

A COMPARISON OF CONVENIENCE FOODS USED
BY MOBILE AND NONMOBILE HOUSEHOLDS

by 6791

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INTRODUCTION

An ever increasing number of convenience foods are among the many items now available on the grocer's shelf. These foods have undergone some preparation during processing but vary widely in the amount of home preparation remaining to be done. The built-in time and labor saving features of these products appeal to the busy homemaker. Increased employment of homemakers and their preoccupation with things other than household tasks have made convenience foods increasingly popular and may have led to added use.

Mobility of households appears to be on the increase, particularly as it affects the type of housing chosen by the population. Households in mobile homes have become an important segment of the population today. Mobile homes are reported to be an economical form of living. They are attractive to those who cannot or do not wish to make a big investment for comparable conventional housing but who want a home that is new, modern, and transferable. Limited data regarding convenience foods and their use in mobile homes prompted this study.

The study was designed to compare the use of convenience foods in mobile and nonmobile households and to determine the influence of selected demographic factors on the use of convenience foods in each type of household. Factors studied included household composition, age and sex of household head, number and age of children, type of employment, level of education, income, and ownership status of the household. Frequency of use, buying practices, and characteristics of convenience food items deemed essential by the householder were investigated also.

REVIEW OF LITERATURE

The United States Department of Agriculture (USDA) has conducted several national food consumption surveys. The 1955 and 1965 surveys were both based on a representative sampling of "housekeeping" households which they defined as "a family or group of unrelated persons living together with their guests, boarders, and hired help" (USDA, Agr. Res. Service, 1968). Data for these studies were obtained by personal interviews with household members, usually the homemaker. Kinds, amounts, source and cost of food used in the household were noted. Such factors as money value, convenience, snacking, home-prepared foods, affluence, and mobility were presented as reasons for the change in food consumption habits from 1955 to 1965 (Adelson, 1968). Convenience and mobility are the factors related to the present study that will be discussed herein.

Convenience

Many new convenience food items are being put on the market as the national pace of living increases. Convenience foods refer to "foods which have services added to the basic ingredients to reduce the amount of preparation required in the home. That is, convenience foods require less work or adding of ingredients in the home than the home-prepared counterpart" (Harp and Dunham, 1963).

The USDA's most recent national food consumption surveys, 1955 and 1965, included questions regarding 32 convenience foods. It was revealed from these reports that the proportion of the food dollar spent for convenience foods had increased by 11.4% from 1955 to 1965. Increases were similar for urban, rural nonfarm, and farm households (Wolgamot, 1968).

By the spring of 1965, three out of ten household dollars were spent on convenience foods (Bivens, 1969). According to Bivens (1969) a knowledge of the trends in the use of convenience foods should be helpful to educators and agency personnel working with consumers as well as to consumers themselves. Increased use of many of these items indicates their acceptance by consumers for several reasons. Reasons frequently listed for use of convenience foods by consumers included time-, work-, and money saving, decreased waste, fewer ingredients to buy and stock, ease of storage, handy in an emergency, and convenient size packages.¹

Time and work savings

Usually less time is needed to prepare most forms of convenience foods than the home-prepared counterpart. Harp and Dunham (1963) concluded from a study of comparative costs of convenience foods versus home-prepared foods that convenience foods can and do save the consumer many hours of work in the kitchen. Time saving was also found to be an important factor in the acceptance of convenience foods. When a reasonable value was placed on the homemaker's work time, the shorter preparation time required for convenience foods than for the less highly processed foods offset the higher initial cost.

Weiss (1954) studied the cost, preparation time, and acceptability of three sets of meals for a family of four for two days. One set of meals was prepared from basic ingredients, one from partly prepared foods, and the other from ready-to-serve foods. She concluded that much time was saved in using prepared foods, although they were most costly. Meals made

¹Tinklin, G. L. Unpublished data.

from partly prepared products were nearly as acceptable as those made from basic ingredients. Mathews et al. (1963) studied commercial forms of 106 baked products, including breads, cakes, pies, cookies, and frostings. These convenience forms saved active time (time requiring constant attention) and, except for some frozen products and a few mixes also saved total time for food preparation when compared with the homemade forms of those products.

The time and work savings of convenience foods have been important reasons for their growing demand by working homemakers. The rise in the sales of convenience foods has paralleled a sharp increase in numbers of homemakers employed outside the home (Harp and Dunham, 1962). It was stated in a study of the food-buying practices of 327 students' wives at New Mexico State University that 71% of the wives employed full time used convenience foods at least occasionally. They reported time saving as the most important characteristic of convenience foods (Davis et al., 1969).

Money saving

Consumers find that convenience foods may be economical although their initial cost may be high. Harp and Dunham (1963) found that there was a relatively small monthly price fluctuation in the cost of many processed foods. Thus consumers could save money by purchasing convenience foods when prices were highest for fresh or home-prepared foods. In the same report it was indicated that marketing costs for many convenience foods were reduced because of processing. Removing the water and discarding the inedible portions of products reduces bulk, weight, and perishability and thus diminishes cost involved in transportation and storage. In a study of sales volume and factors influencing the demand for

convenience foods Harp and Miller (1965) found that consumers substituted convenience foods for home-prepared foods more often when the relative cost of the home preparation increased.

A pilot study conducted by the Agricultural Marketing Service on the cost of convenience foods to consumers indicated that of 52 foods studied, 28 were more expensive, 18 less expensive, and 6 the same price as the corresponding unserviced food (Harris and Dwoskin, 1958). The foods investigated included meats and fish, vegetables and fruits, dairy products, and miscellaneous grocery items. The average difference in cost per purchase unit of the convenience items when compared with that of the unserviced form was 0.7 cent.

Harp and Dunham (1963) compared 158 convenience foods to their home-prepared counterparts; 116 of the 158 were more expensive. However, the lower cost convenience foods surpassed the expensive foods in volume of sales.

Improved quality and acceptability

Emphasis on eating quality and good quality retention are key reasons for the increasing popularity of convenience foods. Careful testing of a product before it is put on the market with continued control of the product's quality has done much to build the homemakers' confidence in convenience foods (Harp and Dunham, 1962). Harp and Dunham (1963) found that consumers expected convenience foods of good quality that looked right, tasted good, and had the desired texture before they accepted them.

Since World War II large numbers of American families have decided that prepared convenience foods are equal to or better than those that can be made at home, or at the very least are within the family's range of

acceptability. The American homemaker has lost her reticence about using prepared convenience foods and has learned to take advantage of these foods with built-in labor savings. She has found many ways to use convenience foods that give her an opportunity to use imagination and ingenuity in providing interesting and distinctive meals (Murphy, 1965).

Mobility

Mobility has been noted as an important factor in changing food habits (Adelson, 1968). The number of people located in mobile homes today reflect this mobility. In 1966 an estimated 5.5 million people or 2.8% of the total U.S. population lived in mobile homes and constituted 1.8 million or 3.1% of the total U.S. households (U.S. Department of Housing and Urban Development, HUD, 1969). In 1969, of all the one-family homes sold, 48% were mobile and 52% were conventional homes (Mobile Home Manufacturers Association, MHMA, 1970).

Typical mobile home

A mobile home is a movable factory-built dwelling that rests on its own chassis, can be connected to utilities, and is designed without a permanent foundation for year round living (MHMA, 1970). Basic mobile units are commonly twelve feet wide, but two can be joined to form a twenty-four foot wide unit called a doublewide. Mobile homes are treated as a chattel rather than as real estate because they are not built to codes and specifications that would make them legally permanent real property (Lalli, 1970).

