

# Broiler Consumption in the Portland Area

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## BROILER CONSUMPTION IN THE PORTLAND AREA

Harold F. Hollands and Hoy F. Carman\*

### SUMMARY AND CONCLUSIONS

1. Broilers were liked in essentially all homes visited, and were considered a regular, everyday food in four out of five of them.
2. Buyers in general were not aware that broilers are good food for persons watching their weight.
3. About one-fourth of the buyers were not sure Oregon-grown broilers are fresher than out-of-state birds.
4. Use of additives was of no concern to nearly one-half the buyers.
5. Large families tended to serve broilers more frequently than small families.
6. Families which prepared broilers in several ways tended to serve them more frequently than families which prepared them in only one way.
7. Oregon-grown broilers were preferred by three-fifths of the buyers.
8. Housewives who disliked additives tended to prefer Oregon-broilers.
9. One out of five buyers purchased his last broiler from a national chain store.
10. Buyers were concerned about both price per pound and cost per package. Buyers of the largest broilers were most concerned about

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the price per pound. Buyers of the small birds were most concerned about cost of the entire package.

11. Although newspaper advertisements exerted some influence on purchases, only about one broiler buyer in thirteen went to a particular store because of advertisements.
12. Buyers were generally satisfied with their broiler purchases, but many opportunities existed for pleasing buyers still more.
13. The older the buyers, up to 50 years, the more tendency to store broilers; but after 50 the tendency to store decreased.
14. The tendency to store broilers increased as incomes increased.
15. Existence of the compulsory label law was unknown to two-thirds of these buyers. More than one-third did not care about a label law.
16. Various weights of broilers are needed to satisfy consumer wants.
17. Both yellow and white skin broilers should be available, although demand for white will increase relatively as purchases of the older buyers decrease.
18. Broilers should be offered in various forms to satisfy consumer wants.
19. Uncertainty exists as to how much more will be paid for Oregon-grown broilers, and by what number of buyers. (Research is continuing on these questions.)
20. Additional study is needed to evaluate the effects of special sales, or broiler promotion efforts, on volume sold and on producer net returns over a period of time.
21. Use of posters through June 1960 had not been very effective when measured by known impacts on consumers of broilers.
22. Consumption increased as more varied cooking methods were employed in homes. Since in one-third of these homes broilers were cooked

in but one manner, more emphasis could be directed to new and varied methods of cooking broilers.

23. Since many consumers are conscious of their weight, attention could well be directed to the nutritive value of broilers.
24. Limited brand consciousness was indicated by the respondents, only 13% of whom looked for a special brand, or for Oregon-grown birds.
25. Promotional activities could be concentrated on three important characteristics which could be used on all qualifying Oregon broilers to differentiate them from all others. They are: a) Oregon-grown; b) farm-fresh; c) additive-free.

## INTRODUCTION

### Purpose

Broiler consumption is large today because of modern production, processing, and merchandising practices. Increased competition among the various foods stimulates marketing studies to learn why consumers buy or do not buy certain foods. This study aims to determine consumer attitudes, consumption patterns and preferences, and buying practices related to broilers in the Portland metropolitan area. Such information will help the Oregon broiler industry supply consumers with the quantities and qualities of broilers they want, when they want them, and at favorable prices.

### Growth of Industry

Production of broilers in the United States expanded from 1,570 million pounds in 1949 to 5,763 million pounds in 1959 for a 267% increase. In Oregon, broiler production increased from 10.3 million pounds in 1949

to 35.4 million pounds in 1959. Oregon ranks twenty-fifth among the states in production of broilers. Between 1940 and 1960 per capita consumption of chicken in the United States doubled, increasing from 14 to 29 pounds. During this same period per capita consumption of red meats increased about 13%; from 142 pounds in 1940 to 161 pounds in 1960.

### This Study

A schedule was used to obtain data at firsthand from households in Portland and in the fringe area around Portland. Before the interviews were started, 500 households which had recently purchased broilers was considered an adequate sample. Widespread use of broilers in this market was indicated, since to obtain 500 broiler buyers, only 520 households were interviewed. The questions were asked during late June and early July of 1960 following approved sampling and interviewing procedures. (See Appendix A for the interview schedule used.) The questions were answered by the principal food buyer in each household, 96% of whom were women.

The sample for the survey was a strict probability type, drawn from a 10% block listing of Multnomah County. In drawing the sample the County was first divided into census tracts. Next, all blocks or block-like segments within the census tracts were numbered in serpentine fashion. Using a table of random numbers, 10% of the blocks in each tract were drawn for listing. All dwelling units in the designated blocks or segments were then listed by starting at the southeast corner of the block or segment and listing in a clockwise direction.

