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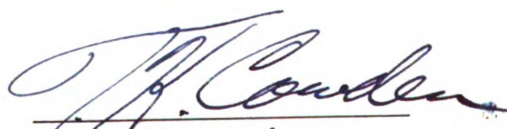
"An Analysis of Consumer Reactions
to Prepackaged Meat"

presented by

Raymond R. Ranta

has been accepted towards fulfillment
of the requirements for

M. S. degree in Agricultural Economics


Major professor

Date November 27, 1951

THE

THESIS

ABSTRACT OF THESIS

AN ANALYSIS OF CONSUMER REACTION TO PREPACKAGED MEAT

By

Raymond R. Ranta

Meat marketing has recently seen an innovation called prepackaging. Using this method meat retailers divide the carcass into retail cuts and then each cut is placed on a cardboard, wrapped, heat-sealed, weighed, priced and displayed in an open-top refrigerated case. A self-service meat market differs basically from a service meat market because there is no personal contact with a butcher. Meat is on a self-serve basis.

The advent of prepackaging meat resulted in diverging views toward this practice. Many consumers favored the self-service style. Others resented the elimination of butcher contact. Because of these existing views and also, because consumer buying habits of meat were not known, this study was developed to analyze these problems.

The study was conducted in the cities of Flint and Grand Rapids, Michigan. A mail survey was used to obtain the data. Overall, 2,363 questionnaires were analyzed.

The analysis of the data was done in two ways. First, a purely descriptive tabular breakdown was made. This showed the relative results between the two cities and also illustrated the total response. Secondly, factors sociological and economic in character, were analyzed separately. These results showed what the reactions to prepackaged meat were of segments of the general population.

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It was found that 72 percent of the people of Flint and Grand Rapids had tried prepackaged meat. Furthermore, the majority of them preferred buying their meat direct from a butcher rather than from a self-service store.

It was found, however, that some groups of people preferred self-service more than others; and also, that factors unrelated to the groups were significant in meat buying preference. Nearly all of the sociological and economic factors analyzed showed variations in beliefs and preferences. The following are examples of the variations found: (1) Those persons who lived closest to self-service stores preferred butcher service more than those living further away; (2) Younger people preferred prepackaged meat more than older people; (3) Consumers who shopped by automobile preferred prepackaged meat more than other consumers who shopped in different ways; (4) Butcher service was preferred at all educational levels in the same ratio; and (5) With respect to nationality, Protestants preferred prepackaged meat more than Catholics.

This study indicated why some consumers did buy prepackaged meat while others did not. Consumers bought prepackaged meat because: (1) They could shop more quickly; (2) The weight and total price were given; (3) There was a convenient selection of sizes; and (4) They could examine the meat.

The reasons given why consumers did not purchase prepackaged meat were: (1) They didn't know how long it had been packaged; (2)

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They liked to see both sides of the meat; and (3) They wanted the advice of the butcher.

Approved:

A handwritten signature in cursive script, appearing to read "T. H. Cowden", is written over a solid horizontal line.

Major Professor

AN ANALYSIS OF CONSUMER REACTION TO PREPACKAGED MEAT

by

Raymond R. Ranta

A THESIS

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Although many persons worked on the study, the author assumes full responsibility for any errors which may be present.

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CHAPTER I

INTRODUCTION

Innovations in the merchandising of goods result in marked changes in all phasis of marketing. Farmers, wholesalers, retailers and consumers are generally all affected by a new development in the buying or selling of goods. In this thesis the prepacking of meat, an innovation in the merchandising of meat, was analyzed.

Definition of Prepackaged Meat

In simple terms, prepackaged meat is meat that is packaged previous to a customers purchase. However, a more complex and accurate definition should include terms of cutting, trimming, wrapping, heat sealing, weighing, pricing, and displaying. A typical package of prepackaged meat goes through all these procedures. A meat carcass is first cut into retail cuts. Each cut is then trimmed of excess fat and bone. After having been trimmed, the meat cut is placed on cardboard and wrapped in cellophane or some other transparent film. Sealing of the package is accomplished by heat. The last steps in prepackaging meat are to then weigh and price each cut and to display it in open-top refrigerated cases.

All this preparation occurs before a customer enters a meat store and purchases the meat.

History of Prepackaged Meat

The prepackaging of meat started in a very limited manner as far back as 1923.¹ The Hudson Bay Company in Winnipeg, Canada experimented with the idea but shortly thereafter, discontinued it.

The succeeding years had many other attempts in self-service meat merchandising. Most of them failed because of inadequate wrapping methods, improper refrigeration, and other shortcomings.

On February 4, 1941, A & P put the first self-service meat case into operation in Boston. From that point on, the idea of prepackaging meat was no longer an experiment. Self servicing of meat was here to stay.

The West Coast led the growth of self-service meat stores. Los Angeles, in 1942, was the first city in that area to try prepackaged meat.² Other coast cities were quickly developing plans to expand. Because the war was in progress, however, materials became scarce and so the expansion of the idea and practice of prepackaging meat was effectively checked.

In 1946, after the close of the war, there were only twenty-five retail stores that had completely converted to self-service.³ That is, all meat retailed in those stores was prepackaged.

¹ Anonymous, Meat Merchandising, Inc., St. Louis, Missouri, 1949.

² Gilchrist, F. W., "Self-Service Retailing of Meat", The Journal of Marketing, Volume XIII, January, 1949.

³ Armour and Company, "Prepackaged Self-Service Meat", 1949 Report.

At the same time, there were many more partial self-service stores. In partial self-service stores, some meats, such as, frankfurters, sausage and lunch meats are sold in prepackaged form, whereas roasts, steaks and hams are still sold over the counter.

In 1947, materials that had been scarce, became more prevalent and equipment needed for the packaging of meat was built. Meanwhile, the number of self-service stores continued to grow.

Since 1945, the number of 100 percent self-service stores has risen from 15 to approximately 4,000 stores today.⁴ Simultaneously, there has also been a rapid growth of partial self-service stores.

Selection and Purpose of Study

A variety of divergent views have been expressed towards prepackaged meat since it has been made available to consumers. Many customers have accepted it favorably, while others have looked upon it with disfavor. Those who liked to shop quickly appreciated its time saving value. Others were more particular and preferred personal contact with the meat personnel.

Because of these differences, and others, this study was conducted to evaluate the effect that prepackaged meat had on consumers.

The avowed purposes of the study which are reported in the following chapters, are threefold. First of all, the study was

⁴ Armour and Company "Self-Service Meats Today", 1951 Report.

made to study consumer buying habits or patterns. Primarily, these habits or patterns are used with respect to prepackaged meat buying. Secondly, the study was set up to determine what imprint prepackaged meat had left with the shopper. After being on the market for several years, an examination of this imprint was possible. Finally, the study was arranged to gain an objective, namely, to help solve existing problems between the retailer and customer. If the study showed significant trends, then the information could be so disseminated that greater advantages for all might be enjoyed.

Presentation of Results

The manner of presentation of the rest of the material will be as follows: the methodology used in conducting the study will be reviewed in Chapter 2. In Chapter 3, an elaboration of the response of the sample is given. In Chapter 4 and 5, the information revealed from the study is presented. Chapter 4 contains a purely descriptive tabulation of the questions asked. However, in Chapter 5 a more complete breakdown of some of the individual component questions is presented. In this part, questions which are economical and sociological in character are tested to see what effect they had on preference or non-preference of prepackaged meat. The final chapter, Chapter 6, contains a summary and restates conclusions of the previous sections.

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CHAPTER II

GENERAL METHODOLOGY

Area Selected

The cities selected to comprise the study were Flint and Grand Rapids. They were chosen for several reasons. One was that, for the state of Michigan, these cities ranked next to Detroit in population. Because larger cities were the first to have prepackaged meat, there was, consequently, a greater possibility that residents of these cities had had more opportunity to come in contact with self-service purchasing of meat. To further confirm this reasoning, letters, requesting the total number of 100 percent prepackaged meat stores in their cities, were sent to the Chamber of Commerce and the Michigan Meat Dealers Association of each city. The replies pointed out that there were three 100 percent prepackaged meat stores in Flint and four 100 percent prepackaged meat stores in Grand Rapids.

The second reason for the selection of these cities was that, previously, in 1949, a study of consumer preference was conducted in Detroit and Lansing.⁵ The belief was held that if new cities under new conditions were tested, then a comparison between cities and responses could be noted. Therefore, a further study of Detroit and Lansing preference was eliminated.

Another reason for the selection of Flint and Grand Rapids was to make the study be as representative as possible. Grand

⁵ Kramer, Robert C., "Consumer Response to Prepackaged Fresh Meats", Michigan Quarterly Bulletin, Volume 32, Number 1.

Rapids is a noted furniture manufacturing city. In contrast, Flint is known for its automobile industry affiliations. Results from a study of both cities would be more significant than if only one city was analyzed.

A final reason for the selection of Grand Rapids was that it is considered to be a typical American city. Nationwide surveys often include Grand Rapids because of its representativeness. Therefore, because of this characteristic, the results from the study including Grand Rapids were more apt to be useful for more areas, than if another city had been selected.

Selection of Sample

The selection of the sample was obtained in the following manner. A mail survey was first decided upon as the basis for gathering the information. Then a city directory was designated as the source of the sample names.

An elaboration of the merits or limitations of a mail survey need not be discussed here. A detailed explanation can be found in any survey methodology book. It is sufficient to say that, if properly carried out, a mail survey is an accurate sampling technique.

One of the factors for a mail survey's success is that it has adequate coverage of the population. It was for this reason then, that the city directory was selected as the source of names.

The city directory used was divided into two sections. One section listed the residents alphabetically. The other enumerated

the streets alphabetically. Under each street's heading, a numerical sequence of the houses was listed. After each house number, the name of the occupant residing there was given. For this study, the latter section was selected.

No figures were available as to the exact number of households listed in the directory. Therefore, an approximation of the number of households was derived in this way. The city directory was opened 15 times. With each new opening, the exact number of households listed on that page was counted. The average of these 15 pages then multiplied by the number of pages listing households, gave a rough approximation to the total number of households for that city. The same procedure was followed for both cities.

The number of names drawn to comprise the population sample was a n^{th} proportion of that total. The decision was made to have 7,500 names constitute the sample. This figure was approximately ten percent of all the households listed in both cities. Thus, having the total number of households for both Flint and Grand Rapids and observing the ration difference between them, it was then discovered that by including every fifteenth name in the directory, the 7,500 desired total would approximately be reached.

The fifteen numbers from one to 15 were written on slips and placed into a hat. After being thoroughly mixed, one slip was drawn out. The number drawn was seven. Therefore, starting with the seventh household under the first street beginning with A, and including every 15th household or name thereafter, such

as 7, 22, and 37, the names were selected.

Variations in Drawing of Sample

There were variations from the procedure given above. It was felt that, if half of the questionnaires were sent to "occupant", the response would differ from the remaining questionnaires which were sent to the resident's "name". Then, too, it was believed that the answers to the questionnaire might vary between those who replied as "occupant" and those who replied as "name". Therefore, the following procedure was carried out. The first name drawn was mailed to an occupant. Every other one thereafter, was also sent to an occupant.

Another variation in the drawing of the sample occurred between names drawn in the two cities. As was explained previously, the street names were arranged alphabetically in the city directory, and under each street heading, the house numbers were listed numerically. After each household number, the name of the person who resided there was given. After many of the names, the occupation of that person was given. For example, under Baker Street you could have listed: 701 Jones, Phil., Carpenter; 703 Vacant; and 707 Smith, Mary, Nurse. Those households drawn that had occupations listed after the resident's name were excluded from the sample in Flint. In Grand Rapids, these people were included in the sample. This procedure was followed because it was felt there could be a different response if one sample would not include names that had occupations listed. Therefore in Flint, some of the streets that

contained predominately business buildings were often excluded entirely.

This reasoning actually resulted in a slight bias. Residents of Grand Rapids had the possibility of being selected twice. This might have occurred, if, for example, Joe Smith had his office residence on Pierce Street and his home on Glendale Avenue. Both addresses could have fallen into the sample. This may have occurred a few times.

A final variation in the selection of the sample resulted after the questionnaires had been mailed. Within a few days, 200 questionnaires had been returned from the post office as unclaimed mail. The reasons for this occurrence will be discussed in the next chapter. As these questionnaires were not subject to being answered or refused, a new set of 200 names and occupants was drawn, included in the sample, and later mailed.⁶ The procedure for selecting the additional sample was to include the next name or occupant listed beneath the one previously used, but which had been returned. This name or occupant had to meet the other requirements, however, and usually did. An exception to this occurred when an original questionnaire was returned for the reason, "No Such Street". In that instance, the possibility was that a large number of households were skipped and the first household under the next street was taken.

⁶ Unfortunately, no record was kept of the proportion of "names" to "occupants" that were sent out in the 200 additional questionnaires. However, the same amount of questionnaires were mailed to names and to occupants as were returned from those groupings.

Total Sample

With the exception of these variations, the drawing of the sample was accomplished by the procedure explained earlier. For the city of Grand Rapids, the total number of households drawn was 4,410. For the city of Flint, the sample totaled 2,782. The combined total, therefore, was 7,192.

As the predetermined goal was 7,500 names, there obviously was an error in the estimation of the total number of households. This method, as was mentioned earlier, involved the counting of 15 pages, determining an average, and multiplying the number of pages listed to get the total number of households. The goal of 7,500 names was not reached because the average number of names on the 15 pages counted was actually higher than the true average per page. Consequently, the sample used was smaller than was anticipated.

Postcard Reminders

In order to help achieve a high return, postcards were used in the study. The purpose of the postcards was to remind the participants of the survey, that he or she had received a questionnaire and to request that it be filled out and returned. The postcards were mailed five days after the questionnaires had been sent, to everyone who had not replied within that five day period.

Time Period for the Study

The total time that was allowed for the questionnaires to be answered and returned was slightly over one month. On January 24, 1951, the questionnaires were mailed. Any questionnaires received after February 28, 1951, were not used in the analysis.

The time schedule for the study, therefore, was as follows:

- | | |
|--------------------|---------------------------------------|
| (1) January 24 | 7,192 questionnaires mailed. |
| (2) January 29 | Corresponding postcards mailed. |
| (3) February 1 & 2 | 200 additional questionnaires mailed. |
| (4) February 6 & 7 | Corresponding postcards mailed. |
| (5) February 28 | End of response period. |

CHAPTER III

SAMPLE RETURNS

Percentage Return

All questionnaires that were returned were included in the total percentage return of the survey. Thus, unanswered questionnaires were tabulated along with properly completed questionnaires. From Table 1, it can be seen that the total return of both cities was 34.64 percent. This percentage is based on 7,192 questionnaires that were first mailed and 2,491 questionnaires that were returned. However, as was explained in Chapter 2, 200 additional questionnaires were later sent. Adding this number to the original 7,192 questionnaires, the adjusted percentage return for the survey was 33.70 percent.

The response was better from Grand Rapids than from Flint. Table 1 illustrates that 1,619 questionnaires were returned from Grand Rapids out of the 4,410 that were mailed. The percentage for the city was 36.71 percent. The Flint response was 31.34 percent. Of the 2,782 questionnaires that were first mailed, 872 were returned.

However, both percentage returns for Grand Rapids and Flint decreased about one-half of one percent when the additional 200 questionnaires were included. This is based on the assumption that 82 additional questionnaires were sent to the city of Flint and 118 extra were mailed to Grand Rapids. Therefore, the final adjusted percentage for Grand Rapids was 35.76 percent and for Flint was 30.45 percent.

Table 1. Questionnaires Returned by Days.

Date	Grand Rapids				Flint				Flint and Grand Rapids			
	No. Recd.	Pct. Recd.	Total Recd.	Total Pct. Recd.	No. Recd.	Pct. Recd.	Total Recd.	Total Pct. Recd.	No. Recd.	Pct. Recd.	Total Recd.	Total Pct. Recd.
1/29	2	.05	2	.05	1	.04	1	.04	3	.04	3	.04
1/30	1	.02	3	.07	1	.04	2	.07	2	.03	5	.07
1/31	405	9.18	408	9.25	190	6.83	192	6.90	595	8.27	600	8.34
2/1	103	2.34	511	11.59	59	2.12	251	9.02	162	2.25	762	10.60
2/2	94	2.13	605	13.72	32	1.15	283	10.17	126	1.75	888	12.35
2/5	60	1.36	665	15.08	12	.43	295	10.60	72	1.00	960	13.35
2/6	511	11.59	1,176	26.67	321	11.54	616	22.14	832	11.57	1,792	24.92
2/7	137	3.11	1,313	29.77	85	3.06	701	25.20	222	3.09	2,014	28.00
2/8	6	.14	1,319	29.91	2	.07	703	25.27	8	.11	2,022	28.11
2/9	138	3.13	1,457	33.04	68	2.44	771	27.71	206	2.86	2,228	30.98
2/12	11	.25	1,468	33.29	3	.11	774	27.82	14	.20	2,242	31.17
2/13	2	.05	1,470	33.33	2	.07	776	27.89	4	.06	2,246	31.23
2/14	103	2.34	1,573	35.67	56	2.01	832	29.91	159	2.21	2,405	33.44
2/15	0	.00	1,573	35.67	0	.00	832	29.91	0	.00	2,405	33.44
2/16	20	.45	1,593	36.12	17	.61	849	30.52	37	.51	2,442	33.95
2/19	0	.00	1,593	36.12	0	.00	849	30.52	0	.00	2,442	33.95
2/20	1	.02	1,594	36.15	0	.00	849	30.52	1	.01	2,443	33.97
2/21	21	.48	1,615	36.62	15	.54	864	31.06	36	.50	2,479	34.47
2/22	0	.00	1,615	36.62	0	.00	864	31.06	0	.00	2,479	34.47
2/23	0	.00	1,615	36.62	0	.00	864	31.06	0	.00	2,479	34.47
2/26	2	.05	1,617	36.67	0	.00	864	31.06	2	.03	2,481	34.50
2/27	0	.00	1,617	36.67	0	.00	864	31.06	0	.00	2,481	34.50
2/28	2	.05	1,619	36.71	8	.28	872	31.34	10	.13	2,491	34.64
Total	1,619		1,619	36.71	872		872	31.34	2,491		2,491	34.64
Adjusted Percentage				35.76				30.45				33.70

The assumption made, however, was not necessarily true. The 82 and 118 figures used are proportions to the total return of unclaimed mail. They were based on 95 and 136 questionnaires that were returned unopened from Flint and Grand Rapids respectively. This is illustrated in Table 2. As 31 out of the 231 unclaimed questionnaires were returned too late in the month to be sent to new addresses, only the 200 additional questionnaires were mailed. The assumption, therefore, was that the 31 questionnaires were returned at the same proportionate ratio between cities as were the 200 that were received earlier in the month.

Table 2. Questionnaires Returned As Unclaimed Mail.

Reason	Flint (2,782)		Grand Rapids (4,410)		Combined Cities (7,192)	
	Number	Percent	Number	Percent	Number	Percent
Not found at this address	29	30.53	49	36.02	78	33.78
No such street number	11	11.58	43	31.62	54	23.38
Moved	30	31.57	14	10.29	44	19.05
Vacant	6	6.32	15	11.03	21	9.09
Unclaimed	11	11.58	1	.74	12	5.19
Outside of delivery limits	0	0.00	6	4.41	6	2.60
Unknown (addressed to occupant)	2	2.11	3	2.21	5	2.16
Insufficient address	1	1.05	4	2.94	5	2.16
Deceased	3	3.16	1	.74	4	1.73
House moved (addressed to occupant)	1	1.05	0	.00	1	.43
Reason unknown	<u>1</u>	<u>1.05</u>	<u>0</u>	<u>.00</u>	<u>1</u>	<u>.43</u>
Total	95	100.00	136	100.00	231	100.00
Percentage returned unclaimed		3.42		3.08		3.21

Reasons for Response

It is impossible to accurately account for the above average response to the survey. The term above average is used, because most mail surveys usually range from a five percent to a 20 percent reply. This study ended with over 30 percent of the sample replying. Nevertheless, some reasons seem apparent.

Perhaps the most important reason was the booster effect of the postcards. Table 1 better illustrates this. On February 6 and 7, a week after the postcards had been mailed, the amount of replies received shows an enormous increase. This increase can be related only to the reminder the postcards contained.

Another reason why the survey had a good reply was that in the introductory letter, which accompanied each questionnaire, emphasis was placed on the writer being a graduate student. Several of the returned questionnaires contained short comments stating that they, too, had gone to college, or that they, also, had conducted a survey.

Some of the good response should be related to the questionnaire itself. A considerable amount of time was spent in trying to word the questions in such a manner that they were easy to fill out and were interesting to answer. Furthermore, the questionnaire was arranged so that it was applicable to everyone.

A final reason which I will cite is that the introductory letter stated that partial replies would be satisfactory. This helped increase the percentage return considerably. As the

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questionnaire contained personal questions, these were often left unanswered. The questions pertaining to weekly income and occupation were particularly noticeable for not being answered.

Only one reason, I believe, seems apparent for the difference in the response between cities. Although the percentage return from Grand Rapids was only slightly higher than the percentage return from Flint, part of the difference was accounted for by sending Grand Rapids questionnaires to people having occupations listed after their names. The procedure for this was explained earlier. This belief is held only on the basis that a number of returned envelopes from Grand Rapids, also contained return addresses that corresponded to those names that were under test.

Returns by Names and Occupants

The returns between those that answered as "name" and those who replied as "occupant" varied significantly. In both Flint and Grand Rapids, there was a better response when an envelope was addressed as Mr. Howard Riley, 2518 Ford Avenue, than when the envelope was labeled, Occupant, 2518 Ford Avenue.

Table 3 shows this percentagewise. The response from those who received questionnaires with their names enscribed on envelopes was approximately 55 percent of each city's return. Out of 2,491 returned questionnaires, 1,381 or 55.44 percent were received from "names". Those who received the questionnaire as an occupant of a specific address responded slightly over 44 percent of each city's

Table 3. Questionnaires Returned from "Names" and "Occupants".

	<u>Answered Questionnaire</u>		<u>Unanswered Questionnaire</u>		<u>Total Response</u>	
	Number	Percent	Number	Percent	Number	Percent
<u>Grand Rapids</u>						
Name	844	55.02	60	70.59	904	55.84
Occupant	690	44.98	23	27.06	713	44.01
Unclassified ⁷	---	-----	2	2.35	2	.15
Total	1,534	100.00	85	100.00	1,619	100.00
<u>Flint</u>						
Name	451	54.34	26	61.90	477	54.70
Occupant	379	45.66	10	23.81	389	44.61
Unclassified	---	-----	6	14.29	6	.69
Total	830	100.00	42	100.00	872	100.00
<u>Grand Rapids and Flint</u>						
Name	1,295	54.78	86	67.72	1,381	55.44
Occupant	1,069	45.22	33	25.98	1,102	44.24
Unclassified	-----	-----	8	6.30	8	.32
Total	2,364	100.00	127	100.00	2,491	100.00

total. From the 2,491 returned questionnaires, 1,102 or 44.24 percent were responses from "occupants".

There were eight returns that could not be categorized into name or occupant. All other questionnaires were classified by the

⁷ These questionnaires could not be classified into either of the two groups. All questionnaires were coded by numbers that were stamped on the back side of the second page. The heading "unclassified" contains those questionnaires where the code numbers had been torn off by the respondents before being returned.

use of code numbers that corresponded to a name or occupant in the directory. On these eight questionnaires, the code number had been torn off. Consequently, there was no way of knowing whether they were returned from an "occupant" or from a "name".

Using the standard T test as a measure of significance, the variance between the response from names and from occupants was highly significant at the one percent level. The T test is the statistical device used throughout the thesis.⁸

Reasons for Variance of Names and Occupants

Again there is no accurate method of determining the reasons why the response varied between names and occupants. It is the writer's belief that numerous people answered the questionnaire because they wanted to contribute something and feel important. Therefore, when you asked questions directly of "Mrs. Moore" and "Mrs. Black", it aroused more of a feeling of importance from them, than when questions were directed in an impersonal form.

A second reason for the variance was that the postcards did not always reach the same person who had received the questionnaire earlier. This was especially true for mail sent to occupants. If there were two families living in a building, it was very likely for one family to pick up the questionnaire and the other family to receive the postcard. Hence, the reminder effect of the postcard was nullified.

⁸ The formula for the T test using it between two percentages is;

$$T = \frac{P_1 - P_2}{S_{\bar{x}}} \quad \text{where } S_{\bar{x}} = \sqrt{\frac{P_1 \times (100 - P_1)}{N_1} + \frac{P_2 \times (100 - P_2)}{N_2}}$$

Return of Unclaimed Questionnaires

Over three percent of the original sample was returned by postal authorities as unclaimed mail. This is shown in Table 2, to which reference was made earlier. A list of the reasons are included. The most prevalent reason for a questionnaire being returned was that the person was "Not Found at This Address". "No Such Street Number" and "Moved" were the second and third most numerous reasons.

The reasons listed applied differently to names and occupants. For example, if a questionnaire was addressed "name" and the family had moved, it was returned if no forwarding address was left. But when it was addressed "occupant", then the questionnaire remained.

Similar situations held true for other reasons. Whereas a "name" was returned when "Not Found at this Address", an "occupant" addressed envelope was received by whoever resided there.

The opposite was possible and undoubtedly occurred. If a house was vacant and the envelope was addressed "occupant", the questionnaire was returned. However, if the envelope was addressed "name", and the house was vacant, then the questionnaire was forwarded to its new address.

In general, the reasons for questionnaires being returned unopened applied more to those sent to actual names than to those sent to occupants.

Usable Questionnaires

The remainder of this thesis will be concerned with the information received and contained in the questionnaires. Reference

back to Table 3 shows that 2,491 questionnaires were returned. Of these, 127 were returned unanswered or could not be classified into "name" or "occupant" replies. One of the usable questionnaires was lost from the Flint "name" group during the processing of the answers. Thus the analysis of the data is based on 2,363 questionnaires, comprised of 844 name and 690 occupant replied from Grand Rapids and 450 name and 379 occupant replies from Flint.

The overall return of usable questionnaires was 32.86 percent when based on the original 7,192 questionnaires mailed, and 31.97 percent when the additional 200 questionnaires were included.

CHAPTER IV

DESCRIPTIVE ANALYSIS OF SURVEY

Introduction

The tables that are presented in this chapter show the numerical and percentage distribution of the 2,363 usable questionnaires. All of the tables contain the distribution of Flint, Grand Rapids and the combined total of the two cities.

The city totals include the combined response from the "names" and "occupants". Although the survey was conducted by distinguishing between "names" and "occupants", there was no significant difference in the answers given by the two groups.

For some of the tables, an arithmetical mean was used to stress information. The method of calculating the mean was accomplished in this way. Each of the numbers listed under the column heading Name and Occupant were given corresponding values of one, two, three, and so forth. These were used as weights. The original numbers were multiplied by these weights and the new weighted values were added together. This sum was divided by the sum of the unweighted numbers minus the value of X. This final value was then used to give added significance to the mode of those tables.

The number corresponding to X was the number of people that did not reply to that question. Their values are not included in the derivation of the mean, but are a part of the total number used in a T test.

Number of People Eating Two Meals Per Day at Home

More respondents had a total of two people eating two meals per day at home than any other single category. This was true for both the cities of Flint and Grand Rapids. (This is shown in Table 4). For Flint, the average number of people eating two meals per day was 3.06 persons. In Grand Rapids, the average size family was slightly larger at 3.52 persons. Overall, the combined average was 3.36 persons. Most of the families ranged between two and five persons. About 85 percent of the families fell into this category.

Table 4. What Is the Number of People Eating Two Meals Per Day in Your Home?

