers were a little more likely to prefer smooth peanut butter. Preferences did not vary greatly by frequency of use, the homemaker's place of residence or age, or the presence of children (table 77).

Where Stores Display Peanut Butter

In 2 cases out of 3, homemakers who used peanut butter reported that in the store where they usually shop the peanut butter was displayed near the jams and jellies. In 11 percent of the cases, the homemakers recalled seeing it near the sandwich or meat spreads. Sixteen percent could not recall where it was kept (table 78).

Recency and Amount of Last Purchase

Over half the users had made their most recent purchases of peanut butter within 2 weeks of the interview; an additional 1 in 4 had made her last purchase 2 to 4 weeks previously (table 79).

Ninety-five percent had bought one jar or tumbler of peanut butter at the time of last purchase. Thus, the size of the last container usually indicated the total amount of peanut butter the homemaker had bought at her last purchase. (In some cases these figures represent estimates, since respondents were not asked to check by looking at the container.)

Reporting on their last purchases, a little over a third of the users said they had bought less than 9 ounces. About the same proportion indicated they bought between 9 and 15 ounces, and almost that many purchased 1 pound or more.

Although the amount of peanut butter bought at one time was not greatly affected by the income of the homemaker or her place of residence, presence of school-age children did affect the size of purchase. Among all-adult

households, 43 percent last purchased less than 9 ounces, whereas among homemakers with school-age children, the proportion who bought small sizes dropped to 27 percent.

There were also significant differences according to frequency of use of peanut butter in the household. Among homemakers who used peanut butter frequently, only 27 percent bought less than 9 ounces, whereas among infrequent users 57 percent bought these small amounts (table 80).

Nearly all the users--96 percent--expressed satisfaction with the size of container they last bought. Almost all of the small dissatisfied group felt that the container they bought was too small for convenience or economy.

Containers: Types Bought and Objections

The screw-top jar was the type of container in which peanut butter had been purchased by the largest number of respondents in the year preceding the interview. Seven out of 10 homemakers who used peanut butter had bought it in this type of container. Tumblers with pry tops and jars with pry tops had each been purchased by roughly 4 out of 10 peanut butter users. Cans or tins were bought by a negligible proportion (3 percent).

Only 2 percent of those who bought peanut butter in jars with screw tops had any complaints about the container. Containers with pry tops generated the most dissatisfaction. Over one-third of the homemakers who had bought peanut butter in either jars or tumblers with pry tops reported dislikes.

The main objection to pry tops was that the containers cannot be closed tightly once they have been opened; this objection was mentioned by 4 out of 5 women who had any complaint about the pry tops. Some homemakers felt that pry tops are difficult to open in the first place, and that peanut butter does not stay as fresh in these containers. No other reason was mentioned by as many as 5 percent of the dissatisfied group.

Storage of Peanut Butter

The fact that a homemaker used peanut butter did not assure that she would have some available at her home. About 1 out of 4 peanut butter users had none on hand at the time of the interview. Almost all of the 3 homemakers in 4 who had some on hand had already opened it for use, and the majority had opened it within the preceding 2 weeks.

Homemakers with school-age children, and better educated, higher income homemakers were somewhat more likely than others to have a container of peanut butter on hand. Those between the ages of 30 and 39 were more likely than either younger or older homemakers to have some.

The more often respondents used peanut butter, the more likely they were to have some in their homes. Among those who said they used peanut butter frequently, 83 percent reported having some on hand, whereas among those who reported using it infrequently, only 42 percent had some.

There were no differences in the replies to this question by community size; metropolitan, urban, and rural residents were equally likely to have some peanut butter in their homes at the time of the interview (table 81).

Seven out of 10 users habitually kept opened peanut butter in cabinets or on shelves, and 3 out of 10 kept it in their refrigerators or ice boxes. The more frequent users of peanut butter and the better educated, upper income homemakers were generally less likely to store it in their refrigerators or ice boxes. Variations among other groups were not large (table 82).

Satisfaction with Keeping Qualities

Nearly all users expressed satisfaction with the keeping qualities of peanut butter after the container had been opened. Attitudes were the same whether the opened container was kept in the refrigerator or not. Nor was frequency of use an important factor; infrequent users of peanut butter were somewhat more critical of peanut butter's keeping qualities, but even in this group, 92 percent were satisfied (table 83).

The criticisms voiced by the small number who were dissatisfied with the keeping qualities of peanut butter were as follows: Approximately half complained that the peanut butter turns hard; roughly 1 in 6 said it turns rancid; about the same proportion stated that it gets old and stale or that the oil separates.

Substitutes for Peanut Butter

Homemakers were asked which foods they used in place of peanut butter when they had none in the house. Jellies, jams, and preserves were the major substitutes for this product. Forty percent named such spreads as substitutes for peanut butter. Seventeen percent used cheese when there was no peanut butter in the house, 12 percent used butter, and 10 percent used meat spreads, meat, or canned meat.

However, over a third of the peanut butter users explained that there was no food they considered a substitute for peanut butter (table 84).

Among the two-thirds who reported using substitutes when they were out of peanut butter, the largest group (about half) stated that the main point of resemblance between peanut butter and the substitute mentioned was that they were both spreads. About 20 percent said both peanut butter and the substitute they used are nourishing and have good food value. No other single point of resemblance was mentioned by more than 10 percent of the respondents (table 85).

CANDY CONTAINING NUTS

Use of Candy Containing Nuts

About 4 respondents in 5 reported buying candy containing nuts for home use; 1 in 5 said they had not used any in their homes in the 12 months preceding the interview. Candy containing nuts was used by more of the younger

homemakers than those in the older groups; and more of those with children in the homes used it than those with no children. Its use was markedly less in households with homemakers aged 60 or over; 6 in 10 of those in this age group reported use of candy containing nuts, compared with almost 8 in 10 of those aged 50 to 59, and about 9 in 10 younger homemakers. In households where there were children, over 90 percent reported using candy containing nuts in the past year; in households where there were no children, 71 percent had used it.

There was also a strong relationship between serving peanuts and tree nuts and serving candy containing nuts.

In households where both peanuts and tree nuts were used, 9 in 10 also served candy containing nuts.

In homes where neither peanuts nor tree nuts were served, less than 4 in 10 used candy containing nuts.

Use of candy containing nuts was lower among the lowest income and education groups. Differences according to community size were negligible (table 86).

Reasons for Not Using Candy Containing Nuts

The most important group of reasons given for not buying candy containing nuts involved health problems. About 2 nonusers in 10 said nuts were not good for them; about the same number said candy was not good for them, and an additional 2 in 10 said that candy containing nuts was not good for them, without specifying whether it was the candy or the nuts which they considered injurious. Another 1 in 10 said, "We don't eat candy," without explaining whether the restriction was caused by health or preference reasons.

Dislike of candy or of nuts was mentioned also as a reason for nonuse of this type of candy. About 1 in 10 reported they did not like candy, and about 1 in 10 said they did not like nuts, or that they preferred candy without nuts (table 87).

Types of Nuts Purchased in Candy

Peanuts, followed closely by almonds, led the list of nuts which had been bought in candy or candy bars. Eighty percent of those who bought candy containing nuts in the year preceding the survey reported that at least some of the candy they bought contained peanuts; 74 percent reported purchasing candy containing almonds. Next highest ranking were pecans (42 percent) and English walnuts (28 percent). No other nut was named by more than 13 percent of the users of candy containing nuts (table 88).

Candy With or Without Nuts: Preferences

Among users of candy containing nuts, 5 times as many (63 percent) preferred candy containing nuts as preferred candy without nuts (12 percent). About a quarter stated they had no preference.

Candy containing nuts, as opposed to candy without nuts, had the greatest margin of preference among homemakers who used both peanuts and tree nuts, and the least in households where neither peanuts nor tree nuts were used; in homes where no nuts were used, as many preferred candy without nuts as candy containing nuts (table 89).

A little more than a third of those who bought candy containing nuts said they had no preference for any particular type of nut in their candy. Many of the homemakers who expressed a preference mentioned more than one nut they especially liked. Almonds were favored by 32 percent, with peanuts (27 percent) and pecans (22 percent) close runners-up. English walnuts, favored by 10 percent, were the only other nut mentioned by more than a few homemakers (table 90).

Satisfaction with Amount of Nuts in Candy

Little dissatisfaction was expressed with the amount of nuts in candy or candy bars. Eighty-five percent of the homemakers who used candy containing nuts said they were satisfied with the nut content of candy.

As one might expect, the feeling that the quantity of nuts in candy is too small ran highest among homemakers who preferred candy containing nuts; 19 percent of this group expressed dissatisfaction, compared with 4 percent among those who preferred candy without nuts. Better educated, younger homemakers were a little more likely to express dissatisfaction with the amount of nuts in candy.

There were no differences according to place of residence, family income, or presence of children (table 91).

APPENDIX

THE SAMPLE DESIGN

The universe from which the sample was drawn consisted of all households^{4/} in continental United States with facilities for preparing food. The design calls for a stratified multi-stage probability sample which ensures that every household in the United States has a known probability of being included. The specific method for selecting the sample was as follows:

Selecting the Primary Sampling Units

Three types of primary sampling units (psu) were used.

The first type of psu was the standard metropolitan area with a population of 1,000,000 or more people.

The second and third types of psu's were the urban and rural parts of counties. These were defined for all counties in the United States except those which constitute the metropolitan areas of 1,000,000 or more people.

The urban part of a county was composed of all places of 2,500 or more people within a county. The rural part of the county was that part of the county which was not the urban part. That is, it was composed of all places with fewer than 2,500 inhabitants, and open country.

As the 3 types of psu are mutually exclusive and contain all households in the United States, they provide a stratification by community size.

Metropolitan Areas of 1,000,000 or More Population

All metropolitan areas of 1,000,000 or more population were included in the sample. Interviews in groups of 24 were assigned in proportion to the population of each area.

The metropolitan area was then divided into smaller sampling units (secondary sampling units) which consisted of blocks in urban places^{5/} and parts of an enumeration district in rural places. These smaller units were listed in geographic order, and a systematic sample of blocks or rural segments was selected with a probability proportionate to size.^{6/} Four secondary sampling

^{4/} The definitions of all terms such as "household," "metropolitan area," etc., are the same as those used in the 1950 U. S. Census of Population and Housing. All population estimates are taken from the same source unless otherwise indicated.

^{5/} Blocks with 200 or more dwelling units were divided into 2 or more parts, each part thereafter being treated as a separate sampling unit. Blocks with 10 or fewer dwelling units were combined with adjacent blocks. These block combinations thereafter were treated as a single block.

^{6/} The number of dwelling units on blocks in urban places of less than 50,000 population was taken from dwelling unit counts of Sanborn Maps. The number of dwelling units in open country was estimated from county highway maps and aerial photographs.

areas were selected for each group of 24 interviews assigned to a metropolitan area. A cluster of 6 interviews was assigned to each secondary sampling unit that was selected.

Urban Parts of Counties

The urban parts of counties were stratified into the 9 major census regions. Interviews in groups of 24 were assigned to each stratum in proportion to the population of the stratum. The counties within the stratum were listed in geographic order, and a systematic sample of counties was selected with a probability proportionate to the urban population of the county. The number of counties selected was equal to the number of interview groups assigned to the stratum.

Within each county selected, all blocks in all urban places were listed in geographic order, and a systematic sample of 4 blocks was selected with a probability proportionate to the population of the block. Six interviews were assigned to every block that was selected for the sample.

Rural Parts of Counties

The rural parts of counties were stratified into the 9 major census regions. Interviews in groups of 12 were assigned to each stratum in proportion to the population of the stratum. 7/ The counties within the stratum were listed in geographic order and a systematic sample of counties was selected with a probability proportionate to the rural population of the county. 8/ The number of counties selected in each stratum was equal to the number of interview groups assigned to the stratum.

Within each county selected, the rural area was divided into segments and the segments were listed in geographic order. A systematic sample of 2 rural segments was selected in each county. Six interviews were assigned to each rural segment that was selected for the sample.

The Selection of Households and Respondents

The households in each block and rural segment were prelisted and a systematic sample of 6 households was selected for interviewing from the list. As a fixed number of households was drawn from each segment, all households

7/ The number of primary sampling units in urban and rural parts of counties are proportional to population, but as there are twice as many interviews assigned to each urban part of county selected (24 as to 12) the overall sampling rate for the urban parts of counties is twice as great as the overall sampling rate for the rural parts of counties. It is therefore necessary to upweight the rural sample by 2.

8/ The rural definition used is somewhat different from the definition used in the census. It includes the entire population of the county that does not live in urban places of 2,500 or more people. Thus, some persons living in the urbanized area of larger cities, but not in the city itself, are included in the rural sample.

do not have exactly the same chance of selection unless the actual size of the segment is equal to the assumed or estimated size that was used when it was drawn. However, the probabilities of selection are sufficiently close to being equal so that weighting was regarded as unnecessary except for the difference in overall rates between the urban and rural areas.

The respondent interviewed within each household was the person with the primary responsibility for preparing meals.

The overall completion rate was 89.3 percent.

The completion rates for the 3 size-of-place strata were:

<u>Size-of-place strata</u>	<u>Completion rate</u>
	<u>Percent</u>
Metropolitan	86
Urban	91
Rural	92

The major reasons for mortality were: Refusal to grant interviews, selection of dwelling units which turned out to be vacant, and inability to reach the respondents. The last factor was kept to a minimum by making at least 3 call-backs to reach the selected respondents.

Note on Sampling Error

An idea of the approximate order of magnitude of the sampling standard error can be obtained by computing the value of $\sqrt{\frac{pq}{n}}$ and then making an arbitrary allowance for the difference in efficiency between an unrestricted random sample and the sample actually used for this study. For example, 74 percent of the 3,085 respondents used peanuts in the year preceding the interview. In this case $\sqrt{\frac{pq}{n}} = \sqrt{\frac{(74)(26)}{3085}} = 1$ percent. Note that n is the number of cases on which the percent, 74, is based, and q is equal to 100 minus 74.

If the sample could be interpreted as equivalent in precision to an unrestricted random sample, 73 and 75 or 72 and 76 would be quoted as the 67 percent or the 95 percent confidence limits, respectively, for the estimate of the percent who used peanuts. However, the loss in statistical efficiency due to clustering is not completely offset by gain in statistical efficiency due to stratification, so the use of $\sqrt{\frac{pq}{n}}$ gives an underestimate of the sampling error.

Comparisons of computed sampling errors from previous studies (using appropriate formulas corresponding to the sample design) with value of $\sqrt{\frac{pq}{n}}$

suggest that the value of $\sqrt{\frac{pq}{n}}$ should be inflated by a factor between about 1.25 and 1.75. In other words, the sampling error for the 95 percent level of probability might be expressed as $2k\sqrt{\frac{pq}{n}}$ where k is an unknown number but past experience indicates that it is between 1.25 and 1.75 for samples similar to that used for this survey. The value of k varies from item to item and also with the nature of breakdown of the data in the case of percents based upon only a part of the total sample.

This provides only a means of speculating on the sampling error, but is a useful aid in the interpretation of results because, even though one does not have a mathematical basis for making a probability statement about sampling error, one can be reasonably sure that the sampling error pertaining to an estimated percent, p, is not more than about $3\sqrt{\frac{pq}{n}}$ percentage points. This holds as a rough approximation even though the sample was not self-weighted, n being the unweighted n referred to in the next section of this report.

THE WEIGHTING PROCESS

Since rural areas were under-sampled by 50 percent, all rural interviews were duplicated in order to form the complete count of 3,789 homemakers who represent a nationwide cross-section of homemakers. All percentages in this report are based on weighted n's; the number of cases shown in each table are unweighted n's.

In selected tables, each unweighted n was determined by actual count of the number of homemakers who were asked the question. In the remainder of the tables, the unweighted n for the total homemakers represented in the table was established by actual account; the unweighted n for each subgroup shown in the table was computed by the formula:

$$\frac{\text{Unweighted n for subgroup}}{\text{Weighted n for subgroup}} = \frac{\text{Unweighted n for total}}{\text{Weighted n for total}}$$

TABLES

Table

The following tables are presented generally in the order in which the findings are discussed in the preceding sections.

Since rural areas were undersampled by 50 percent (as described previously in the appendix), all rural interviews were duplicated in order to provide a complete count representing a nationwide cross-section of homemakers. All percentages are based on weighted totals, but the numbers of cases shown in the tables are adjusted to indicate the actual number of interviews taken.