The actual sample was drawn by dividing the number of addresses listed by the desired number of interviews to obtain a dwelling unit interval. A random starting point was used and then every 35th household was assigned for contact, taking the choice entirely out of interviewer hands. The

sample consisted of a total of 363 interviews made personally in the homes of the respondents.

The sampling procedure for the fringe area was essentially the same as for Multnomah County. The total sample for the fringe-area phase consisted of 157 interviews, each of which was taken in the home of the respondent. The total sample for both areas, Portland city and Portland fringe, consisted of 520 interviews.

All interviewing was done by professional interviewers. Each interviewer was given a printed set of instructions for conducting the interview. The instructions contained a separate section on how each question should be presented and recorded. All questions were read to the respondents as printed on the schedule.

In the case of not-at-homes, two callbacks were made. If a second callback was necessary, it was made at a different time of day. If the interviewer was unable to make contact at the designated household after the second callback, a rigid system of substitution was followed within the same block or sample segment. When making a substitution, the interviewer first took the address preceding that of the assigned household as shown in the listing book, and second the address following that of the assigned household. The interviewer alternated in this fashion until an interview was obtained. The interviewers made 133 substitutions, either because of refusals or not-at-homes. A portion of each interviewer's work was verified for accuracy and authenticity.

#### ATTITUDES TOWARD FOODS

##### Food for Special Days

At the start of each interview, before the words "broiler" or "fryer" were mentioned, buyers were asked what food, if any, they associated with

the principal holidays and other special days. One-fourth of the respondents associated broilers with Fourth of July. Beef was associated with dinner parties and pork with New Years, but no other meat was associated with special occasions. Four out of five of the buyers used broilers for regular, everyday meals; and one-fifth ate them on special occasions.

Nearly one-half the families served broilers on special days because "nearly everyone likes chicken"; one-third ate them because "they are easy to prepare and serve"; and one out of five purchased broilers because "they are economical to prepare for a group".

#### Attitude Test



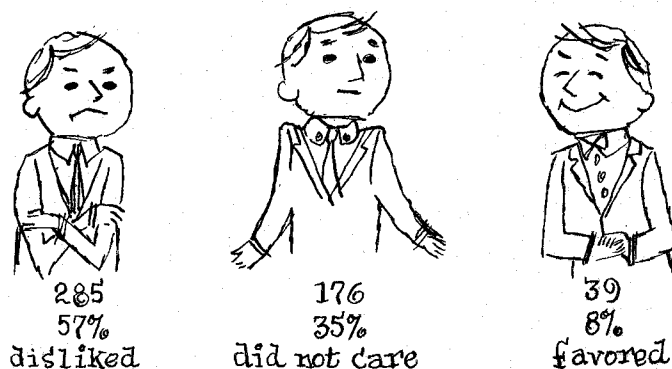
Favorable appraisal of broilers was evident from the large numbers who believed that Oregon broilers are (1) a good source of protein; (2) one of the best meat buys; and (3) fresher than those shipped in. Only slightly more than one-half believed broilers are good for those watching their weight.

	<u>Agree</u> %	<u>Disagree</u> %	<u>Don't know</u> %
1. Chicken broilers are fresher when they are Oregon-grown.	72	10	18
2. Chicken broilers are a good source of protein.	86	2	12
3. Pound for pound, chicken broilers are one of your best meat buys.	81	13	6
4. Chicken broiler meat is a good food for people who are watching their weight.	56	21	23



### Additives

Although Oregon has legislation relating to additives, consumers were asked their attitudes toward use of additives in broilers.



### CONSUMPTION PATTERNS

#### Frequency of Serving

Each respondent was asked how frequently he served broilers on weekdays and also on Sundays. One out of two families served broilers on weekdays at least once every two weeks; and nearly two-thirds of the buyers had broilers at least as often as one Sunday a month. The average number of times broilers were served was 2.9 per month.

#### Frequency of Serving

<u>Weekdays</u>	<u>Number</u>	<u>Percent</u>	<u>Sundays</u>	<u>Number</u>	<u>Percent</u>
Three or more times a week	4	1	Every Sunday	28	6
Twice a week	19	4	Two Sundays a month	149	30
Once a week	126	25	One Sunday a month	158	31
Once every 2 weeks	118	24	One Sunday every 2 months or less	91	18
Once a month	95	19	Never serve on Sundays	55	11
Once every 2 months or less often	68	14	Don't know	19	4
Never serve on weekdays	52	10			
Don't know	18	3			

