

Household Purchases of Oranges by Age of Household Head

Since 1979, *FIES* annual reports have included information on household purchases of various specific goods and services categorized by the age group of the household head (HH). As mentioned earlier, oranges were added to the survey items in 1987.

Examination of *FIES* data shows prima facie evidence of two effects on orange consumption (see selected years in table 3): individual aging and cohort effects. During 1987-2006, households with HHs in their forties, fifties, and sixties ate substantially more oranges than those with HHs in their twenties and under age 35. This is a pattern: as households age, they eat more oranges.

Also, data from the 1987 and 1990 surveys show that the households with HHs under age 35 bought fewer oranges than households with older HHs. In 2000-06, the HHs who were under age 35 in 1987 and 1990 were in their forties and their early fifties. They still purchased fewer oranges than households headed by older HHs. This is also a pattern: tracing a cohort diagonally through table 3 reveals that the cohort generally purchases fewer oranges than older cohorts, and more oranges than younger cohorts.

The two patterns pertain to *households* categorized by the age of the HH and may not require further analysis: the *FIES* data give clear indications that cohorts of such households have different purchase levels for oranges, and that each cohort of households increases orange consumption as it ages. However, the household data by HH age group do not necessarily represent the consumption patterns over time by the same cohorts of *individuals*.⁷ Individual consumption by age should be separated or derived from household data classified by HH age groups.

⁷Deaton and Paxson, 1994; Deaton and Paxson, 2000.

Table 3

Household purchases of fresh oranges, by age of household head

HH age	1987	1990	1995	2000	HH age	2004	2005	2006
	Grams/year					Grams/year		
~24	1,027	774	627	906	~29	497	874	445
25-29	1,300	1,136	1,483	880	30-39	765	780	927
30-34	2,161	1,789	1,576	879	40-49	1,450	1,310	1,475
35-39	3,163	2,473	2,306	1,504	50-59	1,905	1,879	2,109
40-44	3,299	3,310	2,958	1,962	60-69	1,901	1,957	2,069
45-49	3,427	3,610	4,067	1,933	70~	2,312	2,385	2,601
50-54	3,553	3,455	3,480	1,938	average	1,648	1,691	1,848
55-59	3,046	2,890	3,128	2,663				
60-64	2,880	2,915	3,656	2,297				
65~	3,186	2,694	3,904	2,706				
average	3,046	2,882	3,216	2,077				

Note: HH means household head.

~ means younger than or equal to, before a number, and older than or equal to, after a number.

Source: USDA, Economic Research Service, using data from *FIES*, various issues.