Mobile homes are marketed with a variety of floor plans, interior decor, equipment, and furnishings in different price ranges. Thus the

consumer can choose a mobile home to meet his needs and desires (Wolf, 1968).

Typical mobile household

A survey conducted in 1966 by the Bureau of the Census for HUD provided information on mobile home households. These households had a greater proportion of husband-wife families than households in the general population, and the head of the household was younger than in conventional housing, usually under 35. Less than 4% of the mobile home households were headed by women. Mobile home households were generally smaller and had fewer and younger children, less than six years of age, than families recorded in the Current Population Survey. There were fewer households in mobile homes with only one person than in households of the general population (HUD, 1969).

Household heads in mobile homes were less educated than those of the general population; the largest number of household heads in mobile homes were employed in skilled and semi-skilled occupations such as crafts, foremen, and operators. A greater proportion of the household heads in mobile homes than of household heads in the population in general were so employed (HUD, 1969).

In 1966 the median family income for all mobile home households was about \$6,300 which usually was about \$800 to \$1,000 less than for the population in general (HUD, 1969). Mobile homes were found frequently in less populated areas; 52% of the mobile homes in 1966 were located outside standard metropolitan statistical areas. It was possible that many of these families had difficulty renting apartments or small houses to meet their requirements. The median income of \$6,300 suggested that the young

families could not afford to buy or build conventional homes for themselves (HUD, 1969).

Most mobile home dwellers were satisfied with their homes and with the neighborhoods in which they lived. They seemed to prefer their mobile home for its economy and style of living. Eight of ten mobile homes had not been moved since the home was located at its present site after purchase, a period of less than two years (HUD, 1969).

PROCEDURE

A random sample representing 7% of the households (103) in Colby, Thomas County, Kansas, was selected for this study. Of these 41 were households located in mobile homes and were designated as mobile households; 62 were households found in conventional homes or apartments and were designated as nonmobile households.

Selection of Sample

The city's total population was determined using the census enumeration for 1970. That total was divided by 3.2, the U.S. national average of persons per household, to give the approximate number of households in the city (Census Bureau, 1970). The location and number of all mobile homes within the city limits were then determined. Each mobile home was considered to be one household. The total households in the city minus the number of mobile homes gave the approximate number of nonmobile households for use in the study.

A stratified random sampling design was employed because statistics indicated mobile home dwellers had small families (HUD, 1969). Therefore

in this study household size was limited to five or fewer.

The census enumeration did not indicate whether the household was located in a mobile or conventional home. Therefore, all mobile households were located on a city map, numbered consecutively, and a random sample of these selected. The nonmobile households were randomly selected from the group of households having 5 or fewer members using information from the census enumeration.

Collection of Data

The data were collected by personal interviews using a pretested structured questionnaire (Appendix). The questionnaire was a modified form of one used for research purposes in the Foods and Nutrition Department. The questionnaire included questions regarding convenience-food items and forms used in these main categories: bread, bakery, and cereal grain products; fruit and vegetable products; meat, poultry, fish, and main dish items; dairy products, beverage items, and TV dinners. Questions on factors related to use included frequency of use, reasons for use, food-buying practices, and selected demographic factors.

A letter of introduction was presented to each householder to explain the purpose of the study and to introduce the interviewer. Interviews were completed in a six-week period of 1971.

Tabulation of Data

The data were tabulated and analyzed statistically. Chi-square values were computed to determine relationships between selected demographic factors and factors related to use of convenience foods.

RESULTS AND DISCUSSION

Demographic Data Regarding Households

Demographic data regarding mobile and nonmobile households are given in Table 1. One hundred and three households were interviewed, 41 mobile and 62 nonmobile.

Household composition

Three categories were used to classify composition of the households (Table 1). Ten per cent of all mobile and nonmobile households had only single individuals. The greatest percentage of both mobile, 66%, and nonmobile households, 71%, included man, woman, and children with a total of 5 or fewer. The remaining 24% mobile and 19% nonmobile households were composed of adults only.

Age and sex of household head

Age and sex of household head were related significantly ($P < 0.01$) to the type of household. Over half of the household heads in mobile homes, 68%, were under 30 years of age, as opposed to only 37% of those in nonmobile households. This agreed with the findings of HUD (1969) that household heads in mobile homes were generally younger than the heads in other types of households. Most households, 93% of the mobile and 87% of the nonmobile, were headed by males.

Presence and age of children

Over half of the households interviewed, 63% of the mobile and 69% of the nonmobile, had children under 18. A total of 41 children were reported in mobile households; of these 80% were under 6 years of age, 15%

Table 1. Demographic data regarding households.

Factors	Households	
	Mobile	Nonmobile
	(%)	(%)
HOUSEHOLD COMPOSITION		
Single individuals only	10	10
Adults only	24	19
Man, woman, and children (total of 5 or fewer)	66	71
AGE OF HOUSEHOLD HEAD		
Under 30 years of age	68	37
30 - 49 years of age	17	37
50 years or over	15	26
SEX OF HOUSEHOLD HEAD		
Man	93	87
Woman	7	13
PRESENCE OF CHILDREN		
Children under 18	63	69
No children	37	31
EMPLOYMENT OF HOMEMAKER		
Full time	24	11
Part time	22	9
Other	54	80
EDUCATION OF HOMEMAKER		
Grade school or some high school	14	11
High school graduate	40	33
Some college	32	32
College graduate or beyond	14	24
EDUCATION OF HOUSEHOLD HEAD		
Grade school or some high school	17	18
High school graduate	17	21
Some college	42	26
College graduate or beyond	24	35

Table 1. (concl'd)

Factors	Households	
	Mobile	Nonmobile
	(%)	(%)
OCCUPATION OF HOUSEHOLD HEAD		
Professional, technical workers	17	24
Managers, officers, proprietors	15	21
Craftsmen, operators	22	13
Service workers, laborers	22	8
Clerical, sales	15	18
Other	10	16
HOUSEHOLD INCOME		
Under \$2,000	15	5
\$2,000 to 3,999	7	10
\$4,000 to 5,999	15	10
\$6,000 to 10,000	31	34
\$10,000 or over	15	30
Unknown	17	11
OWNERSHIP OF HOME		
Own	88	58
Rent	10	39
Other	2	3

between 6 and 11 years, and 5% between 12 and 17 years. Seventy-eight children were reported in nonmobile households; 45% were under 6 years of age, 40% between 6 and 11 years, and 15% between 12 and 17 years. Children in mobile households of this study were younger than those in nonmobile households. In general, this agreed with the HUD survey (1969) which reported over 70% of mobile households had children under 6 years of age as opposed to 51% of the households in the general population.

Employment of the homemaker

Homemakers in this study were considered to be women who were part of husband-wife households. This included 37 mobile and 54 nonmobile households. Employment of the homemaker was related significantly ($P < 0.10$) to type of household. More homemakers in mobile households were employed full or part time than those in nonmobile households (Table 1). Of the homemakers questioned, 24% in mobile and 11% in nonmobile households reported that they were employed full time outside the home. An additional 22% of the mobile and 9% of the nonmobile homemakers reported part time employment. The "other" category included those not employed outside the home or attending school part or full time; of these 54% were mobile and 80% were nonmobile homemakers.

