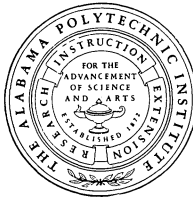


# CONSUMER REACTIONS *to* ALAYAM "SNACKS"

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*A Nation-Wide Acceptance Test  
of a New Type of "Snack"  
Product Made of Sweetpotatoes*

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**AGRICULTURAL EXPERIMENT STATION**  
*of the* **ALABAMA POLYTECHNIC INSTITUTE**

M. J. Funchess, *Director*

Auburn, Alabama

*In cooperation with*

**UNITED STATES DEPARTMENT of AGRICULTURE**  
**BUREAU of AGRICULTURAL ECONOMICS**

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Alayam "Snacks" — a sweetpotato product

# CONSUMER REACTIONS *to* ALAYAM "SNACKS"\*

BEN T. LANHAM, JR., *Agricultural Economist*

## INTRODUCTION

**O**NE OF THE PRIME NEEDS of the South today is the development of market outlets for new crops and their products or by-products. The sweetpotato is a crop native to the area. During the last decade, considerable attention has been focused on the sweetpotato industry in the United States.

Beginning in 1941 and 1942, and continuing to the present, commercial exports and shipments of sweetpotatoes have increased in importance. New and improved methods of processing sweetpotatoes through dehydration, canning, and manufacture of starches have been accelerated. During the same period, an increase in military demand for sweetpotatoes occurred. Despite all of these factors, however, the annual carry-over of sweetpotatoes during the last decade differed little from that of 20 to 30 years earlier.

Total annual production and consumption of sweetpotatoes averaged about the same during the last decade as during the 1909-19 period. Per capita consumption, however, failed to keep pace with increases in population. For the United States as a whole, consumption declined during the last three decades from 26 pounds per capita in 1909 to 14 pounds per capita in 1949.

During the period of World War II, there was an unprecedented increase in the demand for candy and other sweets in

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\* The research on which this report is based was made possible by funds provided by the Agricultural Research and Marketing Act of 1946. The Department of Agricultural Economics, Alabama Agricultural Experiment Station, assumed major responsibility for conducting the study under provisions of a cooperative agreement between the Alabama Agricultural Experiment Station and the Bureau of Agricultural Economics, United States Department of Agriculture.

the United States. Because of rationing and other government-controlled programs during that period, the confectionery and other food-products industries were unable to supply consumer demands.

Beginning in 1942, a research project at the Alabama Agricultural Experiment Station on the development of new products from sweetpotatoes for food uses placed major emphasis on the possibilities of developing *new* food products that would require less sugar in manufacturing and that would also possess a higher nutritive value than many similar food products currently on the market. These efforts resulted in the development of a number of different products derived from sweetpotatoes.<sup>1</sup>

Among the more promising of the new food products developed was a "snack"<sup>2</sup> – a product made from sweetpotato puree, finely ground cocoanut, and sugar. The product was not subjected to comprehensive consumer acceptance tests when first developed, and therefore little was known of its potential market possibilities.

This is the second in a series of reports<sup>3</sup> that presents results of nation-wide consumer acceptance tests of several *new* food products made from sweetpotatoes. This particular report deals with *Alayam*<sup>4</sup> "snacks." It is concerned primarily with the over-all problem involved in measuring whether a "snack" product, made from sweetpotatoes, would be accepted by the consuming public. The results of the study will determine largely the extent to which additional research on the product will be undertaken.<sup>5</sup>

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<sup>1</sup> For a detailed discussion of the development of these products see L. M. Ware, "Nature of Alayam Products," *Sweet Potato Journal*, December 1946.

<sup>2</sup> The word "snack" is used to identify the product tested for lack of a better term. The product actually possesses many of the characteristics of both candies and cookies, yet it cannot properly be classified as either. It is a type of product that falls somewhere between a candy and a cookie.

<sup>3</sup> The first in this series of reports was Alabama Agricultural Experiment Station Bulletin No. 271, "Consumer Reactions to 'Alayam' Candy." May 1950.

<sup>4</sup> The word *Alayam* is a coined word devised to represent the words Alabama sweetpotato ("Ala" for Alabama and "yam" for sweetpotato). It was first used as a brand name to apply to all specialty food products developed by the sweetpotato food research projects of the Alabama Agricultural Experiment Station during World War II. It is used in this report to distinguish the product tested from all other types and kinds of similar products.

<sup>5</sup> Concurrent with this study, technicians in the fields of production and manufacture were working on the problems involved in the development of continuous or semi-continuous processes to manufacture the product. All previous manufacturing, including the manufacture of the product used in making the test, was done on a pilot-plant basis at the Alabama Agricultural Experiment Station in Auburn.

## DESCRIPTION OF ALAYAM "SNACKS"

The *Alayam* "snack" used in the test was made by combining sweetpotato, cocoanut, and sugar. On a dry-weight basis, the product contained 60 per cent sweetpotato, 20 per cent cocoanut, and 20 per cent sugar. The finished product was essentially a brittle. Its final flavor was a rich blend of cocoanut and caramel. A wide variety of flavors may be obtained in the product by blending various fruits with the cocoanut and sweetpotato, or by substituting various fruits for the cocoanut in the basic formula.

In manufacturing the *Alayam* "snack" used in the test, sweetpotatoes were prepared by washing, trimming, baking, peeling, and pulping. This process resulted in a smooth, well-colored puree, free of fiber, and with a moisture content of approximately 60 per cent. The puree was used immediately or was frozen and stored at 0° F. and used as needed. Cocoanut was prepared by grinding it finely enough to pass through a 20-mesh screen. Grinding of cocoanut was best accomplished by a cutting operation. If fruits were used, they would be prepared in the same manner as cocoanut.

The prepared ingredients, including the sugar, were thoroughly mixed and blended by passing them through a pulper screen. The mixture was then loaded on trays by an extrusion operation, dried, and toasted to a moisture content of approximately 2.5 per cent. Drying and toasting was done in an oven at a temperature of 270° F. with air circulated at a velocity of 1,000 feet per minute.

The product was dried and toasted in the form of finned strips, approximately  $\frac{3}{8}$  of an inch in diameter, and extending the full length of the trays on which the product was extruded. During the process of unloading from trays and preparing for packaging, the strips were broken into odd lengths. Generally, individual pieces of the product ranged from 1 to 4 inches in length after packaging.

The product was packaged in heat-sealing duplex cellophane bags containing approximately 3 ounces of the *Alayam* "snack" per bag. Containers were approximately 7 by  $3\frac{3}{4}$  by  $\frac{3}{4}$  inches in size. Because the containers had no markings or coloring on them, respondents were able to see the product even before opening the sample package.

The *Alayam* "snack" tested was golden-yellow in color with a slight brownish tinge. The brownish tinge, together with a crisp texture, was developed during the final stage of toasting.

When packaged in moisture-proof containers, the shelf-life of *Alayam* "snacks" is exceptionally long. When exposed to the air, however, the products absorb moisture readily and soon lose their crispness.

#### DESIGN AND SIZE OF SAMPLE

The study on which this report is based was designed as a nation-wide consumer acceptance test. The consumer panel approach was used in selecting the consultants who cooperated with this phase of the study.<sup>6</sup> The sample was drawn to represent three major geographic areas — the area east of the Mississippi River and north of the Ohio, the Census South, and the remainder of the United States — so that, when regional tabulations were combined by differential weighting, they would be representative of United States total tabulations. The sample was drawn so that the total expected returns for the northeastern region would be not less than 475, and for the southern and western regions not less than 450.

Of the 1,620 questionnaires mailed to consultants comprising the sample, 1,307 were returned in usable condition. This represented a return of 80.6 per cent, Table 101. Regionally, the number of returned usable questionnaires totaled 476 in the northeastern area, 404 in the southern area, and 427 in the western area. Differential weighting to bring the three areas into their proper relation with the United States as a whole was necessary. Weights<sup>7</sup> applied to area totals were 100.0 for the northeastern area, 111.4 for the southern area, and 105.4 for the western area.

The questionnaires returned from the 1,307 households represented a total of 3,764 individual testers for the United States as a whole. By areas, the number of individual respondents totaled

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<sup>6</sup> Accomplished under provisions of a formal contract between the Alabama Polytechnic Institute, Auburn, Alabama, and National Family Opinion, Incorporated, Toledo, Ohio (a private research organization). The contract specified the conditions under which the sample of consultants would be drawn, the instructions to be given to consultants, the content and form of the questionnaire, etc.

<sup>7</sup> The weights applied represent the difference between expected returns and actual returns of usable questionnaires from consultant families in each of the three major geographic areas.

1,412 in the northeastern area, 1,519 in the southern area, and 1,193 in the western area, Table 103. Differential weighting of area totals resulted in a weighted United States total of 3,960 individual respondents. Weights applied to area totals of the number of individual respondents and of the number of consultant families were the same, thus eliminating the effects of differences in size of families between the three geographic areas studied, Table 102.

The 1,620 consultant families used in the test were selected from the nation-wide panels of consumer families maintained by National Family Opinion, Incorporated. These panels, from which the consultants were drawn and which normally are interviewed by the use of mail questionnaires, parallel the United States Census averages by geographic areas, place of residence and city size, age of homemaker, and annual family income.

The 1,307 consultant families that returned usable questionnaires were generally representative of the nation's consuming households. The percentage of usable questionnaires returned, as given in Tables 103 through 107, indicates that the characteristics of responding and non-responding families were more or less similar, both in regard to geographic areas and to other measurable factors. Some differences, however, were noted between consultant families returning usable questionnaires and the remainder of the sample. The data in Tables 103 through 107 indicate that the 19.4 per cent of families that did not return usable questionnaires possessed the following general characteristics: A greater proportion lived in the southern area than in other areas, had family incomes of more than \$5,000 a year, and lived in rural areas or in towns and cities with a population of 25,000 or less. A higher percentage of the family heads of these families either had less than an eighth grade education or had attended or completed college. A relatively greater number of the family heads of these families, by occupational status, were owners, partners or proprietors, or were managerial or professional workers.

## OBJECTIVES OF THE STUDY

The purposes of the study were to ascertain, on a nation-wide basis, and by designated geographic areas, consumers' acceptance of a "snack" product made from sweetpotatoes. In addition, consumer reactions and attitudes toward the product tested were related to such factors as: (1) Family incomes, (2) place of residence and city sizes, (3) sex and age of individual respondents, (4) educational status of family heads, and (5) occupational status of family heads.

A carefully pretested questionnaire was mailed to each of the testing families, together with detailed instructions for testing the product and for completing the questionnaire, to determine for each individual in the family (5 years of age and over) the following:

1. Background information for previous week — (June 5-11, 1949)
  - (a) Frequency of "snack" purchases by individuals.
  - (b) Kinds of "snacks" individual respondents purchased.
  - (c) Kind of "snack" purchased most often by individual respondents.
  - (d) Reasons consumers buy different kinds of "snack" products.
  - (e) Place of "snack" purchases by individual respondents.
  - (g) Frequency of "snack" consumption by individual respondents.
  - (f) Kinds of "snacks" individual respondents consumed.
  - (h) Kinds of "snacks" consumers usually like best.
  
2. Consumer reactions and attitudes toward the *Alayam* "snack" tested —
  - (a) Comparison of the *Alayam* "snack" with the "snacks" usually eaten by individual consumers.
  - (b) Reasons consumers liked or disliked the product tested.
  - (c) Consumers' reactions to sweetness, general appearance, texture or quality, and flavor or taste of the *Alayam* "snack."
  - (d) Suggestions from consumers for the improvement of the general appearance, texture or quality, and flavor or taste of the product.
  - (e) Willingness of consumers to buy the *Alayam* "snack;" and, if unwilling to buy the product, their reasons for not buying it.
  - (f) Consumers' anticipated purchase price of the product.
  - (g) Consumers' reactions to the size of the sample package, and their suggestions for a change in its size.
  - (h) Consumers' anticipated uses of the *Alayam* "snack."



### TIME OF TESTING

Testing took place simultaneously all over the country. On June 10, 1949, samples of the product, together with instruction sheets and questionnaire forms, were mailed to consultants. Background information relating to consumer purchases and consumption of "snacks" *during the past week*, therefore, refers to the week of June 5-11, 1949. Testing of the product was accomplished during a period of the year when sales and consumption of most similar products are normally about equal to their annual monthly average for the country as a whole.

### SURVEY FINDINGS

This report, designed primarily to present results of a nationwide consumer acceptance test of a "snack" made from sweet-potatoes, includes additional data that may be used in computing market potentials for the product. These data, however, lend themselves more readily to qualitative than to quantitative computations. Limitations on the use of these data in making quantitative estimates are obvious. In most cases, respondents cannot foresee accurately what their reactions and attitudes will be or what they will do in the future.

In using the data presented herein, it should be remembered that individuals tend to answer "yes" more often than "no" to questions that involve some degree of uncertainty.<sup>8</sup> This is particularly true in answering such questions as those posed in consumer acceptance tests of this nature.

**PURCHASING HABITS OF "SNACK" BUYERS.** In reply to a question as to the kinds of "snacks" most often bought during the past week, the data in Table 1 indicate that more than four-fifths of the respondents who tested the product purchased some type of "snack" during the week previous to the test. By type of product bought, candy was purchased more often than any other kind of "snack" reported. Other important products that were

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<sup>8</sup> "The product (if placed on the market) may be better or worse . . . than anticipated. A competing product of superior quality may appear. Or the prospective users may have more or less money than anticipated." Paul D. Converse, "Determining Potential Demand for a New Product", *Current Economic Comment*, University of Illinois, Urbana, Illinois. Volume 11, Number 2. May 1949.

purchased included cookies, crackers, potato chips, and popcorn. Of lesser importance were cakes, peanuts, doughnuts, ice cream, pretzels, various corn and cheese products, and pies, Table 1.

More than a third of the respondents who bought "snacks" during the week previous to the test reported that their principal reason for choosing the kind most often purchased was that the product was their favorite "snack." Other reasons reported, in order of relative importance, are shown in Table 2. Variations in the relative importance of the different reasons reported for buying different kinds of "snack" products are also given in Table 2.

In reply to a question as to frequency of "snack" purchases during the week previous to the test, 4 in 10 of the respondents who made purchases reported only one purchase during that period. Two in 10 reported two purchases, and 1 in 10 reported three purchases. Thirteen per cent of the respondents who made purchases reported that they bought "snack" products more than three times during the week previous to the test, Tables 3 and 4. Nearly 2 in 10 failed to indicate the number of "snack" purchases that they made during that period. Variations in frequency of purchases, as reported by buyers of different kinds of "snack" products, are shown in Table 3.

Nearly two-thirds of the respondents who purchased "snack" products during the week previous to the test reported that they bought these products more often from grocery stores than from any other place. Drugstore sales accounted for 8 per cent of the total, while candy-store sales accounted for 6 per cent. Other places of purchase included theaters, bakeries, dime stores, eating places, schools, places of employment, and other miscellaneous places, Tables 5 and 6. There was considerable variation in the relative importance of the different places of purchase reported for the different kinds of "snack" products bought by respondents. These variations, by kind of product purchased, are shown in Table 5.

**CONSUMING HABITS OF "SNACK" EATERS.** In reply to a question as to the frequency of "snack" consumption during the week previous to the test, only 13 per cent of the respondents reported that they did not eat any "snack" products during that period, Table 7. This indicates that a large number of individuals who did not purchase these products, Table 1, did consume such

products during the previous week. Four in 10 of the respondents who tested the product reported that they ate some type of "snack" every day during the week previous to the test. About 1 in 10 reported that they ate "snacks" on 3, 4, 5, and 6 days during the previous week, Table 7. An additional 1 in 10 ate "snacks" only 1 or 2 days during that period. A comparison of the data shown in Tables 4 and 7 indicates that there was an inverse relationship between frequency of purchases and frequency of consumption of "snack" products during the week previous to the test.

**KINDS OF "SNACKS" CONSUMERS USUALLY LIKE BEST.** Respondents who participated in the test reported that usually they liked candy best as a "snack" product. Other products of major importance included cookies, potato chips, crackers, and popcorn. Of lesser importance were such products as cakes, cupcakes, peanuts, ice cream, pies, various kinds of corn and cheese products, pretzels, doughnuts, and other miscellaneous products, Table 8.

The differences between the data presented in Tables 1 and 8 indicate that consumers did not always buy the products they liked best. This may have been due to a number of factors, including: availability of products on the market; availability of funds for buying the products; seasonality of production and consumption of various products; time of day purchases were made; erratic and spontaneous changes in individual demands because of changes in reactions, attitudes, and impulses; and a number of other factors. At the same time, the data in Tables 1 and 8 indicate a direct relationship between the kinds of products that respondents actually bought during the week previous to the test and the kinds of products that they usually liked best.

