

# CONSUMER REACTIONS *to* "Alayam" BREAKFAST FOOD

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*A Nation-Wide Acceptance Test  
of a New Type of Breakfast  
Food Made of Sweetpotatoes*

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

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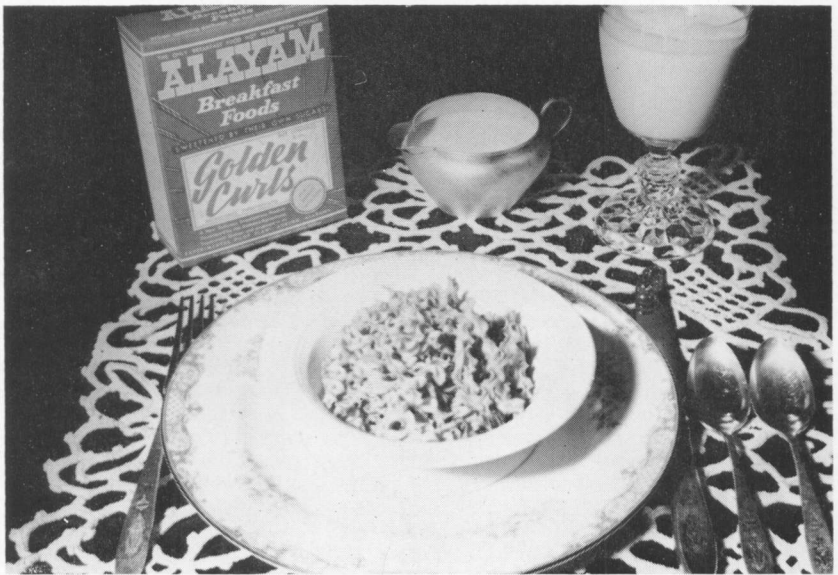
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# CONTENTS

	<i>Page</i>
INTRODUCTION.....	3
Description of "Alayam" Breakfast Food.....	5
Design and Size of Sample.....	6
Objectives of the Study.....	8
Time of Testing.....	9
SURVEY FINDINGS.....	9
Consumer Purchases of Ready-To-Eat Breakfast Foods.....	9
Consumer Consumption of Ready-To-Eat Breakfast Foods.....	10
Reasons Consumers Buy Different Ready-To-Eat Breakfast Foods.....	11
Ready-To-Eat Breakfast Foods Consumers Usually Like Best.....	11
Comparison of "Alayam" Breakfast Food with Other Ready-To-Eat Breakfast Foods.....	12
Reactions to Sweetness of "Alayam" Breakfast Food.....	12
Reactions to Flavor or Taste of "Alayam" Breakfast Food.....	13
Reactions to General Appearance of "Alayam" Breakfast Food.....	13
Reactions to Texture or Quality of "Alayam" Breakfast Food.....	14
Flavors Detected in "Alayam" Breakfast Food.....	15
Ingredients Detected in "Alayam" Breakfast Food.....	15
Consumers' Willingness to Buy "Alayam" Breakfast Food.....	16
Consumers' Anticipated Price of "Alayam" Breakfast Food.....	17
VARIATIONS IN CONSUMER REACTIONS BY:.....	18
Major Geographic Areas of the Country.....	19
Family Income Groups.....	20
Place of Residence, and by City Sizes.....	21
Sex, and by Age of Individual Respondents.....	22
Educational Status of Family Heads.....	24
Occupational Status of Family Heads.....	24
SUMMARY.....	26
STATISTICAL APPENDIX.....	29



# CONSUMER REACTIONS *to* "Alayam" BREAKFAST FOOD\*

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## INTRODUCTION

**D**EVELOPMENT OF MARKET OUTLETS for new crops and their products or by-products is one of the great needs of the South today. The sweetpotato is a crop native to the area. Its total annual production and consumption averaged about the same during the last decade as during the 1909-19 period. Per capita consumption, however, declined in the United States from 26 pounds in 1919 to 14 pounds in 1949.

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 also 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.

During the period of World War II, there was an unprecedented increase in the demand for candy and other sweets in the United States. Because of rationing and other government-controlled programs during that period, the confectionery and other food-products manufacturing industries were unable to supply consumer demands.

Beginning in 1942, a research project at the Alabama Agricul-

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tural 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 also would possess higher nutritive values than many of the 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 were several kinds of ready-to-eat<sup>2</sup> breakfast foods. These new breakfast foods, however, were not subjected to comprehensive consumer acceptance tests when first developed, and consequently little was known of their potential market possibilities.

This is the third in a series of reports<sup>3</sup> presenting results of nation-wide consumer acceptance tests of several different kinds of new food products made from sweetpotatoes. This particular report deals with only one kind of "Alayam"<sup>4</sup> breakfast food — a ready-to-eat product made from sweetpotato puree and wheat bran. It is concerned primarily with the over-all problem involved in determining whether a ready-to-eat breakfast food made from sweetpotatoes would be accepted by the consuming public. The results of this 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> Ready-to-eat breakfast foods (cereals) as used throughout this report fall within the definition as given by The Cereal Institute, Incorporated, Chicago, Illinois. The products require no pre-heating or cooking; they are ready to eat. Normally, such products can be served and eaten with or without milk, cream, or sugar, depending upon individual consumer's tastes. These products are usually eaten at breakfast, but they may be eaten between meals or at the noon or evening meals.

<sup>3</sup> Previous reports in this series were Alabama Agricultural Experiment Station Bulletins No. 271, "Consumer Reactions to *Alayam* Candy," May 1950; and No. 272, "Consumer Reactions to *Alayam* Snacks," June 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 sample product used in making the test, was done on a pilot-plant basis at the Alabama Agricultural Experiment Station in Auburn.

## DESCRIPTION OF "ALAYAM" BREAKFAST FOOD

The "Alayam" breakfast food used in the test was made by combining sweetpotato puree and wheat bran, salting lightly, and drying and toasting to a crisp-textured product. The proportions of the product's major ingredients, on a dry-weight basis, were approximately 85 per cent sweetpotato and about 15 per cent wheat bran. The flavor of the finished product was a blend of bran and salt flavors with the caramel flavor that developed from sweetpotato sugars during the toasting process. A variety of flavors may be obtained in the product by substituting other grain products for wheat bran.

In manufacturing "Alayam" breakfast food, 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. Wheat bran was prepared by grinding it finely enough to pass through a 20-mesh screen. Grinding of the bran was best accomplished by a cutting operation. The ground wheat bran was heated for 6 minutes in steam at 10 p.s.i., before mixing it with other ingredients of the product. Other grain products, if used, would be prepared in the same way as bran.

The prepared ingredients, including salt, 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 small rectangular strips, approximately  $\frac{3}{32}$  of an inch in width and about  $\frac{3}{16}$  of an inch in height, and extending the full length of the trays on which it was dried and toasted. 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  $\frac{1}{2}$  to 1- $\frac{1}{2}$  inches in length after packaging.

The product was packaged in heat-sealing glassine innerliners, placed in folding cartons, and sealed. The cartons were plain

white, book-vat lined board with dimensions of approximately 4-5/16 by 1-11/16 by 5-5/8 inches. Cartons were unprinted and uncolored. Net weight of the product in each carton was approximately 6 ounces.

The "Alayam" breakfast food tested was orange in color with a distinct brownish tinge. The brownish tinge, together with the crisp texture, was developed during the final stage of toasting.

When packaged in moisture-proof containers, the shelf-life of "Alayam" breakfast foods 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 in 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 who comprised the sample, 1,371 were returned in usable condition, Table 90. Regionally, the number of returned usable questionnaires totaled 491 in the northeastern area, 426 in the southern area, and 454 in the western area. Differential weighting to bring these area totals into their proper relation with the United States as a whole was necessary. Weights<sup>7</sup> applied to area totals were 96.7 for the northeastern area, 105.6 for the southern area, and 99.1 for the western area.

<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.

The questionnaires returned from the 1,371 households represented a total of 4,107 individual testers for the United States as a whole. By areas, the number of individual respondents totaled 1,500 in the northeastern area, 1,238 in the southern area, and 1,369 in the western area, Table 92. Differential weighting of area totals resulted in a weighted United States total of 4,113 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 areas, Table 91.

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 sizes, age of homemaker, and annual family income.

The 1,371 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 92 through 96, 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 that returned usable questionnaires and the remainder of the sample. The data in Tables 92 through 96 indicate that the 15.4 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; a relatively greater number were from very high or very low family-income groups; and a higher percentage lived in urban areas than in rural areas. A relatively greater number of the family heads of these families had not completed the eighth grade in school or had attended college but were not college graduates. By occupational status, they were mainly students, clerical, or sales workers, or were engaged in unskilled, semi-skilled, or service work.

## 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 new kind of ready-to-eat breakfast food made from sweet-potatoes. 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 ascertain for each individual in the family (5 years of age and over) the following:

1. Background information for previous month – (July 1949)
  - (a) Kinds of ready-to-eat breakfast foods (cereals) bought by respondent families.
  - (b) Frequency of purchase of ready-to-eat breakfast foods by respondent families.
  - (c) Frequency of consumption (serving) of ready-to-eat breakfast foods by respondent families.
  - (d) Reasons consumer families buy different kinds of ready-to-eat breakfast foods.
  
2. Consumer reactions and attitudes toward the "Alayam" breakfast food tested –
  - (a) Kinds of ready-to-eat breakfast foods (cereals) usually liked best by individual respondents.
  - (b) Comparison of "Alayam" breakfast food with ready-to-eat breakfast foods usually liked best.
  - (c) Individual consumer's reactions to the sweetness, flavor or taste, general appearance, and texture or quality of "Alayam" breakfast food.
  - (d) Suggestions from respondent families for improvement of the flavor or taste, general appearance, and texture or quality of "Alayam" breakfast food.
  - (e) Willingness of respondent families to buy "Alayam" breakfast food if placed on the market; and, if unwilling to buy the product, their reasons for not buying it.
  - (f) Anticipated purchase price of "Alayam" breakfast food by respondent families.
  - (g) Reactions of respondent families to size of the sample package, and their suggestions for a change in its size.



### TIME OF TESTING

Testing took place simultaneously all over the country. On July 29, 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 ready-to-eat breakfast foods (cereals) "during the past month," therefore, refers to the month of July 1949. The product was tested during the period of the year when the purchase and consumption of ready-to-eat breakfast foods (cereals) are normally higher than during other seasons of the year.