Number	Flint combined		Grand Rapids combined		Flint and Grand Rapids	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
0	2	.24	1	.07	3	.13
1	24	2.90	60	3.91	84	3.55
2	264	31.84	398	25.94	662	28.02
3	201	24.25	334	21.77	535	22.64
4	170	20.51	349	22.75	519	21.96
5	95	11.46	207	13.49	302	12.78
6	31	3.74	80	5.22	111	4.70
7	13	1.57	32	2.09	45	1.90
8	5	.60	15	.98	20	.85
9	3	.36	15	.98	18	.76
X	21	2.53	43	2.80	64	2.71
Total	829	100.00	1534	100.00	2363	100.00

How Often is Meat Bought?

From Table 5, it can be seen that meat is generally bought either weekly, or else two to three times a week. As a slightly

larger percentage of people purchased meat several times a week than weekly, it is logical to assume that purchasing meat twice a week is the most common practice.

Table 5. How Often Do You Buy Meat?

Frequency	Flint combined		Grand Rapids combined		Flint and Grand Rapids	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
Daily	59	7.12	159	10.37	218	9.23
Weekly	351	42.34	615	40.09	966	40.88
Two or Three Times Weekly	392	47.28	710	46.28	1102	46.63
Every Two Weeks	18	2.17	32	2.09	50	2.12
X	9	1.09	18	1.17	27	1.14
Total	829	100.00	1534	100.00	2363	100.00

Meat Storage at Home

The mechanical refrigerator was predominately the method used for storing meat in homes. Over 90 percent of the homes store meat in this manner. (This is shown in Table 6). The home freezer ranks second with five percent of the respondents listing it as the method of meat storage in their homes.

Food Bill Per Week

The average amount of money spent for one week's food supply was \$21.25. On a per capita basis, this amounts to \$6.32 per person. These figures were determined in accordance with the description given in the forepart of the chapter. On a per capita average, Flint spent \$.87 more

Table 6. How Do You Store Your Meat at Home?

Storage	Flint combined		Grand Rapids combined		Flint and Grand Rapids	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
Mechanical						
Refrigerator	756	91.21	1378	89.84	2134	90.31
Ice Refrigerator	23	2.77	39	2.54	62	2.62
Home Freezer	39	4.70	78	5.08	117	4.95
Other	5	.60	12	.78	17	.72
X	<u>6</u>	<u>.72</u>	<u>27</u>	<u>1.76</u>	<u>33</u>	<u>1.40</u>
Total	829	100.00	1534	100.00	2363	100.00

for food per week than did Grand Rapids. The respective averages of Flint and Grand Rapids were \$6.72 and \$5.85 a week. The weekly family averages for these cities were \$20.55 and \$21.60.

One fourth of the respondent's families spent between \$20.00 and \$25.00 a week for food. This class contained more respondents than did any other class.

Table 7. About What Is the Average Amount Spent for One Week's Food Supply for Your Family?

Amount	Flint combined		Grand Rapids combined		Flint and Grand Rapids	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
Under \$5	13	1.57	27	1.76	40	1.69
\$ 5 - \$ 9.99	51	6.15	82	5.35	133	5.63
\$10 - \$14.99	148	17.85	218	14.21	366	15.49
\$15 - \$19.99	177	21.35	315	20.53	492	20.82
\$20 - \$24.99	228	27.50	379	24.71	607	25.70
\$25 - \$29.99	104	12.55	229	14.93	333	14.09
\$30 - \$34.99	58	7.00	157	10.23	215	9.10
\$35 - \$39.99	31	3.74	56	3.65	87	3.68
\$40 and over	12	1.45	33	2.15	45	1.90
X	<u>7</u>	<u>.84</u>	<u>38</u>	<u>2.48</u>	<u>45</u>	<u>1.90</u>
Total	829	100.00	1534	100.00	2363	100.00

Table 7 shows the breakdown of weekly food expenditures at \$5.00 intervals.

Meat Bill Per Week

The average amount of money spent for meat per week was \$7.13. More families fell, as a class, into the \$5.00 - \$7.49 bracket than into any other class. The people of Grand Rapids, in meat purchases as well as in food purchases, spent more per week than the Flint residents. For meat expenditures, the average per week for the city of Grand Rapids was \$7.28. In contrast, the city of Flint spent an average of \$6.85. On a per capita basis, the average amount of money spent for meat was \$2.12. For the cities of Flint and Grand Rapids, the respective averages of meat expenditures were \$2.24 and \$2.07. Table 8 shows the distribution of meat expenditures per week.

Table 8. About What Is the Average Meat Bill for Your Family Per Week?

Amount	Flint combined		Grand Rapids combined		Flint and Grand Rapids	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
\$ 0 - \$ 2.49	36	4.34	54	3.52	90	3.81
\$ 2.50 - \$ 4.99	207	24.97	325	21.19	532	22.51
\$ 5.00 - \$ 7.49	299	36.07	534	34.80	833	35.27
\$ 7.50 - \$ 9.99	141	17.01	288	18.77	429	18.15
\$10.00 - \$12.49	74	8.93	173	11.28	247	10.45
\$12.50 - \$14.99	26	3.14	60	3.91	86	3.64
\$15.00 - \$17.49	14	1.69	25	1.63	39	1.65
\$17.50 - \$19.99	7	.84	7	.46	14	.59
\$20. and over	3	.36	15	.98	18	.76
X	<u>22</u>	<u>2.65</u>	<u>53</u>	<u>3.46</u>	<u>75</u>	<u>3.17</u>
Total	829	100.00	1534	100.00	2363	100.00

Weekly Income

The average weekly income, after deductions, for families in Flint and Grand Rapids was \$74.70. This figure was determined from a class interval of \$30.00. In relationship to the food and meat expenditures per week, the class interval was greater and so the chances for an accurate weekly income average was lessened.

Of special interest in Table 9 is the large number of people that did not reply to this question.

Table 9. What Is the Weekly Income, After Deductions, in Your Family?

Amount	<u>Flint combined</u>		<u>Grand Rapids combined</u>		<u>Flint and Grand Rapids</u>	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
Under \$30	40	4.83	85	5.54	125	5.29
\$30 - \$59	199	24.00	347	22.62	546	23.11
\$60 - \$89	332	40.04	570	37.16	902	38.17
\$90 - \$119	123	14.84	199	12.97	322	13.63
\$120 and over	76	9.17	150	9.78	226	9.56
X	<u>59</u>	<u>7.12</u>	<u>183</u>	<u>11.93</u>	<u>242</u>	<u>10.24</u>
Total	829	100.00	1534	100.00	2363	100.00

Have You Ever Bought Prepackaged Meat?

Table 10 represents a key to the remainder of the tables. This question prevented many respondents from answering questions that followed. The assumption held that if a person had bought prepackaged meat once, then he or she would have some knowledge in answering questions about prepackaged meat, and in comparing butcher service to prepackaged meat. There-

fore, if in answer to the question, "Have you ever bought prepackaged meat?", a respondent said "Yes", then all of the remaining answers on his questionnaire were used. On the other hand, if a respondent replied "No" to this question, then part of the questionnaire could not apply to him and was not used.

Those that did not answer (X) were treated as those who had answered "No".

Table 10 illustrates that 72.49 percent of the respondents had bought prepackaged meat at least once. However, in the city of Grand Rapids more people had tried prepackaged meat than in Flint. The difference was significant between the five percent and ten percent level.

Table 10. Have You Ever Bought Prepackaged Meat?

Used Prepackaged Meat	Flint combined		Grand Rapids combined		Flint and Grand Rapids	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
Yes	581	70.08	1132	73.80	1713	72.49
No	233	28.11	386	25.16	619	26.20
X	<u>15</u>	<u>1.81</u>	<u>16</u>	<u>1.04</u>	<u>31</u>	<u>1.31</u>
Total	829	100.00	1534	100.00	2363	100.00

Belief of High Prices

Of the 1,713 respondents who had bought prepackaged meat at least once (as shown in Table 10), 51 percent believed that prepackaged fresh meat did not cost more than did comparable meat that was not prepackaged. (This is illustrated in Table 11).

However, there were significant differences between the views held in the two cities. The Flint response indicated that they did not believe higher prices were a corollary with prepackaged meat. However, the replies from Grand Rapids were more uncertain about comparable prices being paid. The views were split evenly in Grand Rapids between those who felt higher prices were charged on prepackaged meat, and those who felt that higher prices were not charged.

Table 11. Do You Believe You Pay More for Prepackaged Fresh Meat Than for Comparable Meat Not Packaged?

Belief	<u>Flint combined</u>		<u>Grand Rapids combined</u>		<u>Flint and Grand Rapids</u>	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
No	328	56.46	543	47.97	871	50.84
Yes	218	37.52	524	46.29	742	43.32
X	<u>35</u>	<u>6.02</u>	<u>65</u>	<u>5.74</u>	<u>100</u>	<u>5.84</u>
Total	581	100.00	1132	100.00	1713	100.00

Preference for Meat

Buying directly from a butcher was still the predominant method of shopping for meat. This was borne out in the results of the 1,713 respondents. In Table 12 it is shown that 64.98 percent of this group preferred butcher service. Only 14.94 percent preferred purchasing meat prepackaged.

However, Flint and Grand Rapids differed significantly in their preference. The people of Flint, percentagewise, had almost two persons to every one person in Grand Rapids preferring to purchase meat prepackaged.

In Grand Rapids 71.30 percent of the 1,132 respondents preferred butcher service to prepackaged meat. Even if those that had "no preference" between the two methods were included with the group that preferred prepackaged meat, there would still be approximately three persons out of four in Grand Rapids, that preferred butcher service. Combining the same groups in Flint, the ratio would be about one to one.

Table 12. Overall, How Do You Prefer to Buy Your Fresh Meat?

Preference	Flint combined		Grand Rapids combined		Flint and Grand Rapids	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
Prepackaged	126	21.69	130	11.48	256	14.94
Butcher Service	306	52.67	807	71.30	1113	64.98
No Preference	134	23.06	167	14.75	301	17.57
X	15	2.58	28	2.47	43	2.51
Total	581	100.00	1132	100.00	1713	100.00

Favorite Types of Prepackaged Meat

Lunch meat, sausage and roasts were the favorite types of prepackaged meat. Bacon, steak and chicken followed in that order.

The method of determining what cuts were preferred over others was accomplished in a different manner. In the questionnaire, an open end question was used to ask what was the respondent's favorite type of prepackaged meat. The question was worded as follows: "What is your favorite type of prepackaged meat? (e.g. roasts, sausage, lunch meat.)

_____." Because it was an open end question, questionnaires were returned containing from one to five answers. Most of the multiple

replies had three favorites listed. Consequently, a weighted scale of preference was computed. For the first answer given, three points were awarded. The second favorite was worth two points. One point was given to the third choice. If only one reply was given, it was worth three points.

The points, corresponding to each meat cut, were then totaled. The relative importance of each can be seen in Table 13.

Table 13. What Is Your Favorite Type of Prepackaged Meat?

Type of Meat	<u>Flint</u>		<u>Grand Rapids</u>		<u>Flint and Grand Rapids</u>	
	Weighted Points	Percent	Weighted Points	Percent	Weighted Points	Percent
Lunch Meats	377	22.59	1077	37.71	1454	32.13
Sausage	405	24.26	648	22.69	1053	23.27
Roasts	392	23.49	383	13.41	775	17.13
Bacon	135	8.09	219	7.67	354	7.82
Steak	124	7.43	154	5.39	278	6.14
Chicken	89	5.33	139	4.87	228	5.04
Chops	72	4.31	104	3.64	176	3.89
Hamburger	22	1.32	72	2.52	94	2.08
Ham	46	2.76	48	1.68	94	2.08
Fish	<u>7</u>	<u>.42</u>	<u>12</u>	<u>.42</u>	<u>19</u>	<u>.42</u>
Total	1669	100.00	2856	100.00	4525	100.00

A note of warning must be mentioned with respect to the results. Probably the relative positions of lunch meat, sausage and roasts are not accurate. This belief is based on the fact that a number of questionnaires were answered with only lunch meat, sausage and roasts in mind. In other words, many respondents may not have understood what the term e.g. signified.

Surprisingly, Grand Rapids and Flint respondents differed significantly in their rankings. In Grand Rapids, the preference was lunch meat, sausage and roasts. Percentagewise, the relative positions were distinct from each other. The preference for Flint, however, was sausage, roasts and lunch meats. Also, the demarcation of preference between them was slight.

Percentage of Meat Bought Prepackaged

The percentage of total meat purchases which were bought entirely prepackaged, was small. Sixty-nine percent of the respondents replied that the amount of prepackaged meat they purchased was under 25 percent of their total meat purchases. The average amount of meat that was bought entirely prepackaged was only 23.75 percent of the total meat purchases. (These results are shown in Table 14).

Table 14. What Percentage of Your Meat Do You Buy Prepackaged?

Percent	<u>Flint combined</u>		<u>Grand Rapids combined</u>		<u>Flint and Grand Rapids</u>	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
Under 25%	411	70.73	771	68.11	1182	69.00
25% - 49%	67	11.53	114	10.07	181	10.57
50% - 74%	45	7.75	65	5.74	110	6.42
75% -100%	26	4.48	74	6.54	100	5.84
X	<u>32</u>	<u>5.51</u>	<u>108</u>	<u>9.54</u>	<u>140</u>	<u>8.17</u>
Total	581	100.00	1132	100.00	1713	100.00

**Length of Time Meat Has Been Bought from a
Self-Service Prepackaged Store**

From Table 15 it can be seen that approximately 43 percent of the people who had bought prepackaged meat at least once, had been buying prepackaged meat six months or more. An equivalent amount had been buying prepackaged meat less than six months. The main difference in the replies between the two cities was that in Flint a greater amount, percentagewise, had bought prepackaged meat less than six months, whereas, in Grand Rapids, there were more respondents who had bought prepackaged meats for a longer period. This difference was significant at the 1 percent level.

Table 15. How Long Have You Bought Meat from a Self-Service Prepackaged Store?

Length of time	<u>Flint combined</u>		<u>Grand Rapids combined</u>		<u>Flint and Grand Rapids</u>	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
Never	34	5.85	55	4.86	89	5.20
Less than one month	80	13.77	136	12.01	216	12.61
One to three months	94	16.18	130	11.48	224	13.08
Three to six months	95	16.35	139	12.28	234	13.66
Six months or more	217	37.35	516	45.59	733	42.78
X	<u>61</u>	<u>10.50</u>	<u>156</u>	<u>13.78</u>	<u>217</u>	<u>12.67</u>
Total	581	100.00	1132	100.00	1713	100.00

Consumption of Total Meat in Relation to Prepackaged Meat Buying

Prepackaged meat has had little effect upon meat consumption increasing or decreasing within a family. (Table 16 illustrates this point).

Six out of ten people who have been buying prepackaged meat said they were eating the same amount as before. Only 2.39 percent of the respondents said they were eating more meat after purchasing meat prepackaged. A slightly higher percentage, 4.09 percent, of the respondents felt they were eating less meat since they started buying it prepackaged.

The response between cities did not differ significantly.

Table 16. Since You Have Been Buying Prepackaged Meats, Has Your Family Been Eating:

Quantity	Flint combined		Grand Rapids combined		Flint and Grand Rapids	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
Eat Less	18	3.10	52	4.59	70	4.09
Eat More	17	2.93	24	2.12	41	2.39
Same Amount As Previously	371	63.85	655	57.87	1026	59.89
Don't Know	94	16.18	192	16.96	286	16.70
X	<u>81</u>	<u>13.94</u>	<u>209</u>	<u>18.46</u>	<u>290</u>	<u>16.93</u>
Total	581	100.00	1132	100.00	1713	100.00

Why Prepackaged Meat Is Purchased

"Can shop more quickly" was the number one reason given for purchasing prepackaged meat. This was indicated in both the responses of Flint and Grand Rapids, as shown in Table 17. Approximately one out of every

two persons checked it as a reason why they bought prepackaged meat.

The next reasons listed the most frequently were: (1) Weight and total price are given; (2) Convenient selection of sizes; and (3) Can examine the meat.

Table 17. Why Do You Buy Prepackaged Meat?

Reason	Flint		Grand Rapids		Flint and G. R.	
	Number	Percent	Number	Percent	Number	Percent
Can Shop More Quickly	336	57.83	499	44.08	835	48.74
Weight and Total Price Are given	295	50.77	393	34.72	688	40.16
Convenient Selection of Sizes	229	39.41	308	27.21	537	31.35
Can Examine the Meat	224	38.55	248	21.91	472	27.55
Only Kind Sold in Store	97	16.70	262	23.14	359	20.96
More Sanitary	140	24.10	175	15.46	315	18.39
Larger Selection of Items	98	16.87	137	12.10	235	13.72
No Particular Reason	58	9.98	147	12.99	205	11.97
Less Bone	67	11.53	76	6.71	143	8.35
No Talking with Butcher	61	10.50	75	6.63	136	7.94
No Other Way to Buy	31	5.34	101	8.92	132	7.71
Meat Is Fresher	27	4.65	39	3.45	66	3.85
Based on	581		1132		1713	

A number of variations occurred in the respective rankings of the two cities. Ranking fourth in Grand Rapids was that, prepackaged meat was the only kind sold in the store. This reason was listed seventh in Flint.

Ranking fifth in Flint, in comparison to sixth in Grand Rapids, was sanitation. A higher percentage of people bought prepackaged meat in Flint because of sanitary conditions than in Grand Rapids.

In nine of the twelve reasons listed, Flint had a higher percentage than the equivalent figure of Grand Rapids. Only in the categories of (1) Only kind sold in the store, (2) No particular reason, and (3) No other way to buy, did Grand Rapids have a correspondingly higher proportion than Flint.

As these are rather dubious reasons to debit to prepackaged meat, it is clear that Flint residents were more cognizant of all the advantages that prepackaged meat offered, than were the residents of Grand Rapids. This fact corresponds to all the information that was conveyed in Tables 11 and 12. They showed, in retrospect, that more Flint consumers, in direct contrast to Grand Rapids consumers, believed that higher prices were not charged for prepackaged meat, and in addition, that they preferred prepackaged meat service more in Flint than in Grand Rapids.

Why Prepackaged Meat Is Not Bought

The uncertainty of not knowing how long meat had been packaged, ranked as the number one reason why meat was not bought prepackaged. (Table 18 shows this). This conclusion was based on the entire sample, irregardless of whether or not they had even bought prepackaged meat. The next three most important reasons were: (1) Consumers wanted to see both sides of the meat; (2) Advice from the butcher was missing; and (3) Excess bone and fat were hidden in packages.

Both cities' replies were more in unison, although the relative rankings of two were exchanged one position in three instances.

All the percentages for the reasons given as to why prepackaged meat was not bought, were higher in the city of Grand Rapids than in

Flint. One exception noted was, "No particular reason".

The results in Table 18 are the opposite from those in Table 17 in this respect. Whereas, the reasons favoring prepackaged meat purchases were dominated by Flint in Table 17, the reasons for not buying prepackaged meat were dominated by Grand Rapids in Table 18.

Table 18. Why Don't You Buy Prepackaged Meat?

Reason	Flint		Grand Rapids		Flint and G. R.	
	Number	Percent	Number	Percent	Number	Percent
Don't Know How Long It Has Been Packaged	253	30.52	624	40.68	877	37.11
Like to See Both Sides of Meat	215	25.93	534	34.81	749	31.70
Like Advice of Butcher	155	18.70	475	30.96	630	22.66
Excess Bone and Fat Are Hidden in the Package	156	18.82	370	24.12	526	22.26
Like to See the Meat Weighed	122	14.72	277	18.06	399	16.89
Too Expensive	109	13.15	287	18.71	396	16.76
No Particular Reason	93	11.22	161	10.50	254	10.75
Does Not Taste the Same	65	7.84	165	10.76	230	9.73
Too Impersonal	31	3.74	116	7.56	147	6.22
Based on	829		1534		2363	

**Proportion of Meat, Fruits and Vegetables and Other Groceries
Bought from a Self-Service Meat Store**

There was less meat bought entirely from self-service stores than were the relative amounts of fruits and vegetables, and groceries. Of the respondents, 34.62 percent bought all of their groceries, aside from meat, from a self-service store. Nearly 20 percent bought all their fruits and vegetables from a self-service store and only 9.06 percent

of the respondents bought all of their meat from a self-service store.

(This is illustrated in Tables 19, 20, and 21).

Flint had more consumers that bought most or all of their food from self-service stores than Grand Rapids.

Table 19. What Proportion of Meat Do You Buy from a Self-Service Meat Store?

Proportion	Flint combined		Grand Rapids combined		Flint and Grand Rapids	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
All	85	10.25	129	8.41	214	9.06
Most	100	12.06	158	10.30	258	10.92
Some	380	45.85	657	42.83	1037	43.88
None	164	19.78	349	22.75	513	21.71
X	<u>100</u>	<u>12.06</u>	<u>241</u>	<u>15.71</u>	<u>341</u>	<u>14.43</u>
Total	829	100.00	1534	100.00	2363	100.00

Table 20. What Proportion of Fruits and Vegetables Do You Buy from a Self-Service Store?

Proportion	Flint combined		Grand Rapids combined		Flint and Grand Rapids	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
All	307	37.03	395	25.75	702	29.71
Most	166	20.02	294	19.17	460	19.47
Some	222	26.78	492	32.07	714	30.21
None	46	5.55	173	11.28	219	9.27
X	<u>88</u>	<u>10.62</u>	<u>180</u>	<u>11.73</u>	<u>268</u>	<u>11.34</u>
Total	829	100.00	1534	100.00	2363	100.00

Table 21. What Proportion of Other Groceries Do You Buy from a Self-Service Store?

Proportion	<u>Flint combined</u>		<u>Grand Rapids combined</u>		<u>Flint and Grand Rapids</u>	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
All	307	37.03	511	33.32	818	34.62
Most	195	23.52	315	20.53	510	21.58
Some	197	23.77	393	25.62	590	24.97
None	34	4.10	130	8.47	164	6.94
X	<u>96</u>	<u>11.58</u>	<u>185</u>	<u>12.06</u>	<u>281</u>	<u>11.89</u>
Total	829	100.00	1534	100.00	2363	100.00

Preference of Meat Cuts

Customers had the following preferences when buying prepackaged meat: (1) The preferred thickness of beef steak was one-half inch; (2) They bought either four or six pork chops in a package; and (3) The preferred weight of a beef chuck roast was three pounds. (These results are shown in Tables 22, 23 and 24.)

Four out of five respondents preferred their steaks to be between one-half inch and one inch in thickness.

The best explanation for the preference of having pork chops in two sizes probably relates back to the number of people eating two meals per day in the home. This was shown in Table 4 where two people at a meal was the most common number.

Three persons at a meal was the next most numerous family size. If the housewife bought two pork chops for each person, then four and six pork chops would become the favorite package sizes.

Nearly 50 percent of the respondents preferred to have a beef roast weigh either three or three and one-half pounds.

The replies between cities did not differ significantly.

Table 22. How Thick Do You Like Steak from a Beef Round Cut?

Thickness	Flint combined		Grand Rapids combined		Flint and Grand Rapids	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
1/4 Inch	56	6.76	93	6.06	149	6.31
1/2 Inch	322	38.84	539	35.14	861	36.44
3/4 Inch	225	27.14	418	27.25	643	27.21
One Inch	128	15.44	248	16.17	376	15.91
1-1/4 Inch	22	2.65	62	4.04	84	3.55
1-1/2 Inch	22	2.65	50	3.26	72	3.05
Two Inches	8	.97	31	2.02	39	1.65
X 46	46	5.55	93	6.06	139	5.88
Total	829	100.00	1534	100.00	2363	100.00

Table 23. How Many Pork Chops Do You Like to Buy at One Time?

Number	Flint combined		Grand Rapids combined		Flint and Grand Rapids	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
Two	26	3.14	87	5.67	113	4.78
Three	44	5.31	139	9.06	183	7.74
Four	216	26.06	409	26.66	625	26.46
Five	116	13.99	230	14.99	346	14.64
Six	242	29.19	362	23.60	604	25.56
Seven or more	116	13.99	213	13.89	329	13.92
X 69	69	8.32	94	6.13	163	6.90
Total	829	100.00	1534	100.00	2363	100.00

Table 24. What Weight Beef Chuck Roast Do You Prefer?

Weight	Flint combined		Grand Rapids combined		Flint and Grand Rapids	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
1 Pound	2	.24	2	.13	4	.17
1-1/2 Pounds	11	1.33	36	2.35	47	1.99
2 Pounds	44	5.31	123	8.02	167	7.07
2-1/2 Pounds	98	11.82	186	12.13	284	12.02
3 Pounds	211	25.45	385	25.09	596	25.21
3-1/2 Pounds	178	21.47	308	20.08	486	20.57
4 Pounds	141	17.01	222	14.47	363	15.36
4-1/2 Pounds	33	3.98	66	4.30	99	4.19
5 Pounds	54	6.51	104	6.78	158	6.69
X	57	6.88	102	6.65	159	6.73
Total	829	100.00	1534	100.00	2363	100.00

Family Meat Buyer

The wife or homemaker usually did the meat buying for the family. For every ten meat purchases made, the wife or homemaker made seven of these purchases. (This is shown in Table 25).

The husband ranked second in meat purchasing. He bought meat one time for every five times purchases were made in the family.

Both Flint and Grand Rapids were similar in their response.

Mode of Travel

The automobile was the principal travel source used in shopping for meat. Seven out of ten persons replied in this way. (Table 26).

The other chief method of transportation was shopping on foot. One out of every five meat shoppers walked to the stores.

Table 25. In Your Family Who Does Most of the Meat Buying?

Person	Flint combined		Grand Rapids combined		Flint and Grand Rapids	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
Son	9	1.09	13	.85	22	.93
Daughter	6	.72	25	1.63	31	1.31
Wife or Homemaker	562	67.80	1073	69.94	1635	69.20
Husband	186	22.44	282	18.38	468	19.81
Single Adult	22	2.65	61	3.98	83	3.51
Other	6	.72	21	1.37	27	1.14
X	38	4.58	59	3.85	97	4.10
Total	829	100.00	1534	100.00	2363	100.00

Table 26. Do You Usually Shop for Meat by:

Mode	Flint combined		Grand Rapids combined		Flint and Grand Rapids	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
Automobile	621	74.91	1020	66.49	1641	69.44
On Foot	130	15.68	390	25.42	520	22.01
Taxi	7	.84	5	.33	12	.51
Bus or Street Car	28	3.38	19	1.24	47	1.99
Bicycle	0	.00	0	.00	0	.00
x	41	4.95	96	6.26	137	5.80
Delivered	2	.24	4	.26	6	.25
Total	829	100.00	1534	100.00	2363	100.00

The other methods of travel used in shopping for meat were negligible in comparison to the two previously mentioned.

However, the proportion of shoppers that traveled by automobile in Flint was significantly different than those shopping by auto in

Grand Rapids. The difference was significant at the 1 percent level.

A similar significant difference was noted in the amount of people that shopped for meat by walking.

The only explanation which might be the reason for this difference is that Flint is an automobile manufacturing city and more people may own cars.

Type of Store from Which Meat Was Purchased

Only seven percent of the meat shopping in Grand Rapids and Flint was done at a prepackaged meat store. Fifty percent of the shopping was carried on at a meat market. (These figures are shown in Table 27). However, one-third of the shopping for meat was being carried on at both types of stores.

The relationship in patterns between Flint and Grand Rapids did not differ significantly.

Table 27. Type of Store from Which Meat Was Purchased.

Type	<u>Flint combined</u>		<u>Grand Rapids combined</u>		<u>Flint and Grand Rapids</u>	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
Prepackaged	55	6.63	114	7.43	169	7.15
Meat Market	399	48.14	786	51.24	1185	50.15
Both	291	35.10	508	33.12	799	33.81
X	84	10.13	126	8.21	210	8.89
Total	829	100.00	1534	100.00	2363	100.00

Distance from a Meat Market

The average number of blocks that the respondents lived from a meat market was 4.4 blocks.⁹ The people of Flint, on the average, were 4.9 blocks from a meat store and the Grand Rapids residents lived 4.2 blocks away. (Table 28 shows this).

Table 28. How Many Blocks Do You Live from the Nearest Meat Market?