**COMPARISON OF THE ALAYAM "SNACK" TESTED WITH OTHER KINDS OF "SNACKS".** In comparison with the kinds of "snacks" that respondents reported they usually liked best, respondents' reactions to the *Alayam* "snack" tested were more favorable when the product was compared to cookies than when compared to other types of "snack" products, Table 9. A third of the respondents who reported cookies as their favorite "snack" product indicated that they liked the *Alayam* "snack" as well as, or better than, the type of product they usually ate. Variations in con-

sumer reactions to the *Alayam* "snack" in comparison with different kinds of "snack" products are shown in Table 9.

In comparison with all kinds of "snack" products, 22 per cent of the respondents who reported their favorite kind of "snack" indicated that they liked the *Alayam* product as well as, or better than, the kind of "snack" product they usually liked best. Only 6 per cent of the total liked the *Alayam* product better, while 16 per cent liked it about the same as the type of product they usually preferred, Tables 9 and 10. More than 70 per cent of the respondents in this group indicated that they liked the *Alayam* "snack" less than the type of "snack" they normally liked best.

CONSUMER REACTIONS TO THE SWEETNESS OF THE ALAYAM "SNACK". Two-fifths of the respondents who tested the product reported that the sweetness of the product was about right. Almost an equal proportion of the total reported that the product was too sweet, Table 11. Less than a tenth of the respondents indicated that the product was not sweet enough to suit their tastes.

CONSUMER REACTIONS TO THE FLAVOR OR TASTE OF THE ALAYAM "SNACK". For the nation as a whole, consumers were about equally divided in their reactions as to like or dislike of the flavor or taste of the product. More than a third of the respondents who tested the product reported that they liked the product's flavor or taste, while about an equal proportion indicated that they disliked its flavor or taste. An additional fifth of the respondents were indifferent in their reactions to the flavor or taste of the product, Table 12.

In reply to a question as to suggestions for improvement of the flavor or taste of the *Alayam* "snack" tested, more than a fifth of the respondents suggested that the product was too sweet or too rich, Table 13. Other points mentioned by respondents, in order of occurrence, included: add salt, too much molasses, no distinct flavor, change the flavor, needs milder flavor, leaves an aftertaste, and subdue sweetpotato flavor. Approximately half of the respondents who tested the product made no specific comments or suggestions for improving its taste or flavor.

CONSUMER REACTIONS TO THE GENERAL APPEARANCE OF THE ALAYAM "SNACK". Three-fifths of the respondents who tested the

product reported that they liked the product's general appearance. An additional fourth were indifferent in their reactions. Only 6 per cent of the respondents indicated that they disliked the general appearance of the product, Table 14.

Because most of the respondents either liked or were indifferent to the general appearance of the *Alayam* "snack", only a small percentage of the total reported any comments or suggestions for improvement of the product's general appearance. Eighty-five per cent of the total made no specific comments or suggestions. Nearly 1 in 10, however, did comment that the product lacked appeal or was not appetizing, Table 15. Other comments and suggestions as to general appearance, in order of occurrence, included: Pieces are too small; pieces are too short; change the shape of the product; color is too dark; and product is not uniform in size.

CONSUMER REACTIONS TO THE TEXTURE OR QUALITY OF THE ALAYAM "SNACK". Half of the respondents who tested the product reported that they liked the product's texture or quality. An additional fourth were indifferent in their reactions. Fourteen per cent of the respondents indicated that they disliked the texture or quality of the product, Table 16.

Since three-fourths of the respondents who tested the product either liked or expressed an indifferent reaction to the texture or quality of the *Alayam* "snack", a relatively small percentage of the total reported any comments or suggestions for an improvement of the product's texture or quality. More than 80 per cent of the total made no specific comments or suggestions. More than 1 in 10, however, did suggest that the product was too hard or too brittle, Table 17. Other comments and suggestions as to texture or quality, in order of occurrence, included: Product absorbs moisture easily; product is too crumbly or crumbles; product is too soggy or gets soggy; product is too sticky or gets sticky; and product is too tough or too hard to chew.

PRINCIPAL FLAVORS DETECTED BY CONSUMERS IN THE ALAYAM "SNACK". In reply to the question: "What flavor do you detect most in this product?" respondents reported the detection of more than 15 different groups of flavors. Most of these, however, were related to the flavors of the actual ingredients of the product. Of the total number of respondents, nearly 4 in 10 were unable

to detect or identify, or failed to report the detection of any particular flavor, Table 18.

More than a fourth of the respondents reported the detection of some form of sugar or sweetness as contributing to the product's dominant flavor; most of this group indicated molasses as the dominant flavor. Fifteen per cent of the respondents detected cocoanut as the dominant flavor.

Respondents were not informed that the *Alayam* "snack" tested was a product derived from sweetpotato; neither were they told that it contained sweetpotato as an ingredient. Sweetpotato, however, was one of its principal ingredients. Of the total number of respondents who tested the product, only 9 per cent reported the detection of sweetpotato as contributing to the product's dominant flavor, Table 18.

**INGREDIENTS DETECTED BY CONSUMERS IN THE ALAYAM "SNACK".** In replying to the question "What ingredients do you detect in this product?", respondents were asked to name as many ingredients as they could detect. More than 20 different groups of ingredients were reported by respondents who tested the product. Most of these, however, were related to the flavors or possessed characteristics similar to the characteristics of the actual ingredients of the product. Less than a fifth of the total number of respondents were unable to detect or failed to report the detection of any particular ingredients in the product, Table 19.

More than two-thirds of the respondents who tested the *Alayam* "snack" reported the detection of some form of sugar or sweetness as an ingredient. More than a third of the total reported molasses as an ingredient. Cocoanut was detected as an ingredient by 4 in 10 of the respondents. Nearly 2 in 10 reported the detection of sweetpotato as an ingredient, Table 19. Other items detected and identified as ingredients of the product included: cereal, malt, peanuts, soybeans, fruits, shortening, and a number of miscellaneous items — none of which were actual ingredients of the product.

**CONSUMERS' WILLINGNESS TO PURCHASE THE ALAYAM "SNACK".** Of the respondents who tested the product, 35 per cent indicated that they would buy the product if it were placed on the market at a fair price, Table 20. This does not mean that 35 per cent of

the nation's consumers, as represented by the test, would shift from the purchase of all other types and kinds of "snack" products to the *Alayam* product. It means only that 35 per cent of the respondents who tested the product, felt, on the day that the test was made, that they would buy *some* of the product if it were available on the market at a fair price at that particular time. In addition, this 35 per cent of respondents might make only one purchase of the *Alayam* "snack" out of any number of purchases of other types and kinds of "snack" products. This 35 per cent is merely an indication of the probable percentage of consumers who might be expected to buy *some* of the product if it were placed on the market at a fair price and in competition with all other products of a similar nature. It does not indicate size of such probable purchases, frequency of purchases, or attitude of respondents in regard to repeat purchases.

Of the respondents who tested the product, 55 per cent reported that they would not buy the product if it were placed on the market, Table 20. The answers reported by this group of respondents are probably much more reliable as a market potential indicator than are the answers reported by the group who expressed a willingness to buy the product when placed on the market. Although the answers reported by this 55 per cent represent an initial reaction to a new product — a reaction which may be different at a later date — the chances of a change in consumer attitudes and reactions is less likely to occur with this group than with the group of respondents whose initial reaction was favorable.<sup>9</sup>

Respondents who reported that they would not buy the *Alayam* "snack" if it were placed on the market at a fair price indicated that a dislike of the new product was the principal reason for their unwillingness to buy it, Table 21. Nearly two-thirds of the respondents in this group reported their principal reasons for unwillingness to buy the *Alayam* "snack" tested as either dislike of the new product or preference for other kinds or types of "snack" products. Other reasons, in order of occurrence, included: Product is too sweet or too rich; product is too hard or too brittle;

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<sup>9</sup> Consumer preferences and consumer practices often differ. For a full discussion of the possible differences, see statement on "Methodology" by Demand and Consumer Preference work group in "Marketing Research Notes from National Workshop," Special Report, Agricultural Research Administration, United States Department of Agriculture. pp. 81-85. 1949.

do not eat "snacks;" and a number of miscellaneous reasons pertaining to the flavor of the product, as given in Table 21.

CONSUMERS' ANTICIPATED PRICE OF THE ALAYAM "SNACK". The sample package of the *Alayam* "snack" that was mailed to respondents for testing contained 3 ounces of product. Nearly half of the respondents who expressed a willingness to buy the product if it were placed on the market indicated that they would expect to pay about 10 cents as a fair price for the amount of product that was in the test package, Table 22.

In reply to the question "Does the sample package contain the approximate amount of product you would prefer to buy at one time?", half of the respondents who tested the product reported that the sample package (containing 3 ounces of product) was of satisfactory size, Table 23. Only 14 per cent of the respondents indicated that the sample package was not of satisfactory size; the remaining 36 per cent of the total failed to express an opinion in regard to size.

The 14 per cent of respondents who reported that the sample package was not of satisfactory size were about equally divided as to whether they wanted a larger or smaller package. The data in Table 24 indicate that most of those who want a smaller package prefer a package containing about 1 ounce of product, while most of those who want a larger package prefer a package containing about 6 ounces of product.

CONSUMERS' ANTICIPATED USE OF THE ALAYAM "SNACK". Respondents who expressed a willingness to buy the *Alayam* "snack" if it were placed on the market at a fair price indicated that they would use the product principally as a between-meal "snack." Nearly two-thirds of the respondents in this group indicated that they would use the *Alayam* product either as a between-meal "snack," after-meal "snack," or as a midnight "snack," Table 25. Other uses reported by respondents, in order of occurrence, included: to serve at parties, to use in lunches, and to serve as part of a regular meal. Other miscellaneous uses included: to serve at picnics; to eat while traveling, reading, or at theaters; and other miscellaneous uses.



## VARIATIONS in CONSUMER REACTIONS

Consumer reactions and attitudes are highly variable. There are differences from individual to individual. There are differences in the same individual from one time to another. There are differences due to changes in climatic conditions and in the seasons of the year. Because of the wide variability and the continuous and erratic rates of change in the differences in consumer reactions and attitudes caused by factors of this kind, no attempt was made to measure such factors or to relate them to consumer reactions and attitudes toward the *Alayam* "snack" tested.

Certain measurable factors, which are less variable and of far more importance from the standpoint of appraising the immediate potential market possibilities of a product, were related to the consumer reactions and attitudes toward the *Alayam* product. These factors include:

1. Major geographic areas of the United States.
2. Family income groups.
3. Place of residence, including city sizes.
4. Sex and age of individual respondents.
5. Educational status of family heads.
6. Occupational status of family heads.

No attempt was made to explain the variations found to exist in consumer reactions and attitudes toward the *Alayam* "snack" in relation to these several factors as they occurred, or to explain why such variations occurred as they did. The wide variations that existed indicate that no one product will appeal to all consumers. In addition, the existence of these variations emphasizes the importance of recognizing them as major factors that will influence the potential market possibilities of the product.

Extreme caution should be exercised in evaluating and interpreting the relationships found to exist between consumer reactions and attitudes toward the *Alayam* product and the several factors listed. It should be emphasized that results of the test merely indicate the existence of such relationships; they do not imply that the several factors were the causes of existing variations.

Further caution should be exercised in evaluating and interpreting the information reported by respondents. Reactions and

attitudes expressed by respondents, as reported herein, should be considered only as a reflection of their initial reactions and attitudes toward the product. These reactions and attitudes may be quite different at a later date.

Basically, the evaluations and interpretations of the data reported by the respondents who participated in the test are left to those who wish to utilize the data in actually studying the present over-all marketing problems of the "snack" industry as a whole, and/or in studying the specific potential market possibilities of the *Alayam* "snack" tested.

**MAJOR GEOGRAPHIC AREAS OF THE UNITED STATES.** The data in Table 1 indicate that during the week previous to the test there were no significant differences in the percentages of respondents who bought "snack" products or in the types and kinds of "snack" products that were purchased by individuals between the three major geographic areas studied. Nor were there any significant differences in frequency of purchases, Table 4, or in places of purchase, Table 6, between these three areas. Data in Table 7, however, indicate that relatively more people ate "snacks" in the northeastern area, and relatively fewer people ate "snacks" in the western area, than in the southern area. In addition, respondents in the northeastern area ate "snack" products more frequently during the week previous to the test than did respondents in the southern and western areas. Variations in the kinds of "snack" products that consumers usually liked best are indicated by the data in Table 8 for the three major geographic areas studied.

Respondents in the southern area, in general, were more favorable in their reactions and attitudes toward the *Alayam* "snack" tested than were respondents in other areas of the country, Tables 10 through 17. The percentage of respondents in the southern area who reported the detection of sweetpotato as the dominant flavor and as an ingredient of the product was twice as high as in the western area and three times as high as in the northeastern area, Tables 18 and 19. The proportion of respondents who expressed a willingness to buy the product if it were available on the market was much higher in the southern area than in other parts of the country, Table 20.

**FAMILY INCOME GROUPS.** Variations in the percentage of respondents who bought "snacks" and the kinds of "snack" products

purchased during the week previous to the test are indicated in Table 26 for persons from families with different levels of family income. Generally, the percentage of respondents who bought "snacks" was higher for persons from families in the middle-income groups than for those from families with either very low or very high incomes. There were no significant differences in frequency of purchases between different levels of family income, Table 27. The proportion of respondents who purchased "snacks" from grocery stores was higher for those from families in low-income groups than for those from families in high-income groups, Table 28.

The percentage of respondents who ate "snack" products during the week previous to the test generally increased from low to high levels of family income. In addition, frequency of eating such products increased from low to high family-income levels, Table 29. Data in Table 30 indicate that there were no significant differences in the kinds of "snack" products that respondents usually liked best between different levels of family income.

Respondents in low-income groups, generally, were more favorable in their reactions and attitudes toward the *Alayam* "snack" tested than were those in high-income groups, Tables 31 through 35. The percentage of respondents who expressed a willingness to buy the product if it were placed on the market was also higher for low-income groups than for high-income groups, Table 36.

**PLACE OF RESIDENCE, INCLUDING CITY SIZES.** The data in Table 41 indicate that a higher percentage of respondents who lived in urban areas made "snack" purchases during the week previous to the test than did those who lived in rural areas. Variations in the relative importance of different kinds of "snack" products bought by urban and rural residents and by urbanites who lived in cities of different sizes are also indicated by the data in Table 41. There were no major differences in frequency of "snack" purchases between rural and urban residents, or in frequency of such purchases for persons living in cities of different sizes, Table 42. Rural residents made a higher percentage of "snack" purchases from grocery stores than did urban residents, Table 43, but there was no definite relationship between places of purchase and city sizes for urban residents.

The data in Table 44 indicate that there was no significant difference in the percentage of respondents who ate "snack" products during the week previous to the test between rural and urban residents. In addition, there were no definite relationships between the percentage of respondents who ate "snack" products and city sizes for urban residents. The frequency of eating such products, however, was much higher for urban residents than that of rural residents, Table 44. In regard to the kinds of "snack" products that respondents usually liked best, data in Table 45 indicate no significant differences between rural and urban residents or between urban residents living in cities of various sizes.

Respondents who lived in rural areas, in general, were more favorable in their reactions and attitudes toward the *Alayam* "snack" tested than were those who lived in urban areas, Tables 46 through 50. Respondents who lived in small towns and cities, in general, were more favorable toward the product than were those who lived in large cities. The percentage of respondents who expressed a willingness to buy the *Alayam* product if it were placed on the market was higher for respondents who lived in rural areas than for those who lived in urban areas, Table 51. In urban areas, the percentage expressing a willingness to buy the product was higher for respondents who lived in small towns and cities than for those who lived in large cities.

**SEX AND AGE OF INDIVIDUAL RESPONDENTS.** The data in Table 56 indicate that a higher percentage of females than males made "snack" purchases during the week previous to the test. They also indicate that a higher percentage of the respondents in middle-age groups made "snack" purchases during that period than did either very young or older-age groups. Variations in the kinds of "snack" products that were bought are shown by sex and by age groups in Table 56. The most significant differences in consumer choices of "snack" products, as shown in Table 56, were that a higher percentage of males than females and a higher percentage of younger people than older persons bought candy than any other type of "snack" product.

The data in Table 57 indicate that males made "snack" purchases more frequently than did females. It also indicates that younger people made similar purchases more frequently than did older persons. A higher percentage of female than male purchases was made from grocery stores, and a higher percentage of pur-

chases by older people than by younger persons also was made from grocery stores, Table 58.

As in the case of purchases, Table 56, a higher percentage of females than males ate "snack" products during the week previous to the test, Table 59. Data in Table 59 indicate that, in general, the percentage of consumers who ate "snack" products during that period decreased from the younger to the older-age groups. There was no significant difference in frequency of eating "snack" products between males and females; but, by age groups, younger people tended to eat such products much more frequently than did older people, Table 59.

The data in Table 60 indicate that there were no significant differences between males and females in the kinds of "snack" products that they usually liked best. Nor were there any significant differences between different age groups as to the kinds of "snack" products usually liked best, except in the case of the lower-age group. In this group, a higher percentage of respondents indicated that they usually liked candy best as a "snack" product than was reported for other age groups.

