

FOOD SHOPPING PRACTICES OF FAMILIES LIVING  
IN SELECTED GOVERNMENT HOUSING PROJECTS IN  
SAN JUAN, PUERTO RICO

by

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## INTRODUCTION

Gainful employment of women increases the amount of money families have available for the purchasing of goods for consumption and reduces the time available for producing them at home. Families vary in their ability to shop and in their methods of shopping, which in turn affect the quality and quantity of foods the family consumes. Gainful employment may affect the food shopping and consumption practices of Puerto Rican families.

Puerto Rico has experienced many changes during the past few years, particularly with respect to the status of women (Rottenberg, 1958).

"The changed position of women has also had the effect of permitting more of them in the middle class to enter the labor market and make themselves available for work. As they contribute more to family income, they also participate more in the making of spending decisions. This must surely affect spending patterns." (p. 252 f.).

The trend has been toward an increase in gainfully employed women. In January, 1959, women constituted 25 per cent of the labor force, that is 160,000 out of 648,000 employed persons (Bureau of Labor Statistics, 1959).

The present study is concerned with the effect of gainful employment of women on shopping practices.

The population studied was restricted to one economic class to avoid confounding the employment status with economic status. As a result, the study presents an estimate of the food shopping practices of families of selected government housing projects in San Juan, Puerto Rico.

The government housing authorities were established in 1938, under the terms of the U. S. Housing Act of 1937, with the purpose of housing the people of lowest incomes. The houses are leased at low rentals to low in-

come people, and the rent is based on family income in relation to number of dependents (Roberts and Stefani, 1949, p. 227-228). Thus these families constitute a relatively homogeneous group of families of low economic status.

The project had the encouragement and support of the Marketing Information for Consumers Program of Extension Service of Puerto Rico. This program was organized in 1948 by the Extension Service. The specialist and agents provide consumers with timely marketing information and economic principles as a basis for decision-making in selection, purchase, care and use of agricultural products with regard to consumers' needs and resources. They encourage the people to adopt improved buying practices and inform consumers about new products in the market, their availability and relative cost. The ultimate objective is to improve the nutritional status of Puerto Rican families.

The Agricultural Extension Service of Puerto Rico, because of its interest in Marketing Information for Consumers and the welfare of all the people of Puerto Rico, provided the personnel and their expenses to interview the 175 families living in selected housing projects, to obtain an estimate of the impact of gainful employment on the shopping practices of such families.

#### Review of Literature

Merchandise availability and consumers' shopping practices in Utah was studied by Faville, Jones and Sonne in 1942 under the auspices of the Graduate School of Business of Stanford University. These investigators collected data on availability and related prices of selected foods, drugs, clothing and dry goods, and the variety of items in typical rural towns of the state

of Utah. The purpose of this study was to measure the extent to which country people could buy wanted items of merchandise as readily as city people, and the extent to which this merchandise was available at comparable prices. The consumers' shopping practices of residents of cities and rural areas were compared in regard to type of stores they patronized and the amount of out of town shopping. Also, information about who did the shopping and localities where groceries were purchased was obtained (Feville, et.al., 1942).

The Bureau of Research of the College of Business Administration at the University of Tennessee studied the grocery shopping habits of 600 families living in Knoxville, Tennessee. They gathered information about the place of purchase; distance to the store usually patronized; place of purchase of meat, fruits and vegetables, and staples; members of the family who did the shopping; day of the week they usually purchased groceries; method employed in returning groceries to the home; and extent to which families read the newspaper before shopping for groceries. The stratified random sampling procedure was used in the selection of families, and the data were collected by the recall method of interviewing, (Garrison and Hutchinson, 1948).

A recent study concerning the roles of husbands and wives in making the purchasing decisions was reported by Wolgast (1958). The results of this study were based on a cross section of randomly selected families from all parts of the United States. The interviews were obtained alternately with heads of households (by definition the husband is the head of the household) and the wives of the heads of the households. The decision-



making patterns were considered in relation to income, age of respondent, and whether the families lived in urban or rural communities. An analysis of the answers showed that the employment status of wives had no effect on her decision-making functions.

The reliability of these reports was tested by comparing the answers of the husband with those of the wife. The comparisons showed that husbands and wives reflected one another's judgements almost perfectly.

In 1956 a study was made in Detroit concerning consumer decisions in metropolitan families (Sharp and Mott, 1956). The study was designed to ascertain whether some decisions were made by the husband always, by the husband more than the wife, by the wife always, or by the wife more than the husband. The decision areas investigated were the purchase of family car, the selection of life insurance, allocation of family's weekly food expenditures, the selection of house or apartment, the selection of a place to go on vacation, and whether the wife should go to work or quit work.

The data were probability sample from those households in metropolitan Detroit which contained a husband-wife family unit. Seven hundred and forty-nine wives of such households were interviewed. To hold constant the factor of family role position, only the wife was interviewed.

In regard to food, the study showed that the wife did not completely dominate the family decisions. In almost one-half of the families, the husband shared in making the decisions related to food shopping. There was little indication that socio-economic status influenced the decision-making patterns in the family.

The Consumers Education Program of Puerto Rico made a study of consumer problems and practices of families living in two Bayamon areas: The urban area of Caserio Virgilio Davila which had been developed under the Housing Authority, and the rural community of Minillas which had been developed under the Social Program Administration of the Department of Agriculture. All families living in these two communities are families of low economic status.

Only sixty-four questionnaires were completed and returned: Ninetten from Caserio Virgilio Davila, and forty-five from Minillas. Limitations of time and personnel, and illiteracy among the people may have reduced greatly the number of returns. Although the sample was inadequate, this study offers an insight into some of the problems and needs of this particular group. The father decided how the food dollar should be spent in 60 per cent of the families, the mother decided in 30 per cent, and the mother and father in 10 per cent of the families. The largest number of purchases were made from grocery stores, with the small store and supermarket second in Caserio Virgilio Davila and "ventorrillo" (kiosko) second in Minillas. Most of the food purchases were made on a weekly basis with daily or semi-weekly buying of perishables.

A study was made in Puerto Rico by Ramirez (1957) to determine the food purchasing practices of 200 urban families. Information concerning incomes, number and occupations of wage-earners, number of persons in the household, places where the food was purchased, days on which purchase was done, persons who did the food shopping, number of persons eating away from home and food expenditures of families by commodities were obtained. The sample was selected by the Consumer Education Agents as they made the interviews. They



also interviewed the first 25 clients they met during a given week in their districts. Since these agents were located in the island's six different districts or zones of work of the Extension Service, they covered the entire island. It was reported that the metropolitan families shopped for food mainly in supermarkets and large grocery stores, while the island families shopped in large and small grocery stores. More husbands shared the responsibility of shopping in the metropolitan area, and most families shopped in order of frequency on Saturday, Friday and Monday. Only four families did not own any type of refrigerator. But few families used refrigeration to store fruits and vegetables, as many homemakers bought fresh fruits and vegetables daily.

#### Objectives

The specific objectives of this study were to determine whether there was a significant difference in the shopping practices of low income families with gainfully and non-gainfully employed wives, and to detect the difference with respect to:

1. Type of store where the family shopped.
2. Person who did the shopping.
3. Method usually used for transportation to and from the store.
4. Frequency of use of a shopping list.
5. Source of shopping information used.
6. Day of the week shopping was done.
7. Frequency of purchase of different foods.
8. Time of day shopping was done.
9. Type of store service preferred.
10. Home storage facilities.

As the study developed the type of family organization seemed to be of possible major significance in affecting shopping habits. Therefore, the data were classified to permit analysis of husband-wife families and broken families to determine the effect of marital status on women employment status and shopping practices.

#### PROCEDURE

##### Population Sampled

All families living in the following housing projects: Caserio Nemesio Canales, Caserio San Jose, Caserio Manuel A. Perez and Caserio Llorens Torrea of San Juan, Puerto Rico, were included in the population sampled. The study was limited to this group because by established standards of eligibility all families were of similar economic status.