The responses to the question on family income were grouped roughly into terciles; the "lower" income category includes family incomes up to \$3,000; "middle" incomes are between \$3,000 and \$5,000; "upper" incomes are \$5,000 and over.

The community size classifications are as follows:

Metropolitan -- Standard metropolitan areas with populations of 1 million or more.

Urban -- Urban areas with populations of less than 1 million and all urban places of over 2,500.

Rural -- Towns with fewer than 2,500 inhabitants, open country areas, and farms.

In some tables the numbers of cases in groupings such as those by age, income, and education may add to less than the total number of cases shown because the information was not ascertained for some respondents.

Table 1.--Home use of peanuts and selected tree nuts in the last 12 months

	Used peanuts only	Used tree nuts only	Used both peanuts and tree nuts	Used neither peanuts nor tree nuts	Subtotals		Total	Cases
	Percent	Percent	Percent	Percent	Used peanuts	Used tree nuts	Percent	Number
Total -----	4	16	70	10	74	86	100	3,085
Community size -----								
Metropolitan -----	3	17	68	12	71	85	100	1,072
Urban -----	3	16	70	11	73	86	100	1,309
Rural -----	6	14	72	8	78	86	100	704
Family income group -----								
Lower -----	7	18	60	15	67	78	100	1,121
Middle -----	2	14	76	8	78	90	100	1,085
Upper -----	2	14	79	5	81	93	100	838
Education of respondent -----								
Grade school -----	6	18	61	15	67	79	100	978
High school -----	3	14	76	7	79	90	100	1,599
College -----	2	15	76	7	78	91	100	486
Children in family -----								
Under 5, only -----	4	11	79	6	83	90	100	299
5 - 16, only -----	4	10	82	4	86	92	100	734
Both age groups -----	6	10	79	5	85	89	100	448
No children -----	3	20	61	16	64	81	100	1,604
Age of respondent -----								
Under 30 -----	4	11	80	5	84	91	100	571
30 - 39 -----	6	10	79	5	85	89	100	700
40 - 49 -----	3	13	79	5	82	92	100	671
50 - 59 -----	4	20	64	12	68	84	100	525
60 or over -----	3	24	49	24	52	73	100	617

Table 2.--Home use of peanuts, by type, in the last 12 months

	Used salted peanuts only	Used roasted peanuts only	Used both	Used neither	Subtotals		Total	Cases
					Used salted peanuts	Used roasted peanuts		
Total -----	Percent 31	Percent 4	Percent 39	Percent 26	Percent 70	Percent 43	Percent 100	Number 3,085
Community size -----								
Metropolitan -----	33	5	33	29	66	38	100	1,072
Urban -----	33	4	36	27	69	40	100	1,309
Rural -----	29	4	45	22	74	49	100	704
Family income group -----								
Lower -----	27	6	34	33	61	40	100	1,121
Middle -----	30	4	44	22	74	48	100	1,085
Upper -----	40	2	39	19	79	41	100	838
Education of respondent -----								
Grade school -----	26	6	35	33	61	41	100	978
High school -----	33	3	43	21	76	46	100	1,599
College -----	40	4	34	22	74	38	100	486
Children in family -----								
Under 5, only -----	36	3	44	17	80	47	100	299
5 - 16, only -----	32	4	50	14	82	54	100	734
Both age groups -----	29	3	53	15	82	56	100	448
No children -----	31	5	28	36	59	33	100	1,604
Age of respondent -----								
Under 30 -----	36	4	44	16	80	48	100	571
30 - 39 -----	35	3	47	15	82	50	100	700
40 - 49 -----	32	3	47	18	79	50	100	671
50 - 59 -----	30	4	34	32	64	38	100	525
60 or over -----	24	7	21	48	45	28	100	617

Table 3.--Proportions of homemakers who had ever used or heard of raw peanuts

	Had used raw peanuts	Had not used raw peanuts			Total	Cases
		Had heard of them	Had not heard of them	Don't know		
	Percent	Percent	Percent	Percent	Percent	Number
Total -----	28	48	21	3	100	3,085
Community size -----						
Metropolitan -----	14	46	36	4	100	1,072
Urban -----	29	51	18	2	100	1,309
Rural -----	38	47	13	2	100	704
Family income group -----						
Lower -----	38	43	16	3	100	1,121
Middle -----	23	48	26	3	100	1,085
Upper -----	20	56	22	2	100	838
Education of respondent -----						
Grade school -----	36	41	21	2	100	978
High school -----	25	50	22	3	100	1,599
College -----	22	56	20	2	100	486
Children in family -----						
Under 5, only -----	23	45	29	3	100	299
5 - 16, only -----	32	45	21	2	100	734
Both age groups -----	29	46	23	2	100	448
No children -----	27	50	20	3	100	1,604
Age of respondent -----						
Under 30 -----	21	47	29	3	100	571
30 - 39 -----	26	48	24	2	100	700
40 - 49 -----	34	47	17	2	100	671
50 - 59 -----	29	52	17	2	100	525
60 or over -----	29	48	20	3	100	617
Use of peanuts and tree nuts -----						
Used peanuts only -----	32	41	22	5	100	121
Used tree nuts only -----	26	48	24	2	100	478
Used both peanuts and tree nuts -----	29	49	19	3	100	2,174
Used neither -----	24	42	31	3	100	312

Table 4.--Home use of tree nuts, by type, in the last 12 months

	Tree nuts used						Used no tree nuts	Cases
	Almonds	English walnuts	Black walnuts	Pecans	Filberts ^{1/}	Cashews	Mixed nuts	
	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}	Number
Total -----	33	69	22	56	20	43	61	3,085
Community size -----								
Metropolitan -----	38	69	18	48	22	51	66	1,072
Urban -----	35	68	21	58	21	47	60	1,309
Rural -----	27	71	25	59	19	34	59	704
Family income group -----								
Lower -----	24	61	22	49	16	29	48	1,121
Middle -----	37	75	21	55	22	50	66	1,085
Upper -----	42	74	24	66	25	56	75	838
Education of respondent -----								
Grade school -----	25	63	20	47	18	29	49	978
High school -----	36	73	24	59	22	49	62	1,599
College -----	42	72	20	62	21	56	69	486
Children in family -----								
Under 5, only -----	30	73	22	56	18	45	65	299
5 - 16, only -----	36	79	26	62	25	51	73	734
Both age groups -----	32	74	24	56	23	46	66	448
No children -----	32	62	19	52	18	38	53	1,604
Age of respondent -----								
Under 30 -----	30	68	21	54	19	47	65	571
30 - 39 -----	35	75	23	57	23	48	71	700
40 - 49 -----	38	78	24	64	24	47	68	671
50 - 59 -----	35	67	21	57	19	40	58	525
60 or over -----	28	56	19	44	15	30	42	617

^{1/} "Filberts," in this table and in all others, refers to both filberts and hazel nuts, whichever the homemaker called them.

^{2/} Percentages add to more than 100 because some respondents used more than 1 kind of nut.

Table 5.--Frequency of use of salted peanuts among users of salted peanuts

	Every week or two	About once or twice a month	Less than once a month, but more than 3 times a year	3 times a year or less	Total	Cases
	Percent	Percent	Percent	Percent	Percent	Number
Total -----	36	28	22	14	100	2,146
Community size -----						
Metropolitan -----	34	29	23	14	100	716
Urban -----	35	27	22	16	100	911
Rural -----	39	28	21	12	100	519
Family income group -----						
Lower -----	36	27	22	15	100	734
Middle -----	36	27	23	14	100	772
Upper -----	36	32	20	12	100	616
Education of respondent -----						
Grade school -----	37	26	19	18	100	615
High school -----	36	30	22	12	100	1,177
College -----	36	27	23	14	100	344
Children in family -----						
Under 5, only -----	35	30	19	16	100	241
5 - 16, only -----	41	28	20	11	100	610
Both age groups -----	37	30	23	10	100	386
No children -----	33	27	23	17	100	909
Age of respondent -----						
Under 30 -----	36	30	23	11	100	446
30 - 39 -----	38	28	22	12	100	571
40 - 49 -----	40	32	17	11	100	530
50 - 59 -----	35	24	22	19	100	327
60 or over -----	29	23	25	23	100	272

Table 6.--Frequency of use of roasted peanuts among users of roasted peanuts

	Every week or two	About once or twice a month	Less than once a month, but more than 3 times a year	3 times a year or less	Total	Cases
	Percent	Percent	Percent	Percent	Percent	Number
Total -----	24	18	24	34	100	1,285
Community size -----						
Metropolitan -----	24	20	24	32	100	411
Urban -----	23	17	23	37	100	530
Rural -----	25	18	25	32	100	344
Family income group -----						
Lower -----	27	18	24	31	100	469
Middle -----	23	18	25	34	100	487
Upper -----	20	19	25	36	100	316
Education of respondent -----						
Grade school -----	28	20	23	29	100	409
High school -----	23	17	25	35	100	700
College -----	19	16	23	42	100	170
Children in family -----						
Under 5, only -----	22	22	24	32	100	137
5 - 16, only -----	26	17	23	34	100	389
Both age groups -----	24	18	29	29	100	259
No children -----	23	17	23	37	100	500
Age of respondent -----						
Under 30 -----	23	19	25	33	100	259
30 - 39 -----	22	13	36	29	100	342
40 - 49 -----	25	23	20	32	100	329
50 - 59 -----	25	14	25	36	100	191
60 or over -----	19	18	24	39	100	164

Table 7.--Frequency of use of almonds among users of almonds

	Every week or two	About once or twice a month	Less than once a month, but more than 3 times a year	3 times a year or less	Total	Cases
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
Total -----	8	15	26	51	100	1,059
Community size -----						
Metropolitan -----	9	16	31	44	100	412
Urban -----	10	12	24	54	100	454
Rural -----	6	16	22	56	100	193
Family income group -----						
Lower -----	7	10	25	58	100	295
Middle -----	7	14	26	53	100	408
Upper -----	12	19	27	42	100	346
Education of respondent -----						
Grade school -----	11	15	21	53	100	266
High school -----	7	13	27	53	100	581
College -----	9	19	30	42	100	206
Children in family -----						
Under 5, only -----	10	22	26	42	100	96
5 - 16, only -----	7	17	23	53	100	284
Both age groups -----	5	11	26	58	100	156
No children -----	10	13	27	50	100	523
Age of respondent -----						
Under 30 -----	9	19	25	47	100	178
30 - 39 -----	6	15	25	54	100	252
40 - 49 -----	8	13	25	54	100	265
50 - 59 -----	12	13	24	51	100	188
60 or over -----	6	12	32	50	100	176

Table 8.--Frequency of use of English walnuts among users of English walnuts

	Every week or two	About once or twice a month	Less than once a month, but more than 3 times a year	3 times a year or less	Total	Cases
	Percent	Percent	Percent	Percent	Percent	Number
Total -----	19	18	24	39	100	2,128
Community size -----						
Metropolitan -----	19	21	29	31	100	734
Urban -----	19	17	22	42	100	898
Rural -----	19	17	23	41	100	496
Family income group -----						
Lower -----	11	14	24	51	100	733
Middle -----	22	18	25	35	100	794
Upper -----	25	23	22	30	100	577
Education of respondent -----						
Grade school -----	17	13	22	48	100	640
High school -----	20	19	24	37	100	1,145
College -----	22	24	27	27	100	332
Children in family -----						
Under 5, only -----	18	17	23	42	100	221
5 - 16, only -----	22	21	21	36	100	592
Both age groups -----	20	17	23	40	100	352
No children -----	17	17	27	39	100	963
Age of respondent -----						
Under 30 -----	17	17	23	43	100	385
30 - 39 -----	20	19	26	35	100	523
40 - 49 -----	22	20	23	35	100	527
50 - 59 -----	18	17	23	42	100	347
60 or over -----	17	16	25	42	100	346

Table 9.--Frequency of use of black walnuts among users of black walnuts

	Every week or two	About once or twice a month	Less than once a month, but more than 3 times a year	3 times a year or less	Total	Cases
	Percent	Percent	Percent	Percent	Percent	Number
Total -----	12	14	28	46	100	649
Community size -----						
Metropolitan -----	8	12	31	49	100	189
Urban -----	12	16	26	46	100	281
Rural -----	14	14	28	44	100	179
Family income group -----						
Lower -----	11	14	28	47	100	256
Middle -----	11	14	31	44	100	209
Upper -----	15	16	24	45	100	179
Education of respondent -----						
Grade school -----	17	15	27	41	100	196
High school -----	10	14	28	48	100	361
College -----	9	17	30	44	100	89
Children in family -----						
Under 5, only -----	11	30	16	43	100	63
5 - 16, only -----	16	11	25	48	100	187
Both age groups -----	13	20	32	35	100	111
No children -----	10	11	31	48	100	288
Age of respondent -----						
Under 30 -----	8	25	23	44	100	114
30 - 39 -----	14	14	30	42	100	157
40 - 49 -----	13	12	23	52	100	160
50 - 59 -----	13	13	30	44	100	107
60 or over -----	12	10	35	43	100	111

Table 10.--Frequency of use of pecans among users of pecans

	Every week or two	About once or twice a month	Less than once a month, but more than 3 times a year	3 times a year or less	Total	Cases
	Percent	Percent	Percent	Percent	Percent	Number
Total -----	17	20	26	37	100	1,690
Community size -----						
Metropolitan -----	13	20	29	38	100	519
Urban -----	20	21	24	35	100	760
Rural -----	16	19	26	39	100	411
Family income group -----						
Lower -----	12	16	26	46	100	585
Middle -----	15	20	29	36	100	574
Upper -----	22	24	24	30	100	512
Education of respondent -----						
Grade school -----	18	16	22	44	100	479
High school -----	15	21	27	37	100	919
College -----	20	25	29	26	100	286
Children in family -----						
Under 5, only -----	21	23	14	42	100	168
5 - 16, only -----	17	21	26	36	100	462
Both age groups -----	14	20	26	40	100	265
No children -----	17	19	28	36	100	795
Age of respondent -----						
Under 30 -----	15	25	21	39	100	303
30 - 39 -----	16	19	27	38	100	397
40 - 49 -----	21	21	23	35	100	429
50 - 59 -----	18	18	26	38	100	293
60 or over -----	13	16	33	38	100	267

Table 11.--Frequency of use of filberts among users of filberts

	Every week or two	About once or twice a month	Less than once a month, but more than 3 times a year	3 times a year or less	Total	Cases
	Percent	Percent	Percent	Percent	Percent	Number
Total -----	6	8	18	68	100	638
Community size -----						
Metropolitan -----	6	11	24	59	100	231
Urban -----	7	8	15	70	100	272
Rural -----	4	6	15	75	100	135
Family income group -----						
Lower -----	4	8	18	70	100	195
Middle -----	5	7	19	69	100	239
Upper -----	9	10	17	64	100	200
Education of respondent -----						
Grade school -----	7	8	15	70	100	182
High school -----	6	8	19	67	100	352
College -----	3	9	18	70	100	97
Children in family -----						
Under 5, only -----	4	18	9	69	100	56
5 - 16, only -----	7	4	18	71	100	193
Both age groups -----	2	11	20	67	100	112
No children -----	7	8	19	66	100	277
Age of respondent -----						
Under 30 -----	4	9	13	74	100	111
30 - 39 -----	4	10	19	67	100	167
40 - 49 -----	6	6	18	70	100	165
50 - 59 -----	10	6	18	66	100	99
60 or over -----	7	9	20	64	100	96

Table 12.--Frequency of use of cashew nuts among users of cashew nuts

	Every week or two	About once or twice a month	Less than once a month, but more than 3 times a year	3 times a year or less	Total	Cases
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
Total -----	15	24	27	34	100	1,390
Community size -----						
Metropolitan -----	15	28	27	30	100	544
Urban -----	17	22	27	34	100	610
Rural -----	13	23	26	38	100	236
Family income group -----						
Lower -----	12	21	25	42	100	361
Middle -----	16	24	28	32	100	553
Upper -----	16	27	27	30	100	463
Education of respondent -----						
Grade school -----	17	21	23	39	100	306
High school -----	14	25	27	34	100	801
College -----	16	26	31	27	100	274
Children in family -----						
Under 5, only -----	15	33	21	31	100	144
5 - 16, only -----	17	25	26	32	100	399
Both age groups -----	15	24	28	33	100	228
No children -----	14	22	28	36	100	619
Age of respondent -----						
Under 30 -----	14	29	24	33	100	280
30 - 39 -----	16	22	28	34	100	356
40 - 49 -----	17	26	27	30	100	339
50 - 59 -----	18	23	25	34	100	221
60 or over -----	8	19	31	42	100	194