Female respondents, in general, were more favorable in their reactions and attitudes toward the *Alayam* "snack" tested than were male respondents, Table 61 through 65. The percentage of female respondents who expressed a willingness to buy the *Alayam* product if it were placed on the market was higher than that of male respondents, Table 66.

By age groups, respondents in older-age groups, in general, were more favorable in their reactions and attitudes toward the *Alayam* "snack" tested than were those in younger-age groups, Tables 61 through 65. In addition, the percentage of respondents who expressed a willingness to buy the *Alayam* product if it were placed on the market was higher for older-age groups than for younger-age groups, Table 66.

**EDUCATIONAL STATUS OF FAMILY HEADS.** The data in Table 71 indicate that there were no significant relationships between educational status of family heads and the percentage of respondents who bought "snack" products during the week previous to the test. Data in Table 71 also indicate the variations in kinds of "snack" products that were bought by respondents who were from families with different levels of educational status of family heads.

Generally, respondents in families where the educational status of family heads was low made "snack" purchases more frequently than did those who were from families where the educational status of family heads was high, Table 72. There were some significant differences in places of purchase for respondents between different levels of education of family heads, Table 73. These differences, however, did not form a logical pattern.

The percentage of respondents who ate "snack" products during the week previous to the test increased as the level of educational status of family heads increased, Table 74. In addition, the frequency of eating such products by respondents tended to increase as the educational status of family heads increased. Data in Table 75 indicate that there were no significant differences in the kinds of "snack" products that respondents usually liked best as between different levels of educational status of family heads.

Respondents who were from families where the educational status of family heads was low, in general, were more favorable in their reactions and attitudes toward the *Alayam* "snack" tested than were respondents who were from families where the educational status of family heads was high, Tables 76 through 80. The percentage of respondents expressing a willingness to buy the *Alayam* product if it were placed on the market was higher for respondents who were from families where the level of formal education of family heads was low than for those who were from families where the educational status of family heads was high, Table 81.

**OCCUPATIONAL STATUS OF FAMILY HEADS.** The data in Table 86 indicate that there were wide differences by occupational status of family heads in the percentage of respondents who made "snack" purchases during the week previous to the test. Data in Table 86 also indicate the variations in the relative importance of the different kinds of "snack" products that were bought during that period by respondents who were from families where the occupational status of family heads was different. There were some major differences in frequency of "snack" purchases, Table 87, and in places of purchase, Table 88, for respondents on the basis of occupational status of family heads.

Variations in the percentage of respondents who ate "snack" products during the week previous to the test, and variations in

the frequency of eating such products, are indicated in Table 89 for respondents who were from families where the occupational status of family heads was different. Data in Table 90 indicate that there were no significant differences in the kinds of "snack" products that respondents usually liked best as between the several groups based on the occupational status of family heads.

Respondents who were from families where the family head was an owner, partner or proprietor, or was engaged in unskilled, semi-skilled, service, or agricultural work, in general, were more favorable in their reactions and attitudes toward the *Alayam* "snack" tested than were respondents who were from families where family heads had a different occupational status, Table 91 through 95. The percentage of respondents who expressed a willingness to buy the *Alayam* product if it were placed on the market also was higher for respondents who were from families where the family head was an owner, partner or proprietor, or was engaged in unskilled, semi-skilled, service, or agricultural work than for those who were from families where family heads had a different occupational status, Table 96.

## SUMMARY

During the period 1942-45, research workers at the Alabama Agricultural Experiment Station developed a number of new food products from sweetpotatoes under the brand name *Alayam* products. Among the more promising of these new products were several types of "snacks."

This bulletin presents the results of a nation-wide consumer acceptance test of one type of *Alayam* "snack" — a product made from sweetpotato puree, finely ground cocoanut, and sugar.

In comparison with all of the different types and kinds of "snack" products that the nation's "snack" eaters usually like best, nearly a fourth of the respondents who participated in the test indicated that they liked the *Alayam* "snack" as well as, or better than, the "snack" they normally preferred. Only 6 per cent liked the *Alayam* product better, while 16 per cent liked it about the same as other products. Seventy-one per cent liked the *Alayam* product less than the "snack" products they usually purchased and consumed.

Two-fifths of the respondents reported that the sweetness of the product was about right. Almost an equal proportion indicated that the product was too sweet, while nearly a tenth felt that it was not sweet enough.

More than a third of the respondents liked the flavor or taste of the *Alayam* product; an equal proportion disliked its flavor or taste. A fifth were indifferent in their reactions.

Three-fifths of the respondents liked the general appearance of the *Alayam* "snack"; a fourth were indifferent; and the remaining number either disliked or reported no particular reactions to the product's general appearance.

Nearly half of the respondents liked the texture or quality of the product. An additional fourth were indifferent in their reactions, while about a seventh disliked its texture or quality.

More than a third of the individuals who tested the *Alayam* "snack" indicated that they would buy the product if it were placed on the market. Slightly more than half of the total reported that they would not buy the product. A tenth were undecided or failed to express an opinion as to whether they would buy the product.

Sweetpotato, one of the principal ingredients of the *Alayam* "snack" tested, was detected as the dominant flavor by nearly a tenth of those who tested the product. Almost a fifth detected sweetpotato as an ingredient of the product. More than twice as many individuals in the southern part of the United States detected sweetpotato as the dominant flavor and as an ingredient as did those in other sections of the country.

Respondents who lived in the Census South were more favorable toward the product than were those who lived in other sections of the country. The percentage of respondents who expressed a willingness to buy the product also was higher in the Census South than in other areas.

Respondents in low-income groups, generally, were more favorable toward the product than were those in high-income groups.

Respondents who lived in rural areas, in general, were more favorable toward the product than were those who lived in urban areas. Respondents who lived in small towns and cities, generally, were more favorable toward the product than were those who lived in large cities.



Female respondents were more favorable toward the product than were male respondents. Respondents in older-age groups, in general, were more favorable toward the product than were those in younger-age groups. The percentage of respondents who expressed a willingness to buy the product also was higher in older-age groups than in younger-age groups.

Respondents from families where the educational status of the family head was low, in general, were more favorable toward the product than were those in families where the educational status of the family head was high.

Respondents from families where the occupational status of the family head was that of an owner, partner, or proprietor, or was that of one engaged in unskilled, semi-skilled, service, or agricultural work, in general, were more favorable toward the product than were those in families where the family head had a different occupational status.

The interpretation and evaluation of these data relating to consumer habits, attitudes, and reactions are left to those who wish to apply the findings of the test to a study of the "snack" industry as a whole, and/or to a study of the *Alayam* "snack" product and its potential market possibilities in particular.



## STATISTICAL INDEX

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CONSUMER REACTIONS TO ALAYAM "SNACKS"  
By Major Geographic Areas and  
United States Totals

TABLE 1. REPLIES TO THE QUESTION: "WHAT KIND OF "SNACKS" DID YOU BUY MOST OFTEN DURING THE PAST WEEK?" (JUNE 5-11, 1949)

Replies	Geographic area <sup>1</sup>			United States <sup>2</sup>
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
None	19	20	19	19
Candy	19	19	22	20
Cookies	16	13	15	14
Crackers <sup>3</sup>	11	14	7	11
Potato chips	12	9	11	11
Popcorn	6	5	9	6
Cakes, cupcakes	3	4	4	4
Peanuts	3	3	4	4
Doughnuts	3	3	4	3
Ice cream <sup>4</sup>	2	2	2	2
Pretzels	2	2	1	2
Corn products <sup>5</sup>	1	2	<sup>6</sup>	1
Cheese products <sup>7</sup>	1	2	<sup>6</sup>	1
Pies	1	1	<sup>6</sup>	1
Miscellaneous items <sup>8</sup>	1	1	2	1
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	1,412	1,159	1,193	3,960

<sup>1</sup> Geographic areas, for purposes of this study, were designated as follows: North—the area east of the Mississippi River and north of the Ohio; South—the Census South; and West—the remainder of the United States.

<sup>2</sup> Differential weighting to bring the three areas studied into their proper relation with the United States as a whole was necessary. Weights applied to the number of respondents in each area were 100.0 in the northeastern area, 111.4 in the southern area, and 105.4 in the western area.

<sup>3</sup> Includes both sweet and non-sweet crackers, Graham crackers, etc.

<sup>4</sup> Includes popsicles and other similar products.

<sup>5</sup> Includes corn curls, corn chips, cornettes, frittos, cheewees, etc.

<sup>6</sup> Less than 1 per cent.

<sup>7</sup> Includes cheese crackers, cheezits, cheesies, cheese, etc.

<sup>8</sup> Includes cereals, fruits, nuts, chewing gum, and other miscellaneous "snack" products as reported by respondents.

TABLE 2. (IF YOU BOUGHT ANY "SNACKS" DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHAT WERE YOUR REASONS FOR CHOOSING THE KIND YOU PURCHASED MOST OFTEN?"

Reason	Kind of "snack" purchased most often														
	Candy	Cook-ies	Crack-ers	Potato-chips	Pop-corn	Cakes,cup-cakes	Pea-nuts	Dough-nuts	Ice cream	Pret-zels	Corn products	Cheese products	Pies	Misc. items	All "snacks"
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Favorite "snack"	37	26	31	35	39	35	44	41	47	23	22	36	38	34	34
Like sweets	14	10	1	5	<sup>1</sup>	16	1	8	4	2	0	0	6	8	6
Eat between meals	6	8	4	4	7	2	9	7	1	0	0	0	0	0	5
Eat with other foods	1	6	12	4	2	15	0	7	6	0	4	0	9	0	5
Lunch, party, picnic	2	6	3	9	1	8	0	2	0	5	4	5	3	0	4
Eat with beverages	0	4	5	5	1	4	4	13	0	21	8	15	3	2	4
Not too sweet	0	2	11	9	9	4	8	1	0	11	10	3	0	6	4
Like salty products	0	2	2	12	8	2	11	0	0	21	10	5	0	6	4
To nibble on	3	2	1	4	13	0	7	0	0	3	4	15	0	0	4
Easy to eat, serve	4	4	2	2	3	2	2	2	0	0	0	5	3	0	3
Food value	5	2	4	1	2	2	2	3	3	0	0	3	3	4	3
Keeping quality	2	5	3	2	<sup>1</sup>	1	2	0	0	0	0	3	0	2	2
Satisfying	2	2	3	1	3	4	4	11	0	13	2	3	0	6	2
Eat at bedtime	1	<sup>1</sup>	2	1	<sup>1</sup>	0	0	2	3	2	0	5	0	0	1
Crisp, crunchy	0	<sup>1</sup>	1	4	2	0	1	0	0	10	10	0	0	0	1
Cooling, refreshing	1	0	<sup>1</sup>	0	0	0	0	0	21	0	0	3	3	4	1
Like cheese, corn	0	2	<sup>1</sup>	0	2	0	0	0	0	0	8	10	0	0	1
Miscellaneous reasons	8	10	9	4	7	9	7	8	6	2	4	5	13	21	9
No reasons given	15	15	15	10	11	13	8	15	9	10	16	3	25	11	13
TOTAL <sup>2</sup>	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Number of respondents	742	543	405	399	246	136	135	123	71	62	50	39	32	53	3,036

<sup>1</sup> Less than 1 per cent.

<sup>2</sup> Percentages add to more than 100 because some respondents reported more than one reason.

TABLE 3. (IF YOU BOUGHT ANY "SNACKS" DURING THE PAST WEEK) REPLIES TO THE QUESTION: "HOW MANY TIMES DID YOU PURCHASE THE "SNACK" BOUGHT MOST OFTEN?"

Replies	Kind of "snack" purchased most often														
	Candy	Cook-ies	Crack-ers	Potato-chips	Pop-corn	Cakes,cup-cakes	Pea-nuts	Dough-nuts	Ice-cream	Pret-zels	Corn-products	Cheese-products	Pies	Misc.items	All "snacks"
	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>
One time	30	40	53	43	37	40	42	38	21	53	48	23	38	34	39
Two times	19	25	13	22	27	21	30	17	16	6	26	18	3	17	20
Three times	12	7	5	10	12	7	9	16	7	8	8	15	22	11	9
Four times	10	4	2	4	7	6	5	4	18	2	6	5	12	7	6
Five times	6	1	<sup>1</sup>	2	1	4	4	5	11	2	2	3	6	2	3
Six times	2	1	0	0	<sup>1</sup>	1	0	2	7	0	0	0	3	4	1
Seven times	3	1	1	1	<sup>1</sup>	2	0	3	3	5	0	0	0	6	2
Over seven times	<sup>1</sup>	1	0	1	1	1	0	1	6	0	2	0	0	4	1
Not ascertained	18	20	26	17	15	18	10	14	11	24	8	36	16	15	19
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Number of respondents	742	543	405	399	246	136	135	123	71	62	50	39	32	53	3,036

<sup>1</sup> Less than 1 per cent.

TABLE 4. (IF YOU BOUGHT ANY "SNACKS" DURING THE PAST WEEK) REPLIES TO THE QUESTION: "HOW MANY TIMES DID YOU PURCHASE THE "SNACK" BOUGHT MOST OFTEN?"

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	
One time	42	37	38	39
Two times	20	20	22	20
Three times	9	11	7	9
Four times	6	7	6	6
Five times	2	3	3	3
Six times	1	1	1	1
Seven times	2	2	2	2
Over seven times	<sup>1</sup>	1	1	1
Not ascertained	18	18	20	19
TOTAL	100	100	100	100
Number of respondents	1,142	932	962	3,194

<sup>1</sup> Less than 1 per cent.

TABLE 5: (IF YOU BOUGHT ANY "SNACKS" DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHERE DID YOU PURCHASE THE "SNACK" BOUGHT MOST OFTEN?"

Replies	Kind of "snack" purchased most often														
	Candy	Cook-ies	Crack-ers	Potato-chips	Pop-corn	Cakes,cup-cakes	Pea-nuts	Dough-nuts	Ice-cream	Pret-zels	Corn prod-ucts	Cheese prod-ucts	Pies	Misc. items	All "snacks"
	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>
Grocery store	51	83	81	75	39	62	54	53	35	68	70	72	38	55	64
Drug store	12	2	5	5	9	1	16	3	16	5	10	8	3	24	8
Candy store	15	2	2	4	4	4	6	3	10	5	2	0	0	0	6
Theater, show	3	2	2	2	28	1	4	0	0	6	0	3	3	0	4
Bakery	1	5	<sup>1</sup>	3	0	18	0	21	0	2	2	0	25	8	4
Dime store	5	2	2	1	4	4	6	1	1	0	2	2	0	0	3
Eating places	1	1	<sup>1</sup>	1	1	1	1	2	3	1	0	0	6	2	1
At school, work	2	<sup>1</sup>	0	0	0	1	1	1	3	0	6	0	0	0	1
Miscellaneous places	10	3	8	9	15	8	12	16	32	13	8	15	25	11	9
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Number of respondents	742	543	405	399	246	136	135	123	71	62	50	39	32	53	3,036

<sup>1</sup> Less than 1 per cent.



TABLE 6. (IF YOU BOUGHT ANY "SNACKS" DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHERE DID YOU PURCHASE THE "SNACK" BOUGHT MOST OFTEN?"

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	
Grocery store	64	65	63	64
Drug store	6	9	8	8
Candy store	9	3	6	6
Theater, show	4	5	3	4
Bakery	4	2	5	4
Dime store	2	3	4	3
Eating places	1	2	1	1
At school, work	1	<sup>1</sup>	1	1
Miscellaneous places	9	11	9	9
TOTAL	100	100	100	100
Number of respondents	1,142	932	932	3,194

<sup>1</sup> Less than 1 per cent.

TABLE 7. REPLIES TO THE QUESTION: "ON HOW MANY DAYS DID YOU EAT "SNACKS" DURING THE PAST WEEK?" (JUNE 5-11, 1949)

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	
None	10	13	15	13
One day	3	3	4	3
Two days	7	8	7	7
Three days	10	13	9	11
Four days	8	9	10	9
Five days	9	8	8	8
Six days	7	11	9	9
Seven days	46	35	38	40
TOTAL	100	100	100	100
Number of respondents	1,412	1,159	1,193	3,960

TABLE 8. REPLIES TO THE QUESTION: "WHAT KIND OF "SNACK" DO YOU USUALLY LIKE BEST?"

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Candy	17	15	20	17
Cookies	11	13	10	11
Potato chips	13	8	9	10
Crackers <sup>1</sup>	9	9	7	9
Popcorn	9	6	8	7
Cakes, cupcakes	4	5	3	4
Peanuts	4	4	4	4
Ice cream <sup>2</sup>	3	2	5	4
Pies	4	3	3	3
Corn products <sup>3</sup>	2	4	3	3
Cheese products <sup>4</sup>	2	3	2	2
Pretzels	4	1	1	2
Doughnuts	1	2	2	2
Miscellaneous items <sup>5</sup>	2	3	4	3
Not ascertained	15	22	19	19
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	1,412	1,159	1,193	3,960

<sup>1</sup> Includes both sweet and non-sweet crackers, Graham crackers, etc.