### SURVEY FINDINGS

In addition to the results of the nation-wide consumer acceptance test of "Alayam" ready-to-eat breakfast food, this report 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 the data in making quantitative estimates are obvious. In most cases, respondents cannot accurately foresee 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 usually 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 kind.

**CONSUMER PURCHASES OF READY-TO-EAT BREAKFAST FOODS (CEREALS).** In reply to a question as to the kind of ready-to-eat breakfast food (cereal) bought during the month just previous to the test, more than 95 per cent of the respondent families indicated that they made such purchases during that period, Table 1. It should be remembered, however, that the month immediately preceding the test (July) is normally the peak month for the purchase and consumption of ready-to-eat breakfast foods in this

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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 II, Number 2. May 1949.

country. During other months of the year, and particularly during the winter months, the percentage of families that buy such products would probably be much less than 95 per cent of the total.

Nearly a third of the reported purchases of ready-to-eat breakfast foods during the month just previous to the test were made for corn flakes, Table 1. An additional third were about equally divided between wheat flakes, shredded wheat, and crisp rice cereals. The relative importance of other products that comprised the remaining third of reported purchases is shown in Table 1.

More than 80 per cent of the respondent families that bought ready-to-eat breakfast foods during the month just previous to the test made such purchases only once a week or less, Table 2. Nearly half made such purchases only once or twice during the month. Variations in frequency of purchase by kind of product are shown in Table 3. In many instances, these variations were closely associated with size of package bought, size of family, and frequency of consumption of different products by individual family members.

More than 90 per cent of all ready-to-eat breakfast food purchases during the month just previous to the test were made for either medium- or large-size packages, Table 4. For the country as a whole, and for all products combined, an equal number of purchases was made for each of these sizes. There was considerable variation, however, in the relative importance of different sizes of packages for different types of products. The extent of these variations for different kinds of ready-to-eat breakfast foods is indicated in Table 5.

Two-thirds of the reported purchases of these products were made by homemakers. For the nation as a whole, homemakers made more than five times as many purchases of ready-to-eat breakfast foods as did their husbands, Table 6. Excluding homemakers, however, family heads made about twice as many such purchases as did all other members of the family combined. Variations in actual family-member purchasers between different kinds of products are shown in Table 7.

**CONSUMER CONSUMPTION OF READY-TO-EAT BREAKFAST FOODS (CEREALS).** A third of the respondent families reported that they served ready-to-eat breakfast foods (cereals) of some kind every

day during the month just previous to the test. An additional third of the respondents indicated that they served these products in some form on more than half of the days during the previous month, Table 8. A fifth of the total served ready-to-eat breakfast foods less than 15 times during the previous month. A comparison of the data in Tables 1 and 8 indicates that the number of families that did not serve these products during the month just previous to the test was about twice as large as the number that did not buy such products during the period.

Respondent families consumed ready-to-eat breakfast food products more frequently and in larger quantities during the summer months than during other seasons of the year, Tables 9 and 10. They consumed such products less frequently and in smaller quantities during the winter season. Almost a tenth of the respondent families reported that they consumed ready-to-eat breakfast foods at about the same rate during all seasons of the year.

REASONS CONSUMERS BUY DIFFERENT KINDS OF READY-TO-EAT BREAKFAST FOODS (CEREALS). Respondent families that bought ready-to-eat breakfast foods (cereals) during the month just previous to the test gave as their principal reason for buying different kinds of products — it was their favorite kind. This one reason was reported by more than half of the respondent families, Table 11. An additional fourth of the families reported that the flavor or taste of the product bought was their principal reason for buying. Other reasons reported included crispness of the product; laxative effects; nourishment; variety; ease of serving or eating; good with fruits; and texture, quality, shape, size, and form of the product. Other reasons given were of lesser importance. The relative importance of the different reasons reported by respondent families that bought different kinds of products is shown in Table 12.

KINDS OF READY-TO-EAT BREAKFAST FOODS (CEREALS) CONSUMERS USUALLY LIKE BEST. In reply to a question as to the kind of ready-to-eat breakfast food (cereal) that each individual respondent usually liked best, nearly a fourth of the total indicated corn flakes as their first choice. Other products of major importance, in order of occurrence, were: shredded wheat, crisp rice cereals, wheat flakes, and puffed cereals. Other products, as shown in Table 13, were of lesser importance.

A comparison of the data in Tables 1 and 13 indicates the relationship between the kinds of products that individual respondents reported that they usually liked best and the kinds that respondent families reported that they actually bought most often during the month just previous to the test.

Data in Table 13 show that 15 per cent of the individual respondents who participated in the test usually do not like any kind of ready-to-eat breakfast food. Less than 5 per cent of the testing families did not buy any kind of ready-to-eat breakfast food during the month just previous to the test, Table 1. This, however, does not mean that all of the individuals who normally do not like such products were included in the families that did not buy these products.

COMPARISON OF "ALAYAM" BREAKFAST FOOD WITH OTHER KINDS OF READY-TO-EAT BREAKFAST FOODS (CEREALS). In comparison with the kinds of ready-to-eat breakfast foods (cereals) that individual respondents reported that they usually liked best, reactions to the "Alayam" product were more favorable when the product was compared to whole bran, wheat and barley kernels, and bran flakes, than when it was compared to other kinds of ready-to-eat breakfast foods, Table 14. Part of this reaction, however, may have been attributable to the similarity in texture, quality, and general appearance between "Alayam" breakfast food and the bran products and/or wheat and barley kernel products then on the market. It may also have been due in part to the actual ingredients in and the distinct flavor or taste of the "Alayam" product.

Twenty-three per cent of the individual respondents who tested "Alayam" breakfast food liked the product as well as or better than the kinds of ready-to-eat breakfast foods that they usually preferred, Table 15. Only 8 per cent of the total indicated that they liked the "Alayam" product better, whereas 15 per cent reported that they liked it about as well as the products that they normally preferred. Seventy per cent reported that they liked "Alayam" breakfast food less than the ready-to-eat breakfast foods that they usually preferred.

CONSUMER REACTIONS TO THE SWEETNESS OF "ALAYAM" BREAKFAST FOOD. Nearly half of the individual respondents who tested "Alayam" breakfast food reported that it was too sweet to suit

their individual tastes.<sup>9</sup> A third indicated that the sweetness of the product was about right. Only 5 per cent of the total felt that the product was not sweet enough, Table 16.

CONSUMER REACTIONS TO THE FLAVOR OR TASTE OF "ALAYAM" BREAKFAST FOOD. For the nation as a whole, individual respondents were about equally divided as to their likes or dislikes of the flavor or taste of "Alayam" breakfast food, Table 17. About a third of the total indicated that they liked the product's flavor or taste; an equal proportion reported that they disliked its flavor or taste. The remaining third were about equally divided between a group that was indifferent in its reaction and a second group that failed to indicate any particular reaction to the product's flavor or taste.

In reply to a question that requested suggestions from respondent families for improvement of the flavor or taste of "Alayam" breakfast food, 12 per cent of the total indicated that no improvement was needed, Table 18. More than a third of the families that participated in the test commented that the product was too sweet or too rich. About a fourth commented on or made some suggestions relative to possible changes in the flavor of the product. Among the more important of these comments and suggestions were: too much molasses, eliminate the strong flavor, too much malt, bitter or burned flavor, needs different flavor, too much sweetpotato, and add salt. Nearly 4 in 10 of the respondent families that tested the product made no definite comments or suggestions for improving its flavor or taste.

CONSUMER REACTIONS TO THE GENERAL APPEARANCE OF "ALAYAM" BREAKFAST FOOD. More than 4 in 10 of the total number of individual respondents who tested "Alayam" breakfast food reported that they liked its general appearance; nearly 3 in 10 indicated that they were indifferent in their reaction, while the remaining 3 in 10 were about equally divided between a group that disliked the product's general appearance and a second group that failed to report any particular reaction, Table 19.

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<sup>9</sup> No instructions were given to respondents as to the product's sugar content, or as to whether they should use sugar or other sweetening in testing the product. It was assumed that each individual tester would, if desired, add sufficient sugar or sweetening, and milk or cream, as with other ready-to-eat breakfast foods, to suit the individual tester's taste.

In reply to a question that requested suggestions from respondent families for improvement of the general appearance of "Alayam" breakfast food, 12 per cent of the total reported that no improvement was needed, Table 20. Generally, respondent families suggested that the product should be made into smaller individual pieces. Nearly half of the total suggested a change in the size, shape, or form of the product, all of which would result in smaller individual pieces of the product. Among the more important of these suggestions were: make smaller pieces, make thinner pieces, make finer cut pieces, make shorter pieces, too bulky, and make into flakes. Less than 1 in 10 suggested that individual pieces should be larger or thicker. Nearly 4 in 10 of the respondent families that tested the product made no definite comments or suggestions for improving its general appearance.

CONSUMER REACTIONS TO THE TEXTURE OR QUALITY OF "ALAYAM" BREAKFAST FOOD. Slightly more than a third of the total number of individual respondents who tested "Alayam" breakfast food indicated that they liked the product's texture or quality, Table 21. A fourth of the total reported that they disliked its texture or quality. An additional fifth of the respondent families were indifferent in their reactions, while an equal proportion failed to report any particular reaction to its texture or quality.

In reply to a question that asked for suggestions from respondent families for improvement of the texture or quality of "Alayam" breakfast food, nearly 2 in 10 indicated that no improvement was needed, Table 22. Almost a fourth of the families that participated in the test made some comment or suggestion in regard to hardness of the product. These comments and suggestions included: Make it softer; product is too hard; and make it crisp but not hard. One in 10 commented on the product as a milk-solvent. Major comments on this point included: softens in milk, gets slick, and too sticky. Comments that the "Alayam" product was tough or chewy indicate that many of the respondent families recognized that the product was hygroscopic. Some families commented that the product would make a better candy than breakfast food. Other comments and suggestions of lesser importance included: too coarse, make smoother, too heavy, make lighter, and a number of other miscellaneous suggestions. Nearly half of the respondent families that tested the product made no specific comments or suggestions for improvement of the product's texture or quality.

PRINCIPAL FLAVORS DETECTED BY INDIVIDUAL RESPONDENTS IN "ALAYAM" BREAKFAST FOOD. In reply to the question: "What flavor does each member of your family detect most in this product?", individual respondents reported the detection of more than 20 different flavors or groups of flavors. Some of these were related to the actual ingredients of the product; others were not related, Table 23.

Nearly a third of the individual respondents who tested the product reported the detection of some form of sugar or sweetening as contributing to the product's dominant flavor. Most of these indicated molasses as the dominant flavor; other products reported were sugar, syrup, honey, brown sugar, and caramel.