##### Method for Drawing the Sample

The sample was drawn from a list of families compiled from the files of each of the housing projects. A secretary of the Agricultural Extension Service of Puerto Rico was authorized to compile this list of families which contained not only the name of the head and address, but also the size of the family and the employment status of the wife. The names were coded as to marital status of the families with gainfully employed wives, for the sample was to be drawn only from husband-wife families.

The population was stratified by the employment status of wife to include an equal number of families with gainfully and non-gainfully employed wives. There were 125 families in each stratum, 105 in the primary sample and 20 substitutes.

The original plan of the survey was to restrict the population to the husband-wife families with one or more children under twelve years of age. A review of the pre-list indicated a predominance of broken families among the gainfully employed, and an insufficient number of husband-wife families with gainfully employed wives. Therefore the plan was revised to include among the gainfully employed not only all of the 40 husband-wife families, but also a sample of 65 families plus 20 substitutes of the 244 "broken" families. These were selected by selecting the name of every other family from the pre-listed names in each housing project, until a sufficient number of names was obtained.

The sample of families with non-gainfully employed wives was drawn from the list of 1,269 names by starting with the second family name in each housing project and taking every tenth name thereafter of the non-gainfully employed until the required number of names was obtained.

The number of families in the pre-list and in the sample by housing projects, employment status and family status are presented in Table 1.

#### Collection of Data

A schedule was prepared and tested in a sub-group of families living at Caserio Llorens Torres. The schedules were sent to the general supervisor of home demonstration work who conducted a pre-test of the schedule. She selected two interviewers to make a pre-test of the schedule. They interviewed the families together, so while one made the interview, the other could observe the interview procedure.

The two agents who made the pre-test and the other agents who were to participate in the survey met with the general supervisor, the assistant general supervisor, the district supervisor, and the specialist in marketing

Table 1. Survey population, sample and interviews, by housing projects of families as classified in the pre-list.

Family type and employment status of wife	Sample size			Families interviewed		
	Pre-listed	Primary	Substi-	Primary	Substi-	Total
	families	number	tutes	number	tutes	number
	number	number	number	number	number	number
All families	1553	210	40	167	8	175
N.G.E.	1269	105	20	90	5	95
G.E.	284	105	20	77	3	80
Complete	40	40	0	25	1	26
Broken	244	65	20	52	2	54
San Jose						
All families	321	47	10	26	0	26
N.G.E.	253	20	5	15	0	15
G.E.	68	27	5	11	0	11
Complete	12	12	0	1	0	1
Broken	56	15	5	10	0	10
Nemesio R. Canales						
All families	310	38	10	34	40	38
N.G.E.	255	20	5	18	3	21
G.E.	55	18	5	16	1	17
Complete	3	3	0	2	0	2
Broken	52	15	5	14	1	15
Llorens Torres						
All families	503	70	10	60	0	60
N.G.E.	403	35	5	30	0	30
G.E.	100	35	5	30	0	30
Complete	15	15	0	12	0	12
Broken	85*	20	5	18	0	18
Manuel A. Perez						
All families	419	55	10	48	4	51
N.G.E.	358	30	5	27	2	29
G.E.	61	25	5	20	2	22
Complete	10	10	0	10	1	11
Broken	51	15	5	10	1	11

\*Twelve of these families were used for the pre-test.

information for consumers. They discussed and reviewed the questions in the schedule and the instructions for the interviewers. Recommendations for the improvement of the schedule were mailed to Manhattan, Kansas, and the schedule was revised and returned to Puerto Rico for field work. The general supervisor of the home demonstration agents assigned the interviewers to the different housing projects. See Appendix A for the Schedule of Questions as originally presented in Spanish and in Appendix B as translated into English. Appendix C contains the instructions, translated into English, that were supplied the interviewers. The data were collected by personal interviews during the first two weeks of March, 1959. The seven interviewers were home demonstration agents and associate home demonstration agents working at Rio Piedras county.

#### Treatment of Data

The data obtained through the schedules were edited, coded, tabulated on columnar sheets, and summarized by employment status of wife, family type and housing project.

### RESULTS

#### Families Interviewed

A total of 175 families were interviewed; 80 of those pre-listed as families with gainfully employed wives and 95 of those with non-gainfully employed wives. This reflects a bias toward inclusion of the families with non-gainfully employed wives (Table 1).

The data showed some shift in family and employment status between the time the list was compiled and the time of the interviews (Table 2). The shift may be due to an actual change in the employment status of the wife,



to inaccuracy of the pre-list with respect to the employment status, or to inaccuracy in the investigation classification of the families as to broken or complete status.

Of the 95 families pre-listed as non-gainfully employed, 12 were gainfully employed at time of the interview, whereas of the 80 pre-listed as gainfully employed, 26 were not gainfully employed. At the time of interview there was a net gain of non-gainfully employed wives of 14 (Table 2). The shift was not related to family status for 8 of the 26 (31%) complete families shifted and a similar proportion 18 of the 54 (33%) of the broken families shifted. Thus the shift reflects perhaps a general economic condition prevalent at the time of interview.

With respect to family status only one of the 26 whose names indicated them to be complete was broken. Of the 54 classified as broken four were found to be complete at the time of interview (Table 2).

Table 2. Employment and marital status of the 175 families interviewed, as pre-listed and at time of interview.

Pre-list status	Status at time of interview								
	Non-gainfully employed			Gainfully employed			All		
	Com-			Com-			Com-		
	All	plete	Broken	All	plete	Broken	All	plete	Broken
ALL	109	76	33	66	26	40	175	102	73
N.G.E.	83	65	18	12	8	4	95	73	22
G.E.	26	11	15	54	18	36	80	29	51
Complete	8	8	0	18	17	1	26	25	1
Broken	18	3	15	36	1	35	54	4	50

### Household Composition

The 175 households studied included 812 persons. The average size of household was 4.6 persons. The households with gainfully employed wives (38% of all household surveyed) were composed of 265 persons with an average of 4 members per household. The households with non-gainfully employed wives (62% of the households) were composed of 547 persons with an average of 5 persons per household.

Almost one-half (49%) of the persons living in these households were 16 years of age or older, and about one-third (32%) were from 6 to 15 years of age (Table 3). Those households with non-gainfully employed wives had more children under 6 years of age (20%) than those with gainfully employed wives (13%). The complete families had more children under 6 years (22%) than did the broken families (13%). The term "family" will be used interchangeably with the term "household" because all persons living in the households studied were related by blood, marriage or adoption.

### Gainfully Employed Wives

In almost two-fifths (38%) of the families studied the wife was gainfully employed. Among the population, however, it is estimated that in 18 per cent of the families the wife was gainfully employed (Table 1). About three-fourths of the gainfully employed wives worked away from home, 15 per cent worked at home only and 9 per cent both at home and away from home.

Wives Working Away From Home. Over one-half (52%) of women working away from home worked at least 40 hours a week. Those from broken homes were more likely to work full time than those from complete families (54% vs. 43%). About one-fifth of wives working outside worked less than 20 hours a week (Table 4).



Table 4. Hours per week of gainful employment of wives working away from home, by family type.

Hours worked per week	: Complete families		: Broken families		: All families	
	: Number	: Per cent	: Number	: Per cent	: Number	: Per cent
40 hours or more	11	43	18	54	29	52
30 to 39 hours	3	13	3	9	6	11
20 to 29 hours	4	19	5	15	9	16
Less than 20 hours	5	25	7	22	12	21
Total	23	100	33	100	56	100

Time Spent Traveling. More than two-fifths (43%) of wives working outside spent an hour or more to reach the place where they worked. A larger percentage of wives from complete families (48%) traveled one hour or more to reach their work than those from broken families (39%) (Table 5).

Table 5. Time spent traveling to work, by family type.

Time spent traveling	: Complete families		: Broken families		: All families	
	: Number	: Per cent	: Number	: Per cent	: Number	: Per cent
1/4 hour	4	17	5	15	9	16
1/2 hour	4	17	8	24	12	21
3/4 hour	0	0	2	6	2	4
1 hour	8	35	10	30	18	32
More than 1 hour	3	13	3	9	6	11
No answer	4	17	5	15	9	16
Total	23	99	33	99	56	100

Type of Occupation. The major occupation of these women was domestic work. Most women worked as maids, cooks and laundresses, (Table 6).