Education of the homemaker

Most homemakers had attained at least a high school diploma. Of the homemakers that were high school graduates, 40% were in mobile and 33% in nonmobile households. Forty-six per cent of the homemakers in mobile households and 56% of the homemakers in nonmobile households had acquired some college education. In general, in this study little difference was

reported in the formal education of homemakers.

Education of household head

Over half the household heads in mobile and nonmobile households had at least some college education. Forty-two per cent of households heads in mobile homes had "some college" compared to 26% of the heads in nonmobile households. However, only 24% of the household heads in mobile homes were college graduates or had done graduate work contrasted to 35% of the non-mobile.

Occupation of household head

Only 32% of the household heads in mobile homes were employed as professional or technical workers, managers, officers, proprietors, and kindred workers as compared to a total of 45% of the household heads in nonmobile homes. Approximately two times as many household heads in mobile homes as opposed to those in nonmobile, 44% versus 21%, were employed as craftsmen, foremen, operators, service workers, laborers, and kindred workers. These figures agreed with those reported in the HUD survey (1969) which indicated that the heads of mobile households were less likely to be found in the "professional, technical, managers, proprietors" categories than were the heads of families in the general population; and that more household heads in mobile homes than in households of the general population were in such occupations as craftsmen, foremen, and operators, i.e., skilled and semi-skilled jobs. About the same percentage of household heads in mobile and nonmobile homes, 15 and 18% respectively, were employed as clerks, salesmen, and kindred workers in the present study. Ten per cent of the household heads in mobile households and 16% of those

in nonmobile were retired, full time students, in the military service, or not employed.

Household income

The greatest percentage of mobile and nonmobile households, 46 and 64% respectively, reported having incomes over \$6,000 (Table 1). Thirty-seven per cent of the household heads in mobile homes and 25% of those in nonmobile had incomes under \$6,000; some of the former were still attending college part or full time which could account for the greater percentage of lower incomes in mobile households. In general, more nonmobile households in this study had higher incomes than did those in mobile households. This information agreed with that reported in the HUD survey (1969).

Ownership of the home

Type of household was related significantly ($P < 0.01$) to ownership of the home. Eighty-eight per cent of the mobile households owned their homes in comparison to 58% of the nonmobile, whereas 10% of the mobile and 39% of the nonmobile households rented their homes. Three per cent of the nonmobile households and 2% of the mobile neither owned nor rented their homes. These included two nonmobile parsonages and a mobile home owned by a parent.

Mobile home location

Of 41 mobile households interviewed only one mobile home was located outside a mobile home park (Table 2). Such a park was designated as an area for mobile homes, providing lots which could be purchased or rented with a connection for utilities. Eighty per cent of the mobile households

Table 2. Mobile home sites and dweller reactions to mobile homes.

Factors	Response (%)
LOCATION OF HOME	
Inside a mobile home park	98
Outside a mobile home park	2
OWNERSHIP OF LOT	
Own or buying	8
Rent	80
Other	12
TIMES MOBILE HOME MOVED	
None	63
One	29
Two or more	8
REASONS FOR CHOICE	
Small cost of obtaining and living in a mobile home	22
Can move home with us when desired	22
Prefer small compact living quarters	15
No other housing available	15
Other	8
Combination of 2 or more	19

rented and 7% owned the site where their home was located. For the remaining 12%, either the lot rent was included in the cost of renting the home or no rent was charged in exchange for duties of managing and maintaining the mobile home park. Over half of the mobile homes had not been moved since the unit was sited at its present location. Approximately 29% had been moved once and only 8% had been moved two or more times.

Dweller reactions to their mobile home

Most mobile households in this study were satisfied with their home. Twenty-two per cent preferred their homes because they could move them wherever they went and 22% because the cost of obtaining and living in such a home was lower. The small, compact living quarters which were easy to care for were preferred by 15% and another 15% said no other housing was available. "Other" reasons, given by 8% of the households for living in mobile homes included 1) being unable to afford a conventional home and 2) using the home for advertisement.

Household Use of Convenience Foods

Frequency of use

All householders in mobile homes and all but 2% of those in nonmobile homes reported using convenience foods (Table 3). More mobile households used convenience foods "often" than did nonmobile households, 66% versus 54%; whereas 34% of the mobile and 44% of the nonmobile households reported using convenience foods only "occasionally".

Type of household was related significantly ($P < 0.10$) to the number of meals for which convenience foods were used. More mobile than nonmobile households, 71% versus 53%, used convenience foods for one meal only during

Table 3. Frequency of use of convenience foods by households.

Frequency of Use	Households	
	Mobile	Nonmobile
	(%)	(%)
FOR ALL OCCASIONS		
Often	66	54
Occasionally	34	44
Never	--	2
FOR MEALS		
One meal only	71	53
Two meals only	15	23
Three or more meals	14	24
FOR SNACKS		
Did use for snacks	56	61
Did not use for snacks	44	39

the day. Composition of nonmobile households was associated significantly ($P < 0.10$) with the number of meals for which convenience foods were used.

Convenience foods were used for snacks by only 56% of the mobile and 61% of the nonmobile households. The use of convenience foods as snacks in nonmobile households was associated significantly with household composition and household income, ($P < 0.01$) and ($P < 0.10$), respectively.

Characteristics considered most important

Each respondent was asked to select one characteristic of convenience foods from each of three groups, that he considered most important (Table 4). Many of the householders, over 65%, indicated that time saving was more important than work- or money saving. Many also believed that convenience foods were more time- than work saving and were definitely not money saving.

The ease of storage of convenience foods was most important to 54% of the mobile and 57% of the nonmobile households who preferred convenience foods because there were fewer ingredients to buy and stock. Few households believed that convenience foods decreased waste in food preparation.

Over 65% of all households indicated that they preferred convenience foods because they were handy in an emergency. Thirty-four per cent of the mobile and 23% of the nonmobile households preferred the convenient size package of the convenience foods. More than half of all households indicated "time saving," "ease of storage," and "handy in an emergency" as the most important characteristics of convenience foods.

Factors affecting food-buying practices

Householders from each type of household learned about convenience

Table 4. Characteristics of convenience foods considered most important by households.

Characteristics	Households	
	Mobile	Nonmobile
	(%)	(%)
Group 1		
Time saving	66	68
Work saving	22	21
Money saving	12	11
Group 2		
Decreased waste	6	6
Fewer ingredients to buy and stock	40	37
Ease of storage	54	57
Group 3		
Handy in an emergency	66	77
Convenient size package	34	23

foods from the same source of information (Table 5). More households reported learning about convenience foods from radio or television than from any other source.

Over 80% of all households purchased their convenience foods from chain stores. They were easily accessible in this city. More mobile households purchased convenience foods at the regular price than non-mobile, 56% versus 43%. Thirty-two per cent of the mobile and 41% of the nonmobile households purchased them "on special" or "with a coupon." Approximately 60% of all households preferred nationally advertised brands.

Most households shopped for groceries once a week. Only 13% of the mobile households contrasted to 21% of the nonmobile households shopped twice a week; whereas 5% of the mobile and 7% of the nonmobile households shopped once every two weeks.

Most householders reported some menu planning prior to meal preparation. Only 7% of each type of household indicated that they never planned meals before preparation. Planning meals prior to preparation was associated significantly ($P < 0.10$) with educational level of the household head in mobile and nonmobile households, and with educational level of the homemaker and income in mobile households.

