



How Did Household Characteristics Affect Food Spending in 1980-88?

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In this report... This report looks at trends in U.S. per capita consumption of total food, food at home, and food away from home using the latest data from annual surveys of urban household food spending for 1980 to 1988. Actual household spending was adjusted to 1988 food price levels to focus on consumption changes. Total food spending rose sharply for one-person households but declined steeply for households with six or more persons. Households headed by people 65 and over spent most on food at home and the least on food away from home.

Identifying emerging consumption trends can help the Nation's farmers, food processors, and marketers meet the needs of a changing population. At the same time, recognizing current spending trends for various population segments helps identify groups whose consumption of some commodities is higher or lower than others. Facts showing extraordinarily high or low commodity consumption can help pinpoint subgroups at potential nutritional or dietary risk.

The U.S. Department of Labor's Bureau of Labor Statistics has conducted annual consumer expenditure surveys (CES) since 1980. That series provides a rich source of information on the spend-

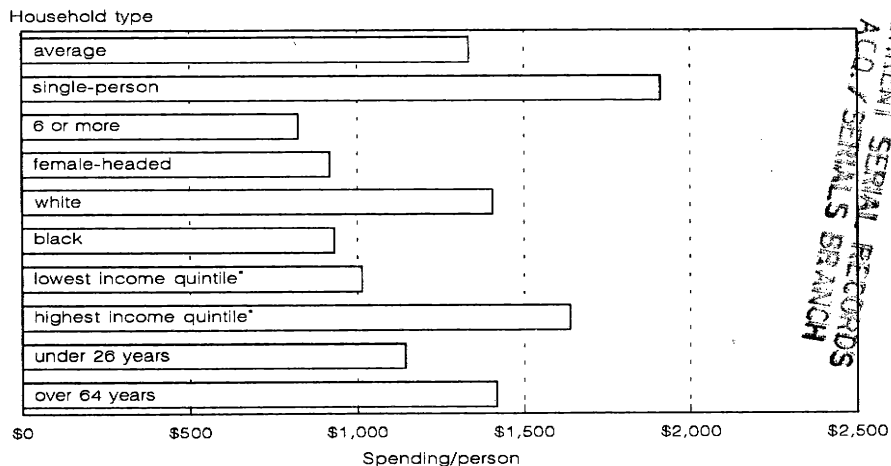
ing patterns of American households. The most recent data released are for 1988. This report uses information from these surveys to examine trends in inflation-adjusted total, at-home, and away-from-home food spending for various sizes and kinds of households, income groups, regions, and races.

We found that average price-adjusted per person food expenditure in urban households was \$1,335 in 1988 (fig. 1). Price-adjusted food spending is an approximate measure of food consumption. This national average, however, hides the fact that some population groups have significantly higher or lower food consumption than others. For example, total food spending, as an approximate measure of food consumption, grew especially fast for single people in 1980-88, but steeply declined for households with six or more members during that time.

With some noteworthy exceptions, especially among the poor, most kinds of households increased their spending on eating out between 1980 and 1988. Per person food spending was highest in the Northeast and lowest in the South. No matter the region, households headed by people aged 55-64 spent the most on total food.

Figure 1
Food spending by demographic groups, 1988

Single-person households led in food spending.



*A quintile is 20 percent of a surveyed group.

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Single Female-Headed Households With Children Spent Least on Food

Households with children headed by single females spent less per person on food than other households in 1988.

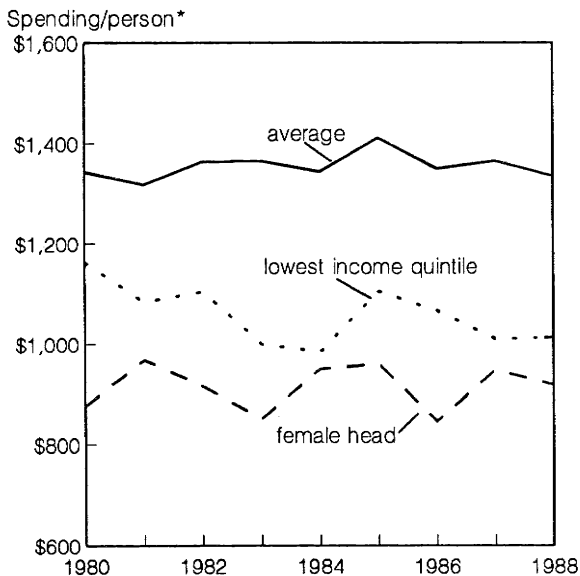
Single female-headed households with children spent less per person on food than both average U.S. households and the poorest U.S. households in 1980-88 (fig. 2). In 1988 alone, female-headed households with children spent about \$186 (23 percent) less than the average U.S. household on at-home food and spent about \$231 (45 percent) less than the average U.S. household on away-from-home food (figs. 3 and 4).

Female-headed households increased their per person food spending by almost \$42, or 5 percent between 1980 and 1988. All of this rise (in real, inflation-adjusted terms) can be attributed to increased away-from-home spending, because at-home food spending actually declined.

Households headed by females spent \$235 (27 percent) of their food budgets on away-from-home food compared with \$464 (35 percent) for the average household in 1980 (figs. 4 and 5). By 1988, female-headed households were spending \$280 (31 percent) of their food budget on away-from-home food compared with \$511 (38 percent)

Figure 2
Total food spending: Female-headed households compared with other households, 1980-88

Female-headed households consistently spent less than other kinds of households.

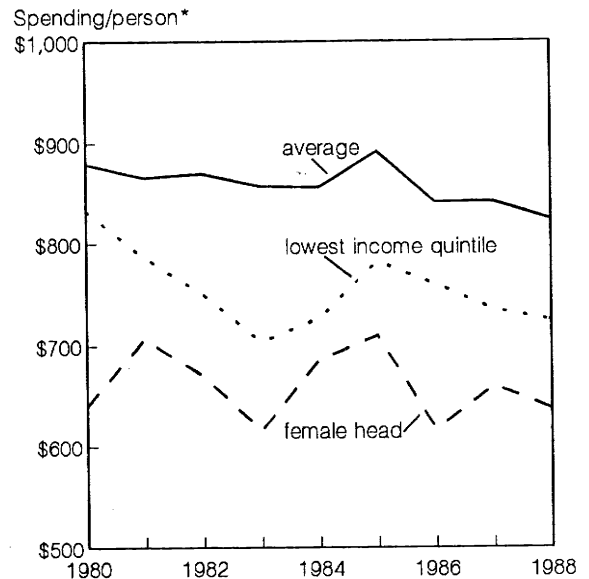


for all other households. Although the share female-headed households spent on away-from-home dining rose, these households continued to spend a smaller percentage of their food budget on away-from-home eating than the average household. (Appendix tables 1-3 detail annual comprehensive food expenditures for income and demographic groups in 1980-88.)

A major factor associated with the disparity in food spending between female-headed households and all other households is income. Female-headed households had an average before-tax income of \$16,500 in 1988 compared with \$28,900 for the average household. However, female-headed households also spent \$95 less per person on total food compared with households in the lowest income quintile (the lowest 20 percent of the income distribution), although female-headed households had higher incomes. This trend is due partly to the fact that female-headed households usually were larger than households in the lowest income quintile and typically had more children.