Table 6. Type of occupation by place of work and by family type.

Occupation of wife	Working outside						Working at home					
	Complete			Broken			Complete			Broken		
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Maid and cook	9	39	12	37	21	38	0	0	0	0	0	0
Wash and iron	4	17	10	30	14	25	1	20	8	66	9	53
Factory	3	17	3	9	6	11	0	0	0	0	0	0
Sewing	2	9	2	6	4	7	4	80	4	33	8	47
Nurse aid	1	4	3	9	4	7	0	0	0	0	0	0
Office clerk	0	0	1	3	1	2	0	0	0	0	0	0
Waitress	0	0	1	3	1	2	0	0	0	0	0	0
No answer	4	18	1	3	5	9	0	0	0	0	0	0
Total	23	100	33	100	56	101	5	100	12	99	17	100

Share of Family Expenses. In the complete families more than one-third (36%) of the wives paid all family expenses and almost one-third (31%) paid half of family expenses. That is, about two-thirds (67%) of the gainfully employed wives in complete families paid at least one-half of family expenses (Table 7). Among the broken families 95 per cent of the gainfully employed wives paid all family expenses. The responsibility was shared with other persons, in the remaining broken families.

#### Food Shopping Practices

Food Shopping Decisions. Questions were included in the schedule to determine which member of the family made the food purchasing decisions. These questions were not applicable to broken families, but were relevant only to husband-wife families.



Table 7. Wife's share of family expenses by family type.

Share of expenses	Complete (n=26)	Broken (n=40)
All expenses	36	95
One half of expenses	31	2
One fourth of expenses	19	2
Less than one fourth	12	0
No answer	2	0
Total	100%	99%

Among those complete families with non-gainfully employed wives the responsibility of deciding what foods to buy was about evenly divided between husband and wife. In some of the families (12%) the responsibility was shared (Table 8).

Among complete families with gainfully employed wives, almost two-thirds (62%) the decisions about what to buy were made by the wife, and in less than one-third (31%) of the families such decisions were made by the husband. Only in a small number of complete families (7%) was the responsibility shared (Table 8).

Table 8. Food purchase decisions by family member, family type and employment status of wife.

Family member	Gainfully employed (n=66)		Non-gainfully employed (n=109)		All Families (n=175)		
	broken Per cent	complete Per cent	broken Per cent	complete Per cent	broken Per cent	complete Per cent	All types Per cent
Husband	0	31	12	45	5	41	26
Wife	97	62	70	43	85	48	63
Husband and wife	0	7	0	12	0	11	6
Others	3	0	18	0	9	0	5
Total	100	100	100	100	99	100	100

It is interesting to note that about two-thirds of the gainfully employed wives of complete families paid at least one-half of family expenses (Table 7), and about two-thirds of the gainfully employed wives decided what to buy (Table 8). Rottenberg's commentary about the middle class women may also apply to this lower income group: "As they (women) contribute more to family income, they also participate more in the making of spending decisions." (Rottenberg, 1958). On the other hand, these data may simply reflect the more frequent opportunity for the women or men to combine shopping with their travel to or from work. In 97 per cent of the broken families with gainfully employed wives, the wife decided what to buy, while in less than three-fourths (70%) of those with non-gainfully employed wives she decided (Table 8).

Use of the Shopping List. Shopping lists were used regularly by almost one-half (47%) of the families with non-gainfully employed wives, but by less than one-third (30%) of families with gainfully employed wives (Table 9). Likewise the gainfully employed wives more frequently reported never using a shopping list.

Table 9. Frequency of use of a shopping list by employment status of wife and by type of family.

Use of a shopping list	Gainfully employed (n=86)			Non-gainfully employed (n=109)		
	complete	broken	all	complete	broken	all
	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent
Regularly	23	35	30	53	33	47
Sometimes	19	15	17	18	18	18
Never	58	50	53	26	46	32
No answer	0	0	0	3	3	3
Total	100	100	100	100	100	100

The major difference was among the families with gainfully and non-gainfully employed wives in complete families; about one-half of families with non-gainfully employed wives used a shopping list regularly, and about one-fourth never used the shopping list. In families with gainfully employed wives the situation was reversed.

Sources of Market Information. Over one-half of the families did not report use of any information on which to base their shopping decisions. The highest proportion of families not using any information was among the broken families with non-gainfully employed wives (66%).

Those who did report use of information most frequently obtained information about prices mainly while shopping at the store (Table 10). Less than one-tenth of these families reported use of radio and TV as a source of information.

Radio and television were the sources of information most commonly used by families with gainfully employed wives. About one-fifth of these families used these media. Among the families with gainfully employed wives those from complete families (25%) used radio and television as the main source of information more often than those from broken families (15%). Hand outs and newspaper advertisements were the second most common sources of information by families with gainfully employed wives (Table 10).

Food Shopping. Among the broken families the wife did most of the shopping because there was no husband to do the shopping. The shopping practices of complete families varied as shown in Table 11. Among the complete families with gainfully employed wives the wife bought most of the food except the bread, but among families in which the wife was not gainfully employed the husband did most of the food shopping. The pattern of shopping



Table 11. Family food shopper in complete families by food group and employment status of the wife.

Employment Status and shopper	Meat : (%)	Fresh fruits and veg- etables : (%)	Fresh milk : (%)	Eggs : (%)	Bread : (%)	Staples : (%)
Gainfully employed (n=66)	100	100	100	100	100	100
wife	54	50	31	53	35	45
husband	35	30	27	35	39	39
both	8	9	8	4	3	8
other	3	11	4	8	15	8
delivered	0	0	15	0	0	0
no answer	0	0	15	0	8	0
Non-gainfully employed (n=109)	100	100	100	100	100	100
wife	34	38	26	39	30	34
husband	50	47	32	45	43	50
both	9	6	7	6	8	10
other	5	7	17	8	5	6
delivered	0	0	0	0	0	0
no answer	2	2	18	2	14	0

practices by family member varied somewhat by the foods purchased, but essentially the predominance of husband or wife's shopping varied with the employment status of the wife. This pattern of shopping prevailed with respect to the purchase of meat, fresh fruits and vegetables, eggs and staples.

Approximately one-third of the families reported some method of purchasing fresh milk other than by husband or wife; and approximately one-fourth reported some other method of purchasing bread. Both items are frequently not purchased by families and milk was delivered to the home.



Type of Store or Vendor. There is no evidence that the employment status of the wife affected greatly the type of store or vendor from which the family purchased foods.

Most of the staples were bought from either the supermarket or the grocery store. Perhaps because of convenience, custom or specialisation, items purchased more frequently than staples were also purchased in other markets. Fresh fruits and vegetables were purchased by one-fifth of families at the public market and almost one-seventh bought their meat there. A small percentage bought eggs or staples at the public market (Table 12).

Milk and bread were frequently not purchased at all. About one-third of the families failed to reply to this question. Of those buying milk, however, the grocery store, home delivery and kiosk were the major sources. A small percentage of the families reported buying milk at the supermarket.

Bread was not frequently purchased at the grocery store. It was purchased even less frequently from the supermarket and kiosk.

Less than one-fifth reported buying meat from the public market. About one-twentieth bought meat from the specialty store. Less than three-fourths of meat purchases were from the supermarket and grocery store, with perhaps a slightly greater patronage of the supermarket. Over one-half of the families bought the eggs from the supermarket and grocery store.

In summary, the supermarket and grocery stores were the predominant sources of food supplies for all types of foods. The public market was another source for meat, fresh fruits and vegetables and eggs. Specialty stores were limited to meat and bread and were not very well patronised. Street vendors were a source of fruits and vegetables, eggs, and to a limited extent, bread. There was home delivery of milk, eggs and bread. The kiosk

was primarily a source of milk, but also used occasionally for other purchases, except meat (Table 12).

Frequency of Purchase. The frequency of purchase varied greatly by the type of food, but not too much by the employment status of the wife.