Ninety-five per cent of the mobile and 92% of the nonmobile households reported they used a list when shopping at least part of the time. The use of a shopping list was related significantly ($P < 0.10$) to type of household.

Convenience food items, forms, and brands used most often

The complete list of convenience food items, forms, and brands reported in the survey are found in the Appendix. Only items and forms

Table 5. Factors affecting food-buying practices of households.

Factors	Households	
	Mobile	Nonmobile
	(%)	(%)
SOURCE OF INFORMATION		
Newspapers, magazines	23	21
Radio or TV	35	34
Friends, family, or other	18	23
Combination of 2 or more	24	22
PLACE OF PURCHASE		
Chain store	83	82
Independent grocery	17	18
HOW PURCHASED		
Regular price	56	43
On special or with coupon	32	41
Combination of both	12	16
BRANDS PREFERRED		
Nationally advertised brands	59	62
Others	41	38
SHOPPING FREQUENCY		
Once a week	74	66
Once every 2 weeks	5	7
Two times a week	13	21
Three or more times a week	8	8
MENU PLANNING		
Always plan ahead	51	44
Sometimes plan ahead	42	49
Never plan ahead	7	7
USE OF SHOPPING LIST		
Always use a list	83	61
Sometimes	12	31
Never	5	8

used most often as reported by approximately 1/4 of the households, with the brands preferred by them, are presented in Tables 6, 7, and 8.

Bread, bakery, and cereal grain products. Two forms of bread were used most often (Table 6). Forty-six per cent of the mobile and 44% of the nonmobile households used frozen bread and preferred "Rhodes" brand. Completely prepared bread was used by 98% of all households and one brand "Rainbow" was preferred by 47% of the mobile and 42% of the nonmobile households. Although refrigerated breakfast rolls were used by only 20% of the mobile and 32% of the nonmobile households "Pillsbury" brand was preferred. "Rainbow" brand was preferred by 20% of the mobile and 33% of the nonmobile households using partially prepared dinner rolls. Fifty-nine per cent of the mobile and 44% of the nonmobile households used refrigerated biscuits with 42 and 61%, respectively, preferring "Pillsbury" brand.

Dry mixes were used most often for cakes and pancakes by both types of households. Sixty-six per cent of all mobile and 76% of all nonmobile households using dry cake mixes preferred "Duncan Hines." "Aunt Jemima" brand pancake mix was preferred most often by the 78% mobile and 63% nonmobile households which used that item.

Some form of cold and hot breakfast cereals were used by at least 3/4 of all households. Seventy-eight per cent of all mobile and 92% of all nonmobile households used cold breakfast cereals in family size packages and 24% of the mobile and 33% of the nonmobile preferred "Kelloggs" and "Post" cereal brands, respectively. Hot (regular cook) breakfast cereals were used by 76% of each type of household with "Quaker Oats" preferred by 48% of the mobile and 49% of the nonmobile household users. Quick-cook

Table 6. Percentage of items and forms of bread, bakery, and cereal grain products used most often by households, with brands preferred by them.

Items and Forms	Households		Brands Preferred			
	Mobile	Nonmobile	Mobile		Nonmobile	
	(%)	(%)	(%)		(%)	
BREAD						
Frozen	46	44	Rhodes	42	Rhodes	32
Completely prepared	98	98	Rainbow	47	Rainbow	42
BREAKFAST ROLLS						
Refrigerated	20	32	Pillsbury	100	Pillsbury	90
DINNER ROLLS						
Partially prepared	24	18	Rainbow	20	Rainbow	33
BISCUITS						
Refrigerated	59	44	Pillsbury	42	Pillsbury	61
CAKES						
Dry mix	66	76	Duncan Hines	33	Duncan Hines	40
PANCAKES						
Dry mix	78	63	Aunt Jemima	35	Aunt Jemima	40
COLD BREAKFAST CEREALS						
Family size	78	92	Kellogg	24	Post	33
HOT BREAKFAST CEREALS						
Regular cook	76	76	Quaker Oats	48	Quaker Oats	49
RICE						
Regular cook	24	37	Dragon	09	Uncle Bens	13
Quick cook	42	39	Uncle Bens	09	Minute	92
			Minute	59		

rice was used twice as often as regular-cook in mobile households but about the same in nonmobile households. Only 24% of the mobile and 37% of the nonmobile households used regular-cook rice. "Minute" was the brand of quick-cook rice preferred by 59% of the mobile and 92% of the nonmobile households.

Fruit and vegetable products. Frozen French-fries were used by over 1/2 the households, 54% of the mobile and 57% of the nonmobile (Table 7). "Ore-Ida" brand was preferred by 32% of the mobile and 29% of the nonmobile households. Over 80% of all households used completely prepared potato chips with "Bestyet" and "Guys" being the brands most often preferred. Instant mashed potatoes (dry mix) were used by 27% of all households with 36% of the mobile preferring "Martha Gooch" and 24% of the nonmobile preferring "American Beauty" brand.

Frozen and canned plain vegetables were used by more than half of the households. Sixty-six per cent of all mobile and 73% of all nonmobile households used frozen vegetables; "Bestyet" was the brand named when a preference was indicated although "Bel Aire" was named as often as "Bestyet" by those in mobile households. Canned vegetables were used by 85 and 86% of the mobile and nonmobile households, respectively, and "Del Monte" brand was preferred most often.

More households used canned than frozen fruit. Canned fruit was used by 66% of the mobile and 81% of the nonmobile households; "Del Monte" brand was preferred by 35% of the mobile and 38% of the nonmobile households. Forty-six per cent of all mobile and 53% of all nonmobile households used canned fruit salad with "Del Monte" brand preferred most often.

More frozen than canned fruit juice was used by each type of household.

Table 7. Percentage of items and forms of fruit and vegetable products used most often by households, with brands preferred by them.

Items and Forms	Households		Brands Preferred			
	Mobile	Nonmobile	Mobile	Nonmobile		
	(%)	(%)		(%)		(%)
POTATOES						
Frozen French-fries	54	57	Ore-Ida	32	Ore-Ida	29
Completely prepared potato chips	83	82	Bestyet	18	Bestyet	20
			Guys	15	Guys	18
MASHED POTATOES						
Dry mix (instant)	27	27	Martha Gooch	36	American Beauty	24
			American Beauty	27	Martha Gooch	18
PLAIN VEGETABLES						
Frozen	66	73	Bestyet	21	Bestyet	24
			Bel Aire	21		
Canned	85	86	Del Monte	42	Del Monte	34
FRUIT						
Frozen	12	26	Bestyet	33	Del Monte	07
Canned	66	81	Del Monte	35	Del Monte	38
FRUIT SALAD						
Canned	46	53	Del Monte	33	Del Monte	20
FRUIT JUICE						
Frozen	63	76	Bestyet	32	Bestyet	22
Canned	39	31	Del Monte	18	Del Monte	14
					Bestyet	14

Sixty-three per cent of all mobile households used frozen fruit juice and 32% of the users preferred "Bestyet" brand. Seventy-six per cent of the nonmobile households used frozen juice with 22% also preferring "Bestyet" brand.

Meat, poultry, fish and main dish items. About 1/2 of all mobile households used dry mixes for macaroni and cheese and spaghetti and sauce, 51 and 54%, respectively (Table 8). Sixty-seven per cent of the mobile and 65% of the nonmobile households preferred "Kraft" brand for dry macaroni and cheese mix. Only 43% of all nonmobile households used dry macaroni and cheese mix and 34% spaghetti and sauce mix. "Chef Boy-ar-dee" and "Kraft" were the two brands preferred most often.