Figure 3
At-home food spending: Female-headed households compared with other households, 1980-88

Female-headed households spent less than the average household.

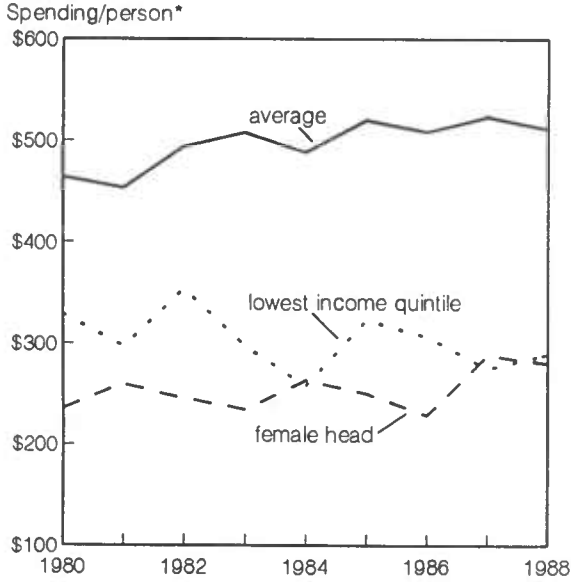


*1988 prices. Note: A quintile is 20 percent of a surveyed group.

*1988 prices. Note: A quintile is 20 percent of a surveyed group.

Figure 4
Away-from-home food spending: Female-headed households compared with other households, 1980-88

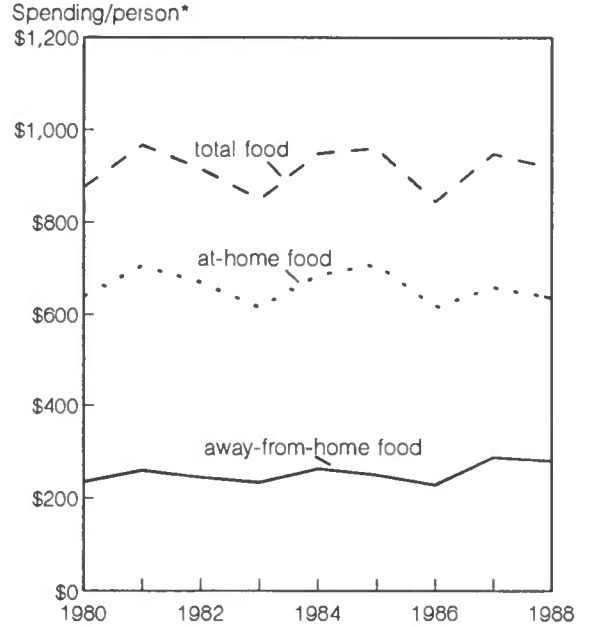
Female-headed households spent less on away-from-home food than the average household.



*1988 prices. Note: A quintile is 20 percent of a surveyed group.

Figure 5
Food spending by female-headed households, 1980-88

Away-from-home food spending slightly increased.



*1988 prices.



Households with children headed by single females spent less than average U.S. households and less than the poorest 20 percent of U.S. households in 1988.

Urban Households Headed by Older Adults Spent Most on Food

Urban households headed by persons between the ages of 55 and 64 spent \$1,507 per person on food in 1988, while urban households headed by persons under 25 spent \$1,143 per person and urban households headed by persons over age 64 spent \$1,418 per person.

Urban households headed by 55- to 64-year-olds spent the most per person on food in 1980-88 (fig. 6). Food spending per person generally increases as the age of the household head increases, at least through age group 55-64. For example, per person food spending for urban households headed by someone under 25 years old was \$1,143 in 1988 but was \$1,507 for urban households headed by 55- to 64-year-olds. This pattern is most likely caused by incomes that rise until retirement and then fall.

The only household groups experiencing any significant changes in per person spending from 1980 through 1988 for total food were the under-25-year-olds (down \$101), 25- to 34-year-olds (down \$79), and 45- to 54-year-olds (up \$72). Most of the declines were caused by falling per person at-home food spending regardless of the age of the household head (fig. 7). Households most affected were those in urban areas headed by someone under 25 (down \$84, or 12 percent) and those headed by someone between the ages of 25 and 34 living in an urban area (down \$92, or 11 percent). Spending for food at home fell 4 to 7 percent for other householder age groups.

Per person spending on away-from-home food was highest for urban households headed by someone between the ages of 45 and 54 and was generally

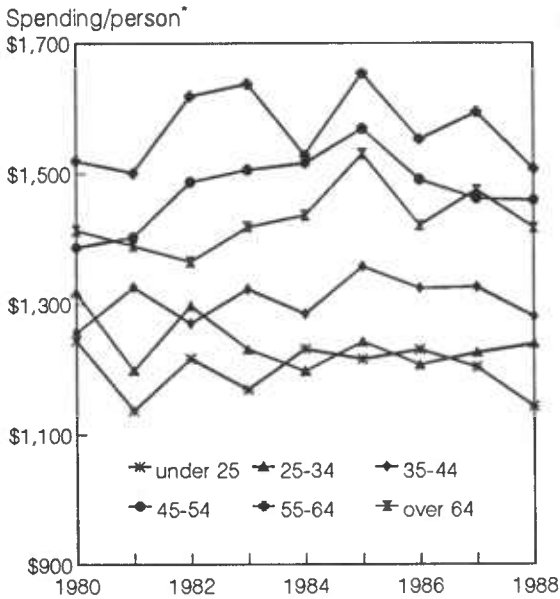
lowest for households headed by someone over the age of 64 (fig. 8). The reason probably lies in the fact that the 45-54 age group had considerably higher household income than the over-64 age group: \$40,000 compared with \$17,000 in 1988.

The only household age group that had lower per person spending on away-from-home food in 1988 than in 1980 was the under-25-year-olds (down 3 percent, or \$17), likely due to recessionary effects on newcomers to the job market. All other groups spent more per person in 1988 than in 1980. The largest gains were for households headed by a 45- to 54-year-old, up 21 percent (from \$493 in 1980 to \$596 in 1988). Gains for other age groups ranged from a 3-percent increase (from \$498 in 1980 to \$511 in 1988) for the 25- to 34-year-olds to 12-percent gains (from \$459 in 1980 to \$516 in 1988) for the 55- to 64-year-old group.

Despite the fact that the urban under-25-year-old group had considerably lower incomes (less than \$16,000 in 1988) than the urban 45- to 54-year-olds (\$40,000 in 1988), the younger group spent only \$51 less per person on away-from-home food in 1988. One reason for this trend is the tendency of younger people to spend more of their entertainment budget on away-from-home dining.