Blocks	<u>Flint combined</u>		<u>Grand Rapids combined</u>		<u>Flint and Grand Rapids</u>	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
0 - 9	674	81.31	1332	86.83	2006	84.90
10 - 19	69	8.32	92	6.00	161	6.81
20 - 29	9	1.09	16	1.04	25	1.06
30 - 39	5	.60	2	.13	7	.30
40 - 49	6	.72	3	.20	9	.38
50 - 59	1	.12	0	.00	1	.04
60 - 69	1	.12	0	.00	1	.04
70 - 79	0	.00	0	.00	0	.00
80 - 89	0	.00	0	.00	0	.00
X	<u>64</u>	<u>7.72</u>	<u>89</u>	<u>5.80</u>	<u>153</u>	<u>6.47</u>
Total	829	100.00	1534	100.00	2363	100.00

The average was determined in the following manner. The number of replies listing a distance of ten blocks and over were separated from the others. For the one in ten, the two in twenty, and so forth, a weight of ten was given. The sum for the second digits were then added.

⁹ Some questionnaires were answered in terms of miles. In determining the average, the equivalent of eight blocks per mile was used.

The total for the first digits was the arithmetical sum. By adding the weighted second digit total to the sum of the unweighted first digit total, a combined total was derived. This total, divided by the number of respondents that replied, not including the X value, gave the average number of blocks.

Distanced from a Self-Service Meat Store

The average number of blocks the respondents lived from a self-service meat store was 9.2 blocks. In the city of Flint, self-service meat stores were, on the average, 11.7 blocks distant from consumers' homes. In Grand Rapids, the average was less, as only eight blocks separated self-service meat stores from the homes of consumers.

The tabulations of these figures was accomplished in the same manner as the results in the previous section. The results are shown in Table 29.

Table 29. How Many Blocks Do You Live from a Store Which Sells Pre-packaged Meat?

Blocks	Flint combined		Grand Rapids combined		Flint and Grand Rapids	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
0 - 9	327	39.36	887	57.80	1214	51.37
10 - 19	181	21.83	338	22.10	520	22.01
20 - 29	63	7.60	69	4.50	132	5.59
30 - 39	20	2.41	11	.72	31	1.31
40 - 49	22	2.65	3	.20	25	1.06
50 - 59	5	.60	1	.07	6	.25
60 - 69	3	.36	0	.00	3	.13
70 - 79	0	.00	0	.00	0	.00
80 - 89	0	.00	1	.07	1	.04
X	<u>208</u>	<u>25.09</u>	<u>223</u>	<u>14.54</u>	<u>431</u>	<u>18.24</u>
Total	829	100.00	1534	100.00	2363	100.00

As can be noted, the closest self-service meat store was, on the average, twice as far from consumers' homes than was the closest meat market.

Delivery in Prepackaged Meat Stores

Fourteen percent of the respondents indicated that they did know of self-service stores that accepted phone orders and delivered meat. (Table 30 illustrates this).

Table 30. Do You Know of Any Self-Service Meat Store Which Accepts Phone Orders and Delivers Meat to the Home?

Accepts Phone Orders	<u>Flint combined</u>		<u>Grand Rapids combined</u>		<u>Flint and Grand Rapids</u>	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
Yes	112	13.51	215	14.02	327	13.84
No	653	78.77	1191	77.64	1844	78.04
X	<u>64</u>	<u>7.72</u>	<u>128</u>	<u>8.34</u>	<u>192</u>	<u>8.12</u>
Total	829	100.00	1534	100.00	2363	100.00

Miscellaneous Cuts

In Tables 31 and 32, the preference for miscellaneous cuts are shown. These cuts are those that ordinarily are not asked for. It was felt that some customers would want more of these cuts prepackaged.

Spareribs and liver were the cuts that respondents requested be prepackaged more often. They requested that kidneys and sweetbreads be prepackaged less frequently. (These are shown in Table 31).

The consumers of Flint requested that more of all the miscellaneous cuts be prepackaged than did the consumers of Grand Rapids. Exceptions to this were brains, kidneys and sweetbreads. However, this is not indicative that Grand Rapids wanted more of these cuts prepackaged. Rather it implies that neither city wanted more of them prepackaged.

In Table 32, the cuts that consumers wanted less of prepackaged are listed. The converse of Table 31 is almost shown. When asked what cuts would they want less of prepackaged, the consumers checked brains, sweetbreads and kidneys the most. Spareribs, liver and beef bones were checked the least.

The percentages in the two tables, were arrived at by dividing the number that checked them by the total number of respondents.

Table 31. Would You Like More of These Prepackaged?

Cuts	N	Flint		Grand Rapids		Flint and Grand Rapids	
		Number	Percent	Number	Percent	Number	Percent
Spareribs		147	17.73	198	12.91	345	14.60
Liver		109	13.15	184	11.99	293	12.40
Beef Bones		76	9.17	104	6.78	180	7.62
Hearts		60	7.24	82	5.35	142	6.01
Pork Liver		59	7.12	81	5.28	140	5.92
Pigs Feet		35	4.22	63	4.11	98	4.15
Pork Neck Bones		46	5.55	52	3.39	98	4.15
Suet of Fat		42	5.07	51	3.32	93	3.94
Oxtails		31	3.74	49	3.19	80	3.39
Sweetbreads		23	2.77	46	3.00	69	2.92
Kidneys		19	2.29	48	3.13	67	2.84
Brains		24	2.90	25	1.63	49	2.07
Based on		829		1534		2363	

Table 32. Would You Like Less of These Prepackaged?

Cuts	Flint		Grand Rapids		Flint and Grand Rapids	
	Number	Percent	Number	Percent	Number	Percent
Brains	114	13.75	189	12.32	303	12.82
Sweetbreads	105	12.67	172	11.21	277	11.72
Kidneys	104	12.55	168	10.95	272	11.51
Pork Neck Bones	90	10.86	172	11.21	262	11.09
Oxtails	98	11.82	163	10.63	261	11.05
Suet of Fat	105	12.67	155	10.10	260	11.00
Pigs Feet	77	9.29	147	9.58	224	9.48
Pork Liver	68	8.20	138	9.00	206	8.72
Hearts	68	8.20	137	8.93	205	8.68
Beef Bones	65	7.84	132	8.60	197	8.34
Liver	48	5.79	86	5.61	134	5.67
Spareribs	35	4.22	82	5.35	117	4.95
Based on	829		1534		2363	

Education

The educational background of the respondents is shown in Table 33. Thirty percent of the respondents had completed high school. This represented the largest category.

Thirteen percent, or one out of eight, had completed college.

The replies from Flint and Grand Rapids were not significantly different. The education levels of both cities were the same.

Religion

The major religious followings of the people in Flint and Grand Rapids are similar. Table 34 illustrates that approximately three out of four persons living in these cities were Protestant; one out of five were Catholic; and one out of 100 was of the Jewish faith.

Table 33. What Is the Last Grade or Year in School That You Completed?

Education	Flint combined		Grand Rapids combined		Flint and Grand Rapids	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
Less Than Grammar Completed	27	3.26	46	3.00	73	3.09
Grammar Completed	90	10.86	197	12.84	287	12.15
Some High School Completed	140	16.89	271	17.67	411	17.39
High School Completed	271	32.68	445	29.01	716	30.30
Some College Completed	137	16.53	260	16.95	397	16.80
College Completed	103	12.42	203	13.23	306	12.95
X	<u>61</u>	<u>7.36</u>	<u>112</u>	<u>7.30</u>	<u>173</u>	<u>7.32</u>
Total	829	100.00	1534	100.00	2363	100.00

Table 34. Is Your Family Predominately:

Religion	Flint combined		Grand Rapids combined		Flint and Grand Rapids	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
Protestant	612	73.82	1138	74.19	1750	74.05
Catholic	155	18.70	313	20.40	468	19.81
Jewish	13	1.57	12	.78	25	1.06
X	<u>49</u>	<u>5.91</u>	<u>71</u>	<u>4.63</u>	<u>120</u>	<u>5.08</u>
Total	829	100.00	1534	100.00	2363	100.00

Age

The ages of the respondents in this study are given in Table 35. Nearly 50 percent of the questionnaires were answered by people whose ages ranged from 30 to 49 years. Three out of ten respondents were over

fifty years of age and three out of twenty respondents were under thirty years of age.

Table 35. In What Age Group Do You Fall?

Age	Flint combined		Grand Rapids combined		Flint and Grand Rapids	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
Under 30 years	133	16.04	236	15.38	369	15.62
30 - 49 years	400	48.26	769	50.13	1169	49.47
50 years and over	260	31.36	468	30.51	728	30.81
X	<u>36</u>	<u>4.34</u>	<u>61</u>	<u>3.98</u>	<u>97</u>	<u>4.10</u>
Total	829	100.00	1534	100.00	2363	100.00

Nationality

Two out of every three respondents were either of Northern European stock or were of British Isles ancestry. (Table 36 confirms this). The Northern European group includes the countries of Germany, Netherlands, Austria, and Switzerland. The British Isles group includes England, Scotland and Ireland.

An accurate recording of a respondents nationality was not possible, however, because of mixed marriages. A determination of the predominant nationality was impossible. For example, a reply of Swedish-Italian-Russian listed as the nationality of the family, could not be accurately distinguished from any of the three. But for the purpose of the study, the first nationality listed was used. In the example above, Swedish would have been used. It further would have been classified under Scandinavia.

The grouping of countries into the categories of British Isles, Scandinavia, Northern Europe and the others found in Table 36, was done on the basis of including those countries where eating habits are similar. For many of the countries, physical boundaries narrowed the number that were included within a group. For example, Finland, Sweden, Norway and Denmark were included into Scandinavia.

Visiting foreign students also helped in classifying the European countries. Mr. Onno Van Teutem of Holland gave his personal observations on comparative eating habits of European countries.

Table 36. Of What Nationality Origin Is Your Family Mostly Composed?

Nationality	Flint combined		Grand Rapids combined		Flint and Grand Rapids	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
Scandinavian	40	4.83	55	3.59	95	4.02
North American	85	10.25	116	7.56	201	8.51
British Isles	341	41.14	417	27.18	758	32.08
Northern European	147	17.73	645	42.06	792	33.51
Western European	49	5.91	41	2.67	80	3.81
Balkan Countries	21	2.53	4	.26	25	1.06
Northeastern European	37	4.46	105	6.84	142	6.01
Negro	16	1.93	6	.39	22	.93
Mediterranean	8	.97	24	1.56	32	1.35
Other	2	.24	11	.72	13	.55
X	<u>83</u>	<u>10.01</u>	<u>110</u>	<u>7.17</u>	<u>193</u>	<u>8.17</u>
Total	829	100.00	1534	100.00	2363	100.00

The countries, aside from those already distinguished, that are listed under each of the groups in Table 36 are: (1) North American - America and Canada; (2) Western European - France, Belgium and Spain; (3) Balkan Countries - Hungary, Rumania, Bulgaria, Albania and Yugoslavia; (4) Northeastern European - Czechoslovakia, Russia, Poland and Lithuania; (5) Negro; (6) Mediterranean - Italy, Syria and Greece; and (7) Others.

Some significant differences were shown between the replies from Flint and Grand Rapids. Grand Rapids, which is heavily populated with Dutch, dominated the Northern European group. Flint had a much greater percentage of residents with British Isles ancestry than Grand Rapids. Both differences were significant at the one percent level.

Because of these strong influences of one nationality group in each city, Table 36 does not have as normal a distribution as would be desirable to work with. However, the tabulations are used for some cross analysis in the next chapter.

Occupation

The occupation returns of the respondents are shown in Table 37. The highest response was from semi-skilled workers who were mostly factory workers. One out of four respondents were classified as a semi-skilled worker. Unskilled workers, most of whom were factory laborers too, were second as a group in responding. Together these two groups made up 40 percent of the occupations.

The main significant difference between the two cities was there were more semi-skilled and unskilled workers in Flint than in Grand

Rapids. This difference was significant at the one percent level.

The difference was probably accountable by the presence of the automobile industry in Flint.

Table 37. From What Occupation Does Your Family Derive Its Main Source of Income?

Occupation	Flint combined		Grand Rapids combined		Flint and Grand Rapids	
	Name and Occupant	Percent	Name and Occupant	Percent	2 Names and 2 Occupants	Percent
Professional	95	11.46	150	9.78	245	10.37
Managerial	39	4.70	116	7.56	155	6.56
Clerical	35	4.22	115	7.50	150	6.35
Sales	62	7.48	159	10.37	221	9.35
Service	37	4.46	77	5.02	114	4.82
Skilled	66	7.96	111	7.24	177	7.49
Semi-Skilled	232	27.99	352	22.93	584	24.72
Unskilled	152	18.34	199	12.97	351	14.85
Unemployed	0	.00	7	.46	7	.30
Retired	19	2.29	58	3.78	77	3.26
Unclassified	20	2.41	27	1.76	47	1.99
X	72	8.69	163	10.63	235	9.94
Total	829	100.00	1534	100.00	2363	100.00

The occupation analysis, however, is subject to this severe criticism. Almost all of the occupations listed in the questionnaires were put into groups principally on a judgment basis. If a returned questionnaire contained an occupant as factory worker, there was no way of knowing whether that worker was skilled, semi-skilled or unskilled by trade terminology. Consequently, the final result was then based on the weekly income of the worker. If he had a \$30-\$59 weekly income, he was

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5

Unit 6

Unit 7

listed as an unskilled laborer; if his income was \$60-\$89, he then was classified as semi-skilled; any wage above \$90 became synonymous with skilled worker.

The same held true for other groupings. Many replies were so vague, that only a judgment placement was possible.

Regardless of this criticism, some cross analysis is presented in the next chapter from the results that were obtained.

CHAPTER V

CROSS ANALYSIS OF FACTORS AFFECTING CONSUMER PREFERENCE

This chapter deals with some of the economic and sociological factors that affect consumer preference for foods. Their relationship here is with an emphasis on consumer reaction to prepackaged meat. Some of the factors analyzed are not generally included within such categories as economic and sociological, but for the purpose of this analysis, such a distinction is made.

Composing the factors that are economic in character are: (1) the amount of money spent for food per week; (2) the amount of money spent for meat per week; (3) the weekly income; (4) the mode of transportation; (5) the distance from a meat market; and (6) the distance from a self-service store.

The factors comprising the sociological group are: (1) the person who does the buying in the family; (2) the size of the family; (3) the age of the respondent; (4) the level of education attained; (5) nationality; (6) religion; (7) occupation; and (8) preference.

In the analysis of these groups, each factor was held constant while the question being analyzed was subdivided into it. Each table, therefore, contains the constant factor across the top of the page and the question under analysis at the left margin of the page.

All the tables, from which the statements in the following sections are based, are found in Appendix A in the same order as referred to in the discussion.

A. ECONOMIC FACTORS

Amount of Money Spent for Food Per Week

The following observations were noted in the analysis of the amount of money spent for food per week: (1) The consumers that had spent more money for food per week had tried prepackaged meat more frequently than those spending lesser amounts per week; (2) The consumers spending different amounts of money for food per week did not differ in their beliefs that prepackaged meat cost more than other meat; (3) Butcher service was preferred more by those respondents who spent more for food per week than by those who spent smaller sums for food per week; (4) As the amount of money spent for food increased, the percentage of meat bought prepackaged decreased.

At the \$15 and under food expenditure level, 67.16 percent of the respondents had bought prepackaged meat at least once. Of those families that spent \$25 and over a week for food, 75.73 percent had bought prepackaged meat at least once. This difference was significant at the one percent level.

No significant difference was noted between the people of varying food expenditure levels who believed that higher prices were being charged for prepackaged meat. For both Flint and Grand Rapids, however, there was a slight trend for those who spent more for food per week to believe that higher prices were charged. The difference was not enough, though, to be more than an observation.

A significant trend was found in the increased number of people who preferred butcher service as the method for buying their meat

when the food expenditures increased. However, this statement was true only if the preference of both cities was combined. The number of people that preferred butcher service in Flint was about the same at all food expenditure levels. In Grand Rapids, butcher service was more popular with those people that spent more money for food per week.

There were 63.54 percent of those respondents who spent \$15 or under a week that bought less than 25 percent of their meat prepackaged. Of the consumers who spent over \$25 a week for food, 73.59 percent purchased less than 25 percent of their meat prepackaged. This difference was significant at the one percent level.

A significantly larger number of people at the lower food expenditure levels bought from 50 to 75 percent of their meat prepackaged. The trend decreased as more money was spent on food.

Amount of Money Spent for Meat Per Week

The analysis of the people who spent different amounts of money per week for meat showed the following conditions: (1) Families who spent five dollars or less per week for meat had tried prepackaged meat as often as those spending more for meat per week; (2) A belief was held by those consumers who spent more for meat each week that prepackaged meats cost more than other meats; (3) The popularity of butcher service increased with higher meat expenditures per week; (4) Less meat was bought entirely prepackaged by those who spent more for meat per week than by those spending less for meat per week.

At all levels of consumer meat expenditures, approximately seven out of ten persons had tried prepackaged meat.

A slightly significant difference was noted in the belief that higher prices were charged for prepackaged meat. At the zero to five dollars level, 40.14 percent of the consumers felt that prepackaged meat cost more than comparable meat that was not packaged. An increase in this belief continued to, and included, the final meat expenditure bracket. Here at the \$12.50 and over category, 49.56 percent of the respondents believed that higher prices were charged for prepackaged meat. For both cities of Flint and Grand Rapids, this same trend was observed.

The trend for preference of butcher service over self-service meats increased from 58.50 percent at the lowest meat expenditure level to 73.46 percent at the highest level. This difference in preference was significant at the one percent level. Flint and Grand Rapids both responded in the same manner.

Sixty-five percent of those consumers who spent five dollars or less for meat per week, bought under 25 percent of their meat prepackaged. At the \$12.50 and over level, 74 percent of the consumers purchased less than 25 percent of their meat prepackaged.

Another method of illustrating the percentage of meat bought prepackaged by different consumers, was to observe the consumers who bought all, or nearly all, of their meat prepackaged. Those who spent zero to five dollars for meat each week bought more of their meat entirely prepackaged than did those who spent \$12.50 and over a week. This includes those consumers that bought between 75-100 percent of

their meat prepackaged. In the former group, 7.03 percent of the respondents bought 75-100 percent of their meat prepackaged. The latter group contained 1.77 percent that bought all, or nearly all, of their meat prepackaged.

Weekly Income

The study of weekly income illustrated these points: (1) The consumers with higher weekly incomes had tried prepackaged meat more than those with lower weekly incomes; (2) The people with higher weekly incomes also preferred butcher service over self-service. At the lower weekly incomes, butcher service preference still was dominant, but to a lesser degree; (3) When the income of consumers was larger, a greater amount of their meat purchases was divided between prepackaged meat and other methods of meat buying; (4) No significant difference was found in consumers increasing or decreasing meat consumption after starting to buy prepackaged meat.

For both the cities of Flint and Grand Rapids, there was an increase in the number of people who had tried prepackaged meat at least once, as the weekly income rose. This rising was rapid from the under \$30 income group to the \$60-90 income group. After that, for both cities, the amounts tapered off. Overall, at the lowest income level, 56 percent of the respondents stated that they had bought prepackaged meat at least once. At the highest level, the percentage figure was 75.22 percent. This difference was significant at the one percent level.

At the lowest weekly income level, 54.28 percent of the people preferred butcher service over self-service. This percentage increased to 70 percent at the highest weekly income grouping. This trend was significant at the one percent level.

The rise of Flint was more certain and covered a greater percentage range than did the rise of Grand Rapids. For both cities, however, butcher service was still preferred.

Sixty percent of those consumers who made less than 30 dollars a week bought under 25 percent of their meat prepackaged. In contrast, 72.35 percent of the respondents who made over \$120 a week purchased less than 25 percent of their meat prepackaged. This difference was significant at the ten percent level. The trend was the same for both cities.

Regardless of what weekly income consumers had, there appeared to be no pattern of more or less meat being consumed because the family was eating prepackaged meat.

Mode of Transportation

The investigation of the effect that transportation had had on prepackaged meat showed these facts: (1) Those consumers who shopped for meat by automobile did so on a weekly basis more than did those who shopped on foot; (2) Those people who shopped for meat by automobile had tried prepackaged meat more than had those who shopped on foot; (3) The shoppers who traveled by automobile had a higher overall preference for prepackaged meat than had the on-foot shoppers; (4) The automobile

shoppers bought a higher percentage of their total meat purchases prepackaged than did the on-foot shoppers; and (5) More of the consumers that shopped by automobile, compared to on-foot shoppers, had bought prepackaged meat for over three months.

When shopping by automobile, 46.79 percent of the consumers bought their meat weekly. In contrast, 24.42 percent of those shoppers who traveled on foot bought their meat on a weekly basis. This comparison was true for both cities.

Fifty-eight percent of the consumers bought meat two or three times a week if they shopped on foot. In comparison, when they traveled by automobile, 43.45 percent of the people bought meat more than once a week.

Of the consumers who shopped by car, 78.61 percent had tried prepackaged meat. Sixty-one percent of the on foot shoppers had tried prepackaged meat. For both cities this difference, which was significant at the one percent level, held true.

Although not significantly different at a high level, the trend appeared to be that consumers who shopped by means of an automobile preferred prepackaged meat more than did those shoppers who walked to the stores. The preference for butcher service over self-service was more dominant by the on-foot shoppers.

A greater percentage of meat was bought prepackaged by those who used the automobile as a means of transportation. Of these shoppers, 24.81 percent bought over 25 percent of their total meat supply prepackaged. In contrast, 15.78 percent of the shoppers on foot bought over 25 percent of their total meat supply prepackaged. This same

observation was made in both cities.

Sixty percent of the consumers who shopped by automobile had bought meat from a self-service store for more than three months. The respondents who walked to the stores had not bought meat from this type of store for as long a period of time. In the latter instance, only 49.21 percent of the consumers had bought prepackaged meat for more than three months.

Distance from the Nearest Meat Market

The analysis of distance from a meat market and the relationship of it to prepackaged meat gave these results: (1) Those consumers that lived farther away from a butcher meat market had tried prepackaged meat more than had those who lived closer to a butcher meat market; (2) The consumers living a longer distance from a butcher meat market also felt that prepackaged meats cost more than did comparable meats; (3) No difference was noted in the overall preference for either butcher service or self-service.

For both cities, there was a slight trend shown in the relationship between distance from a meat market and the number of people that had tried prepackaged meat. Of those consumers that lived from zero to four blocks away from the nearest meat market, 71.62 percent had tried prepackaged meats. Of those who lived from five to nine blocks away, 76.39 percent had tried prepackaged meat. The same relationship held true in both cities.

The farther away consumers were from a meat market, the more they believed that prepackaged meats cost more than did other com-

parable meats. Of those that lived from zero to four blocks away, 42.09 percent believed higher prices were charged. Of those that lived farther away, the percentage was still higher. In the five to nine blocks category, 45.13 percent of the people agreed that prepackaged meats meant higher prices. For those who lived over ten blocks away, the percentage was nearly 50 percent.

No apparent relationship existed between the distance from a meat market and the preference for meat service.

Distance from the Nearest Self-Service Store

The study of distance from a self-service store as a factor affecting prepackaged meat buying resulted in these facts: (1) Those consumers that lived the closest to self-service stores had tried prepackaged meat more often than had those buyers who lived further away; (2) The consumers living the nearest to prepackaged meat stores also felt that higher prices were synonymous with prepackaged meats; (3) Those consumers that lived closest to a self-service store preferred butcher service to prepackaging of meats at a higher ration than did those that lived further away.

Eighty-one percent of the consumers who lived from zero to four blocks from a self-service store had bought prepackaged meat at least once. Only 76.91 percent of the consumers who lived from five to nine blocks away had ever bought prepackaged meat. This difference was significant at the ten percent level.

The people living nearest to stores selling prepackaged meat believed that prepackaged meats cost more than did other meats when

compared to people living further away. Of those living from zero to four blocks from a self-service store, 46.25 percent believed that prepackaged meats were more expensive. Of those living ten blocks away or further, only 39.35 percent thought that prepackaged meats were higher in price.

For both cities this trend was apparent. However, in Grand Rapids, at all distances, the belief was stronger than it was in Flint.

In parallel to the trend of prices paid, butcher service was preferred more by those consumers residing closest to self-service stores. Seventy-one percent of the people living from zero to four blocks from stores selling prepackaged meat preferred butcher service as the method of purchasing their meat. Only 56.14 percent of the people who lived ten blocks or over from this type of store listed butcher service as their preference. This difference was significant at the one percent level.

B. SOCIOLOGICAL FACTORS

Person Who Buys

The study concerning the person who buys illustrated the following: (1) The various family members who did the buying for their families, had tried prepackaged meat as often as had the other members in the families; (2) The husbands in the families were the strongest in support of the belief that prepackaged meats cost more than did other meats; (3) The sons and daughters of the families had a greater preference for prepackaged meat over butcher service when compared to

the wives' husbands' preferences; (4) The sons and daughters of the families bought more of their total meat purchases prepackaged than did the wives or husbands; and (5) The husbands felt they were eating less meat after they started to buy prepackaged meat.

Approximately the same number of persons had tried prepackaged meat in each of the categories used in this analysis. Overall, seven out of ten persons in each group had bought prepackaged meat. In Flint, however, a significant difference was found to occur between the wives and husbands. Seventy-four percent of the wives had bought prepackaged meat, whereas only sixty-three percent of the husbands had bought it.

In both cities, the husbands believed that higher prices were charged for prepackaged meat. Of the husbands, 51.94 percent believed higher prices were charged. This figure can be compared to the 42.20 percent of the wives, the 38.89 percent of the single adults, and the 24.32 percent of the sons and daughters, all of whom believed that prepackaged meat cost more. The difference between the husbands' reaction to prices and any of the other reactions was significant at the one percent level.

The younger members of families preferred prepackaged meat more than did any other person of those families. Nearly 22 percent of the sons and daughters replied that they preferred prepackaged meat. There was a downward trend for the wives and husbands. Fifteen percent of the wives and 14 percent of the husbands preferred prepackaged meat.

The preference for butcher service over self-service and prepackaged meat was in the converse order. Husbands preferred it the most and the younger members of the family preferred it the least.

However, over 50 percent of the sons and daughters still favored butcher service to any other method of buying fresh meat.

The percentage of meat bought prepackaged was approximately the same for the wives, husbands and single adults. However, the sons and daughters appeared to buy a greater share of their meat prepackaged. In the older group, about 70 percent of the respondents felt that they bought less than 25 percent of their meat prepackaged. The younger group contained 54 percent that correspondingly felt that they bought less than 25 percent

All groups felt that they were eating about the same amount of meat after starting to buy meat prepackaged. Six out of ten persons answered in this way. A significant difference, however, occurred between the views held by husbands and wives. More of the husbands felt that they were eating less meat after buying meat prepackaged than did other wives. Of the husbands, 7.16 percent replied in this manner. The wives percentage was 3.04 percent. This difference was significant at the one percent level.

Size of Family

The analysis of the size of the family gave these results:

- (1) Daily meat purchases were the most common with larger families;
- (2) The larger families had tried prepackaged meat more often than had smaller families;
- (3) The larger families were more in agreement that prepackaged meats cost more than did other meats;
- (4) At all the family size levels, the preference for prepackaged meats and butcher service was the same;
- (5) The smaller sized families bought a greater

percentage of their total meat purchases prepackaged; (6) The length of time that meat had been bought from a self-service store was the same for all family sizes; and (7) All family sizes had the same results as to the amount of meat that they were eating after buying meat prepackaged.

Of those people that had two people and under in their family, only 6.41 percent bought their meat daily. With larger families, the percentage increased. The families that had five persons and over, included 14.92 percent buying meat daily. This difference was significant at the one percent level.