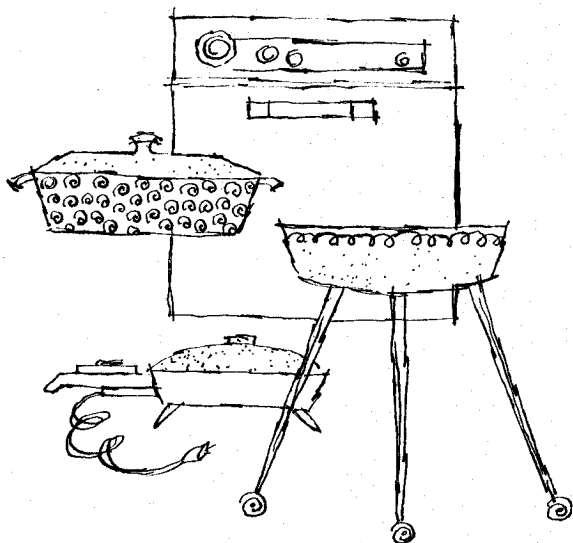
On weekdays when broilers were served, three out of four households usually served them at the evening meal. When fryers were served on Sundays, servings were about evenly divided between evening and noon meals.

To the question, "Is there any one day on which you serve broilers more often than other days?" two-thirds of the respondents replied there was no special day. Sunday was named by one-fourth of the respondents as their favorite day.

Average numbers of servings per month increased as numbers in the household increased. The average was 1.8 servings per month for one-member families; 3.1 for three-member families; and 3.8 servings for households with seven or more persons. The larger families had a higher than average percentage of young persons who ate fryers more frequently than average for the entire group.

#### Methods of Preparation

Because of the numerous ways that broilers can be cooked and served, respondents were asked how they cooked them. Many housewives prepared broilers by several methods for added variety, but pan frying was the most common, enjoyed in four out of five homes both summer and winter. Baking was reported four times as often in winter as in summer, and charcoal broil was used in summer and but very little in winter.



A significant finding was that households in which broilers were prepared in several different ways tended to serve them more frequently than did households with but one way of cooking.

<u>Cooking methods used last year</u>	<u>Households</u>	
	<u>Number</u>	<u>Percent</u>
Baked	115	23.0
Oven barbecued	56	11.2
Braised	26	5.2
Broiled in stove	50	10.0
Broiled over charcoal	85	17.0
Deep fat fried	48	9.6
Oven fried	210	42.0
Pan fried	394	78.8
Other	73	14.6

#### CONSUMER PREFERENCES

##### Size

Broilers vary in size; and consumers differed in the size they preferred as indicated by data in the following table.

<u>Size of broiler</u>	<u>Preference of households</u>	
	<u>number</u>	<u>percent</u>
Over 3½ pounds	128	26
2½ to 3½ pounds	270	54
Under 2½ pounds	87	17
Do not know or of no concern	15	3

Four hundred twenty-nine respondents reported they were able to obtain the size they wanted the last time they made a broiler purchase. Less fortunate were 66 who could not buy the size they wanted. The size of broiler preferred did not bear a significant relation to living level, or to the number of persons in the household.

#### Color

Broiler skin color was important to three out of four buyers. When asked which color they actually preferred, about two-fifths reported white, and the other 300 were evenly divided between those who preferred yellow and those who had no special preference of which they were aware. The younger housewives tended to prefer white skin broilers, and older housewives preferred those with yellow skin.

#### Form

Broilers can be purchased in several forms in most stores. The form most widely purchased was the whole cut-up broiler, by two-thirds of the families. The whole broiler, not cut up, was preferred by one-fourth of the families; and one-tenth preferred special pieces like drumsticks, thighs or breasts.

If cut-up broilers were purchased, three out of four buyers preferred the whole chicken cut up; one in six preferred special pieces; and one in ten did not care, or did not know.

The degree of satisfaction with the last purchase of cut-up broilers was reported for nearly all the households. The results were as follows: very satisfied, about one-half; reasonably satisfied, one-quarter; not too satisfied, one in eight; and one in twenty-five buyers was dissatisfied.

#### State of Origin

Three out of five of these buyers preferred Oregon-grown birds; nearly two-fifths did not care where the birds came from; and five preferred broilers

from southern states.

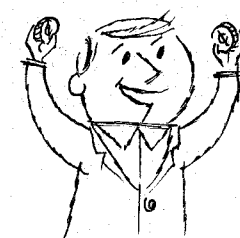
Freshness of the broilers was the principal reason given for desiring Oregon birds by slightly more than one in three of the buyers. Patronizing home industry was the reason given by another third of the buyers; and one in eleven believed he knew more about what he was getting than if he purchased out-of-state birds.

Respondents who disliked additives tended to prefer Oregon broilers. Those who preferred additives, or did not care, or did not know about additives had less preference for Oregon broilers.