Table 13.--Frequency of use of mixed nuts among users of mixed nuts

	Every week or two	About once or twice a month	Less than once a month, but more than 3 times a year	3 times a year or less	Total	Cases
	Percent	Percent	Percent	Percent	Percent	Number
Total -----	9	15	22	54	100	1,903
Community size -----						
Metropolitan -----	11	17	26	46	100	705
Urban -----	11	14	21	54	100	785
Rural -----	6	14	18	62	100	413
Family income group -----						
Lower -----	8	11	15	66	100	576
Middle -----	8	15	27	50	100	706
Upper -----	12	19	21	48	100	597
Education of respondent -----						
Grade school -----	9	13	17	61	100	506
High school -----	9	15	22	54	100	1,061
College -----	11	17	26	46	100	325
Children in family -----						
Under 5, only -----	12	14	20	54	100	197
5 - 16, only -----	9	15	20	56	100	555
Both age groups -----	8	17	23	52	100	318
No children -----	10	14	22	54	100	833
Age of respondent -----						
Under 30 -----	11	18	21	50	100	369
30 - 39 -----	10	15	22	53	100	504
40 - 49 -----	11	16	22	51	100	468
50 - 59 -----	8	13	22	57	100	302
60 or over -----	5	11	20	64	100	260

Table 14.--Reasons for nonuse of salted or roasted peanuts among nonusers of each

	Salted peanuts	Roasted peanuts
	<u>Percent 1/</u>	<u>Percent 1/</u>
<u>Health reasons</u>		
Have specific physical problem (ulcers, allergy, eczema, false teeth, etc.)-----	34	17
Nuts are hard to digest -----	14	8
They are too fattening -----	7	3
<u>Preference reasons</u>		
Don't like them (no reason speci- fied) -----	16	15
Dislike the taste -----	11	8
Shells are a bother, messy -----	--	26
Don't have occasion to use them -----	5	4
<u>Other</u>		
Just don't think of them -----	4	5
Too expensive -----	4	3
Not available here -----	<u>2/</u>	6
Miscellaneous -----	5	5
Use, but do not buy -----	6	7
Don't know, no answer -----	5	5
Number of cases -----	939	1,800

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

2/ Less than 0.5 percent.

Table 15.--Reasons for not using peanuts or tree nuts frequently, among moderate or infrequent users of each 1/

	Salted peanuts	Roasted peanuts	Peanuts generally	Tree nuts
	<u>Percent^{2/}</u>	<u>Percent^{2/}</u>	<u>Percent^{2/}</u>	<u>Percent^{2/}</u>
<u>Health reasons</u>				
Have specific physical problem (ulcers, allergy, eczema, false teeth, etc.) -----	11	6	12	7
Nuts are hard to digest -----	9	6	8	5
They are too fattening -----	11	3	10	7
<u>Preference reasons</u>				
Don't like them (no reason specified) -----	23	19	26	14
Dislike the taste -----	3	3	3	1
Shells are a bother, messy ---	--	24	5	1
<u>Reasons related to ways used</u>				
Use them only for company ----	14	3	9	13
Don't use snacks much -----	4	7	8	3
Use only at holiday time -----	3	6	5	30
Only use for baking, cooking -	1	2	2	16
Other "use" explanations -----	9	6	9	8
<u>Other</u>				
Just don't think of them -----	3	2	5	2
Too expensive -----	9	3	12	23
Not available here -----	1	17	4	5
Dangerous for small children -	2	<u>3/</u> 4	2	1
They're stale -----	1	4	1	2
Miscellaneous -----	6	5	5	5
Don't know, no answer -----	7	4	7	5
Number of cases -----	729	327	650	2,513

1/ Those who had used the nut less often than every week or 2 in the preceding 12 months.

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

3/ Less than 0.5 percent.

Table 16.--Reasons for nonuse of tree nuts

	Homemakers who used at least one tree nut, and gave reasons for								Homemakers who used no tree nuts
	Each nut not used							Tree nuts generally	
	Almonds	English walnuts	Black walnuts	Pecans	Filberts	Cashews	Mixed nuts		
	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	
Health reasons									
Have specific physical problem (ulcers, allergy, eczema, false teeth, etc.)	5	9	2	4	3	4	7	14	
Nuts are hard to digest ---	2	2	2	3	2	5	6	6	
They are too fattening ---	1	1	1	2	1	3	1	5	
They're hard to chew -----	6	1	1	2/	4	2	--	1	
They're too rich -----	1	2	2	2	2/	6	--	1	
Preference reasons									
We don't like them (no reason specified) -----	15	15	10	14	15	12	28	24	
Dislike the taste -----	24	12	22	9	17	10	2	9	
Shells are a bother, messy	1	1	7	3	1	--	1	1	
Don't have occasion to use them -----	11	13	6	10	9	9	11	28	
Other									
Too expensive -----	18	8	4	18	6	21	20	18	
Never tried them; never think of them -----	8	7	13	6	20	15	9	11	
Not available here -----	4	4	21	3	10	6	5	4	
Miscellaneous -----	5	4	1	3	4	4	6	2	
Uses, but does not buy -----	8	22	16	25	12	8	8	2	
Don't know, no answer -----	7	11	5	6	8	8	9	4	
Number of cases -----	681	157	1,014	357	959	517	268	1,124	
								432	

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

^{2/} Less than 0.5 percent.

Table 17.--Ways in which salted peanuts were used at home in past 12 months among users of salted peanuts

	Snacks	Salads	Toppings	Making candy	Baking	Other cooking	Cases
	Percent ¹ / ₁₀₀	Percent ¹ / ₁₀₀	Percent ¹ / ₁₀₀	Percent ¹ / ₁₀₀	Percent ¹ / ₁₀₀	Percent ¹ / ₁₀₀	Number
Total -----	99	11	17	18	19	4	2,146
Community size -----							
Metropolitan -----	99	8	16	12	15	4	716
Urban -----	99	12	16	19	20	5	911
Rural -----	99	12	17	23	22	4	519
Family income group -----							
Lower -----	99	10	12	20	17	5	734
Middle -----	99	11	19	18	20	4	772
Upper -----	99	12	18	17	21	4	616
Education of respondent -----							
Grade school -----	98	9	12	18	17	3	615
High school -----	99	11	18	19	20	5	1,177
College -----	99	15	19	17	20	4	344
Children in family -----							
Under 5, only -----	98	11	19	22	23	6	241
5 - 16, only -----	99	12	17	19	22	4	610
Both age groups -----	99	6	20	22	22	4	386
No children -----	99	12	14	15	15	4	909
Age of respondent -----							
Under 30 -----	98	9	20	21	24	6	446
30 - 39 -----	99	8	19	16	19	4	570
40 - 49 -----	99	14	16	23	21	5	530
50 - 59 -----	99	14	13	13	15	3	327
60 or over -----	98	11	12	16	14	4	272
Frequency of use of salted peanuts -----							
Every week or two -----	99	14	21	24	22	6	779
Once or twice a month -----	99	14	18	19	22	5	604
Less than once a month, but more than 3 times a year -----	99	7	13	14	15	2	462
Three times a year or less -----	97	4	7	9	12	2	298

¹/₁₀₀ Percentages add to more than 100 because some respondents gave more than 1 use for salted peanuts.

Table 18.--Ways in which roasted peanuts were used at home in past 12 months among users of roasted peanuts

	Snacks	Salads	Toppings	Making candy	Baking	Other cooking	Cases
	Percent ¹ / ₁	Percent ¹ / ₁	Percent ¹ / ₁	Percent ¹ / ₁	Percent ¹ / ₁	Percent ¹ / ₁	Number
Total -----	97	5	4	12	12	2	1,285
Community size -----							
Metropolitan -----	97	3	4	6	11	3	411
Urban -----	97	5	6	12	9	3	530
Rural -----	97	6	3	16	14	1	344
Family income group -----							
Lower -----	97	5	6	15	12	3	469
Middle -----	98	6	5	12	11	2	487
Upper -----	97	5	3	7	12	3	316
Education of respondent -----							
Grade school -----	97	3	4	14	14	2	409
High school -----	97	6	4	11	11	2	700
College -----	96	7	5	12	11	4	170
Children in family -----							
Under 5, only -----	98	3	5	13	9	1	137
5 - 16, only -----	97	4	3	12	10	2	389
Both age groups -----	99	6	5	13	15	2	259
No children -----	96	6	5	11	12	3	500
Age of respondent -----							
Under 30 -----	97	3	3	11	10	2/	259
30 - 39 -----	98	5	6	11	11	3	342
40 - 49 -----	98	7	4	14	14	2	329
50 - 59 -----	95	3	4	9	11	2	191
60 or over -----	96	6	6	15	13	5	164
Frequency of use of roasted peanuts -----							
Every week or two -----	99	8	7	16	13	3	308
Once or twice a month -----	97	8	8	14	14	3	229
Less than once a month, but more than 3 times a year -----	97	3	3	12	15	3	312
Three times a year or less -----	95	3	2	8	8	1	432

¹/ Percentages add to more than 100 because some respondents gave more than 1 use for roasted peanuts.

²/ Less than 0.5 percent.

Table 19.--Ways in which almonds were used at home in past 12 months among users of almonds

	Snacks	Salads	Toppings	Making candy	Baking	Other cooking	Cases
	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Number
Total -----	68	18	15	20	54	15	1,059
<u>Community size</u> -----							
Metropolitan -----	70	15	14	11	62	15	412
Urban -----	68	19	15	24	55	19	454
Rural -----	65	21	14	25	44	10	193
<u>Family income group</u> -----							
Lower -----	72	22	14	21	49	9	295
Middle -----	69	13	15	22	52	14	408
Upper -----	64	21	14	19	60	22	346
<u>Education of respondent</u> -----							
Grade school -----	71	13	12	18	51	10	266
High school -----	69	17	14	22	53	14	581
College -----	61	27	20	17	60	24	206
<u>Children in family</u> -----							
Under 5, only -----	68	19	12	12	52	16	96
5 - 16, only -----	71	19	16	24	57	17	284
Both age groups -----	72	11	16	27	53	9	156
No children -----	65	20	14	17	53	16	523
<u>Age of respondent</u> -----							
Under 30 -----	75	17	15	22	45	9	178
30 - 39 -----	69	15	15	22	57	17	252
40 - 49 -----	67	22	16	20	58	17	266
50 - 59 -----	64	18	11	19	51	16	188
60 or over -----	62	19	14	16	57	15	176
<u>Frequency of use of almonds</u> -----							
Every week or two -----	73	30	30	32	60	32	89
Once or twice a month -----	69	22	21	20	62	22	153
Less than once a month, but more than 3 times a year -----	67	21	18	19	59	16	274
Three times a year or less -----	67	14	9	19	49	10	540

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

Table 20.--Ways in which English walnuts were used at home in past 12 months among users of English walnuts

	Snacks	Salads	Toppings	Making candy	Baking	Other cooking	Cases
	Percent ¹ / _l	Percent ¹ / _l	Percent ¹ / _l	Percent ¹ / _l	Percent ¹ / _l	Percent ¹ / _l	Number
Total -----	61	40	22	42	77	15	2,128
Community size -----							
Metropolitan -----	62	32	25	29	77	15	734
Urban -----	57	41	21	42	77	17	898
Rural -----	65	45	21	53	76	15	496
Family income group -----							
Lower -----	69	34	15	39	68	12	733
Middle -----	59	39	26	43	81	16	794
Upper -----	57	49	27	46	81	19	577
Education of respondent -----							
Grade school -----	68	29	16	32	67	11	640
High school -----	60	43	24	48	80	17	1,145
College -----	55	49	28	44	85	20	332
Children in family -----							
Under 5, only -----	57	29	24	47	78	14	221
5 - 16, only -----	65	44	25	48	80	15	592
Both age groups -----	69	40	20	47	76	14	352
No children -----	58	40	21	36	75	17	963
Age of respondent -----							
Under 30 -----	65	31	21	47	73	12	384
30 - 39 -----	63	39	21	43	79	15	523
40 - 49 -----	64	45	24	45	80	17	527
50 - 59 -----	56	42	24	38	74	16	347
60 or over -----	58	42	20	37	77	17	346
Frequency of use of English walnuts -----							
Every week or two -----	58	62	44	62	90	33	405
Once or twice a month -----	55	46	27	45	89	19	384
Less than once a month, but more than 3 times a year -----	60	40	21	45	81	14	512
Three times a year or less -----	67	26	10	30	62	6	822

¹/ Percentages add to more than 100 because some respondents gave more than 1 use for English walnuts.

Table 21.--Ways in which pecans were used at home in past 12 months among users of pecans

	Snacks	Salads	Toppings	Making candy	Baking	Other cooking	Cases
	Percent $\frac{1}{2}$	Percent $\frac{1}{2}$	Percent $\frac{1}{2}$	Percent $\frac{1}{2}$	Percent $\frac{1}{2}$	Percent $\frac{1}{2}$	Number
Total -----	69	34	25	42	74	15	1,690
Community size -----							
Metropolitan -----	71	22	23	24	67	11	519
Urban -----	66	37	23	46	76	19	760
Rural -----	70	37	27	51	77	13	411
Family income group -----							
Lower -----	75	29	19	42	68	11	585
Middle -----	66	32	27	42	75	15	574
Upper -----	65	40	28	44	79	19	512
Education of respondent -----							
Grade school -----	77	25	19	36	68	9	479
High school -----	66	37	25	47	76	15	919
College -----	63	36	29	39	81	23	286
Children in family -----							
Under 5, only -----	68	31	25	53	73	13	168
5 - 16, only -----	69	36	24	48	79	14	462
Both age groups -----	76	28	21	47	76	14	265
No children -----	66	34	25	35	71	15	795
Age of respondent -----							
Under 30 -----	73	27	22	48	69	12	303
30 - 39 -----	70	30	26	45	75	17	397
40 - 49 -----	68	40	25	44	79	15	430
50 - 59 -----	68	38	26	37	74	15	293
60 or over -----	64	32	23	37	71	14	267
Frequency of use of pecans -----							
Every week or two -----	71	56	46	62	86	30	285
Once or twice a month -----	67	46	32	53	83	21	338
Less than once a month, but more than 3 times a year -----	67	30	20	41	75	11	434
Three times a year or less -----	70	19	13	28	64	7	627

$\frac{1}{2}$ Percentages add to more than 100 because some respondents gave more than 1 use for pecans.

Table 22.--Ways in which filberts were used at home in past 12 months among users of filberts

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	Snacks	Salads	Toppings	Making candy	Baking	Other cooking	Cases
	Percent ¹ / ₁	Percent ¹ / ₁	Percent ¹ / ₁	Percent ¹ / ₁	Percent ¹ / ₁	Percent ¹ / ₁	Number
Total -----	85	6	5	8	25	6	638
Community size -----							
Metropolitan -----	91	4	5	7	25	6	231
Urban -----	85	7	6	8	22	5	272
Rural -----	81	5	4	8	27	7	135
Family income group -----							
Lower -----	86	9	6	11	28	5	195
Middle -----	81	2	5	4	24	7	239
Upper -----	90	7	5	9	23	6	200
Education of respondent -----							
Grade school -----	85	8	5	10	26	8	182
High school -----	85	4	4	7	26	5	352
College -----	88	8	8	7	19	4	97
Children in family -----							
Under 5, only -----	--	--	--	--	--	--	2/ 56
5 - 16, only -----	86	6	5	9	26	5	193
Both age groups -----	84	3	7	10	23	7	112
No children -----	85	6	4	6	23	6	277
Age of respondent -----							
Under 30 -----	90	5	1	7	16	3	111
30 - 39 -----	85	4	6	8	22	7	167
40 - 49 -----	83	5	6	8	29	5	165
50 - 59 -----	88	6	7	8	28	6	99
60 or over -----	83	10	3	8	29	9	97
Frequency of use of filberts -----							
Once a month or more ³ / ₁ -----	88	12	9	16	28	20	88
Less than once a month, but more than 3 times a year -----	84	7	9	9	28	9	114
Three times a year or less -----	85	4	3	6	23	2	430

¹/ Percentages add to more than 100 because some respondents gave more than 1 use for filberts.²/ Number of cases too small for detailed tabulation.³/ "Every week or two" and "Once or twice a month" were combined because of the small numbers of cases.