Figure 6
Total food spending by age of household head, 1980-88

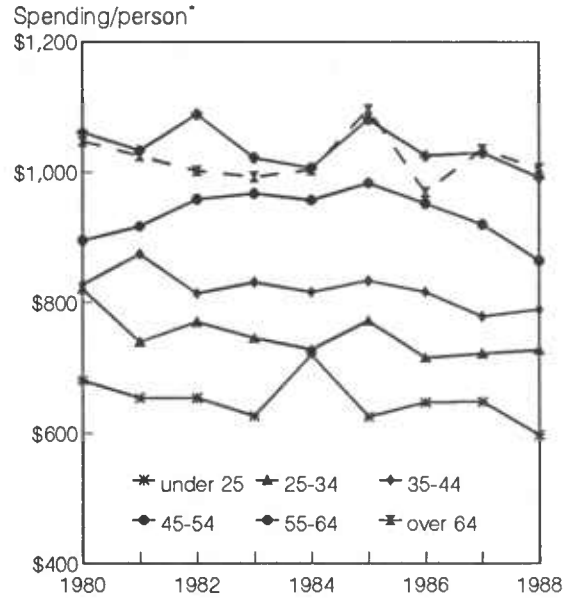
The largest spenders were households headed by people aged 55 to 64.



*1988 prices.

Figure 7
At-home food spending by age of household head, 1980-88

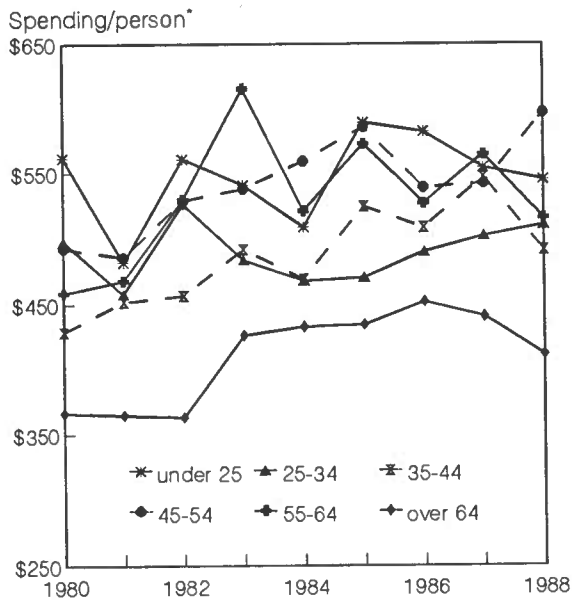
Spending dropped for households headed by people of all ages.



*1988 prices.

Figure 8
Away-from-home food spending by age of household head, 1980-88

Households headed by an elderly person spent the least.



*1988 prices.



Urban households headed by someone 45 to 54 years old spent the most per person on eating out in 1980-88.

Food Spending Rose the Most in Small Households

Households with three or fewer persons increased their per person food spending almost continuously between 1980 and 1988, with the major increases coming from away-from-home food expenditures.

Households with only one person increased their food spending from \$1,753 to \$1,910 (almost 9 percent) from 1980 through 1988 (fig. 9). On the other hand, four-person households cut their per person food spending about \$45 (4 percent), five-person households reduced their per person food spending about \$126 (11 percent), and households with six or more persons pared their per person food spending the most, about \$156 (16 percent).

One-person households spent almost twice as much a year per person on food as five-person households: \$1,910 compared with \$1,000 in 1988 (fig. 9). Per person food spending almost always declines as household size increases, but larger households have a much larger food bill than smaller households. For example, in 1988 one-person households spent \$1,910 on food and five-person households spent \$5,000. Household food spending does not increase proportionally with household size, because larger households can take advantage of economies of size, such as buying in bulk (fig. 10). Larger households also have a different age mix than smaller households and usually buy a different market basket of foods.

Of all household sizes, only one-person households spent more per person on food for use at home in 1988 than in 1980 (fig. 11). Households with six or more persons had the most precipitous decline in per person spending on at-home food (about 21 percent). Conversely, per person spending on away-from-home food increased between 1980 and 1988 for nearly all households, regardless of size (fig. 12). Only five-person households showed a decline. Three- and one-person households had the largest increases in per person away-from-home food spending: 21 and 13 percent, respectively.

There was a general shift from spending the U.S. food dollar on at-home food to away-from-home food. This is not a surprising result, given the trends toward dual-income households, strong growth in personal incomes, and consumers' desires for convenience. Some of the more specific findings can be explained by noting that smaller households ate away from home more often than larger households.

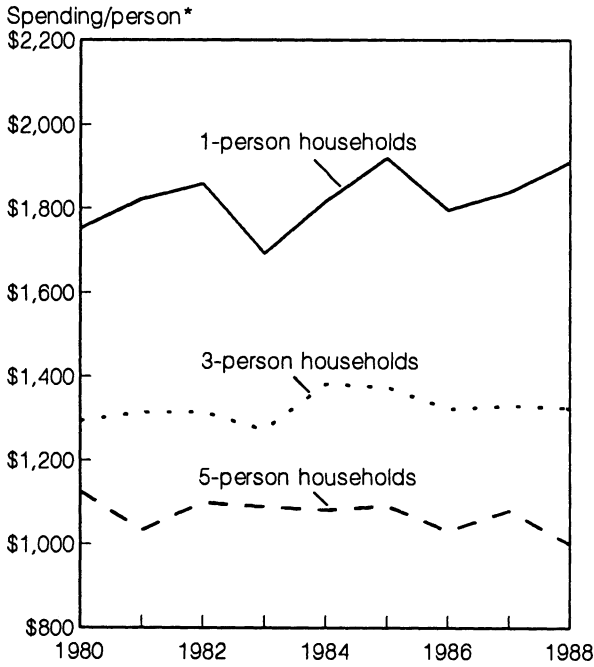
Convenience is a factor in the trend toward more spending on away-from-home food, but economics probably plays an even larger role. Smaller households tend to have higher per capita incomes than larger households, which gives them more discretionary income to spend on away-from-home food. Also, a smaller household's total cost to eat out is considerably less than a larger household's total cost.

But, smaller households also spent a larger share of their food dollar on food away from home. For example, one-person households spent 49 percent of their food dollar, or \$932, on away-from-home food in 1988, while five-person households spent 31 percent, or \$308.

The share of the food budget allocated to spending on away-from-home food rose in 1980-88 for all households regardless of size. It rose to 40 percent (from 37 percent) for two-person households, and it rose to 35 percent (from 32 percent) for four-person households. The increasing share of the food dollar allocated to away-from-home food is a direct reflection of rising affluence and a desire for convenience on the part of all households, especially dual-earner families.

Figure 9
Total food spending by household size, 1980-88

Per person spending rose for households of three or fewer but fell for others.



*1988 dollars.

Figure 10
Economies of size in total food spending, 1988

Household spending up, per person spending down as household size increases.