Individual respondents were not informed that "Alayam" breakfast food was derived from sweetpotato; neither were they told that it contained sweetpotato as an ingredient. Sweetpotato, however, was the principal ingredient of the product. The distinct flavor of sweetpotato, which is normally easily recognized, was apparently masked or partially dissipated during the manufacturing process. In the finished product, less than 1 in 10 of the individual respondents who tested the product indicated sweetpotato as the product's dominant flavor. Nearly an equal proportion of the total indicated that bran or some closely related product was its dominant flavor.

The relative importance of other products reported as contributing to the "Alayam" product's dominant flavor are shown in Table 23. More than 40 per cent of the total number of individual respondents who tested the product reported that it had no definite flavor, or that they were unable to determine its dominant flavor.

INGREDIENTS DETECTED BY INDIVIDUAL RESPONDENTS IN "ALAYAM" BREAKFAST FOOD. In replying to the question: "What ingredients do each member of your family detect in this product?", individual respondents were asked to name as many ingredients as they could detect. The detection of more than 20 different ingredients or groups of ingredients was reported, Table 24. Some of these were related to the flavors or possessed characteristics similar to the characteristics of the actual ingredients in the product; others were not related.

Almost two-thirds of the individual respondents who tested the product reported the detection of some form of sugar or

sweetening as an ingredient of the product. Included in this group were such items as molasses, sugar, syrup, honey, brown sugar, and caramel.

Sweetpotato, on a dry-weight basis, made up about 85 per cent of the raw ingredients going into the product. For the nation as a whole, however, only 15 per cent of the individual respondents detected sweetpotato as an ingredient. Nearly the same proportion of the total reported the detection of malt as an ingredient; malt, however, was not used in the manufacture of the product.

About a fourth of the individual respondents reported the detection of bran or some closely related product as an ingredient. Wheat bran was used as an ingredient; on a dry-weight basis, it made up about 15 per cent of the raw ingredients that went into the product. Various other products were reported as having been detected as ingredients of the product, Table 24; none of these, however, was an actual ingredient of "Alayam" breakfast food. Nearly 3 in 10 of the individual respondents who tested the product were unable to detect or failed to report the detection of any particular ingredients.

**CONSUMERS' WILLINGNESS TO BUY "ALAYAM" BREAKFAST FOOD.** Thirty-six per cent of the respondent families who tested "Alayam" breakfast food indicated that they would buy the product if it were placed on the market at a fair price, Table 25. This does not mean that 36 per cent of the nation's purchasing consumers, as represented by this test, would shift from the purchase of all other types and kinds of ready-to-eat breakfast foods (cereals) to the "Alayam" product. It means only that 36 per cent of those that tested it, 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. In addition, this 36 per cent of respondent families might make only one purchase of "Alayam" breakfast food out of any number of purchases of other types and kinds of ready-to-eat breakfast foods (cereals). It is an indication of the probable percentage of consumers that 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 indicates neither the size or frequency of



such probable purchases, nor the attitude of respondent families in regard to repeat purchases.

Sixty-three per cent of those that tested the product reported that they would not buy the product if it were placed on the market. This 63 per cent is probably much more reliable as a potential market indicator than the 36 per cent that reported that they would buy the product, Table 25. Although the answers that the 63 per cent reported represent an initial reaction to a new product — a reaction that may be different at a later date — the chances of a change in consumer attitude and reaction is less likely to occur with this group than with the group of respondent families whose initial reaction was favorable.<sup>10</sup>

Respondent families that reported they would not buy the "Alayam" breakfast food if it were placed on the market gave the following as their principal reasons for unwillingness to buy the product: dislike the sample, or prefer other kinds, Table 26. More than half of the respondent families in this group gave one of these two reasons. An additional fourth indicated that they would not buy the product because they disliked its flavor or taste. Fifteen per cent reported that they would not purchase the product because it was too sweet or too rich; nearly 1 in 10 reported the product was too hard, chewy, or sticky. Other reasons of lesser importance included: dislike its size, shape, or form; dislike its texture or quality; product is a milk-solvent; and dislike all cereals.

CONSUMERS' ANTICIPATED PRICE OF "ALAYAM" BREAKFAST FOOD. Respondent families that stated that they would buy "Alayam" breakfast food if it were placed on the market reported a wide range in anticipated price of the product, Table 27. The sample package mailed to respondents for testing contained 6 ounces of product. Respondent families suggested that a package of that size should sell for about 12 cents a package, or 2 cents an ounce of product. In reply to the question: "Does the sample package (6 ounces of product) contain the approximate amount

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<sup>10</sup> Consumer preferences and consumer practices often differ. For a discussion of these possible differences, see the statement on "Methodology" by the Demand and Consumer Preference work group reported in "Marketing Research Notes from National Workshop." Special Report. Agricultural Research Administration, United States Department of Agriculture. pp. 81-85. 1949.

of product your family would prefer to buy at one time?", about 4 in 10 of the respondent families that tested the product reported that the sample package was of satisfactory size, Table 28.

About a third of the total reported that the size of the sample package was not satisfactory. This group suggested, generally, that it would prefer to buy a package containing about twice as much as the sample, or about 12 ounces, Table 29. This indicates that if the product were placed on the market, its chances of success would probably be greater if it were offered for sale in packages of at least two different sizes.

### VARIATIONS IN CONSUMER REACTIONS

Consumer reactions and attitudes are highly variable. They vary from individual to individual, and those of a given individual vary from one time to another. There are differences due to changes in climatic conditions and between different 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 "Alayam" breakfast food.

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 consumer reactions and attitudes toward the "Alayam" product.

These included:

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 "Alayam" breakfast food in relation to these several factors, or to explain why the 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 the variations emphasizes the impor-

tance of recognizing them as major factors that will influence the potential marketing possibilities of the product.

Extreme caution should be used in evaluating 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 that certain relationships did exist; they do not imply that the several factors were the causes of such variations.

Further caution should be exercised in interpreting and evaluating the information reported by respondents. Reactions and attitudes reported by respondent families and by individual respondents should be considered only as reflections of their initial reactions and attitudes toward the product. Their reactions and attitudes may be quite different at a later date.

Basically, the interpretation and evaluation of the data resulting from the test are left to those who may wish to use them in actually studying the present over-all ready-to-eat breakfast food (cereal) industry as a whole, and/or in studying the potential marketing possibilities of "Alayam" breakfast food.

**MAJOR GEOGRAPHIC AREAS OF THE UNITED STATES.** During the month just previous to the test, the percentage of respondent families that bought ready-to-eat breakfast foods (cereals) was slightly lower in the Census South than in other parts of the country, Table 1. During the same period, the percentage of respondent families that served these products also was lower in the Census South than in other sections of the country, Table 8. In addition, the frequency of serving these products was lower in the South than in other areas.

The percentage of purchases of corn flakes was much higher in the South than in other parts of the country, Table 1; and in this area, the percentage of purchases of wheat products was much lower than those in other parts of the country. A comparison of the data in Tables 1 and 13 indicates that a very close relationship existed between the kinds of ready-to-eat breakfast foods (cereals) that individual respondents usually liked best and the kinds of products that were actually bought by respondent families in all areas studied. Respondent families in the north-eastern part of the United States made more frequent purchases of ready-to-eat breakfast foods than did those in other areas,

Table 2. In addition, the percentage of purchases of large-size packages was higher in that area than in other areas, Table 4. Consumers in the southern area bought a higher percentage of medium-size packages than did those in other sections. In the southern area, family heads made relatively more purchases than did family heads in other areas, Table 6.

Data in Tables 9 and 10 indicate that a smaller percentage of respondent families in the southern area ate these products at the same rate during all seasons of the year than did respondent families in other areas. Additional data in Tables 9 and 10 indicate that respondent families in the southern area may have had somewhat different consuming habits than did respondent families in other areas.

The data in Table 11 indicate the variations in relative importance of the different reasons that respondent families reported for buying ready-to-eat breakfast foods in the three geographic areas studied. Variations in the kinds of ready-to-eat breakfast foods that individual respondents in these three areas usually liked best are shown in Table 13.

Individual respondents in the southern area were more favorable in their reactions and attitudes toward "Alayam" breakfast food than were those in other sections of the country, Tables 15 through 22. More than five times as many individual respondents detected sweetpotato as the dominant flavor and as an ingredient of the product in the southern area as did those in other parts of the country, Tables 23 and 24.

The percentage of respondent families that was willing to buy the product if it were placed on the market was higher for those that lived in the Census South than for those that lived in other parts of the United States, Table 25. The anticipated purchase price, however, was about the same for all three areas, Table 27. Relatively more of the respondent families in the southern area felt that the sample package, containing 6 ounces of product, was of satisfactory size than did those in other areas, Table 28. Suggestions for a change in size of the package were about the same from all three areas, Table 29.

**FAMILY INCOME GROUPS.** Variations in the kinds of ready-to-eat breakfast foods (cereals) bought during the month just previous to the test by respondent families with different levels of

family income are shown in Table 30. Generally, corn flake cereals were relatively more important and wheat products relatively less important for respondent families with low family incomes. This same general pattern is indicated in Table 35, thus implying a close relationship between the kinds of products that individual respondents usually liked best and the kinds of products that were actually bought by respondent families during the month just previous to the test. The data in Table 35 also indicate that the percentage of individual respondents who did not eat ready-to-eat breakfast foods decreased as the level of family income increased. Respondent families with high levels of family income, however, did not eat these products quite as frequently as did those with low levels of income, Table 34.

Variations in the frequency of purchase of ready-to-eat breakfast foods by different levels of family income are shown in Table 31. Respondent families with low family incomes, in general, bought relatively more large-size packages than did those with high family incomes, Table 32. As the level of family income increased, the percentage of purchases made by homemakers increased and the percentage made by family heads decreased, Table 33.

Individual respondents in low family-income groups, generally, were more favorable toward "Alayam" breakfast food than were those in high family-income groups, Tables 36 through 40. The percentages of respondent families that were willing to buy the product if it were placed on the market were higher for low family-income groups than for high family-income groups, Table 41.

**PLACE OF RESIDENCE, INCLUDING CITY SIZES.** Respondent families that lived in rural areas bought relatively more corn flakes and relatively fewer wheat products during the month just previous to the test than did respondent families that lived in urban areas, Table 42. Variations in the kinds of ready-to-eat breakfast foods (cereals) purchased by respondent families that lived in cities of different sizes are shown in Table 42.