Table 23.--Uses to which nuts were put, among homemakers who used peanuts or any one of four domestic tree nuts

	Percent ^{1/}
Snacks -----	93
Baking -----	75
Making candy -----	48
Salads -----	42
Toppings -----	33
Other cooking -----	21
Number of cases -----	2,702

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

Table 24.--Nuts used for each purpose, among homemakers who used peanuts or any one of four domestic tree nuts for these purposes

	Snacks	Baking	Making Candy	Salads	Toppings	Other cooking
	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}
Salted peanuts -----	85	21	31	21	41	17
Roasted peanuts -----	51	8	12	6	7	5
English walnuts -----	52	81	70	75	54	59
Pecans -----	47	63	56	50	47	45
Almonds -----	27	27	16	16	17	27
Filberts -----	21	8	4	3	4	7
Number of cases -----	2,510	2,025	1,291	1,130	878	559

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

Table 25.--Tree nut preferred for each use among those who used more than one domestic tree nut for each purpose

	Snacks	Baking	Making candy	Salads	Other cooking
	Percent	Percent	Percent	Percent	Percent
English walnuts -----	23	33	30	37	24
Pecans -----	30	23	29	28	19
Almonds -----	7	3	3	3	11
Filberts -----	4	^{1/}	1	^{1/}	3
No preference -----	33	25	28	24	29
Depends -----	1	15	8	6	11
Not ascertained -----	2	1	1	2	3
Total -----	100	100	100	100	100
Number of cases -----	1,122	1,137	524	444	197

^{1/} Less than 0.5 percent.

Table 26.--Reasons for preferring English walnuts and pecans for specified uses among homemakers who used more than 1 tree nut for these uses 1/

	For snacks		For baking		For making candy		For salads	
	English walnuts	Pecans	English walnuts	Pecans	English walnuts	Pecans	English walnuts	Pecans
	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/
Nuts have special qualities								
We like the taste -----	57	79	45	58	46	64	47	64
They're easy to shell -----	30	5	8	1	11	3/	10	2
They're filling -----	8	3/	4	--	1	3/	3	1
They crumble easily -----	7	7	5	3	5	11	7	8
They're crisp, crunchy -----	2	1	3	1	3	2	8	1
They're convenient to serve -----	2	1	3	2	2	2	4	3
They look pretty -----	2	--	6	3	5	2	6	6
They go well with other foods -----	1	3/	6	3	2	3	16	10
Other qualities -----	7	6	11	11	7	9	9	11
Other								
We like them (no reason specified) -----	4	5	3	6	12	3	3	3
They're inexpensive -----	7	8	17	8	10	8	8	6
They're usually available -----	2	5	4	6	3	6	4	4
The recipes call for them -----	--	--	16	11	6	3	9	3
Miscellaneous -----	2	3	2	2	3/	4	1	1
Don't know, no answer -----	2	2	3	4	4	3	3	3
Number of cases -----	255	318	377	259	152	161	172	118

1/ Data were obtained also about almonds and filberts, and about nuts preferred for other cooking, but there were too few cases for reliable percentages.

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

3/ Less than 0.5 percent.

Table 27.---Reasons for liking to use nuts in ways used, among users of each nut

	Salted peanuts	Roasted peanuts	Almonds	English walnuts	Pecans	Filberts
	Percent $\frac{1}{1}$	Percent $\frac{1}{1}$	Percent $\frac{1}{1}$	Percent $\frac{1}{1}$	Percent $\frac{1}{1}$	Percent $\frac{1}{1}$
Nuts have special qualities						
We like the taste or flavor -----	44	34	53	54	56	39
They're convenient to serve -----	11	2	2	3	2	1
They're nourishing -----	5	5	3	3	2	1
They're filling -----	4	2	1	2	1	1
They're crisp, crunchy -----	2	2	4	4	2	6
They go well with other foods -----	1	2	2	5	5	2
They look pretty -----	1	2	8	11	8	2
They're easy to shell -----	--	1	2	9	3	2
They crumble easily -----	1	2	2	3	4	1
Other qualities -----	3	3	4	8	6	5
We like them at certain times						
For company -----	18	15	7	4	5	6
To serve with beverages -----	14	4	3	1	2	2
As a change from fruit or candy -----	3	7	6	4	5	14
For the holidays -----	1	3	8	7	5	15
Other						
We like them (no reason specified) -----	12	14	7	7	9	9
They're inexpensive -----	7	3	2	5	2	1
Recipes call for them -----	2	2	14	12	14	6
We enjoy cracking shells -----	--	12	2	1	1	2
Miscellaneous -----	2	2	2	3	3	2
Don't know, no answer -----	6	11	6	5	5	2
Number of cases -----	2,146	1,285	1,059	2,128	1,690	638

$\frac{1}{2}$ Percentages add to more than 100 because some respondents gave more than 1 reason.
 $\frac{2}{2}$ Less than 0.5 percent.

Table 28.--Nuts considered not suitable for salads, for baking, or for cooking by users of any nuts

	Salads	Baking	Cooking
	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}
Almonds -----	15	9	11
English walnuts -----	4	2	5
Pecans -----	6	2	5
Filberts -----	27	24	23
All suitable -----	44	54	43
Don't know -----	25	18	30
Not ascertained -----	^{2/}	1	1
Number of cases -----	2,760	2,760	2,760

^{1/} Percentages add to more than 100 because some respondents named more than 1 nut.

^{2/} Less than 0.5 percent.

Table 29.--Proportions of homemakers who had ever baked a pecan pie

	Had baked pecan pie	Had not baked pecan pie	Total	Cases
	Percent	Percent	Percent	Number
Total -----	31	69	100	3,085
<u>Community size</u>				
Metropolitan -----	15	85	100	1,072
Urban -----	36	64	100	1,309
Rural -----	38	62	100	704
<u>Family income group</u>				
Lower -----	26	74	100	1,121
Middle -----	29	71	100	1,085
Upper -----	41	59	100	838
<u>Education of respondent</u>				
Grade school -----	24	76	100	978
High school -----	32	68	100	1,599
College -----	42	58	100	486
<u>Children in family</u>				
Under 5, only -----	31	69	100	299
5 - 16, only -----	34	66	100	734
Both age groups -----	33	67	100	448
No children -----	28	72	100	1,604
<u>Age of respondent</u>				
Under 30 -----	24	76	100	571
30 - 39 -----	34	66	100	700
40 - 49 -----	38	62	100	671
50 - 59 -----	29	71	100	525
60 or over -----	26	74	100	617

Table 30.--Who ate peanuts, in families where there were children under 17 and where peanuts were used for snacks

	Children only	Adults only	Both children and adults	Not ascertained	Total	Cases
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
Total -----	3	13	83	1	100	1,268
<u>Children in family</u>						
Under 5, only ----	1	49	48	2	100	243
5 - 16, only -----	4	3	92	1	100	627
Both age groups --	2	6	91	1	100	398

Table 31.--Who ate tree nuts, in families where there were children under 17 and where tree nuts were used for snacks

	Children only	Adults only	Both children and adults	Not ascertained	Total	Cases
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
Total -----	1	13	84	2	100	1,105
<u>Children in family</u>						
Under 5, only ----	1	46	49	4	100	210
5 - 16, only -----	1	4	93	2	100	554
Both age groups --	1	6	91	2	100	341

Table 32.--Time of year peanuts were used more, among users of peanuts

	Winter	Fall	Thanks- giving and Christ- mas	Summer	Spring	Use un- varied	Cases
	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Number
Total -----	26	10	8	3	1	64	2,273
<u>Community size</u>							
Metropolitan -----	22	8	6	3	2	71	766
Urban -----	27	9	8	2	1	65	961
Rural -----	28	12	10	5	<u>2/</u>	58	546
<u>Family income group</u>							
Lower -----	27	12	10	3	1	61	802
Middle -----	26	10	8	4	1	64	810
Upper -----	25	8	6	4	1	67	635
<u>Education of respondent</u>							
Grade school -----	26	10	9	3	1	63	675
High school -----	25	10	9	4	1	65	1,226
College -----	30	10	6	3	1	63	362
<u>Children in family</u>							
Under 5, only -----	21	8	10	5	2	65	250
5 - 16, only -----	27	11	7	4	1	65	638
Both age groups -----	23	11	12	3	<u>2/</u>	63	400
No children -----	29	10	8	3	1	63	985
<u>Age of respondent</u>							
Under 30 -----	22	8	11	4	1	64	467
30 - 39 -----	26	10	7	3	<u>2/</u>	65	592
40 - 49 -----	27	13	6	4	1	64	551
50 - 59 -----	29	10	9	3	3	62	349
60 or over -----	26	9	10	3	1	63	314

^{1/} Percentages add to more than 100 because some respondents named more than 1 time of year.

^{2/} Less than 0.5 percent.

Table 33.--Time of year tree nuts were used more, among users of tree nuts

	Winter	Fall	Thanks- giving and Christ- mas	Summer	Spring	Use un- varied	Cases
	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Number
Total -----	54	16	33	<u>2/</u>	2	26	2,651
<u>Community size</u>							
Metropolitan -----	48	17	35	<u>2/</u>	3	29	918
Urban -----	56	16	33	<u>2/</u>	2	27	1,127
Rural -----	57	17	32	<u>2/</u>	1	23	606
<u>Family income group</u>							
Lower -----	56	13	37	<u>2/</u>	2	23	939
Middle -----	54	20	31	<u>2/</u>	3	27	947
Upper -----	53	17	30	<u>2/</u>	1	29	733
<u>Education of respondent</u>							
Grade school -----	53	14	37	<u>1</u>	2	26	805
High school -----	55	17	34	<u>2/</u>	2	25	1,406
College -----	54	18	26	<u>2/</u>	1	31	422
<u>Children in family</u>							
Under 5, only -----	50	13	35	<u>2/</u>	2	29	271
5 - 16, only -----	59	20	32	<u>1</u>	2	22	694
Both age groups -----	56	16	36	<u>2/</u>	2	23	425
No children -----	52	15	32	<u>2/</u>	2	29	1,260
<u>Age of respondent</u>							
Under 30 -----	51	16	36	<u>2/</u>	2	29	510
30 - 39 -----	57	17	35	--	2	23	628
40 - 49 -----	55	19	29	<u>1</u>	2	26	627
50 - 59 -----	55	16	35	<u>2/</u>	3	26	437
60 or over -----	51	14	32	<u>2/</u>	2	30	448

^{1/} Percentages add to more than 100 because some respondents named more than 1 time of year.

^{2/} Less than 0.5 percent.

Table 34.--Reasons for seasonal use of peanuts or tree nuts, among homemakers who used them more during certain times of the year 1/

	Peanuts		Tree nuts			
	Seasons in which used more		Seasons in which used more			
	Fall	Holidays <u>2/</u>	Winter	Fall	Holidays <u>2/</u>	Winter
	Percent <u>3/</u>	Percent <u>3/</u>	Percent <u>3/</u>	Percent <u>3/</u>	Percent <u>3/</u>	Percent <u>3/</u>
Nuts are traditional for holidays -	13	50	22	31	50	37
Do more baking and cooking then ---	8	16	11	35	27	34
We do more entertaining then and serve nuts -----	11	29	16	17	22	17
Nuts are fresher and keep better then -----	25	3	12	12	2	7
We're home more and like to nibble	23	3	27	5	1	6
Nuts are in good supply then -----	14	5	7	10	7	9
Need heavier foods in cooler weather	10	3	13	8	1	8
Like them then (no reason specified) -----	5	4/	6	2	4/	2
Miscellaneous -----	3	1	2	2	1	1
Don't know, no answer -----	4	5	2	2	6	2
Number of cases -----	223	181	579	435	866	1,409

1/ Reasons for increased use in spring or summer are not shown because there were too few cases for reliable percentages.
2/ Thanksgiving and Christmas time.
3/ Percentages add to more than 100 because some respondents gave more than 1 reason.
4/ Less than 0.5 percent.

Table 35.--Proportions of users of any nuts who thought peanuts were healthful

	Health- ful	Not health- ful	Too many not good	Good in some ways, not others	Other qualifi- cations	Don't know	Total	Cases
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total -----	64	9	4	4	2	17	100	2,760
Community size -----								
Metropolitan -----	65	10	4	5	2	14	100	946
Urban -----	64	9	5	4	2	16	100	1,168
Rural -----	65	7	3	3	2	20	100	646
Family income group -----								
Lower -----	59	8	4	3	3	23	100	1,018
Middle -----	67	8	4	4	1	16	100	965
Upper -----	68	9	4	5	2	12	100	745
Education of respondent -----								
Grade school -----	59	7	4	3	2	25	100	863
High school -----	65	9	5	4	2	15	100	1,447
College -----	74	10	3	4	1	8	100	432
Children in family -----								
Under 5, only -----	64	8	4	3	3	18	100	283
5 - 16, only -----	68	7	4	5	2	14	100	718
Both age groups -----	65	7	6	4	1	17	100	450
No children -----	62	9	4	4	2	19	100	1,309
Age of respondent -----								
Under 30 -----	67	7	5	2	2	17	100	532
30 - 39 -----	66	9	5	5	1	14	100	666
40 - 49 -----	69	6	4	4	2	15	100	640
50 - 59 -----	62	10	3	4	2	19	100	457
60 or over -----	55	10	3	5	3	24	100	464

Table 36.--Proportions of users of any nuts who thought tree nuts were healthful

	Health- ful	Not health- ful	Too many not good	Good in some ways, not others	Other qualifi- cations	Don't know	Total	Cases
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total -----	63	5	4	2	2	24	100	2,760
Community size -----								
Metropolitan -----	64	7	4	3	2	20	100	946
Urban -----	65	6	5	3	1	20	100	1,168
Rural -----	60	3	4	2	2	29	100	646
Family income group -----								
Lower -----	57	5	5	2	1	30	100	1,018
Middle -----	67	4	4	2	2	21	100	965
Upper -----	67	6	5	4	2	16	100	745
Education of respondent -----								
Grade school -----	58	5	4	2	2	29	100	863
High school -----	63	4	5	3	1	24	100	1,447
College -----	75	6	4	3	2	10	100	432
Children in family -----								
Under 5, only -----	56	6	5	1	5	27	100	283
5 - 16, only -----	69	4	4	3	1	19	100	718
Both age groups -----	64	4	5	1	1	25	100	450
No children -----	61	5	5	3	2	24	100	1,309
Age of respondent -----								
Under 30 -----	60	6	4	1	2	27	100	532
30 - 39 -----	67	5	5	2	1	20	100	666
40 - 49 -----	65	4	4	3	1	23	100	640
50 - 59 -----	62	5	4	3	3	23	100	457
60 or over -----	58	5	5	4	2	26	100	464

Table 37.--Reasons for feeling that nuts were healthful, among users who thought nuts were healthful

	Peanuts	Tree nuts
	Percent ^{1/}	Percent ^{1/}
Nutritious; have good food value -----	34	34
Contain proteins -----	23	23
Contain vitamins -----	21	21
They are rich in fat, oils -----	21	20
They add weight; are fattening -----	10	8
They are filling -----	6	5
Serve as a meat substitute -----	4	5
They're a laxative -----	4	3
Contain minerals, iron -----	3	2
Contain less sugar than most snacks -----	2	2
Easy to digest -----	2	3
They make the children chew -----	2	1
Not harmful; don't make us sick -----	7	7
Miscellaneous reasons -----	6	4
Don't know, no answer -----	7	8
Number of cases -----	1,772	1,755

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

Table 38.--Reasons for feeling that nuts were not healthful, among users of nuts who thought they were not healthful

	Peanuts	Tree nuts
	Percent ^{1/}	Percent ^{1/}
Hard to digest -----	57	42
Too fattening -----	16	17
Constipating -----	16	12
Contain too much oil -----	10	11
Too rich, too heavy -----	9	15
Bad for the skin -----	3	4
Not good for the teeth -----	3	4
Have specific physical problem -----	3	3
Too salty -----	3	1
Too hard to chew -----	3	1
No nutritional value -----	1	7
Miscellaneous -----	4	2
Don't know, no answer -----	3	6
Number of cases -----	246	151