### Price Differential

Preference for one product over another may be tested by learning how much more a buyer will pay for the one he prefers. What he does, and what he says he will do, may not be the same. However, buyers were asked whether they would pay four cents more per pound for Oregon broilers than for southern broilers; and also whether they would pay two cents more. Four cents extra would be paid by two-fifths of the buyers; would not be paid by another two-fifths; and was undecided by 99 buyers.

Nearly one-half the buyers said they would pay two cents more per pound for Oregon broilers, one in three said he would not pay the extra two cents, and one-fifth were undecided.



*Oregon fresh  
worth 2¢ more!*

## BUYING PRACTICES

### Reasons for Buying

Fryers were liked or preferred as a meat by nearly four out of five families; considered economical in price by one-third; and eaten because of the ease of preparing and serving in nearly one-third of the homes.

Some buyers gave two or more reasons for preferring fryers for their families.

### Characteristics for Which Buyers Look

Broilers must appeal to buyers to stimulate sales when consumers have as many choices of good foods as they have today. Answers obtained to the question, "What are the main things you look for when you pick out a chicken broiler?" are indicated.

<u>Characteristics looked for</u>	<u>Buyers reporting</u>	
	<u>number</u>	<u>percent</u>
Appearance (clean, fresh, meaty, firm)	428	86
Size or weight	210	42
Color	173	35
Oregon-grown or brand label	66	13

Appearance of the broiler and its package was very important in the decision making of four out of five of these buyers.

### Frequency of Purchases

Each respondent was asked, "When did you last purchase a broiler for a home meal?" More than half of them had purchased a broiler within the last seven days; three out of four had made a purchase within 14 days, and nine-tenths had bought a broiler within the last month.

### Where Purchased

Each buyer was asked at what store he made his last purchase of a broiler. Local supermarkets and other independent stores sold to nearly half the buyers; and local and regional chain stores sold to one-third of them. Ninety-two buyers obtained their last broiler from a national chain store; and 13 did not recall where their last purchase was made.



### Price Criteria

Is the price per pound, or the cost of the packaged fryer the more important in the minds of buyers? Price per pound was the principal interest of three-fifths of the buyers; and cost of the entire package was the main concern of about one-third.

Buyers who preferred the largest broilers tended to give more consideration to the price per pound, whereas buyers of small broilers were most concerned with cost of the entire package. Respondents who preferred whole chicken tended to consider price per pound, but buyers of whole broilers cut up gave most consideration to cost of the entire package. No significant preference to either price factor was indicated by those who bought particular pieces of broilers.

### Buy to Freeze

An unanswered question in broiler merchandising is the effect of special, low, sale prices on total volume of broilers sold over time--for instance, one year. If a broiler is stored longer than one week, it probably is frozen. Storage longer than four weeks was reported by one-fifth of the buyers, and one-fourth stored broilers from one to four weeks. Because special sales occur as frequently as they do, most households could buy broilers at special, sale prices only, and still maintain adequate stocks if broilers were stored as long as four weeks.

Fryers were not stored at all by a third of the buyers, and were stored less than one week in 108 homes. This could mean fryers were purchased only at sale prices and eaten immediately; or that fryers were purchased when they were wanted at going market prices.

Level of living was related to storage practices. Respondents with the lower incomes tended to store not at all, or for only short periods.

A large percent of middle income households stored fryers from four days to three weeks; and the high income group tended to store more than three weeks.

A tendency existed for length of storage to increase with increased age of respondents up to 50 years. A large percentage of the 184 respondents older than 49 years did not store broilers.

#### Reason Purchase Made When It Was

"Just wanted a broiler" was the reason given by two out of five buyers when asked why they purchased when they did. Specially favorable prices influenced one-fifth to buy at the particular time, and 73 buyers selected broilers for a special occasion, like Fourth of July, a birthday or anniversary.

#### Reason Purchase Made Where It Was

Purchase at the store where the buyer traded regularly was the practice of two out of three of the respondents. Eighty-eight happened to be shopping in the store and bought the broiler there. Newspaper advertisements influenced one in thirteen respondents to go to the particular store to purchase a broiler.

### UNFAVORABLE CHARACTERISTICS

#### Cut

Only 86 buyers were dissatisfied with the way their last broiler had been cut up. Legs not separated from the thighs were reported by 33 buyers. Breasts not cut in half were named by 23 respondents. Presence of bone splinters was noted by 23, and 15 reported their broiler was not cut properly at the joints.





### Miscellaneous Objections

Buyers were asked to think back over the broilers they had purchased during the last year and name things, if any, they had not liked about their purchases. Slightly more than one-half the buyers were satisfied. The rest had a wide range of objections in addition to unsatisfactory size and cut of broilers. Taste was not satisfactory to 67; additives were not liked by 36; cleanliness of broiler was unsatisfactory to 33; and the bird was not fresh enough for 26. Also a very few buyers had other miscellaneous complaints, such as poor packaging, and some parts of broiler missing in the package.