Frozen pot pies were used by 49% of all mobile households but only 32% of the nonmobile households used them. About 1/2 as many mobile as nonmobile households used frozen fish sticks and completely prepared ham. "Armour" brand canned ham was preferred by 22% of the mobile and 24% of the nonmobile households. Canned tuna was used by 76% of the mobile and 82% of the nonmobile households with "Chicken of the Sea" brand preferred most often. Canned stews and hash were used by only 27% of the mobile and 11% of the nonmobile households.

Canned tomato sauce was used more often than dry seasoning mixes. Over seventy-five per cent of all households used canned sauce and 1/2 of those households preferred "Hunt's" brand. Dry seasoning mixes were used by 46% of all mobile and 50% of all nonmobile households and "Lawry's" and "French's" were the two preferred brands.

A dry mix for pizza was preferred over other pizza forms. Fifty-one per cent of all mobile and 40% of all nonmobile households used the dry

Table 8. Percentage of items and forms of meat, poultry, fish and main dish items used most often by households, with brands preferred by them.

Items and Forms	Households		Brands Preferred			
	Mobile	Nonmobile	Mobile	Nonmobile		
	(%)	(%)	(%)	(%)	(%)	(%)
MACARONI AND CHEESE						
Dry mix	51	43	Kraft	67	Kraft	65
SPAGHETTI AND SAUCE						
Dry mix	54	34	Chef Boy-ar dee	29	Kraft	38
			Kraft	24	Chef Boy-ar- dee	33
POT PIES						
Frozen	49	32	Bestyet	19	Morton	25
FISH STICKS						
Frozen	27	47	Booth Captain Hook	09 09	Booth	31
HAM						
Canned	22	24	Armour	40	Armour	47
Completely prepared	34	68	Thies	13	Cudahy Gold Nugget	07 07
TUNA						
Canned	76	82	Chicken of the Sea	29	Chicken of the Sea	35
STEWES AND HASH						
Canned	27	11	Armour	36	Mortonhouse	24
SAUCE AND SEASONING						
Canned tomato sauce	76	77	Hunt's	50	Hunt's	58
Dry seasoning mix	46	50	Lawry's French's	30 25	French's Lawry's	18 15

Table 8. (concl'd)

Items and Forms	Households		Brands Preferred			
	Mobile	Nonmobile	Mobile	Nonmobile		
	(%)	(%)		(%)		(%)
PIZZA						
Dry mix	51	40	Jenos	52	Jenos	42
			Chef Boy-ar dee	35	Chef Boy-ar dee	35
SOUP						
Canned	93	94	Campbell's	88	Campbell's	83
Dry mix	24	27	Lipton	80	Lipton	82

mix with "Jenos" and "Chef Boy-ar-dee" being the two preferred brands.

Over 80% of all households used canned soup and preferred "Campbell's" brand. Although dry soup mixes were used by only 24% of all mobile and 27% of all nonmobile households, "Lipton" brand was preferred most often.

Dairy products, beverage items, and TV dinners. The percentage of households using these products is reported in Table 9. No brand preference was indicated for any of these items. A dry mix was used more often than refrigerated or frozen whipped cream and toppings by 51% of the mobile and 55% of the nonmobile households. A dry mix was used most often for chocolate milk drink by 71% of the mobile and 65% of the nonmobile households. Seventy-one per cent of each type of household used presliced, packaged cheese products. Refrigerated sour cream and dips were used by 1/2 or more of all households, 61% of the mobile and 50% of the nonmobile.

Canned milk (evaporated) was used by 7 to 17% more households than a dry mix (non-fat dry milk solids). Instant tea was used almost twice as often as tea bags by both types of households. Eighty-three and 87% of the mobile and nonmobile households used instant tea. Instant coffee was used by 46% of the mobile and 34% of the nonmobile households.

TV dinners were used only "occasionally" by 44% of the mobile and 39% of the nonmobile households and were "never" used by 49% of the mobile and 55% of the nonmobile households. Only 5% of the mobile and 6% of the nonmobile households reported using them "often."

Conclusions

Some significant relationships were indicated between selected demographic factors and factors related to use of convenience foods in this

Table 9. Percentage of households using the various forms of dairy products, beverage items, and TV dinners.

Items and Forms	Households	
	Mobile	Nonmobile
	(%)	(%)
WHIPPED CREAM AND TOPPINGS		
Frozen	22	31
Refrigerated	02	11
Dry mix	51	55
INSTANT MILK SHAKES		
Refrigerated	00	00
Dry mix	00	06
CHOCOLATE MILK DRINK		
Fresh fluid	05	05
Dry mix	71	65
Canned syrup	07	02
CHEESE PRODUCTS		
Aerosol can	07	05
Presliced, packaged	71	71
CHEESE PIE AND CHEESE		
Frozen	00	05
Dry mix	15	11
SOUR CREAM AND DIPS		
Refrigerated	61	50
Dry mix	05	18
MILK		
Dry mix	37	27
Canned	44	44
TEA		
Bags	44	35
Instant	83	87

Table 9. (concl'd)

Items and Forms	Households	
	Mobile	Nonmobile
	(%)	(%)
COFFEE		
Instant	46	34
TV DINNERS		
Often used	05	06
Occasionally used	44	39
Never used	49	55

study. Because of the limited sample size only general impressions are indicated. Additional data, therefore, are needed to expand present findings.

SUMMARY

The use of convenience foods by mobile and nonmobile households was compared and the effect of certain demographic factors on the use of convenience foods in each household was determined. Convenience foods were used by nearly all households with more mobile than nonmobile households using them "often." Time saving, ease of storage, and handiness in an emergency were considered by both types of households to be the most important characteristics of convenience foods. Little difference was found in the food-buying practices of the households.

Household composition in nonmobile households was associated significantly ($P < 0.10$) with the number of meals for which convenience foods were used and their use as snacks ($P < 0.01$). Educational level of the household head in mobile and nonmobile households; and educational level of the homemaker, and income in mobile households was associated significantly ($P < 0.10$) with planning meals prior to preparation. Income in nonmobile households was associated significantly ($P < 0.10$) with the use of convenience foods as snacks.

Type of housing, mobile or nonmobile, was related significantly ($P < 0.01$) to the age and sex of the household head and to ownership of the home. Type of household was related significantly ($P < 0.10$) to the employment of the homemaker, the number of meals for which convenience foods were used, and the use of a shopping list.

In general, little difference was found in items and forms of convenience foods used most often and in the brands preferred by each type of household.

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APPENDIX

Form 1. Questionnaire.

CONVENIENCE FOODS refers to foods which have services added to the basic ingredients to reduce the amount of preparation required in the home.

(Examples: cake mixes, prepared complete dinners, instant mashed potatoes, frozen orange juice).

I. DIRECTIONS: Circle the ones which answer the question best.

1. How often do you use convenience foods for meals:

1. often 2. occasionally 3. never

(a) For what meals: 1. breakfast

2. lunch

3. supper

4. dinner

(b) Do you use them for snacks:

1. yes

2. no

Form I. (cont'd)

II. DIRECTIONS: For each convenience food item which you use, indicate brand name used most often if you have a preference.