<sup>2</sup> Includes popsicles and other similar products.

<sup>3</sup> Includes corn curls, corn chips, cornettes, frittos, cheeweels, etc.

<sup>4</sup> Includes cheese crackers, cheezits, cheesies, cheese, etc.

<sup>5</sup> Includes cereals, fruits, nuts, chewing gum, and other miscellaneous "snack" products as reported by respondents.

TABLE 9. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THIS PRODUCT COMPARED TO THE KIND OF "SNACK" YOU USUALLY LIKE BEST?"

Replies	Kind of "snack" purchased most often														
	Candy	Cook-ies	Potato-chips	Crack-ers	Pop-corn	Cakes,cup-cakes	Pea-nuts	Ice-cream	Pies	Corn-products	Cheese-products	Pret-zels	Dough-nuts	Misc-items	All "snacks"
	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>
Like sample better	5	10	6	9	5	6	3	2	3	3	3	4	3	7	6
About the same	19	23	12	14	12	12	24	15	13	9	11	18	24	19	16
Like sample less	69	60	77	66	76	75	63	78	76	83	82	71	63	70	71
Don't know	3	2	1	3	4	4	5	2	6	4	4	4	5	1	3
Not ascertained	4	5	4	8	3	3	5	3	2	1	0	3	5	3	4
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Number of respondents	646	419	388	319	273	161	156	130	126	120	79	73	66	112	3,068

TABLE 10. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THIS PRODUCT COMPARED TO THE KIND OF "SNACK" YOU USUALLY LIKE BEST?"

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	
Like sample better	5	7	6	6
About the same	14	18	17	16
Like sample less	77	67	69	71
Don't know	2	3	3	3
Not ascertained	2	5	5	4
TOTAL	100	100	100	100
Number of respondents	1,205	903	960	3,223

TABLE 11. REPLIES TO THE QUESTION: "AS A BETWEEN-MEAL "SNACK," HOW DOES THE SWEETNESS OF THIS PRODUCT SUIT YOUR TASTE?"

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	
Too sweet	46	31	39	39
About right	38	46	43	42
Not sweet enough	7	12	7	8
Not ascertained	9	11	11	11
TOTAL	100	100	100	100
Number of respondents	1,412	1,159	1,193	3,960

TABLE 12. REPLIES TO THE QUESTION: "AS A BETWEEN-MEAL "SNACK," HOW DO YOU LIKE THE FLAVOR OR TASTE OF THIS PRODUCT?"

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	
Like it	31	43	33	36
Indifferent	19	17	22	19
Dislike it	45	31	37	38
Not ascertained	5	9	8	7
TOTAL	100	100	100	100
Number of respondents	1,412	1,159	1,193	3,960

TABLE 13. REPLIES TO THE QUESTION: "WHAT ARE YOUR FAMILY'S SUGGESTIONS FOR THE IMPROVEMENT OF THE FLAVOR OR TASTE OF THIS PRODUCT?"

Suggestions	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Too sweet, too rich	25	18	21	21
Too much molasses	8	5	8	7
Too much syrup	1	1	1	1
Not sweet enough	2	3	2	2
Add salt	9	9	9	9
No distinct flavor	4	5	3	4
Change flavor	3	3	4	3
Needs milder flavor	2	1	2	2
Leaves aftertaste	2	2	2	2
Subdue sweetpotatoes	1	2	1	1
Less coconut	<sup>1</sup>	2	1	1
More coconut	1	1	1	1
Miscellaneous suggestions	2	2	1	2
No suggestions made	50	53	49	51
TOTAL <sup>2</sup>	100	100	100	100
Number of respondents	476	404	427	1,375

<sup>1</sup> Less than 1 per cent.

<sup>2</sup> Percentages add to more than 100 because some respondent families made more than one suggestion.

TABLE 14. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE GENERAL APPEARANCE OF THIS PRODUCT?"

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like it	56	63	58	59
Indifferent	31	21	26	26
Dislike it	6	6	6	6
Not ascertained	7	10	10	9
TOTAL	100	100	100	100
Number of respondents	1,412	1,159	1,193	3,960

TABLE 15. REPLIES TO THE QUESTION: "WHAT ARE YOUR FAMILY'S SUGGESTIONS FOR THE IMPROVEMENT OF THE GENERAL APPEARANCE OF THIS PRODUCT?"

Suggestions	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Lacks appeal or not appetizing	10	8	9	9
Pieces too small	4	5	4	4
Pieces too short	3	3	3	3
Pieces too heavy	1	<sup>1</sup>	1	1
Not uniform in size	2	<sup>1</sup>	2	1
Change shape	2	1	2	2
Color too dark	3	1	1	2
Miscellaneous suggestions	1	<sup>1</sup>	1	1
No suggestions made	83	87	84	85
TOTAL <sup>2</sup>	100	100	100	100
Number of respondents	476	404	427	1,375

<sup>1</sup> Less than 1 per cent.

<sup>2</sup> Percentages add to more than 100 because some respondent families made more than one suggestion.

TABLE 16. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE TEXTURE OR QUALITY OF THIS PRODUCT?"

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like it	46	53	50	50
Indifferent	29	20	23	24
Dislike it	15	13	13	14
Not ascertained	10	14	14	12
TOTAL	100	100	100	100
Number of respondents	1,412	1,159	1,193	3,960

TABLE 17. REPLIES TO THE QUESTION: "WHAT ARE YOUR FAMILY'S SUGGESTIONS FOR THE IMPROVEMENT OF THE TEXTURE OR QUALITY OF THIS PRODUCT?"

Suggestions	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Too hard, too brittle	14	10	11	12
Absorbs moisture easily	5	5	4	5
Too crumbly, crumbles	2	3	3	3
Too soggy, gets soggy	2	2	3	3
Too sticky, gets sticky	2	1	1	1
Too tough or hard to chew	2	1	1	1
Miscellaneous suggestions	1	1	1	1
No suggestions made	79	85	82	82
<b>TOTAL<sup>1</sup></b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	476	404	427	1,375

<sup>1</sup> Percentages add to more than 100 because some respondent families made more than one suggestion.

TABLE 18. REPLIES TO THE QUESTION: "WHAT FLAVOR DO YOU DETECT MOST IN THIS PRODUCT?"

Flavor	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Molasses	19	12	16	16
Sugar <sup>1</sup>	3	2	4	3
Syrup	1	5	2	3
Honey	2	1	3	2
Caramel	3	3	3	3
Brown sugar	1	1	1	1
Cocoanut <sup>1</sup>	18	12	14	15
Sweetpotato <sup>1</sup>	5	15	7	9
Cereal	3	1	3	2
Malt	2	2	3	2
Peanuts	1	1	1	1
Soybeans	2	1	<sup>2</sup>	1
Fruits	1	1	1	1
Miscellaneous flavors	3	2	4	3
No definite flavor	1	1	1	1
Don't know	5	3	4	4
Not ascertained	30	37	33	33
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	1,412	1,159	1,193	3,960

<sup>1</sup> These items were actual ingredients of the product.

<sup>2</sup> Less than 1 per cent.

TABLE 19. REPLIES TO THE QUESTION: "WHAT INGREDIENTS DO YOU DETECT IN THIS PRODUCT? NAME AS MANY AS YOU CAN DETECT."

Ingredient	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Cocoanut <sup>1</sup>	43	35	37	39
Molasses	41	27	34	34
Sugar <sup>1</sup>	14	12	17	14
Syrup	5	13	7	8
Honey	7	2	5	5
Caramel	5	4	5	5
Brown sugar	4	4	5	4
Sweetpotatoes <sup>1</sup>	8	29	14	17
Cereal	11	9	16	12
Malt	4	4	5	4
Peanuts	2	3	3	3
Soybeans	4	2	2	3
Fruits	2	2	2	2
Shortening	2	2	2	2
Miscellaneous ingredients	8	7	9	8
No ingredients detected	9	7	7	8
Not ascertained	12	9	12	11
TOTAL <sup>2</sup>	100	100	100	100
Number of respondents	1,412	1,159	1,193	3,960

<sup>1</sup> These items were actual ingredients of the product.

<sup>2</sup> Percentages add to more than 100 because some respondents reported the detection of more than one ingredient.

TABLE 20. REPLIES TO THE QUESTION: "WOULD YOU BUY THIS PRODUCT IF IT WERE PLACED ON THE MARKET AT A FAIR PRICE?"

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Would buy it	29	41	33	35
Would not buy it	61	47	58	55
Not ascertained	10	12	9	10
TOTAL	100	100	100	100
Number of respondents	1,412	1,159	1,193	3,960



TABLE 21. (IF YOU WOULD NOT BUY THIS PRODUCT WHEN PLACED ON THE MARKET) REPLIES TO THE QUESTION: "WHY WOULD YOU NOT BUY THE PRODUCT?"

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	
Dislike the sample	57	58	54	56
Prefer other "snacks"	8	9	10	8
Too sweet, too rich	17	10	15	15
Do not eat "snacks"	2	2	3	2
Too hard, too brittle	2	2	3	2
Do not like molasses	1	1	1	1
Flavor too strong	<sup>1</sup>	0	1	1
Do not like sweetpotatoes	1	1	<sup>1</sup>	1
Leaves an aftertaste	<sup>1</sup>	1	1	1
Do not like cocoanut	1	<sup>1</sup>	1	1
Not salty enough	1	1	1	1
Miscellaneous reasons	3	4	1	2
No reason given	8	12	10	10
TOTAL <sup>2</sup>	100	100	100	100
Number of respondents	855	546	689	2,189

<sup>1</sup> Less than 1 per cent.

<sup>2</sup> Percentages add to more than 100 because some respondents gave more than one reason.

TABLE 22. (IF YOU WOULD BUY THIS PRODUCT WHEN PLACED ON THE MARKET) REPLIES TO THE QUESTION: "HOW MUCH WOULD YOU EXPECT TO PAY AS A FAIR PRICE FOR THE AMOUNT<sup>1</sup> OF PRODUCT THAT WAS IN THE SAMPLE PACKAGE?"

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	
5 cents and under	8	5	6	6
6 to 9 cents	1	2	2	2
10 cents	47	49	32	43
11 to 14 cents	3	4	1	3
15 cents	14	16	23	17
16 to 19 cents	2	2	2	2
20 cents	2	2	8	4
21 to 24 cents	0	<sup>2</sup>	<sup>2</sup>	<sup>2</sup>
25 cents and over	5	3	7	5
Not ascertained	18	17	19	18
TOTAL	100	100	100	100
Number of respondents	414	480	396	1,366

<sup>1</sup> The sample package contained 3 ounces of product.

<sup>2</sup> Less than 1 per cent.

TABLE 23. REPLIES TO THE QUESTION: "DOES THE SAMPLE PACKAGE CONTAIN THE APPROXIMATE AMOUNT OF PRODUCT YOU WOULD PREFER TO BUY AT ONE TIME?"

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Sample package is of satisfactory size	46	53	52	50
Sample package is not of satisfactory size	15	12	13	14
Not ascertained	39	35	35	36
TOTAL	100	100	100	100
Number of respondents	1,412	1,159	1,193	3,960

TABLE 24. (IF THE SAMPLE PACKAGE IS NOT OF SATISFACTORY SIZE) REPLIES TO THE QUESTION: "WHAT SIZE PACKAGE WOULD YOU PREFER TO BUY?"

Replies <sup>1</sup>	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
1 ounce	4	26	16	14
2 ounces	8	14	8	9
3 ounces	0	1	1	1
4 ounces ( $\frac{1}{4}$ lb.)	2	1	1	1
5 to 7 ounces	25	7	23	19
8 ounces ( $\frac{1}{2}$ lb.)	9	11	4	8
9 to 15 ounces	4	5	11	6
16 ounces (1 lb.)	9	9	3	7
Over 16 ounces	1	0	0	1
Family size package	6	1	1	3
Don't know	0	2	3	2
Not ascertained	32	23	29	29
TOTAL	100	100	100	100
Number of respondents	213	140	155	532

<sup>1</sup> Respondents were instructed to report their answers to this question in number of ounces.

TABLE 25. (IF YOU WOULD BUY THIS PRODUCT WHEN PLACED ON THE MARKET) REPLIES TO THE QUESTION: "AT WHAT TIME OR IN WHAT WAY WOULD YOU EAT OR USE THIS PRODUCT MOST FREQUENTLY?"

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Between-meal "snack"	53	60	49	55
Serve at parties	7	5	7	6
After meal "snack"	6	4	9	6
Use in lunches	2	2	5	3
Mid-nite "snack"	4	1	3	2
Part of regular meal	2	1	2	2
Miscellaneous uses <sup>1</sup>	1	1	1	1
Not ascertained	25	26	24	25
TOTAL	100	100	100	100
Number of respondents	414	480	396	1,366

<sup>1</sup> Includes picnics, traveling, while reading, at theater, and other miscellaneous uses.

CONSUMER REACTIONS TO ALAYAM "SNACKS"  
By Family Income Groups

TABLE 26. REPLIES TO THE QUESTION: "WHAT KIND OF "SNACKS" DID YOU BUY MOST OFTEN DURING THE PAST WEEK?" (JUNE 5-11, 1949)

Replies	Family income group			
	\$2,000 and under	\$2,001- \$3,000	\$3,001- \$5,000	Over \$5,000
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
None	20	18	16	20
Candy	21	17	20	19
Cookies	15	14	15	14
Crackers <sup>1</sup>	10	13	12	9
Potato chips	10	11	11	10
Popcorn	6	6	6	8
Cakes, cupcakes	3	4	5	3
Peanuts	4	4	3	4
Doughnuts	3	3	4	2
Ice cream <sup>2</sup>	3	3	1	4
Pretzels	1	2	1	3
Corn products <sup>3</sup>	1	1	2	1
Cheese products <sup>4</sup>	1	2	1	1
Pies	1	1	2	1
Miscellaneous items <sup>5</sup>	1	1	1	1
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	915	824	1,209	816

<sup>1</sup> Includes both sweet and non-sweet crackers, Graham crackers, etc.

<sup>2</sup> Includes popsicles and other similar products.

<sup>3</sup> Includes corn curls, corn chips, cornettes, frittos, cheewees, etc.

<sup>4</sup> Includes cheese crackers, cheezits, cheesies, cheese, etc.

<sup>5</sup> Includes cereals, fruits, nuts, chewing gum, and other miscellaneous "snack" products as reported by respondents.

TABLE 27. (IF YOU BOUGHT ANY "SNACKS" DURING THE PAST WEEK) REPLIES TO THE QUESTION: "HOW MANY TIMES DID YOU PURCHASE THE "SNACK" BOUGHT MOST OFTEN?"

Replies	Family income group			
	\$2,000 and under	\$2,001- \$3,000	\$3,001- \$5,000	Over \$5,000
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
One time	40	39	39	38
Two times	20	22	20	18
Three times	8	11	8	10
Four times	5	5	6	8
Five times	3	3	3	2
Six times	1	1	2	1
Seven times	1	3	1	2
Over seven times	1	1	1	1
Not ascertained	21	15	20	20
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	720	669	1,004	643

TABLE 28. (IF YOU BOUGHT ANY "SNACKS" DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHERE DID YOU PURCHASE THE "SNACK" BOUGHT MOST OFTEN?"

Replies	Family income group			
	\$2,000 and under	\$2,001- \$3,000	\$3,001- \$5,000	Over \$5,000
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Grocery store	68	66	63	58
Drug store	6	8	7	9
Candy store	5	4	7	8
Theater, show	3	5	4	5
Bakery	2	3	5	4
Dime store	4	4	3	1
Eating places	<sup>1</sup>	2	1	1
At school, work	<sup>1</sup>	1	1	1
Miscellaneous places	12	7	9	13
TOTAL	100	100	100	100
Number of respondents	720	669	1,004	643

<sup>1</sup> Less than 1 per cent.

TABLE 29. REPLIES TO THE QUESTION: "ON HOW MANY DAYS DID YOU EAT "SNACKS" DURING THE PAST WEEK?" (JUNE 5-11, 1949)

Replies	Family income group			
	\$2,000 and under	\$2,001- \$3,000	\$3,001- \$5,000	Over \$5,000
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
None	21	14	6	15
One day	5	3	3	3
Two days	8	7	6	8
Three days	12	12	11	9
Four days	9	9	8	10
Five days	7	11	8	7
Six days	5	7	12	7
Seven days	33	37	46	41
TOTAL	100	100	100	100
Number of respondents	915	824	1,209	816

TABLE 30. REPLIES TO THE QUESTION: "WHAT KIND OF "SNACK" DO YOU USUALLY LIKE BEST?"