The ratio was relatively even between the family sizes when comparison was made on meat purchases made two to three times a week. However, a significant difference occurred again, when a comparison was made on meat purchases made weekly. Here, as it logically would appear from the previous statements, the families that had two persons and under bought meat more on the weekly basis than did the larger families. In the former instance, 42.59 percent bought meat weekly. In the latter case, only 36.90 percent purchased meat once a week.

In larger families, prepackaged meat had been tried more often. Of the families having two persons and under, 67.55 percent had bought prepackaged meat. For the families having five persons and over, the corresponding percentage was 76.61 percent. This upward trend was significant at the one percent level.

In comparing prices of prepackaged meats and other meats, the response from larger families was that they believed prepackaged meats cost more. Forty-one percent of the smallest family size had the same belief.

Of the larger families, 49 percent believed higher prices were a corollary with self-service meats. The trend is more apparent in Flint than in Grand Rapids, but overall, the difference noted was significant at the one percent level.

At all the various family sized levels used, approximately 65 percent of the consumers preferred butcher service to self-service and prepackaging of meat.

The smaller families bought a greater percentage of their meat prepackaged. Of the families of two persons and under, 64.83 percent bought less than 25 percent of their total meat supply prepackaged. The larger families had a corresponding percentage of 72.37 percent which was a difference significant at the one percent level.

In all the family sized group used in the analysis, between 42 percent and 46 percent had bought prepackaged meat for six months or more. No significant trend was shown.

Regardless of the size of the family, all had similar replies as to the amount of meat they were eating after purchasing meat prepackaged. Approximately six out of ten thought they were eating the same amount of meat as before; one out of 25 believed they were eating less meat than before; and only one out of 50 felt they were eating more meat.

Age

The analysis that centered on the age of the respondents showed the following: (1) The younger consumers had tried prepackaged meat more than had the older buyers; (2) The younger persons also believed

that prepackaged meat was no more expensive than other meat; (3) There was a slight trend for prepackaged meat to decrease in popularity as the age of the consumer increased; (4) All age groups bought approximately the same percentage of their meat prepackaged; and (5) All age groups had bought prepackaged meat for about the same length of time.

Of those consumers under 30 years of age, 84.56 percent replied that they had bought prepackaged meat at least once. In comparison, of those consumers over 50 years of age only 60.85 percent had ever bought prepackaged meat. This trend which applied to both cities, was significant at the one percent level.

Fifty-four percent of the consumers under 30 years of age believed that prepackaged meat was not more expensive than comparable meat. This percentage decreased to nearly 48 percent when applied to those persons over 50 years of age. The trend, however, was slight. For the city of Grand Rapids, the trend was more pronounced than in Flint. Nevertheless, the difference between ages was significant at the one percent level.

A trend which was not significant, but which did appear in both cities, was that, as age increased, prepackaged meat popularity decreased and butcher service preference increased. Of the consumers under 30 years of age, 16.67 percent preferred prepackaged meats to butcher service. Only 12.19 percent of those over 50 years of age preferred prepackaged meat. Butcher service preference increased from 63.78 percent of the under 30 years group that favored it to 65.91 percent of the 50 years and over category that preferred it.

All age groups bought approximately the same proportion of their meat prepackaged. Approximately seven out of ten persons bought less than 25 percent of their total meat purchases prepackaged.

All age groups had bought prepackaged meat for about the same length of time. Although the difference was not significant, it appeared that those under 30 years of age had bought prepackaged meat for a shorter length of time than had the persons from 30-49 years of age.

Education

The study of education as a factor affecting prepackaged meat showed these relationships: (1) As the educational level of the respondents increased, a higher percentage of them had bought prepackaged meat at least once; (2) As the educational status of the consumers increased, less of them believed that prepackaged meat was more expensive; (3) Butcher service was preferred in about the same proportion to prepackaged meat at all the educational levels; (4) The same percentage of meat was bought prepackaged at all the educational groupings; and (5) All persons, regardless of the amount of their education, had bought prepackaged meat for the same length of time.

Only 50.68 percent of the group having a grammar school education had ever bought prepackaged meat. The persons who had some college education had tried prepackaged meat the most. Here, 81.11 percent had bought prepackaged meat.

The belief of prepackaged meat being more expensive than other meat decreased in the replies received from consumers with more educa-



tion. Of those having less than a grammar school education, 54.06 percent believed that prepackaged meat cost more than other meat. In response to the same question only 40.85 percent of the college graduates felt that prepackaged meat was higher in price.

At all educational levels, the ration between prepackaged meat preference and butcher service preference was the same. No significant trends were observed in either city of from the combined results.

Regardless of the level of education, the percentage of meat purchased prepackaged was similar. It appeared, however, that the consumers who completed grammar school, bought a higher percentage of their meat prepackaged than did those who were college alumni. The difference between these categories was significant at the five percent level. In the former group, 61.23 percent bought under 25 percent of their meat prepackaged. In the latter group the corresponding percentage was 71.91 percent.

The length of time people had bought prepackaged meat was approximately the same for each group's reply. No apparent trend was observed.

Nationality

The investigation of nationality and its effect on prepackaged meat gave these results: (1) Descendants from countries composing the Western European countries had tried prepackaged meat more than had any of the other regions that were represented; (2) A wide variation of pricing beliefs existed between the different nationality groups; (3) The people included in the classifications of Scandinavia, British Isles and Northern Europe preferred self-service and prepackaged meats

more than did the people included within the other classifications; and (4) The percentage of meat bought prepackaged was quite similar for all regions.

There was no great difference noted between regions as to comparative number of times each region had bought prepackaged meat. However, between the descendants of countries comprising the North American groups and those making up the Western European group, there was a significant difference found. All the other groups fell between these two groups. Within the North American group, 71.15 percent had at one time bought prepackaged meat. For the nationality group of Western European countries, 82.22 percent had correspondingly tried it. This difference was significant at the five percent level.

The descendants of countries within the classifications of Scandinavia, Western Europe, Northeastern Europe and Mediterranean all had more persons responding who believed prepackaged meat was more expensive. In the other regional groups, more people felt self-service meats did not cost more.

The people comprising the British Isles group were the strongest in the support of prepackaged meat prices not differing from other meat prices. Comparing the opinion of this group to the group comprising countries of Scandinavia, only 41.10 percent felt that higher prices were not charged for prepackaged meat. The difference was significant at the two percent level. Over 55 percent of the British Isles group felt that prepackaged meat did not cost more than other meats.

Prepackaged meat was favored more by the descendants of the British Isles and Scandinavian countries than it was by those of other

countries. However, the differences between these groups were not significant.

No differences were found in one nationality group purchasing more of its meat prepackaged than other nationality groups.

Religion

The analysis of religion showed the following: (1) No difference was found between the number of times Protestants and Catholics had bought prepackaged meat; (2) Catholics, in comparison to Protestants, believed that prepackaged meat was more expensive; (3) Catholics showed a greater preference for butcher service; and (4) Protestants bought a greater percentage of their meat prepackaged than did the Catholics.

There was no difference in the number of times prepackaged meat had been tried by Protestants and by Catholics. In the former category, 73.53 percent had bought prepackaged meat. In the latter group, 72.92 percent had purchased it. The Jewish people appeared to have not tried prepackaged meat as often. However, the Jewish sample was small and consequently could not be tested accurately.

Catholics were more in agreement that higher prices were charged for prepackaged meat. Over 48 percent believed that this was the situation. Only 42 percent of the Protestants had this belief. This difference was significant at the five percent level.

It appeared as if the Jewish people felt that prepackaged meat was not more expensive when comparing their beliefs to those of other

religious groups. Again the number of Jewish people in the sample was small, making a comparison difficult to test.

Seventy percent of the Catholics favored butcher service. In comparison, 64 percent of the Protestants preferred butcher service. This difference was significant at the ten percent level. Conversely, Protestants preferred prepackaged meat slightly more than Catholics.

For both cities, the percentage of meat that was bought prepackaged by Catholics was less than that bought by Protestants. Seventy-five percent of the Catholics bought less than 25 percent of their meat prepackaged. Sixty-eight percent of the Protestants were in this same category.

Occupation

The analysis of occupation and its relationship to prepackaged meat showed the following: (1) Different occupational groups had bought prepackaged meat more than other occupational groups; (2) The various occupational groups held both beliefs of differing prices charged for prepackaged meat; (3) All the occupational groups preferred butcher service at the same proportionate level; and (4) Skilled workers and professional employees bought the lowest proportion of their meat purchases prepackaged.

Skilled workers had bought prepackaged meat more than any other group. People employed in sales, professional and semi-skilled jobs followed in that order. Retired persons had tried prepackaged meat the least. The difference between the top group and the bottom group was significant at the one percent level.

A majority of the workers included in the groupings of sales, service, managerial, professional and retired felt that prepackaged meats did not cost more than comparable meats. On the other hand, more workers in the clerical and skilled classes felt that prepackaged meat was more expensive. The difference in the views held was significant.

For all the different occupations the relative amounts of people who preferred butcher service to prepackaged meat was the same. The skilled workers, containing an 18.31 percent preference for prepackaged meat, was the highest group in this category.

Skilled and professional workers bought the lowest proportion of their meat prepackaged. In these two groups, 76.06 percent and 74.48 percent, respectively, bought less than 25 percent of their meat prepackaged. However, no trend was apparent except that possibly the higher income occupational group bought less of its total meat purchases prepackaged. For both cities, the trend for skilled, semi-skilled and unskilled workers followed this reasoning. As these groups were selected partially on an income basis, the conclusion seems valid.

For the most part, no large differences were noted in the percentage of meat bought prepackaged.

Preference

Separating butcher service preference from prepackaged meat preference, and analyzing questions that may have affected consumer reaction toward prepackaged meat, the following results were found: (1)

Buying meat once a week was practiced more by those persons who preferred prepackaged meat than those preferring butcher service; (2) The per capita food and meat bill per week was higher for those persons preferring butcher service; (3) The weekly income for those who preferred butcher service was higher than it was for those who favored self-service buying; (4) A large majority of self-service shoppers believed that prepackaged meat did not cost more than other meats, while butcher service buyers held the opposite viewpoint; (5) A variation was shown in the types of meat to be prepackaged favored by each group; (6) Those people that preferred prepackaged meat had bought a greater percentage of their meat purchases prepackaged; (7) Those persons preferring prepackaged meat had bought meat from a self-service store for a longer period of time than had those preferring butcher service; (8) Prepackaged meat buyers felt that they were eating more meat than previously; and (9) Regardless of the preference for the method of buying meat, the relative amounts of the miscellaneous cuts they wished to have prepackaged were the same.

The people who preferred to buy meat prepackaged, also preferred to buy it once a week. Fifty-four percent of the consumers in this category answered in that manner. In contrast, only 41 percent of the persons who preferred butcher service bought once a week.

When consumers bought meat directly from a butcher, they also bought more frequently during the week. Comparing the two groups, 9.16 percent of the people that preferred butcher service bought daily, whereas only 5.08 percent of consumers that preferred meat prepackaged meat bought it so frequently. This same type of difference was also

shown in the comparative percentages that bought from two to three times a week.

The daily purchasing difference was significant at the two percent level. The difference of two to three times a week purchasing was also significant at the two percent level. The weekly buying difference was significant at the one percent level.

The average per capita food and meat expenditures were higher for the consumers who preferred butcher service. The averages for food and meat were \$6.26 and \$2.12 respectively. For those consumers preferring prepackaged meat, the averages were \$6.12 and \$1.91.

The weekly income was slightly higher for those that preferred butcher service. The per capita average was \$22.26. For the people preferring prepackaged meat, the average per capita weekly income was \$21.89.

A very striking difference of view was shown in the beliefs of prices paid for prepackaged meat. Eighty-six percent preferring prepackaged meat did not believe that prepackaged meats were more expensive. In contrast, of those consumers who favored butcher service, only 37.97 percent thought that prepackaged meats were no higher in price than other meats. The opposite picture was illustrated by those who believed prepackaged meats were higher in price than comparable meats. The percentages here were 11.33 percent and 56.91 percent. Both sets of differences were significant at the one percent level.

The order of preference for packaging the various types of meat was different for the two classifications being compared. Those

that preferred prepackaged meat listed roasts, steak, and lunch meats in that order as their favorite types of prepackaged meat. Those who preferred butcher service listed lunch meats, sausage and roasts as the favorite types of prepackaged meats they desired. The differences here were significant.

Logically, the percentage of meat bought prepackaged by the consumers having preference for butcher service would be smaller than by those preferring meat prepackaged. This proved to be true. Over 82 percent of those that preferred butcher service bought less than 25 percent of their meat prepackaged. Of those consumers preferring prepackaged meat, approximately one-fourth purchased meat in each of the four 25 percent levels. These were under 25 percent, 25-49 percent, 50-74 percent and 75-100 percent.

Consumers who preferred prepackaged meat had bought it over a longer period of time than had those who preferred butcher service.

Over ten percent of those persons preferring prepackaged meat felt they were eating more meat after starting to buy their meat prepackaged. In contrast, only 3.13 percent thought they were eating less meat. Of those who preferred butcher service, only one percent thought they were eating more meat after buying it prepackaged. However, 4.98 percent replied that they were eating less meat.

The consumers who preferred butcher service and self-service both agreed that of the miscellaneous cuts, they wanted more spareribs, liver, and beef bones packaged. They were also in rather close agreement that they wanted less brains, kidneys, sweetbreads, oxtails and suet or fat packaged.

CHAPTER VI

SUMMARY AND CONCLUSIONS

Summary

This study of consumer reactions to prepackaged meat was conducted with the aid of a mail survey in the cities of Flint and Grand Rapids. The sample for both cities contained 7,192 families. This number included 4,410 families in Grand Rapids and 2,782 families in Flint.

Although the response was higher, only 2,363 questionnaires were used in analysis. This amount constituted a 31.97 percent return from the total number of questionnaires mailed.

The questionnaires were addressed to both "names" and "occupants". The response from "names" was higher. Approximately 56 percent of each city's return was from those who had received questionnaires addressed to them by name rather than occupant. Only 44 percent of each city's total was from "occupants".

Over three percent of the original sample was returned by postal authorities as unclaimed mail. The reason "Not Found at This Address" was listed the most frequently. This is one of the inadequacies of using a city directory. However, the city directory is the best source of names and addresses, and generally speaking, provides an accurate listing of them.

The percentage of families who had bought prepackaged meat was 72 percent. Grand Rapids families had tried it more than Flint families.

A majority of the people of Flint did not believe that prepackaged meat cost more than other meats. But the residents of Grand Rapids

were evenly divided in their views.

Overall, 65 percent of the respondents preferred butcher service as the method of buying their meat. Only 15 percent preferred to buy meat prepackaged. The remainder didn't know or answer. Flint families were more in favor of prepackaged meat than Grand Rapids families.

Sixty-nine percent of the families said they bought under 25 percent of their meat prepackaged. Only six percent bought between 75 and 100 percent of their meat prepackaged.

Two out of five families buying prepackaged meat had done so for six months or longer. The people of Grand Rapids had bought self-serviced meats for a longer period of time than Flint customers.

Most families felt they were eating the same amount of meat after buying it prepackaged. Six out of ten replies were answered in this way.

The four outstanding reasons why customers liked to buy prepackaged meats were: (1) Could shop more quickly. (2) Weight and total price were given. (3) Convenient selection of sizes, and (4) Could examine the meat.

The four most common reasons why families did not buy prepackaged meat were: (1) Didn't know how long it had been packaged; (2) Liked to see both sides of the meat; (3) Liked advice of the butcher; and (4) Excess bone and fat were often hidden in the package.

The percentage of fruits, vegetables and other groceries bought entirely from a self-service store was much higher than the percentage of meat.

The preferred thickness of beef round steak was one-half inch.

Buying four or six pork chops in a package was the most common practice. The preferred weight of a beef chuck roast was three pounds.

In both cities only seven percent of the meat shopping was done entirely at a prepackaged meat store alone. Over 50 percent was carried on in a meat market and 34 percent was done in both types of stores. Some did not answer this question.

Of the miscellaneous meat cuts, spareribs, liver, beef bones and hearts were most requested to be prepackaged more often. Brains, sweetbreads and kidneys were the cuts which were requested the least.

Only nine percent of the families bought all of their meat from a self-service store.

Conclusions

The first general conclusion that was formed after analyzing the data in the study was that the more money consumers spend for food or meat each week, the more they prefer butcher service to self-service. Furthermore, they buy less of their total meat purchases prepackaged.

As the amount of money spent for food increased: (1) More consumers had tried prepackaged meat; (2) Only a slight difference, however, (not significant) was noted in the belief that prepackaged meats were more expensive; (3) Butcher service preference increased; and (4) The percentage of meat bought prepackaged decreased.

As the meat expenditures per week increased; (1) No difference was found in the number of families that had tried prepackaged meat;

(2) Butcher service was preferred more; (3) Less of the meat purchases were divided between prepackaged meat and butcher service; and (4) No significant increase or decrease in meat consumption was found after the family meat was bought prepackaged.

A second conclusion was that the automobile had performed and will continue to perform an important role in the amount of prepackaged meat bought by consumers.

When families shopped for meat by automobile; (1) More purchases were made on a weekly basis; (2) More of them had tried prepackaged meat; (3) There was a greater preference for prepackaged meat; (4) A higher percentage of meat was bought prepackaged.

A third conclusion was that the distance from self-service stores or service meat markets and consumer's homes was a significant factor in determining the number of people who had tried prepackaged meat, and the views held by those people relative to meat prices. Furthermore, it indicated the effect on meat buying preference.

As the distance from the nearest service meat market increased: (1) More persons had bought prepackaged meat; (2) A greater number of people thought prepackaged meats were more expensive; and (3) No significant trend, however, was found in the preference for prepackaged meat or service meats.

As the distance from the nearest self-service store decreased; (1) More persons had tried prepackaged meat; (2) More consumers felt that prepackaged meats were costlier; and (3) The preference for butcher service became more pronounced.

A fourth conclusion was that much of the difference in the views held against prepackaged meat were correlated to the person who did the buying and also to the age of that person.

Although all the different members of a family, such as husband, wife, son or daughter, had tried prepackaged meat about the same number of times, husbands were the strongest in belief that prepackaged meats cost more. The sons and daughters, in comparison with other members in the family: (1) Preferred prepackaged meat; and (2) Bought more of their total meat supply prepackaged. Husbands felt they were eating less meat after starting to buy meat prepackaged.

As age increased: (1) Less families had tried prepackaged meat (2) More families believed prepackaged meats were more expensive; (3) The popularity of prepackaged meat decreased; (4) The same percentage of total meat purchases was made; and (5) No difference was found in the length of time prepackaged meats had been bought.

A fifth conclusion was that larger families had not greatly influenced prepackaged meat consumption. Although larger families bought meat more on a daily basis and had tried prepackaged meat more often, they felt that prepackaged meats were more expensive. Furthermore, as the size of families increased: (1) No difference was noticed in the preference for meat buying; (2) A small percentage of their total meat purchases were prepackaged; (3) It was found that prepackaged meats had been bought the same length of time; and (4) The same amount of meat was being eaten after purchasing meat prepackaged.

Another conclusion illustrated that people with higher educational backgrounds had tried prepackaged meat more than those with less years

of schooling and also, that the more educated consumers did not believe prepackaged meats were higher in price. However, the relative preference of butcher service over prepackaged meat was the same, the same percentage of meat was bought prepackaged, and prepackaged meat had been bought the same length of time for both those people with higher educations and those with less education.

A further conclusion was that Protestants favored prepackaged meats more than Catholics. The analysis of religion showed the following: (1) Both Protestants and Catholics had tried prepackaged meat the same number of times; (2) Catholics, in comparison to Protestants, believed that prepackaged meat was more expensive; (3) Catholics preferred butcher service more than Protestants; and (4) Protestants bought a greater percentage of their meat prepackaged than Catholics.

An additional conclusion was related to the nationality of the respondents. It was concluded that there were variations between nationalities in the beliefs of prices, the preference of meat buying, and the number of times people had bought prepackaged meat. However, the percentage of meat bought prepackaged by all groups was the same.

As nationality was analyzed: (1) A variation in the number of people who had bought prepackaged meat occurred between the descendants from different countries. People of the Western European countries had tried it the most; (2) A variation in pricing beliefs was present among the different nationalities. The people of Scandinavian and Western European countries believed prepackaged meats were more expensive; and (3) The overall preference for meat buying varied greatly. The people

of British Isles and Scandinavian ancestry preferred prepackaged meat the most.

Skilled workers had bought prepackaged meat more than other groups. It can be said, however, that no occupational groups preferred self-service more than any one other group. Skilled workers, along with clerical workers, felt prepackaged meats were more expensive. The proportion of meat bought prepackaged by skilled and professional workers was the lowest.

Another conclusion was that many of the reactions consumers had toward prepackaged meat were related to the length of time they had bought prepackaged meat. Those people that preferred prepackaged meat had bought meat from a self-service store for a longer period of time. More of them also bought meat once a week.

As this study is visualized in retrospect, it must be stated that the general population preferred the older method of buying meat, that is, selecting a particular cut of meat and watching a butcher weight, price and wrap it. However, many of the sociological and economic factors that were analyzed, indicated that segments of that general population favored buying self-serviced meat.

Emphasis, in the writer's belief, should be placed on the reactions given by the younger people. If more meat is to be marketed prepackaged then it would appear logical and beneficial to use the younger consumers as a nucleus from which to work. The same pattern resulted throughout the study in many ways. Consumers who were younger had tried prepackaged meat more often, believed the cost of it was not greater, and preferred it more than older consumers.

It is also the writer's belief, that more thought should be given to eliminating the reasons why families did not purchase pre-packaged meat. The study pointed out several reasons which certainly could be improved with better marketing practices. Any improvement would help consumers to have a more favorable feeling toward pre-packaged meat.

APPENDIX A

SUPPLEMENTARY TABLES REFERRED TO IN CHAPTER V

AMOUNT SPENT FOR FOOD PER WEEK

Table 1A. Have You Ever Bought Prepackaged Meat?

Used Prepackaged Meat	\$15. and under		\$15 - \$20		\$20 - \$25		\$25 and over	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Flint								
Yes	136	64.15	123	69.29	158	69.29	159	77.56
No	71	33.49	53	29.94	67	29.39	42	24.09
x	5	2.36	1	.56	3	1.32	4	1.99
Total	212	100.00	177	100.00	228	100.00	205	100.00
Grand Rapids								
Yes	226	69.12	240	76.19	294	77.57	356	74.25
No	95	29.05	72	22.86	83	21.90	119	29.35
x	6	1.83	3	.95	2	.53	0	0.00
Total	327	100.00	315	100.00	379	100.00	475	100.00
Flint and Grand Rapids								
Yes	362	67.16	363	73.78	452	74.17	515	75.73
No	166	30.80	125	25.41	150	24.71	161	23.68
x	11	2.04	4	.81	5	.82	4	.59
Total	539	100.00	492	100.00	607	100.00	680	100.00

AMOUNT SPENT FOR FOOD PER WEEK

Table 2A. Do You Believe You Pay More for Prepackaged Fresh Meat Than for Comparable Meat Not Packaged?

Belief	\$15. and under		\$15 - \$20		\$20 - \$25		\$25 and over	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Flint								
No	78	57.36	68	55.28	89	56.33	90	56.60
Yes	48	35.29	45	36.59	59	37.34	65	40.48
x	10	7.35	10	8.13	10	6.33	4	2.52
Total	136	100.00	123	100.00	158	100.00	159	100.00
Grand Rapids								
No	111	49.12	118	49.16	144	48.98	163	45.79
Yes	101	44.69	112	46.67	135	45.92	172	45.31
x	14	6.19	10	4.17	15	5.10	21	5.90
Total	226	100.00	240	100.00	294	100.00	356	100.00
Flint and Grand Rapids								
No	189	52.21	186	51.24	233	51.55	253	45.12
Yes	149	41.16	157	43.25	194	42.92	237	42.02
x	24	6.63	20	5.51	25	5.53	25	4.85
Total	362	100.00	363	100.00	452	100.00	515	100.00

AMOUNT SPENT FOR FOOD PER WEEK

Table 3A. Overall Do You Prefer to Buy Your Fresh Meat:

Preference	\$15. and under		\$15 - \$20		\$20 - \$25		\$25 and over	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Flint								
Prepackaged	30	22.06	18	15.93	34	21.52	33	20.75
Butcher Service	76	55.88	64	56.64	79	50.00	84	52.83
No Preference	25	18.38	28	24.78	41	25.95	39	24.53
x	5	3.68	3	2.65	4	2.53	3	1.92
Total	130	100.00	123	100.00	158	100.00	159	100.00
Grand Rapids								
Prepackaged	24	10.62	32	13.33	39	13.27	35	9.83
Butcher Service	149	65.93	172	71.67	207	70.40	268	75.28
No Preference	47	20.80	31	12.92	43	14.63	43	12.06
x	6	2.65	5	2.08	5	1.70	10	2.81
Total	226	100.00	240	100.00	294	100.00	350	100.00
Flint and								
Grand Rapids								
Prepackaged	54	14.92	50	14.16	73	16.15	68	13.20
Butcher Service	225	62.15	236	66.66	286	63.28	352	61.36
No Preference	72	19.69	59	16.71	84	18.58	62	11.92
x	11	3.04	8	2.27	9	1.99	13	2.52
Total	362	100.00	303	100.00	492	100.00	515	100.00

AMOUNT SPENT FOR FOOD PER WEEK

Table 11A. What Percentage of Your Meat Do You Buy Prepackaged?

Percent	\$15. and under		\$15 - \$20		\$20 - \$25		\$25 and over	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Flint								
Under 25%	89	65.45	83	67.48	116	73.42	119	74.35
25% - 49%	12	8.82	20	16.26	18	11.39	17	10.69
50% - 74%	19	13.97	8	6.50	10	6.33	8	5.03
75% - 100%	6	4.41	3	2.44	8	5.06	8	5.03
x	10	7.35	9	7.32	6	3.80	7	4.40
Total	130	100.00	123	100.00	153	100.00	137	100.00
Grand Rapids								
Under 25%	141	62.39	163	67.92	203	69.06	200	73.03
25% - 49%	24	10.62	23	9.58	34	11.56	30	8.43
50% - 74%	18	7.96	14	5.83	17	5.78	16	4.69
75% - 100%	16	7.08	19	7.92	20	6.80	19	5.34
x	27	11.95	21	8.75	20	6.80	31	8.71
Total	226	100.00	240	100.00	294	100.00	306	100.00
Flint and Grand Rapids								
Under 25%	230	63.54	246	67.77	319	70.59	279	73.49
25% - 49%	36	9.94	43	11.85	52	11.50	47	9.13
50% - 74%	37	10.22	22	6.06	27	5.97	24	4.86
75% - 100%	22	6.06	22	6.06	28	6.19	27	4.86
x	37	10.22	30	8.26	26	5.75	38	7.43
Total	302	100.00	363	100.00	432	100.00	413	100.00

AMOUNT SPENT FOR MEAT PER WEEK

Table 5A. Have You Ever Bought Prepackaged Meat?

Used Prepackaged Meat	<u>\$0 - \$5</u>		<u>\$5 - \$7.50</u>		<u>\$7.50 - \$12.50</u>		<u>\$12.50 and over</u>	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Flint								
Yes	162	66.67	220	73.58	151	70.23	36	72.00
No	78	32.10	77	25.75	60	27.91	12	24.00
x	3	1.23	2	.67	4	1.86	2	4.00
Total	<u>243</u>	<u>100.00</u>	<u>299</u>	<u>100.00</u>	<u>215</u>	<u>100.00</u>	<u>50</u>	<u>100.00</u>
Grand Rapids								
Yes	219	73.61	401	75.09	349	75.70	77	77.96
No	95	25.07	128	23.97	111	24.08	30	24.04
x	5	1.32	5	.94	1	.22	0	0.00
Total	<u>319</u>	<u>100.00</u>	<u>534</u>	<u>100.00</u>	<u>461</u>	<u>100.00</u>	<u>107</u>	<u>100.00</u>
Flint and Grand Rapids								
Yes	441	70.90	621	74.55	500	73.96	113	71.98
No	173	27.61	205	24.61	171	25.30	42	25.75
x	8	1.29	7	.84	5	.74	2	1.27
Total	<u>622</u>	<u>100.00</u>	<u>833</u>	<u>100.00</u>	<u>676</u>	<u>100.00</u>	<u>157</u>	<u>100.00</u>

AMOUNT SPENT FOR MEAT PER WEEK

Table 6A. Do You Believe You Pay More for Prepackaged Fresh Meat Than for Comparable Meat Not Packaged?