1. BREAD, BAKERY, AND CEREAL GRAIN PRODUCTS
(indicate preference for any brand)

Item	Refrigerated	Frozen	Dry mix	Completely prepared	Partially prepared
Bread	XXXXX				XXXXX
Rolls					
(a) breakfast					
(b) dinner					
Biscuits		XXXXX		XXXXX	XXXXX
Pastry (pies)	XXXXX				XXXXX
Cakes	XXXXX				XXXXX
Pancakes, waffles	XXXXX			XXXXX	XXXXX
Cookies		XXXXX			XXXXX
Cheesecakes and pies	XXXXX			XXXXX	XXXXX
Breakfast cereals					
(a) cold	Family size	Indiv. pkg.			
(b) hot	Reg. cook	Instant (pkg. indiv. serv.)			
Rice	Reg. cook	Quick cook (minute)			

Form 1. (cont'd)

2. FRUIT AND VEGETABLE PRODUCTS

Item	Frozen	Canned (or bottled)	Dry (mix)
Potatoes			
(a) chips, fries		XXXXXX	XXXXXX
(b) scalloped or creamed		XXXXXX	
(c) mashed	XXXXXX	XXXXXX	
Green and yellow vegetables			
(a) plain			XXXXXX
(b) with sauce			XXXXXX
Fruit			XXXXXX
Fruit salad	XXXXXX		XXXXXX
Fruit juice			

Form 1. (cont'd)

3. MEAT, POULTRY, FISH, AND MAIN DISH ITEMS

Item	Frozen	Canned	Dry (mix)	Completely prepared (delicatessen) eaten at home
Casseroles				
(a) macaroni and cheese				XXXXX
(b) spaghetti and sauce	XXXXX			XXXXX
(c) Chinese dishes (chow mein)				XXXXX
(d) pot pies		XXXXX	XXXXX	XXXXX
(e) souffles		XXXXX	XXXXX	XXXXX
(f) stews and hash	XXXXX		XXXXX	XXXXX
(g) meat with noodles	XXXXX			XXXXX
(h) tomato sauce or seasoning mix	XXXXX			XXXXX
Meat, Poultry, and Fish				
(a) preshaped meat patties		XXXXX	XXXXX	XXXXX
(b) breaded cuts				
fish sticks		XXXXX	XXXXX	XXXXX
(c) precooked meats				
ham	XXXXX		XXXXX	
chicken			XXXXX	

Form 1. (cont'd)

3. MEAT, POULTRY, FISH, AND MAIN DISH ITEMS (cont'd)

Item	Frozen	Canned	Dry (mix)	Completely prepared (delicatessen) eaten at home
(c) precooked meats (cont'd)				
spreads	XXXXX		XXXXX	XXXXX
tuna	XXXXX		XXXXX	XXXXX
"Sloppy Joe BBQ" mix	XXXXX		XXXXX	XXXXX
sandwiches (hot and/or cold)		XXXXX	XXXXX	XXXXX
pizza		XXXXX		XXXXX
soups				XXXXX

Form 1. (cont'd)

4. DAIRY PRODUCTS AND DAIRY SUBSTITUTES (Circle)

Whipped cream and topping: 1. frozen, 2. refrigerated (aerosol can), 3. dry mix.

Instant milk shakes: 1. refrigerated (canned), 2. dry mix.

Chocolate milk drink: 1. fresh fluid, 2. dry mix, 3. canned syrup.

Cheese products: 1. aerosol can, 2. presliced, packaged.

Cheese pie, cheese cake: 1. frozen, 2. dry mix.

Sour cream and dips: 1. refrigerated, 2. dry mix.

5. BEVERAGES (Circle)

Milk: 1. dry mix, 2. canned.

Tea: 1. bags, 2. instant.

Coffee: 1. instant.

6. COMPLETE FROZEN PREPARED DINNERS: (TV dinners)

1. use often, 2. use occasionally, 3. never use.

III. DIRECTIONS: Circle the ones which answer the question best.

1. Which of these characteristics of convenience foods is most important to you?

Group 1:

1. time saving, 2. work saving, 3. money saving.

Group 2:

1. decreases waste, 2. fewer ingredients to buy and stock,
3. ease of storage.

Group 3:

1. handy in emergency, 2. convenient size package,
3. other: specific _____.

Form 1. (cont'd)

2. How did you learn about specific convenience foods?
 1. newspapers, magazines
 2. radio or TV
 3. friends or family
 4. other
3. Where do you most often purchase convenience foods?
 1. chain store
 2. independent grocery
4. How do you buy most of your convenience foods?
 1. regular price
 2. on "special" or with a coupon
5. Do you prefer nationally advertised brands over those that are less well known?
 1. yes,
 2. no.
6. How often do you go grocery shopping in a week's time?
 1. once a week
 2. twice a week
 3. three times or more
 4. other
7. Do you plan what the meal will be prior to the preparation time?
 1. always
 2. sometimes
 3. never
8. Do you make and/or use a list for grocery shopping?
 1. always
 2. sometimes
 3. never

IV. DIRECTIONS: Circle and/or fill in blank.

1. Household is composed of:
 1. Men (number) _____
 2. Women (number) _____
 3. Teenagers (number) _____
 4. Children under 12 (number) _____

Form 1. (cont'd)

2. Household head is a:

1. Man
2. Woman

3. Age of household head:

1. Less than 30
2. 30 to 50
3. 50 or over

4. Ages of children under 18: Ages _____

5. Is the homemaker employed outside the home?

1. Full time
2. Part time
3. Not at all
4. Not gainfully employed but works or attends school regularly outside the home

6. Education of homemaker:

1. Grade school
2. Some high school
3. High school graduate
4. Some college
5. College graduate
6. Graduate work

7. Education of household head:

1. Grade school
2. Some high school
3. High school graduate
4. Some college
5. College graduate
6. Graduate work

8. What is the principal occupation of the head of the household?
(Be as specific as possible.)

(Salesman, stock clerk, store manager, etc.)

Form 1. (concl'd)

9. Combined household income is:

1. Under \$2,000
2. \$2,000 to 3,999
3. \$4,000 to 5,999
4. \$6,000 to 10,000
5. \$10,000 or over
6. Unknown

10. What type of housing is your residence?

1. Conventional home
2. Apartment
3. Mobile home

11. Do you own or rent your home?

1. Own or are buying
2. Rented for cash
3. No cash rent (Explain) _____

* 12. Is the site where your home is now located inside or outside a mobile home park?

1. Inside
2. Outside

* 13. Do you own or rent the site where your home is located?

1. Own or are buying site
2. Rent the site
3. Other (Explain) _____

* 14. How many times have you moved your mobile home? (Do not count the move to the first site of your present mobile home when you bought it.)

1. None
2. One
3. Two or more

* 15. Why do you live in a mobile home rather than a conventional dwelling such as a house or apartment?

1. Small cost of obtaining and living in a mobile home
2. Can move home with us wherever we go
3. Prefer small, compact living quarters which are easy to care for
4. No other housing available
5. Other (Explain) _____

* Mobile home owners only.

Table 10. Percentage of items and forms of bread, bakery, and cereal grain products used by households, with brands indicated by them.