Replies	Family income group			
	\$2,000 and under	\$2,001- \$3,000	\$3,001- \$5,000	Over \$5,000
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Candy	17	17	18	17
Cookies	13	10	12	10
Potato chips	10	13	10	10
Crackers <sup>1</sup>	9	8	10	7
Popcorn	7	7	7	9
Cakes, cupcakes	5	4	4	4
Peanuts	3	4	4	5
Ice cream <sup>2</sup>	3	4	3	5
Pies	3	4	3	3
Corn products <sup>3</sup>	3	4	3	3
Cheese products <sup>4</sup>	2	1	2	2
Pretzels	1	2	2	3
Doughnuts	2	1	2	1
Miscellaneous items <sup>5</sup>	3	2	2	4
Not ascertained	19	19	18	17
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	915	824	1,209	816

<sup>1</sup> Includes both sweet and non-sweet crackers, Graham crackers, etc.

<sup>2</sup> Includes popsicles and other similar products.

<sup>3</sup> Includes corn curls, corn chips, cornettes, frittos, cheewees, etc.

<sup>4</sup> Includes cheese crackers, cheezits, cheesies, cheese, etc.

<sup>5</sup> Includes cereals, fruits, nuts, chewing gum, and other miscellaneous "snack" products as reported by respondents.

TABLE 31. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THIS PRODUCT COMPARED TO THE KIND OF "SNACK" YOU USUALLY LIKE BEST?"

Replies	Family income group			
	\$2,000 and under	\$2,001- \$3,000	\$3,001- \$5,000	Over \$5,000
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like sample better	9	7	4	4
About the same	19	19	14	12
Like sample less	63	69	74	80
Don't know	4	2	3	2
Not ascertained	5	3	5	2
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	735	668	985	680

TABLE 32. REPLIES TO THE QUESTION: "AS A BETWEEN-MEAL "SNACK," HOW DOES THE SWEETNESS OF THIS PRODUCT SUIT YOUR TASTE?"

Replies	Family income group			
	\$2,000 and under	\$2,001-\$3,000	\$3,001-\$5,000	Over \$5,000
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Too sweet	30	40	42	44
About right	48	46	38	36
Not sweet enough	9	6	9	9
Not ascertained	13	8	11	11
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	915	824	1,209	816

TABLE 33. REPLIES TO THE QUESTION: "AS A BETWEEN-MEAL "SNACK," HOW DO YOU LIKE THE FLAVOR OR TASTE OF THIS PRODUCT?"

Replies	Family income group			
	\$2,000 and under	\$2,001-\$3,000	\$3,001-\$5,000	Over \$5,000
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like it	43	39	30	31
Indifferent	18	19	21	19
Dislike it	31	36	41	44
Not ascertained	8	6	8	6
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	915	824	1,209	816

TABLE 34. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE GENERAL APPEARANCE OF THIS PRODUCT?"

Replies	Family income group			
	\$2,000 and under	\$2,001-\$3,000	\$3,001-\$5,000	Over \$5,000
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like it	65	58	56	58
Indifferent	20	28	29	28
Dislike it	5	4	6	7
Not ascertained	10	10	9	7
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	915	824	1,209	816

TABLE 35. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE TEXTURE OR QUALITY OF THIS PRODUCT?"

Replies	Family income group			
	\$2,000 and under	\$2,001- \$3,000	\$3,001- \$5,000	Over \$5,000
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like it	54	51	47	47
Indifferent	21	23	26	27
Dislike it	11	14	14	16
Not ascertained	14	12	13	10
TOTAL	100	100	100	100
Number of respondents	915	824	1,209	816

TABLE 36. REPLIES TO THE QUESTION: "WOULD YOU BUY THIS PRODUCT IF IT WERE PLACED ON THE MARKET AT A FAIR PRICE?"

Replies	Family income group			
	\$2,000 and under	\$2,001- \$3,000	\$3,001- \$5,000	Over \$5,000
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Would buy it	42	34	31	30
Would not buy it	46	57	59	61
Not ascertained	12	9	10	9
TOTAL	100	100	100	100
Number of respondents	915	824	1,209	816



TABLE 37. (IF YOU WOULD BUY THIS PRODUCT WHEN PLACED ON THE MARKET) REPLIES TO THE QUESTION: "HOW MUCH WOULD YOU EXPECT TO PAY AS A FAIR PRICE FOR THE AMOUNT<sup>1</sup> OF PRODUCT THAT WAS IN THE SAMPLE PACKAGE?"

Replies	Family income group			
	\$2,000 and under	\$2,001-\$3,000	\$3,001-\$5,000	Over \$5,000
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
5 cents and under	7	5	6	9
6 to 9 cents	2	1	2	4
10 cents	38	45	48	40
11 to 14 cents	3	2	3	3
15 cents	21	16	14	17
16 to 19 cents	2	2	3	2
20 cents	4	4	3	4
21 to 24 cents	0	0	<sup>2</sup>	<sup>2</sup>
25 cents and over	5	7	4	4
Not ascertained	18	18	17	17
TOTAL	100	100	100	100
Number of respondents	385	285	377	243

<sup>1</sup> The sample package contained 3 ounces of product.

<sup>2</sup> Less than 1 per cent.

TABLE 38. REPLIES TO THE QUESTION: "DOES THE SAMPLE PACKAGE CONTAIN THE APPROXIMATE AMOUNT OF PRODUCT YOU WOULD PREFER TO BUY AT ONE TIME?"

Replies	Family income group			
	\$2,000 and under	\$2,001-\$3,000	\$3,001-\$5,000	Over \$5,000
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Sample package is of satisfactory size	52	56	48	45
Sample package is not of satisfactory size	12	12	15	15
Not ascertained	36	32	37	40
TOTAL	100	100	100	100
Number of respondents	915	824	1,209	816

TABLE 39. (IF THE SAMPLE PACKAGE IS NOT OF SATISFACTORY SIZE) REPLIES TO THE QUESTION: "WHAT SIZE PACKAGE WOULD YOU PREFER TO BUY?"

Replies <sup>1</sup>	Family income group			
	\$2,000 and under	\$2,001- \$3,000	\$3,001- \$5,000	Over \$5,000
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
1 ounce	22	18	5	15
2 ounces	10	15	3	11
3 ounces	1	0	0	1
4 ounces (¼ lb.)	1	1	2	1
5 to 7 ounces	10	14	20	27
8 ounces (½ lb.)	2	5	11	10
9 to 15 ounces	10	6	6	5
16 ounces (1 lb.)	8	3	9	6
Over 16 ounces	0	1	1	0
Family size package	7	1	3	2
Don't know	4	0	0	3
Not ascertained	25	36	40	19
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	106	99	179	124

<sup>1</sup> Respondents were instructed to report their answers to this question in number of ounces.

TABLE 40. (IF YOU WOULD BUY THIS PRODUCT WHEN PLACED ON THE MARKET) REPLIES TO THE QUESTION: "AT WHAT TIME OR IN WHAT WAY WOULD YOU EAT OR USE THIS PRODUCT MOST FREQUENTLY?"

Replies	Family income group			
	\$2,000 and under	\$2,001- \$3,000	\$3,001- \$5,000	Over \$5,000
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Between-meal "snack"	52	60	52	55
Serve at parties	6	4	7	10
After meal "snack"	7	5	6	6
Use in lunches	4	3	2	3
Mid-nite "snack"	1	2	4	2
Part of regular meal	2	3	1	2
Miscellaneous uses	2	1	<sup>1</sup>	<sup>1</sup>
Not ascertained	26	22	28	22
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	385	285	377	243

<sup>1</sup> Less than 1 per cent.

CONSUMER REACTIONS TO ALAYAM "SNACKS"  
By Place of Residence, and by City Sizes

TABLE 41. REPLIES TO THE QUESTION: "WHAT KIND OF "SNACKS" DID YOU BUY MOST OFTEN DURING THE PAST WEEK?" (JUNE 5-11, 1949)

Replies	Rural residents <sup>1</sup>	Urban residents <sup>2</sup>	City size (urban residents)			
			2,500-25,000	25,001-100,000	100,001-500,000	Over 500,000
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
None	21	17	17	12	21	16
Candy	21	17	19	18	16	15
Cookies	12	16	17	16	17	16
Crackers <sup>3</sup>	11	11	10	13	10	11
Potato chips	10	11	11	12	8	11
Popcorn	6	6	10	6	5	4
Cakes, cupcakes	3	5	3	6	5	7
Peanuts	4	3	2	3	4	4
Doughnuts	2	4	3	6	4	3
Ice cream <sup>4</sup>	4	2	2	2	2	2
Pretzels	1	2	1	1	1	4
Corn products <sup>5</sup>	2	2	1	2	2	2
Cheese products <sup>6</sup>	1	1	2	7	2	1
Pies	1	2	1	3	1	2
Miscellaneous items <sup>8</sup>	1	1	1	7	2	2
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	1,775	1,989	621	360	458	550

<sup>1</sup> Rural residents live in rural areas or in incorporated towns or villages having less than 2,500 people.

<sup>2</sup> Urban residents live in incorporated towns or cities having 2,500 population or more.

<sup>3</sup> Includes both sweet and non-sweet crackers, Graham crackers, etc.

<sup>4</sup> Includes popsicles and other similar products.

<sup>5</sup> Includes corn curls, corn chips, cornettes, frittos, cheeweels, etc.

<sup>6</sup> Includes cheese crackers, cheezits, cheesies, cheese, etc.

<sup>7</sup> Less than 1 per cent.

<sup>8</sup> Includes cereals, fruits, nuts, chewing gum, and other miscellaneous "snack" products as reported by respondents.

TABLE 42. (IF YOU BOUGHT ANY "SNACKS" DURING THE PAST WEEK) REPLIES TO THE QUESTION: "HOW MANY TIMES DID YOU PURCHASE THE "SNACK" BOUGHT MOST OFTEN?"

Replies	Rural residents	Urban residents	City size (urban residents)			
			2,500-25,000	25,001-100,000	100,001-500,000	Over 500,000
			<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
One time	37	41	40	42	38	43
Two times	19	21	20	20	23	20
Three times	10	9	10	9	8	8
Four times	6	6	8	5	4	5
Five times	3	3	2	4	3	4
Six times	1	1	<sup>1</sup>	1	1	2
Seven times	1	2	2	1	2	2
Over seven times	1	<sup>1</sup>	<sup>1</sup>	1	1	1
Not ascertained	22	17	18	17	20	15
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	1,394	1,642	510	314	359	459

<sup>1</sup> Less than 1 per cent.

TABLE 43. (IF YOU BOUGHT ANY "SNACKS" DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHERE DID YOU PURCHASE THE "SNACK" BOUGHT MOST OFTEN?"

Replies	Rural residents	Urban residents	City size (urban residents)			
			2,500-25,000	25,001-100,000	100,001-500,000	Over 500,000
			<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Grocery store	67	61	61	64	57	62
Drug store	7	7	7	4	9	8
Candy store	5	7	7	6	5	10
Theater, show	5	4	6	4	2	3
Bakery	1	6	2	7	8	9
Dime store	4	2	3	3	2	1
Eating places	1	1	2	2	0	<sup>1</sup>
At school, work	<sup>1</sup>	1	1	1	1	<sup>1</sup>
Miscellaneous places	10	11	11	9	16	7
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	1,394	1,642	510	314	359	459

<sup>1</sup> Less than 1 per cent.

TABLE 44. REPLIES TO THE QUESTION: "ON HOW MANY DAYS DID YOU EAT "SNACKS" DURING THE PAST WEEK?" (JUNE 5-11, 1949)

Replies	Rural residents	Urban residents	City size (urban residents)			
			2,500-25,000	25,001-100,000	100,001-500,000	Over 500,000
			<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
None	14	13	11	14	17	10
One day	4	3	3	3	2	4
Two days	8	6	6	5	6	8
Three days	12	10	13	11	9	7
Four days	9	9	9	10	5	9
Five days	7	9	10	5	9	11
Six days	10	7	7	4	7	9
Seven days	36	43	41	48	45	42
TOTAL	100	100	100	100	100	100
Number of respondents	1,775	1,989	621	360	458	550

TABLE 45. REPLIES TO THE QUESTION: "WHAT KIND OF "SNACK" DO YOU USUALLY LIKE BEST?"

Replies	Rural residents	Urban residents	City size (urban residents)			
			2,500-25,000	25,001-100,000	100,001-500,000	Over 500,000
			<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Candy	17	17	19	16	16	16
Cookies	11	11	11	12	12	11
Potato chips	11	10	10	7	11	12
Crackers <sup>1</sup>	9	8	9	9	6	10
Popcorn	8	6	8	7	5	6
Cakes, cupcakes	4	5	3	6	3	7
Peanuts	4	4	3	5	5	4
Ice cream <sup>2</sup>	4	3	3	2	3	5
Pies	3	4	4	6	3	3
Corn products <sup>3</sup>	3	3	2	1	4	4
Cheese products <sup>4</sup>	2	3	3	2	2	2
Pretzels	1	3	2	2	2	5
Doughnuts	2	2	1	4	2	1
Miscellaneous items <sup>5</sup>	2	3	3	4	4	2
Not ascertained	19	18	19	17	22	12
TOTAL	100	100	100	100	100	100
Number of respondents	1,775	1,989	621	360	458	550

<sup>1</sup> Includes both sweet and non-sweet crackers, Graham crackers, etc.

<sup>2</sup> Includes popsicles and other similar products.

<sup>3</sup> Includes corn curls, corn chips, cornettes, fritos, cheewees, etc.

<sup>4</sup> Includes cheese crackers, cheezits, cheesies, cheese, etc.

<sup>5</sup> Includes cereals, fruits, nuts, chewing gum, and other miscellaneous "snack" products as reported by respondents.

TABLE 46. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THIS PRODUCT COMPARED TO THE KIND OF "SNACK" YOU USUALLY LIKE BEST?"

Replies	Rural residents	Urban residents	City size (urban residents)			
			2,500-25,000	25,001-100,000	100,001-500,000	Over 500,000
			<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like sample better	7	10	21	4	5	5
About the same	19	18	29	14	11	15
Like sample less	66	67	45	77	79	76
Don't know	3	2	1	3	2	2
Not ascertained	5	3	4	2	3	2
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	1,432	1,636	500	298	358	480

TABLE 47. REPLIES TO THE QUESTION: "AS A BETWEEN-MEAL "SNACK," HOW DOES THE SWEETNESS OF THIS PRODUCT SUIT YOUR TASTE?"

Replies	Rural residents	Urban residents	City size (urban residents)			
			2,500-25,000	25,001-100,000	100,001-500,000	Over 500,000
			<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Too sweet	36	42	36	42	45	48
About right	46	39	44	36	35	36
Not sweet enough	9	8	11	9	5	7
Not ascertained	9	11	9	13	15	9
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	1,775	1,989	621	360	458	550

TABLE 48. REPLIES TO THE QUESTION: "AS A BETWEEN-MEAL "SNACK," HOW DO YOU LIKE THE FLAVOR OR TASTE OF THIS PRODUCT?"

Replies	Rural residents	Urban residents	City size (urban residents)			
			2,500-25,000	25,001-100,000	100,001-500,000	Over 500,000
			<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like it	40	31	34	29	30	30
Indifferent	18	21	21	24	20	17
Dislike it	34	41	39	41	38	47
Not ascertained	8	7	6	6	12	6
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	1,775	1,989	621	360	458	550

TABLE 49. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE GENERAL APPEARANCE OF THIS PRODUCT?"

Replies	Rural residents	Urban residents	City size (urban residents)			
			2,500-25,000	25,001-100,000	100,001-500,000	Over 500,000
			<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like it	61	57	60	53	60	55
Indifferent	23	29	28	34	22	30
Dislike it	6	6	4	5	6	9
Not ascertained	10	8	8	8	12	6
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	1,775	1,989	621	360	458	550

TABLE 50. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE TEXTURE OR QUALITY OF THIS PRODUCT?"

Replies	Rural residents	Urban residents	City size (urban residents)			
			2,500-25,000	25,001-100,000	100,001-500,000	Over 500,000
			<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like it	51	49	52	46	51	46
Indifferent	23	25	24	28	22	27
Dislike it	13	15	14	14	11	18
Not ascertained	13	11	10	12	16	9
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	1,775	1,989	621	360	458	550

TABLE 51. REPLIES TO THE QUESTION: "WOULD YOU BUY THIS PRODUCT IF IT WERE PLACED ON THE MARKET AT A FAIR PRICE?"

Replies	Rural residents	Urban residents	City size (urban residents)			
			2,500-25,000	25,001-100,000	100,001-500,000	Over 500,000
			<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Would buy it	38	30	33	28	31	28
Would not buy it	51	60	59	61	57	62
Not ascertained	11	10	8	11	12	10
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	1,775	1,989	621	360	458	550

TABLE 52. (IF YOU WOULD BUY THIS PRODUCT WHEN PLACED ON THE MARKET) REPLIES TO THE QUESTION: "HOW MUCH WOULD YOU EXPECT TO PAY AS A FAIR PRICE FOR THE AMOUNT<sup>1</sup> OF PRODUCT THAT WAS IN THE SAMPLE PACKAGE?"