A comparison of the data in Tables 42 and 47 indicates that respondent families, in general, bought the kinds of products that individual respondents in these families usually liked best. Respondent families that lived in large cities, in general, served

ready-to-eat breakfast foods less frequently than did respondent families that lived in small cities and towns or in rural areas, Table 46. Data in Table 46 also indicate that the percentages of respondent families that did not serve any of these products during the month just previous to the test were lower for those that lived in large cities than for those that lived in small cities and towns.

There were no major differences in the frequency of purchase of these products between respondent families that lived in rural and in urban areas, Table 43. But for residents of urban areas, respondent families that lived in large cities made less frequent purchases during the month just previous to the test than did respondent families that lived in small cities and towns. Variations in the size of packages bought by respondent families are shown in Table 44 by place of residence and by city sizes. The percentage of homemakers that actually bought the family's ready-to-eat breakfast foods most often during that period was much lower for respondent families that lived in rural areas than for those that lived in urban areas, Table 45. For respondent families that lived in urban areas, relatively more family heads made such purchases for respondent families that lived in small towns and cities than for those that lived in large cities.

Individual respondents who lived in rural areas, in general, were more favorable in their attitudes and reactions toward "Alayam" breakfast food than were those who lived in urban areas, Tables 48 through 52. In urban areas, individual respondents who lived in small towns and cities, in general, were more favorable toward the product than were those who lived in large cities, Tables 48 through 52.

The percentage of respondent families that was willing to buy the product if it were placed on the market was higher for those that lived in rural areas than for those that lived in urban areas, Table 53. For those that lived in urban areas, the percentages of respondent families that were willing to buy the product were higher for those that lived in small towns and cities than for those that lived in large cities, Table 53.

**SEX AND AGE OF INDIVIDUAL RESPONDENTS.** On the basis of age of homemakers, the data in Table 54 indicate that during the month just previous to the test the percentages of respondent

families that bought ready-to-eat breakfast foods (cereals) were higher for families with young homemakers than for those with older homemakers. Variations in the kinds of products bought during that period by respondent families with homemakers of different ages are also indicated in Table 54. Purchases were made less frequently by respondent families with older homemakers than by those with young homemakers, Table 55. Respondent families with older homemakers, however, made relatively more purchases of large-size packages and fewer purchases of medium- and small-size packages than did those with young homemakers, Table 56. In general, as the age of homemakers increased, the relative importance of the homemaker as a purchaser increased, while that of the family head or husband decreased, Table 57.

Variations in the frequency of serving ready-to-eat breakfast foods during the month just previous to the test by respondent families with homemakers of different ages are shown in Table 58. In general, as the age of homemakers increased, the percentages of respondent families that served these products every day during that period increased. Servings were less frequent by respondent families with young homemakers than by those with older homemakers.

The data in Table 59 indicate that the percentage of individual respondents that usually liked ready-to-eat breakfast foods was higher for females than for males. They also indicate that corn flakes were of relatively more importance for males than for females, while wheat products, generally, were more important for females than for males. Variations in the kinds of products usually liked best by individual respondents are shown by sex and by age in Table 59.

For individual respondents, females, in general, were more favorable in their reactions and attitudes toward "Alayam" breakfast food than were males, Tables 60 through 64. On the basis of age of individual respondents, those in older-age groups, in general, were more favorable in their reactions toward the product than were those in younger-age groups, Tables 60 through 64.

The percentages of respondent families that were willing to buy the product if it were placed on the market, in general, were higher for those families with older homemakers than for those with young homemakers, Table 65.

**EDUCATIONAL STATUS OF FAMILY HEADS.** Variations in the kinds of ready-to-eat breakfast foods (cereals) bought during the month just previous to the test by respondent families where the educational status of family heads was different are given in Table 66. Generally, corn flakes were relatively more important for respondent families in which the educational status of family heads was low than for those where the educational status was high. Variations in the relative importance of other products that were bought by respondent families in the various groups during that period are also shown in Table 66.

A comparison of the data in Tables 66 and 71 indicates that there was a close relationship between the kinds of products that individual respondents usually liked best and the kinds of products that were actually bought by respondent families in all groups during that period. Variations in frequency of purchases are shown in Table 67. The percentages of purchases for large-size packages were higher for respondent families in which the educational status of family heads was low than for those where it was high, Table 68. The relative importance of the homemaker as the purchaser of these products increased as the educational status of the family head increased, Table 69.

Variations in the frequency of serving ready-to-eat breakfast foods during the month just previous to the test, by educational status of family heads, are shown in Table 70. In general, respondent families in which the educational status of family heads was high served these products less frequently during that period than did those where the educational status was low.

On the basis of individual respondents, the reactions and attitudes toward "Alayam" breakfast food, in general, were more favorable for respondents from families in which the educational status of family heads was low than for those where the educational status was high, Tables 72 through 76.

The percentages of respondent families that were willing to buy the product if it were placed on the market, in general, were higher for those families in which the educational status of family heads was low than for those where the educational status was high, Table 77.

**OCCUPATIONAL STATUS OF FAMILY HEADS.** The percentages of respondent families that did not buy ready-to-eat breakfast foods (cereals) during the month just previous to the test were twice



as high for those families in which the occupational status of the family head was that of an owner, partner, or proprietor, or of one engaged in agricultural, fishery, or forestry work as for those with a different occupational status, Table 78. Variations in the kinds of products bought during that period by respondent families in different occupational groups are shown in Table 78.

A comparison of the data in Tables 78 and 83 indicates the relationships that existed between the kinds of products that individual respondents usually liked best and the kinds of products that were actually bought by respondent families during that period for each of the occupational groups studied. There were no major differences in frequency of purchase between different occupational groups, Table 79. Respondent families in which family heads were engaged in agricultural, fishery, or forestry work bought relatively more large-size packages of these products than did those where family heads had different occupations, Table 80. The relative importance of different individuals in respondent families that made the actual purchases of these products are shown for the different occupational groups in Table 81.

The frequencies of serving ready-to-eat breakfast foods during the month just previous to the test were highest for respondent families in which the occupational status of the family head was that of one engaged in agricultural, fishery, or forestry work, and were lowest for those in which the occupational status of the family head was that of a managerial, professional, or skilled worker, Table 82.

The reactions and attitudes toward "Alayam" breakfast food, in general, were more favorable from individual respondents of families in which the occupational status of the family head was that of one engaged in agricultural, fishery, forestry, unskilled, semi-skilled, or service work than from those of families where the family head had a different occupational status, Tables 84 through 88.

The percentages of respondent families that were willing to buy the product if it were placed on the market were higher for those families in which the occupational status of family heads was agricultural, fishery, forestry, unskilled, semi-skilled, or service work than for those in which family heads had a different occupational status, Table 89.

## 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 were several kinds of ready-to-eat breakfast foods.

This bulletin presents the results of a nation-wide consumer acceptance test of one of the "Alayam" breakfast foods — a ready-to-eat product made from sweetpotato puree and wheat bran.

In comparison with all of the different kinds of ready-to-eat breakfast foods (cereals) usually bought by the nation's consumers of ready-to-eat breakfast foods, nearly a fourth of the individual respondents who participated in the test indicated that they liked the "Alayam" breakfast food tested as well as or better than the ready-to-eat breakfast foods that they normally preferred. Only 8 per cent liked the "Alayam" product better, while 15 per cent liked it about the same as other products. Seventy per cent of the respondents reported that they liked the "Alayam" product less than the products that they usually bought and consumed.

Almost half of the individual respondents indicated that the product was too sweet for their tastes, whereas a third felt that the sweetness of the product was about right. Less than 5 per cent reported that the product was not sweet enough.

About a third of the individual respondents indicated that they liked the flavor or taste of the product; an equal proportion reported that they disliked its flavor or taste. The remaining respondents were about equally divided between those who indicated that they were indifferent to the product and those who reported no particular reaction.

About half of the individual respondents liked the general appearance of the product. Almost a third were indifferent to the product's general appearance. The remaining respondents were about equally divided between those who disliked its general appearance and those who reported no particular reaction.

Slightly more than a third of the individual respondents liked the texture or quality of the product. A fourth of those who

tested the product disliked its texture or quality. A fifth were indifferent, and an additional fifth reported no particular reaction.

More than a third of the respondent families that tested the "Alayam" product indicated that they would buy the product if it were placed on the market. Nearly two-thirds, however, stated that they would not buy the product if it were placed on the market.

Sweetpotato, one of the principal ingredients of the "Alayam" breakfast food tested, was detected as the dominant flavor of the product by only 8 per cent of the individual respondents who tested the product. But nearly 15 per cent detected sweetpotato as an ingredient. More than five times as many individual respondents in the southern part of the United States detected sweetpotato as the product's dominant flavor, and as an ingredient of the product, as did those in other sections of the country.

Respondents who lived in the Census South were more favorable toward the "Alayam" product than were those who lived in other sections of the country. In addition, the percentage of respondent families that reported that they would buy the product if it were placed on the market 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. 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.

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

Respondents from families in which the occupational status of the family head was that of one engaged in agricultural, service,

unskilled, or semi-skilled work, in general, were more favorable toward the product than were those from 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 ready-to-eat breakfast food (cereal) industry as a whole, and/or to a study of "Alayam" breakfast food and its potential market possibilities in particular.

## STATISTICAL APPENDIX

### INDEX TO TABLES

	<i>Tables</i>	<i>Pages</i>
CONSUMER REACTIONS TO "ALAYAM" BREAKFAST FOOD		
By Major Geographic Areas and United States Totals.....	1-29	30-48
By Family Income Groups.....	30-41	49-53
By Place of Residence, and by City Sizes.....	42-53	54-59
By Sex, and by Age of Individual Respondents.....	54-65	60-65
By Educational Status of Family Heads.....	66-77	66-71
By Occupational Status of Family Heads.....	78-89	72-78
CHARACTERISTICS OF THE SAMPLE.....	90-97	79-82

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

TABLE 1. REPLIES TO THE QUESTION: "WHAT KIND OF READY-TO-EAT BREAKFAST FOOD (CEREAL) WAS PURCHASED MOST OFTEN FOR YOUR FAMILY DURING THE PAST MONTH?" (JULY 1949)

Replies <sup>1</sup>	Geographic area <sup>2</sup>			United States <sup>3</sup>
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
None	4	5	3	4
Corn flakes	28	39	27	31
Wheat flakes	11	6	15	11
Shredded wheat	13	8	10	10
Crisp rice cereals	11	10	9	10
Bran flakes	4	9	6	6
Puffed cereals	9	3	7	6
Crisp oat cereals	6	4	6	5
Variety packages	4	4	3	4
Wheat and barley kernels	1	4	4	3
Whole bran	2	3	3	3
Miscellaneous products <sup>4</sup>	7	5	7	7
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	491	426	454	1,375

<sup>1</sup> Ready-to-eat breakfast foods (cereals) have been classified throughout this report in accordance with the accepted classifications and generic types as approved by The Cereal Institute, Incorporated, Chicago, Illinois. For a detailed listing of brand products and processors, see "The Cereal Industry of the United States." Mimeograph No. 24. *The Cereal Institute, Incorporated*, 135 South LaSalle Street, Chicago, Illinois. May 15, 1947.