Only 20 of the 520 consumers interviewed never purchased fryers. Only eight did not like them. Five did not eat at home; poor health bothered two; religion influenced two more; and three raised their own or were given fryers.

### BROILER PROMOTION

Measuring the effects of promotion programs is very difficult; and particularly so for individual foods over a period of time. Recognizing these difficulties, questions were asked to help determine characteristics for a desirable and efficient promotion program for Oregon-grown broilers.

#### Policy of Buyer's Regular Store

Results are tabulated for answers to the question, "Does the store where you buy most of your meat advertise or feature its broilers as Oregon-grown?"

<u>Reply</u>	<u>Number</u>	<u>Percent</u>
Yes	188	38
No	105	21
Don't know	207	41

These replies indicate that 62% of the respondents were not aware of promotion for Oregon-grown broilers in the food stores they usually patronized.

### Broiler Posters

The Oregon Fryer Commission had prepared and used three colored posters on a limited scale to advertise Oregon broilers. These three Oregon posters, and one from Washington on which the word "Washington" had been replaced with the word "Oregon," were shown singly to each respondent. He was asked if he had happened to see it in a store at some time.

Poster	Yes--saw it %	No--did not see it %	Don't know %	Total %
Oregon family	16	74	10	100
Oregon barbecue	12	79	9	100
Oregon contest	7	84	9	100
Washington (revised)	19	72	9	100

Only a small portion of these buyers recalled having seen the posters. Moreover, the poster reported as having been seen by the largest percentage of buyers had not been displayed at all in Oregon. The effectiveness of these posters had not been high either because of the posters themselves, or the way and extent they had been used.

After being shown the four posters singly, respondents were shown all four together and asked which one was most interesting, and which was next most interesting. The Oregon barbecue and the Washington posters were rated about the same, with seven out of ten respondents selecting one of them as either first or second choice. The other two Oregon posters, especially the one used for the contest, interested the buyers only slightly.

The respondents also were asked what interested them in the posters they selected. The most common answer, given by two out of five buyers, was because the fryers in the picture looked so appetizing and realistic. The pleasing and effective coloring attracted 141 buyers, and the barbecue theme appealed to one in five.

## OREGON LABEL LAW

### Provisions of Law

On August 5, 1959 the Uniform Fryer Labeling Law <sup>/2</sup> became effective, making it mandatory for retailers to identify by label all fryers being offered for sale in Oregon as to the state where they were grown and the chemical preservatives they contain. The label must not be less than one inch in height and one and one-half inches in width, and minimum size of letters also is specified. Violation of this Act is a misdemeanor, and the State Fryer Commission can obtain injunctions from circuit courts against violators of the Act.

### Awareness of Law

Buyer's awareness of this Act was checked by asking, "Is it your impression that chicken fryers are, or are not required by Oregon law to carry a label showing in which state they were grown?" Widespread unawareness of the law was indicated, since two-thirds of the respondents did not know of the law in July 1960.

Respondents were asked if they happened to know in what state their last broiler was grown. Nearly two-thirds of the buyers knew the state-- Oregon 266, Washington 17, Idaho 16, southern states 5, California 4,

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<sup>/2</sup> Oregon Laws, 1959, Chapter 385, p. 585-587.

and others 6. The label on the package informed one-half of the buyers of the state of origin, 25 were told by someone, and 30 learned in some other manner.

### Compulsory Labeling

Should broilers be required to carry a label indicating state of origin? Three out of five buyers said "yes"; almost one in three said it made no difference to them; 15 thought there should be no label required; and 26 had no opinion.

The respondents favoring compulsory labeling were asked why broilers should be labeled. "Because it helps indicate freshness" was the answer of about one in four. "Because it helps one patronize business of his own state" was answered by one-fifth; and another fifth wanted to know where broilers came from out of curiosity. Nineteen buyers thought consumers should know if preservatives are used in broilers.

Housewives who liked, and those who disliked use of additives tended to want broilers labeled. Those who did not know about additives or were not concerned about their use, tended not to be in favor of compulsory labeling.

Respondents who served broilers most frequently tended to want them labeled, but those who served them less frequently tended not to be concerned with labeling.

### THE RESPONDENTS

The average size of these families was 3.4 persons. Nearly two-fifths of the households had one or two members, another two-fifths had three or four members, 90 had five or six members, and 26 had seven or more members.