Replies	Rural residents	Urban residents	City size (urban residents)			
			2,500-25,000	25,001-100,000	100,001-500,000	Over 500,000
			<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
5 cents and under	5	7	6	11	6	6
6 to 9 cents	3	1	1	3	0	1
10 cents	45	41	40	40	46	38
11 to 14 cents	2	3	3	6	1	2
15 cents	16	19	19	13	19	20
16 to 19 cents	1	3	3	4	2	4
20 cents	4	3	4	2	4	3
21 to 24 cents	<sup>2</sup>	<sup>2</sup>	1	0	1	0
25 cents and over	5	6	3	10	5	7
Not ascertained	19	17	20	11	16	19
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	684	606	205	101	145	155

<sup>1</sup> The sample package contained 3 ounces of product.

<sup>2</sup> Less than 1 per cent.

TABLE 53. REPLIES TO THE QUESTION: "DOES THE SAMPLE PACKAGE CONTAIN THE APPROXIMATE AMOUNT OF PRODUCT YOU WOULD PREFER TO BUY AT ONE TIME?"

Replies	Rural residents	Urban residents	City size (urban residents)			
			2,500-25,000	25,001-100,000	100,001-500,000	Over 500,000
			<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Sample package is of satisfactory size	52	48	52	49	44	47
Sample package is not of satisfactory size	13	14	13	16	15	13
Not ascertained	35	38	35	35	41	40
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	1,775	1,989	621	360	458	550



TABLE 54. (IF THE SAMPLE PACKAGE IS NOT OF SATISFACTORY SIZE) REPLIES TO THE QUESTION: "WHAT SIZE PACKAGE WOULD YOU PREFER TO BUY?"

Replies <sup>1</sup>	Rural residents	Urban residents	City size (urban residents)			
			2,500-25,000	25,000-100,000	100,000-500,000	Over 500,000
			<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
1 ounce	17	11	8	9	21	4
2 ounces	11	8	14	7	4	8
3 ounces	0	1	0	0	3	0
4 ounces (¼ lb.)	2	1	0	3	0	1
5 to 7 ounces	15	23	20	17	29	26
8 ounces (½ lb.)	8	8	9	16	7	3
9 to 15 ounces	7	6	9	9	4	1
16 ounces (1 lb.)	10	5	2	5	3	11
Over 16 ounces	0	1	0	0	4	0
Family size package	4	2	2	3	0	4
Don't know	0	3	9	0	2	0
Not ascertained	26	31	27	31	23	42
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	225	283	81	58	70	74

<sup>1</sup> Respondents were instructed to report their answers to this question in number of ounces.

TABLE 55. (IF YOU WOULD BUY THIS PRODUCT WHEN PLACED ON THE MARKET) REPLIES TO THE QUESTION: "AT WHAT TIME OR IN WHAT WAY WOULD YOU EAT OR USE THIS PRODUCT MOST FREQUENTLY?"

Replies	Rural residents	Urban residents	City size (urban residents)			
			2,500-25,000	25,000-100,000	100,000-500,000	Over 500,000
			<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Between-meal "snack"	60	48	51	45	47	46
Serve at parties	4	9	10	13	8	6
After meal "snack"	6	7	9	6	7	6
Use in lunches	3	3	4	3	4	1
Mid-nite "snack"	2	3	1	5	3	2
Part of regular meal	2	1	3	0	1	1
Miscellaneous uses	1	1	1	0	1	1
Not ascertained	22	28	21	28	29	37
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	684	606	205	101	145	155

## CONSUMER REACTIONS TO ALAYAM "SNACKS"

## By Sex, and by Age of Respondents

TABLE 56. REPLIES TO THE QUESTION: "WHAT KIND OF "SNACKS" DID YOU BUY MOST OFTEN DURING THE PAST WEEK?" (JUNE 5-11, 1949)

Replies	Sex of respondents		Age of respondents <sup>1</sup>			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
None	20	13	21	14	18	27
Candy	22	17	27	19	14	15
Cookies	11	18	11	17	16	12
Crackers <sup>2</sup>	8	13	5	9	12	17
Potato chips	8	12	9	12	11	7
Popcorn	8	6	10	6	6	3
Cakes, cupcakes	6	6	3	4	4	3
Peanuts	5	2	3	4	5	3
Doughnuts	4	3	2	3	3	5
Ice cream <sup>3</sup>	3	3	5	3	2	2
Pretzels	1	2	1	2	2	1
Corn products <sup>4</sup>	1	2	1	2	2	2
Cheese products <sup>5</sup>	1	1	1	2	1	1
Pies	1	1	1	2	2	1
Miscellaneous items <sup>6</sup>	1	1	<sup>7</sup>	1	2	1
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Number of respondents</b>	<b>1,729</b>	<b>2,035</b>	<b>989</b>	<b>1,015</b>	<b>1,108</b>	<b>652</b>

<sup>1</sup> Respondents whose ages were reported as less than 5 years were omitted from this study.

<sup>2</sup> Includes both sweet and non-sweet crackers, Graham crackers, etc.

<sup>3</sup> Includes popsicles and other similar products.

<sup>4</sup> Includes corn curls, corn chips, cornettes, fritos, cheewees, etc.

<sup>5</sup> Includes cheese crackers, cheezits, cheesies, cheese, etc.

<sup>6</sup> Includes cereals, fruits, nuts, chewing gum, and other miscellaneous "snack" products as reported by respondents.

<sup>7</sup> Less than 1 per cent.

TABLE 57. (IF YOU BOUGHT ANY "SNACKS" DURING THE PAST WEEK) REPLIES TO THE QUESTION: "HOW MANY TIMES DID YOU PURCHASE THE "SNACK" BOUGHT MOST OFTEN?"

Replies	Sex of respondents		Age of respondents			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
One time	33	42	28	39	42	50
Two times	18	20	20	24	19	14
Three times	9	9	11	10	10	4
Four times	6	5	9	5	6	3
Five times	4	3	3	4	2	2
Six times	1	1	2	1	1	<sup>1</sup>
Seven times	3	1	4	2	2	1
Over seven times	1	<sup>1</sup>	<sup>1</sup>	1	0	<sup>1</sup>
Not ascertained	25	19	23	14	18	26
TOTAL	100	100	100	100	100	100
Number of respondents	1,335	1,701	784	873	901	478

<sup>1</sup> Less than 1 per cent.

TABLE 58. (IF YOU BOUGHT ANY "SNACKS" DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHERE DID YOU PURCHASE THE "SNACK" BOUGHT MOST OFTEN?"

Replies	Sex of respondents		Age of respondents			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Grocery store	49	71	51	67	68	69
Drug store	10	5	9	8	7	6
Candy store	7	5	10	4	5	5
Theater, show	5	3	8	4	3	1
Bakery	4	5	3	4	4	5
Dime store	3	3	3	2	3	3
Eating places	2	1	1	1	1	1
At school, work	1	<sup>1</sup>	1	1	1	<sup>1</sup>
Miscellaneous places	19	7	14	9	8	10
TOTAL	100	100	100	100	100	100
Number of respondents	1,335	1,701	784	873	901	478

<sup>1</sup> Less than 1 per cent.

TABLE 59. REPLIES TO THE QUESTION: "ON HOW MANY DAYS DID YOU EAT "SNACKS" DURING THE PAST WEEK?" (JUNE 5-11, 1949)

Replies	Sex of respondents		Age of respondents			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent
None	19	8	12	10	14	28
One day	2	4	1	3	5	4
Two days	6	8	4	9	8	8
Three days	10	12	8	13	11	12
Four days	8	10	9	9	9	8
Five days	8	8	7	9	9	6
Six days	7	10	11	7	6	4
Seven days	40	40	48	40	38	30
TOTAL	100	100	100	100	100	100
Number of respondents	1,729	2,035	989	1,015	1,108	652

TABLE 60. REPLIES TO THE QUESTION: "WHAT KIND OF "SNACK" DO YOU USUALLY LIKE BEST?"

Replies	Sex of respondents		Age of respondents			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent
Candy	17	17	24	15	14	16
Cookies	11	12	11	13	10	10
Potato chips	7	13	11	13	10	5
Crackers <sup>1</sup>	8	9	5	6	10	15
Popcorn	7	8	9	8	7	5
Cakes, cupcakes	5	4	4	5	5	2
Peanuts	6	2	2	3	7	4
Ice cream <sup>2</sup>	3	4	5	4	3	2
Pies	5	2	1	5	4	3
Corn products <sup>3</sup>	2	4	2	3	4	2
Cheese products <sup>4</sup>	2	3	2	3	1	2
Pretzels	2	2	2	3	2	1
Doughnuts	2	1	1	2	1	4
Miscellaneous items <sup>5</sup>	2	3	2	2	4	4
Not ascertained	21	16	19	15	18	25
TOTAL	100	100	100	100	100	100
Number of respondents	1,729	2,035	989	1,015	1,108	652

<sup>1</sup> Includes both sweet and non-sweet crackers, Graham crackers, etc.

<sup>2</sup> Includes popsicles and other similar products.

<sup>3</sup> Includes corn curls, corn chips, cornettes, frittos, cheewees, etc.

<sup>4</sup> Includes cheese crackers, cheezits, cheesies, cheese, etc.

<sup>5</sup> Includes cereals, fruits, nuts, chewing gum, and other miscellaneous "snack" products as reported by respondents.

TABLE 61. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THIS PRODUCT COMPARED TO THE KIND OF "SNACK" YOU USUALLY LIKE BEST?"

Replies	Sex of respondents		Age of respondents			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like sample better	6	6	6	4	6	8
About the same	16	17	17	15	15	19
Like sample less	70	72	68	76	73	63
Don't know	3	2	4	2	2	4
Not ascertained	5	3	5	3	4	6
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	1,369	1,699	803	864	909	492

TABLE 62. REPLIES TO THE QUESTION: "AS A BETWEEN-MEAL "SNACK," HOW DOES THE SWEETNESS OF THIS PRODUCT SUIT YOUR TASTE?"

Replies	Sex of respondents		Age of respondents			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Too sweet	35	43	32	44	43	35
About right	42	42	42	38	42	47
Not sweet enough	9	7	11	10	7	4
Not ascertained	14	8	15	8	8	14
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	1,729	2,035	989	1,015	1,108	652

TABLE 63. REPLIES TO THE QUESTION: "AS A BETWEEN-MEAL "SNACK," HOW DO YOU LIKE THE FLAVOR OR TASTE OF THIS PRODUCT?"

Replies	Sex of respondents		Age of respondents			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like it	34	36	33	30	37	42
Indifferent	20	19	16	20	21	21
Dislike it	36	40	43	44	36	24
Not ascertained	10	5	8	6	6	13
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	1,729	2,035	989	1,015	1,108	652

TABLE 64. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE GENERAL APPEARANCE OF THIS PRODUCT?"

Replies	Sex of respondents		Age of respondents			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like it	53	64	54	57	63	60
Indifferent	30	23	28	28	24	23
Dislike it	5	6	7	8	5	3
Not ascertained	12	7	11	7	8	14
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	1,729	2,035	989	1,015	1,108	652

TABLE 65. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE TEXTURE OR QUALITY OF THIS PRODUCT?"

Replies	Sex of respondents		Age of respondents			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like it	46	53	44	49	53	52
Indifferent	26	22	28	25	23	18
Dislike it	13	15	14	15	14	11
Not ascertained	15	10	14	11	10	19
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	1,729	2,035	989	1,015	1,108	652

TABLE 66. REPLIES TO THE QUESTION: "WOULD YOU BUY THIS PRODUCT IF IT WERE PLACED ON THE MARKET AT A FAIR PRICE?"

Replies	Sex of respondents		Age of respondents			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Would buy it	32	36	31	32	36	39
Would not buy it	54	57	55	60	55	50
Not ascertained	14	7	14	8	9	11
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	1,729	2,035	989	1,015	1,108	652

TABLE 67. (IF YOU WOULD BUY THIS PRODUCT WHEN PLACED ON THE MARKET) REPLIES TO THE QUESTION: "HOW MUCH WOULD YOU EXPECT TO PAY AS A FAIR PRICE FOR THE AMOUNT<sup>1</sup> OF PRODUCT THAT WAS IN THE SAMPLE PACKAGE?"

Replies	Sex of respondents		Age of respondents			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
5 cents and under	5	7	9	5	3	8
6 to 9 cents	2	2	1	1	2	3
10 cents	45	41	43	45	43	43
11 to 14 cents	2	3	2	2	4	2
15 cents	14	20	8	23	19	17
16 to 19 cents	2	3	2	3	2	2
20 cents	3	4	3	3	5	3
21 to 24 cents	<sup>2</sup>	<sup>2</sup>	<sup>2</sup>	0	<sup>2</sup>	0
25 cents and over	5	6	3	5	7	5
Not ascertained	22	14	29	13	15	17
<b>TOTAL</b>	100	100	100	100	100	100
Number of respondents	556	734	311	325	401	253

<sup>1</sup> The sample package contained 3 ounces of product.

<sup>2</sup> Less than 1 per cent.

TABLE 68. REPLIES TO THE QUESTION: "DOES THE SAMPLE PACKAGE CONTAIN THE APPROXIMATE AMOUNT OF PRODUCT YOU WOULD PREFER TO BUY AT ONE TIME?"

Replies	Sex of respondents		Age of respondents			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Sample package is of satisfactory size	46	53	44	54	52	51
Sample package is not of satisfactory size	13	14	12	15	14	11
Not ascertained	41	33	44	31	34	38
<b>TOTAL</b>	100	100	100	100	100	100
Number of respondents	1,729	2,035	989	1,015	1,108	652

TABLE 69. (IF THE SAMPLE PACKAGE IS NOT OF SATISFACTORY SIZE) REPLIES TO THE QUESTION: "WHAT SIZE PACKAGE WOULD YOU PREFER TO BUY?"

Replies <sup>1</sup>	Sex of respondents		Age of respondents			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
1 ounce	13	14	25	10	11	7
2 ounces	10	9	12	8	12	3
3 ounces	<sup>2</sup>	<sup>2</sup>	1	0	0	1
4 ounces (¼ lb.)	1	2	0	2	1	3
5 to 7 ounces	20	20	10	21	18	32
8 ounces (½ lb.)	7	8	6	7	14	3
9 to 15 ounces	5	7	2	7	9	9
16 ounces (1 lb.)	5	9	4	8	8	9
Over 16 ounces	<sup>2</sup>	1	1	1	1	0
Family size package	3	4	2	6	2	0
Dont' know	2	1	2	1	1	4
Not ascertained	34	25	35	29	23	29
TOTAL	100	100	100	100	100	100
Number of respondents	220	288	120	153	160	75

<sup>1</sup> Respondents were instructed to report their answers to this question in number of ounces.

<sup>2</sup> Less than 1 per cent.

TABLE 70. (IF YOU WOULD BUY THIS PRODUCT WHEN PLACED ON THE MARKET) REPLIES TO THE QUESTION: "AT WHAT TIME OR IN WHAT WAY WOULD YOU EAT OR USE THIS PRODUCT MOST FREQUENTLY?"

Replies	Sex of respondents		Age of respondents			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Between-meal "snack"	54	54	66	54	49	49
Serve at parties	4	9	3	8	9	5
After meal "snack"	6	6	4	7	6	7
Use in lunches	4	2	6	2	2	2
Mid-nite "snack"	4	1	1	3	3	2
Part of regular meal	2	2	1	2	2	4
Miscellaneous uses	1	1	1	1	1	1
Not ascertained	25	25	18	23	28	30
TOTAL	100	100	100	100	100	100
Number of respondents	556	734	311	325	401	253



CONSUMER REACTIONS TO ALAYAM "SNACKS"  
 By Educational Status of Family Heads

TABLE 71. REPLIES TO THE QUESTION: "WHAT KIND OF "SNACKS" DID YOU BUY MOST OFTEN DURING THE PAST WEEK?"

Replies	Educational status of family head <sup>1, 2</sup>					
	Less than 8th grade	Completed 8th grade	Less than high school	Completed high school	Less than college	Completed college
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
None	20	17	19	18	20	21
Candy	18	19	22	19	16	19
Cookies	10	16	11	15	17	15
Crackers <sup>3</sup>	16	11	11	9	10	11
Potato chips	7	9	10	13	10	9
Popcorn	7	5	8	8	5	5
Cakes, cupcakes	5	3	4	4	4	3
Peanuts	3	5	4	3	3	4
Doughnuts	3	3	5	3	4	2
Ice cream <sup>4</sup>	4	6	1	1	2	4
Pretzels	3	1	1	2	2	2
Corn products <sup>5</sup>	1	1	2	2	2	2
Cheese products <sup>6</sup>	2	2	7	1	2	1
Pies	1	1	1	1	2	7
Miscellaneous items <sup>8</sup>	7	1	1	1	1	2
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	231	449	747	980	580	777

<sup>1</sup> Educational status was reported by respondents as the amount of formal education completed. Estimates in the 1947 Census of population indicate that about 11 per cent of the nation's total population has attended college. Normally, family heads constitute about a third of the nation's total population (exclusive of persons under 5 years of age). In this study, therefore, the expected percentage of individual respondents who were from families where the family head had attended college was about three times as great as the 1947 Census estimates for the nation's total population. The actual percentage, as indicated by returned usable questionnaires, was 36 per cent.