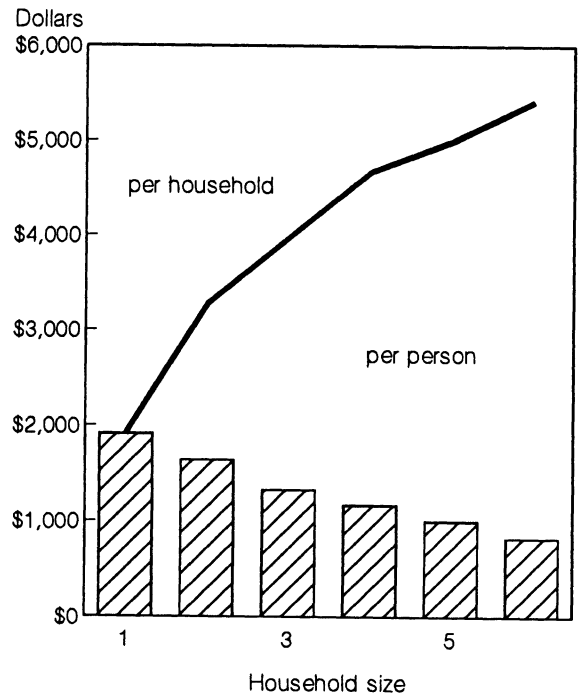
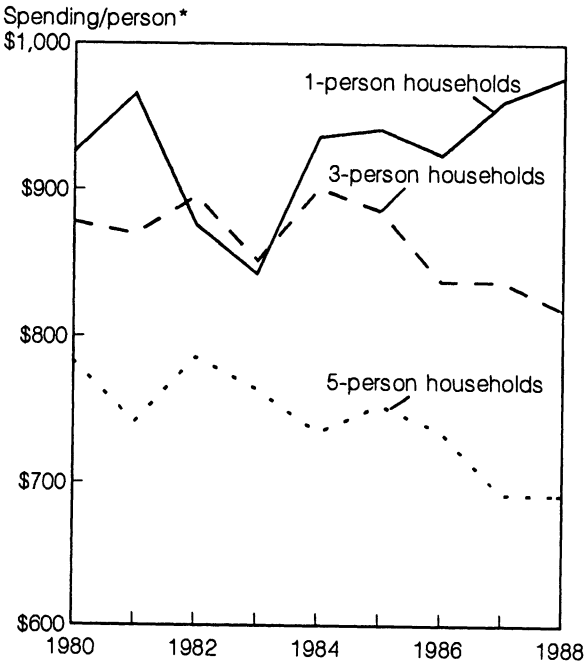


Figure 11
At-home food spending by household size, 1980-88

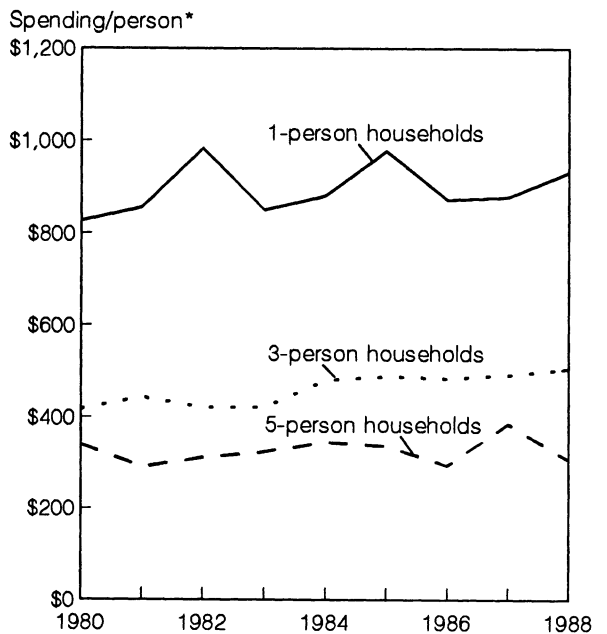
Smaller households led the way in spending.



*1988 dollars.

Figure 12
Away-from-home food spending by household size, 1980-88

Spending increased for households of nearly every size.



*1988 dollars.

Food Spending Fell the Most in Poorest Households

Food spending per person declined for the poorest 40 percent of households and increased slightly or stayed about the same for all others from 1980 through 1988.

Per person spending for the poorest households fell from \$1,162 in 1980 to \$1,013 in 1988, or about 13 percent (fig. 13). In contrast, spending for the wealthiest 20 percent of all households increased from \$1,605 in 1980 to \$1,638 in 1988, or about 3 percent.

Since 1980, there has not been large growth in food spending per person for any income group. Per person food spending among the richest households peaked in 1983 when they spent 16 percent more than in 1980, but it had fallen to only 2.7 percent more in 1988 than at the start of the decade. Food spending per person for the poorest households, however, has fallen steadily. This trend is probably a consequence of incomes increasing at a slower rate for the poorest households than for the richest ones. For example, household income rose about 46 percent for the poorest 20 percent of households but rose 74 percent for the richest 20 percent of households between 1980 and 1988.

Per person at-home food spending declined in 1980-88 for all income groups, but declined most for the poorest households (fig. 14). On the other hand, per person spending on away-from-home food increased for all income groups except the poorest 40 percent of the population. In 1980-88, the wealthiest 20 percent of households increased their away-from-home food spending from \$625 per person to \$706, a gain of 13 percent (fig. 15).

Wealthier households spent more on away-from-home food than poorer households. The richest households spent \$706 per person on away-

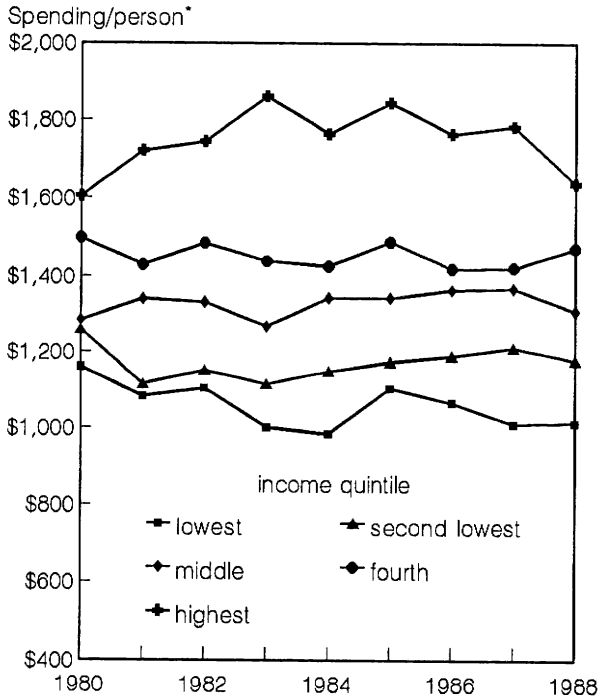
from-home food in 1988, while the poorest households spent only \$289, a 244-percent difference. For at-home food spending, however, the poorest households spent \$724 per person in 1988 and the richest households spent \$932, a 29-percent difference.

The wealthiest households tended to spend a greater share of their food budget on eating out than the least wealthy households: 43 percent compared with 29 percent in 1988. Since 1980, the wealthiest U.S. households spent an increasing share of their food dollar on food away from home. In contrast, the poorest U.S. households spent about the same percentage of their food budget on away-from-home food in 1988 as in 1980. Dining out's increasing share of the household food budget is probably a consequence of the growing incomes of the wealthy and the fact they had more earners per household (2.2 for the wealthiest households compared with 0.7 for the poorest households in 1988).

Overall, it appears that, regardless of the income quintile to which they belong, all households spent a smaller share of their incomes on food in 1988 than in 1980, but the share of income going to food was much higher for the poor than for the rich (fig. 16). For example, while the poorest households spent 40 percent of their income on food in 1980, the richest households spent about 10 percent. By 1988, the poorest households spent 34 percent of their income on food (a drop of 6 percentage points), but the richest households spent 8 percent (a drop of 2 percentage points).