Approximately one-fourth of the families reported buying their meat, fruits and vegetables and eggs daily. These foods were purchased at least twice a week by two-fifths of the families. About one-third of the gainfully employed wives purchased these items weekly, and others reported bi-monthly purchases. Among the non-gainfully employed, the bi-monthly purchases were less frequently reported and a larger proportion reported weekly purchases. Less than two-thirds of the families reported buying milk, and they purchased milk daily. Approximately one-half of the families reported buying bread, and they most frequently bought bread daily. Staples were less frequently purchased. Less than one-fifth bought staples daily, and over one-half bought them weekly. About one-fifth bought staples bi-monthly or monthly (Table 13).

Table 12. Food purchases by type of store or vendor, by food group and by employment status of wife.

Store or vendor	:																			
	: Fresh:Fresh :					: Fruits, Eggs:Bread:Staples :					: Milk :Fast:milk :Fruits, Eggs:Bread:Staples :					: Veg. :veg. :				
	: Fresh:Fresh :	: Fruits, Eggs:Bread:Staples :	: Milk :Fast:milk :Fruits, Eggs:Bread:Staples :	: Veg. :veg. :	: Total :	: Fresh:Fresh :	: Fruits, Eggs:Bread:Staples :	: Milk :Fast:milk :Fruits, Eggs:Bread:Staples :	: Veg. :veg. :	: Total :	: Fresh:Fresh :	: Fruits, Eggs:Bread:Staples :	: Milk :Fast:milk :Fruits, Eggs:Bread:Staples :	: Veg. :veg. :	: Total :	: Fresh:Fresh :	: Fruits, Eggs:Bread:Staples :	: Milk :Fast:milk :Fruits, Eggs:Bread:Staples :	: Veg. :veg. :	: Total :
Supermarket	36	5	33	34	21	45	41	6	28	32	12	43								
Grocery store	34	21	26	30	30	42	32	23	22	37	41	44								
Public market	17	0	20	5	0	2	15	0	20	7	0	1								
Specialty store	6	0	0	0	2	0	5	0	0	0	4	0								
Street vendor	0	0	8	13	2	0	0	0	13	6	4	0								
Kiosk	0	15	3	1	5	2	0	11	9	5	11	6								
Soda Fountain	0	3	0	0	3	0	0	1	0	0	2	0								
Delivered	0	21	0	4	0	0	0	24	0	3	3	0								
No specific store	3	3	4	4	3	4	4	2	4	4	3	3								
No answer	4	32	6	9	34	5	3	33	4	5	20	3								
Total	100	100	100	100	100	100	100	100	100	100	100	100								

Table 13. Frequency of food purchases by food group and by employment status of wife.

Frequency of shopping	Gainfully employed (n=66)						Non-gainfully employed (n=109)					
	25	65	25	25	41	16	24	50	26	23	53	17
	16	1	16	16	2	4	14	8	13	9	5	2
Weekly	32	0	31	32	11	54	44	0	39	46	0	56
Bi-monthly	16	0	16	12	0	12	3	0	5	3	0	3
Monthly	3	0	3	4	0	10	4	0	5	5	0	16
Sometimes	4	1	5	1	5	2	8	1	9	7	8	2
No answer	4	33	4	10	41	2	3	40	4	7	34	2
Total	100	100	100	100	100	100	100	99	101	100	100	100

Transportation. Most families walked to the store. Those families with non-gainfully employed wives more frequently walked to the store and those with gainfully employed wives more frequently used the bus. The same means of transportation as that used to reach the store was frequently used on returning, but those families with gainfully employed wives more frequently used other means to return (Tables 14 and 15).

Table 14. Transportation to the store by employment status of wife.

Transportation	Gainfully employed (n=66)	Non-gainfully employed (n=109)
Walking	66	75
Bus	30	15
Car	2	5
Truck	0	1
Bicycle	2	0
No transportation*	0	1
No answer	0	3
Total	100%	100%

\* - One family sent the shopping list



Table 15. Transportation from the store by employment status of wife.

Transportation	: Gainfully employed : (n=66)	: Non-gainfully employed : (n=109)
Same as that used to reach the store	68	72
Others than that used to reach the store	16	9
Delivered	0	1
No answer	15	18
Total	99%	100%

Most families spent 15 minutes or less riding or walking to the store. About one-fifth spent 30 minutes in traveling to shop. The gainfully employed wives tended to spend less time in traveling (Table 16).

Table 16. Time spent traveling to the store by employment status of wives.

Time spent traveling	: Gainfully employed		: Non-gainfully employed	
	: Number	: Per cent	: Number	: Per cent
1/4 hour	53	81	83	76
1/2 hour	9	13	13	12
More than 1/2 hour	2	3	8	7
Send shopping list	0	0	1	1
No answer	2	3	4	4
Total	66	100	109	100

Shopping. Questions were asked concerning the time spent shopping, the day in the week when the families shopped and preferred to shop, the time of the day they shopped and preferred to shop and attitude toward store services and characteristics.

Time Spent Shopping. About two-thirds of the families spent one hour or less and about one-third spend one and one-half hours or more shopping. There was no great difference between the two types of families (Table 17).

Table 17. Time spent shopping by employment status of wives.

Time spent shopping	Gainfully employed (n=66)	Non-gainfully employed (n=109)
1 hour or less	63	66
1 1/2 hours	18	19
More than 1 1/2 hour	12	8
Send shopping list	0	1
Do not know	0	3
No answer	7	3
Total	100 %	100%

Shopping Day. About two-fifths of the families with gainfully employed wives shopped on Saturday. Families with non-gainfully employed wives did their shopping on Saturday and Friday with a slight preference for Friday (27%) over Saturday (21%). Some families, 17 per cent with gainfully employed and 13 per cent with non-gainfully employed wives, shopped every day. Other families, 12 per cent with gainfully employed wives and 16 per cent with non-gainfully employed wives, had no specific day for shopping. Some of these families bought their food on pay day or when money was available (Table 18).

Shopping Day Preferred. Among the families with gainfully employed wives, a larger percentage (46%) preferred to buy on Saturday, than at

Table 18. Present and preferred shopping day, by employment status of wife.

Day	Gainfully employed (n=66)		Non-gainfully employed (n=109)	
	Present	Preferred	Present	Preferred
Sunday	Na	0	Na	1
Monday	3	4	8	5
Tuesday	5	1	2	2
Wednesday	5	4	2	2
Thursday	5	3	2	1
Friday	7	6	27	29
Saturday	41	46	21	29
Daily	17	4	13	4
No specific day	12	0	16	0
No preference	0	23	0	23
No answer	5	8	8	3
Total	100%	99%	99%	99%

Na = Not asked

present (41%). Almost one-fourth (23%) reported no preference for a particular day. Only 4 per cent preferred to buy daily but at present 17 per cent do so.

Among the families with non-gainfully employed wives, as many preferred to buy on Friday (29%) as on Saturday (29%). Almost one-fourth (23%) reported having no preference for a particular day. Only 4 per cent of the families with non-gainfully employed wives preferred to buy daily, but at present 13 per cent shop daily (Table 18).

Shopping Hour. Slightly less than two-fifths (37%) of the families reported shopping in the morning hours. A large proportion (between 23 and 30%) reported no specific time of day for shopping. Almost as many families shopped in the afternoon as in the morning. Shopping after 5:00 P.M. and at noon was infrequently reported (Table 19).

Table 19. Present and preferred shopping hour, by employment status of wife.

Hour	: Gainfully employed		: Non-gainfully employed	
	: (n=66)		: (n=109)	
	: Present	: Preferred	: Present	: Preferred
Before 8:00 A.M.	na	9	na	15
8:00 - 10:00 A.M.	26	15	31	15
10:00 - 12:00 A.M.	11	12	6	9
12:00 - 1:00 P.M.	0	2	1	1
1:00 - 3:00 P.M.	12	13	12	13
3:00 - 5:00 P.M.	14	15	12	11
5:00 - 7:00 P.M.	9	3	7	4
No specific hour	23	0	30	0
No preference	0	18	0	31
No answer	5	12	1	1
Total	100%	99%	100%	100%

na = not asked

Shopping Hour Preferred. The preferred pattern was essentially the present pattern. Little preference was shown for shopping at mid-day or after 5:00 P.M. A higher per cent of families with non-gainfully employed wives showed no preference for a particular hour (Table 19).