Belief	\$0 - \$5		\$5 - \$7.50		\$7.50 - \$12.50		\$12.50 and over	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Flint								
No	97	59.88	127	57.73	83	54.97	19	42.73
Yes	55	35.95	79	35.91	62	41.06	16	44.44
x	10	6.17	14	6.36	6	3.97	1	2.73
Total	162	100.00	220	100.00	151	100.00	36	100.00
Grand Rapids								
No	142	50.89	193	48.13	167	47.85	31	43.20
Yes	122	43.73	191	47.63	164	46.99	40	51.25
x	15	5.38	17	4.24	18	5.16	6	7.39
Total	279	100.00	401	100.00	349	100.00	77	100.00
Flint and Grand Rapids								
No	239	54.19	320	51.53	250	50.00	50	44.25
Yes	177	40.14	270	43.48	226	45.20	56	49.50
x	25	5.67	31	4.99	24	4.80	7	6.19
Total	441	100.00	621	100.00	500	100.00	113	100.00

AMOUNT SPENT FOR MEAT PER WEEK

Table 7A. Overall, Do You Prefer to Buy Your Fresh Meat:

Preference	\$0 - \$5		\$5 - \$7.50		\$7.50 - \$12.50		\$12.50 and over	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Flint								
Prepackaged	41	25.31	57	25.91	20	13.25	7	19.44
Butcher Service	78	48.15	110	50.00	90	59.60	21	58.34
No Preference	37	22.84	49	22.27	37	24.50	7	19.44
x	6	3.70	4	1.82	4	2.65	1	2.78
Total	162	100.00	220	100.00	151	100.00	36	100.00
Grand Rapids								
Prepackaged	37	13.26	51	12.72	35	10.03	6	7.79
Butcher Service	180	64.52	268	71.82	260	74.50	62	80.52
No Preference	55	19.71	57	14.21	42	12.03	8	10.39
x	7	2.51	5	1.25	12	3.44	1	1.30
Total	279	100.00	401	100.00	349	100.00	77	100.00
Flint and								
Grand Rapids								
Prepackaged	78	17.69	108	17.39	55	11.00	13	11.50
Butcher Service	258	58.50	398	64.09	350	70.00	83	73.46
No Preference	92	20.86	106	17.07	79	15.80	15	13.27
x	13	2.95	9	1.45	16	3.20	2	1.77
Total	441	100.00	621	100.00	500	100.00	113	100.00

AMOUNT SPENT FOR MEAT PER WEEK

Table 3A.

What Percentage of Your Meat Do You Buy Prepackaged?

Percent	\$0 - \$5			\$5 - \$7.50			\$7.50 - \$12.50			\$12.50 and over		
	Number	Percent	:	Number	Percent	:	Number	Percent	:	Number	Percent	:
Flint												
Under 25%	109	67.28		155	70.45		112	74.17		26	72.22	
25% - 49%	17	10.49		32	14.55		12	7.95		4	11.11	
50% - 74%	18	11.11		14	6.30		9	5.96		4	11.11	
75% - 100%	9	5.56		10	4.55		5	3.31		1	2.78	
x	9	5.56		9	4.09		13	8.61		1	2.73	
Total	162	100.00		220	100.00		151	100.00		36	100.00	
Grand Rapids												
Under 25%	176	63.08		277	69.07		249	71.36		53	75.33	
25% - 49%	36	12.90		39	9.73		31	8.88		5	6.49	
50% - 74%	17	6.09		22	5.49		22	6.30		4	5.19	
75% - 100%	22	7.89		31	7.73		19	5.44		1	1.30	
x	28	10.04		32	7.98		28	8.02		9	11.69	
Total	279	100.00		401	100.00		349	100.00		77	100.00	
Flint and Grand Rapids												
Under 25%	285	64.62		432	69.57		361	72.20		84	74.34	
25% - 49%	53	12.02		71	11.43		43	8.60		9	7.95	
50% - 74%	35	7.94		36	5.80		31	6.20		8	7.08	
75% - 100%	31	7.03		41	6.60		24	4.80		2	1.77	
x	37	8.39		41	6.60		41	8.20		10	8.45	
Total	441	100.00		621	100.00		500	100.00		113	100.00	

WEEKLY INCOME

Table 9A. Have You Ever Bought Prepackaged Meat?

Used Prepackaged Meat	Under \$30		\$30 - \$59		\$60 - \$89		\$90 - \$119		\$120 and over	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<u>Flint</u>										
Yes	19	47.50	119	59.80	259	78.02	97	78.86	56	73.68
No	15	45.00	77	38.69	69	20.78	25	20.33	20	26.32
x	3	7.50	3	1.51	4	1.20	1	.81	0	0.00
Total	40	100.00	199	100.00	332	100.00	123	100.00	76	100.00
<u>Grand Rapids</u>										
Yes	51	60.00	256	73.77	443	77.72	152	76.38	114	76.00
No	30	35.29	89	25.65	123	21.56	47	23.62	36	24.00
x	4	4.71	2	.58	4	.70	0	0.00	0	0.00
Total	85	100.00	347	100.00	570	100.00	199	100.00	150	100.00
<u>Flint and Grand Rapids</u>										
Yes	70	56.00	375	68.66	702	77.82	249	77.33	170	75.22
No	48	38.40	160	30.40	192	21.29	72	22.36	56	24.78
x	7	5.60	5	.92	8	.89	1	.31	0	0.00
Total	125	100.00	546	100.00	902	100.00	322	100.00	226	100.00

WEEKLY INCOME

Table 10A. Overall, Do You Prefer to Buy Your Meat:

Preference	Under \$30		\$30 - \$59		\$60 - \$89		\$90 - \$119		\$120 and over	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Flint										
Prepackaged	2	10.53	28	23.53	66	25.48	19	19.59	9	15.07
Butcher Service	9	47.36	58	48.74	126	48.65	53	54.64	41	73.21
No Preference	6	31.58	31	26.05	60	23.17	24	24.74	5	8.93
x	2	10.53	2	1.68	7	2.70	1	1.03	1	1.79
Total	19	100.00	119	100.00	259	100.00	97	100.00	55	100.00
Grand Rapids										
Prepackaged	8	15.69	34	13.28	51	11.51	19	12.50	11	9.65
Butcher Service	29	56.86	180	70.31	309	69.76	119	78.29	73	63.42
No Preference	11	21.57	41	16.02	74	16.70	11	7.24	20	17.54
x	3	5.88	1	.39	9	2.03	3	1.97	5	4.39
Total	51	100.00	255	100.00	443	100.00	152	100.00	114	100.00
Flint and										
Grand Rapids										
Prepackaged	10	14.29	62	16.53	117	16.67	38	15.26	20	11.76
Butcher Service	38	54.28	238	63.47	435	61.96	172	69.07	119	70.00
No Preference	17	24.29	72	19.20	134	19.09	35	14.06	25	14.71
x	5	7.14	3	.80	15	2.23	4	1.61	6	3.53
Total	70	100.00	375	100.00	702	100.00	249	100.00	179	100.00

WEEKLY INCOME

Table 11A. What Percentage of Your Meat Do You Buy Prepackaged?

Percent	Under \$30			\$30 - \$59			\$60 - \$89			\$90 - \$119			\$120 and over		
	Number	Percent		Number	Percent		Number	Percent		Number	Percent		Number	Percent	
Flint															
Under 25%	13	68.41		82	68.92		176	67.95		75	77.33		41	73.22	
25 - 49%	2	10.53		13	10.92		34	13.13		11	11.34		5	8.93	
50 - 74%	2	10.53		11	9.24		24	9.27		5	5.15		2	3.57	
75 - 100%	0	0.00		4	3.36		12	4.63		4	4.12		6	10.71	
x	2	10.53		9	7.56		13	5.02		2	2.06		2	3.57	
Total	19	100.00		119	100.00		239	100.00		97	100.00		56	100.00	
Grand Rapids															
Under 25%	29	56.87		170	66.40		315	71.10		115	75.65		82	71.94	
25 - 49%	4	7.84		32	12.50		43	9.71		11	7.24		9	7.89	
50 - 74%	5	9.80		11	4.30		28	6.32		9	5.92		9	7.89	
75 - 100%	4	7.84		15	5.86		33	7.45		10	6.58		5	4.39	
x	9	17.65		28	10.94		24	5.42		7	4.61		9	7.89	
Total	51	100.00		256	100.00		443	100.00		152	100.00		114	100.00	
Flint and															
Grand Rapids															
Under 25%	42	60.01		252	67.19		491	69.94		190	76.31		123	72.35	
25 - 49%	6	8.57		45	12.00		77	10.97		22	8.84		14	8.24	
50 - 74%	7	10.00		22	5.87		52	7.41		14	5.62		11	6.47	
75 - 100%	4	5.71		19	5.07		45	6.41		14	5.62		11	6.47	
x	11	15.71		37	9.87		37	5.27		9	3.61		11	6.47	
Total	70	100.00		375	100.00		702	100.00		249	100.00		170	100.00	

WEEKLY INCOME

Table 12A.

Since You Have Been Buying Prepackaged Meat, Has Your Family Been Eating:

Quantity	Under \$30			\$30 - \$59			\$60 - \$89			\$90 - \$119			\$120 and over		
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Flint															
Less	0	0.00	6	5.04	4	1.54	3	3.09	3	3.09	3	3.09	5.36		
More	1	5.26	2	1.68	10	3.86	3	3.09	2	3.09	2	3.09	2.57		
Same Amount	8	42.10	78	65.54	170	65.65	63	64.96	36	64.96	36	64.96	64.28		
Don't know	5	26.32	17	14.29	40	15.44	16	16.49	10	16.49	10	16.49	17.96		
x	5	26.32	16	13.45	35	13.51	12	12.37	5	12.37	5	12.37	4.93		
Total	19	100.00	119	100.00	259	100.00	97	100.00	56	100.00	56	100.00	100.00		
Grand Rapids															
Less	4	7.84	17	6.64	20	4.51	7	4.61	2	4.61	2	4.61	1.75		
More	1	1.96	3	1.17	11	2.48	4	2.63	3	2.63	3	2.63	2.63		
Same Amount	23	45.10	146	57.03	284	64.12	89	58.55	62	58.55	62	58.55	54.39		
Don't know	9	17.65	46	17.97	65	14.67	24	15.79	28	15.79	28	15.79	24.56		
x	14	27.45	44	17.19	63	14.22	28	18.42	19	18.42	19	18.42	18.47		
Total	51	100.00	256	100.00	443	100.00	152	100.00	114	100.00	114	100.00	100.00		
Flint and Grand Rapids															
Less	4	5.71	23	6.13	24	3.42	10	4.02	5	4.02	5	4.02	2.74		
More	2	2.86	5	1.33	21	2.99	7	2.81	5	2.81	5	2.81	2.94		
Same Amount	31	44.29	224	59.74	454	64.67	152	61.65	98	61.65	98	61.65	57.55		
Don't know	14	20.00	63	16.80	105	14.96	40	16.06	38	16.06	38	16.06	22.35		
x	19	27.14	60	16.00	98	13.96	40	16.06	24	16.06	24	16.06	14.12		
Total	70	100.00	375	100.00	702	100.00	249	100.00	179	100.00	179	100.00	100.00		

TRANSPORTATION

Table 13a. How Often Do You Buy Meat?

	Auto		On Foot		All Others	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Daily	37	5.96	13	10.00	5	13.51
Weekly	283	45.57	38	29.23	13	35.14
Two or Three						
Times a Week	281	45.25	78	60.00	19	51.35
Every Two Weeks	17	2.74	1	.77	0	0.00
x	3	.48	0	.00	0	0.00
Total	221	100.00	130	100.00	37	100.00
Grand Rapids						
Daily	76	7.45	67	17.18	5	17.86
Weekly	485	47.56	89	22.82	7	25.00
Two or Three						
Times a Week	432	42.35	224	57.44	15	53.57
Every Two Weeks	23	2.25	7	1.79	0	0.00
x	4	.39	3	.77	1	3.57
Total	1020	100.00	390	100.00	28	100.00
Flint and						
Grand Rapids						
Daily	113	6.89	80	15.38	10	15.38
Weekly	788	46.79	127	24.42	20	30.77
Two or Three						
Times a Week	713	43.45	302	58.08	34	52.31
Every Two Weeks	40	2.44	8	1.54	0	0.00
x	7	.43	3	.58	1	1.54
Total	1641	100.00	520	100.00	65	100.00

TRANSPORTATION

Table 14A. Have You Ever Bought Prepackaged Veat?

Used Prepackaged Veat	Auto		On Foot		All Others	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Yes	469	75.52	77	59.23	11	29.73
No	146	23.51	50	38.46	26	70.27
x	6	.97	3	2.31	0	0.00
Total	621	100.00	130	100.00	27	100.00
Grand Rapids						
Yes	821	80.49	240	61.54	25	89.29
No	192	18.82	148	37.95	3	10.71
x	7	.69	2	.51	0	0.00
Total	1020	100.00	390	100.00	28	100.00
Flint and Grand Rapids						
Yes	1290	78.61	317	60.96	36	55.38
No	338	20.60	198	38.08	29	44.62
x	13	.79	5	.96	0	0.00
Total	1641	100.00	520	100.00	65	100.00

TRANSPORTATION

Table 15A. Overall, Do You Prefer to Buy Your Fresh Meat:

Preference	Auto		On Foot		All Others	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Prepackaged	110	23.45	8	10.39	1	9.09
Butcher Service	243	51.82	47	61.04	8	72.73
No Preference	105	22.39	21	27.27	1	9.09
x	11	2.34	1	1.30	1	9.09
Total	469	100.00	77	100.00	11	100.00
Grand Rapids						
Prepackaged	101	12.30	23	9.58	3	12.00
Butcher Service	582	70.89	175	72.92	19	76.00
No Preference	123	14.98	36	15.00	2	8.00
x	15	1.83	6	2.50	1	4.00
Total	821	100.00	240	100.00	25	100.00
Flint and Grand Rapids						
Prepackaged	211	16.36	31	9.78	4	11.11
Butcher Service	825	63.95	222	70.03	27	75.00
No Preference	228	17.67	57	17.98	3	8.33
x	26	2.02	7	2.21	2	5.56
Total	1290	100.00	317	100.00	36	100.00

TRANSPORTATION

Table 16A. What Percentage of Your Meat Do You Buy Prepackaged?

Percent	Auto		On Foot		All Others	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Under 25%	329	70.16	63	81.81	7	63.64
25 - 49%	54	11.51	7	9.09	1	9.09
50 - 74%	41	8.74	3	3.90	0	0.00
75 - 100%	23	4.90	1	1.30	0	0.00
x	22	4.69	3	3.90	3	27.27
Total	469	100.00	77	100.00	11	100.00
Grand Rapids						
Under 25%	561	68.33	168	70.00	16	64.00
25 - 49%	86	10.48	22	9.17	3	12.00
50 - 74%	53	6.46	9	3.75	1	4.00
75 - 100%	63	7.67	8	3.33	1	4.00
x	58	7.06	33	13.75	4	16.00
Total	821	100.00	240	100.00	25	100.00
Flint and Grand Rapids						
Under 25%	890	68.99	231	72.86	23	63.89
25 - 49%	140	10.85	29	9.15	4	11.11
50 - 74%	94	7.29	12	3.79	1	2.78
75 - 100%	86	6.57	9	2.84	1	2.78
x	80	6.20	36	11.36	7	19.44
Total	1290	100.00	317	100.00	36	100.00

TRANSPORTATION

Table 17A. How Long Have You Bought Meat from a Prepackaged Store?

Length of Time	Auto		On Foot		All Others	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Never	26	5.54	6	7.79	3	27.27
Less Than One Month	62	13.22	11	14.29	2	17.18
One to Three Months	79	16.84	9	11.69	2	17.18
Three to Six Months	78	16.63	11	14.29	0	0.00
Six or More Months	179	38.18	30	38.96	3	27.27
x	45	9.59	10	12.99	1	9.09
Total	459	100.00	77	100.00	11	100.00
Grand Rapids						
Never	40	4.87	13	5.42	1	4.00
Less Than One Month	95	11.57	32	13.33	2	8.00
One to Three Months	84	10.23	35	14.58	3	12.00
Three to Six Months	109	13.28	26	10.83	3	12.00
Six or More Months	404	49.21	89	37.08	10	40.00
x	89	10.64	45	18.75	6	24.00
Total	821	100.00	240	100.00	25	100.00
Flint and Grand Rapids						
Never	66	5.12	19	5.99	4	11.11
Less Than One Month	157	12.17	43	13.56	4	11.11
One to Three Months	163	12.64	44	13.88	5	13.89
Three to Six Months	187	14.50	37	11.67	3	8.33
Six or More Months	583	45.19	119	37.54	13	36.11
x	134	10.39	55	17.35	7	19.44
Total	1290	100.00	317	100.00	36	100.00

DISTANCE FROM CLOSEST MEAT MARKET

Table 18A. Have You Ever Bought Prepackaged Meat?

Used Prepackaged Meat	0 - 4 Blocks		5 Blocks - 9 Blocks		10 Blocks and Over	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Yes	356	69.12	119	74.84	63	69.23
No	153	29.71	39	24.53	27	29.67
x	6	1.17	1	.63	1	1.10
Total	515	100.00	159	100.00	91	100.00
Grand Rapids						
Yes	744	72.87	240	77.17	90	79.65
No	271	26.54	67	21.54	23	20.35
x	6	.59	4	1.29	0	0.00
Total	1021	100.00	311	100.00	113	100.00
Flint and Grand Rapids						
Yes	1100	71.62	359	76.39	153	75.00
No	424	27.60	106	22.55	50	24.51
x	12	.78	5	1.06	1	.49
Total	1536	100.00	470	100.00	204	100.00

DISTANCE FROM MEAT MARKET

Table 19A. Do You Believe You Pay More for Prepackaged Meat Than for Comparable Meat Not Packaged?

Belief	<u>0 - 4 Blocks</u>		<u>5 Blocks - 9 Blocks</u>		<u>10 Blocks and Over</u>	
	Number	Percent	Number	Percent	Number	Percent
Flint						
No	204	57.30	70	58.32	33	52.39
Yes	129	36.24	44	36.97	28	44.44
x	23	6.46	5	4.20	2	3.17
Total	<u>356</u>	<u>100.00</u>	<u>119</u>	<u>100.00</u>	<u>63</u>	<u>100.00</u>
Grand Rapids						
No	364	48.93	110	45.83	40	44.44
Yes	334	44.89	113	49.17	47	52.23
x	46	6.18	12	5.00	3	3.33
Total	<u>744</u>	<u>100.00</u>	<u>240</u>	<u>100.00</u>	<u>90</u>	<u>100.00</u>
Flint and Grand Rapids						
No	568	51.64	180	50.13	73	47.71
Yes	463	42.09	162	45.13	75	49.02
x	69	6.27	17	4.74	5	3.27
Total	<u>1100</u>	<u>100.00</u>	<u>359</u>	<u>100.00</u>	<u>153</u>	<u>100.00</u>

DISTANCE FROM MEAT MARKET

Table 20A. Overall, Do You Prefer to Buy Your Fresh Meat:

Preference	<u>0 - 4 Blocks</u>		<u>5 Blocks - 9 Blocks</u>		<u>10 Blocks and Over</u>	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Prepackaged	78	21.91	25	21.01	13	23.63
Butcher Service	195	54.77	52	43.70	38	60.32
No Preference	75	21.07	40	33.61	10	15.37
x	8	2.25	2	1.68	2	3.17
Total	<u>356</u>	<u>100.00</u>	<u>119</u>	<u>100.00</u>	<u>63</u>	<u>100.00</u>
Grand Rapids						
Prepackaged	81	10.89	28	11.67	13	14.44
Butcher Service	533	71.64	174	72.50	63	70.01
No Preference	113	15.19	35	14.58	10	11.11
x	17	2.28	3	1.25	4	4.44
Total	<u>744</u>	<u>100.00</u>	<u>240</u>	<u>100.00</u>	<u>90</u>	<u>100.00</u>
Flint and Grand Rapids						
Prepackaged	159	14.45	53	14.76	26	16.99
Butcher Service	728	66.19	226	62.96	101	66.02
No Preference	188	17.09	75	20.89	20	13.07
x	25	2.27	5	1.39	6	3.92
Total	<u>1100</u>	<u>100.00</u>	<u>359</u>	<u>100.00</u>	<u>153</u>	<u>100.00</u>

DISTANCE FROM PREPACKAGED STORE

Table 21A. Have You Ever Bought Prepackaged Meat?

Used Prepackaged Meat	<u>0 - 4 Blocks</u>		<u>5 Blocks - 9 Blocks</u>		<u>10 Blocks and Over</u>	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Yes	138	82.14	121	76.59	225	76.53
No	29	17.26	36	22.78	65	22.11
x	1	.60	1	.63	4	1.36
Total	<u>168</u>	<u>100.00</u>	<u>158</u>	<u>100.00</u>	<u>294</u>	<u>100.00</u>
Grand Rapids						
Yes	368	80.70	332	77.03	329	77.60
No	86	18.86	97	22.51	91	21.46
x	2	.44	2	.46	4	.94
Total	<u>456</u>	<u>100.00</u>	<u>431</u>	<u>100.00</u>	<u>424</u>	<u>100.00</u>
Flint and Grand Rapids						
Yes	506	81.09	453	76.91	554	77.16
No	115	18.43	133	22.58	156	21.73
x	3	.48	3	.51	8	1.11
Total	<u>624</u>	<u>100.00</u>	<u>589</u>	<u>100.00</u>	<u>718</u>	<u>100.00</u>

DISTANCE FROM PREPACKAGED STORE

Table 22A. Do You Believe You Pay More for Prepackaged Fresh Meat Than For Comparable Meat Not Packaged?

Relief	<u>0 - 4 Blocks</u>		<u>5 Blocks - 9 Blocks</u>		<u>10 Blocks and Over</u>	
	Number	Percent	Number	Percent	Number	Percent
Flint						
No	70	50.72	66	54.55	148	65.78
Yes	60	43.48	47	38.84	70	31.11
x	8	5.80	8	6.61	7	3.11
Total	<u>138</u>	<u>100.00</u>	<u>121</u>	<u>100.00</u>	<u>225</u>	<u>100.00</u>
Grand Rapids						
No	173	47.91	161	48.50	166	50.46
Yes	174	47.28	151	45.43	148	44.98
x	21	5.71	20	6.02	15	4.55
Total	<u>368</u>	<u>100.00</u>	<u>332</u>	<u>100.00</u>	<u>329</u>	<u>100.00</u>
Flint and Grand Rapids						
No	243	48.02	227	50.11	314	56.68
Yes	234	46.25	198	43.71	218	39.35
x	29	5.73	28	6.18	22	3.97
Total	<u>506</u>	<u>100.00</u>	<u>453</u>	<u>100.00</u>	<u>554</u>	<u>100.00</u>

DISTANCE FROM PREPACKAGED STORE

Table 23A. Overall, Do You Prefer to Buy Your Fresh Meat:

Preference	0 - 4 Blocks		5 Blocks - 9 Blocks		10 Blocks and Over	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Prepackaged	23	16.67	16	13.22	75	33.33
Butcher Service	85	61.59	71	58.68	94	41.78
No Preference	28	20.29	30	24.79	53	23.88
x	2	1.45	4	3.31	3	1.33
Total	138	100.00	121	100.00	225	100.00
Grand Rapids						
Prepackaged	42	11.41	30	9.04	49	14.89
Butcher Service	275	74.74	236	71.08	217	65.96
No Preference	43	11.68	60	18.07	54	16.42
x	8	2.17	6	1.81	9	2.74
Total	368	100.00	332	100.00	329	100.00
Flint and Grand Rapids						
Prepackaged	65	12.85	46	10.15	124	22.38
Butcher Service	360	71.14	307	67.77	311	56.14
No Preference	71	14.03	90	19.87	107	19.31
x	10	1.98	10	2.21	12	2.17
Total	506	100.00	453	100.00	554	100.00

PERSON WHO BUYS

Table 244. Have You Ever Bought Prepackaged Meat?

Used Prepackaged Meat	Son and Daughter		Wife		Husband		Single Adult	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Flint								
Yes	12	80.00	416	74.02	115	63.44	15	68.18
No	3	20.00	140	24.91	67	36.02	7	31.82
x	0	0.00	6	1.07	1	.54	0	0.00
Total	15	100.00	562	100.00	183	100.00	22	100.00
Grand Rapids								
Yes	25	65.79	802	74.75	217	76.95	39	63.93
No	13	34.21	264	24.60	63	22.34	22	36.07
x	0	0.00	7	.65	2	.71	0	0.00
Total	38	100.00	1073	100.00	282	100.00	61	100.00
Flint and Grand Rapids								
Yes	37	69.81	1218	74.49	335	71.58	54	65.06
No	16	30.19	404	24.71	130	27.78	29	34.94
x	0	0.00	13	.80	3	.64	0	0.00
Total	53	100.00	1635	100.00	468	100.00	83	100.00

PERSON WHO BUYS

Table 25A. Do You Believe You Pay More for Prepackaged Meat Than For Comparable Meat Not Packaged?

Belief	Son and Daughter		Wife		Husband		Single Adult	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Flint								
No	8	66.67	239	57.45	65	55.09	5	33.33
Yes	3	25.00	152	36.54	50	42.37	5	33.33
x	1	8.33	25	6.01	3	2.54	5	33.34
Total	12	100.00	416	100.00	118	100.00	15	100.00
Grand Rapids								
No	18	72.00	396	49.37	83	38.25	19	48.71
Yes	6	24.00	362	45.14	124	57.14	16	41.03
x	1	4.00	14	5.49	10	4.61	4	10.26
Total	25	100.00	832	100.00	217	100.00	39	100.00
Flint and Grand Rapids								
No	26	70.27	635	52.13	148	44.18	24	44.44
Yes	9	24.32	514	42.20	174	51.94	21	38.89
x	2	5.41	69	5.67	13	3.88	9	16.67
Total	37	100.00	1218	100.00	335	100.00	54	100.00

PERSON WHO BOYS

Table 26A. Overall, Do You Prefer to Buy Your Fresh Meat:

Preference	Son and Daughter		Wife		Husband		Single Adult	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Flint								
Prepackaged	2	16.67	49	21.39	27	22.88	2	13.33
Butcher Service	5	41.60	214	51.45	70	59.32	10	60.67
No Preference	3	25.00	102	24.52	20	16.95	3	20.00
x	2	16.67	11	2.64	1	.85	0	0.00
Total	12	100.00	476	100.00	118	100.00	15	100.00
Grand Rapids								
Prepackaged	6	24.00	96	11.97	21	9.58	3	7.69
Butcher Service	15	60.00	563	70.20	105	76.04	32	82.05
No Preference	3	12.00	121	15.09	29	13.36	4	10.26
x	1	4.00	22	2.74	2	.92	0	0.00
Total	25	100.00	702	100.00	217	100.00	39	100.00
Flint and Grand Rapids								
Prepackaged	8	21.02	185	15.19	48	14.33	5	9.26
Butcher Service	20	54.05	777	63.79	235	70.14	42	77.78
No Preference	6	16.22	223	18.31	49	14.63	7	12.96
x	3	8.11	33	2.71	3	.90	0	0.00
Total	37	100.00	1218	100.00	335	100.00	54	100.00

PERSON WHO BUYS

Table 27A. What Percentage of Your Meat Do You Buy Prepackaged?