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

Table 39.--Proportions of users of any nuts who thought peanuts were too expensive to serve regularly

	Too expensive	Not too expensive	Don't know	Total	Cases
	Percent	Percent	Percent	Percent	Number
Total -----	17	77	6	100	2,760
<u>Community size</u>					
Metropolitan -----	13	81	6	100	946
Urban -----	18	75	7	100	1,168
Rural -----	18	76	6	100	646
<u>Family income group</u>					
Lower -----	21	72	7	100	1,018
Middle -----	15	80	5	100	965
Upper -----	10	84	6	100	745
<u>Education of respondent</u>					
Grade school -----	21	71	8	100	863
High school -----	15	80	5	100	1,447
College -----	13	81	6	100	432
<u>Age of respondent</u>					
Under 30 -----	18	77	5	100	532
30 - 39 -----	19	77	4	100	666
40 - 49 -----	15	80	5	100	641
50 - 59 -----	14	80	6	100	457
60 or over -----	15	74	11	100	464

Table 40.--Proportions of users of any nuts who thought tree nuts were too expensive to serve regularly

	Too expensive	Not too expensive	Some are - some are not	Don't know	Total	Cases
	Percent	Percent	Percent	Percent	Percent	Number
Total -----	42	38	14	6	100	2,760
<u>Community size</u>						
Metropolitan -----	36	44	15	5	100	946
Urban -----	43	38	13	6	100	1,168
Rural -----	45	35	14	6	100	646
<u>Family income group</u>						
Lower -----	49	32	11	8	100	1,018
Middle -----	41	39	16	4	100	965
Upper -----	34	46	16	4	100	745
<u>Education of respondent</u>						
Grade school -----	47	35	12	7	100	863
High school -----	41	39	15	6	100	1,447
College -----	38	44	15	4	100	432
<u>Age of respondent</u>						
Under 30 -----	47	28	18	7	100	532
30 - 39 -----	48	34	13	5	100	666
40 - 49 -----	40	41	14	4	100	641
50 - 59 -----	37	47	12	5	100	457
60 or over -----	36	43	12	9	100	464

Table 41.--Expensiveness of peanuts compared to tree nuts, among nut users who felt both peanuts and tree nuts were too expensive to serve regularly

	Price of peanuts compared to tree nuts				Total	Cases
	Expensive	Not expensive	Expensive compared to some, not others	Don't know		
	Percent	Percent	Percent	Percent	Percent	Number
Total -----	25	56	6	13	100	380

Table 42.--Availability of peanuts in the stores where peanut users usually shopped for food

	Usually available	Not usually available	Don't know	Total	Cases
	Percent	Percent	Percent	Percent	Number
Total -----	95	3	2	100	2,273
Community size -----					
Metropolitan -----	95	3	2	100	766
Urban -----	95	2	3	100	961
Rural -----	94	3	3	100	546
Family income group -----					
Lower -----	93	3	4	100	802
Middle -----	95	3	2	100	810
Upper -----	97	2	1	100	635

Table 43.--Availability of tree nuts in stores where tree nut users usually shopped for food

	Usually available	Not usually available	Some are some are not	Don't know	Total	Cases
	Percent	Percent	Percent	Percent	Percent	Number
Total -----	87	3	6	4	100	2,651
Community size -----						
Metropolitan -----	90	2	3	5	100	918
Urban -----	90	1	6	3	100	1,127
Rural -----	82	5	8	5	100	606
Family income group -----						
Lower -----	85	4	5	6	100	939
Middle -----	88	3	6	3	100	947
Upper -----	89	2	7	2	100	733

Table 44.--Where peanuts had been purchased by users of peanuts

	Food shop, market, delica- tessen	Special nut or candy shop	Drug- store	Five-and- ten-cent, department store	All others	Cases
	Percent	Percent	Percent	Percent	Percent	Number
Total -----	86	20	17	30	4	2,273
Community size -----						
Metropolitan -----	84	30	14	24	4	766
Urban -----	84	20	20	32	4	961
Rural -----	89	12	16	32	4	546
Family income group -----						
Lower -----	85	13	15	35	4	802
Middle -----	87	24	17	28	4	810
Upper -----	87	24	19	26	4	635

1/ Percentages add to more than 100 because some respondents gave more than 1 answer.

Table 45.--Where tree nuts had been purchased by users of tree nuts

	Food shop, market, delica- tessen	Special nut or candy shop	Drug- store	Five-and- ten-cent, department store	All others	Cases
	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Number
Total -----	92	15	10	15	3	2,651
<u>Community size</u>						
Metropolitan -----	90	25	8	14	3	918
Urban -----	91	15	13	18	2	1,127
Rural -----	95	9	9	13	4	606
<u>Family income group</u>						
Lower -----	93	9	7	15	2	939
Middle -----	92	17	11	15	4	947
Upper -----	92	22	13	15	4	733

^{1/} Percentages add to more than 100 because some respondents named more than 1 place at which they bought tree nuts.

Table 46.--Where peanuts were purchased most often by users of peanuts

	Food shop, market, delica- tessen	Special nut or candy shop	Drug- store	Five-and- ten-cent, department store	All others	Not ascer- tained	Total	Cases
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total -----	74	7	5	12	1	1	100	2,273
<u>Community size</u>								
Metropolitan -----	71	12	5	10	1	1	100	766
Urban -----	71	8	5	14	1	1	100	961
Rural -----	77	3	4	12	2	2	100	546
<u>Family income group</u>								
Lower -----	71	4	5	17	2	1	100	802
Middle -----	74	9	4	11	1	1	100	810
Upper -----	76	9	5	8	1	1	100	635

Table 47.--Where tree nuts were purchased most often by users of tree nuts

	Food shop, market, delica- tessen	Special nut or candy shop	Drug- store	Five-and- ten-cent, department store	All others	Not ascer- tained	Total	Cases
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total -----	85	6	2	5	1	1	100	2,651
<u>Community size</u>								
Metropolitan -----	80	10	2	6	1	1	100	918
Urban -----	84	6	3	5	1	1	100	1,127
Rural -----	89	2	2	3	2	2	100	606
<u>Family income group</u>								
Lower -----	88	3	1	5	1	2	100	939
Middle -----	83	7	3	5	1	1	100	947
Upper -----	83	8	3	4	1	1	100	733

Table 48.--Ways in which almond users had bought almonds in preceding 12 months: In shells or shelled

	Bought		Bought both ways: last time --		Total	Cases
	In shells	Shelled	In shells	Shelled		
	Percent	Percent	Percent	Percent	Percent	Number
Total -----	37	39	9	15	100	1,059
Frequency of use of almonds						
Every week or two -----	14	51	17	18	100	89
About once or twice a month -----	22	45	11	22	100	153
Less than once a month, but more than 3 times a year -----	29	46	9	16	100	247
Three times a year or less -----	49	31	8	12	100	540

Table 49.--Ways in which English walnut users had bought English walnuts in preceding 12 months: In shells or shelled

	Bought		Bought both ways: last time --		Total	Cases
	In shells	Shelled	In shells	Shelled		
	Percent	Percent	Percent	Percent	Percent	Number
Total -----	52	20	12	16	100	2,128
Frequency of use of English walnuts						
Every week or two -----	30	23	18	29	100	405
About once or twice a month -----	32	28	15	25	100	384
Less than once a month, but more than 3 times a year -----	51	21	12	16	100	512
Three times a year or less -----	72	13	7	8	100	822

Table 50.--Ways in which pecan users had bought pecans in preceding 12 months: In shells or shelled

	Bought		Bought both ways: last time --		Total	Cases
	In shells	Shelled	In shells	Shelled		
	Percent	Percent	Percent	Percent	Percent	Number
Total -----	39	34	8	19	100	1,690
Frequency of use of pecans						
Every week or two -----	28	38	7	27	100	285
About once or twice a month -----	20	45	12	23	100	338
Less than once a month, but more than 3 times a year -----	36	36	8	20	100	434
Three times a year or less -----	56	26	5	13	100	627

Table 51.--Ways in which filbert users had bought filberts in preceding 12 months: In shells or shelled

	Bought		Bought both ways: last time --		Total	Cases
	In shells	shelled	In shells	Shelled		
	Percent	Percent	Percent	Percent	Percent	Number
Total -----	75	15	4	6	100	638
Frequency of use of filberts						
Once a month or more <u>1/</u> -----	57	20	10	13	100	88
Less than once a month, but more than 3 times a year -----	65	23	5	7	100	114
Three times a year or less -----	80	12	4	4	100	430

1/ "Every week or two" and "Once or twice a month" were combined because of the small numbers of cases.

Table 52.--Ways in which almond users preferred almonds: In shells or shelled

	In shells	Shelled	Depends	No pref- erence	Not ascertained	Total	Cases
	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total -----	36	49	6	8	1	100	1,059
<u>Frequency of use of almonds</u>							
Every week or two -----	28	62	8	2	--	100	89
About once or twice a month ----	26	62	6	5	1	100	153
Less than once a month, but more than 3 times a year -----	31	52	8	9	--	100	274
Three times a year or less -----	42	42	6	9	1	100	540
<u>Had bought almonds:</u>							
In shells -----	80	8	2	9	1	100	391
Shelled -----	4	90	2	4	--	100	411
Both ways -----	20	46	20	14	--	100	253

Table 53.--Ways in which English walnut users preferred English walnuts: In shells or shelled

	In shells	Shelled	Depends	No pref- erence	Not ascertained	Total	Cases
	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total -----	54	31	8	7	1/	100	2,128
<u>Frequency of use of English wal- nuts</u>							
Every week or two -----	38	42	12	8	--	100	405
About once or twice a month ----	40	39	13	8	1/	100	384
Less than once a month, but more than 3 times a year -----	54	31	9	6	1/	100	512
Three times a year or less -----	69	21	3	6	1	100	822
<u>Had bought English walnuts:</u>							
In shells -----	87	6	1	5	1	100	1,096
Shelled -----	3	88	5	4	--	100	418
Both ways -----	29	36	22	13	--	100	611

1/ Less than 0.5 percent.

Table 54.--Ways in which pecan users preferred pecans: In shells or shelled

	In shells	Shelled	Depends	No pref- erence	Not ascertained	Total	Cases
	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total -----	38	46	8	7	1	100	1,690
<u>Frequency of use of pecans</u>							
Every week or two -----	29	55	8	8	1/	100	285
About once or twice a month -----	27	55	9	9	1/	100	338
Less than once a month, but more than 3 times a year -----	37	47	9	6	1	100	434
Three times a year or less -----	50	36	6	7	1	100	627
<u>Had bought pecans:</u>							
In shells -----	82	8	2	7	1	100	661
Shelled -----	4	89	3	4	--	100	578
Both ways -----	19	47	21	13	--	100	447

1/ Less than 0.5 percent.

Table 55.--Ways in which filbert users preferred filberts: In shells or shelled

	In shells	Shelled	Depends	No . pref- erence	Not ascertained	Total	Cases
	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total -----	64	21	3	9	3	100	638
<u>Frequency of use of filberts</u>							
Once a month or more 1/ -----	53	35	2	8	2	100	88
Less than once a month, but more than 3 times a year -----	58	27	6	9	--	100	114
Three times a year or less -----	68	17	3	9	3	100	430
<u>Had bought filberts:</u>							
In shells -----	85	4	2	8	1	100	463
Shelled -----	--	94	3	3	--	100	98
Both ways -----	--	--	--	--	--	--	2/66

1/ "Every week or two" and "Once or twice a month" were combined because of the small numbers of cases.

2/ Number of cases too small to show detailed tabulation.

Table 56.--Reasons for preferring tree nuts shelled, among users of each tree nut who preferred the nut shelled

	Almonds	English walnuts	Pecans	Filberts
	<u>Percent^{1/}</u>	<u>Percent^{1/}</u>	<u>Percent^{1/}</u>	<u>Percent^{1/}</u>
Easier to use; ready to serve; more convenient	87	85	85	84
No mess from the shells -----	7	8	6	7
Not much difference in price -----	5	8	7	2
They're fresher -----	3	6	5	1
Taste better shelled -----	3	1	2	1
Look better; get perfect halves, solid pieces -	1	2	3	1
Usually available; easier to get -----	1	1	1	2
There are fewer bad ones -----	1	2	1	2
Miscellaneous -----	2	2	3	5
Don't know, no answer -----	1	3	2	2
Number of cases -----	523	667	807	145

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

Table 57.--Reasons for preferring tree nuts in shells, among users of each tree nut who preferred the nut in shells

	Almonds	English walnuts	Pecans	Filberts
	<u>Percent^{1/}</u>	<u>Percent^{1/}</u>	<u>Percent^{1/}</u>	<u>Percent^{1/}</u>
They keep better in shells -----	61	63	62	49
They're cheaper -----	23	30	34	17
Like to shell them -----	6	8	6	12
Not available other ways -----	6	4	2	12
Cleaner; not handled by anyone else -----	6	3	4	4
Taste better when they're not processed -----	5	4	4	1
Like them for holidays; add atmosphere and color -----	5	2	3	9
They're easy to crack -----	2	3	1	2
We don't eat too many if we have to crack them	2	1	1	1
Miscellaneous -----	4	2	3	2
Don't know, no answer -----	2	3	3	6
Number of cases -----	378	1,136	627	405

^{1/} Percentages add to more than 100 because some respondents gave more than 1 reason for preferring nuts in shells.

Table 58.--How kernels of shelled tree nuts were preferred by users of each

	Users of shelled --			
	Almonds	English walnuts	Pecans	Filberts
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Whole or half kernels -----	77	69	77	76
Chopped, diced, or slivered -----	11	11	8	10
Depends -----	11	18	14	14
Not ascertained -----	1	2	1	^{1/}
Total -----	100	100	100	100
Number of cases -----	669	1,046	1,062	171

^{1/} Less than 0.5 percent.

Table 59.--When nuts were last bought for use in the home, among users of each nut

	Salted peanuts	Roasted peanuts	Almonds	English walnuts	Pecans	Filberts
	Percent	Percent	Percent	Percent	Percent	Percent
2 weeks ago or less -----	54	33	16	27	23	10
Over 2 weeks to 1 month ago ---	21	16	14	16	16	8
Over 1 to 3 months ago -----	13	19	15	14	15	8
Over 3 to 6 months ago -----	5	12	12	9	11	9
Over 6 to 9 months ago -----	2	6	10	8	10	11
Over 9 months ago -----	3	11	30	25	23	47
Don't know -----	2	3	3	1	2	7
Total -----	100	100	100	100	100	100
Number of cases -----	2,146	1,285	1,059	2,128	1,690	638

Table 60.--Amount of nuts last bought for use in the home, among users of each nut

	Salted peanuts	Roasted peanuts	Almonds	English walnuts	Pecans	Filberts
	Percent	Percent	Percent	Percent	Percent	Percent
1/4 pound or less -----	27	14	18	9	15	12
Over 1/4 to 1/2 pound -----	36	18	26	17	25	19
Over 1/2 to 1 pound -----	30	39	37	43	34	46
Over 1 to 2 pounds -----	6	17	13	20	14	15
Over 2 pounds -----	1	11	5	11	12	6
Don't know -----	1/	1	1	1/	1/	2
Total -----	100	100	100	100	100	100
Number of cases -----	2,146	1,285	1,059	2,128	1,690	638

1/ Less than 0.5 percent.

Table 61.--Size of container in which nuts were last bought, among users of each nut

	Salted peanuts	Roasted peanuts	Almonds	English walnuts	Pecans	Filberts
	Percent	Percent	Percent	Percent	Percent	Percent
Loose (paper bag) -----	28	45	27	28	30	34
1/4 pound or less -----	22	9	15	8	13	7
Over 1/4 to 1/2 pound -----	29	11	20	16	20	13
Over 1/2 to 1 pound -----	18	24	27	33	24	31
Over 1 to 2 pounds -----	2	8	8	11	8	9
Over 2 pounds -----	1/	2	1	3	3	2
Don't know, no answer -----	1	1	2	1	2	4
Total -----	100	100	100	100	100	100
Number of cases -----	2,146	1,285	1,059	2,128	1,690	638

1/ Less than 0.5 percent.

Table 62.--Types of containers in which salted peanuts or shelled tree nuts had been purchased in the preceding 12 months, among users of each

	Salted peanuts	Shelled tree nuts
	Percent ^{1/}	Percent ^{1/}
Cellophane bag -----	63	74
Vacuum can -----	53	44
Paper bag (loose) -----	46	32
Box -----	12	10
Glass jar -----	7	6
Number of cases -----	2,146	1,598

^{1/} Percentages add to more than 100 because some homemakers had bought nuts in more than 1 type of container.