Attitude Toward Store Services and Characteristics. Ten types of store services and characteristics were read to the respondents who were asked to

state which they considered to be very important, important or not important. "Delivery Service" and "charge accounts" were frequently considered not important by both types of families. Most frequently reported as important were "low prices" followed by "conveniently located". The order of frequency with which the other characteristics were listed varied between the families with gainfully and non-gainfully employed wives, but the differences revealed no particular pattern that could be attributable to the employment status of wife (Table 20).

Table 20. Attitude toward store services and characteristics by employment status of wives.

Store services and characteristics	Gainfully employed			Non-gainfully employed		
	Very im- portant	Impor- tant	Not impor- tant	Very im- portant	Impor- tant	Not impor- tant
Best quality products	19	6	0	29	3	8
Low prices	31	6	0	50	9	7
Variety	19	3	1	23	5	9
Cleanliness	10	1	1	31	7	0
Courtesy and good service	11	2	1	27	9	3
Delivery service	3	3	5	11	5	15
Charge accounts	7	3	2	24	4	7
Familiar with the store and products are easy to find	12	1	0	31	8	0
Conveniently located	22	6	0	42	8	3
Friend of owner	2	0	0	4	0	0



**Store Service Preferred.** The type of store service preferred for the purchase of meat, fruits and vegetables, and staples, included the choice of clerk service, self service with pre-packaged foods and self-service without pre-packaging.

Clerk service was preferred for meats, but only about one-fourth to one-fifth preferred clerk service for fruits, vegetables and staples. Over one-half preferred to buy staples pre-packaged on a self-service basis. Over one-half preferred self-service for fruits and vegetables, with preference expressed for them to be pre-packaged. The families with gainfully employed wives expressed less interest in self-service (Table 21).

Table 21. Type of store service preferred, by food group and employment status of wife.

Type of store Service	Gainfully employed			Non-gainfully employed		
	Meat	Fruits, veg.	Staples	Meat	Fruits, veg.	Staples
Self-service foods pre- packaged	17	33	53	30	36	62
Self-service foods not pre-packaged	0	24	0	0	21	0
Clerk	60	22	26	54	22	22
No preference	17	15	16	11	17	12
No answer	6	6	5	5	4	4
Total	100%	100%	100%	100%	100%	100%

Home Storage Facilities. The home storage facilities presumably have a direct bearing in the food shopping practices. Each family was asked where they stored at home the meat, fruits and vegetables, fresh milk, eggs, and staples. The storage areas listed were: refrigerator, cabinet and shelves. Several of the families reported that they consumed the foods and did not store them. A high proportion of the gainfully employed reported use of the refrigerator for the storage of perishables, less use of cabinet storage and less "consumed". Staples on the other hand, were less frequently stored in cabinets and more frequently stored on shelves by the gainfully employed. Apparently the refrigerator limited kitchen space for cabinets, and greater use of shelving was made. Meat was refrigerated more frequently than fruits, vegetables, eggs and milk. Since many of the families used dry or evaporated milk, the storage problem for milk may be less than if all milk were fresh (Table 22).

Table 22. Home storage facilities by food group and employment status of wife.

Employment status and storage	Meat : : : : (%)	Fruits and veg- :etables : : : (%)	Fresh milk : : : (%)	Eggs : : : (%)	Staples : : : (%)
Gainfully employed (n=66)	<u>100</u>	<u>100</u>	<u>100</u>	<u>99</u>	<u>101</u>
Refrigerator	74	70	55	71	0
Cabinet	0	5	1	5	59
Shelves	2	5	3	5	53
Consume	9	6	4	6	8
No answer	15	14	37	12	1
Non-gainfully employed (n=109)	<u>101</u>	<u>100</u>	<u>100</u>	<u>99</u>	<u>100</u>
Refrigerator	66	56	46	57	0
Cabinet	12	21	12	23	75
Shelves	4	4	4	3	21
Consume	10	10	10	9	2
No answer	9	9	28	7	2

## SUMMARY

The average size of the households studied was 4.6 persons, but the households with gainfully employed wives were smaller than those with non-gainfully employed wives (4 vs. 5). About one-fifth of the persons living in these households were children under six years of age. Those households with non-gainfully employed wives had more children under six years of age than those with gainfully employed wives. The presence of pre-school children in the families, may have kept some wives from seeking gainful employment.

Most women working away from home worked 40 hours or more. These wives from broken homes were more likely to work full time than those from complete families. Although these women engaged in different types of work, the major occupation among them was domestic work.

A relatively high percentage (36%) of the gainfully employed wives from complete families paid all family expenses. The reasons why the husbands failed to share the family expenses in this particular group, were not determined by this study. Among the broken families with gainfully employed wives, the wife paid all the family expenses, except in a few cases.

The responsibility of deciding what to buy was about evenly divided between husband and wife among the complete families with non-gainfully employed wives, but in most of those families with gainfully employed wives, the food purchasing decisions were made by the wife. This study showed that the gainfully employed wives participated more in the food purchasing decisions than those which were not gainfully employed.

Shopping lists were used more frequently by families with non-gainfully employed wives. The major difference in the use of the shopping list was

among the complete families. More than half of the complete families with gainfully employed wives reported never using a shopping list while more than half of those with non-gainfully employed wives reported using it regularly. This reflects the practices of those who made the shopping decisions, husband or wife. Among the gainfully employed the wives tended to make the shopping decisions and the shopping list was less frequently used. Among the non-gainful the husband more frequently was the shopper and the shopping list was used more often. This could be an indication that the purchasing decisions were actually made by the wife. Although no analysis was made of the use of the shopping list by the type of shopper, these data indicated that the purchasing decisions were made by the wife.

Over one-half of the families did not report use of any information on which to base their shopping decisions, the highest proportion being among the broken families with non-gainfully employed wives (66%). The families with non-gainfully employed wives, who did report use of information, most frequently obtained information about prices while shopping at the store. Those families with gainfully employed wives used radio and television as their main source of information. This may indicate that those families with gainfully employed wives had higher incomes.

The pattern of food shopping practices by family member varied with the employment status of the wife. Among the complete families with gainfully employed wives, the wife bought most of the food, except the bread, but among those in which the wife was not gainfully employed the husband did most of the food shopping. Among the broken families, the wife did most of the shopping.

There was no evidence that the employment status of the wife affected greatly the type of store or vendor from which the family purchased foods. The supermarket and grocery stores were the predominant sources of food supplies for all types of foods. Perhaps because of convenience or custom some eggs, fruits and vegetables were purchased at the public market or from street vendors. Also, the meat was purchased at the public market or the specialty store. Most families reporting purchase of milk, had milk delivered at home.

The frequency of purchase varied greatly by the type of food, but not so much by the employment status of the wife. Approximately one-fourth of the families reported buying meat, eggs, fresh fruits and vegetables daily, and two-fifths purchased these items at least twice a week. About one-third of the families bought them weekly.

Staples were less frequently purchased. Over one-half of the families bought them weekly and about one-fifth bought them bi-monthly or monthly. Less than one-fifth of families purchased staples daily.

Fresh milk and bread were purchased by the majority of the families that replied to the question. More than one-third of the families did not answer the question. The fact that such a high proportion of families failed to respond to this question may indicate failure to buy these items. Many families in Puerto Rico buy dry or evaporated milk instead of fresh milk, and soda crackers instead of bread, because these items are easier to store and less expensive.

Apparently, the place of purchase of foods was conveniently located because most of the families walked to the store, and most people spent 15 minutes or less to reach the store. Usually, the same means of transportation used to reach the store was used to return.



There was no great difference in the time spent shopping between the two types of families.

Most families with gainfully employed wives shopped on Saturday and those with non-gainfully employed wives shopped on Friday and Saturday. The preferred pattern for shopping day was essentially the same as their current pattern.