Data on age and living level of respondents follow:

Years of age	Number	Percent	Living level <sup>/3</sup>	Number	Percent
Under 30	92	18	Upper A	17	3
30-39	117	24	Upper B	90	18
40-49	107	21	Middle	332	67
50 and over	184	37	Lower	61	12

The work done by the principal wage earner in each family was determined, except in four homes where information was refused. The largest group was laborers, nearly one in three; followed by craftsmen or foremen, 69; managers and proprietors, 68; professional or technical, 61; sales workers, 61; and miscellaneous, 97.

High school had been attended by about one-half of the respondents; one in five had attended college, but not completed it; 48 had college degrees; and 87 had attended grade school or had no schooling. Two refused to answer.

Length of residence in Oregon was considered as a possible influence on purchase of broilers. Eighty-five percent of the respondents had lived in Oregon ten or more years; 35 had lived here five to nine years; 29 for one to four years; and 12 had come to Oregon within the year. Residents of Oregon for ten or more years were no more willing to pay premium prices for Oregon-grown broilers than were shorter term residents.

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<sup>/3</sup> The interviewer made his own estimate of each family's living level based on observable characteristics. Upper A is wealthy, and Upper B is well-to-do.

## APPENDIX A. INTERVIEW SCHEDULE

OREGON STATE COLLEGE

6/21/60

Hello. I'm working on a market survey for Oregon State College and would like to ask you a few interesting questions if you don't mind.

1-

0 None 11 Don't know

Birthday

Sometimes people associate certain foods with certain occasions. For example, some people associate turkey with Thanksgiving. As I read off each of these occasions, will you please tell me what food, if any, you think of as the main dish for that mealtime occasion?

0 None 11 Don't know

Wedding  
Anniversary

0 None 11 Don't know

Dinner Party  
for Guests

2-

11 Don't know

Fourth of July

I also have a list of holidays. As I name each one, will you please tell me the main thing you served for your meal on that last holiday?

11 Don't know

Memorial Day

11 Don't know

New Year's Day

3-

1 Within last 7 days  
(Skip to #4)

2 Within last 14 days  
(Skip to #4)

3 Within last 30 days  
(Skip to #4)

4 Within last 60 days  
(Skip to #4)

5 Within last 12 months  
(Skip to #4)

6 More than 1 year ago  
(Skip to #4)

7 Never purchase fryers  
(Ask #3a and then skip to #37)

8 Cannot remember time (Skip to #4)

Now, I'd like to ask you a few questions about chicken fryers. When did you last purchase a fryer, or fryers for a home meal?

3a- Would you mind telling me why you don't buy chicken fryers?  
(PROBE!)

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4-

1	Albertsons	6	Piggly Wiggly	At what store, or place did you last purchase a chicken fryer?
2	Columbia Market	7	Safeway	
3	Fred Meyer	8	Other _____	
4	Kienows	9	Cannot remember	
5	Luthers			

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5- What are the main reasons you buy chicken fryers? (PROBE!)

Any other reasons?

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6- What are the main things you look for when you buy or pick out a chicken fryer?

Anything else?

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7- Looking back over the fryers you've purchased within the last year, what things, if any, haven't you liked about the fryers you've bought? (PROBE!)

Anything else?

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8-

	Times a month	About how many times a month do you serve chicken fryers as the main meat for a meal?
11	Don't know	

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9-

1	Three or more times a week	Will you please look at this card (HAND CARD A TO RESPONDENT) and tell me which one of these best describes how often you generally serve chicken fryers on weekdays--Monday through Saturday?
2	Twice a week	
3	Once a week	
4	Once every 2 weeks	
5	Once a month	
6	Once every 2 months or less often	
7	Never serve on weekdays	
8	Don't know	

---

10-

- 1 Every Sunday
- 2 Two Sundays a month
- 3 One Sunday a month
- 4 One Sunday every 2 months  
or less often
- 5 Never on Sundays
- 6 Don't know

Now will you please look at this card (HAND CARD B) and tell me how often you generally serve chicken fryers on Sundays?

11-

- 1 Evening
- 2 Noon
- 3 About even
- 4 Don't serve on weekdays
- 5 Don't know

On weekdays, do you generally serve chicken fryers more often at the noon meal, or at the evening meal?

12-

- 1 Evening (4 PM or later)
- 2 Noon (Up to 4 PM)
- 3 About even
- 4 Don't serve on Sundays/holidays
- 5 Don't know

On Sundays and holidays, do you generally serve fryers more often at the noon meal, or at the evening meal?

13-

- 1 Regular everyday meals
- 2 Holidays/special occasions
- 3 No difference
- 4 Don't know

Do you consider chicken fryers mainly as a food for regular everyday meals, or as a food that is served mainly on holidays and special occasions?

14- What are the main reasons, if any, that you serve (would serve) chicken fryers on holidays and special occasions? (PROBE!)

Any other reasons?