Table 63.--Opinions of containers, among homemakers who had purchased salted peanuts or shelled tree nuts in each type of container

	Salted peanuts			Purchasers of container	Shelled tree nuts			Purchasers of container
	Had some objection	Had no objection	Total		Had some objection	Had no objection	Total	
	Percent	Percent	Percent		Percent	Percent	Percent	
Cellophane bag ----	11	89	100	1,300	11	89	100	1,190
Vacuum -----	5	95	100	1,181	6	94	100	695
Paper bag (loose) -	12	88	100	974	7	93	100	521
Box -----	11	89	100	275	9	91	100	176
Glass jar -----	9	91	100	140	4	96	100	90

Table 64.--Reasons for dissatisfaction with packaging of salted peanuts and shelled tree nuts among homemakers who expressed dissatisfaction ^{1/}

	Salted peanuts in paper bags	Salted peanuts in cellophane bags	Shelled tree nuts in cellophane bags
	Percent ^{2/}	Percent ^{2/}	Percent ^{2/}
Nuts get stale, wormy, damp -----	69	50	54
Bag splits and nuts spill -----	12	37	25
Bag gets greasy -----	12	1	--
Can't reseal container -----	3	10	9
Not sanitary -----	2	--	--
Expensive -----	1	2	5
Nuts are broken, crushed -----	1	1	4
Hard to open -----	--	3	5
Miscellaneous -----	9	7	7
No answer -----	5	6	5
Number of cases -----	118	147	129

^{1/} Reasons for dissatisfaction are not shown for other methods of packaging because there were too few cases for reliable percentages.

^{2/} Percentages add to more than 100 because some respondents gave more than 1 reason.

Table 65.--Use of peanut butter at home in the past 12 months

	Used peanut butter	Did not use peanut butter	Total	Cases
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
Total -----	84	16	100	3,085
<u>Community size</u>				
Metropolitan -----	78	22	100	1,072
Urban -----	85	15	100	1,309
Rural -----	88	12	100	704
<u>Family income group</u>				
Lower -----	80	20	100	1,121
Middle -----	87	13	100	1,085
Upper -----	87	13	100	838
<u>Education of respondent</u>				
Grade school -----	78	22	100	978
High school -----	88	12	100	1,599
College -----	86	14	100	486
<u>Children in family</u>				
Under 5, only -----	92	8	100	299
5 - 16, only -----	94	6	100	734
Both age groups -----	97	3	100	448
No children -----	74	26	100	1,604
<u>Age of respondent</u>				
Under 30 -----	90	10	100	571
30 - 39 -----	93	7	100	700
40 - 49 -----	87	13	100	671
50 - 59 -----	78	22	100	525
60 or over -----	71	29	100	617
<u>Use of peanuts</u>				
Uses peanuts -----	90	10	100	2,273
Does not use peanuts ----	65	35	100	812

Table 66.--Frequency of use of peanut butter among users of peanut butter

	Every week or two	About once or twice a month	Less than once a month	Total	Cases
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
Total -----	68	15	17	100	2,562
<u>Community size</u>					
Metropolitan -----	65	17	18	100	832
Urban -----	69	14	17	100	1,111
Rural -----	69	15	16	100	619
<u>Family income group</u>					
Lower -----	63	17	20	100	950
Middle -----	70	15	15	100	908
Upper -----	73	13	14	100	679
<u>Education of respondent</u>					
Grade school -----	63	15	22	100	793
High school -----	71	15	14	100	1,357
College -----	70	14	16	100	396
<u>Children in family</u>					
Under 5, only -----	67	16	17	100	274
5 - 16, only -----	81	11	8	100	697
Both age groups -----	83	10	7	100	456
No children -----	55	19	26	100	1,135
<u>Age of respondent</u>					
Under 30 -----	75	11	14	100	500
30 - 39 -----	77	13	10	100	643
40 - 49 -----	73	16	11	100	586
50 - 59 -----	56	16	28	100	399
60 or over -----	52	19	29	100	433

Table 67.--Reasons for nonuse of peanut butter, and reasons for not using peanut butter frequently among moderate or infrequent users

	Reasons for nonuse of peanut butter	Reasons for infrequent use of peanut butter <u>1/</u>
	<u>Percent <u>2/</u></u>	<u>Percent <u>2/</u></u>
<u>Preference reasons</u>		
Some members of family don't like it (no specific rea- sons) -----	19	19
Dislike the taste -----	18	4
Sticks to roof of mouth, teeth -----	15	4
It's too dry -----	6	4
Too oily, greasy -----	5	2
<u>Health reasons</u>		
Have specific physical prob- lem -----	13	4
Hard to digest -----	10	7
It's fattening -----	7	8
<u>Other</u>		
No children at home -----	12	15
We don't use it for many things -----	3	18
Too expensive -----	3	5
We eat too much of it if it's around -----	1	12
Miscellaneous -----	5	2
Don't know -----	4	10
Number of cases -----	523	827

1/ Those who use peanut butter less often than every week or two.

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

Table 68.--The uses to which peanut butter was put by users of peanut butter

	Spread	Baking and food preparation	Cases
	Percent ^{1/}	Percent ^{1/}	Number
Total -----	98	48	2,562
<u>Community size</u>			
Metropolitan -----	98	39	832
Urban -----	98	48	1,111
Rural -----	98	54	619
<u>Family income group</u>			
Lower -----	98	41	950
Middle -----	98	51	908
Upper -----	99	54	679
<u>Education of respondent</u>			
Grade school -----	97	40	793
High school -----	98	52	1,357
College -----	98	53	396
<u>Children in family</u>			
Under 5, only -----	99	46	274
5 - 16, only -----	99	55	697
Both age groups -----	99	55	456
No children -----	96	41	1,135
<u>Age of respondent</u>			
Under 30 -----	99	49	500
30 - 39 -----	99	52	643
40 - 49 -----	98	53	586
50 - 59 -----	98	41	399
60 or over -----	96	39	433
<u>Frequency of use of peanut butter</u>			
Every week or two -----	99	55	1,743
About once or twice a month --	98	41	381
Less than once a month -----	92	28	437

^{1/} Percentages add to more than 100 because some respondents used peanut butter both ways.

Table 69.--Ways peanut butter was used in baking or other cooking by home-makers who used peanut butter for baking or other cooking

	Percent ^{1/}
Cookies, peanut butter cookies -----	80
Candy, peanut brittle, fudge -----	25
Frosting or fillings for cakes -----	18
Baking (general) -----	10
Salads -----	3
Miscellaneous -----	5
Don't know, no answer -----	1
Number of cases -----	1,193

^{1/} Percentages add to more than 100 because some respondents named more than 1 way in which they used peanut butter for baking or other cooking.

Table 70.--Reasons for liking to use peanut butter, among users of peanut butter

	Percent ^{1/}
Good taste or flavor -----	47
We like it for spreads or snacks -----	29
It's convenient, easy to use -----	23
It's nourishing -----	10
It's good for variety -----	7
It's filling -----	4
It spreads easily -----	4
It keeps well -----	3
It's inexpensive -----	3
It makes good cookies or candy -----	3
My recipes call for it -----	2
Miscellaneous -----	4
Don't know, no answer -----	4
Number of cases -----	2,562

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

Table 71.--Members of the household who ate peanut butter as a spread, among users of peanut butter who had children under 17 living in the home

	Children only	Adults only	Both children and adults	Not used as a spread	Total	Cases
	Percent	Percent	Percent	Percent	Percent	Number
Total -----	10	8	80	2	100	1,397
<u>Children in family</u>						
Under 5, only ----	4	31	63	2	100	268
5 - 16, only ----	12	3	84	1	100	682
Both age groups --	11	2	85	2	100	447

Table 72.--Seasons in which peanut butter was used more among users of peanut butter

	Use unvaried	Summer		Fall		Winter		Spring		Not ascertained		Cases Number
		Percent	1/ Percent	Percent	1/ Percent	Percent	1/ Percent	Percent	1/ Percent	Percent	1/ Percent	
Total -----	84	3	5	11	2	1	2,562					
<u>Community size</u> -----												
Metropolitan -----	85	4	4	10	2	1	832					
Urban -----	85	4	3	10	1	2	1,111					
Rural -----	81	3	6	14	3	1	619					
<u>Family income group</u> -----												
Lower -----	81	4	5	13	2	2	950					
Middle -----	85	2	5	12	2	1	908					
Upper -----	86	4	3	9	1	1	679					
<u>Education of respondent</u> -----												
Grade school -----	83	3	6	12	2	1	793					
High school -----	85	3	4	11	1	1	1,357					
College -----	82	5	5	11	2	2	396					
<u>Children in family</u> -----												
Under 5, only -----	89	1	2	9	1	1	274					
5 - 16, only -----	84	4	6	11	3	2	696					
Both age groups -----	85	3	6	9	3	2	456					
No children -----	82	4	4	13	1	1	1,136					
<u>Age of respondent</u> -----												
Under 30 -----	88	3	3	7	2/	2	500					
30 - 39 -----	86	3	5	10	3	1	643					
40 - 49 -----	81	4	6	13	2	1	586					
50 - 59 -----	82	3	5	13	2	2	399					
60 or over -----	80	5	4	14	1	1	433					
<u>Frequency of use of peanut butter</u> -----												
Every week or two -----	86	3	4	10	2	1	1,743					
Once or twice a month -----	81	4	6	13	3	1	381					
Less than once a month -----	77	4	6	15	1	1	437					

1/ Percentages add to more than 100 because some respondents named more than 1 season.

2/ Less than 0.5 percent.

Table 73.--Reasons for seasonal use of peanut butter among homemakers who used it more during certain seasons 1/

	Seasons when used more		
	Fall	Winter	Summer
	<u>Percent</u> <u>2/</u>	<u>Percent</u> <u>2/</u>	<u>Percent</u> <u>2/</u>
The children take peanut butter sandwiches to school -----	39	22	--
You need heavy food in cool weather -----	22	33	--
We use it for more things in cool weather, like baking -----	18	19	--
We're home more in cool weather and use it for snacks -----	9	10	--
It keeps better in cool weather ---	4	9	--
The children are home more and use it for snacks -----	--	--	85
We eat more light lunches and sandwiches in the summer -----	--	--	5
Miscellaneous -----	5	8	15
Don't know -----	7	4	1
Number of cases -----	110	272	91

1/ Reasons for increased use in spring are not shown because there were too few cases for reliable percentages.

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

Table 74.--Opinions about healthfulness of peanut butter among users of peanut butter

	Healthful	Not healthful	Qualified statements	No opinion	Total	Cases
	Percent	Percent	Percent	Percent	Percent	Number
Total -----	80	2	4	14	100	2,562
Community size -----						
Metropolitan -----	83	2	5	10	100	832
Urban -----	81	2	5	12	100	1,111
Rural -----	78	1	3	18	100	619
Family income group -----						
Lower -----	76	2	4	18	100	950
Middle -----	82	2	4	12	100	908
Upper -----	84	2	4	10	100	679
Education of respondent -----						
Grade school -----	73	2	5	20	100	793
High school -----	82	2	4	12	100	1,357
College -----	89	1	3	7	100	396
Children in family -----						
Under 5, only -----	81	2	4	13	100	274
5 - 16, only -----	84	2	4	10	100	697
Both age groups -----	84	1	4	11	100	456
No children -----	76	2	5	17	100	1,135
Age of respondent -----						
Under 30 -----	80	2	4	14	100	500
30 - 39 -----	82	2	5	11	100	643
40 - 49 -----	85	1	3	11	100	586
50 - 59 -----	77	2	5	16	100	399
60 or over -----	73	3	6	18	100	433
Frequency of use of peanut butter -----						
Every week or two -----	85	1	3	11	100	1,743
About once or twice a month -----	75	3	7	15	100	381
Less than once a month -----	64	3	2	31	100	437

Table 75.--Reasons for thinking peanut butter is healthful, among users of peanut butter who thought it is healthful

	Percent ^{1/}
It has good food value; nutritious -----	34
It has proteins -----	22
It has vitamins -----	21
It is rich in oils -----	16
It is filling -----	8
It adds weight -----	8
It is easy to digest -----	5
It is a meat substitute -----	3
It serves as a laxative -----	2
It contains iron, minerals -----	2
It contains carbohydrates -----	1
It does not have too much sugar -----	1
Miscellaneous -----	3
Experience has shown it's good for you (no special reason) -----	4
Don't know, no answer -----	9
Number of cases -----	2,063

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

Table 76.--Kinds of peanut butter ever used, among peanut butter users

	Smooth	Chunky, crunchy	Both	Total	Cases
	Percent	Percent	Percent	Percent	Number
Total -----	46	5	49	100	2,562
<u>Community size</u>					
Metropolitan -----	46	4	50	100	832
Urban -----	45	5	50	100	1,111
Rural -----	46	6	48	100	619
<u>Family income group</u>					
Lower -----	52	5	43	100	950
Middle -----	44	5	51	100	908
Upper -----	39	4	57	100	679
<u>Education of respondent</u>					
Grade school -----	52	5	43	100	793
High school -----	43	4	53	100	1,357
College -----	41	7	52	100	396
<u>Children in family</u>					
Under 5, only -----	47	2	51	100	274
5 - 16, only -----	41	6	53	100	696
Both age groups -----	43	2	55	100	456
No children -----	49	6	45	100	1,136
<u>Age of respondent</u>					
Under 30 -----	45	5	50	100	500
30 - 39 -----	46	5	49	100	643
40 - 49 -----	39	5	56	100	586
50 - 59 -----	47	6	47	100	399
60 or over -----	54	5	41	100	433
<u>Frequency of use of peanut butter</u>					
Every week or two -----	42	4	54	100	1,743
About once or twice a month -----	52	5	43	100	381
Less than once a month -----	56	7	37	100	437

Table 77.--Kind of peanut butter preferred by users of peanut butter

	Smooth Percent	Chunky, crunchy Percent	No preference Percent	Total Percent	Cases Number
Total -----	72	15	13	100	2,562
Community size -----					
Metropolitan -----	74	14	12	100	832
Urban -----	71	15	13	100	1,111
Rural -----	69	17	14	100	619
Family income group -----					
Lower -----	76	14	10	100	950
Middle -----	71	14	15	100	908
Upper -----	65	19	16	100	679
Education of respondent -----					
Grade school -----	75	13	12	100	793
High school -----	71	14	15	100	1,357
College -----	65	24	11	100	396
Children in family -----					
Under 5, only -----	77	11	12	100	274
5 - 16, only -----	70	16	14	100	696
Both age groups -----	71	15	14	100	456
No children -----	71	17	12	100	1,136
Age of respondent -----					
Under 30 -----	71	17	12	100	500
30 - 39 -----	73	13	14	100	643
40 - 49 -----	69	18	13	100	586
50 - 59 -----	70	16	14	100	399
60 or over -----	73	13	14	100	433
Frequency of use of peanut butter -----					
Every week or two -----	73	15	12	100	1,743
About once or twice a month -----	70	14	16	100	381
Less than once a month -----	66	17	17	100	437
Kinds of peanut butter used -----					
Smooth and chunky -----	56	22	22	100	1,264
Smooth only -----	96	1/	4	100	1,166
Chunky only -----	6	92	2	100	123

1/ Less than 0.5 percent.