Percent	Son and Daughter		Wife		Husband		Single Adult	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Flint								
Under 25%	7	58.34	302	72.59	83	70.35	9	60.00
25% - 49%	1	8.33	49	11.78	12	10.17	1	6.67
50% - 74%	1	8.33	29	6.97	10	8.47	2	13.33
75% - 100%	1	8.33	17	4.09	6	5.08	1	6.67
x	2	16.67	19	4.57	7	5.93	2	13.33
Total	12	100.00	415	100.00	113	100.00	13	100.00
Grand Rapids								
Under 25%	13	52.00	553	68.94	151	69.59	25	64.11
25% - 49%	6	24.00	73	9.73	23	10.50	3	7.69
50% - 74%	2	8.00	46	5.74	9	4.15	3	7.69
75% - 100%	3	12.00	51	6.36	17	7.83	1	2.56
x	1	4.00	74	9.23	17	7.83	7	17.95
Total	25	100.00	802	100.00	217	100.00	39	100.00
Flint and Grand Rapids								
Under 25%	20	54.05	855	70.19	234	69.85	34	62.96
25% - 49%	7	18.92	127	10.43	35	10.45	4	7.41
50% - 74%	3	8.11	75	6.16	19	5.67	5	9.26
75% - 100%	4	10.81	68	5.58	23	6.87	2	3.70
x	3	8.11	93	7.64	24	7.16	8	14.67
Total	37	100.00	1213	100.00	355	100.00	54	100.00

PERSON WHO EATS

Table 28A. Since You Have Been Eating Prepackaged Meats Has Your Family Been Eating:

Quantity	Son and Daughter		Wife		Husband		Single Adult	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Flint								
Less	2	16.67	10	2.40	6	5.08	0	0.00
More	2	16.67	8	1.92	4	3.29	2	13.33
Same Amount	4	33.33	274	65.88	73	61.87	11	73.24
Don't Know	1	8.33	63	15.14	25	21.19	2	13.33
x	3	25.00	61	14.66	10	8.47	0	0.00
Total	12	100.00	416	100.00	118	100.00	13	100.00
Grand Rapids								
Less	2	8.00	27	3.37	18	8.29	1	2.56
More	1	4.00	18	2.24	4	1.84	1	2.56
Same Amount	13	52.00	405	57.98	127	58.53	23	58.98
Don't Know	5	20.00	138	17.21	45	20.74	3	7.69
x	4	16.00	154	19.20	23	10.60	11	28.21
Total	25	100.00	602	100.00	217	100.00	39	100.00
Flint and								
Grand Rapids								
Less	4	10.81	37	3.04	24	7.16	1	1.95
More	4	10.81	26	2.13	8	2.39	3	5.56
Same Amount	17	45.94	729	60.68	200	59.70	34	62.96
Don't Know	6	16.22	201	16.50	70	20.90	5	9.26
x	7	18.92	215	17.65	33	9.85	11	20.37
Total	37	100.00	1211	100.00	355	100.00	54	100.00

SIZE OF FAMILY

Table 29A. How Often Do You Buy Meat?

Frequency	2 and Under		3 - 4		5 and Over	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Daily	16	5.52	24	6.47	16	10.88
Weekly	135	46.56	147	39.62	60	40.82
Two or Three Times a Week	129	44.46	190	51.21	64	43.54
Every Two Weeks	7	2.41	6	1.62	5	3.40
x	3	1.03	4	1.08	2	1.36
Total	290	100.00	371	100.00	147	100.00
Grand Rapids						
Daily	32	6.97	69	10.10	58	16.62
Weekly	184	40.09	289	42.31	123	35.24
Two or Three Times a Week	228	49.67	310	45.40	159	45.56
Every Two Weeks	13	2.83	10	1.46	6	1.72
x	2	.44	5	.73	3	.86
Total	459	100.00	683	100.00	349	100.00
Flint and Grand Rapids						
Daily	48	6.41	93	8.82	74	14.92
Weekly	319	42.59	436	41.37	183	36.90
Two or Three Times a Week	357	47.60	500	47.44	223	44.95
Every Two Weeks	20	2.67	16	1.52	11	2.22
x	5	.67	9	.85	5	1.01
Total	749	100.00	1034	100.00	495	100.00

SIZE OF FAMILY

Table 30A. Have You Ever Bought Prepackaged Meat?

Used Prepackaged Meat	2 and Under		3 - 4		5 and Over	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Yes	192	66.21	266	71.70	113	75.87
No	94	32.41	100	26.95	30	20.41
x	4	1.38	5	1.35	4	2.72
Total	290	100.00	371	100.00	147	100.00
Grand Rapids						
Yes	314	68.41	529	77.45	267	76.50
No	139	30.28	149	21.82	82	23.50
x	6	1.31	5	.73	0	0.00
Total	459	100.00	683	100.00	349	100.00
Flint and Grand Rapids						
Yes	506	67.55	795	75.43	380	76.61
No	233	31.11	249	23.62	112	22.58
x	10	1.34	40	.95	4	.81
Total	749	100.00	1084	100.00	496	100.00

SIZE OF FAMILY

Table 31A. Do You Believe You Pay More for Fresh Meat than for Comparable Meat Not Packaged?

Belief	2 and Under		3 - 4		5 and Over	
	Number	Percent	Number	Percent	Number	Percent
Flint						
No	115	59.90	146	58.64	62	54.87
Yes	61	31.77	101	37.97	49	43.36
x	16	8.33	17	6.39	2	1.77
Total	192	100.00	266	100.00	113	100.00
Grand Rapids						
No	150	47.77	203	49.71	120	45.41
Yes	146	46.50	231	43.67	137	51.51
x	18	5.73	35	6.62	9	3.33
Total	314	100.00	429	100.00	266	100.00
Flint and Grand Rapids						
No	265	52.37	411	51.70	182	48.02
Yes	207	40.91	332	41.76	186	49.08
x	34	6.72	52	6.54	11	2.90
Total	506	100.00	795	100.00	379	100.00

SIZE OF FAMILY

Table 32A. Overall, Do You Prefer to Buy Your Fresh Meat:

Preference	2 and Under		3 - 4		5 and Over	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Prepackaged	51	26.56	50	18.80	25	22.12
Butcher Service	102	53.13	140	53.63	56	49.57
No Preference	34	17.71	69	25.94	29	25.56
x	5	2.60	7	2.63	3	2.65
Total	192	100.00	266	100.00	113	100.00
Grand Rapids						
Prepackaged	33	10.51	62	11.72	33	12.36
Butcher Service	228	72.61	379	71.64	139	71.78
No Preference	47	14.97	74	13.99	39	14.61
x	6	1.91	14	2.65	6	2.25
Total	314	100.00	529	100.00	267	100.00
Flint and Grand Rapids						
Prepackaged	84	16.60	112	14.09	58	15.26
Butcher Service	330	65.22	519	65.28	245	64.48
No Preference	81	16.01	143	17.99	68	17.89
x	11	2.17	21	2.64	9	2.37
Total	506	100.00	795	100.00	380	100.00

SIZE OF FAMILY

Table 33A. What Percentage of Your Meat Do You Buy Prepackaged?

Percent	2 and Under		3 - 4		5 and Over	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Under 25%	125	65.10	124	72.92	85	75.23
25% - 49%	22	11.40	33	12.41	10	8.85
50% - 74%	22	11.40	15	5.64	8	7.08
75% - 100%	12	6.25	11	4.14	3	2.65
x	11	5.73	13	4.89	7	6.19
Total	192	100.00	205	100.00	113	100.00
Grand Rapids						
Under 25%	202	64.34	367	69.38	190	71.16
25% - 49%	33	10.51	55	10.40	25	9.35
50% - 74%	23	7.32	26	4.91	14	5.24
75% - 100%	20	6.37	34	6.43	19	7.12
x	36	11.46	47	8.83	19	7.12
Total	314	100.00	529	100.00	267	100.00
Flint and Grand Rapids						
Under 25%	327	64.63	561	70.56	275	72.37
25% - 49%	55	10.87	88	11.07	35	9.21
50% - 74%	45	8.89	41	5.16	22	5.79
75% - 100%	32	6.32	45	5.66	22	5.79
x	47	9.29	60	7.55	26	6.84
Total	506	100.00	795	100.00	380	100.00

SIZE OF FAMILY

Table 34A. How Long Have You Bought meat from a Self-Service Prepackaged Store?

Length of Time	2 and Under		3 - 4		5 and Over	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Never	12	6.25	13	4.89	9	7.96
Less Than One Month	24	12.50	43	16.17	11	9.73
One to Three Months	34	17.71	42	15.79	17	15.04
Three to Six Months	25	13.02	56	21.05	13	11.50
Six Months or More	73	38.02	90	33.83	50	44.27
x	24	12.50	22	8.27	13	11.50
Total	192	100.00	266	100.00	113	100.00
Grand Rapids						
Never	13	4.14	29	3.59	13	4.87
Less Than One Month	40	12.74	57	10.78	38	14.23
One to Three Months	38	12.10	61	11.53	28	10.49
Three to Six Months	39	12.42	59	11.15	35	13.11
Six Months or More	141	44.91	246	46.49	124	46.44
x	43	13.69	77	14.56	29	10.86
Total	314	100.00	529	100.00	257	100.00
Flint and Grand Rapids						
Never	25	4.94	42	5.28	22	5.79
Less Than One Month	64	12.65	100	12.58	49	12.89
One to Three Months	72	14.23	103	12.96	45	11.84
Three to Six Months	64	12.65	115	14.47	48	12.63
Six Months or More	214	42.29	336	42.26	174	45.80
x	67	13.24	99	12.65	42	11.05
Total	350	100.00	795	100.00	380	100.00

SIZE OF FAMILY

Table 35A. Since You Have Been Buying Prepackaged Meats, Has Your Family Been Eating:

Quantity	2 and Under		3 - 4		5 and Over	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Less	8	4.17	6	2.26	4	3.54
More	4	2.08	10	3.76	3	2.65
Same Amount	124	64.58	173	65.83	69	61.07
Don't Know	32	16.67	39	14.66	21	18.58
x	24	12.50	38	14.29	16	14.16
Total	192	100.00	256	100.00	113	100.00
Grand Rapids						
Less	16	5.10	23	4.35	13	4.87
More	6	1.91	11	2.04	7	2.62
Same Amount	175	55.73	310	58.60	160	52.93
Don't Know	50	15.92	93	17.58	47	17.60
x	67	21.34	92	17.29	40	14.98
Total	314	100.00	529	100.00	267	100.00
Flint and						
Grand Rapids						
Less	24	4.74	29	3.65	17	4.47
More	10	1.98	21	2.64	10	2.63
Same Amount	299	59.09	483	60.76	222	60.27
Don't Know	82	16.21	132	16.60	68	17.89
x	91	17.95	130	16.35	56	14.74
Total	506	100.00	795	100.00	503	100.00

Table 3cA. Have You Ever Bought Prepackaged Meat?

Used Prepackaged Meat	Under 30 Years		30 - 49 Years		50 Years and Over	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Yes	109	81.96	297	74.25	155	59.62
No	23	17.29	100	25.00	100	38.46
x	1	.75	3	.75	5	1.92
Total	133	100.00	400	100.00	260	100.00
Grand Rapids						
Yes	203	86.01	602	78.28	288	61.54
No	31	13.14	164	21.33	174	37.18
x	2	.85	3	.39	6	1.28
Total	236	100.00	769	100.00	468	100.00
Flint and Grand Rapids						
Yes	312	84.56	899	76.91	443	60.85
No	54	14.63	264	22.58	274	37.64
x	3	.81	6	.51	11	1.51
Total	369	100.00	1169	100.00	728	100.00

Table 37A. Do You Believe You Pay More for Prepackaged Meat Than for Comparable Meat Not Packaged?

Belief	Under 30 Years		30 - 49 Years		50 Years and Over	
	Number	Percent	Number	Percent	Number	Percent
Flint						
No	61	55.96	173	53.25	83	53.55
Yes	44	40.37	106	35.69	60	37.71
x	4	3.67	18	6.06	12	7.74
Total	109	100.00	297	100.00	155	100.00
Grand Rapids						
No	108	53.20	288	47.84	128	44.44
Yes	91	44.83	277	46.61	138	47.92
x	4	1.97	37	6.15	22	7.64
Total	203	100.00	602	100.00	288	100.00
Flint and Grand Rapids						
No	169	54.17	461	51.28	211	47.63
Yes	135	43.27	383	42.60	198	44.70
x	8	2.56	55	6.12	34	7.67
Total	312	100.00	899	100.00	443	100.00

AGE

Table 38A. Overall, Do You Buy Your Fresh Meat:

Preference	Under 30 Years		30 - 49 Years		50 Years and Over	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Prepackaged	27	24.77	70	23.57	23	14.84
Butcher Service	52	47.70	159	53.54	85	54.84
No Preference	29	26.61	63	21.21	39	25.15
x	1	.92	5	1.68	8	5.15
Total	109	100.00	297	100.00	155	100.00
Grand Rapids						
Prepackaged	25	12.32	71	11.79	31	10.76
Butcher Service	147	72.41	425	70.61	297	71.56
No Preference	30	14.73	89	14.73	43	14.93
x	1	.49	17	2.82	7	2.13
Total	203	100.00	692	100.00	283	100.00
Flint and Grand Rapids						
Prepackaged	52	16.67	141	15.68	54	12.19
Butcher Service	199	63.73	584	64.96	292	65.91
No Preference	59	18.91	152	16.91	82	18.61
x	2	.64	22	2.45	15	3.39
Total	312	100.00	899	100.00	443	100.00

Table 39A. What Percentage of Your Meat Do You Buy Prepackaged?

Percent	Under 30 Years		30 - 49 Years		50 Years and Over	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Under 25%	79	72.48	215	72.39	100	68.38
25% - 49%	12	11.01	31	10.44	19	12.26
50% - 74%	8	7.34	29	9.70	7	4.52
75% and Over	8	7.34	12	4.04	5	3.23
x	2	1.83	10	3.27	18	11.61
Total	109	100.00	297	100.00	155	100.00
Grand Rapids						
Under 25%	141	69.45	435	72.27	173	60.06
25% - 49%	22	10.84	56	9.30	32	11.11
50% - 74%	14	6.90	30	4.98	19	6.60
75% and Over	16	7.88	40	6.04	16	5.56
x	10	4.93	41	6.81	48	16.67
Total	203	100.00	502	100.00	288	100.00
Flint and Grand Rapids						
Under 25%	220	70.51	650	72.31	279	62.98
25% - 49%	34	10.90	87	9.68	51	11.51
50% - 74%	22	7.05	59	6.56	26	5.87
75% and Over	24	7.69	52	5.78	21	4.74
x	12	3.85	51	5.67	66	14.90
Total	312	100.00	899	100.00	443	100.00

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AGE

Table 40A. How Long Have You Bought from a Self-Service Prepackaged Store?

Length of Time	Under 30 Years		30 - 49 Years		50 Years and Over	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Never	9	8.26	16	5.39	8	5.16
Less Than One Month	17	15.60	44	14.81	15	9.68
One to Three Months	20	18.35	42	14.14	28	18.06
Three to Six Months	14	12.84	54	18.18	25	16.13
Six Months or More	42	38.53	114	38.39	55	35.49
x	7	6.42	27	9.09	24	15.48
Total	109	100.00	297	100.00	155	100.00
Grand Rapids						
Never	12	5.91	28	4.65	14	4.86
Less Than One Month	28	13.79	68	11.30	36	12.50
One to Three Months	30	14.78	65	10.80	28	9.72
Three to Six Months	29	14.29	80	13.29	28	9.72
Six Months or More	89	43.84	286	47.50	126	43.76
x	15	7.39	75	12.46	56	19.44
Total	203	100.00	602	100.00	286	100.00
Flint and Grand Rapids						
Never	21	6.73	44	4.49	22	4.97
Less Than One Month	45	14.42	112	12.46	51	11.51
One to Three Months	50	16.03	107	11.90	56	12.64
Three to Six Months	43	13.78	134	14.91	53	11.95
Six Months or More	131	41.89	400	44.49	181	40.86
x	22	7.05	102	11.35	80	18.06
Total	312	100.00	679	100.00	443	100.00

EDUCATION

Table 41A. Have You ever Bought Prepackaged Meat?

Used Prepackaged Meat	<u>Less Than Grammar</u>		<u>Completed Grammar</u>		<u>Some High School</u>	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Yes	16	59.26	54	60.00	96	68.57
No	11	40.74	35	38.89	42	30.00
x	0	.00	1	1.11	2	1.43
Total	27	100.00	90	100.00	140	100.00
Grand Rapids						
Yes	21	45.65	124	62.94	202	74.51
No	25	54.35	73	37.06	60	24.35
x	0	.00	0	.00	3	1.11
Total	46	100.00	197	100.00	271	100.00
Flint and Grand Rapids						
Yes	37	50.63	178	62.02	298	72.50
No	36	49.32	108	37.63	108	28.28
x	0	.00	1	.35	5	1.22
Total	73	100.00	287	100.00	411	100.00

EDUCATION

Table 41A. (cont'd) Have You Ever Bought Prepackaged Meat?

Used Prepackaged Meat	<u>Completed High School</u>		<u>Some College</u>		<u>Completed College</u>	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Yes	198	73.06	107	78.10	75	72.82
No	71	26.20	29	21.17	26	25.24
x	2	.74	1	.73	2	1.94
Total	<u>271</u>	<u>100.00</u>	<u>137</u>	<u>100.00</u>	<u>103</u>	<u>100.00</u>
Grand Rapids						
Yes	346	78.10	215	82.70	160	78.82
No	97	21.90	42	16.15	42	20.69
x	0	.00	3	1.15	1	.49
Total	<u>443</u>	<u>100.00</u>	<u>260</u>	<u>100.00</u>	<u>203</u>	<u>100.00</u>
Flint and Grand Rapids						
Yes	544	76.19	322	81.11	235	76.00
No	168	23.53	71	17.88	66	22.22
x	2	.28	4	1.01	3	.98
Total	<u>714</u>	<u>100.00</u>	<u>397</u>	<u>100.00</u>	<u>304</u>	<u>100.00</u>

Location

Do You Believe You Pay More For Prepackaged Fresh Meat
Table 42A. Than For Comparable Meat Not Packaged?

Belief	<u>Less Than Grammar</u>		<u>Completed Grammar</u>		<u>Some High School</u>	
	Number	Percent	Number	Percent	Number	Percent
Flint						
No	3	18.75	33	61.11	61	64.44
Yes	10	62.50	20	37.04	32	33.33
x	3	18.75	1	1.85	3	3.43
Total	<u>16</u>	<u>100.00</u>	<u>54</u>	<u>100.00</u>	<u>96</u>	<u>100.00</u>
Grand Rapids						
No	9	42.86	59	47.98	84	41.48
Yes	10	47.62	61	49.19	100	49.41
x	2	9.52	4	3.23	18	8.91
Total	<u>21</u>	<u>100.00</u>	<u>124</u>	<u>100.00</u>	<u>202</u>	<u>100.00</u>
Flint and Grand Rapids						
No	12	32.43	92	51.68	145	41.05
Yes	20	51.06	81	45.51	132	44.30
x	5	13.51	5	2.81	21	7.05
Total	<u>37</u>	<u>100.00</u>	<u>178</u>	<u>100.00</u>	<u>298</u>	<u>100.00</u>

EDUCATION

Do You Believe You Pay More for Prepackaged Fresh Meat
Table 42A. (cont'd) Than for Comparable Meat Not Repackaged?

Belief	<u>Completed High School</u>		<u>Some College</u>		<u>Completed College</u>	
	Number	Percent	Number	Percent	Number	Percent
Flint						
No	113	57.07	65	60.75	34	45.33
Yes	71	35.86	36	33.64	35	45.67
x	14	7.07	6	5.61	6	7.00
Total	<u>198</u>	<u>100.00</u>	<u>107</u>	<u>100.00</u>	<u>75</u>	<u>100.00</u>
Grand Rapids						
No	167	48.27	103	47.91	90	56.24
Yes	108	48.55	98	45.58	61	36.13
x	11	3.13	14	6.51	9	5.63
Total	<u>315</u>	<u>100.00</u>	<u>215</u>	<u>100.00</u>	<u>160</u>	<u>100.00</u>
Flint and Grand Rapids						
No	280	51.47	168	52.18	124	52.77
Yes	239	43.73	134	41.61	96	40.85
x	25	4.60	20	6.21	15	6.38
Total	<u>544</u>	<u>100.00</u>	<u>322</u>	<u>100.00</u>	<u>235</u>	<u>100.00</u>

Appendix

Table 43A. Overall, Do You prefer Your Fresh Meat:

Preference	Less Than Grocery		Completed Grocery		Same High Grocery	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Prepackaged	0	0.00	11	20.37	25	27.17
Butcher Service	10	62.50	27	50.00	45	46.37
No Preference	0	37.50	15	27.76	21	21.83
x	0	0.00	1	1.85	2	2.06
Total	10	100.00	54	100.00	73	100.00
Grand Rapids						
Prepackaged	3	14.29	15	12.10	25	12.38
Butcher Service	14	65.66	83	64.93	137	67.82
No Preference	4	19.05	21	16.94	34	16.83
x	0	0.00	5	4.03	0	2.97
Total	21	100.00	124	100.00	196	100.00
Flint and Grand Rapids						
Prepackaged	3	8.11	26	14.61	53	17.79
Butcher Service	24	64.86	110	61.80	182	61.37
No Preference	10	27.03	30	20.22	55	17.41
x	0	0.00	6	3.37	8	2.43
Total	37	100.00	172	100.00	298	100.00

EDUCATION

Table L34. (cont'd) Overall, Do You Prefer Your Fresh Meat:

Preference	Completed High School		Some College		Completed College	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Prepackaged	45	23.23	19	17.76	13	17.33
Butcher Service	100	50.51	65	60.74	43	57.33
No Preference	48	24.24	19	17.76	17	22.67
x	4	2.02	4	3.76	2	2.67
Total	196	100.00	107	100.00	75	100.00
Grand Rapids						
Prepackaged	37	10.09	22	10.23	22	12.75
Butcher Service	264	76.30	157	73.02	104	65.00
No Preference	43	12.43	29	13.49	28	17.50
x	2	.58	7	3.26	6	3.75
Total	346	100.00	215	100.00	160	100.00
Flint and Grand Rapids						
Prepackaged	83	15.26	41	12.73	35	11.89
Butcher Service	364	66.91	222	68.94	147	62.50
No Preference	91	16.73	48	14.91	45	19.15
x	6	1.10	11	3.42	8	3.46
Total	544	100.00	322	100.00	235	100.00

EDUCATION

Table 444. What Percentage of Your Seat Do You Buy Prepackaged?

Percent	<u>Less Than Grammar</u>		<u>Completed Grammar</u>		<u>Some High School</u>	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Under 25%	12	75.00	35	64.82	69	71.87
25% - 49%	2	12.50	8	14.81	13	13.54
50% - 74%	0	0.00	5	9.26	7	7.29
75% - 100%	1	6.25	2	3.70	3	3.13
x	<u>1</u>	<u>6.25</u>	<u>4</u>	<u>7.41</u>	<u>4</u>	<u>4.17</u>
Total	<u>15</u>	<u>100.00</u>	<u>54</u>	<u>100.00</u>	<u>96</u>	<u>100.00</u>
Grand Rapids						
Under 25%	12	57.14	74	59.67	134	66.38
25% - 49%	3	14.29	15	12.10	20	9.90
50% - 74%	1	4.76	9	7.26	8	3.96
75% - 100%	0	0.00	9	7.26	14	6.93
x	<u>5</u>	<u>23.81</u>	<u>17</u>	<u>13.71</u>	<u>26</u>	<u>12.87</u>
Total	<u>21</u>	<u>100.00</u>	<u>124</u>	<u>100.00</u>	<u>202</u>	<u>100.00</u>
Flint and Grand Rapids						
Under 25%	24	64.87	109	61.23	203	68.13
25% - 49%	5	13.51	23	12.92	33	11.07
50% - 74%	1	2.70	14	7.87	15	5.03
75% - 100%	1	2.70	11	6.13	17	5.70
x	<u>6</u>	<u>16.22</u>	<u>21</u>	<u>11.80</u>	<u>30</u>	<u>10.07</u>
Total	<u>37</u>	<u>100.00</u>	<u>178</u>	<u>100.00</u>	<u>298</u>	<u>100.00</u>

EDUCATION

Table IIIA.(cont'd) What Percentage of Your Heat Do You Pay Prepackaged?

Percent	Completed High School		Some College		Completed College	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Under 25%	136	68.68	80	74.77	58	77.73
25% - 49%	20	10.10	11	10.28	8	10.67
50% - 74%	22	11.11	5	4.67	3	4.00
75% - 100%	9	4.55	6	5.61	4	5.33
x	11	5.56	5	4.67	2	2.67
Total	198	100.00	107	100.00	75	100.00
Grand Rapids						
Under 25%	260	75.15	150	69.77	111	69.37
25% - 49%	29	8.38	20	9.30	18	11.25
50% - 74%	19	5.49	13	6.05	11	6.88
75% - 100%	21	6.07	16	7.44	10	6.35
x	17	4.91	16	7.44	10	6.25
Total	346	100.00	215	100.00	150	100.00
Flint and Grand Rapids						
Under 25%	396	72.79	230	71.43	169	71.41
25% - 49%	49	9.01	31	9.63	26	11.05
50% - 74%	41	7.54	18	5.59	14	5.96
75% - 100%	30	5.51	22	6.83	14	5.96
x	28	5.15	21	6.52	12	5.11
Total	544	100.00	322	100.00	235	100.00

EDUCATION

Table 45A. How Long Have You Bought from a Self-Service Preparation Store?

Length of Time	Less Than Grammar		Completed Grammar		Some High School	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Never	1	6.25	5	9.26	7	7.14
Less Than One Month	2	12.50	5	9.26	12	11.90
One to Three Months	4	25.00	6	11.11	23	22.81
Three to Six Months	1	6.25	8	14.81	14	13.86
Six Months or More	7	43.75	24	46.48	27	26.42
x	1	6.25	6	11.11	13	12.70
Total	18	100.00	54	100.00	96	100.00
Grand Rapids						
Never	0	0.00	5	4.03	6	3.40
Less Than One Month	4	19.05	26	20.97	30	16.47
One to Three Months	1	4.76	11	8.87	26	14.37
Three to Six Months	6	28.57	12	9.65	26	14.37
Six Months or More	6	28.57	57	45.97	87	48.37
x	4	19.05	13	10.43	31	17.35
Total	21	100.00	124	100.00	202	100.00
Flint and Grand Rapids						
Never	1	2.70	10	5.62	15	8.13
Less Than One Month	6	16.22	31	17.42	42	22.48
One to Three Months	5	13.51	17	9.55	47	25.31
Three to Six Months	7	18.92	20	11.24	34	18.31
Six Months or More	13	35.14	81	45.50	114	61.37
x	5	13.51	19	10.67	44	23.77
Total	37	100.00	178	100.00	296	100.00

APPENDIX

Table 15A. (cont'd) How long have you been at your self-reported employment?

Length of Time	<u>Completed High School</u>		<u>Some College</u>		<u>Completed College</u>	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Never	6	3.03	8	7.48	6	7.14
Less Than One Month	30	15.15	14	13.03	12	14.29
One to Three Months	29	14.65	21	19.63	6	8.57
Three to Six Months	40	20.20	16	14.95	12	14.29
Six Months or More	70	35.38	38	35.51	32	42.86
x	17	8.59	19	17.76	7	8.57
Total	198	100.00	107	100.00	75	100.00
Grand Rapids						
Never	19	5.49	13	6.05	7	7.69
Less Than One Month	47	13.58	14	6.51	12	13.04
One to Three Months	42	12.14	25	11.63	14	15.38
Three to Six Months	42	12.14	31	14.42	22	24.35
Six Months or More	157	46.38	104	48.37	62	67.86
x	30	11.27	28	13.02	23	25.00
Total	346	100.00	215	100.00	146	100.00
Flint and Grand Rapids						
Never	25	4.60	21	6.52	13	5.62
Less Than One Month	77	14.15	28	8.70	24	10.21
One to Three Months	71	13.05	46	14.29	20	8.51
Three to Six Months	82	15.07	47	14.60	34	14.52
Six Months or More	233	42.84	142	44.09	114	48.91
x	56	10.29	38	11.80	30	12.77
Total	544	100.00	322	100.00	235	100.00

NATIONALITY

Table 46A. Have You Ever Bought Prepackaged Meat?

