

Survey Finds People Dipping More Often For Taste, Convenience And Fun

(NAPSA)—According to a new survey done for The Association for Dressings and Sauces, Americans are eating dip more than ever before. On average, Americans engage in dipping on a weekly basis. They dip for taste, convenience, fun and as a way to get their kids to eat more veggies.



The survey revealed dipping behaviors that drew distinct lines between gender and age. According to the survey, men dip more frequently than women, but are less apt than women to put some effort into making homemade dips or dips from dry mixes. Women prefer spinach and vegetable dips, while men choose Creamy Ranch and salsa over all others. Women are more likely than men to go “skinny-dipping,” or dip using healthy foods such as raw vegetables and fruit slices.

Discoveries were also made regarding dipping and the age of the dipper: Dipping is more popular among younger people and families make up a large part of the dipping public, presumably in an effort to get kids to eat veggies. Twenty-two percent of parents polled admit they use dips as a way to get their children to eat their vegetables. Kids like dipping because of the flavor and find the interactive “playing with their food” to be fun.

Three out of four people polled use bottled salad dressing for dipping sauces. Among bottled salad dressings, Creamy Ranch is the most-used for dipping. Ready-to-eat store bought dips, homemade dips and dips made from dry mixes were also popular among those polled. Onion was ranked as the number one dip flavor.