Figure 13
Total food spending by income quintile, 1980-88

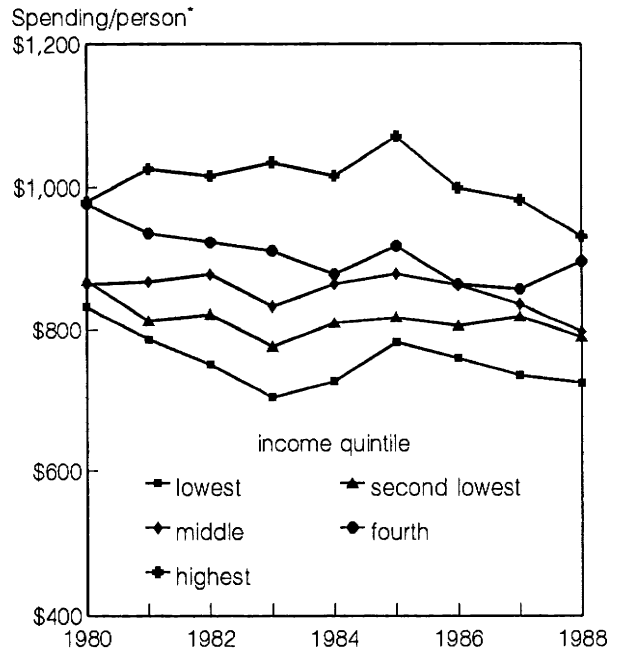
Spending fell for poorest 40 percent of households.



*1988 prices. Note: A quintile is 20 percent of a surveyed group.

Figure 14
At-home food spending by income quintile, 1980-88

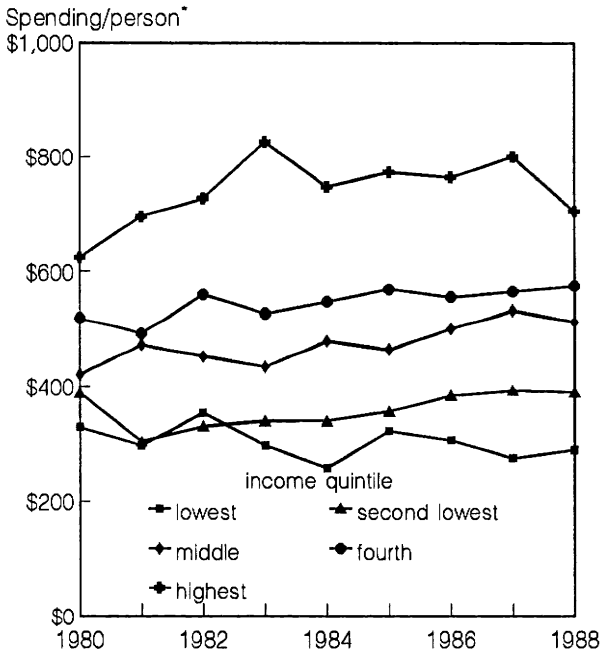
Spending dropped for most households, but dropped the most for the poorest households.



*1988 prices. Note: A quintile is 20 percent of a surveyed group.

Figure 15
Away-from-home food spending by income quintile, 1980-88

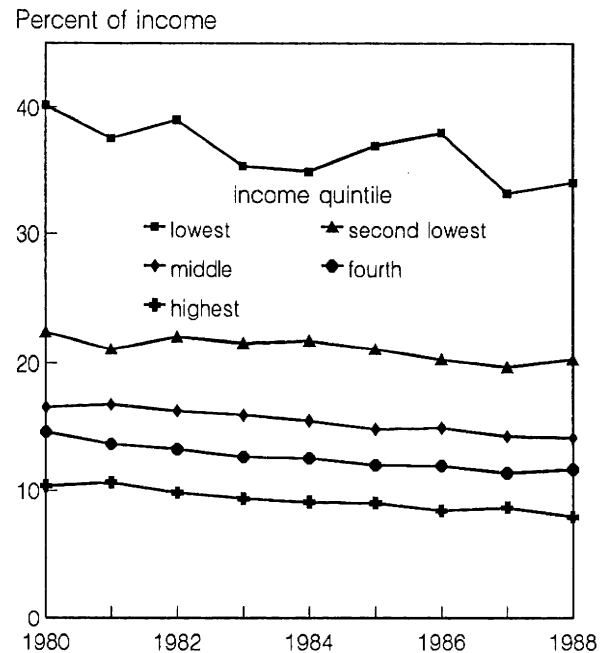
Households with the highest incomes increased spending the most.



*1988 prices. Note: A quintile is 20 percent of a surveyed group.

Figure 16
Share of income spent on food by income quintile, 1980-88

Shares declined for all households, but the poor spent the highest share.



Note: A quintile is 20 percent of a surveyed group.

Northeast and West Led in Food Spending

Per person food spending was highest in the Northeast and lowest in the South in 1988.

Northeasterners spent \$97 (7 percent) more than westerners, \$146 (11 percent) more than midwesterners, and \$165 (13 percent) more than southerners on total food in 1988 (fig. 17).

People living in the Northeast and West spent the most per person on at-home food. For example, residents of the Northeast spent \$901 on at-home food in 1988, while residents of the West spent \$860. Residents of the Northeast and the South spent the most per person on away-from-home food. For instance, people living in the Northeast spent \$557 on away-from-home food, while those living in the South spent \$518. Westerners spent the least on away-from-home food, \$501 per person.

All households spent less per person on at-home food in 1988 than in 1980 (fig. 18). At-home food spending declined about 5 percent in the Northeast, 12 percent in the Midwest, 3 percent in the South, and 1 percent in the West.

By contrast, away-from-home food spending increased (fig. 19). From 1980 to 1988, it rose 18 percent in the Northeast, 13 percent in the South, and 12 percent in the Midwest. In the West, however, away-from-home food spending

was about the same in 1988 as in 1980 but fluctuated during the years in between, pushing past \$600 per person in some years and dropping to about \$500 per person in other recent years. The reason for westerners' relatively low away-from-home food spending is unclear, especially since households in the West had the highest incomes of all regions (about \$31,000 in 1988).

Residents of all regions spent a growing share of their food dollar on away-from-home eating since 1980. For example, northeasterners in 1980 spent 33 percent of their food budgets on food away from home, southerners spent 36 percent, midwesterners spent 34 percent, and westerners spent 36 percent. By 1988, away-from-home food claimed 38, 40, 39, and 37 percent of the food budgets for northeastern, southern, midwestern, and western households.

Some of the differences among regions probably are due to tastes and preferences. But relative prices of food items, which vary across the country, are also an influence. Income differentials, labor force participation rates, home food production, and the population's racial composition are other factors accounting for regional food spending dissimilarities.

Figure 17

Selected food spending by region, 1988

Northeasters spent most on total food and Southerners spent least.