Used Prepackaged Meat	Scandinavian		North American		British Isles		Northern European	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Flint								
Yes	27	67.50	58	68.24	256	75.08	104	70.75
No	12	30.00	25	29.41	84	24.63	42	28.57
x	1	2.50	2	2.35	1	.29	1	.68
Total	40	100.00	85	100.00	341	100.00	147	100.00
Grand Rapids								
Yes	46	83.64	85	73.29	321	70.98	400	71.31
No	9	16.36	30	25.86	91	21.82	130	27.91
x	0	.00	1	.80	5	1.20	5	.98
Total	55	100.00	116	100.00	417	100.00	535	100.00
Flint and Grand Rapids								
Yes	73	76.84	103	71.15	574	70.12	504	71.21
No	21	22.11	55	27.36	175	23.89	222	28.02
x	1	1.05	3	1.49	6	.79	6	.76
Total	95	100.00	161	100.00	756	100.00	732	100.00

NATIONALITY

Table 16A. (cont'd) Have You Ever Bought Prepackaged Meat?

Used Prepackaged Meat	Western European		Northeastern European		Mediterranean	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Yes	39	79.59	22	59.46	6	75.00
No	10	20.41	15	40.54	2	25.00
X	0	.00	0	.00	0	.00
Total	49	100.00	37	100.00	8	100.00
Grand Rapids						
Yes	35	85.37	79	75.24	17	70.83
No	6	14.63	26	24.76	7	29.17
X	0	.00	0	.00	0	.00
Total	41	100.00	105	100.00	24	100.00
Flint and Grand Rapids						
Yes	74	82.22	101	71.13	23	71.87
No	15	17.78	41	28.87	9	28.13
X	0	.00	0	.00	0	.00
Total	89	100.00	142	100.00	32	100.00

NATIONALITY

Table L7A. Do You Believe You Pay More for Prepackaged Fresh Meat than for Comparable Meat Not Packaged?

Belief	Scandinavian		North American		British Isles		Northern Hemisphere	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Flint								
No	10	37.04	33	56.89	155	60.55	57	54.80
Yes	13	46.14	21	36.21	87	33.28	43	42.35
x	4	14.82	4	6.90	14	5.17	4	3.85
	<u>27</u>	<u>100.00</u>	<u>58</u>	<u>100.00</u>	<u>256</u>	<u>100.00</u>	<u>104</u>	<u>100.00</u>
Grand Rapids								
No	20	43.48	37	46.53	163	50.77	230	54.00
Yes	21	45.65	44	51.76	141	43.93	207	45.00
x	5	10.87	4	4.71	17	5.30	23	5.00
Total	<u>46</u>	<u>100.00</u>	<u>85</u>	<u>100.00</u>	<u>321</u>	<u>100.00</u>	<u>560</u>	<u>100.00</u>
Flint and Grand Rapids								
No	30	41.10	70	46.96	318	55.12	287	51.80
Yes	34	46.57	65	45.45	228	39.51	290	44.33
x	9	12.33	8	5.59	31	5.37	27	4.87
Total	<u>73</u>	<u>100.00</u>	<u>143</u>	<u>100.00</u>	<u>577</u>	<u>100.00</u>	<u>604</u>	<u>100.00</u>

RELIGIOUSITY

Table 47A. (cont'd) Do You Believe You pay more for Prepackaged Fresh Meat Than for Comparable Meat not Packaged?

Relief	Western European		Northeastern European		Mediterranean	
	Number	Percent	Number	Percent	Number	Percent
Flint						
No	23	58.97	12	54.54	3	50.00
Yes	14	35.90	9	40.91	3	50.00
x	2	5.13	1	4.55	0	0.00
Total	39	100.00	22	100.00	6	100.00
Grand Rapids						
No	10	28.57	35	44.30	6	35.29
Yes	22	62.86	41	51.90	10	58.83
x	3	8.57	3	3.80	1	5.88
Total	35	100.00	79	100.00	17	100.00
Flint and Grand Rapids						
No	33	44.59	47	46.53	9	34.13
Yes	36	48.65	50	49.51	13	50.52
x	5	6.76	4	3.96	1	4.35
Total	74	100.00	101	100.00	23	100.00

NATIONALITY

Table 48A. Overall, Do You Prefer Your Fresh Meat:

Preference	Scandinavian		North American		British Isles		Northern European	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Flint								
Prepackaged	7	25.93	13	22.41	53	20.70	30	24.69
Butcher Service	13	48.14	26	44.84	134	52.35	54	51.99
No Preference	7	25.93	18	31.03	62	24.22	15	14.42
x	0	.00	1	1.72	7	2.73	2	1.81
Total	27	100.00	58	100.00	256	100.00	101	100.00
Grand Rapids								
Prepackaged	6	13.04	6	7.06	40	12.46	57	41.9
Butcher Service	32	69.57	65	76.47	227	70.71	210	73.73
No Preference	8	17.39	12	14.12	44	13.71	64	46.15
x	0	.00	2	2.35	10	3.12	9	6.54
Total	46	100.00	85	100.00	321	100.00	240	100.00
Flint and Grand Rapids								
Prepackaged	13	17.81	13	13.29	93	16.12	50	15.37
Butcher Service	45	61.64	91	63.63	301	62.56	204	57.99
No Preference	15	20.55	30	20.63	106	18.37	41	10.56
x	0	.00	2	2.10	17	2.75	14	3.63
Total	73	100.00	146	100.00	517	100.00	309	100.00

NATIONALITY

Table 12a. (cont'd) Overall, Do You Prefer Your Fresh Meat:

Preference	Western European		Northeastern European		Southeastern European	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Prepackaged	9	23.08	2	9.09	1	10.67
Butcher Service	23	51.28	15	68.18	1	66.66
No Preference	10	25.64	5	22.73	1	12.67
x	0	.00	0	.00	0	.00
Total	39	100.00	22	100.00	2	100.00
Grand Rapids						
Prepackaged	2	5.71	10	12.86	1	5.88
Butcher Service	23	65.72	53	67.09	15	63.24
No Preference	7	20.00	16	20.25	1	5.88
x	3	9.57	0	.00	0	.00
Total	35	100.00	79	100.00	17	100.00
Flint and Grand Rapids						
Prepackaged	11	14.86	12	11.86	2	8.79
Butcher Service	43	56.12	48	47.33	19	82.60
No Preference	17	22.97	21	20.79	2	8.79
x	3	4.05	0	.00	0	.00
Total	74	100.00	101	100.00	23	100.00

KARLEMANLIPY

Table 49A. What Percent of Your List Do You Buy Preoccupied?

Percent	Scandinavian		North American		British Isles		Northern European	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Flint								
Under 25%	22	81.49	39	67.25	131	70.70	68	65.38
25% - 49%	1	3.70	7	12.07	27	10.55	17	16.35
50% - 74%	4	14.81	8	13.79	19	7.42	8	7.69
75% - 100%	0	.00	1	1.72	14	5.47	5	4.81
x	0	.00	3	5.17	15	5.86	6	5.77
Total	27	100.00	53	100.00	295	100.00	174	100.00
Grand Rapids								
Under 25%	29	63.05	51	59.29	211	65.73	335	72.93
25% - 49%	6	13.04	7	8.24	39	12.15	41	8.81
50% - 74%	4	8.70	7	8.24	19	5.92	22	4.79
75% - 100%	1	2.17	7	8.24	23	7.17	30	6.52
x	6	13.04	13	15.29	29	9.03	32	6.96
Total	45	100.00	85	100.00	321	100.00	465	100.00
Flint and Grand Rapids								
Under 25%	51	69.86	90	62.94	392	67.93	403	71.45
25% - 49%	7	9.59	14	9.79	66	11.44	58	10.28
50% - 74%	8	10.95	15	10.49	38	6.59	33	5.92
75% - 100%	1	1.37	8	5.59	27	4.71	25	4.51
x	6	8.22	16	11.18	64	7.63	59	10.70
Total	73	100.00	143	100.00	587	100.00	578	100.00

NATIONALITY

Table 49. (cont'd) What Percentage of Your Tent Do You Buy Prepackaged?

Percent	Western European		Northeastern European		Mediterranean	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Under 25%	28	71.79	18	81.81	5	63.33
25% - 49%	4	10.26	2	9.09	0	.00
50% - 74%	3	7.69	1	4.55	0	.00
75% - 100%	2	5.13	1	4.55	1	16.67
x	2	5.13	0	.00	0	.00
Total	39	100.00	22	100.00	6	100.00
Grand Rapids						
Under 25%	22	62.85	55	69.63	13	75.47
25% - 49%	3	8.57	9	11.39	0	.00
50% - 74%	4	11.43	6	7.59	0	.00
75% - 100%	1	2.86	5	6.23	1	5.58
x	5	14.29	4	5.06	2	17.65
Total	35	100.00	79	100.00	17	100.00
Flint and Grand Rapids						
Under 25%	50	67.57	73	72.28	18	75.25
25% - 49%	7	9.46	11	10.89	0	.00
50% - 74%	7	9.46	7	6.93	0	.00
75% - 100%	3	4.05	6	5.94	2	8.79
x	7	9.46	4	3.96	3	13.24
Total	74	100.00	101	100.00	23	100.00

RELIGION

Table 5(a). Have You Ever Bought Prepackaged Meat?

Used Prepackaged Meat	<u>Protestant</u>		<u>Catholic</u>		<u>Jewish</u>	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Yes	438	71.68	110	79.51	6	46.15
No	166	27.17	46	29.69	7	53.85
x	7	1.15	0	0.00	0	0.00
Total	611	100.00	156	100.00	13	100.00
Grand Rapids						
Yes	848	74.92	232	74.12	9	75.00
No	282	24.78	79	25.24	3	25.00
x	8	.70	2	.64	0	0.00
Total	1138	100.00	313	100.00	12	100.00
Flint and Grand Rapids						
Yes	1286	73.53	342	72.92	15	60.00
No	448	25.61	125	26.05	10	40.00
x	15	.86	2	.43	0	0.00
Total	1749	100.00	469	100.00	25	100.00

RELIGION

Table 51A. Do You Believe You Pay More for Fresh Meat than for Comparable Meat Not Packaged?

Belief	Protestant		Catholic		Jewish	
	Number	Percent	Number	Percent	Number	Percent
Flint						
No	247	56.40	62	56.36	4	66.67
Yes	184	37.44	43	39.09	2	33.33
x	27	6.16	5	4.55	0	0.00
Total	438	100.00	110	100.00	6	100.00
Grand Rapids						
No	410	48.35	105	45.26	6	66.67
Yes	381	44.93	122	52.58	2	22.22
x	57	6.72	5	2.16	1	11.11
Total	848	100.00	232	100.00	9	100.00
Flint and Grand Rapids						
No	657	51.09	167	48.83	10	66.66
Yes	545	42.38	165	48.25	4	26.67
x	84	6.53	10	2.92	1	6.67
Total	1286	100.00	342	100.00	15	100.00

RELIGION

Table 52A. Overall, Do You Prefer to Buy Your Fresh Meat:

Preference	<u>Protestant</u>		<u>Catholic</u>		<u>Jewish</u>	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Prepackaged	100	22.83	19	17.27	1	16.67
Butcher Service	231	52.75	59	53.64	3	50.00
No Preference	93	22.37	30	27.27	1	16.67
x	9	2.05	2	1.82	1	16.66
Total	433	100.00	110	100.00	6	100.00
Grand Rapids						
Prepackaged	99	11.67	26	11.21	1	11.11
Butcher Service	594	70.05	179	77.15	3	33.33
No Preference	131	15.45	25	10.78	5	55.56
x	24	2.83	2	.96	0	0.00
Total	843	100.00	232	100.00	9	100.00
Flint and Grand Rapids						
Prepackaged	199	15.47	45	13.16	2	13.33
Butcher Service	825	64.15	233	69.59	6	40.00
No Preference	229	17.91	55	16.08	6	40.00
x	33	2.57	4	1.17	1	6.67
Total	1286	100.00	342	100.00	15	100.00

RELIGION

Table 53A. What Percentage of Your Seat Do You Buy Prepackaged?

Percent	Protestant		Catholic		Jewish	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Under 25%	305	69.62	86	79.99	3	50.00
25% - 49%	50	11.42	10	9.09	2	33.33
50% - 74%	38	8.68	5	4.55	1	16.67
75% - 100%	20	4.57	5	4.55	0	0.00
x	25	5.71	2	1.82	0	0.00
Total	438	100.00	110	100.00	6	100.00
Grand Rapids						
Under 25%	575	67.80	168	72.42	2	22.22
25% - 49%	60	10.14	22	9.48	3	33.33
50% - 74%	50	5.90	13	5.60	0	0.00
75% - 100%	55	6.49	15	6.47	1	11.11
x	62	9.67		6.03	3	33.34
Total	843	100.00	232	100.00	9	100.00
Flint and Grand Rapids						
Under 25%	880	64.43	256	74.85	5	33.33
25% - 49%	136	10.58	32	9.36	5	33.33
50% - 74%	88	6.64	18	5.26	1	6.67
75% - 100%	75	5.83	20	5.85	1	6.67
x	107	8.32	16	4.68	3	20.00
Total	1406	100.00	342	100.00	15	100.00

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OCCUPATION

Table 544. Have You Ever Bought Prepared-to-Eat Meat?

Used Prepared-to-Eat Meat	Professional		Managerial		Clerical		Sales		Service	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Flint										
Yes	73	74.84	23	71.19	28	80.00	35	72.55	25	87.57
No	21	22.11	11	28.21	7	20.00	15	24.19	12	32.43
x	1	1.05	0	.00	0	.00	2	3.23	0	.00
Total	95	100.00	39	100.00	35	100.00	62	100.00	37	100.00
Grand Rapids										
Yes	119	79.34	75	64.66	60	69.56	129	81.13	55	76.32
No	29	19.33	40	34.48	34	29.57	28	17.61	32	28.67
x	2	1.33	1	.86	1	.87	2	1.26	0	.00
Total	150	100.00	116	100.00	115	100.00	159	100.00	77	100.00
Flint and Grand Rapids										
Yes	192	78.37	103	66.45	106	72.00	174	78.73	80	76.19
No	50	20.41	51	32.90	41	27.33	43	19.46	34	26.82
x	3	1.22	1	.65	1	.67	4	1.81	0	.00
Total	245	100.00	155	100.00	150	100.00	221	100.00	114	100.00

Occupation

Table 5A. (cont'd) Have You Ever Bought Prepackaged Meat?

Used Prepackaged Meat	Skilled		Semi-Skilled		Unskilled		Retired		Unemployed	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Flint										
Yes	54	81.82	173	76.73	89	58.55	9	47.37	11	50.00
No	12	18.18	52	22.27	61	39.45	9	47.37	9	40.00
x	0	.00	2	.86	2	1.32	1	5.26	0	.00
Total	66	100.00	232	100.00	152	100.00	19	100.00	20	100.00
Grand Rapids										
Yes	88	75.26	270	76.71	151	75.88	34	50.62	32	50.00
No	23	20.72	81	23.01	47	23.62	23	33.66	5	7.69
x	0	.00	1	.28	1	.50	1	1.72	0	.00
Total	111	100.00	352	100.00	199	100.00	58	100.00	37	100.00
Flint and Grand Rapids										
Yes	142	80.23	448	76.72	240	68.38	43	50.60	33	70.00
No	35	19.77	133	22.77	180	30.77	32	41.56	14	29.17
x	0	.00	3	.51	3	.85	2	2.60	0	.00
Total	177	100.00	584	100.00	351	100.00	77	100.00	47	100.00

OCCUPATION

Table 55a. Do You Believe You Pay More for Prepackaged Meat than for Comparable Meat Sold Loose?

Relief	Professional		Managerial		Clerical		Sales		Service	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Flint										
No	33	52.05	18	64.29	13	46.42	29	64.45	14	72.90
Yes	31	42.47	8	28.57	11	39.29	14	31.11	6	24.00
x	4	5.18	2	7.14	4	14.29	2	4.44	1	3.90
Total	73	100.00	28	100.00	28	100.00	45	100.00	21	100.00
Grand Rapids										
No	64	53.78	41	54.67	35	43.75	80	62.01	31	70.30
Yes	51	42.86	27	36.80	42	52.50	40	31.01	23	41.51
x	4	3.36	7	9.33	3	3.75	9	6.98	1	1.96
Total	119	100.00	75	100.00	80	100.00	129	100.00	55	100.00
Flint and Grand Rapids										
No	102	53.12	59	57.28	48	44.64	109	62.05	49	61.25
Yes	82	42.71	35	33.98	53	49.08	54	31.03	29	36.31
x	8	4.17	9	8.74	7	6.45	11	6.32	2	2.50
Total	192	100.00	103	100.00	108	100.00	174	100.00	80	100.00

Occupation

Table 55a. (cont'd) Do You Believe You Pay More for Prepackaged Meat than for Comparable Meat Not Prepackaged?

Relief	Skilled		Semi-Skilled		Unskilled		Retired		Unemployed	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Flint										
No	30	55.55	70	53.93	53	57.55	6	66.67	7	63.04
Yes	21	38.89	73	41.01	32	35.96	1	11.11	4	37.04
x	3	5.56	9	5.06	4	4.49	2	22.22	0	0.00
Total	54	100.00	175	100.00	89	100.00	9	100.00	11	100.00
Grand Rapids										
No	35	39.77	116	42.96	61	40.40	16	47.06	12	64.04
Yes	51	57.96	139	51.48	81	53.64	16	47.06	9	47.06
x	2	2.27	15	5.56	9	5.95	2	5.88	1	5.26
Total	88	100.00	270	100.00	151	100.00	34	100.00	22	100.00
Flint and Grand Rapids										
No	65	45.77	212	47.32	114	47.50	22	51.17	19	47.06
Yes	72	50.71	212	47.32	113	47.08	17	39.53	13	31.13
x	5	3.52	24	5.26	13	5.42	4	9.30	1	2.33
Total	142	100.00	448	100.00	240	100.00	43	100.00	33	100.00

ORIENTATION

Table 50A. Overall, Do You Prefer to Buy Your Fresh Meat:

Preference	Professional		Managerial		Clerical		Sales		Service	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Flint										
Prepackaged	10	13.70	7	25.00	8	28.57	10	22.22	7	28.57
Butcher Service	18	60.75	13	46.43	15	53.57	26	57.78	11	45.00
No Preference	14	19.18	7	25.00	4	14.29	7	15.56	7	28.57
x	1	1.37	1	3.57	1	3.57	2	4.44	1	4.00
Total	73	100.00	28	100.00	28	100.00	75	100.00	28	100.00
Grand Rapids										
Prepackaged	14	11.76	8	10.67	10	12.50	10	7.75	7	12.73
Butcher Service	82	68.91	53	70.67	58	72.50	92	71.32	42	73.17
No Preference	18	15.13	11	14.67	12	15.00	23	17.83	4	7.07
x	5	4.20	3	4.00	0	.00	1	3.40	1	1.75
Total	119	100.00	75	100.00	70	100.00	129	100.00	54	100.00
Flint and Grand Rapids										
Prepackaged	24	12.50	15	14.56	16	15.67	20	11.47	11	17.90
Butcher Service	130	67.71	60	60.00	73	67.59	118	67.82	64	73.17
No Preference	22	11.67	16	17.08	14	14.81	30	17.39	11	15.79
x	6	3.12	4	4.08	1	.92	6	3.45	1	1.43
Total	182	100.00	103	100.00	103	100.00	174	100.00	87	100.00

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OCCUPATION

Table 56A. (cont'd) Overall, Do You Prefer to Buy Your Fresh Meat:

Preference	Skilled		Semi-Skilled		Unskilled		Refused		Total
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	
Flint									
Prepackaged	15	27.78	22	21.91	10	17.93	2	22.22	3
Butcher Service	98	51.85	86	55.35	40	44.94	2	22.22	1
No Preference	11	20.37	37	21.79	30	33.61	4	44.44	4
x	0	.00	4	2.25	3	3.37	1	11.11	1
Total	54	100.00	173	100.00	83	100.00	9	100.00	11
Grand Rapids									
Prepackaged	11	12.50	20	11.11	21	13.41	3	6.32	1
Butcher Service	67	76.13	123	71.49	124	66.86	23	67.65	14
No Preference	9	10.23	39	14.44	24	15.89	6	23.53	6
x	1	1.14	6	2.46	2	1.32	0	.00	0
Total	33	100.00	275	100.00	131	100.00	34	100.00	22
Flint and Grand Rapids									
Prepackaged	26	18.31	62	15.40	37	15.42	5	11.63	7
Butcher Service	93	64.91	291	44.96	144	60.00	25	56.43	14
No Preference	20	14.08	76	16.46	51	23.19	12	27.01	11
x	1	.74	12	2.98	7	3.03	1	2.22	0
Total	142	100.00	473	100.00	249	100.00	43	100.00	22

Occupation

Table 57. Percent Distribution of Your Total by Age and Sex, 1940

Percent	Professional		Managerial		Clerical		Sales		Service	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Flint										
Under 25%	50	79.71	20	71.43	16	57.14	29	64.13	14	50.00
25% - 49%	0	0.00	7	25.00	5	17.76	7	15.56	2	7.14
50% - 74%	4	5.48	0	.00	6	21.43	3	6.67	1	3.57
75% - 100%	4	5.48	0	.00	0	.00	3	6.67	1	3.57
x	3	4.11	1	3.57	1	3.57	3	6.67	1	3.57
Total	73	100.00	28	100.00	28	100.00	42	100.00	29	100.00
Grand Rapids										
Under 25%	57	73.12	51	68.00	61	76.25	84	68.99	13	50.00
25% - 49%	12	15.38	5	6.67	5	6.25	9	7.25	3	11.11
50% - 74%	5	6.20	9	12.00	1	1.25	8	6.20	0	0.00
75% - 100%	7	8.83	4	5.33	7	8.75	11	8.83	5	18.52
x	9	11.43	0	0.00	0	0.00	12	9.68	2	7.41
Total	112	100.00	75	100.00	75	100.00	124	100.00	23	100.00
Flint and Grand Rapids										
Under 25%	143	74.18	71	68.93	77	71.30	118	67.91	27	50.00
25% - 49%	18	9.37	12	11.55	10	9.26	15	8.20	5	9.26
50% - 74%	9	4.69	9	8.74	7	6.18	11	6.32	11	20.00
75% - 100%	11	5.73	4	3.83	7	6.48	14	8.05	9	16.28
x	11	5.73	7	6.67	7	6.48	15	8.05	11	20.00
Total	192	100.00	103	100.00	108	100.00	173	100.00	63	100.00

OCCUPATION

Table 57A. (cont'd) What Percentage of Your Total Do You Buy Prepackaged?

Percent	<u>Skilled</u>		<u>Semi-Skilled</u>		<u>Unskilled</u>		<u>Retired</u>		<u>Unemployed</u>	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Flint										
Under 25%	40	74.06	122	72.47	63	70.79	0	60.67	9	1.99
25% - 49%	3	5.56	19	10.67	10	11.24	2	22.22	0	.00
50% - 74%	2	3.70	16	8.99	6	6.74	0	.00	2	1.12
75% - 100%	8	14.81	5	2.81	4	4.49	0	.00	0	.00
x	1	1.85	9	5.06	0	6.74	1	11.11	0	.00
Total	54	100.00	173	100.00	83	100.00	3	100.00	11	100.00
Grand Rapids										
Under 25%	68	77.29	178	65.92	98	64.89	22	64.71	12	21.11
25% - 49%	10	11.36	30	11.11	16	10.60	5	14.71	2	3.70
50% - 74%	4	4.54	17	6.30	8	5.30	2	5.88	1	1.85
75% - 100%	4	4.54	20	7.41	4	2.65	1	2.94	6	10.74
x	2	2.27	25	9.26	25	16.46	4	11.76	1	1.85
Total	88	100.00	270	100.00	151	100.00	34	100.00	22	100.00
Flint and Grand Rapids										
Under 25%	108	76.06	207	68.52	161	67.09	23	65.11	21	13.11
25% - 49%	13	9.15	49	15.94	26	10.83	7	16.28	2	3.70
50% - 74%	6	4.23	33	7.37	14	5.63	2	4.65	3	1.85
75% - 100%	12	8.45	25	5.63	7	2.82	1	2.33	6	1.85
x	3	2.11	34	7.59	21	8.45	4	11.76	1	1.85
Total	142	100.00	298	100.00	249	100.00	37	100.00	33	100.00

FOUR LENSES

Table 5thA. How Often Do You Buy Meat?

Frequency	<u>Prepackaged</u>		<u>Butcher Service</u>		<u>No preference</u>	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Daily	4	3.17	21	6.86	15	11.19
Weekly	68	53.98	124	40.52	48	35.82
Two or Three						
Times a Week	50	39.68	153	50.00	67	50.70
Every Two Weeks	3	2.38	7	2.29	3	2.24
x	1	.79	1	.33	1	.75
Total	126	100.00	306	100.00	134	100.00
Grand Rapids						
Daily	9	6.92	81	10.02	14	8.43
Weekly	69	53.08	332	41.09	57	34.48
Two or Three						
Times a Week	50	38.46	372	46.04	91	54.80
Every Two Weeks	2	1.54	16	1.98	4	2.41
x	0	.00	7	.87	0	0.00
Total	130	100.00	608	100.00	166	100.00
Flint and Grand Rapids						
Daily	13	5.08	102	9.16	29	9.47
Weekly	137	53.52	456	40.93	105	35.00
Two or Three						
Times a Week	100	39.06	525	47.13	158	52.07
Every Two Weeks	5	1.95	23	2.06	7	2.33
x	1	.39	8	.72	1	.33
Total	256	100.00	1114	100.00	300	100.00

REFERENCE

Table 59A. What Is the Average Amount Spent for One Week's Food Supply for Your Family?

Amount	<u>Prepackaged</u>		<u>Ditcher Service</u>		<u>No Preference</u>	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Under \$5	2	1.59	5	1.63	3	2.24
\$5 - \$9.99	3	2.38	15	4.90	8	5.97
\$10.00 - \$14.99	25	19.84	56	18.30	14	10.45
\$15.00 - \$19.99	28	22.22	64	20.92	28	20.90
\$20.00 - \$24.99	34	26.98	79	25.82	41	30.59
\$25.00 - \$29.99	18	14.29	40	13.07	24	17.97
\$30.00 - \$34.99	10	7.94	25	8.17	9	6.72
\$35.00 - \$39.99	3	2.38	12	3.92	5	3.73
\$40.00 and Over	2	1.59	7	2.29	1	.75
x	1	.79	3	.98	1	.75
Total	126	100.00	306	100.00	134	100.00
Grand Rapids						
Under \$5	1	.77	9	1.11	4	2.41
\$5.00 - \$9.99	4	3.08	34	4.21	14	8.43
\$10.00 - \$14.99	19	14.62	107	13.24	29	17.47
\$15.00 - \$19.99	32	24.62	172	21.29	31	18.67
\$20.00 - \$24.99	39	29.99	207	25.61	43	25.91
\$25.00 - \$29.99	20	15.38	129	15.97	28	15.67
\$30.00 - \$34.99	14	10.77	90	11.14	8	4.52
\$35.00 - \$39.99	1	.77	33	4.08	4	2.41
\$40.00 and Over	0	.00	15	1.86	3	1.81
x	0	.00	12	1.49	2	1.20
Total	130	100.00	808	100.00	108	100.00
Flint and Grand Rapids						
Under \$5	3	1.17	14	1.26	7	2.33
\$5.00 - \$9.99	7	2.73	49	4.40	22	7.55
\$10.00 - \$14.99	44	17.19	163	14.63	43	16.33
\$15.00 - \$19.99	60	23.44	236	21.19	59	17.67
\$20.00 - \$24.99	73	28.92	286	25.67	64	26.01
\$25.00 - \$29.99	38	14.84	169	15.17	52	17.33
\$30.00 - \$34.99	24	9.38	115	10.32	17	5.67
\$35.00 - \$39.99	4	1.56	45	4.04	9	3.00
\$40.00 and Over	2	.78	22	1.97	4	1.33
x	1	.39	15	1.35	3	1.00
Total	256	100.00	1114	100.00	300	100.00

POLLER 1964

Table 60A. What Is the Average Meat Bill for Your Family Per Week?

