
SOCIETY

*People Just
Don't Care*

"Are Consumers Concerned About Chemical Preservatives in Food?" by C. S. Martinson and J. McCullough, in *Food Technology* (Sept. 1977), 221 N. LaSalle St., Chicago, Ill. 60601.

Despite aggressive promotion of "natural" products by retailers and widespread revelations of potentially hazardous additives in packaged food, American consumers appear to be less worried by the use of chemical preservatives in their food than they were four years ago.

Using surveys of the Seattle area conducted in 1974 and 1976, Martinson, a University of Washington nutritionist, and McCullough, a University of Arizona marketing specialist, find that in 1974 a uniform 44 percent of consumers at all age and income levels expressed apprehension about preservatives. But by 1976 this concern had dropped sharply for most shoppers—to 25 percent among those over 55 and to 33 percent among those between 25 and 49. Least worried of all were those earning less than \$8,000 or more than \$15,000 a year. Only the 18–24 and 50–54 age groups sustained the same degree of concern they had shown two years before.

Both surveys showed a general lack of knowledge of what preservatives are. Oddly, higher education had no effect on consumption of TV dinners, instant breakfasts, or other convenience foods; and natural products such as granola were more likely to be used by people over 45.

The authors conclude that there appears to be either a general decrease of worry over preservatives or an "acceptance of their presence" by consumers. Their study also suggests a large increase in the number of shoppers who just don't care.

*The Ghetto's
Jobless Core*

"To Be Young, Black, and Out of Work" by the Vocational Foundation, Inc., in *The New York Times Magazine* (Oct. 23, 1977), 229 W. 43rd St., New York, N.Y. 10036.

Federal job training assistance has been extended to hundreds of thousands of inner city youths, but these programs "hardly make a dent" in the ghetto's chronic unemployment. According to Vocational Foundation, Inc. (VFI), the situation has reached a "state of emergency." The most disturbing aspect is that ghetto unemployment seems to have acquired a life of its own, impervious to positive trends among blacks or young people generally.

Half of all black youths in the U.S. work force aged 16 to 19 are unemployed, twice the figure for whites of the same age. Lack of entry-level jobs has combined with large-scale collapse of the urban criminal