Contrary to what was expected, the families with gainfully employed wives, expressed no preference for shopping after 5:00 P.M. nor at noon hours. A higher proportion of families with non-gainfully employed wives preferred to buy before 8:00 A.M. than those families with gainfully employed wives. At present, the shopping hours were about evenly divided between morning and afternoon hours, with a slightly higher proportion of families purchasing in the morning.

Among the store services and characteristics, "low prices" was most frequently reported by both groups as very important, followed by "conveniently located". "Delivery service", and "charge accounts" were not frequently considered important by either type of family. The order of frequency with which the other characteristics were listed varied between the two types of families, but the differences revealed no particular pattern attributable to the employment status of wife.

A high proportion of the gainfully employed wives reported use of the refrigerator for the storage of perishables, less use of cabinet storage and less "consumed". Staples, on the other hand, were less frequently stored in cabinets and more frequently stored in shelves by the gainfully employed wives.

## CONCLUSIONS

There was no evidence that the employment status of the wife affected the type of store or vendor from which the family purchased food, the frequency of purchase, the day and hour of purchase, the transportation used to reach the store nor the time spent shopping.

The family member who made the purchasing decisions and did the actual purchasing varied with the employment status of the wife. It appeared that the wife made most of the shopping decisions. If she was gainfully employed, she was more likely to do the shopping, but if she was not gainfully employed, the husband was more likely to do the shopping, but with a shopping list. If this is true, the focus of marketing information for consumers should be the wife. An increase in gainful employment of wives will make this even more important.

There was a possible difference in income between the two groups of families. Those with gainfully employed wives more frequently reported the use of refrigerators, radios and television sets.

Most families reported not using any source of food shopping information. This points out the need for educational information about planning the food shopping and about food selection.

Non-gainfully employed wives had more children under 6 years of age, thus the presence of pre-school children may have kept many wives from seeking gainful employment.

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## APPENDICES



## 42

Gobierno de P. R.

direccion

# Informacion Acerca de la Familia

A. Haga estas preguntas a todas las familias entrevistadas.

Si la persona entrevistada no es la ama de casa, haga la pregunta #A1, si es ella la entrevistada, omitala.

A1. Cual es su parentesco con la ama de casa? \_\_\_\_\_

A2. Edad de los miembros de la familia.

Escriba en el espacio correspondiente el numero de personas que esta incluido en cada grupo.

## Edad por Grupos

Miembros de familia	Menores de 6 años	De 6-10 años	De 11-15 años	De 16-20 años	De 21-30 años	De 31-40 años	De 41-50 años	De 51-60 años	De 60 años o mas
a. Esposo									
b. Esposa									
c. Hijos									
d. Hijas									
e. Abuelos									
f. Otros									
total									

A3. De acuerdo a su informacion, aqui viven \_\_\_\_\_ personas.

Informacion Sobre las Amas de Casa  
que Trabajan Recibiendo un Salario

B. Si la ama de casa no esta empleada, omita todo esta parte E.

Si esta empleada pregunte:

B1. Trabaja la ama de casa fuera? ☒ Si ☐ No

Si la contesta - B2, Marque con una X la oracion que mejor describe su situacion.  
cion es Si

- a) Trabaja por lo menos 40 horas a la semana \_\_\_\_\_
- b) Trabaja menos de 40 horas pero mas de 30 a la semana \_\_\_\_\_
- c) Trabaja menos de 30 horas pero mas de 20 a la semana \_\_\_\_\_
- d) Trabaja menos de 20 horas a la semana \_\_\_\_\_

B3. En que trabaja la ama de casa? (ocupacion) \_\_\_\_\_

B4. Cuanto tiempo tarda el ama de casa, corrientemente en regresar de su trabajo?

- a) 15 minutos o menos \_\_\_\_\_
- b) aproximadamente 1/2 hora \_\_\_\_\_
- c) " 3/4 hora \_\_\_\_\_
- d) " 1 hora \_\_\_\_\_
- e) mas de 1 hora \_\_\_\_\_

B5. Trabaja la ama de casa en su casa recibiendo algun salario?

Si \_\_\_\_\_ No \_\_\_\_\_

Si la contesta - B6. Marque con una X las actividades que describan como gana el dinero:

- a) Labores de aguja \_\_\_\_\_
- b) Costura \_\_\_\_\_
- c) Dando comida a otros \_\_\_\_\_
- d) Vendiendo ropa \_\_\_\_\_
- e) Otros (especifique) \_\_\_\_\_

Pregunte a todas las familias cuyo sra de casa trabaja.

B7. Con el dinero que la sra de casa gana, se pagan:

- (a) Todos los gastos de la familia \_\_\_\_\_
- b) La mitad de los gastos de la familia \_\_\_\_\_
- c) Una cuarta parte de los gastos de la  
familia \_\_\_\_\_
- d) Menos de una cuarta parte de los gastos de la  
familia \_\_\_\_\_

## Prácticas de Compra

C. Haga estas preguntas a todas las personas entrevistadas.

C 1 - Cuando hay necesidad de comprar alimentos, quien decide lo que se va a comprar?

- a) esposo \_\_\_\_\_ c) los dos, esposo y esposa \_\_\_\_\_  
b) esposa \_\_\_\_\_ d) otros (especifique) \_\_\_\_\_

C 2 - Con que frecuencia se prepara una lista de compras?

: Regularmente :	De vez en cuando :	Nunca :
1	1	1
1	1	1

C 3 - De donde obtiene usted información sobre como comprar, y el precio de los alimentos?

- a) anuncios en radio y TV \_\_\_\_\_  
b) hojas sueltas y anuncios en el periódico \_\_\_\_\_  
c) compara precios de diferentes tiendas \_\_\_\_\_  
d) se entera de los precios mientras compra en la tienda \_\_\_\_\_  
e) leyendo boletines e información ofrecida por el Servicio de Extension Agrícola \_\_\_\_\_  
f) leyendo artículos en el periódico o en revistas, relacionados con la compra de alimentos \_\_\_\_\_  
g) no obtiene información \_\_\_\_\_



C 4 - Quien va a la tienda a comprar los siguientes alimentos?

	Escozo	Esposa	Hijos	Otros Específicos	
a) Carne	:	:	:	:	:
b) Leche fresca	:	:	:	:	:
c) Frutas y vegetales frescos	:	:	:	:	:
d) Huevos	:	:	:	:	:
e) Pan	:	:	:	:	:
f) Viveres	:	:	:	:	:

C 5 - Donde compra la familia los siguientes alimentos?

	Super Mercado	Col- mado	Tienda: Rodante	Reven- don	Plaza Mercado	Otros Específicos	
a) Carne	:	:	:	:	:	:	:
b) Frutas y vegetales frescos	:	:	:	:	:	:	:
c) Leche fresca	:	:	:	:	:	:	:
d) Huevos	:	:	:	:	:	:	:
e) Pan	:	:	:	:	:	:	:
f) Viveres	:	:	:	:	:	:	:

C 6 - Que medio de transportacion usen para ir a hacer la compra?

- a) caminando \_\_\_\_\_
- b) guagua \_\_\_\_\_
- c) carro \_\_\_\_\_
- d) otros \_\_\_\_\_

C 7 - Cuanto tiempo tardan en llegar a la tienda?

- a) 15 minutos o menos \_\_\_\_\_  
 b) 30 minutos \_\_\_\_\_  
 c) mas de 30 minutos \_\_\_\_\_

C 8 - Cuanto tiempo tarda en hacer la compra?

(nota al entrevistador: descuenta el tiempo que invierte en ir y venir al colmado).

- a) 1 hora o menos \_\_\_\_\_  
 b) 1 1/2 hora \_\_\_\_\_  
 c) 2 horas o mas \_\_\_\_\_

C 9 - Despues de hacer la compra, usan ustedes el mismo medio de transportacion para regresar a su casa? ☐ Si ☐ No

Si la contestacion es "No": a) Que medio de transportacion usa? \_\_\_\_\_

C 10 - Que dia de la semana se compran los alimentos? (Haga un circulo alrededor de la contestacion correcta).