Table 78.--Where peanut butter was displayed in the store in which peanut butter users usually shopped

	Near sandwich and meat spreads	Near cheeses	Near jams and jellies	Near mayonnaise or dressing	Other	Don't know	Total	Cases
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total -----	11	2	66	3	2	16	100	2,562
<u>Community size</u>								
Metropolitan -----	4	2	74	2	2	16	100	832
Urban -----	10	1	68	2	3	16	100	1,111
Rural -----	16	3	59	4	2	16	100	619
<u>Family income group</u>								
Lower -----	15	2	57	4	3	19	100	950
Middle -----	9	1	71	3	2	14	100	908
Upper -----	8	2	73	2	2	13	100	679

Table 79.--Last time peanut butter was bought by users of peanut butter

	Within past week or two	Over 2 weeks to 1 month ago	Over 1 month to 3 months ago	Over 3 months ago	Don't know	Total	Cases
	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total -----	56	23	11	8	2	100	2,562
<u>Community size</u>							
Metropolitan -----	55	23	11	9	2	100	832
Urban -----	57	23	12	7	1	100	1,111
Rural -----	58	24	9	7	2	100	619
<u>Family income group</u>							
Lower -----	51	25	11	10	3	100	950
Middle -----	60	22	11	6	1	100	908
Upper -----	61	22	11	5	1	100	679
<u>Education of respondent</u>							
Grade school -----	54	23	11	10	2	100	793
High school -----	59	24	10	6	1	100	1,357
College -----	58	21	13	7	1	100	396
<u>Children in family</u>							
Under 5, only -----	56	26	12	6	1/	100	274
5 - 16, only -----	69	21	6	4	1/	100	696
Both age groups -----	74	17	6	2	1	100	456
No children -----	43	27	15	12	3	100	1,136
<u>Age of respondent</u>							
Under 30 -----	61	23	10	5	1	100	500
30 - 39 -----	66	21	8	4	1	100	643
40 - 49 -----	62	21	11	5	1	100	586
50 - 59 -----	48	25	12	13	2	100	399
60 or over -----	39	28	15	14	4	100	433
<u>Frequency of use of peanut butter</u>							
Every week or two -----	75	20	3	1	1	100	1,743
About once or twice a month -----	27	45	21	6	1	100	381
Less than once a month -----	8	19	31	36	6	100	437

1/ Less than 0.5 percent.

Table 80.--Amount of peanut butter last bought by users of peanut butter

	Under 9 ounces	9 to 13 ounces	13 ounces to 1 pound	1 to 2 pounds	2 pounds or more	Not ascer- tained	Total	Cases
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total -----	35	20	14	24	5	2	100	2,562
Community size -----								
Metropolitan -----	34	18	20	22	2	4	100	832
Urban -----	33	26	15	20	4	2	100	1,111
Rural -----	38	17	9	29	6	1	100	619
Family income group -----								
Lower -----	38	20	12	24	4	2	100	950
Middle -----	32	22	14	25	5	2	100	908
Upper -----	34	19	17	24	4	2	100	679
Education of respondent -----								
Grade school -----	38	19	12	22	6	3	100	793
High school -----	35	21	14	25	4	1	100	1,357
College -----	31	20	17	25	4	3	100	396
Children in family -----								
Under 5, only -----	38	23	15	20	1	3	100	274
5 - 16, only -----	27	21	14	28	8	2	100	696
Both age groups -----	26	19	12	36	6	1	100	456
No children -----	43	20	14	18	3	2	100	1,136
Age of respondent -----								
Under 30 -----	36	22	15	25	1	1	100	500
30 - 39 -----	29	19	15	29	6	2	100	643
40 - 49 -----	30	21	14	26	7	2	100	586
50 - 59 -----	38	22	13	20	4	3	100	399
60 or over -----	45	18	13	19	3	2	100	433
Frequency of use of peanut butter -----								
Every week or two -----	27	21	15	30	6	1	100	1,743
About once or twice a month -----	45	22	13	15	3	2	100	381
Less than once a month -----	57	17	8	12	1	5	100	437

Table 81.--Possession of peanut butter at time of interview, among users of peanut butter

	Had none on hand	Had some not opened	Had some opened for--			Total	Cases
	Percent	Percent	2 weeks or less	2 to 4 weeks	1 month or more	Percent	Number
Total -----	27	5	53	10	5	100	2,562
Community size -----							
Metropolitan -----	26	5	52	10	7	100	832
Urban -----	26	4	54	11	5	100	1,111
Rural -----	29	4	53	10	4	100	619
Family income group -----							
Lower -----	38	6	43	9	4	100	950
Middle -----	22	4	59	10	5	100	908
Upper -----	18	4	62	10	6	100	679
Education of respondent -----							
Grade school -----	39	4	44	9	4	100	793
High school -----	23	4	58	10	5	100	1,357
College -----	17	6	59	12	6	100	396
Children in family -----							
Under 5, only -----	30	4	54	9	3	100	274
5 - 16, only -----	21	4	64	8	3	100	696
Both age groups -----	22	3	66	7	2	100	456
No children -----	32	6	41	13	8	100	1,136
Age of respondent -----							
Under 30 -----	28	4	56	9	3	100	500
30 - 39 -----	20	4	61	11	4	100	643
40 - 49 -----	26	4	59	7	4	100	586
50 - 59 -----	32	5	46	12	5	100	399
60 or over -----	33	6	38	13	10	100	433
Frequency of use of peanut butter -----							
Every week or two -----	17	4	70	7	2	100	1,743
About once or twice a month -----	36	6	30	20	8	100	381
Less than once a month -----	58	6	9	14	13	100	437

Table 82.--Where opened peanut butter was usually stored, among users of peanut butter

	Refrigerator or ice box	Cabinet or shelf	Total	Cases
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
Total -----	31	69	100	2,562
<u>Community size</u>				
Metropolitan -----	26	74	100	832
Urban -----	31	69	100	1,111
Rural -----	34	66	100	619
<u>Family income group</u>				
Lower -----	36	64	100	950
Middle -----	31	69	100	908
Upper -----	23	77	100	679
<u>Education of respondent</u>				
Grade school -----	37	63	100	793
High school -----	29	71	100	1,357
College -----	24	76	100	396
<u>Children in family</u>				
Under 5, only -----	28	72	100	274
5 - 16, only -----	27	73	100	696
Both age groups -----	29	71	100	456
No children -----	34	66	100	1,136
<u>Age of respondent</u>				
Under 30 -----	27	73	100	500
30 - 39 -----	30	70	100	643
40 - 49 -----	31	69	100	586
50 - 59 -----	31	69	100	399
60 or over -----	35	65	100	433
<u>Frequency of use of peanut butter</u>				
Every week or two -----	27	73	100	1,743
About once or twice a month -----	36	64	100	381
Less than once a month --	42	58	100	437

Table 83.--Satisfaction with keeping qualities of opened peanut butter, among users of peanut butter

	Satisfied	Dissatisfied	Total	Cases
	Percent	Percent	Percent	Number
Total -----	97	3	100	2,562
<u>Frequency of use of peanut butter</u>				
Every week or two -----	98	2	100	1,743
About once or twice a month -----	97	3	100	381
Less than once a month -----	92	8	100	437
<u>Where opened peanut butter was stored</u>				
Cabinet -----	97	3	100	1,770
Refrigerator -----	95	5	100	785

Table 84.--Foods, if any, used in place of peanut butter among users of peanut butter

	Percent ^{1/}
Substitutes used -----	64
Jelly, jam, preserves -----	40
Cheese -----	17
Butter -----	12
Meat spreads, meat, canned meat -----	10
Mayonnaise, relishes -----	5
Sandwich spreads (unspecified) -----	2
Eggs -----	2
Tomatoes, lettuce, vegetables -----	1
Fish -----	1
Miscellaneous -----	4
No substitutes used -----	35
Don't know, no answer -----	1
Number of cases -----	2,562

^{1/} Percentages (left column) add to more than the subtotal because some respondents named more than 1 food used as a substitute for peanut butter.

Table 85.--Points of resemblance between peanut butter and substitute, among peanut butter users who named substitutes they used when out of peanut butter

	Percent ^{1/}
Both are spreads -----	54
Both are nourishing -----	19
Both are easy to use -----	9
Both are tasty -----	7
Both are filling -----	4
Both are inexpensive -----	1
Miscellaneous -----	2
Denial that the foods have any points of similarity -----	11
Don't know, no answer -----	10
Number of cases -----	1,644

^{1/} Percentages add to more than 100 because some respondents named more than 1 similarity between peanut butter and the substitutes they used.

Table 86.--Whether candy with nuts in it had been bought during the preceding year for serving in the home

	Yes	No	Total	Cases
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
Total -----	82	18	100	3,085
<u>Community size</u>				
Metropolitan -----	79	21	100	1,072
Urban -----	82	18	100	1,309
Rural -----	83	17	100	704
<u>Family income group</u>				
Lower -----	74	26	100	1,121
Middle -----	87	13	100	1,085
Upper -----	88	12	100	838
<u>Education of respondent</u>				
Grade school -----	72	28	100	978
High school -----	87	13	100	1,599
College -----	85	15	100	486
<u>Children in family</u>				
Under 5, only -----	91	9	100	299
5 - 16, only -----	92	8	100	734
Both age groups -----	93	7	100	448
No children -----	71	29	100	1,604
<u>Age of respondent</u>				
Under 30 -----	92	8	100	571
30 - 39 -----	89	11	100	700
40 - 49 -----	89	11	100	671
50 - 59 -----	78	22	100	525
60 or over -----	59	41	100	617
<u>Use of peanuts and tree nuts</u>				
Use peanuts only -----	79	21	100	121
Use tree nuts only -----	67	33	100	478
Use both peanuts and tree nuts --	92	8	100	2,174
Use neither -----	35	65	100	312

Table 87.--Reasons for not purchasing candy containing nuts, among homemakers who had not bought candy containing nuts in the preceding 12 months

	<u>Percent</u> <u>1/</u>
<u>Health reasons</u>	
Can't eat nuts -----	20
Can't eat candy -----	19
On diet (whether candy or nuts prohibited not specified) -----	18
<u>Preference reasons</u>	
Like candy without nuts better -----	12
Don't like candy -----	11
<u>Health or preference not specified</u>	
Don't eat candy -----	12
Don't eat nuts -----	2
<u>Other</u>	
Make own or get as gifts -----	6
Cannot afford it -----	3
Miscellaneous -----	3
Don't know, no answer -----	5
Number of cases -----	576

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

Table 88.--Kinds of nuts in candy bought by users of candy or candy bars containing nuts

	<u>Percent</u> <u>1/</u>
Peanuts -----	80
Almonds -----	74
Pecans -----	42
English walnuts -----	28
Cashews -----	13
Filberts -----	8
Brazil nuts -----	3
Black walnuts -----	1
Others -----	1
Not ascertained -----	1
Number of cases -----	2,509

1/ Percentages add to more than 100 because some respondents named more than 1 nut.

Table 89.--Whether users of candy containing nuts preferred candy with or without nuts

	With nuts	Without nuts	No pref- erence	Total	Cases
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
Total -----	63	12	25	100	2,509
<u>Community size</u>					
Metropolitan -----	56	14	30	100	850
Urban -----	64	11	25	100	1,075
Rural -----	66	12	22	100	584
<u>Family income group</u>					
Lower -----	62	14	24	100	883
Middle -----	62	12	26	100	912
Upper -----	66	9	25	100	691
<u>Education of respondent</u>					
Grade school -----	60	15	25	100	738
High school -----	62	11	27	100	1,368
College -----	70	10	20	100	393
<u>Children in family</u>					
Under 5, only -----	62	8	30	100	273
5 - 16, only -----	63	11	26	100	690
Both age groups -----	68	8	24	100	440
No children -----	61	15	24	100	1,106
<u>Age of respondent</u>					
Under 30 -----	62	9	29	100	514
30 - 39 -----	65	9	26	100	623
40 - 49 -----	66	9	25	100	608
50 - 59 -----	62	16	22	100	403
60 or over -----	55	23	22	100	361
<u>Use of peanuts and tree nuts</u>					
Use peanuts only -----	55	14	31	100	95
Use tree nuts only -----	53	21	26	100	320
Use both peanuts and tree nuts -----	66	9	25	100	1,985
Use neither -----	39	36	25	100	109

Table 90.--Kinds of nuts preferred in candy among users of candy containing nuts

	Almonds	Peanuts	Pecans	English walnuts	Cashews	Pilberts	Brazil nuts	Black walnuts	No preference	Cases
	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Percent ^{1/}	Number
Total -----	32	27	22	10	3	2	2	1	36	2,509
Community size -----										
Metropolitan -----	36	19	17	11	4	4	4	2 ^{1/}	38	850
Urban -----	32	23	21	9	2	2	2	1 ^{1/}	33	1,075
Rural -----	30	36	26	11	2	1	1	1	37	584
Family income group -----										
Lower -----	28	33	22	11	2	1	2 ^{1/}	2 ^{1/}	36	883
Middle -----	34	24	20	9	4	2	1 ^{1/}	1 ^{1/}	38	912
Upper -----	36	22	24	11	3	3	4	1	33	691
Education of respondent -----										
Grade school -----	26	31	20	9	2	2	1	1	39	738
High school -----	34	26	21	10	3	2	2	1	35	1,368
College -----	39	22	28	13	5	4	3	2 ^{1/}	31	393
Children in family -----										
Under 5, only -----	35	28	20	8	3	1	2	1	36	273
5 - 16, only -----	33	30	20	9	2	2	3	1	36	690
Both age groups -----	34	28	20	9	3	1	2	2 ^{1/}	37	440
No children -----	30	24	24	13	3	2	2 ^{1/}	1	36	1,106
Age of respondent -----										
Under 30 -----	34	29	18	8	3	2	2	2 ^{1/}	34	514
30 - 39 -----	34	26	21	8	3	2	2	1 ^{1/}	37	623
40 - 49 -----	36	27	23	11	3	2	2	1	35	608
50 - 59 -----	30	26	23	13	2	3	3	1	36	403
60 or over -----	23	24	26	14	3	1	1	1	40	361
How candy is preferred -----										
With nuts -----	40	33	27	12	3	2	2	1	26	1,574
Without nuts -----	17	18	13	10	1	1	1	1	54	301
No preference -----	22	17	13	8	3	1	2	1	53	629

^{1/} Percentages add to more than 100 because some respondents named more than 1 nut.

^{2/} Less than 0.5 percent.

Table 91.--Proportions of users of candy containing nuts who were satisfied with the amount of nuts in candy

	Satisfied	Not satisfied	Cases
	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
Total -----	85	15	2,509
<u>Community size</u>			
Metropolitan -----	86	14	850
Urban -----	86	14	1,075
Rural -----	85	15	584
<u>Family income group</u>			
Lower -----	88	12	883
Middle -----	86	14	912
Upper -----	82	18	691
<u>Education of respondent</u>			
Grade school -----	90	10	738
High school -----	85	15	1,368
College -----	80	20	393
<u>Children in family</u>			
Under 5, only -----	85	15	273
5 - 16, only -----	84	16	690
Both age groups -----	84	16	440
No children -----	87	13	1,106
<u>Age of respondent</u>			
Under 30 -----	84	16	514
30 - 39 -----	84	16	623
40 - 49 -----	86	14	608
50 - 59 -----	86	14	403
60 or over -----	90	10	361
<u>How candy is preferred</u>			
With nuts -----	81	19	1,574
Without nuts -----	96	4	301
No preference -----	93	7	629

The questions used in this study
are reproduced below.

THE QUESTIONNAIRE

U. S. Department of Agriculture
Agricultural Marketing Service
Market Development Branch
Market Surveys Section

Budget Bureau No. 40-5566.1
Expiration Date: 12/31/55

Interview No. _____

CONSUMER PREFERENCES FOR PEANUTS AND TREE NUTS

City or Township (or Minor Civil Division) _____ State _____

Designated household: _____
(Street or RFD No.) (House No.) (Floor, Apt. or other designation)

☐ Mark "X" - If no cooking facilities

SECTION A - NUTS

Green Card

1a. Which of the following kinds of nuts have you used in your home in the last 12 months? (Show card. Then ask about each nut not covered by respondent.) How about salted peanuts? Roasted peanuts in their shells? etc.

Type of nut	a. Used	b. Why don't you use:
Salted peanuts?	Yes ___ No ___	Why don't you use salted peanuts?
Peanuts, roasted in shells?	Yes ___ No ___	Why don't you use peanuts, roasted in shells?
Almonds?	Yes ___ No ___	Why don't you use these other nuts?
English walnuts?	Yes ___ No ___	
Black walnuts?	Yes ___ No ___	
Pecans?	Yes ___ No ___	
Filberts? or (if no)		
Hazel nuts?	Yes ___ No ___	
Cashews?	Yes ___ No ___	
Mixed nuts?	Yes ___ No ___	

2a. (If "No" to both types of peanuts): Think back over the past 12 months and tell me whether you have used peanuts in your home for some special occasion or holiday. (If respondent recalls use, then ask what type and, if "salted" or if "roasted in shells," edit answers written above.)

2b. (If "No" to all of the "other nuts" -- almonds, English walnuts, pecans, filberts (hazel nuts), cashews, mixed nuts): Think back over the past 12 months and tell me whether you have used nuts such as almonds, English walnuts, pecans or filberts for some special occasion or holiday? (If respondent recalls use, then ask what type of nut and edit answers above.)