<sup>2</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>3</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 geographic area totals, for both the number of respondent families and the number of individual respondents, were 96.7 in the northeastern area, 105.6 in the southern area, and 99.1 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 major geographic areas studied.

<sup>4</sup> Includes crisp corn cereals, rice flakes, wheat shreds, and other miscellaneous ready-to-eat breakfast food products (cereals).

TABLE 2. (IF YOUR FAMILY BOUGHT ANY READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH) REPLIES TO THE QUESTION: "HOW MANY TIMES WERE PURCHASES MADE FOR THE BREAKFAST FOOD (CEREAL) BOUGHT MOST OFTEN FOR MEMBERS OF YOUR FAMILY?"

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
One time	14	17	15	15
Two times	25	28	33	29
Three times	13	15	15	14
Four times	28	23	22	25
Five times	4	3	2	3
Six to 10 times	11	6	7	8
Over 10 times	2	2	1	2
Not ascertained	3	6	5	4
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	471	405	439	1,318

TABLE 3. (IF YOUR FAMILY BOUGHT ANY READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH) REPLIES TO THE QUESTION: "HOW MANY TIMES WERE PURCHASES MADE FOR THE BREAKFAST FOOD (CEREAL) BOUGHT MOST OFTEN FOR MEMBERS OF YOUR FAMILY?"

Replies	Kind of ready-to-eat breakfast food purchased most often											
	Corn flakes	Wheat flakes	Shred-ded wheat	Crisp rice cereals	Bran flakes	Puffed cereals	Crisp oat cereals	Variety pack-ages	Wheat and barley kernels	Whole bran	Misc. prod-ucts <sup>1</sup>	All prod-ucts
	<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	20	8	13	15	13	10	7	18	18	30	15	15
Two times	30	24	30	34	26	25	23	32	32	19	30	29
Three times	12	13	20	14	21	13	22	16	5	11	10	14
Four times	24	35	23	20	25	27	22	18	23	19	21	25
Five times	3	5	1	3	2	4	3	6	2	0	3	3
Six to 10 times	5	11	8	6	7	13	19	0	8	14	10	8
Over 10 times	2	1	1	3	1	2	2	0	0	0	4	2
Not ascertained	4	3	4	5	5	6	2	10	12	7	7	4
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100
Number of respondent families	429	147	141	141	87	84	68	50	40	37	91	1,315

<sup>1</sup> Includes crisp corn cereals, rice flakes, wheat shreds, and other miscellaneous ready-to-eat breakfast food products (cereals).



TABLE 4. (IF YOUR FAMILY BOUGHT ANY READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH) REPLIES TO THE QUESTION: "WHAT SIZE PACKAGE OF BREAKFAST FOOD (CEREAL) WAS PURCHASED FOR YOUR FAMILY 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>
Large size <sup>1</sup>	50	38	48	46
Medium size	43	51	46	46
Small size <sup>2</sup>	5	7	3	5
Not ascertained	2	4	3	3
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	471	405	439	1,318

<sup>1</sup> Includes large economy-size packages.

<sup>2</sup> Includes small individual-size packages.

TABLE 5. (IF YOUR FAMILY BOUGHT ANY READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH) REPLIES TO THE QUESTION: "WHAT SIZE PACKAGE OF BREAKFAST FOOD (CEREAL) WAS PURCHASED FOR YOUR FAMILY MOST FREQUENTLY?"

Replies	Kind of ready-to-eat breakfast food purchased most often											
	Corn flakes	Wheat flakes	Shred- ded wheat	Crisp rice cereals	Bran flakes	Puffed cereals	Crisp oat cereals	Variety pack- ages	Wheat and barley kernels	Whole bran	Misc. prod- ucts <sup>1</sup>	All prod- ucts
	<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>
Large size <sup>2</sup>	61	63	52	18	33	45	48	6	30	35	25	46
Medium size	35	33	44	76	65	48	49	8	63	62	68	46
Small size <sup>3</sup>	3	1	4	2	2	1	3	70	5	3	4	5
Not ascertained	1	3	0	4	0	6	0	16	2	0	3	3
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100
Number of respondent families	429	147	141	141	87	84	68	50	40	37	91	1,315

<sup>1</sup> Includes crisp corn cereals, rice flakes, wheat shreds, and other miscellaneous ready-to-eat breakfast food products (cereals).

<sup>2</sup> Includes large economy-size packages.

<sup>3</sup> Includes small individual-size packages.

TABLE 6. (IF YOUR FAMILY BOUGHT ANY READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH) REPLIES TO THE QUESTION: "WHICH INDIVIDUAL IN YOUR FAMILY ACTUALLY MADE THE FAMILY'S PURCHASES OF BREAKFAST FOOD (CEREAL) MOST OFTEN?"

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Homemaker	72	63	71	69
Husband	12	16	12	13
Others	8	6	6	7
Not ascertained	8	15	11	11
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	471	405	439	1,318

TABLE 7. (IF YOUR FAMILY BOUGHT ANY READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH) REPLIES TO THE QUESTION: "WHICH INDIVIDUAL IN YOUR FAMILY ACTUALLY MADE THE FAMILY'S PURCHASES OF BREAKFAST FOOD (CEREAL) MOST OFTEN?"

Replies	Kind of ready-to-eat breakfast food purchased most often											
	Corn flakes	Wheat flakes	Shred- ded wheat	Crisp rice cereals	Bran flakes	Puffed cereals	Crisp oat cereals	Variety pack- ages	Wheat and barley kernels	Whole bran	Misc. prod- ucts <sup>1</sup>	All prod- ucts
	<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>
Homemaker	66	70	75	70	74	68	72	72	75	51	65	69
Husband	14	13	13	10	13	10	13	6	20	14	15	13
Others	6	7	6	10	4	11	12	6	3	5	5	7
Not ascertained	14	10	6	10	9	11	3	16	2	30	15	11
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100
Number of respondent families	429	147	141	141	87	84	68	50	40	37	91	1,315

<sup>1</sup> Includes crisp corn cereals, rice flakes, wheat shreds, and other miscellaneous ready-to-eat breakfast food products (cereals).

TABLE 8. REPLIES TO THE QUESTION: "HOW MANY TIMES WERE MEMBERS OF YOUR FAMILY SERVED READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH?" (JULY 1949)

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
None	7	11	8	9
Under 10 times	9	13	9	10
10 to 14 times	9	13	10	10
15 to 19 times	10	11	11	11
20 to 24 times	15	10	19	15
25 to 29 times	9	6	9	8
30 or 31 times (daily)	36	29	30	32
More than once per day	4	4	3	3
Miscellaneous times	1	3	1	2
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	491	426	454	1,375

TABLE 9. REPLIES TO THE QUESTION: "DURING WHAT SEASON OF THE YEAR DOES YOUR FAMILY USUALLY EAT THE MOST READY-TO-EAT BREAKFAST FOOD OR CEREAL?"

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Winter	9	17	9	12
Spring	3	5	3	4
Summer	61	51	64	59
Fall	1	3	1	1
Same in all seasons	11	6	9	9
Not ascertained	15	18	14	15
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	491	426	454	1,375

TABLE 10. REPLIES TO THE QUESTION: DURING WHAT SEASON OF THE YEAR DOES YOUR FAMILY USUALLY EAT THE LEAST READY-TO-EAT BREAKFAST FOOD OR CEREAL?"

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Winter	67	58	68	64
Spring	1	2	2	2
Summer	8	19	9	12
Fall	1	2	1	1
Same in all seasons	11	6	9	9
Not ascertained	12	13	11	12
TOTAL	100	100	100	100
Number of respondent families	491	426	454	1,375

TABLE 11. (IF YOUR FAMILY BOUGHT ANY READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH) REPLIES TO THE QUESTION: "WHAT WERE THE REASONS FOR CHOOSING THE KIND PURCHASED MOST OFTEN FOR MEMBERS OF YOUR FAMILY?"

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Favorite kind	53	56	55	55
Good flavor, taste	26	23	26	25
Crisp, stays crisp	9	12	13	11
Laxative	4	4	5	4
Nourishing	4	3	5	4
Like variety, change	4	4	2	3
Easy to eat, serve	2	5	1	3
Good with fruits	2	3	1	2
Good texture, quality	2	1	2	2
Good shape, size, form	2	<sup>1</sup>	2	1
To use in cooking	1	1	1	1
Light, not too filling	1	1	1	1
Freshness	1	1	1	1
Miscellaneous reasons	6	4	4	6
No specific reasons given	4	6	5	5
TOTAL <sup>2</sup>	100	100	100	100
Number of respondent families	471	405	439	1,318

<sup>1</sup> Less than 1 per cent.<sup>2</sup> Percentages add to more than 100 because some respondent families reported more than one reason.

TABLE 12. (IF YOUR FAMILY BOUGHT ANY READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH) REPLIES TO THE QUESTION: "WHAT WERE THE REASONS FOR CHOOSING THE KIND PURCHASED MOST OFTEN FOR MEMBERS OF YOUR FAMILY?"

Replies	Kind of ready-to-eat breakfast food purchased most often											
	Corn flakes	Wheat flakes	Shred-ded wheat	Crisp rice cereals	Bran flakes	Puffed cereals	Crisp oat cereals	Variety pack-ages	Wheat and barley kernels	Whole bran	Misc. prod-ucts <sup>1</sup>	All prod-ucts
	<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>
Favorite kind	62	52	60	62	41	67	60	12	43	11	49	55
Good flavor, taste	24	35	23	23	18	17	24	0	53	11	38	25
Crisp, stays crisp	14	8	8	23	3	2	10	4	20	3	14	11
Laxative	0	3	1	1	20	0	0	0	3	62	4	4
Nourishing	1	11	4	1	9	4	3	2	0	22	3	4
Like variety, change	2	0	0	0	5	0	0	72	0	0	0	3
Easy to serve, eat	3	5	1	1	3	0	2	4	8	0	1	3
Good with fruits	3	0	1	3	10	0	0	0	0	0	1	2
Good texture, quality	1	3	3	0	1	4	2	0	0	0	4	2
Good size, shape, form	1	0	3	1	0	3	10	0	0	0	0	1
To use in cooking	2	1	0	0	2	2	0	0	0	3	0	1
Light, not too filling	1	0	0	1	2	3	0	0	0	0	2	1
Freshness	1	1	1	0	0	0	6	0	0	0	1	1
Miscellaneous reasons	3	6	7	4	3	7	9	4	3	0	11	6
No specific reasons given	6	8	5	2	2	5	3	8	5	8	3	5
<b>TOTAL<sup>2</sup></b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	429	147	141	141	87	84	68	50	40	37	91	1,315

<sup>1</sup> Includes crisp corn cereals, rice flakes, wheat shreds, and other miscellaneous ready-to-eat breakfast food products (cereals).