L    Mt    Mo    J    V    S

C 11 - Con que frecuencia la familia compra los siguientes alimentos?

	Men-: Quina- : Sema- : 2 o 3 veces: Dia- : : usual: cenal : nal : a la sem. : rio : Otros:
a) Carne	1 1 1 1 1 1 1
b) Frutas y vegetales frescos	1 1 1 1 1 1 1
c) Leche fresca	1 1 1 1 1 1 1
d) Huevos	1 1 1 1 1 1 1
e) Pan	1 1 1 1 1 1 1
f) Viveres	1 1 1 1 1 1 1

C 12 - Corrientemente, a que hora ven ustedes a hacer la compra?

- a) 8:00 - 10:00 AM \_\_\_\_\_ e) 3:00 - 5:00 PM \_\_\_\_\_  
 b) 10:00 - 12:00 M \_\_\_\_\_ f) Despues de las 5:00 PM \_\_\_\_\_  
 c) 12:00 - 1:00 PM \_\_\_\_\_ g) No tiene hora especifica \_\_\_\_  
 d) 1:00 - 3:00 PM \_\_\_\_\_

C 13 - Que día usted preferiria comprar?

(Haga un circulo alrededor de la contestacion correcta).

L    M    M    J    V    S

C 14 - A que hora preferiria usted comprar?

- a) antes de las 8:00 AM \_\_\_\_\_ e) 1:00 - 3:00 PM \_\_\_\_\_  
 b) 8:00 - 10:00 AM \_\_\_\_\_ f) 3:00 - 5:00 PM \_\_\_\_\_  
 c) 10:00 - 12:00 M \_\_\_\_\_ g) 5:00 - 7:00 PM \_\_\_\_\_  
 d) 12:00 - 1:00 PM \_\_\_\_\_ h) 7:00 - 9:00 PM \_\_\_\_\_

C 15 - Hay varias razones por las cuales a una le gusta comprar en algunas tiendas. Marque en la columna correspondiente, si usted considera muy importante, importante, o no considera importante lo siguiente:

	Muy impor- tante	Importan- te	No lo considero importante
a) Productos de la mejor calidad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Precios bajos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Bien surtida	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Limpia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Cortesia y buen servicio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Servicio de entrega	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Credito	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Conoce bien la tienda y es mas facil localizar la mercancia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Localizacion conveniente	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) No tiene ninguna razon en particular _____			
k) Otras razones (especifique) _____			

C 16 - Que tipo de servicio ustedes prefieren al comprar los siguientes alimentos:

	Alimentos: pre-empa- cados	Alimentos: sin em- paquetar	Depen- dientes: preferencia	No tiene preferencia
a) Viveres	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Carnes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Frutas y ve- getales frescos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

C 17 - ¿Dónde guardan ustedes los alimentos que compran?

	<u>Nevera</u>	<u>Gabinete</u>	<u>Otros</u>
a) Viveres	:	:	:
b) Carnes	:	:	:
c) Frutas y vegetales frescos	:	:	:
d) Huevos	:	:	:
e) Leche	:	:	:

Nota al entrevistador: Revise el cuestionario antes de despedirse. De las gracias a la persona entrevistada por su cooperación.

Enero 30, 1959

Appendix B

(Translated from the Spanish)

STUDY OF FOOD SHOPPING PRACTICES OF FAMILIES LIVING  
IN FOUR GOVERNMENT HOUSING PROJECTS IN PUERTO RICO

Housing Project \_\_\_\_\_ Identification Number \_\_\_\_\_

Name of the head of the household \_\_\_\_\_ Wife gainfully employed \_\_\_\_\_ ☐ Yes ☐ No

Address \_\_\_\_\_ Interviewer \_\_\_\_\_

Date of interview \_\_\_\_\_

Duration: Time beginning \_\_\_\_\_ Hour ending \_\_\_\_\_

How many times was the family visited? \_\_\_\_\_

Date and hour of visits.

1. \_\_\_\_\_  
date hour

2. \_\_\_\_\_  
date hour

3. \_\_\_\_\_  
date hour

Why was it necessary to substitute this family?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Who will substitute for the family?

\_\_\_\_\_ name \_\_\_\_\_ address \_\_\_\_\_



## Information About the Family

- A. Ask these questions of all the families interviewed.

If the person interviewed is not the housewife, ask question No. A 1. If she is, omit that question.

A1. What is your relationship to the housewife? \_\_\_\_\_

A2. Age of family members.

Write in the corresponding space the number of persons included in each group.

## Age by Groups

Members of the house- hold	Under 6 years	11-15 years	16-20 years	21-30 years	31-40 years	41-50 years	51-60 years	60 or more yrs.
a. Husband								
b. Wife								
c. Sons								
d. Daughters								
e. Grand- parents								
f. Others								
Total								

- A3. According to your information there are \_\_\_\_\_ persons living here.

# Information About Gainfully Employed Wives

B. If the housewife is not gainfully employed omit all of part B.

If she is gainfully employed ask:

B1. Does the housewife work away from home? ☐ Yes ☐ No

If yes. B2. Mark with an X the sentence that describes best her situation:

- a) Works at least 40 hours a week \_\_\_\_\_
- b) Works less than 40 hours but more than 30 a week \_\_\_\_\_
- c) Works less than 30 hours but more than 20 a week \_\_\_\_\_

B3. Type of occupation \_\_\_\_\_

B4. How long does it take the housewife to reach her job? \_\_\_\_\_

- a) 15 minutes or less \_\_\_\_\_
- b) Approximately 1/2 hour \_\_\_\_\_
- c) " 3/4 hour \_\_\_\_\_
- d) More than 1 hour \_\_\_\_\_

B5. Does the housewife working at home receive some salary?  
Yes \_\_\_\_\_ No \_\_\_\_\_

If yes. B6. Mark with an X the activities that describe how she earns the money.

- a) Needlework \_\_\_\_\_
- b) Sewing \_\_\_\_\_
- c) Selling prepared food \_\_\_\_\_
- d) Selling clothes \_\_\_\_\_
- e) Others (specify) \_\_\_\_\_

Ask of all the families whose housewife is gainfully employed.

E7. With the housewife's income she pays

- a) All family expenses \_\_\_\_\_
- b) Half of the family expenses \_\_\_\_\_
- c) One fourth of the family expenses \_\_\_\_\_
- d) Less than one fourth of the family expenses \_\_\_\_\_

## Shopping Practices

C. Ask these questions of all persons interviewed.

C 1 - When there is a need to buy foods who decides what to buy?

- a) Husband \_\_\_\_\_ e) Both husband and wife \_\_\_\_\_  
 b) Wife \_\_\_\_\_ d) Others (specify) \_\_\_\_\_

C 2 - How often is a shopping list prepared?

Regularly	Sometimes	Never
_____	_____	_____

C 3 - What sources of information do you use to get information about prices and how to buy?

- a) Radio and TV advertisements \_\_\_\_\_  
 b) Hand outs and newspaper advertisements \_\_\_\_\_  
 c) Compare prices at different stores \_\_\_\_\_  
 d) Learns of prices at the store while shopping \_\_\_\_\_  
 e) Bulletins and information offered by the Agricultural Extension Service \_\_\_\_\_  
 f) Newspaper articles and magazines related to food purchasing \_\_\_\_\_  
 g) Do not use any information \_\_\_\_\_

## C 4 - Who buys the following foods?

	Husband	Wife	Children	Others	Specify
a) Meat	:	:	:	:	:
b) Fresh milk	:	:	:	:	:
c) Fresh fruits and vegetables	:	:	:	:	:
d) Eggs	:	:	:	:	:
e) Bread	:	:	:	:	:
f) Staples	:	:	:	:	:

## C 5 - Where does the family buy the following foods?

	Super Market	Grocery Store	Kiosko	Street Vendor	Public Market	Others	Specify
a) Meat	:	:	:	:	:	:	:
b) Fresh milk	:	:	:	:	:	:	:
c) Fresh fruits and veg.	:	:	:	:	:	:	:
d) Eggs	:	:	:	:	:	:	:
e) Bread	:	:	:	:	:	:	:
f) Staples	:	:	:	:	:	:	:

## C 6 - How does the buyer reach the store?

- a) Walk \_\_\_\_\_
- b) Bus \_\_\_\_\_
- c) Car \_\_\_\_\_
- d) Other \_\_\_\_\_





C 12 - What hours do you usually go shopping?