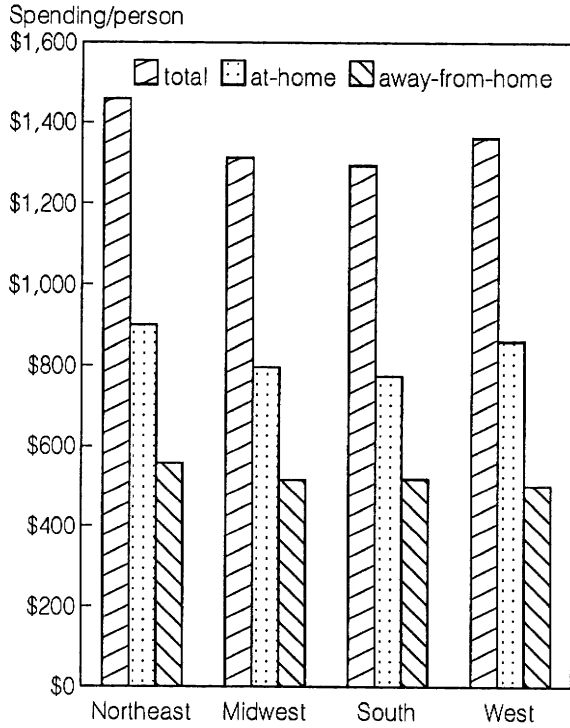
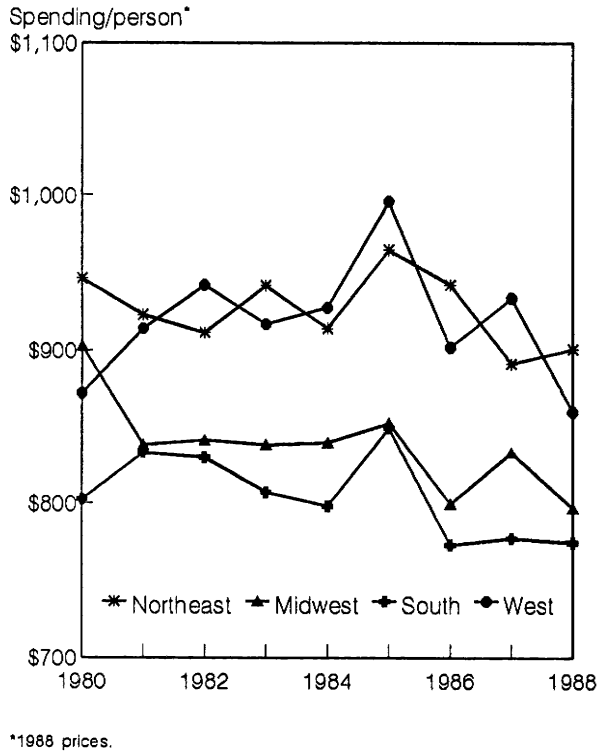


Figure 18

At-home food spending by region, 1980-88

Spending trended downward in all regions.

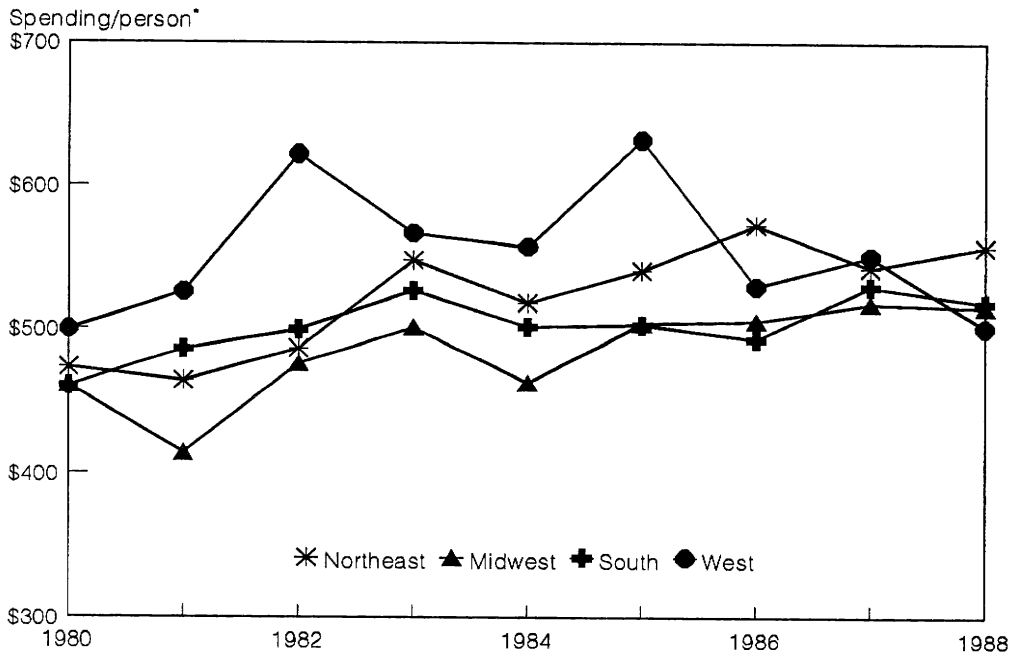


*1988 prices.

Figure 19

Away-from-home food spending by region, 1980-88

Most regions showed some gain in spending.



*1988 prices.

Food Spending Was Relatively Flat for Both Whites and Blacks

Black households spent less per person on food than households of other races in 1988, but spending was flat for both blacks and whites from 1980 through 1988.

Per person food spending in 1988 was 51 percent higher in white households than in black households and 22 percent higher than in households of other races. Per person spending in households headed by a white was about the same in 1988 as in 1980, about \$1,400. It also stayed roughly the same in black households between 1980 and 1988, about \$930 (fig. 20). However, food spending in households of other races--which were midway between spending levels of blacks and whites--dropped from \$1,254 per person in 1980 to \$1,150 per person in 1988.

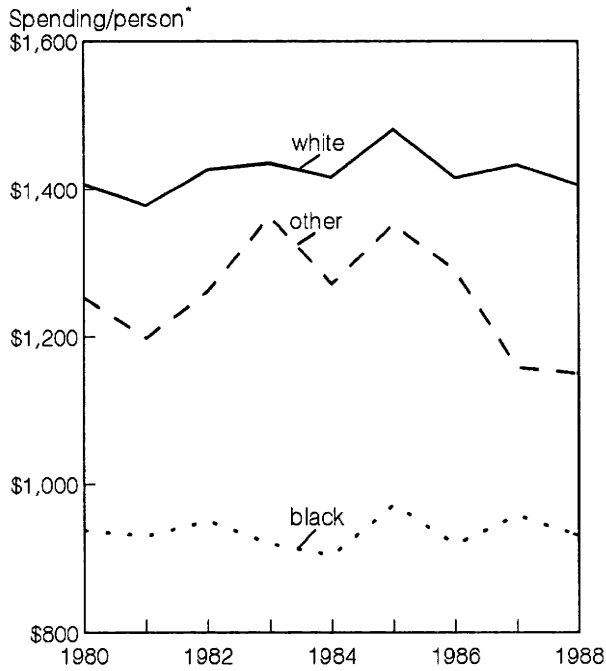
At-home food spending declined from \$913 to \$859 (about 6 percent) in white households from 1980 to 1988, from \$665 to \$632 (5 percent) in black households, and from \$830 to \$697 (16 percent) in households of other races (fig. 21). At-

home food spending in households of other races fell after 1985, from \$889 per person to \$697 per person in 1988.