15-

- |             |              |
|-------------|--------------|
| 1 Monday    | 6 Saturday   |
| 2 Tuesday   | 7 Sunday     |
| 3 Wednesday | 8 No one day |
| 4 Thursday  | 9 Don't know |
| 5 Friday    |              |

Considering the entire week, is there any one day on which you serve chicken fryers more often than other days?

(If YES) What day?



16-

- 1 Baked
- 2 Oven barbecued
- 3 Braised
- 4 Broiled in stove
- 5 Broiled over charcoal
- 6 Deep fat fried
- 7 Oven fried
- 8 Pan fried
- 9 Other \_\_\_\_\_

In what way, or ways,  
have you cooked chicken  
fryers within the past  
year?

16a- ASK IF COOKED IN MORE THAN ONE WAY (Above)

Winter    Summer

- |   |   |                          |
|---|---|--------------------------|
| 1 | 1 | Bake                     |
| 2 | 2 | Oven barbecue            |
| 3 | 3 | Braise                   |
| 4 | 4 | Broil-stove              |
| 5 | 5 | Broil-charcoal           |
| 6 | 6 | Fry-deep fat             |
| 7 | 7 | Fry-oven                 |
| 8 | 8 | Fry-pan                  |
| 9 | 9 | Don't know/always varies |
| 0 | 0 | Other _____              |

How do you cook chicken  
fryers most often during  
the winter time?

How do you cook chicken  
fryers most often during  
the summer time?

17-

- 1 Over 3½ pounds
- 2 2½-3½ pounds
- 3 Under 2½ pounds
- 4 Don't know or doesn't matter

On this card (HAND CARD  
C) are three sizes of  
chicken fryers. Which  
one of these sizes do  
you prefer to buy?

18-

- 1 Yes
- 2 No
- 3 Don't know

The last time you bought  
a chicken fryer, were you  
able to buy the size you  
wanted, or not?

19-

- 1 Particular pieces cut up
- 2 Whole chicken cut up
- 3 Whole chicken (not cut up)
- 4 Don't know--can't remember

In which one of these  
forms was the last  
chicken fryer you pur-  
chased? (HAND RESPONDENT  
CARD D)

20-

- 1 Very (Skip to #21)
- 2 Quite (Skip to #21)
- 3 Not too (Ask #20a)
- 4 Not at all (Ask #20a)
- 5 Don't know (Skip to #21)

The last time you bought a chicken fryer cut up, how satisfied were you with the way it was cut up--very satisfied, quite satisfied, not too satisfied, or not satisfied at all?

-----

20a- ASK IF "NOT TOO" OR "NOT AT ALL" SATISFIED (IN Q-20)

What was it that you didn't like too well about the way your last chicken fryer was cut up? (PROBE!)

Anything else?

-----

21-

- 1 Whole chicken cut up
- 2 Particular pieces
- 3 Other \_\_\_\_\_
- 4 Doesn't matter
- 5 Don't know

When you buy cut-up fryers, do you generally prefer to buy a whole chicken cut up in parts, or a package containing particular pieces cut up?

-----

22-

- 1 Yes
- 2 No
- 3 Other \_\_\_\_\_
- 4 Don't know

When you buy chicken fryers, do you pay any attention to the color of the skin, or not?

-----

23-

- 1 White
- 2 Yellow
- 3 No preference
- 4 Don't know

As you may know, some chickens have a yellow colored skin, while others have a white colored skin. Do you have any preference between white and yellow colored skin on fryers? (If YES) Which do you prefer?

-----

24-

- 1 California
  - 2 Idaho
  - 3 Oregon
  - 4 Southern state(s)
  - 5 Washington
  - 6 Other \_\_\_\_\_
  - 7 No--don't know (Skip to #25)
- 

Do you happen to know in what state the last fryer you purchased was grown?

24a- ASK IF A STATE OR AREA NAMED IN ABOVE QUESTION

How did you find out, or how did you know, in which state the fryer was grown?

25-

- 1 Yes--should (Ask #25a)
- 2 No--should not (Skip to #26)
- 3 Doesn't matter (Skip to #26)
- 4 Don't know (Skip to #26)

Do you think chicken fryers should carry a label telling in what state they were grown, or not?

25a- IF "YES"

Why do you think chicken fryers should carry a label telling where they were produced? (PROBE!)

Anything else?

26-

- 1 Are required
- 2 Are not required
- 3 Other \_\_\_\_\_
- 4 Don't know

Is it your impression that chicken fryers are, or are not required by Oregon law to carry a label showing in which state they were grown?

27-

- 1 Oregon (Ask #27a)
- 2 Southern (Ask #27a)
- 3 Other \_\_\_\_\_ (Ask #27a)
- 4 Don't know (Skip to #28)
- 5 Doesn't matter (Skip to #28)

Some people prefer to buy chicken fryers grown in Oregon, while others prefer to buy chicken fryers grown in the southern states. Which do you prefer to buy, or doesn't it matter?