<sup>2</sup> Percentages total more than 100 because some respondent families reported more than one reason.

TABLE 13. REPLIES TO THE QUESTION: "WHAT KIND OF READY-TO-EAT BREAKFAST FOOD (CEREAL) DOES EACH MEMBER OF YOUR FAMILY 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>
None	18	16	15	15
Corn flakes	21	28	20	23
Shredded wheat	13	10	12	12
Crisp rice cereals	11	11	9	10
Wheat flakes	10	8	8	9
Puffed cereals	7	4	9	7
Bran flakes	3	7	6	5
Crisp oat cereals	5	3	5	5
Wheat and barley kernels	3	3	2	3
Whole bran	1	2	2	2
Variety packages	1	2	1	1
Miscellaneous products <sup>2</sup>	7	6	11	8
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	1,500	1,238	1,369	4,113

<sup>1</sup> Ready-to-eat breakfast foods (cereals) have been classified throughout this report in accordance with the accepted classifications and generic types as approved by The Cereal Institute, Incorporated, Chicago, Illinois.

<sup>2</sup> Includes crisp corn cereals, rice flakes, wheat shreds, and other miscellaneous ready-to-eat breakfast food products (cereals).



TABLE 14. REPLIES TO THE QUESTION: "HOW DOES EACH MEMBER OF YOUR FAMILY LIKE THIS PRODUCT COMPARED TO THE KIND OF READY-TO-EAT BREAKFAST FOOD (CEREAL) THEY USUALLY LIKE BEST?"

Replies	Kind of ready-to-eat breakfast food usually liked best											
	Corn flakes	Shred- ded wheat	Crisp rice cereals	Wheat flakes	Puffed cereals	Bran flakes	Crisp oat cereals	Wheat and barley kernels	Whole bran	Variety pack- ages	Misc. prod- ucts <sup>1</sup>	All prod- ucts
	<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	7	5	8	9	8	12	9	17	19	13	7	8
About the same	16	12	13	14	11	13	9	19	30	30	17	15
Like sample less	69	76	72	72	72	66	78	58	42	26	70	70
Don't know	3	2	2	2	2	2	1	2	2	5	2	2
Not ascertained	5	5	5	3	7	7	3	4	7	26	4	5
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100
Number of individual respondents	937	459	434	411	219	197	186	143	69	54	308	3,417

<sup>1</sup> Includes crisp corn cereals, rice flakes, wheat shreds, and other miscellaneous ready-to-eat breakfast food products (cereals).

TABLE 15. REPLIES TO THE QUESTION: "HOW DOES EACH MEMBER OF YOUR FAMILY LIKE THIS PRODUCT COMPARED TO THE KIND OF READY-TO-EAT BREAKFAST FOOD (CEREAL) THEY 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>
Like sample better	7	9	9	8
About the same	12	18	15	15
Like sample less	73	64	71	70
Don't know	2	3	1	2
Not ascertained	6	6	4	5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	1,236	1,022	1,160	3,424

TABLE 16. REPLIES TO THE QUESTION: "HOW DOES THE SWEETNESS OF THIS PRODUCT SUIT THE TASTE OF EACH MEMBER OF YOUR FAMILY WHO TASTED IT?"

Replies	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	49	41	48	46
About right	31	34	35	33
Not sweet enough	3	7	4	5
Not ascertained	17	18	13	16
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	1,500	1,238	1,369	4,113

TABLE 17. REPLIES TO THE QUESTION: "HOW DOES EACH MEMBER OF YOUR FAMILY 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>	<i>Per cent</i>
Like it	27	37	32	32
Indifferent	17	12	17	15
Dislike it	39	32	37	36
Not ascertained	17	19	14	17
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	1,500	1,238	1,369	4,113

TABLE 18. 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	40	31	35	35
Too much molasses	7	6	13	9
Eliminate strong flavor	5	5	5	5
Too much malt	3	2	4	3
Bitter, burned flavor	2	1	2	2
Needs different flavor	2	1	2	2
Too much sweetpotato	1	2	1	1
Add salt	2	1	1	1
Miscellaneous suggestions	1	3	1	2
No improvement needed	9	13	13	12
No specific suggestions, made	38	42	34	38
<b>TOTAL<sup>1</sup></b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual families	491	426	454	1,375

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

TABLE 19. REPLIES TO THE QUESTION: "HOW DOES EACH MEMBER OF YOUR FAMILY 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	37	46	43	42
Indifferent	31	24	29	28
Dislike it	15	12	15	14
Not ascertained	17	18	13	16
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	1,500	1,238	1,369	4,113

TABLE 20. 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>
Make smaller pieces	40	31	35	35
Make thinner pieces	5	5	5	5
Make finer cut pieces	2	1	1	1
Make shorter pieces	3	2	4	3
Too bulky; make into flakes	1	2	1	1
Make thicker pieces	7	6	13	9
Miscellaneous suggestions	1	3	1	2
No improvement needed	9	13	13	12
No specific suggestions made	38	42	34	38
<b>TOTAL<sup>1</sup></b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	491	426	454	1,375

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

TABLE 21. REPLIES TO THE QUESTION: "HOW DOES EACH MEMBER OF YOUR FAMILY 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	28	41	36	35
Indifferent	22	18	24	21
Dislike it	31	20	24	25
Not ascertained	19	21	16	19
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	1,500	1,238	1,369	4,113

TABLE 22. 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>
Make softer; too hard	23	16	22	20
Make crisp but not hard	4	3	2	3
Softens in milk; gets slick	9	4	5	6
Too sticky	3	4	2	3
Tough; chewy	5	6	5	5
Would make a better candy	4	4	4	4
Too coarse; make smoother	3	1	2	2
Too heavy; make lighter	2	1	2	2
Miscellaneous suggestions	1	1	1	1
No improvement needed	16	20	21	19
No specific suggestions made	46	51	46	48
<b>TOTAL<sup>2</sup></b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	491	426	454	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 23. REPLIES TO THE QUESTION: "WHAT FLAVOR DOES EACH MEMBER OF YOUR FAMILY 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	20	11	20	17
Sugar	7	5	8	6
Syrup	2	4	3	3
Honey	3	1	2	2
Brown sugar, caramel	1	1	2	1
Sweetpotatoes <sup>1</sup>	3	18	4	8
Malt	7	5	7	6
Bran <sup>1</sup>	4	2	2	3
Cereal	2	3	3	3
Soybean, corn soya	1	1	2	1
Fruit flavors	2	1	1	2
Grapenuts	1	2	2	2
Nuts	1	1	1	1
Miscellaneous flavors	3	2	3	3
No definite flavor	1	2	<sup>2</sup>	1
Don't know	5	5	5	5
Not ascertained	37	36	35	36
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	1,500	1,238	1,369	4,113

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

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

TABLE 24. REPLIES TO THE QUESTION: "WHAT INGREDIENTS DOES EACH MEMBER OF YOUR FAMILY DETECT IN THIS PRODUCT?—NAME AS MANY AS EACH PERSON 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>
Molasses	34	20	35	30
Sugar	17	17	17	17
Syrup	4	10	6	7
Honey	5	2	3	3
Brown sugar, caramel	1	3	3	3
Sweetpotatoes <sup>1</sup>	5	32	8	15
Malt	14	12	14	13
Cereal	13	10	13	12
Bran <sup>1</sup>	11	8	9	9
Soybean soya	4	4	5	5
Corn soya	1	<sup>2</sup>	1	1
Fruit flavors	4	2	3	3
Grapenuts	2	2	3	2
Nuts	1	1	1	1
Miscellaneous ingredients	5	4	6	5
No ingredients detected	1	3	1	1
Don't know	11	8	11	10
Not ascertained	18	18	17	18
TOTAL <sup>3</sup>	100	100	100	100
Number of individual respondents	1,500	1,238	1,369	4,113

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

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

<sup>3</sup> Percentages add to more than 100 because some individual respondents reported the detection of more than one ingredient.

TABLE 25. REPLIES TO THE QUESTION: "WOULD THIS PRODUCT BE PURCHASED FOR MEMBERS OF YOUR FAMILY 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	36	36
Would not buy it	70	58	63	63
Not ascertained	1	1	1	1
TOTAL	100	100	100	100
Number of respondent families	491	426	454	1,375

TABLE 26. (IF YOUR FAMILY WOULD NOT BUY THIS PRODUCT WHEN PLACED ON THE MARKET) REPLIES TO THE QUESTION: "WHY WOULD YOUR FAMILY NOT BUY THE 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>
Dislike the sample	45	41	38	41
Prefer other kinds	12	14	12	12
Dislike its flavor, taste	25	24	26	25
Too sweet; too rich	13	16	18	15
Too hard; chewy; sticky	9	9	9	9
Dislike its size, shape, etc.	6	5	5	5
Dislike its texture, quality	5	2	3	3
Dislike all cereals	3	5	2	3
Poor milk solvent	3	1	3	2
Miscellaneous reasons	1	2	1	1
No specific reasons given	5	4	9	6
TOTAL <sup>1</sup>	100	100	100	100
Number of respondent families	342	247	284	872

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

TABLE 27. (IF YOUR FAMILY WOULD BUY THIS PRODUCT WHEN PLACED ON THE MARKET) REPLIES TO THE QUESTION: "HOW MUCH WOULD YOUR FAMILY EXPECT TO PAY AS A FAIR PRICE FOR THE AMOUNT<sup>1</sup> OF PRODUCT IN THE SAMPLE PACKAGE?"