- |                          |                           |
|--------------------------|---------------------------|
| a) 8:00 - 10:00 AM _____ | e) 3:00 - 5:00 PM _____   |
| b) 10:00 - 12:00 M _____ | f) After 5:00 PM _____    |
| c) 12:00 - 1:00 PM _____ | g) No specific hour _____ |
| d) 1:00 - 3:00 PM _____  |                           |

C 13 - What days would you prefer to shop?  
(Circle the correct answer).

M T W Th F S

C 14 - What hour would you prefer to shop?

- |                          |                         |
|--------------------------|-------------------------|
| a) before 8:00 AM _____  | e) 1:00 - 3:00 PM _____ |
| b) 8:00 - 10:00 AM _____ | f) 3:00 - 5:00 PM _____ |
| c) 10:00 - 12:00 M _____ | g) 5:00 - 7:00 PM _____ |
| d) 12:00 - 1:00 PM _____ | h) 7:00 - 9:00 PM _____ |

C 15 - Why you prefer to buy in certain stores. Mark in the corresponding column those reasons you consider very important, important, or not important.

	Very Important	Important	Not important
a) Best quality products			
b) Low prices			
c) Cleanliness			
d) Variety			
e) Courtesy and good service			
f) Delivery service			
g) Charge accounts			
h) Familiar with the store and merchandise is easy to locate			
i) Conveniently located			
j) No particular reason			
k) Other reasons (specify)			

C 16 - What type of service do you prefer when buying the following foods:

	Self service	Pre-Pack- aged foods	Not pre- packaged foods	Clerk	No preference
a) Staples					
b) Meats					
c) Fresh fruits and vegetables					

C 17 - Where does the family store the foods bought?

	<u>Refrigerator</u>	<u>Cabinet</u>	<u>Others</u>
a) Staples	1	1	1
b) Meats	1	1	1
c) Fresh fruits and vegetables	1	1	1
d) Eggs	1	1	1
e) Milk	1	1	1

Note to interviewer: Check the interview before leaving.  
Thank the interviewees for cooperating in  
this study.

January 30, 1959.

## Appendix C

### INSTRUCTIONS FOR THE INTERVIEWERS

(Translated from Spanish)

After the research has been carefully planned and the sample carefully chosen, the role of the people in charge of the interview is important. The accuracy of data collected will depend entirely on the interviewer and those data are the essence of the study.

In order to obtain accurate data, the interviewer should keep in mind the following directions:

#### I- Organisation

- (1) Be thoroughly familiar with instructions before you start interviewing.
- (2) Be sure you have enough schedules for the interviews. Take extra forms to replace those that may be spoiled.
- (3) Be sure you take pencils, your list of sample names and list of substitute names that have been given to you.
- (4) Organize your work before leaving the office.

#### II- Specific instructions

- (1) Interview only adults, who can give reliable information.
- (2) Do not deviate from the chosen sample.
- (3) You probably will encounter some problems during those days you are interviewing the families.

For example:

- a) No one answers the door because occupants are not at home. If this happens, ask a neighbor if he knows when the family will be at home. Leave a note indicating date and hour when you will visit the family again for the interview, and keep your word.
- b) If the persons at home are children or adults unable to give the information, ask when you can see the respondents. Make an appointment for next day or so, and come back the day and hour indicated.
- c) If the respondent is too busy and does not want to be disturbed, make an appointment for next day or so, as explained in the preceding situation.

If after visiting these families on 3 different days you cannot obtain an interview, substitute for this family one of the families in the list of substitutes. Every time you visit the family, you should write down the date and hour of the visit in the space provided on the front page. In case you substitute a family, explain why, in the space provided in the front page of the schedule.

- d) If there is no occupant or another family is living in that apartment, select another name from the list of substitutes
  - e) If the respondent is uncooperative, try to convince the respondent of the anonymity of data. Explain that the purpose of the study is to determine how the families buy their food, and later to help them to be better food shoppers. Ask for an opportunity to start asking the questions to convince them that there is nothing personal in the questions.
  - f) If the respondent asks why he (or she) was selected, explain that we want information and it is impossible to interview all families. For this reason, some families were selected at random to represent that housing project, and that his family is among those chosen. Indicate that other persons have cooperated in the study.
- (4) After all interviews (X) are completed, the schedules should be sent to:
- Miss Dolores Morales Diaz  
General Supervisor  
Agricultural Extension Service  
P. O. Box 607  
Rio Piedras, Puerto Rico.
- All schedules should be in Miss Morales' office before April 4, 1959.

### III- The interview

- (1) Greet the informant with a smile and pleasant voice. Use a brief introduction. Identify, explain briefly the purpose of the interview and the time that the interview will require.  
Example: "Good morning Mrs. X. I am Mrs. Y, and I work with Extension Service at Rio Piedras. I am interviewing a group of housewives in this housing project to determine how the different families buy their food. We only want to ask some "census type" questions. There is nothing personal in this type of study. It will take about fifteen minutes to complete the answers of this schedule."
- (2) Get to the first question as quickly as possible.
- (3) Look at the face of informant while asking the questions.
- (4) Ask the questions in the order they appear in the schedule.
- (5) Be careful not to change the meaning of the question, either by word or inflection of the voice.
- (6) In multiple choice questions read possible answers and let respondent choose. All these questions should be answered by marking an X in the space provided.
- (7) Be sure all questions are answered before you leave. Check over the schedule.
- (8) Thank the informant for being cooperative and make him feel important and satisfied for supplying the information.

FOOD SHOPPING PRACTICES OF FAMILIES LIVING  
IN SELECTED GOVERNMENT HOUSING PROJECTS IN  
SAN JUAN, PUERTO RICO

by

EDITH FIGUEROA VALENTIN

B. S. University of Puerto Rico, 1950

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AN ABSTRACT OF  
A THESIS

submitted in partial fulfillment of the  
requirements for the degree

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## ABSTRACT

Puerto Rico has experienced many changes during the past few years, particularly with respect to the status of women. The trend has been toward an increase in gainfully employed women and this may have affected the food shopping and consumption practices of Puerto Rican families.

It was the purpose of the study to explore the possible effect of gainful employment of wives on family food shopping practices. The specific objectives were to determine whether there was a significant difference in the shopping practices of families with gainfully employed, and those with non-gainfully employed wives with respect to: type of store patronized, person shopping, transportation to and from the store, use of a shopping list, frequency of shopping for different foods, sources of shopping information, day and time of the day of shopping, type of store service preferred and home storage facilities.

Employment status was found to be related to family status, that is, wives from broken families were more likely to be gainfully employed. So family status was recognized in drawing the sample. The families living in public housing projects for low income families were eligible, thereby limiting the survey to a relatively uniform economic status.

A stratified random sample was drawn from a pre-list of residents of each of four housing projects, to include 40 complete families and 65 plus 20 substitute broken families with gainfully employed wives, and 105 plus 20 substitute families with non-gainfully employed wives.

A pretested schedule was used by seven home demonstration agents and associate home demonstration agents provided by the Extension Service of Puerto Rico. They interviewed 175 families in March, 1959. The schedules

were mailed to Manhattan, where they were edited, coded, tabulated in columnar sheets and summarized by the employment status of the wife, family type and housing project.

Those families with gainfully employed wives more frequently reported the wife making the food buying and food shopping decisions, using radio and TV as sources of information, and using the refrigerator for storage of perishables.

Food shopping decisions were made by the husband who also more frequently did the food buying than the wife if she was not gainfully employed. Among broken families the food shopping was done almost exclusively by the women.

About two-thirds of the gainfully employed wives paid at least one-half of the family expenses in complete families and most women paid the expenses in broken families.