27a- WHY do you prefer to buy \_\_\_\_\_? (PROBE!)

Any other reasons?

28-

- 1 Yes (Skip to #29)
- 2 No (Ask #28a)
- 3 Maybe (Ask #28a)
- 4 Don't know (Ask #28a)

Would you be willing to pay four cents more per pound for chicken fryers grown in Oregon than in, say, the southern states?

28a- ASK IF "NO," "MAYBE" OR "DON'T KNOW"

- 1 Yes
- 2 No
- 3 Maybe
- 4 Don't know

Would you be willing to pay two cents more per pound for chicken fryers produced in Oregon than in the southern states?

## 29-

- 1 Price per pound
- 2 Price per package
- 3 Other \_\_\_\_\_
- 4 Don't know

In your buying of chicken fryers, are you more interested in the price per pound, or the price per package?

## 30-

- 1 Yes--1-3 days
- 2 Yes--4-7 days
- 3 Yes--1-2 weeks
- 4 Yes--3-4 weeks
- 5 Yes--over 4 weeks
- 6 No--do not store
- 7 Don't know how long

Do you ever store fresh or frozen chicken fryers in your freezer, or the freezing compartment of your refrigerator?

(If YES) About what is the average time you usually store fryers in the freezer?

## 31-

- 1 Like idea
- 2 Dislike idea
- 3 Don't care
- 4 Don't know

As you may know, additives are sometimes used on chicken fryers to maintain quality. How do you feel about the idea of using additives on fryers--do you like the idea, dislike the idea, or don't you care?

32- The last time you bought a chicken fryer, what prompted you to buy it at that time?

Anything else?

-----

32a- How did you determine where you were going to buy it?

(INTERVIEWER: If "advertising" mentioned in either 32 or 32a, ask "What kind of advertising?"

- 33- I have several statements here. As I read off each one, will you please tell me whether you generally agree or disagree with that statement. The first one is:

Agree    Disagree    Don't know

1            2            3

Chicken fryers are fresher when they're Oregon-grown?

1            2            3

Chicken fryers are a good source of protein?

1            2            3

Pound for pound, chicken fryers are one of your best meat buys?

1            2            3

Chicken fryer meat is a good food for people who are watching their weight?

34-

1    Yes  
2    No  
3    Don't know

Does the store where you buy most of your meat advertise its fryers as Oregon-grown?

- 35- Here are four chicken fryer posters or advertisements. As I show you each one, will you please tell me if you happened to see it in a store at some time?

Yes-Saw    No    Don't know

1	2	3	A-Family
1	2	3	B-Barbecue
1	2	3	C-Contest
1	2	3	D-Second

36-

Most            Next Most

1	1	A-Family
2	2	B-Barbecue
3	3	C-Contest
4	4	D-Second
5	5	Don't know

(INTERVIEWER: Spread out all four ads so respondent can compare them.)

Now, looking at these four posters together, which one of them is the most interesting to you?

Which is next most interesting?

-----

36a- You say this is the one most interesting to you. What are the main reasons that one is most interesting to you?

37-

- 1 Grade or no schooling
- 2 High school
- 3 Some college
- 4 Finished college

Would you mind telling me the last grade you completed in school?

38-

\_\_\_\_\_ Type  
\_\_\_\_\_ Industry

What type of work does the head of the household do?

39-

\_\_\_\_\_ Number

Including yourself, how many persons are there regularly living in this household?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (Age(s))

What is the approximate age of each of these persons?

40-

- 1 Less than 1 year
- 2 1-4 years
- 3 5-9 years
- 4 10 years or more

How long have you lived in the state of Oregon?

41-

- |          |              |            |                   |
|----------|--------------|------------|-------------------|
| 1 Male   | 3 Under 30   | 1 Upper-A  | 1 Portland city   |
| 2 Female | 4 30-39      | 2 Upper-B  | 2 Portland fringe |
|          | 5 40-49      | 3 Middle-C |                   |
|          | 6 50 or over | 4 Lower-D  |                   |

(INTERVIEWER: All four categories must have a code circled.)

42-

\_\_\_\_\_ Phone number of respondent  
(for verification only)

43-

- 1 Original call
- 2 Callback
- 3 Substitution

(INTERVIEWER: Circle whether interview completed on original call to assigned household, on the callback, or whether substitution was used.)

X I hereby certify this interview was actually taken at the following address, and represents a true and accurate account of the contact.

\_\_\_\_\_  
(Address)

\_\_\_\_\_, 1960  
(Date)

\_\_\_\_\_  
(Interviewer's Signature)