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Less than 10 cents	6	3	6	5
10 cents	19	16	19	18
11 to 14 cents	18	15	16	16
15 cents	23	28	22	25
16 to 19 cents	12	10	11	11
20 cents	9	5	8	7
21 to 24 cents	1	3	1	2
25 cents and over	3	4	5	4
Miscellaneous prices	2	7	5	5
Not ascertained	7	9	7	7
TOTAL	100	100	100	100
Number of respondent families	144	177	166	491

<sup>1</sup> The sample package contained 6 ounces of product.

TABLE 28. REPLIES TO THE QUESTION: "DOES THE SAMPLE PACKAGE CONTAIN THE APPROXIMATE AMOUNT OF PRODUCT THAT YOUR FAMILY 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	39	48	38	41
Sample package is not of satisfactory size	38	31	39	36
Not ascertained	23	21	23	23
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	491	426	454	1,375

TABLE 29. (IF THE SAMPLE PACKAGE IS NOT OF SATISFACTORY SIZE) REPLIES TO THE QUESTION: "WHAT SIZE PACKAGE WOULD YOUR FAMILY 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>
Under 8 ounces <sup>2</sup>	4	7	3	4
8 ounces (½ lb.)	6	6	5	6
9 to 11 ounces	16	9	15	14
12 ounces (¾ lb.)	37	31	36	34
13 to 15 ounces	12	14	16	14
16 ounces (1 lb.)	2	10	3	5
Over 16 ounces	5	2	7	5
Miscellaneous sizes <sup>3</sup>	9	11	8	9
Not ascertained	9	10	7	9
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	186	131	176	492

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

<sup>2</sup> Includes small packages, individual-size packages, etc.

<sup>3</sup> Includes large packages, economy packages, family packages, etc.



CONSUMER REACTIONS TO "ALAYAM" BREAKFAST FOOD  
By Family Income Groups

TABLE 30. REPLIES TO THE QUESTION: "WHAT KIND OF READY-TO-EAT BREAKFAST FOOD (CEREAL) WAS PURCHASED MOST OFTEN FOR YOUR FAMILY DURING THE PAST MONTH?" (JULY 1949)

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>
None	5	3	4	3
Corn flakes	38	30	28	29
Wheat flakes	8	11	14	10
Shredded wheat	9	12	10	11
Crisp rice cereals	10	9	11	12
Bran flakes	5	9	5	5
Puffed cereals	7	6	7	5
Crisp oat cereals	4	7	4	6
Variety packages	2	3	4	5
Wheat and barley kernels	3	3	3	2
Whole bran	3	3	2	3
Miscellaneous products <sup>2</sup>	6	4	8	9
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	366	310	424	271

<sup>1</sup> Ready-to-eat breakfast foods (cereals) have been classified throughout this report in accordance with the accepted classifications and generic types as approved by The Cereal Institute, Incorporated, Chicago, Illinois.

<sup>2</sup> Includes crisp corn cereals, rice flakes, wheat shreds, and other miscellaneous ready-to-eat breakfast food products (cereals).

TABLE 31. (IF YOUR FAMILY BOUGHT ANY READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH) REPLIES TO THE QUESTION: "HOW MANY TIMES WERE PURCHASES MADE FOR THE BREAKFAST FOOD (CEREAL) BOUGHT MOST OFTEN FOR MEMBERS OF YOUR FAMILY?"

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	17	16	14	13
Two times	24	24	33	34
Three times	14	15	14	13
Four times	25	26	23	25
Five times	3	2	3	4
Six to 10 times	7	10	9	6
Over 10 times	3	2	1	1
Not ascertained	7	5	3	4
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	346	300	407	262

TABLE 32. (IF YOUR FAMILY BOUGHT ANY READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH) REPLIES TO THE QUESTION: "WHAT SIZE PACKAGE OF BREAKFAST FOOD (CEREAL) WAS PURCHASED FOR YOUR FAMILY 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>
Large size <sup>1</sup>	50	44	46	43
Medium size	43	48	47	48
Small size <sup>2</sup>	4	4	6	6
Not ascertained	3	4	1	3
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	346	300	407	262

<sup>1</sup> Includes large economy-size packages.

<sup>2</sup> Includes small individual-size packages.

TABLE 33. (IF YOUR FAMILY BOUGHT ANY READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH) REPLIES TO THE QUESTION: "WHICH INDIVIDUAL IN YOUR FAMILY ACTUALLY MADE THE FAMILY'S PURCHASES OF BREAKFAST FOOD (CEREAL) 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>
Homemaker	62	65	71	79
Husband	14	16	12	10
Others	6	7	8	4
Not ascertained	18	12	9	7
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	346	300	407	262

TABLE 34. REPLIES TO THE QUESTION: "HOW MANY TIMES WERE MEMBERS OF YOUR FAMILY SERVED READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH?" (JULY 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	8	9	9	5
Under 10 times	12	9	11	8
10 to 14 times	11	11	10	10
15 to 19 times	8	8	12	15
20 to 24 times	15	15	13	16
25 to 29 times	6	8	10	8
30 or 31 times (every day)	35	35	30	31
More than once per day	3	4	4	4
Miscellaneous times	2	1	1	3
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	366	310	424	271

TABLE 35. REPLIES TO THE QUESTION: "WHAT KIND OF READY-TO-EAT BREAKFAST FOOD (CEREAL) DOES EACH MEMBER OF YOUR FAMILY USUALLY LIKE BEST?"

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>
None	22	16	15	15
Corn flakes	26	24	20	22
Shredded wheat	9	13	13	10
Crisp rice cereals	10	9	12	11
Wheat flakes	8	10	11	10
Puffed cereals	5	5	6	5
Bran flakes	4	6	3	4
Crisp oat cereals	3	6	5	5
Wheat and barley kernels	3	4	4	4
Whole bran	3	1	1	1
Variety packages	1	1	1	3
Miscellaneous products <sup>2</sup>	6	5	9	10
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	999	937	1,307	864

<sup>1</sup> Ready-to-eat breakfast foods (cereals) have been classified throughout this report in accordance with the accepted classifications and generic types as approved by The Cereal Institute, Incorporated, Chicago, Illinois.

<sup>2</sup> Includes crisp corn cereals, rice flakes, wheat shreds, and other miscellaneous ready-to-eat breakfast food products (cereals).

TABLE 36. REPLIES TO THE QUESTION: "HOW DOES EACH MEMBER OF YOUR FAMILY LIKE THIS PRODUCT COMPARED TO THE KIND OF READY-TO-EAT BREAKFAST FOOD (CEREAL) THEY 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	10	8	7	9
About the same	17	15	13	14
Like sample less	64	70	73	71
Don't know	3	2	2	2
Not ascertained	6	5	5	4
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	780	785	1,114	739

TABLE 37. REPLIES TO THE QUESTION: "HOW DOES THE SWEETNESS OF THIS PRODUCT SUIT THE TASTE OF EACH MEMBER OF YOUR FAMILY WHO TASTED IT?"

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	41	44	50	51
About right	35	34	30	34
Not sweet enough	6	4	5	2
Not ascertained	18	18	15	13
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	999	937	1,307	864

TABLE 38. REPLIES TO THE QUESTION: "HOW DOES EACH MEMBER OF YOUR FAMILY 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	35	33	29	31
Indifferent	15	15	16	15
Dislike it	32	35	39	39
Not ascertained	18	17	16	15
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	999	937	1,307	864

TABLE 39. REPLIES TO THE QUESTION: "HOW DOES EACH MEMBER OF YOUR FAMILY 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	47	42	38	42
Indifferent	22	27	32	30
Dislike it	14	12	16	15
Not ascertained	17	19	14	13
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	999	937	1,307	864

TABLE 40. REPLIES TO THE QUESTION: "HOW DOES EACH MEMBER OF YOUR FAMILY 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	39	34	31	38
Indifferent	17	23	23	23
Dislike it	24	22	29	23
Not ascertained	20	21	17	16
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	999	937	1,307	864

TABLE 41. REPLIES TO THE QUESTION: "WOULD THIS PRODUCT BE PURCHASED FOR MEMBERS OF YOUR FAMILY 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	37	30	34
Would not buy it	57	63	69	65
Not ascertained	1	<sup>1</sup>	1	1
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	366	310	424	271

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

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

TABLE 42. REPLIES TO THE QUESTION: "WHAT KIND OF READY-TO-EAT BREAKFAST FOOD (CEREAL) WAS PURCHASED MOST OFTEN FOR YOUR FAMILY DURING THE PAST MONTH?" (JULY 1949)

Replies <sup>1</sup>	Place of residence		City size (urban residents)			
	Rural residents <sup>2</sup>	Urban residents <sup>3</sup>	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	4	4	5	7	4	1
Corn flakes	34	29	32	25	26	30
Wheat flakes	10	12	11	7	11	14
Shredded wheat	10	11	10	11	10	12
Crisp rice cereals	9	11	11	10	11	13
Bran flakes	8	4	3	3	10	3
Puffed cereals	5	8	6	13	6	9
Crisp oat cereals	5	5	4	5	5	6
Variety packages	4	3	3	0	4	3
Wheat and barley kernels	3	3	3	6	3	1
Whole bran	2	3	4	2	2	1
Miscellaneous products <sup>4</sup>	6	7	8	11	8	7
<b>TOTAL</b>	100	100	100	100	100	100
Number of respondent families	639	732	226	134	175	197

<sup>1</sup> Ready-to-eat breakfast foods (cereals) have been classified throughout this report in accordance with the accepted classifications and generic types as approved by The Cereal Institute, Incorporated, Chicago, Illinois.

<sup>2</sup> Rural residents are respondents living in rural areas or in incorporated towns or villages of less than 2,500 population.

<sup>3</sup> Urban residents are respondents living in incorporated towns or cities that have a total population of 2,500 or more.

<sup>4</sup> Includes crisp corn cereals, rice flakes, wheat shreds, and other miscellaneous ready-to-eat breakfast food products (cereals).

TABLE 43. (IF YOUR FAMILY BOUGHT ANY READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH) REPLIES TO THE QUESTION: "HOW MANY TIMES WERE PURCHASES MADE FOR THE BREAKFAST FOOD (CEREAL) BOUGHT MOST OFTEN FOR MEMBERS OF YOUR FAMILY?"

Replies	Place of residence		City size			
	Rural residents	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>
One time	13	17	18	17	17	17
Two times	29	23	25	33	29	28
Three times	14	14	12	9	17	16
Four times	24	25	30	27	23	20
Five times	3	3	2	1	3	3
Six to 10 times	9	7	5	6	9	9
Over 10 times	2	2	1	3	<sup>1</sup>	3
Not ascertained	6	4	7	4	2	4
TOTAL	100	100	100	100	100	100
Number of respondent families	612	703	215	125	168	195

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

TABLE 44. (IF YOUR FAMILY BOUGHT ANY READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH) REPLIES TO THE QUESTION: "WHAT SIZE PACKAGE OF BREAKFAST FOOD (CEREAL) WAS PURCHASED FOR YOUR FAMILY MOST FREQUENTLY?"