IF "NO" TO ALL ITEMS IN 1a (AFTER EDITING FOR ANSWERS TO 2a AND 2b) THEN ASK 1b AND SKIP TO SECTION B.

ASK ABOUT EACH NUT USED

3a. How frequently during the past 12 months have (name nut) been used in your home?

Every week or two
About once or twice a month
Less than once a month, but more than 3 times a year
Three times a year or less
Doesn't use this nut

IF EITHER PEANUT USED LESS OFTEN THAN "EVERY WEEK OR TWO"

b. Why don't you use (name kind of peanut) more often?

IF BOTH TYPES USED LESS OFTEN THAN "EVERY WEEK OR TWO"

c. Why don't you use peanuts more often?

IF ANY OF "OTHER NUTS" USED LESS OFTEN THAN "EVERY WEEK OR TWO"

d. Why don't you use these nuts more often?

ASK IF USES PEANUTS

4a. In the last 12 months, in which of the following places have you bought peanuts: Regular food shops or markets, special nut or candy shops, or where?

IF MORE THAN ONE PLACE

b. In which of these places do you most often buy them?

5. Are peanuts usually available in the place you shop for food?

Yes (as far as I know) ____ No ____ Don't know ____

ASK IF USES "OTHER NUTS"

6a. In the last 12 months, in which of the following places have you bought (name all "other nuts" used): Regular food shops or markets, special nut or candy shops, or where?

IF MORE THAN ONE PLACE

b. In which of these places do you most often buy them?

7a. Are (name all "other nuts" used) usually available in the place you shop for food?

Yes (as far as I know) ____ No ____ Don't know ____ Some are, some are not ____

IF "SOME ARE - SOME ARE NOT"

b. Which ones are not available?

ASK IF USES PEANUTS

8a. In general, would you say peanuts are used in your home more during certain seasons or times of the year than during other times?

Yes ____ No ____

IF YES

b. During which seasons or times do you use them more? (Check one or more)

In summer

In fall

In winter

In spring

Time mentioned - when? _____

c. Why do you use peanuts more during this season (or time of year)?

ASK IF USES "OTHER NUTS"

9a. In general, would you say (name "other nuts" used) are used in your home more during certain seasons or times of the year than during other times?

Yes ____ No ____

IF "YES"

b. During which seasons or times do you use them more? (Check one or more)

In summer

In spring

In fall

Time mentioned - when? _____

In winter

c. Why do you use (name all "other nuts" used) more during this season (or time of year)?

Blue card

10a. Please look at this card and tell me in which ways you have used (name nut) in your home in the last 12 months. Have you used (nut) for snacks, that is, eating out of hand or with beverages? Have you used (nut) for salads, etc.? (Show blue card and read each use for first type of nut used. Then repeat for next type of nut used, etc.) ASK FOR -- salted peanuts, roasted peanuts, almonds, English walnuts, pecans, filberts (hazel nuts)

Snacks (out of hand, with beverages, etc.)

In salads

Topping for ice cream or desserts

Making candy

Baking (cakes, cookies, pastries)

Cooking (dressings, sauces, vegetables, in puddings, etc.)

Other ways (specify)

ASK FOR EACH NUT USED:

10b. What are some of the reasons you like to use (name nut) this way (these ways)?

IF MORE THAN ONE "OTHER NUT" USED FOR ANY ONE PURPOSE

11a. Which one of the nuts do you prefer to (name use) (and read off all nuts used this way)?

Repeat for next way in which more than one nut was used.

IF HAS PREFERENCE (OR "DEPENDS")

11b. Why do you prefer (name nut preferred) for (use)? (Ask separately for each use.)

ASK ALL NUT USERS

12. Are there any of these nuts which you feel would not be good to use in salads? Almonds, English walnuts, pecans, filberts (or hazel nuts)? (Repeat) For use in baking? (Repeat) For use in cooking?

13. When was the last time (name kind of nut) were bought for use in your home?

14a. What amount did you buy the last time you bought (name kind of nut)?

b. What size container did you buy the last time you bought (name kind of nut)?

15a. Are you satisfied with the size container you last bought?

IF "NO"

b. Would you rather have it larger or smaller?

16a. In the last 12 months, did you buy (name nut used) in their shells, out of their shells, or both ways?

IF "BOTH WAYS"

b. The last time you bought them, was it in their shells or out of their shells?

17a. Do you prefer (name kind of nut) in their shells or taken out of their shells?

IF "IN SHELLS," "OUT OF SHELLS" OR "DEPENDS"

b. Why?

IF "OUT OF SHELLS" OR "BOTH WAYS" (See Q. 16a)

18. When you buy nuts out of their shells, would you prefer the whole or half kernels, or would you prefer (name of nut) chopped or diced?

ASK IF USES SALTED PEANUTS

19a. In the last 12 months, have you bought salted peanuts in any of these ways--loose, boxed, in vacuum cans, in cellophane bags, in glass jars, or some other way? (Check in column a below.)

ASK FOR EACH WAY BOUGHT

b. Are there any things you don't like about this type of package? (Record in column b below.)

ASK FOR EACH TYPE ABOUT WHICH SOMETHING IS DISLIKED

c. What don't you like about it? (Record in column c below)

IF USES SALTED PEANUTS

20a. Are you satisfied or not with the quality and freshness of the salted peanuts you buy?

Satisfied ____ Dissatisfied ____

IF "DISSATISFIED"

b. Why are you dissatisfied?

IF USES ROASTED PEANUTS

21a. Are you satisfied or not with the quality and freshness of the roasted peanuts you buy?

Satisfied ____ Dissatisfied ____

IF "DISSATISFIED"

b. Why are you dissatisfied?

ASK IF USES "OTHER NUTS" BOUGHT OUT OF SHELLS

22a. In the last 12 months, which ways have you bought (name nuts which apply) out of their shells--loose, boxed, in vacuum cans, in cellophane bags, glass jars, or some other way? (Check in column a below as many as apply)

ASK FOR EACH WAY BOUGHT

b. Are there any things you don't like about this type of package? (Record in column b below)

ASK FOR EACH TYPE ABOUT WHICH SOMETHING IS DISLIKED

c. What don't you like about it? (Record in column c below)

23a. Are you satisfied or not with the quality and freshness of the (name nuts used) you buy out of their shells?

Satisfied ____ Dissatisfied ____

IF DISSATISFIED

b. Which nuts are you dissatisfied with? (Check all that apply)

Almonds, English walnuts, pecans, filberts (hazel nuts), all of them

c. Why are you dissatisfied?

ASK ALL NUT USERS ALL QUESTIONS ON THIS PAGE

24a. Do you feel that peanuts are too expensive to use regularly in your home?

b. Do you feel that these "other nuts" -- almonds, pecans, walnuts and filberts (hazel nuts) -- are too expensive to use regularly in your home?

Yes _____ No _____ Some are, some are not _____ Don't know _____

IF "YES, TOO EXPENSIVE" IN BOTH a AND b

c. Do you feel that in relation to other kinds of nuts--like almonds, pecans, walnuts and filberts (hazel nuts)--peanuts are expensive or not expensive?

Yes _____ No _____ Are expensive compared to some but not others _____ Don't know _____

25a. Are there any children in your home under 16? Yes _____ No _____

IF "YES - THERE ARE CHILDREN UNDER 16"

b. Aside from when peanuts are used in prepared foods, who in the family usually eats them: the children only, the adults only, or both the children and the adults?

c. Aside from when the "other nuts" -- almonds, pecans, walnuts and filberts (hazel nuts) -- are used in prepared foods, who in the family usually eats them: The children only, the adults only, or both the children and the adults?

26a. Do you feel that peanuts are in general healthful or not?

Healthful _____ Not healthful _____ Qualified or other (write comment) _____ No opinion _____

IF "HEALTHFUL" OR "NOT HEALTHFUL"

b. In what ways?

27a. Do you feel that the "other nuts" -- almonds, pecans, walnuts and filberts (hazel nuts) -- are in general healthful or not?

Healthful _____ Not healthful _____ Qualified or other (write comment) _____ No opinion _____

IF "HEALTHFUL" OR "NOT HEALTHFUL"

b. In what ways?

SECTION B - PEANUT BUTTER

1a. Have you used peanut butter in your home during the last 12 months.

Yes _____ No _____

IF "NO"

b. Why is it that you don't use peanut butter? SKIP TO SECTION C

2a. How frequently have you used peanut butter in your home during the last 12 months?

Every week or two _____ Less than once a month, but more than 3 times a year _____
About once or twice a month _____ Three times a year or less _____

IF LESS THAN "EVERY WEEK OR TWO"

b. Why don't you use peanut butter in your home more often?

3a. Is peanut butter used for a spread in your home? Yes _____ No _____

b. Do you use peanut butter in baking or other food preparation? Yes _____ No _____

IF "YES" TO 3b

c. For what specifically?

4. Why do you like to use peanut butter in the way (ways) you use it?

5a. When you do not have peanut butter in the house, what other food or foods, if any, do you use in its place?

IF SOME FOOD OR FOODS NAMED

b. Why do you consider (this) these foods in the same class as peanut butter.

6a. In general, do you feel that peanut butter is healthful or not?

Healthful _____ Not healthful _____ Qualified or other (Write comment) _____ No opinion _____

IF "HEALTHFUL" OR "NOT HEALTHFUL"

b. In what ways?

7a. Are there any children in your home under 16? Yes ____ No ____

IF "YES, THERE ARE CHILDREN UNDER 16"

b. Who in your family usually eats peanut butter as a spread; the children only, the adults only, or both children and adults?

Children only ____ Adults only ____ Both ____ Not used as spread ____

IF "CHILDREN ONLY"

c. Why is it that the adults in your home do not use peanut butter as a spread?

8a. In general, would you say peanut butter is used in your home more during certain seasons or times of the year than during other times?

Yes ____ No ____

IF "YES"

b. During which seasons or times do you use it more?

Summer ____ Fall ____ Winter ____ Spring ____ Time mentioned ____ When? ____

c. Why do you use peanut butter more during this season (or time of year)?

9a. Do you have any peanut butter in the house now? Yes ____ No ____ Don't know ____

IF "YES"

b. Do you have any opened container? Yes ____ No ____ Don't know ____

IF "YES" TO b

c. How long has it been opened? 2 weeks or less
Over 2 weeks up to 1 month
Over 1 month to 3 months
Over 3 months
Don't know

10. Where do you usually store peanut butter after it has been opened?

In refrigerator or ice box ____ In cabinet, shelf or other place ____

11a. In general, are you satisfied with the keeping qualities of peanut butter after it has been opened? Yes ____ No ____

IF "NO"

b. Why is that?

12. Where, in the store in which you generally shop, is the peanut butter displayed: near the sandwich and meat spreads, near cheeses, near jams and jellies, or where?

13. When was the last time you bought peanut butter?

Within past week or two
Over 2 weeks up to 1 month ago
Over 1 month to 3 months ago
Over 3 months to 6 months ago
Over 6 months ago
Don't know

14a. How much peanut butter did you buy at that time? Total amount: ____ oz. or ____ lbs.

b. Was this one jar (or can) or more than one? One unit ____ More than one ____

IF "MORE THAN ONE" UNIT BOUGHT AT LAST PURCHASE

c. Were the units you bought all the same size or not? Same size ____ Different sizes ____

IF "SAME SIZE"

d. What was the size of each unit? ____ oz. or ____ lbs.

IF "DIFFERENT SIZES"

e. What was the size of each of the units? 1st: ____ ozs. or ____ lbs.
2nd: ____ ozs. or ____ lbs.

f. Which size do you usually buy? (Check box above)

15a. Are you generally satisfied with this size container? (If last bought more than one unit of different sizes, ask about usual size bought)

Yes ____ No ____

IF "NO"

b. Why is that?

16a. In the last 12 months, have you bought peanut butter in any of the following ways: in can or tin, in jar with pry top, in jar with screw top, in tumbler with pry top, or how? (Check in column a below, all that apply)

ASK FOR EACH WAY BOUGHT

b. Are there any things you don't like about this type of container? (Record in column b below)

ASK FOR EACH TYPE OF CONTAINER ABOUT WHICH SOMETHING IS DISLIKED

c. What don't you like about it? (Record in column c below)

17. Which kind of peanut butter have you used: The smooth kind, the chunky or crunchy kind, or both?
18. Which kind of peanut butter do you like better: the smooth kind or the chunky or crunchy kind?
Smooth____ Chunky, crunchy, etc.____ No preference____ Don't know____

SECTION C: CANDY WITH NUTS

- 1a. During the last year have you bought, for serving in your home, any candy with nuts in it, such as peanut brittle, candy bars with nuts or boxed chocolates containing nuts? Yes____ No____

IF "NO"

- b. How does it happen that you haven't bought candy or candy bars with nuts in it in the last year? (SKIP TO QUESTIONS ON NEXT PAGE)

IF "YES"

- c. What kinds of nuts have you bought in candy or candy bars?

Peanuts____ Almonds____ English walnuts____ Pecans____ Filberts (hazel nuts)____
Cashews____ Other (specify) _____

2. Do you generally prefer candy with nuts or without nuts, or doesn't it make any difference to you?

With nuts____ Without nuts____ No preference____

- 3a. Are there any kinds of nuts you especially prefer in candy or candy bars? Yes____ No____

IF "YES"

- b. What kinds? Peanuts____ Almonds____ English walnuts____ Pecans____
Filberts (hazel nuts)____ Cashews____ Other (specify) _____

4. In general, are you satisfied with the amount of nuts in candy or candy bars?

Satisfied____ No, not satisfied____ Comments: _____

ASK EVERYONE

- I. Have you ever baked a pecan pie? Yes____ No____ Don't remember____

IF "YES"

- b. When was the last time?

- II. Have you ever used raw peanuts in your home?

Yes____ No____ Don't remember____

IF "NO" OR "DON'T REMEMBER"

- b. Have you ever heard of raw peanuts?

Yes____ No____ Don't remember____

NUTS RECEIVED AS GIFT

If respondent has mentioned that nuts have been given to him or to some other member of the household during the past year, indicate the types of nuts received as gifts. (Check all that apply)

Salted peanuts____ Peanuts roasted in shells____ Almonds____ English walnuts____
Black walnuts____ Pecans____ Filberts (hazel nuts)____ Cashews____ Mixed nuts____

HOME GROWN NUTS

If respondent has mentioned that a certain type or types of nuts are grown by somebody in the household, indicate the types of nuts grown. (Check all that apply)

Peanuts____ Almonds____ English walnuts____ Black walnuts____ Pecans____
Filberts (hazel nuts)

SECTION D:

1. Sex of respondent: Male____ Female____

2. What was the last grade of school that you completed?

None or some grammar school
Finished grammar school
Some high school
Finished high school
Some college
Finished college

3. Race: White____ Negro____ Other____

4a. Including yourself, how many people over 16 years old (including roomers, if any) live in your home?

b. How many children between 5 and 16 years old live in your home?

c. How many children under 5 years old live in your home?

Pink card

5. (Show card) Please look at this card and tell me which sum comes closest to your total family income.

	<u>Weekly</u> <u>income</u>	<u>Yearly</u> <u>income</u>
A.	Under \$20	Under \$1,000
B.	\$20 - \$29	\$1,000 - \$1,499
C.	\$30 - \$34	\$1,500 - \$1,749
D.	\$35 - \$39	\$1,750 - \$1,999
E.	\$40 - \$44	\$2,000 - \$2,249
F.	\$45 - \$49	\$2,250 - \$2,499
G.	\$50 - \$59	\$2,500 - \$2,999
H.	\$60 - \$79	\$3,000 - \$3,999
I.	\$80 - \$99	\$4,000 - \$4,999
J.	\$100 - \$124	\$5,000 - \$6,499
K.	\$125 - \$149	\$6,500 - \$7,499
L.	\$150-and over	\$7,500-and over

6. For statistical purposes we need some information about your age. Are you: (Only ask intervals which seem appropriate)

Less than 21
From 21 to 29
From 30 to 39
From 40 to 49
From 50 to 59
60 or over

7. Do you own your own home or rent?

Own____ Rent____ Other____ (Specify) _____

8. Does your home have central heating?

Yes____ No____



32 68

60 00

72.68

8 132 68

75 00

57.68