Item and Form	Households		Brands Used			
	Mobile	Nonmobile	Mobile	Nonmobile		
	(%)	(%)		(%)		(%)
BREAD						
Frozen	46	44	Rhodes	42	Rhodes	32
			Other Brands	10	Elm Tree	14
			No Preference	47	Other Brands	19
					No Preference	36
Completely prepared	98	98	Rainbow	47	Rainbow	42
			Old Home	09	Old Home	11
			Bestyet	07	Bestyet	08
			Other Brands	10	Other Brands	10
			No Preference	26	No Preference	30
BREAKFAST ROLLS						
Refrigerated	07	03	Morton	33	Pillsbury	50
			Pillsbury	33	No Preference	50
			No Preference	33		
Frozen	--	02	-----	--	No Preference	100
DINNER ROLLS						
Refrigerated	20	32	Pillsbury	100	Pillsbury	90
					Sara Lee	05
					Bestyet	05
Frozen	10	08	Rhodes	50	Rhodes	80
			No Preference	50	No Preference	20
Completely prepared	--	05	-----	--	Rainbow	50
					Old Home	25
					Bakery	25
Partially prepared	24	18	Rainbow	20	Rainbow	33
			Old Home	10	Old Home	08
			Sara Lee	10	Bestyet	08
			No Preference	60	No Preference	50

Table 10. (cont'd)

Item and Form	Households		Brands Used			
	Mobile	Nonmobile	Mobile	Nonmobile		
	(%)	(%)		(%)		(%)
BISCUITS						
Refrigerated	59	44	Pillsbury	42	Pillsbury	61
			Ballard	08	Ballard	07
			No Preference	50	Mrs. Wright's	07
					Other Brands	08
					No Preference	18
Dry mix	--	18	-----	--	Bisquick	73
					Mrs. Wright's	09
					No Preference	18
PASTRY						
Frozen	20	13	Pet Ritz	25	Pet Ritz	22
			Mrs. Smith's	12	Mrs. Smith's	11
			Banquet	12	Sara Lee	11
			Johnson	12	Johnson	11
			No Preference	38	No Preference	44
Dry mix	05	05	Betty Crocker	50	Betty Crocker	66
			Pillsbury	50	No Preference	33
CAKES						
Dry mix	66	76	Duncan Hines	33	Duncan Hines	40
			Betty Crocker	17	Betty Crocker	23
			Pillsbury	17	Pillsbury	23
			Jiffy	07	Jiffy	02
			No Preference	27	No Preference	12
Frozen	02	02	Sara Lee	100	Simple Simon	100
Completely prepared	08	--	Bakery	100	-----	--
PANCAKES						
Frozen	05	03	No Preference	100	Aunt Jemima	50
					Downy Flake	50

Table 10. (cont'd)

Item and Form	Households		Brands Used			
	Mobile	Nonmobile	Mobile		Nonmobile	
	(%)	(%)		(%)		(%)
PANCAKES (cont'd)						
Dry mix	78	63	Aunt Jemima	35	Aunt Jemima	40
			Pillsbury	15	Bisquick	20
			Bisquick	12	Gooch's	08
			Gooch's	09	Pillsbury	08
			Cooper's	06	Other Brands	04
			No Preference	24	No Preference	20
COOKIES						
Refrigerated	12	08	Pillsbury	80	Pillsbury	40
			No Preference	20	Betty Crocker	20
					No Preference	40
Dry mix	--	08	-----	--	Mary Baker	20
					No Preference	40
Completely prepared	29	18	Oreo	17	Keebler	18
			No Preference	83	Fig Newtons	09
					Mary Baker	09
					Nabisco	09
					Premium	09
					No Preference	36
COLD BREAKFAST CEREALS						
Family size	78	92	Kellogg	24	Post	33
			General Mills	24	Kellogg	23
			Post	18	General Mills	11
			Ralston Purina	03	Quaker	06
			No Preference	33	Nabisco	04
					Ralston Purina	01
					No Preference	17
Individual package	02	--	No Preference	100	-----	--
HOT BREAKFAST CEREALS						
Regular cook	76	76	Quaker Oats	48	Quaker Oats	49
			Malt-O-Meal	28	Cream of Wheat	23
			Cream of Wheat	20	Malt-O-Meal	17
			Other Brands	04	Other Brands	10
					No Preference	01

Table 10. (concl'd)

Item and Form	Households		Brands Used			
	Mobile	Nonmobile	Mobile	Nonmobile		
	(%)	(%)		(%)		(%)
HOT BREAKFAST CEREALS (cont'd)						
Instant	10	02	Quaker Oats	100	Quaker Oats	100
RICE						
Regular cook	24	37	Dragon	09	Uncle Ben's	13
			Uncle Ben's	09	Dragon	09
			No Preference	90	True View	05
					No Preference	74
Quick cook	42	39	Minute	59	Minute	92
			Uncle Ben's	12	Food Club	04
			No Preference	29	No Preference	04

Table 11. Percentage of items and forms of fruit and vegetable products used by households, with brands indicated by them.

Item and Form	Households		Brands Used			
	Mobile	Nonmobile	Mobile	Nonmobile		
	(%)	(%)		(%)		(%)
POTATOES						
Frozen French fries	54	57	Ore-Ida	32	Ore-Ida	29
			Bel Aire	09	Safeway	11
			Other Brands	15	Bel Aire	09
			No Preference	45	Other Brands	09
					No Preference	43
Completely prepared potato chips	83	82	Bestyet	18	Bestyet	20
			Guy's	15	Guy's	18
			Kitty Clover	09	Kitty Clover	18
			Lay's	06	Lay's	11
			Other Brands	09	Other Brands	06
			No Preference	42	No Preference	28
SCALLOPED POTATOES						
Frozen	02	--	No Preference	100	-----	--
Dry mix	07	02	Betty Crocker	66	Betty Crocker	100
			No Preference	33		
MASHED POTATOES						
Dry mix	27	27	Martha Gooch	36	American	24
			American	27	Beauty	
			Beauty		Martha Gooch	18
			Potato Flakes	09	Betty Crocker	12
			No Preference	27	Other Brands	18
					No Preference	29
VEGETABLES (PLAIN)						
Frozen	66	73	Bel Aire	21	Bestyet	24
			Bestyet	21	Birdseye	16
			Birdseye	17	TV	07
			Green Giant	07	Other Brands	06
			Other Brands	06	No Preference	36
			No Preference	28		

Table 11. (cont'd)

Item and Form	Households		Brands Used			
	Mobile	Nonmobile	Mobile	Nonmobile		
	(%)	(%)		(%)		(%)
VEGETABLES (PLAIN) (cont'd)						
Canned	85	86	Del Monte	42	Del Monte	34
			Green Giant	16	Green Giant	16
			Bestyet	05	Libby	06
			Kuners	03	Bestyet	05
			No Preference	34	IGA	05
					Townhouse	05
					Other Brands	08
					No Preference	21
VEGETABLES (WITH SAUCE)						
Frozen	10	05	Birdseye	60	Birdseye	33
			Green Giant	40	Green Giant	33
					No Preference	33
Canned	03	--	No Preference	100	-----	--
FRUIT						
Frozen	12	26	Bestyet	33	Del Monte	07
			Birdseye	17	Maranai	06
			No Preference	50	Shurfine	06
					TV	06
					No Preference	76
Canned	66	81	Del Monte	26	Del Monte	38
			Bestyet	13	Bestyet	07
			Calirose	06	Libby	07
			Libby	06	Shurfine	05
			Shurfine	06	Other Brands	16
			Kuners	03	No Preference	28
			No Preference	35		
FRUIT SALAD						
Canned	46	53	Del Monte	33	Del Monte	20
			Bestyet	19	Libby	10
			Townhouse	05	IGA	06
			No Preference	43	Shurfine	06
					Bestyet	05
					Townhouse	05
					Other Brands	09
		No Preference	41			

Table 11. (concl'd)

Item and Form	Households		Brands Used			
	Mobile	Nonmobile	Mobile	Nonmobile		
	(%)	(%)		(%)		(%)
FRUIT JUICE						
Frozen	63	76	Bestyet	32	Bestyet	23
			Welch's	07	Welch's	11
			Other Brands	25	Bel Aire	06
			No Preference	36	Snow Crop	06
					Other Brands	28
					No Preference	26
Canned	39	31	Del Monte	18	Hi-C	27
			Hi-C	12	Bestyet	14
			Wagoners	12	Del Monte	14
			Other Brands	12	Ocean Spray	09
			No Preference	47	Wagoners	09
					Other Brands	10
					No Preference	18
Dry mix	20	10	Tang	88	Tang	57
			No Preference	12	Twist	28
					Wylers	14

Table 12. Percentage of items and forms of meat, poultry, fish, and main dish items used by households, with brands indicated by them.