<sup>2</sup> In cases where no family head was reported by respondent families, the educational status reported for the homemaker was used.

<sup>3</sup> Includes both sweet and non-sweet crackers, Graham crackers, etc.

<sup>4</sup> Includes popsicles and other similar products.

<sup>5</sup> Includes corn curls, corn chips, cornettes, frittos, cheewees, etc.

<sup>6</sup> Includes cheese crackers, cheezits, cheesies, cheese, etc.

<sup>7</sup> Less than 1 per cent.

<sup>8</sup> Includes cereals, fruits, nuts, chewing gum, and other miscellaneous "snack" products as reported by respondents.

TABLE 72. (IF YOU BOUGHT ANY "SNACKS" DURING THE PAST WEEK) REPLIES TO THE QUESTION: "HOW MANY TIMES DID YOU PURCHASE THE "SNACK" BOUGHT MOST OFTEN?"

Replies	Educational status of family head					
	Less than 8th grade	Completed 8th grade	Less than high school	Completed high school	Less than college	Completed college
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
One time	31	36	40	41	37	41
Two times	19	20	19	20	22	21
Three times	12	7	8	11	9	8
Four times	8	7	5	5	7	6
Five times	4	3	4	2	3	3
Six times	1	2	2	1	1	<sup>1</sup>
Seven times	3	2	2	2	1	1
Over seven times	<sup>1</sup>	<sup>1</sup>	1	1	1	1
Not ascertained	22	23	19	17	19	19
TOTAL	100	100	100	100	100	100
Number of respondents	186	373	604	799	462	612

<sup>1</sup> Less than 1 per cent.

TABLE 73. (IF YOU BOUGHT ANY "SNACKS" DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHERE DID YOU PURCHASE THE "SNACK" BOUGHT MOST OFTEN?"

Replies	Educational status of family head					
	Less than 8th grade	Completed 8th grade	Less than high school	Completed high school	Less than college	Completed college
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Grocery store	59	66	61	68	65	61
Drug store	3	7	6	7	10	9
Candy store	4	12	7	4	7	4
Theater, show	6	2	5	6	3	3
Bakery	2	2	4	4	5	4
Dime store	5	4	3	2	2	2
Eating places	5	1	1	1	<sup>1</sup>	1
At school, work	1	1	2	<sup>1</sup>	<sup>1</sup>	1
Miscellaneous places	15	5	11	8	8	15
TOTAL	100	100	100	100	100	100
Number of respondents	186	373	604	799	462	612

<sup>1</sup> Less than 1 per cent.

TABLE 74. REPLIES TO THE QUESTION: "ON HOW MANY DAYS DID YOU EAT "SNACKS" DURING THE PAST WEEK?" (June 5-11, 1949)

Replies	Educational status of family head					
	Less than 8th grade	Completed 8th grade	Less than high school	Completed high school	Less than college	Completed college
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
None	21	17	18	13	16	13
One day	7	3	4	3	4	3
Two days	5	7	8	7	9	7
Three days	12	13	10	11	9	11
Four days	10	11	8	9	6	10
Five days	6	9	8	7	10	9
Six days	4	7	6	6	7	4
Seven days	35	33	38	44	39	43
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	231	449	747	980	580	777

TABLE 75. REPLIES TO THE QUESTION: "WHAT KIND OF "SNACK" DO YOU USUALLY LIKE BEST?"

Replies	Educational status of family head					
	Less than 8th grade	Completed 8th grade	Less than high school	Completed high school	Less than college	Completed college
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Candy	14	17	18	18	14	19
Cookies	6	10	12	12	10	13
Potato chips	12	12	9	13	8	9
Crackers <sup>1</sup>	13	10	9	8	7	8
Popcorn	4	7	8	7	8	7
Cakes, cupcakes	3	4	5	5	4	4
Peanuts	5	5	3	4	4	4
Ice cream <sup>2</sup>	3	5	2	4	3	4
Pies	3	4	4	4	3	3
Corn products <sup>3</sup>	4	3	2	3	4	3
Cheese products <sup>4</sup>	2	2	2	2	4	2
Pretzels	5	2	1	2	2	3
Doughnuts	3	2	2	1	3	5
Miscellaneous items <sup>6</sup>	5	4	2	2	2	5
Not ascertained	23	13	21	15	24	16
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	231	449	747	980	580	777

<sup>1</sup> Includes both sweet and non-sweet crackers, Graham crackers, etc.  
<sup>2</sup> Includes popsicles and other similar products.  
<sup>3</sup> Includes corn curls, corn chips, cornettes, frittos, cheewees, etc.  
<sup>4</sup> Includes cheese crackers, cheezits, cheesies, cheese, etc.  
<sup>5</sup> Less than 1 per cent.  
<sup>6</sup> Includes cereals, fruits, nuts, chewing gum, and other miscellaneous "snack" products as reported by respondents.

TABLE 76. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THIS PRODUCT COMPARED TO THE KIND OF "SNACK" YOU USUALLY LIKE BEST?"

Replies	Educational status of family head					
	Less than 8th grade	Completed 8th grade	Less than high school	Completed high school	Less than college	Completed college
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like sample better	10	8	7	5	7	3
About the same	19	25	17	16	15	10
Like sample less	57	61	65	73	73	83
Don't know	4	4	5	1	2	2
Not ascertained	10	2	6	5	3	2
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	178	388	587	829	436	650

TABLE 77. REPLIES TO THE QUESTION: "AS A BETWEEN-MEAL "SNACK," HOW DOES THE SWEETNESS OF THIS PRODUCT SUIT YOUR TASTE?"

Replies	Educational status of family head					
	Less than 8th grade	Completed 8th grade	Less than high school	Completed high school	Less than college	Completed college
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Too sweet	33	35	32	42	43	40
About right	47	46	47	40	40	34
Not sweet enough	7	8	8	8	6	12
Not ascertained	13	11	13	10	11	14
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	231	449	747	980	580	777

TABLE 78. REPLIES TO THE QUESTION: "AS A BETWEEN-MEAL "SNACK," HOW DO YOU LIKE THE FLAVOR OR TASTE OF THIS PRODUCT?"

Replies	Educational status of family head					
	Less than 8th grade	Completed 8th grade	Less than high school	Completed high school	Less than college	Completed college
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like it	46	43	36	31	38	30
Indifferent	9	20	22	21	16	20
Dislike it	34	29	33	41	38	45
Not ascertained	11	8	9	7	8	5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	231	449	747	980	580	777

TABLE 79. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE GENERAL APPEARANCE OF THIS PRODUCT?"

Replies	Educational status of family head					
	Less than 8th grade	Completed 8th grade	Less than high school	Completed high school	Less than college	Completed college
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like it	56	65	58	57	61	58
Indifferent	26	19	28	27	26	28
Dislike it	6	7	3	6	3	9
Not ascertained	12	9	11	10	10	5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	231	449	747	980	580	777

TABLE 80. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE TEXTURE OR QUALITY OF THIS PRODUCT?"

Replies	Educational status of family head					
	Less than 8th grade	Completed 8th grade	Less than high school	Completed high school	Less than college	Completed college
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like it	49	54	46	49	53	49
Indifferent	19	21	27	25	22	25
Dislike it	15	11	13	14	11	18
Not ascertained	17	14	14	12	14	8
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	231	449	747	980	580	777

TABLE 81. REPLIES TO THE QUESTION: "WOULD YOU BUY THIS PRODUCT IF IT WERE PLACED ON THE MARKET AT A FAIR PRICE?"

Replies	Educational status of family head					
	Less than 8th grade	Completed 8th grade	Less than high school	Completed high school	Less than college	Completed college
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Would buy it	41	47	37	30	34	28
Would not buy it	47	43	51	60	55	64
Not ascertained	12	10	12	10	11	8
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	231	449	747	980	580	777

TABLE 82. (IF YOU WOULD BUY THIS PRODUCT WHEN PLACED ON THE MARKET) REPLIES TO THE QUESTION: "HOW MUCH WOULD YOU EXPECT TO PAY AS A FAIR PRICE FOR THE AMOUNT<sup>1</sup> OF PRODUCT THAT WAS IN THE SAMPLE PACKAGE?"

Replies	Educational status of family head					
	Less than 8th grade	Completed 8th grade	Less than high school	Completed high school	Less than college	Completed college
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
5 cents and under	4	5	5	8	5	6
6 to 9 cents	7	1	1	2	2	1
10 cents	40	46	46	37	48	41
11 to 14 cents	1	1	4	3	<sup>2</sup>	5
15 cents	17	17	13	20	18	19
16 to 19 cents	6	2	2	1	1	3
20 cents	1	7	2	3	5	4
21 to 24 cents	2	0	<sup>2</sup>	0	1	0
25 cents and over	4	7	3	8	4	6
Not ascertained	18	14	24	18	16	15
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	96	209	275	296	199	215

<sup>1</sup> The sample package contained 3 ounces of product.

<sup>2</sup> Less than 1 per cent.

TABLE 83. REPLIES TO THE QUESTION: "DOES THE SAMPLE PACKAGE CONTAIN THE APPROXIMATE AMOUNT OF PRODUCT YOU WOULD PREFER TO BUY AT ONE TIME?"

Replies	Educational status of family head					
	Less than 8th grade	Completed 8th grade	Less than high school	Completed high school	Less than college	Completed college
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Sample package is of satisfactory size	56	53	45	57	50	43
Sample package is not of satisfactory size	8	11	14	11	15	17
Not ascertained	36	36	41	32	35	40
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	231	449	747	980	580	777

TABLE 84. (IF THE SAMPLE PACKAGE IS NOT OF SATISFACTORY SIZE) REPLIES TO THE QUESTION: "WHAT SIZE PACKAGE WOULD YOU PREFER TO BUY?"

Replies	Educational status of family head					
	Less than 8th grade	Completed 8th grade	Less than high school	Completed high school	Less than college	Completed college
	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent
1 ounce	0	20	13	12	11	14
2 ounces	22	8	6	11	4	14
3 ounces	5	2	0	1	1	1
4 ounces (¼ lb.)	0	4	2	1	0	3
5 to 7 ounces	28	23	11	17	21	26
8 ounces (½ lb.)	6	6	4	11	3	14
9 to 15 ounces	11	2	7	9	9	3
16 ounces (1 lb.)	11	6	12	5	11	2
Over 16 ounces	0	0	3	0	0	0
Family size package	6	0	0	4	5	5
Don't know	0	0	1	3	5	0
Not ascertained	11	29	41	26	30	18
TOTAL	100	100	100	100	100	100
Number of respondents	18	51	107	110	90	132

<sup>1</sup> Respondents were instructed to report their answers to this question in number of ounces.

TABLE 85. (IF YOU WOULD BUY THIS PRODUCT WHEN PLACED ON THE MARKET) REPLIES TO THE QUESTION: "AT WHAT TIME OR IN WHAT WAY WOULD YOU EAT OR USE THIS PRODUCT MOST FREQUENTLY?"

Replies	Educational status of family head					
	Less than 8th grade	Completed 8th grade	Less than high school	Completed high school	Less than college	Completed college
	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent
Between-meal "snack"	54	55	56	54	56	49
Serve at parties	4	5	4	5	7	14
After meal "snack"	4	6	6	7	3	8
Use in lunches	2	4	2	3	4	3
Mid-nite "snack"	1	2	4	3	3	1
Part of regular meal	8	1	1	2	2	2
Miscellaneous uses	3	2	1	0	<sup>1</sup>	1
Not ascertained	24	25	26	26	25	22
TOTAL	100	100	100	100	100	100
Number of respondents	96	209	275	296	199	215

<sup>1</sup> Less than 1 per cent.

CONSUMER REACTIONS TO ALAYAM "SNACKS"  
By Occupational Status of Family Heads

TABLE 86. REPLIES TO THE QUESTION: "WHAT KIND OF "SNACKS" DID YOU BUY MOST OFTEN DURING THE PAST WEEK?" (June 5-11, 1949)

Replies	Occupational status of family head <sup>1</sup>					
	Owners, partners, proprietors	Un-skilled, semi-skilled, service workers	Agricultural, fishery, forestry workers	Skilled workers	Managerial, professional workers	Clerical, sales workers, students
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
None	23	20	21	13	22	15
Candy	15	19	23	19	18	16
Cookies	12	14	12	15	16	17
Crackers <sup>2</sup>	12	9	11	12	9	13
Potato chips	10	10	10	13	9	11
Popcorn	9	8	6	6	6	6
Cakes, cupcakes	3	3	2	5	3	5
Peanuts	4	4	3	3	3	4
Doughnuts	6	4	3	3	3	2
Ice cream <sup>3</sup>	0	3	3	2	3	3
Pretzels	2	4	1	2	3	3
Corn products <sup>5</sup>	1	2	2	2	2	2
Cheese products <sup>6</sup>	1	1	1	2	1	1
Pies	1	1	1	2	1	1
Miscellaneous items <sup>7</sup>	1	2	1	1	1	1
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	235	327	978	466	752	506

<sup>1</sup> In cases where no family head was reported, the occupational status (if any) of the homemaker was used.

<sup>2</sup> Includes both sweet and non-sweet crackers, Graham crackers, etc.

<sup>3</sup> Includes popsicles and other similar products.

<sup>4</sup> Less than 1 per cent.

<sup>5</sup> Includes corn curls, corn chips, cornettes, frittos, cheewees, etc.

<sup>6</sup> Includes cheese crackers, cheezits, cheesies, cheese, etc.

<sup>7</sup> Includes cereals, fruits, nuts, chewing gum, and other miscellaneous "snack" products as reported by respondents.



TABLE 87. (IF YOU BOUGHT ANY "SNACKS" DURING THE PAST WEEK) REPLIES TO THE QUESTION: "HOW MANY TIMES DID YOU PURCHASE THE "SNACK" BOUGHT MOST OFTEN?"

Replies	Occupational status of family head					
	Owners, partners, proprietors	Unskilled, semi-skilled, service workers	Agricultural, fishery, forestry workers	Skilled workers	Managerial, professional workers	Clerical, sales workers, students
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
One time	29	37	38	42	41	42
Two times	25	20	20	21	19	20
Three times	13	10	9	9	8	11
Four times	8	7	5	6	6	7
Five times	1	5	2	3	4	2
Six times	3	1	1	1	1	2
Seven times	2	2	2	1	2	2
Over seven times	0	1	1	1	1	1
Not ascertained	19	17	24	16	20	13
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	180	663	773	403	586	431

<sup>1</sup> Less than 1 per cent.

TABLE 88. (IF YOU BOUGHT ANY "SNACKS" DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHERE DID YOU PURCHASE THE "SNACK" BOUGHT MOST OFTEN?"

Replies	Occupational status of family head					
	Owners, partners, proprietors	Unskilled, semi-skilled, service workers	Agricultural, fishery, forestry workers	Skilled workers	Managerial, professional workers	Clerical, sales workers, students
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Grocery store	65	64	66	64	59	64
Drug store	13	5	6	7	10	8
Candy store	3	6	7	6	7	7
Theater, show	4	3	5	5	3	4
Bakery	4	3	1	5	5	6
Dime store	3	6	3	2	1	3
Eating places	1	2	1	1	1	1
At school, work	1	2	1	1	1	1
Miscellaneous places	6	9	11	10	13	7
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	180	663	773	403	586	431

<sup>1</sup> Less than 1 per cent.

TABLE 89. REPLIES TO THE QUESTION: "ON HOW MANY DAYS DID YOU EAT "SNACKS" DURING THE PAST WEEK?" (June 5-11, 1949)

Replies	Occupational status of family head					
	Owners, partners, proprietors	Un-skilled, semi-skilled, service workers	Agricultural, fishery, forestry workers	Skilled workers	Managerial, professional workers	Clerical, sales workers, students
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
None	19	20	17	8	14	13
One day	1	3	5	3	4	3
Two days	9	6	8	4	9	8
Three days	8	10	10	10	11	14
Four days	8	8	10	7	9	12
Five days	8	9	6	12	8	8
Six days	5	6	5	8	5	4
Seven days	42	38	39	48	40	38
TOTAL	100	100	100	100	100	100
Number of respondents	235	827	978	466	752	506

TABLE 90. REPLIES TO THE QUESTION: "WHAT KIND OF "SNACK" DO YOU USUALLY LIKE BEST?"