Annual per person away-from-home food spending increased for all races, rising from \$494 in 1980 to \$547 (11 percent) in 1988 for whites, from \$273 to \$298 (9 percent) for blacks, and from \$424 to \$453 (7 percent) for other races (fig. 22). Whites increased their share of the food dollar spent on away-from-home eating by 4 percentage points between 1980 and 1988, moving up from 35 to 39 percent. Black households increased their budget share allocated to away-from-home food from 29 percent in 1980 to 32 percent in 1988, while households of other races increased from 34 to 39 percent their share of the food dollar allocated to away-from-home food.

Figure 20
Total food spending by race, 1980-88

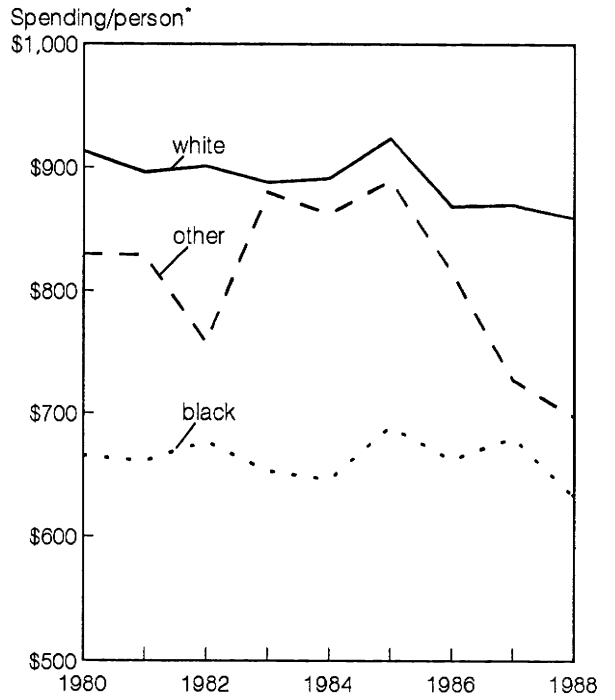
Per person food spending was lower for blacks than for whites and other racial groups.



*1988 prices.

Figure 21
At-home food spending by race, 1980-88

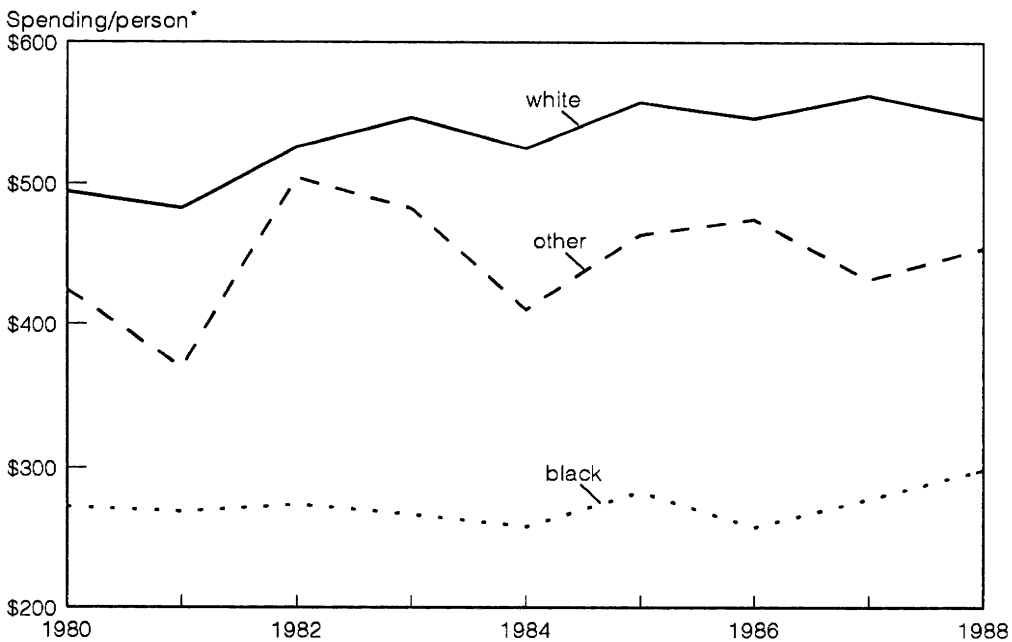
Spending among all racial groups declined.



*1988 prices.

Figure 22
Away-from-home food spending by race, 1980-88

Spending trended upward for all racial groups.



*1988 prices.

Appendix table 1--Total food expenditures by selected demographics, 1980-88: Average annual per person expenditures of urban households at constant 1988 prices

Demographic category	1980	1981	1982	1983	1984	1985	1986	1987	1988
	<i>Dollars</i>								
All urban households	1,343	1,318	1,364	1,365	1,344	1,412	1,350	1,365	1,335
Household size (members):									
One	1,753	1,822	1,859	1,693	1,817	1,920	1,796	1,839	1,910
Two	1,634	1,630	1,639	1,739	1,577	1,748	1,708	1,711	1,641
Three	1,295	1,315	1,316	1,273	1,382	1,375	1,323	1,331	1,325
Four	1,213	1,161	1,265	1,274	1,228	1,240	1,167	1,197	1,168
Five	1,126	1,034	1,099	1,089	1,081	1,091	1,032	1,079	1,000
Six or more	979	902	859	856	916	908	868	812	823
Single female parents with children	876	967	916	850	950	960	845	948	918
Income quintiles:									
First (lowest)	1,162	1,083	1,104	1,001	984	1,105	1,065	1,010	1,013
Second	1,259	1,116	1,153	1,116	1,150	1,175	1,190	1,212	1,179
Third (middle)	1,285	1,340	1,331	1,268	1,343	1,343	1,364	1,368	1,309
Fourth	1,497	1,429	1,484	1,438	1,426	1,488	1,419	1,422	1,472
Fifth (highest)	1,605	1,721	1,745	1,862	1,764	1,845	1,764	1,784	1,638
Race:									
White	1,407	1,378	1,427	1,435	1,416	1,481	1,415	1,433	1,406
Black	938	930	951	920	904	972	919	958	931
Other	1,254	1,198	1,262	1,363	1,272	1,352	1,290	1,158	1,150
Age of householder (years):									
Under 25 (nonstudent)	1,244	1,137	1,216	1,169	1,231	1,215	1,230	1,203	1,143
25-34	1,318	1,198	1,297	1,230	1,197	1,242	1,207	1,225	1,239
35-44	1,256	1,326	1,270	1,323	1,285	1,358	1,325	1,326	1,280
45-54	1,388	1,403	1,488	1,506	1,516	1,569	1,491	1,462	1,460
55-64	1,520	1,501	1,619	1,638	1,528	1,654	1,553	1,594	1,507
Over 64	1,414	1,390	1,366	1,419	1,437	1,530	1,421	1,475	1,418
Region and city size:									
SMSA ¹ areas--									
Northeast	1,419	1,387	1,398	1,491	1,433	1,506	1,515	1,434	1,458
Midwest	1,363	1,253	1,317	1,340	1,302	1,356	1,305	1,351	1,312
South	1,263	1,319	1,329	1,334	1,299	1,352	1,266	1,307	1,293
West	1,371	1,440	1,564	1,485	1,485	1,627	1,432	1,485	1,361
Other urban areas	1,278	1,120	1,149	1,044	1,139	1,133	1,156	1,157	1,201
Season:									
Winter	1,364	1,270	1,329	1,309	1,347	1,394	1,306	1,331	1,333
Spring	1,295	1,372	1,392	1,369	1,330	1,476	1,372	1,377	1,348
Summer	1,373	1,286	1,329	1,433	1,348	1,380	1,326	1,362	1,374
Fall	1,345	1,345	1,405	1,354	1,352	1,394	1,395	1,392	1,288

* Constant 1988 dollars.