Amount	<u>Prepackaged</u>		<u>Butcher Service</u>		<u>No Preference</u>	
	Number	Percent	Number	Percent	Number	Percent
Flint						
\$0 - \$2.49	6	4.76	6	1.96	9	6.72
\$2.50 - \$4.99	35	27.78	72	23.53	26	20.90
\$5.00 - \$7.49	57	45.24	110	35.94	49	36.54
\$7.50 - \$9.99	13	10.32	55	17.97	28	20.90
\$10.00 - \$12.49	7	5.56	35	11.44	9	6.72
\$12.50 - \$14.99	4	3.17	10	3.27	4	2.99
\$15.00 - \$17.49	2	1.59	6	1.96	2	1.49
\$17.50 - \$19.99	0	0.00	4	1.31	1	.75
\$20.00 and Over	1	.79	1	.33	0	.00
x	1	.79	7	2.29	4	2.99
Total	126	100.00	306	100.00	134	100.00
Grand Rapids						
\$0 - \$2.49	5	3.85	18	2.23	11	6.63
\$2.50 - \$4.99	32	24.62	162	20.05	44	26.51
\$5.00 - \$7.49	51	39.22	288	35.63	57	34.34
\$7.50 - \$9.99	22	16.92	162	20.05	31	18.67
\$10.00 - \$12.49	13	10.00	98	12.13	11	6.63
\$12.50 - \$14.99	3	2.31	37	4.58	3	1.81
\$15.00 - \$17.49	3	2.31	12	1.49	2	1.20
\$17.50 - \$19.99	0	.00	5	.62	1	.60
\$20.00 and Over	0	.00	8	.99	2	1.20
x	1	.77	18	2.23	4	2.41
Total	130	100.00	803	100.00	166	100.00
Flint and Grand Rapids						
\$0 - \$2.49	11	4.30	24	2.15	20	6.67
\$2.50 - \$4.99	67	26.17	234	21.01	72	24.00
\$5.00 - \$7.49	108	42.20	398	35.72	106	35.32
\$7.50 - \$9.99	35	13.67	217	19.48	59	19.67
\$10.00 - \$12.49	20	7.81	133	11.94	20	6.67
\$12.50 - \$14.99	7	2.73	47	4.22	7	2.33
\$15.00 - \$17.49	5	1.95	18	1.62	4	1.33
\$17.50 - \$19.99	0	.00	9	.81	2	.67
\$20.00 and Over	1	.39	9	.81	2	.67
x	2	.78	25	2.24	8	2.67
Total	256	100.00	1114	100.00	300	100.00

PREFERENCE

Table 61A. Indicate the Weekly Income, After Deductions, in Your Family:

Amount	<u>Prepackaged</u>		<u>Butcher Service</u>		<u>No Preference</u>	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Under \$30	2	1.59	9	2.94	6	4.40
\$30 - \$59	28	22.22	58	18.95	31	20.15
\$60 - \$89	66	52.38	126	41.18	60	42.78
\$90 - \$119	19	15.08	53	17.32	24	17.91
\$120 and Over	9	7.14	41	13.40	5	3.73
x	2	1.59	19	6.21	8	5.97
Total	126	100.00	306	100.00	134	100.00
Grand Rapids						
Under \$30	8	6.15	29	3.59	11	6.63
\$30 - \$59	34	26.15	180	22.28	41	24.70
\$60 - \$89	51	39.24	309	38.24	74	44.17
\$90 - \$119	19	14.62	119	14.73	11	6.63
\$120 and Over	11	8.46	78	9.65	20	12.05
x	7	5.38	92	11.39	9	5.72
Total	130	100.00	598	100.00	166	100.00
Flint and Grand Rapids						
Under \$30	10	3.91	38	3.41	17	5.67
\$30 - \$59	62	24.22	238	21.36	72	24.00
\$60 - \$89	117	45.70	435	39.05	134	44.56
\$90 - \$119	38	14.84	172	15.44	35	11.67
\$120 and Over	20	7.81	119	10.68	25	8.33
x	9	3.52	111	9.96	17	5.71
Total	256	100.00	1114	100.00	300	100.00

Table 32A. Do You Believe You Pay More for Repackaged Meat Than for Comparable Meat Not Packaged?

Belief	<u>Prepackaged</u>		<u>Butcher Service</u>		<u>No Preference</u>	
	Number	Percent	Number	Percent	Number	Percent
Flint						
No	116	92.06	110	35.95	95	70.89
Yes	7	5.56	180	58.82	30	22.39
x	3	2.38	16	5.23	9	6.72
Total	<u>126</u>	<u>100.00</u>	<u>306</u>	<u>100.00</u>	<u>134</u>	<u>100.00</u>
Grand Rapids						
No	104	80.00	313	38.74	117	70.48
Yes	22	16.92	454	56.19	44	26.51
x	4	3.08	41	5.07	5	3.01
Total	<u>130</u>	<u>100.00</u>	<u>808</u>	<u>100.00</u>	<u>166</u>	<u>100.00</u>
Flint and Grand Rapids						
No	220	85.94	423	37.97	212	70.66
Yes	29	11.33	634	56.91	74	24.67
x	7	2.73	57	5.12	14	4.67
Total	<u>256</u>	<u>100.00</u>	<u>1114</u>	<u>100.00</u>	<u>300</u>	<u>100.00</u>

FOOD SERVICE

Table 631. What Is Your Favorite Type of Meat?

Type	Prepackaged		Butcher Service		No Preference	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Roasts	59	46.82	32	10.46	26	19.44
Ham	2	1.59	7	2.29	2	1.49
Steak	13	10.32	7	2.29	5	3.73
Chicken	3	2.38	10	3.27	3	2.27
Chops	5	3.97	4	1.31	3	2.24
Hamburger	1	.79	1	.33	1	.75
Lunch Meats	8	6.35	70	22.88	26	19.40
Sausage	8	6.35	83	27.10	26	19.40
Bacon	3	2.38	22	7.19	8	5.97
Fish	0	.00	0	.00	0	.00
x	24	19.05	70	22.83	22	16.45
Total	125	100.00	306	100.00	134	100.00
Grand Rapids						
Roasts	46	35.38	47	5.92	20	12.95
Ham	1	.77	8	.99	0	.00
Steak	13	10.00	18	2.23	9	5.12
Chicken	11	8.46	18	2.23	6	3.61
Chops	1	.77	5	.62	9	5.12
Hamburger	2	1.54	11	1.36	4	2.41
Lunch Meats	9	6.92	257	31.82	43	25.50
Sausage	5	3.85	159	19.68	26	15.46
Bacon	2	1.54	42	5.20	4	2.41
Fish	1	.77	0	.00	0	.00
x	41	31.54	242	29.95	45	27.12
Total	130	100.00	803	100.00	155	100.00
Flint and Grand Rapids						
Roasts	105	41.02	79	7.16	46	11.55
Ham	3	1.17	15	1.36	2	.47
Steak	26	10.16	25	2.26	14	3.47
Chicken	14	5.47	28	2.54	14	3.47
Chops	6	2.34	9	.82	12	2.90
Hamburger	3	1.17	12	1.09	5	1.27
Lunch Meats	17	6.44	327	29.62	69	17.00
Sausage	13	5.08	242	21.92	52	12.83
Bacon	5	1.95	64	5.80	12	2.90
Fish	1	.39	0	.00	0	.00
x	65	25.39	312	28.26	74	18.25
Total	256	100.00	1114	100.00	400	100.00

APPENDIX

Table 64... What Percentage of Your Meat do You Buy Prepackaged?

Percent	<u>Prepackaged</u>		<u>Butcher Service</u>		<u>No Preference</u>	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Under 25%	43	34.13	264	86.27	100	74.63
25% - 49%	27	21.43	13	4.25	24	17.91
50% - 74%	29	23.02	8	2.61	5	3.73
75% - 100%	23	18.25	1	.33	2	1.49
x	4	3.17	20	6.54	3	2.24
Total	126	100.00	306	100.00	134	100.00
Grand Rapids						
Under 25%	25	19.23	644	79.70	91	54.81
25% - 49%	30	23.08	39	4.83	45	27.11
50% - 74%	31	23.85	17	2.10	15	9.01
75% - 100%	44	33.84	18	2.23	11	6.63
x	0	.00	90	11.14	4	2.44
Total	130	100.00	808	100.00	166	100.00
Flint and Grand Rapids						
Under 25%	68	26.56	908	82.25	191	63.67
25% - 49%	57	22.27	52	4.71	69	23.00
50% - 74%	60	23.44	25	2.26	20	6.67
75% - 100%	67	26.17	19	1.72	13	4.33
x	4	1.56	110	9.95	7	2.33
Total	256	100.00	1114	100.00	300	100.00

PREFERENCE

Table 65A. How Long Have You Bought Meat from a Self-Service Prepackaged Store?

Length of Time	<u>Prepackaged</u>		<u>Butcher Service</u>		<u>No Preference</u>	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Never	1	.79	25	8.17	8	5.47
Less Than One Month	13	10.32	54	17.65	13	9.79
One to Three Months	27	21.43	43	14.05	22	16.12
Three to Six Months	17	13.49	51	16.67	26	19.44
Six Months or More	62	49.21	95	31.04	56	41.74
x	6	4.76	38	12.42	9	6.72
Total	126	100.00	306	100.00	134	100.00
Grand Rapids						
Never	1	.77	51	6.31	3	1.61
Less Than One Month	2	1.54	125	15.47	9	5.11
One to Three Months	21	16.15	95	11.76	14	8.45
Three to Six Months	26	20.00	90	11.14	22	13.25
Six Months or More	80	61.54	320	39.60	111	60.81
x	0	.00	127	15.72	7	4.22
Total	130	100.00	808	100.00	166	100.00
Flint and Grand Rapids						
Never	2	.78	76	6.88	11	3.67
Less Than One Month	15	5.86	179	16.21	22	7.33
One to Three Months	48	18.75	138	12.50	36	12.00
Three to Six Months	43	16.80	141	12.77	48	16.00
Six Months or More	142	55.47	415	37.59	147	49.00
x	6	2.34	165	14.95	16	5.33
Total	256	100.00	1114	100.00	300	100.00

PREFERRENCE

Table 60A. Since You Have Been Buying prepackaged meat, Has Your Family Preferred...

Quantity	<u>Prepackaged</u>		<u>Butcher Service</u>		<u>No preference</u>	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Less	4	3.17	13	4.25	1	.75
More	11	8.73	3	.98	3	2.24
Same Amount	98	77.78	175	57.19	94	70.14
Don't Know	8	6.35	59	19.28	24	17.91
x	5	3.97	56	18.30	12	8.96
Total	126	100.00	306	100.00	134	100.00
Grand Rapids						
Less	4	3.08	42	5.20	5	3.91
More	15	11.54	3	.99	1	.69
Same Amount	103	79.23	419	51.85	128	77.11
Don't Know	8	6.15	159	19.68	24	16.86
x	0	.00	100	22.28	8	5.42
Total	130	100.00	603	100.00	166	100.00
Flint and Grand Rapids						
Less	8	3.43	55	4.98	6	2.39
More	26	10.16	11	1.00	4	1.33
Same Amount	201	73.51	594	53.79	222	74.90
Don't Know	16	6.25	218	19.75	48	16.00
x	5	1.95	235	21.38	20	6.57
Total	256	100.00	1114	100.00	300	100.00

Table 17a. Would you like more of these products?

Cuts	<u>Prepackaged</u>		<u>Butcher Service</u>		<u>No Preference</u>	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Suet or Fat	16	7.90	8	4.60	14	7.87
Hearts	20	9.95	12	6.90	18	10.11
Pigs Feet	9	4.48	6	3.45	15	8.13
Oxtails	10	4.98	7	4.02	8	4.49
Brains	4	1.99	8	4.60	6	3.37
Spareribs	49	24.38	37	21.20	37	20.79
Liver	31	15.42	27	15.52	28	15.73
Kidneys	4	1.99	3	1.72	9	5.00
Sweetbreads	5	2.49	8	4.60	5	2.81
Pork Liver	17	8.46	19	10.92	9	5.00
Pork Neck Bones	11	5.47	16	9.20	12	6.74
Beef Bones	25	12.44	23	13.22	17	9.55
Total	231	100.00	174	100.00	178	100.00
Grand Rapids						
Suet or Fat	21	5.44	11	7.43	13	4.00
Hearts	34	8.81	12	8.11	25	7.69
Pigs Feet	31	8.03	5	3.38	17	5.23
Oxtails	20	5.18	6	4.05	17	5.23
Brains	12	3.11	2	1.35	7	2.15
Spareribs	72	18.65	33	22.30	67	20.62
Liver	68	17.62	29	19.59	64	19.69
Kidneys	19	4.92	8	5.41	19	5.85
Sweetbreads	22	5.70	5	3.39	14	4.31
Pork Liver	26	6.74	12	.81	30	9.23
Pork Neck Bones	21	5.44	11	7.43	15	4.62
Beef Bones	40	10.36	14	9.46	37	11.38
Total	366	100.00	148	100.00	325	100.00
Flint and Grand Rapids						
Suet or Fat	37	6.30	19	5.90	27	5.37
Hearts	54	9.20	24	7.45	43	8.55
Pigs Feet	40	6.81	11	3.42	32	6.30
Oxtails	30	5.11	13	4.04	25	4.97
Brains	16	2.73	10	3.11	13	2.58
Spareribs	121	20.61	70	21.72	134	26.07
Liver	99	16.87	56	17.39	92	18.29
Kidneys	23	3.92	11	3.45	28	5.57
Sweetbreads	27	4.60	13	4.04	19	3.70
Pork Liver	43	7.33	31	9.63	39	7.75
Pork Neck Bones	32	5.45	27	8.39	27	5.37
Beef Bones	65	11.07	37	11.46	54	10.74
Total	567	100.00	322	100.00	503	100.00

Table 6.2. Continuation Table

Cuts	Flint Rapids		Potomac Rapids		Grand Rapids	
	Number	Percent	Number	Percent	Number	Percent
Flint						
Suet or Fat	30	9.62	17	12.86	30	10.07
Hearts	22	7.05	10	7.56	20	6.71
Pigs Feet	26	8.33	10	7.58	22	7.29
Oxtails	30	9.62	14	10.61	29	9.49
Brains	37	11.66	16	12.12	34	11.27
Spareribs	8	2.56	4	3.02	16	5.27
Liver	14	4.49	6	4.55	18	5.94
Kidneys	37	11.66	14	10.61	28	9.19
Sweetbreads	23	10.57	12	9.09	30	10.07
Pork Liver	21	6.73	12	9.09	21	7.05
Pork Neck Bones	31	9.94	11	8.33	29	9.73
Beef Bones	23	7.37	6	4.55	21	7.05
Total	312	100.00	132	100.00	296	100.00
Grand Rapids						
Suet or Fat	54	8.52	20	9.30	54	9.18
Hearts	52	8.20	15	6.98	46	7.82
Pigs Feet	56	8.83	20	9.30	47	7.99
Oxtails	57	8.99	22	10.23	50	8.52
Brains	70	11.26	25	11.63	64	10.92
Spareribs	30	4.73	6	2.79	29	4.92
Liver	29	4.57	7	3.26	34	5.81
Kidneys	60	9.46	23	10.70	56	9.52
Sweetbreads	64	10.09	23	10.70	56	9.52
Pork Liver	50	7.89	18	8.37	45	7.65
Pork Neck Bones	61	9.62	22	10.23	59	10.05
Beef Bones	51	8.04	14	6.51	42	7.14
Total	634	100.00	213	100.00	586	100.00
Flint and Grand Rapids						
Suet or Fat	84	8.88	37	10.66	84	9.28
Hearts	74	7.82	25	7.20	66	7.45
Pigs Feet	82	8.67	30	8.65	69	7.79
Oxtails	87	9.23	36	10.37	85	9.59
Brains	107	11.30	41	11.82	98	11.06
Spareribs	38	4.02	10	2.88	45	5.05
Liver	43	4.55	13	3.75	52	5.87
Kidneys	97	10.25	37	10.66	84	9.48
Sweetbreads	97	10.25	35	10.09	86	9.71
Pork Liver	71	7.51	30	8.65	66	7.45
Pork Neck Bones	92	9.73	33	9.51	88	9.93
Beef Bones	74	7.82	20	5.76	63	7.11
Total	946	100.00	347	100.00	886	100.00

APPENDIX B

MATERIAL USED FOR COLLECTION OF DATA

MICHIGAN STATE COLLEGE
EAST LANSING

DEPARTMENT OF AGRICULTURAL ECONOMICS

January 24, 1951

Dear Consumer:

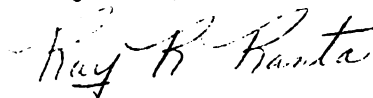
Your name was drawn by chance from your city directory. I would like to have your help in conducting a research project. You can do this by filling out the enclosed questionnaire and returning it to me in the self addressed envelope.

The questionnaire deals with a new method of meat merchandising. This new method is called self-service. Prepackaged meat* is self-served from an open refrigerated meat case.

This research project is one that the Agricultural Economics Department of Michigan State College is conducting. The data on the returned questionnaire will be used to determine the reactions of consumers to prepackaged meat, to find out meat buying habits or patterns, and to try and help consumers and retailers solve common problems between themselves.

Your replies will be kept confidential and I can guarantee that there will be no future obligations on your part. Thank you for your time and cooperation.

Very truly yours,



Ray R. Ranta
Graduate Assistant
Agricultural Economics

*Prepackaged meat is meat that has been cut, trimmed, packaged, priced and displayed previous to the customers' entrance into the store.

RRR/ih

Enclosures

MICHIGAN STATE COLLEGE
Consumer Survey - Prepackaged Meat

1. How many people eat at least two meals per day in your home? (Include regular boarders).
 1. Under six years of age _____
 2. Over six years of age _____
2. How often do you buy meat? (Check (✓) one.)
 1. Daily _____
 2. Weekly _____
 3. Two or three times a week _____
 4. Every two weeks _____
3. How do you store your meat at home? (Check (✓) one.)
 1. Mechanical refrigerator _____
 2. Ice refrigerator _____
 3. Home freezer _____
 4. Other _____
4. About what is the average amount spent for one week's food supply for your family? (Include milk, meat - all food.) (Check (✓) one.)
 1. Under 5 dollars _____
 2. \$5 - \$9.99 _____
 3. \$10 - \$14.99 _____
 4. \$15 - \$19.99 _____
 5. \$20 - \$24.99 _____
 6. \$25 - \$29.99 _____
 7. \$30 - \$34.99 _____
 8. \$35 - \$39.99 _____
 9. 40 dollars and over _____
5. About what is the average meat bill for your family per week? (Check (✓) one.)
 1. \$0 - \$2.49 _____
 2. \$2.50 - \$4.99 _____
 3. \$5.00 - \$7.49 _____
 4. \$7.50 - \$9.99 _____
 5. \$10.00 - \$12.49 _____
 6. \$12.50 - \$14.99 _____
 7. \$15.00 - \$17.49 _____
 8. \$17.50 - \$19.99 _____
 9. 20 dollars and over _____
6. Please indicate the weekly income, after deductions, in your family by checking one of the groups below. (Check (✓) one.)
 1. Under 30 dollars _____
 2. \$30 - \$59 _____
 3. \$60 - \$89 _____
 4. \$90 - \$119 _____
 5. 120 dollars and over _____
7. Have you ever bought prepackaged meat? 1. Yes _____ 2. No _____

If answer to Question 7 is No, then Omit Questions 8 through 14.
8. Do you believe you pay more for prepackaged fresh meat than for comparable meat not packaged? (Check (✓) one.)
 1. No _____
 2. Yes _____
9. Overall, do you prefer to buy your fresh meat? (Check (✓) one.)
 1. Prepackaged _____
 2. Butcher Service _____
 3. No Preference _____
10. What is your favorite type of prepackaged meat? (e.g. sausage, lunch meat, roasts).
 1. _____

11. What percentage of your meat do you buy prepackaged? (Check (✓) one.)
- | | |
|--------------------|--------------------|
| 1. Under 25% _____ | 3. 50 - 74% _____ |
| 2. 25 - 49% _____ | 4. 75 - 100% _____ |
12. How long have you bought meat from a self-service prepackaged store? (Check (✓) one.)
- | | |
|------------------------------|------------------------------|
| 1. Never _____ | 4. Three to six months _____ |
| 2. Less than one month _____ | 5. Six months or more _____ |
| 3. One to three months _____ | |
13. Since you have been buying prepackaged meats, has your family been eating: (Check (✓) one.)
- | | |
|--------------------|--|
| 1. Less meat _____ | 3. The same amount as previously _____ |
| 2. More meat _____ | 4. Don't know _____ |
14. Why do you buy prepackaged meat? (Check all reasons that apply and list others.)
- | | |
|---|---|
| 1. Less bone _____ | 9. No talking with butcher _____ |
| 2. Larger selection of items _____ | 10. Can shop more quickly _____ |
| 3. Meat is fresher _____ | 11. More sanitary _____ |
| 4. Can examine the meat _____ | 12. Convenient selection of sizes _____ |
| 5. No particular reason _____ | 13. No other way to buy _____ |
| 6. Only kind sold in store _____ | 14. Other _____ |
| 7. Meat has higher quality _____ | 15. Other _____ |
| 8. Weight and total price are given _____ | 16. Other _____ |

Please answer all of the following questions.

15. If you do not buy prepackaged meat, why don't you? (Check all reasons that apply and list others.)
- | | |
|---|--|
| 1. Like advice of butcher _____ | 6. Too impersonal _____ |
| 2. Don't know how long it has been packaged _____ | 7. Too expensive _____ |
| 3. Does not taste the same _____ | 8. Excess bone and fat are often hidden in the package _____ |
| 4. No particular reason _____ | 9. Like to see both sides of meat _____ |
| 5. Like to see the meat weighted _____ | 10. Other _____ |
| | 11. Other _____ |
16. About what proportion of the following do you buy from a self-service meat store?
- | Meat (Check (✓) one.) | Fruits & Vegetables (Check (✓) one) | Other Groceries (Check (✓) one) |
|-----------------------|-------------------------------------|---------------------------------|
| 1. All _____ | 1. All _____ | 1. All _____ |
| 2. Most _____ | 2. Most _____ | 2. Most _____ |
| 3. Some _____ | 3. Some _____ | 3. Some _____ |
| 4. None _____ | 4. None _____ | 4. None _____ |
17. How thick do you like steak from a beef round cut? (Check (✓) the nearest one.)
- | | |
|-------------------|---------------------|
| 1. 1/4 inch _____ | 5. 1-1/4 inch _____ |
| 2. 1/2 inch _____ | 6. 1-1/2 inch _____ |
| 3. 3/4 inch _____ | 7. Two inches _____ |
| 4. One inch _____ | |
18. How many pork chops do you like to buy at one time? Check (✓) one.)
- | | |
|----------------|----------------|
| 1. Two _____ | 4. Five _____ |
| 2. Three _____ | 5. Six _____ |
| 3. Four _____ | 6. Seven _____ |

19. What weight beef chuck roast do you prefer? (Check (✓) the nearest one.)
- | | | |
|-----------------------|-----------------------|-----------------------|
| 1. 1 pound _____ | 4. 2-1/2 pounds _____ | 7. 4 pounds _____ |
| 2. 1-1/2 pounds _____ | 5. 3 pounds _____ | 8. 4-1/2 pounds _____ |
| 3. 2 pounds _____ | 6. 3-1/2 pounds _____ | 9. 5 pounds _____ |
20. In your family who does most of the meat buying? (Check (✓) one.)
- | | |
|----------------------------|-----------------------|
| 1. Son _____ | 4. Husband _____ |
| 2. Daughter _____ | 5. Single adult _____ |
| 3. Wife or homemaker _____ | 6. Other _____ |
21. Do you usually shop for meat by: (Check (✓) one.)
- | | | |
|---------------------|------------------|----------------------------|
| 1. Automobile _____ | 3. Taxi _____ | 4. Bus or street car _____ |
| 2. On foot _____ | 5. Bicycle _____ | |
22. What are the names of two stores from which you buy the majority of your meat?
1. _____
2. _____
23. Are these prepackaged meat stores or meat markets? (Check (✓) one or both.)
- | | |
|----------------------|----------------------|
| 1. Prepackaged _____ | 2. Meat market _____ |
|----------------------|----------------------|
24. How many blocks do you live from the nearest meat market? _____ blocks.
25. How many blocks do you live from a store which sells prepackaged meat? _____ blocks.
26. Do you know of any self-service meat store which accepts phone orders and delivers meat to homes?
- | | |
|--------------|-------------|
| 1. Yes _____ | 2. No _____ |
|--------------|-------------|
27. Of the following, check (✓) whether you would like more, less, or the same amount packaged and displayed in the meat case.
- | | <u>More</u> | <u>Same</u> | <u>Less</u> | | <u>More</u> | <u>Same</u> | <u>Less</u> |
|----------------|-------------|-------------|-------------|---------------------|-------------|-------------|-------------|
| 1. Suet or Fat | _____ | _____ | _____ | 8. Kidneys | _____ | _____ | _____ |
| 2. Hearts | _____ | _____ | _____ | 9. Sweetbreads | _____ | _____ | _____ |
| 3. Pigs Feet | _____ | _____ | _____ | 10. Pork Liver | _____ | _____ | _____ |
| 4. Oxtails | _____ | _____ | _____ | 11. Pork Neck Bones | _____ | _____ | _____ |
| 5. Brains | _____ | _____ | _____ | 12. Beef Bones | _____ | _____ | _____ |
| 6. Spareribs | _____ | _____ | _____ | 13. Other _____ | _____ | _____ | _____ |
| 7. Liver | _____ | _____ | _____ | 14. Other _____ | _____ | _____ | _____ |
28. What is the last grade or year in school that you completed (Check (✓) one.)
- | | |
|----------------------------------|--------------------------------|
| 1. Less than grammar _____ | 4. Completed high school _____ |
| 2. Completed 8th (grammar) _____ | 5. Some college _____ |
| 3. Some high school _____ | 6. Completed college _____ |
29. Is your family predominately: (Check (✓) one.)
- | | | |
|---------------------|-------------------|-----------------|
| 1. Protestant _____ | 2. Catholic _____ | 3. Jewish _____ |
|---------------------|-------------------|-----------------|
30. In what age group do you fall? (Check (✓) one.)
- | | |
|-------------------------|----------------------------|
| 1. Under 30 years _____ | 3. 50 years and over _____ |
| 2. 30 - 49 years _____ | |
31. Of what nationality origin is your family mostly composed? _____
32. From what occupation does your family derive its main source of income? _____
33. Any additional comments which you care to add will be appreciated. Please put them on the back of questionnaire.

Dear Consumer:

January 29, 1951

A few days ago you received a questionnaire on prepackaged meat. Perhaps, for some reason, it slipped your attention and you did not complete and return it to me. If you would fill it out and mail it now, I would appreciate it greatly.

As you know, this research project is being carried on by Michigan State College. The total time that it will take you to answer the questions is about ten minutes. If there is any question that you do not wish to answer, please disregard it, but return the questionnaire in the self addressed envelope.

Thank you.

Ray Ranta
41 Agriculture Hall
Michigan State College
East Lansing, Michigan

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