Replies	Occupational status of family head					
	Owners, partners, proprietors	Un-skilled, semi-skilled, service workers	Agricultural, fishery, forestry workers	Skilled workers	Managerial, professional workers	Clerical, sales workers, students
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Candy	16	17	17	17	17	20
Cookies	11	9	13	8	13	12
Potato chips	7	10	11	13	10	9
Crackers <sup>1</sup>	5	9	9	9	9	6
Popcorn	6	7	9	7	7	6
Cakes, cupcakes	6	5	4	3	4	4
Peanuts	6	3	4	4	4	5
Ice cream <sup>2</sup>	3	3	4	4	4	3
Pies	4	5	2	4	3	3
Corn products <sup>3</sup>	6	2	3	3	2	5
Cheese products <sup>4</sup>	3	2	1	3	3	2
Pretzels	2	1	1	3	3	2
Doughnuts	2	3	2	3	1	1
Miscellaneous items <sup>5</sup>	2	4	2	2	5	2
Not ascertained	21	20	18	17	15	20
TOTAL	100	100	100	100	100	100
Number of respondents	235	827	978	466	752	506

<sup>1</sup> Includes both sweet and non-sweet crackers, Graham crackers, etc.

<sup>2</sup> Includes popsicles and other similar products.

<sup>3</sup> Includes corn curls, corn chips, cornettes, frittos, cheewees, etc.

<sup>4</sup> Includes cheese crackers, cheezits, cheesies, cheese, etc.

<sup>5</sup> Includes cereals, fruits, nuts, chewing gum, and other miscellaneous "snack" products as reported by respondents.

TABLE 91. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THIS PRODUCT COMPARED TO THE KIND OF "SNACK" YOU USUALLY LIKE BEST?"

Replies	Occupational status of family head					
	Owners, partners, proprietors	Un-skilled, semi-skilled, service workers	Agricultural, fishery, forestry workers	Skilled workers	Managerial, professional workers	Clerical, sales workers, students
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like sample better	5	9	6	4	3	9
About the same	18	19	20	13	10	15
Like sample less	69	65	65	75	82	73
Don't know	5	2	4	3	2	2
Not ascertained	3	5	5	5	3	1
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	186	661	796	384	638	403

TABLE 92. REPLIES TO THE QUESTION: "AS A BETWEEN-MEAL "SNACK," HOW DOES THE SWEETNESS OF THIS PRODUCT SUIT YOUR TASTE?"

Replies	Occupational status of family head					
	Owners, partners, proprietors	Un-skilled, semi-skilled, service workers	Agricultural, fishery, forestry workers	Skilled workers	Managerial, professional workers	Clerical, sales workers, students
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Too sweet	38	34	37	47	46	40
About right	49	45	42	34	36	40
Not sweet enough	4	8	10	7	10	9
Not ascertained	9	13	11	12	8	11
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	235	827	978	466	752	506

TABLE 93. REPLIES TO THE QUESTION: "AS A BETWEEN-MEAL "SNACK," HOW DO YOU LIKE THE FLAVOR OR TASTE OF THIS PRODUCT?"

Replies	Occupational status of family head					
	Owners, partners, proprietors	Un-skilled, semi-skilled, service workers	Agricultural, fishery, forestry workers	Skilled workers	Managerial, professional workers	Clerical, sales workers, students
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like it	41	40	37	30	31	33
Indifferent	20	18	19	19	21	20
Dislike it	35	34	34	43	43	39
Not ascertained	4	8	10	8	5	8
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	235	827	978	466	752	506

TABLE 94. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE GENERAL APPEARANCE OF THIS PRODUCT?"

Replies	Occupational status of family head					
	Owners, partners, proprietors	Un-skilled, semi-skilled, service workers	Agricultural, fishery, forestry workers	Skilled workers	Managerial, professional workers	Clerical, sales workers, students
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like it	67	59	59	58	58	57
Indifferent	22	26	24	28	29	27
Dislike it	6	5	5	5	8	7
Not ascertained	5	10	12	9	5	9
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	235	827	978	466	752	506

TABLE 95. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE TEXTURE OR QUALITY OF THIS PRODUCT?"

Replies	Occupational status of family head					
	Owners, partners, proprietors	Un-skilled, semi-skilled, service workers	Agricultural, fishery, forestry workers	Skilled workers	Managerial, professional workers	Clerical, sales workers, students
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like it	55	52	49	43	51	47
Indifferent	22	23	23	26	27	24
Dislike it	11	11	13	21	14	15
Not ascertained	12	14	15	10	8	14
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	235	827	978	466	752	506

TABLE 96. REPLIES TO THE QUESTION: "WOULD YOU BUY THIS PRODUCT IF IT WERE PLACED ON THE MARKET AT A FAIR PRICE?"

Replies	Occupational status of family head					
	Owners, partners, proprietors	Un-skilled, semi-skilled, service workers	Agricultural, fishery, forestry workers	Skilled workers	Managerial, professional workers	Clerical, sales workers, students
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Would buy it	36	37	39	30	29	32
Would not buy it	53	51	49	61	65	57
Not ascertained	11	12	12	9	6	11
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	235	827	978	466	752	506

TABLE 97. (IF YOU WOULD BUY THIS PRODUCT WHEN PLACED ON THE MARKET) REPLIES TO THE QUESTION: "HOW MUCH WOULD YOU EXPECT TO PAY AS A FAIR PRICE FOR THE AMOUNT<sup>1</sup> OF PRODUCT THAT WAS IN THE SAMPLE PACKAGE?"

Replies	Occupational status of family head					
	Owners, partners, proprietors	Unskilled, semi-skilled, service workers	Agricultural, fishery, forestry workers	Skilled workers	Managerial, professional workers	Clerical, sales workers, students
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
5 cents and under	7	7	7	5	6	4
6 to 9 cents	5	1	3	0	1	1
10 cents	49	43	42	48	44	35
11 to 14 cents	0	1	2	2	6	2
15 cents	6	20	18	16	13	20
16 to 19 cents	2	2	3	0	2	2
20 cents	1	3	5	2	3	6
21 to 24 cents	4	0	0	1	1	1
25 cents and over	11	6	5	6	6	3
Not ascertained	15	17	15	20	18	26
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	85	308	378	137	218	164

<sup>1</sup> The sample package contained 3 ounces of product.

TABLE 98. REPLIES TO THE QUESTION: "DOES THE SAMPLE PACKAGE CONTAIN THE APPROXIMATE AMOUNT YOU WOULD PREFER TO BUY AT ONE TIME?"

Replies	Occupational status of family head					
	Owners, partners, proprietors	Unskilled, semi-skilled service workers	Agricultural, fishery, forestry workers	Skilled workers	Managerial, professional workers	Clerical, sales workers, students
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Sample package is of satisfactory size	48	51	51	47	48	43
Sample package is not of satisfactory size	9	13	14	14	16	10
Not ascertained	43	36	35	39	36	47
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	235	827	978	466	752	506

TABLE 99. (IF THE SAMPLE PACKAGE IS NOT OF SATISFACTORY SIZE) REPLIES TO THE QUESTION: "WHAT SIZE PACKAGE WOULD YOU PREFER TO BUY?"

Replies <sup>1</sup>	Occupational status of family head					
	Owners, partners, proprietors	Un-skilled, semi-skilled service workers	Agricultural, fishery, forestry workers	Skilled workers	Managerial, professional workers	Clerical, sales workers, students
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
1 ounce	29	15	16	6	16	0
2 ounces	28	10	11	2	10	14
3 ounces	5	0	1	0	1	0
4 ounces (¼ lb.)	5	2	1	0	4	2
5 to 7 ounces	9	13	18	14	30	25
8 ounces (½ lb.)	0	4	3	5	21	10
9 to 15 ounces	19	12	5	6	2	8
16 ounces (1 lb.)	5	5	11	17	0	4
Over 16 ounces	0	1	0	3	0	0
Family size package	0	1	4	6	0	12
Don't know	0	4	3	0	0	0
Not ascertained	0	33	27	41	16	25
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	21	110	140	64	122	51

<sup>1</sup> Respondents were instructed to report their answers to this question in number of ounces.

TABLE 100. (IF YOU WOULD BUY THIS PRODUCT WHEN PLACED ON THE MARKET) REPLIES TO THE QUESTION: "AT WHAT TIME OR IN WHAT WAY WOULD YOU EAT OR USE THIS PRODUCT MOST FREQUENTLY?"

Replies	Occupational status of family head					
	Owners, partners, proprietors	Un-skilled, semi-skilled service workers	Agricultural, fishery, forestry workers	Skilled workers	Managerial, professional workers	Clerical, sales workers, students
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Between-meal "snack"	55	56	54	55	61	43
Serve at parties	9	7	5	7	7	7
After meal "snack"	5	7	5	10	4	8
Use in lunches	5	5	3	1	2	3
Mid-nite "snack"	4	2	1	2	3	4
Part of regular meal	4	1	3	2	1	1
Miscellaneous uses	3	2	<sup>1</sup>	2	0	1
Not ascertained	15	20	29	21	22	33
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondents	85	308	378	137	218	164

<sup>1</sup> Less than 1 per cent.

CHARACTERISTICS OF THE SAMPLE

TABLE 101. TOTAL NUMBER OF FAMILIES SAMPLED, NUMBER OF RESPONDENT AND NON-RESPONDENT FAMILIES, AND PERCENTAGE OF FAMILIES RESPONDING FOR MAJOR GEOGRAPHIC AREAS

Item	Geographic area <sup>1</sup>			United States	
	North	South	West	Total	Per cent
	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Per cent</i>
Total families sampled	560	530	530	1,620	100.0
Respondent families	476	404	427	1,307	80.6
Non-respondent families	84	126	103	313	19.4
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Percentage of total families responding <sup>2</sup>	85.0	76.2	80.6	80.6	

<sup>1</sup> Geographic areas, for purposes of this study, were designated as follows: North—the area east of the Mississippi River and north of the Ohio; South—the Census South; and West—the remainder of the United States.

<sup>2</sup> The sample used in making this study was designed under the assumption that the percentage of families responding would be approximately 85 per cent of the total number included in the sample.

TABLE 102. DISTRIBUTION OF RESPONDENT FAMILIES BY SIZE OF FAMILY FOR MAJOR GEOGRAPHIC AREAS

Number of people in family	Geographic area			United States	
	North	South	West	Total	Per cent
	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Per cent</i>
One person	15	9	23	47	4
Two persons	94	103	125	322	25
Three persons	114	92	94	300	23
Four persons	152	110	102	364	28
Five persons	66	57	47	170	13
Six persons	26	21	23	70	5
Seven persons	8	4	8	20	1
Eight persons or more	1	8	5	14	1
TOTAL	476	404	427	1,307	100
Average number of persons per family	3.6	3.5	3.4	3.5	
Average number of respondents per family	2.8	2.9	2.8	2.8	
Average number of non-respondents per family <sup>1</sup>	.8	.6	.6	.7	

<sup>1</sup> Approximately 75 per cent of the non-responding persons in respondent families were individuals classified by respondents as children or infants. All children less than 5 years of age, if reported, were omitted in making tabulations of the data returned by respondents.

TABLE 103. DISTRIBUTION OF THE SAMPLE BY GEOGRAPHIC AREAS STUDIED AND BY CENSUS GEOGRAPHIC AREAS

Census geographic area	Per-centage return of questionnaires	Geographic area			United States	
		North	South	West	Total	Weighted total <sup>1</sup>
	<i>Per cent</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
New England		191			191	191
North Atlantic		599			599	599
East North Central		622			622	622
Total	(85.0)	1,412			1,412	1,412
South Atlantic			506		506	563
East South Central			296		296	330
West South Central			357		357	398
Total	(76.2)		1,159		1,159	1,291
West North Central				566	566	596
Mountain				129	129	136
Pacific				498	498	525
Total	(80.6)			1,193	1,193	1,257
TOTAL	(80.6)	1,412	1,159	1,193	3,764	3,960

<sup>1</sup>Differential weighting to bring the three areas studied into their proper relation with the United States as a whole was necessary. Weights applied were 100.0 in the northeastern area, 111.4 in the southern area, and 105.4 in the western area. These weights represent the difference between expected returns and actual returns of usable questionnaires from consultant families in each of the three geographic areas.

TABLE 104. DISTRIBUTION OF THE SAMPLE BY FAMILY INCOME GROUPS FOR MAJOR GEOGRAPHIC AREAS

Family income group	Per-centage return of questionnaires	Geographic area			United States	
		North	South	West	Total	Weighted total
	<i>Per cent</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
\$2,000 and under	(81.9)	228	366	321	915	973
\$2,001-\$3,000	(82.1)	327	253	244	824	866
\$3,001-\$5,000	(81.0)	538	308	363	1,209	1,265
Over \$5,000	(77.3)	319	232	265	816	856
TOTAL	(80.6)	1,412	1,159	1,193	3,764	3,960



TABLE 105. DISTRIBUTION OF THE SAMPLE BY PLACE OF RESIDENCE AND BY CITY SIZES FOR URBAN RESIDENTS FOR MAJOR GEOGRAPHIC AREAS

Place of residence and city size	Per-centage return of questionnaires	Geographic area			United States	
		North	South	West	Total	Weighted total
		<i>Per cent</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Place of residence:						
Rural <sup>1</sup>	(80.0)	418	783	574	1,775	1,895
Urban <sup>2</sup>	(81.2)	994	376	619	1,989	2,065
City size:						
2,500- 25,000	(80.2)	264	161	196	621	650
25,001-100,000	(83.6)	196	72	92	360	373
100,001-500,000	(81.2)	166	107	185	458	480
Over 500,000	(80.8)	368	36	146	550	562
TOTAL	(80.6)	1,412	1,159	1,193	3,764	3,960

<sup>1</sup> Rural residents live in rural areas or in incorporated towns or villages having less than 2,500 people.

<sup>2</sup> Urban residents live in incorporated towns or cities having 2,500 population or more.

TABLE 106. DISTRIBUTION OF THE SAMPLE BY EDUCATIONAL STATUS OF FAMILY HEADS FOR MAJOR GEOGRAPHIC AREAS

Educational status of family head <sup>1, 2</sup>	Per-centage return of questionnaires	Geographic area			United States	
		North	South	West	Total	Weighted total
		<i>Per cent</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Less than 8th grade	(73.6)	49	114	68	231	248
Completed 8th grade	(80.8)	96	141	212	449	476
Less than high school	(85.5)	302	216	229	747	784
Completed high school	(81.5)	439	252	289	980	1,024
Less than college	(79.9)	208	191	181	580	612
Completed college	(78.2)	318	245	214	777	816
TOTAL	(80.6)	1,412	1,159	1,193	3,764	3,960

<sup>1</sup> Educational status was reported by respondents as the amount of formal education completed. Estimates in the 1947 Census of population indicate that about 11 per cent of the nation's total population has attended college. Normally, family heads constitute about a third of the nation's total population (exclusive of persons under 5 years of age). In this study, therefore, the expected percentage of individual respondents who were from families where the family head had attended college was about three times as great as the 1947 Census estimates for the nation's total population. The actual percentage, as indicated by returned usable questionnaires, was 36 per cent.

<sup>2</sup> In cases where no family head was reported by respondent families, the educational status reported for the homemaker was used.

TABLE 107. DISTRIBUTION OF THE SAMPLE BY OCCUPATIONAL STATUS OF FAMILY HEADS FOR MAJOR GEOGRAPHIC AREAS

Occupational status of family head <sup>1</sup>	Per-centage return of questionnaires	Geographic area			United States	
		North	South	West	Total	Weighted total
		<i>Per cent</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Owners, partners, proprietors	(75.0)	69	76	90	235	249
Unskilled, semi-skilled, service workers	(82.4)	286	222	319	827	869
Agricultural, fishery, forestry workers	(81.0)	272	350	356	978	1,037
Skilled workers	(83.8)	237	105	124	466	485
Managerial, professional workers	(78.9)	337	232	183	752	788
Clerical, sales workers, students	(80.0)	211	174	121	506	532
TOTAL	(80.6)	1,412	1,159	1,193	3,764	3,960

<sup>1</sup> In cases where no family head was reported by respondent families, the occupational status (if any) reported for the homemaker was used.

TABLE 108. DISTRIBUTION OF THE SAMPLE BY SEX AND AGE OF INDIVIDUAL RESPONDENTS FOR MAJOR GEOGRAPHIC AREAS

Sex and age of respondents <sup>1</sup>	Geographic area			United States	
	North	South	West	Total	Weighted total
	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Sex of respondents:					
Total males	661	516	552	1,729	1,817
Total females	751	643	641	2,035	2,143
Homemakers	476	404	426	1,306	1,375
Other females	275	239	215	729	768
Age of respondents:					
5-19 years	377	315	297	989	1,041
20-34 years	415	301	299	1,015	1,065
35-54 years	408	358	342	1,108	1,167
55 years and over	212	185	255	652	687
TOTAL	1,412	1,159	1,193	3,764	3,960

<sup>1</sup> Persons whose ages were reported as less than 5 years were omitted from the sample before making tabulations and analyses of the data returned by respondents.