¹ SMSA = Standard Metropolitan Statistical Area.

Appendix table 2--At-home food expenditures by selected demographics, 1980-88: Average annual per person expenditures of urban households at constant 1988 prices

Demographic category	1980	1981	1982	1983	1984	1985	1986	1987	1988
	<i>Dollars</i>								
All urban households	879	866	870	857	856	892	842	842	824
Household size (members):									
One	926	966	876	843	937	942	924	961	978
Two	1,033	1,047	1,027	1,049	980	1,091	1,023	1,026	987
Three	878	870	895	852	901	886	838	838	818
Four	823	802	835	822	842	829	774	796	762
Five	783	742	786	764	735	753	736	692	692
Six or more	763	688	662	646	637	698	620	574	600
Single female parents with children	641	707	670	616	686	710	617	660	638
Income quintiles:									
First (lowest)	833	786	750	704	727	782	759	735	724
Second	870	813	822	776	810	818	806	819	789
Third (middle)	864	868	879	833	865	879	863	836	797
Fourth	978	937	924	912	879	919	864	857	897
Fifth (highest)	980	1,026	1,016	1,035	1,016	1,071	999	983	932
Race:									
White	913	896	901	888	891	923	869	870	859
Black	665	661	677	653	646	689	662	680	632
Other	830	829	758	880	863	889	816	727	697
Age of householder (years):									
Under 25 (nonstudent)	682	655	655	627	721	626	648	649	598
25-34	820	740	771	746	729	772	716	723	728
35-44	827	874	814	831	816	833	816	779	789
45-54	895	917	958	967	957	983	952	919	863
55-64	1,061	1,033	1,089	1,022	1,007	1,081	1,025	1,030	992
Over 64	1,047	1,025	1,002	993	1,004	1,096	969	1,035	1,006
Region and city size:									
SMSA ¹ areas--									
Northeast	947	923	911	942	914	965	942	891	901
Midwest	903	838	841	838	839	852	799	833	797
South	802	833	830	807	798	849	773	777	774
West	872	914	942	917	928	996	902	934	860
Other urban areas	872	797	821	743	803	769	785	747	794
Season:									
Winter	866	845	850	825	878	875	832	829	826
Spring	837	882	909	880	823	928	850	854	812
Summer	920	850	821	844	852	855	802	832	843
Fall	896	885	899	879	874	909	881	853	815

* Constant 1988 dollars.

¹ SMSA = Standard Metropolitan Statistical Area.

Appendix table 3--Away-from-home food expenditures by selected demographics, 1980-88: Average annual per person expenditures of urban households at constant 1988 prices

Demographic category	1980	1981	1982	1983	1984	1985	1986	1987	1988
	<i>Dollars</i>								
All urban households	464	453	494	508	488	520	508	523	511
Household size (members):									
One	827	856	983	850	881	978	872	878	932
Two	601	584	612	690	597	657	684	685	654
Three	418	444	421	421	481	489	485	492	506
Four	389	359	429	453	387	410	393	401	406
Five	342	293	313	325	346	338	296	386	308
Six or more	216	213	196	210	279	210	248	239	224
Single female parents with children	235	260	245	234	263	250	228	288	280
Income quintiles:									
First (lowest)	329	297	354	297	258	323	306	275	289
Second	389	304	331	340	340	357	384	393	391
Third (middle)	421	472	453	434	478	464	500	532	513
Fourth	519	492	560	527	547	569	555	565	575
Fifth (highest)	625	696	728	827	748	774	765	801	706
Race:									
White	494	482	526	547	525	558	546	563	547
Black	273	269	274	267	258	283	258	278	298
Other	424	370	504	482	410	463	474	431	453
Age of householder (years):									
Under 25 (nonstudent)	562	482	561	541	509	589	582	554	545
25-34	498	458	527	484	468	470	490	502	511
35-44	429	452	457	492	469	525	509	547	491
45-54	493	486	529	538	559	586	539	542	596
55-64	459	468	530	615	522	573	527	564	516
Over 64	367	365	363	426	433	434	452	440	411
Region and city size:									
SMSA ¹ areas--									
Northeast	473	464	486	548	518	541	573	543	557
Midwest	461	414	476	501	463	504	505	518	515
South	460	486	500	527	501	503	493	530	518
West	500	526	622	567	557	632	530	551	501
Other urban areas	406	324	328	301	336	364	371	410	408
Season:									
Winter	499	426	479	484	470	519	474	502	506
Spring	459	490	483	489	508	549	522	523	536
Summer	452	436	508	589	497	525	523	530	531
Fall	449	460	506	475	478	485	514	538	472

* Constant 1988 dollars.

¹ SMSA = Standard Metropolitan Statistical Area.

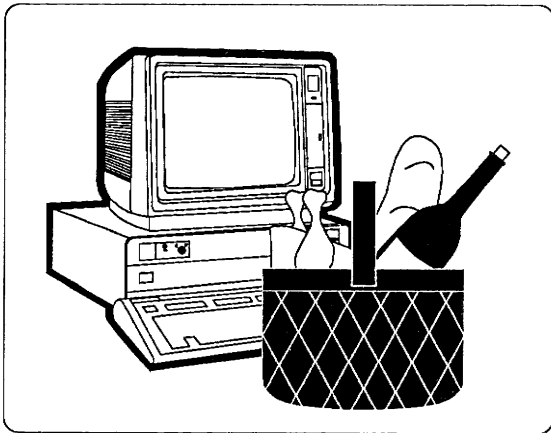
Additional Readings

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- How many new food and grocery products were introduced in 1989?
(a) 989
(b) 3,787
(c) 8,971
(d) 12,055
- Which group dines out most often?
(a) 14-24 year olds
(b) 25-44 year olds
(c) 45-64 year olds
(d) 65 years old and older
- Do you know the largest market for U.S. exports of processed food?
(a) Canada
(b) Japan
(c) The Netherlands
(d) Mexico
- Let's check your knowledge of the many "new" foods available these days. Do you know what *surimi* is?
(a) A type of cabbage
(b) A fish product
(c) A fat substitute
(d) An artificial sweetener

Ready to tally your score?

- The correct answer is (d) 12,055, but an estimated 90 to 99 percent of new food products fail.
- The correct answer is (b) 25-44 year olds.
- Exports of processed food to (b) Japan totaled \$5.4 billion in 1989, followed by \$1.5 billion to Canada.
- Surimi is a minced (b) fish product used in products that simulate crab, shrimp, and other popular seafoods.

For More Information...

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