Item and Form	Households		Brands Used			
	Mobile	Nonmobile	Mobile	Nonmobile		
	(%)	(%)		(%)		(%)
MACARONI AND CHEESE						
Dry mix	51	43	Kraft	68	Kraft	65
			American Beauty	10	Martha Gooch	12
			No Preference	24	American Beauty	07
					No Preference	15
SPAGHETTI AND SAUCE						
Canned	02	03	Finest	100	Franco American	50
					No Preference	50
Dry mix	54	34	Chef Boy-ar-dee	29	Kraft	38
			Kraft	24	Chef Boy-ar-dee	33
			American Beauty	14	American Beauty	05
			Martha Gooch	05	Martha Gooch	05
			No Preference	29	No Preference	19
CHINESE DISHES						
Frozen	--	02	-----	--	Chun King	100
Canned	20	23	Chun King	63	Chun King	67
			La Choy	12	La Choy	27
			No Preference	25	No Preference	07
POT PIES						
Frozen	49	32	Bestyet	19	Morton	24
			Swanson	14	Banquet	14
			Morton	10	Bestyet	10
			Other Brands	15	Other Brands	15
			No Preference	43	No Preference	38
STEWES AND HASH						
Canned	27	11	Armour	36	Mortonhouse	29
			Mortonhouse	18	Armour	14
			No Preference	46	Bounty	14
					Dinty Moore	14
					Libby	14
					No Preference	14

Table 12. (cont'd)

Item and Form	Households		Brands Used			
	Mobile	Nonmobile	Mobile	Nonmobile		
	(%)	(%)		(%)		(%)
MEAT WITH NOODLES						
Canned	02	--	No Preference	100	-----	--
Dry mix	17	08	Betty Crocker	14	Lipton	43
			Kraft	14	Martha Gooch	43
			Martha Gooch	14	Betty Crocker	14
			No Preference	57		
SAUCE AND SEASONING						
Canned tomato sauce	76	77	Hunt's	50	Hunt's	58
			Del Monte	15	Del Monte	18
			Other Brands	12	Chef Boy-ar-dee	08
			No Preference	24	Other Brands	08
					No Preference	08
Dry seasoning mix	46	50	Lawry's	30	French's	18
			French's	25	Lawry's	15
			Other Brands	10	Lipton	09
			No Preference	35	Other Brands	30
					No Preference	29
PRESHAPED MEAT PATTIES						
Frozen or fresh	07	07	Randy's	67	Randy's	25
			No Preference	33	No Preference	75
FISH STICKS						
Frozen	27	47	Booth	09	Booth	31
			Captain Hook	09	Captain's	14
			No Preference	82	Choice	
					Sea Star	07
					Other Brands	08
					No Preference	41
HAM						
Canned	22	24	Armour	40	Armour	47
			Corn King	10	Cudahy	13
			Swifts	10	Other Brands	14
			No Preference	40	No Preference	27

Table 12. (cont'd)

Item and Form	Households		Brands Used			
	Mobile	Nonmobile	Mobile	Nonmobile		
	(%)	(%)		(%)		(%)
HAM (cont'd)						
Completely prepared	34	68	Theis	13	Cudahy	07
			Bluebird	07	Gold Nugget	07
			Corn King	07	Other Brands	15
			Cudahy	07	No Preference	71
			No Preference	67		
CHICKEN						
Canned	05	03	Allens	50	Premium	50
			Armour	50	No Preference	50
TUNA						
Canned	76	82	Chicken of the Sea	29	Chicken of the Sea	35
			Star Kist	18	Del Monte	18
			Del Monte	11	Star Kist	18
			Sea Trader	11	Other Brands	16
			Carnation	03	No Preference	17
			No Preference	26		
SANDWICH SPREADS						
Canned	12	23	Underwood	80	Underwood	71
			No Preference	20	Libby	07
					Spam	07
					No Preference	14
SLOPPY JOE MIX						
Canned	07	08	Manwich	33	Libby	40
			Mortonhouse	33	Manwich	20
			No Preference	33	No Preference	40
SANDWICHES						
Frozen	12	02	Poor Boys	40	No Preference	100
			Jenos	20		
			Stewarts	20		
			No Preference	20		

Table 12. (concl'd)

Item and Form	Households		Brands Used			
	Mobile	Nonmobile	Mobile		Nonmobile	
	(%)	(%)		(%)		(%)
PIZZA						
Frozen	12	16	Jenos	20	Chef Boy-ar-dee	20
			No Preference	80	Jenos	20
					Tortinos	20
					No Preference	40
Dry mix	51	40	Jenos	52	Jenos	42
			Chef Boy-ar-dee	35	Chef Boy-ar-dee	35
			No Preference	13	Other Brands	12
					No Preference	12
SOUP						
Frozen	--	02	-----	--	Campbell's	100
Canned	93	94	Campbell's	88	Campbell's	83
			Other Brands	06	Heinz	10
			No Preference	05	Other Brands	04
					No Preference	03
Dry mix	24	27	Lipton	80	Lipton	82
			Wylers	10	Wylers	12
			No Preference	10	No Preference	06

A COMPARISON OF CONVENIENCE FOODS USED
BY MOBILE AND NONMOBILE HOUSEHOLDS

by

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AN ABSTRACT OF A MASTER'S THESIS

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The use of convenience foods by mobile and nonmobile households was compared. Chi-square values were computed to determine relationships between certain demographic factors and factors related to the use of convenience foods.

Convenience foods were used by nearly all households with more mobile than nonmobile households using them "often." Time saving, ease of storage, and handiness in an emergency were considered by both types of households to be the most important characteristics of convenience foods. Little difference was found in the food-buying practices of the households.

Household composition in nonmobile households was associated significantly ($P < 0.10$) with the number of meals for which convenience foods were used and their use as snacks ($P < 0.01$). Educational level of the household head in mobile and nonmobile households; and educational level of the homemaker, and income in mobile households was associated significantly ($P < 0.10$) with planning meals prior to preparation. Income in nonmobile households was associated significantly ($P < 0.10$) with the use of convenience foods as snacks. Number and age of children was not associated significantly with any factor related to use of convenience foods.

Type of housing was related significantly ($P < 0.01$) to the age and sex of the household head and to ownership of the home. Type of household was related significantly ($P < 0.10$) to the employment of the homemaker, the number of meals for which convenience foods were used, and the use of a shopping list.

In general, little difference was found in items and forms of convenience foods used most often and in the brands preferred by each type of household.