Replies	Place of residence		City size			
	Rural residents	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>
Large size <sup>1</sup>	48	44	44	46	46	43
Medium size	45	43	48	50	44	50
Small size <sup>2</sup>	5	5	6	1	7	5
Not ascertained	2	3	2	3	3	2
TOTAL	100	100	100	100	100	100
Number of respondent families	612	703	215	125	168	195

<sup>1</sup> Includes large economy-size packages.

<sup>2</sup> Includes small individual-size packages.

TABLE 45. (IF YOUR FAMILY BOUGHT ANY READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH) REPLIES TO THE QUESTION: "WHICH INDIVIDUAL IN YOUR FAMILY ACTUALLY MADE THE FAMILY'S PURCHASES OF BREAKFAST FOOD (CEREAL) MOST OFTEN?"

Replies	Place of residence		City size			
	Rural residents	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>
Homemaker	65	72	66	76	71	77
Husband	16	11	17	9	8	7
Others	7	7	4	5	7	10
Not ascertained	12	10	13	10	14	6
TOTAL	100	100	100	100	100	100
Number of respondent families	612	703	215	125	168	195

TABLE 46. REPLIES TO THE QUESTION: "HOW MANY TIMES WERE MEMBERS OF YOUR FAMILY SERVED READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH?" (JULY 1949)

Replies	Place of residence		City size			
	Rural residents	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	8	9	10	10	9	7
Under 10 times	9	11	9	9	13	13
10 to 14 times	10	11	10	13	8	13
15 to 19 times	10	12	11	7	14	13
20 to 24 times	14	15	13	17	14	17
25 to 29 times	9	8	8	10	6	9
30 or 31 times (daily)	35	29	33	30	31	23
More than once per day	3	4	4	4	5 <sup>1</sup>	3
Miscellaneous times	2	1	2	0		2
TOTAL	100	100	100	100	100	100
Number of respondent families	639	732	226	134	175	197

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



TABLE 47. REPLIES TO THE QUESTION: "WHAT KIND OF READY-TO-EAT BREAKFAST FOOD (CEREAL) DOES EACH MEMBER OF YOUR FAMILY USUALLY LIKE BEST?"

Replies <sup>1</sup>	Place of residence		City size			
	Rural residents	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	16	18	16	18	22	17
Corn flakes	24	21	26	16	19	21
Shredded wheat	11	11	9	12	10	13
Crisp rice cereals	10	12	12	9	11	13
Wheat flakes	10	10	10	10	11	10
Puffed cereals	4	6	7	8	4	6
Bran flakes	6	3	3	2	5	2
Crisp oat cereals	5	5	4	5	4	6
Wheat and barley kernels	4	3	3	4	4	2
Whole bran	2	2	1	3	2	1
Variety packages	1	1	1	3	<sup>2</sup>	1
Miscellaneous products <sup>3</sup>	7	8	8	10	8	8
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	1,990	2,117	631	382	529	575

<sup>1</sup> Ready-to-eat breakfast foods (cereals) have been classified throughout this report in accordance with the accepted classifications and generic types as approved by The Cereal Institute, Incorporated, Chicago, Illinois.

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

<sup>3</sup> Includes crisp corn cereals, rice flakes, wheat shreds, and other miscellaneous ready-to-eat breakfast food products (cereals).

TABLE 48. REPLIES TO THE QUESTION: "HOW DOES EACH MEMBER OF YOUR FAMILY LIKE THIS PRODUCT COMPARED TO THE KIND OF READY-TO-EAT BREAKFAST FOOD (CEREAL) THEY USUALLY LIKE BEST?"

Replies	Place of residence		City size			
	Rural residents	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>
Like sample better	8	9	11	11	6	8
About the same	17	13	14	13	13	10
Like sample less	68	71	69	68	74	74
Don't know	2	2	2	2	2	1
Not ascertained	5	5	4	6	5	7
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	1,681	1,737	533	315	412	477

TABLE 49. REPLIES TO THE QUESTION: "HOW DOES THE SWEETNESS OF THIS PRODUCT SUIT THE TASTE OF EACH MEMBER OF YOUR FAMILY WHO TASTED IT?"

Replies	Place of residence		City size			
	Rural residents	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>
Too sweet	43	50	47	50	50	52
About right	37	30	33	34	27	27
Not sweet enough	5	3	4	4	3	3
Not ascertained	15	17	16	12	20	18
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	1,990	2,117	631	382	529	575

TABLE 50. REPLIES TO THE QUESTION: "HOW DOES EACH MEMBER OF YOUR FAMILY LIKE THE FLAVOR OR TASTE OF THIS PRODUCT?"

Replies	Place of residence		City size			
	Rural residents	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>
Like it	34	29	29	35	26	29
Indifferent	16	15	17	18	14	13
Dislike it	34	39	39	34	40	39
Not ascertained	16	17	15	13	20	19
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	1,990	2,117	631	382	529	575

TABLE 51. REPLIES TO THE QUESTION: "HOW DOES EACH MEMBER OF YOUR FAMILY LIKE THE GENERAL APPEARANCE OF THIS PRODUCT?"

Replies	Place of residence		City size			
	Rural residents	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>
Like it	46	38	41	44	35	36
Indifferent	27	30	30	29	31	29
Dislike it	12	16	16	15	15	16
Not ascertained	15	16	13	12	19	19
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	1,990	2,117	631	382	529	575

TABLE 52. REPLIES TO THE QUESTION: "HOW DOES EACH MEMBER OF YOUR FAMILY LIKE THE TEXTURE OR QUALITY OF THIS PRODUCT?"

Replies	Place of residence		City size			
	Rural residents	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>
Like it	39	31	34	37	28	28
Indifferent	19	24	24	22	23	23
Dislike it	23	27	26	27	28	28
Not ascertained	19	18	16	14	21	21
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	1,990	2,117	631	382	529	575

TABLE 53. REPLIES TO THE QUESTION: "WOULD THIS PRODUCT BE PURCHASED FOR MEMBERS OF YOUR FAMILY IF IT WERE PLACED ON THE MARKET AT A FAIR PRICE?"

Replies	Place of residence		City size			
	Rural residents	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>
Would buy it	40	32	35	40	30	25
Would not buy it	60	67	64	58	69	75
Not ascertained	<sup>1</sup>	1	1	2	1	0
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	639	732	226	134	175	197

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

CONSUMER REACTIONS TO "ALAYAM" BREAKFAST FOOD  
By Age of Homemakers, and/or by Sex and Age  
of Individual Respondents

TABLE 54. REPLIES TO THE QUESTION: "WHAT KIND OF READY-TO-EAT BREAKFAST FOOD (CEREAL) WAS PURCHASED MOST OFTEN FOR YOUR FAMILY DURING THE PAST MONTH?" (JULY 1949)

Replies <sup>1</sup>	Age of homemaker				
	Under 25 yrs.	25-34 years	35-44 years	45-54 years	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
None	3	3	3	5	7
Corn flakes	36	31	29	31	33
Wheat flakes	10	8	14	12	11
Shredded wheat	8	11	10	15	9
Crisp rice cereals	10	10	11	12	7
Bran flakes	5	5	7	6	7
Puffed cereals	8	8	6	4	4
Crisp oat cereals	4	9	5	2	2
Variety packages	5	5	3	2	3
Wheat and barley kernels	3	3	3	1	4
Whole bran	1	2	2	2	6
Miscellaneous products <sup>2</sup>	7	5	7	8	7
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	144	367	345	236	279

<sup>1</sup> Ready-to-eat breakfast foods (cereals) have been classified throughout this report in accordance with the accepted classifications and generic types as approved by The Cereal Institute, Incorporated, Chicago, Illinois.

<sup>2</sup> Includes crisp corn cereals, rice flakes, wheat shreds, and other miscellaneous ready-to-eat breakfast food products (cereals).

TABLE 55. (IF YOUR FAMILY BOUGHT ANY READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH) REPLIES TO THE QUESTION: "HOW MANY TIMES WERE PURCHASES MADE FOR THE BREAKFAST FOOD (CEREAL) BOUGHT MOST OFTEN FOR MEMBERS OF YOUR FAMILY?"

Replies	Age of homemaker				
	Under 25 yrs.	25-34 years	35-44 years	45-54 years	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
One time	14	13	12	15	23
Two times	24	27	30	30	32
Three times	22	16	11	14	12
Four times	27	30	26	24	15
Five times	3	2	5	2	2
Six to 10 times	7	10	9	8	4
Over 10 times	2	1	3	2	<sup>1</sup>
Not ascertained	1	1	4	5	12
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	140	356	333	224	261

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

TABLE 56. (IF YOUR FAMILY BOUGHT ANY READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH) REPLIES TO THE QUESTION: "WHAT SIZE PACKAGE OF BREAKFAST FOOD (CEREAL) WAS PURCHASED FOR YOUR FAMILY MOST FREQUENTLY?"

Replies	Age of homemaker				
	Under 25 yrs.	25-34 years	35-44 years	45-54 years	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Large size <sup>1</sup>	39	48	49	46	44
Medium size	54	45	46	47	43
Small size <sup>2</sup>	6	6	4	4	6
Not ascertained	1	1	1	3	7
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	140	356	333	224	261

<sup>1</sup> Includes large economy-size packages.

<sup>2</sup> Includes small individual-size packages.

TABLE 57. (IF YOUR FAMILY BOUGHT ANY READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH) REPLIES TO THE QUESTION: "WHICH INDIVIDUAL IN YOUR FAMILY ACTUALLY MADE THE FAMILY'S PURCHASES OF BREAKFAST FOOD (CEREAL) MOST OFTEN?"

Replies	Age of homemaker				
	Under 25 yrs.	25-34 years	35-44 years	45-54 years	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Homemaker	73	68	72	67	65
Husband	17	18	11	10	10
Others	3	8	10	7	2
Not ascertained	7	6	7	16	23
TOTAL	100	100	100	100	100
Number of respondent families	140	356	333	224	261

TABLE 58. REPLIES TO THE QUESTION: "HOW MANY TIMES WERE MEMBERS OF YOUR FAMILY SERVED READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH?" (JULY 1949)

Replies	Age of homemaker				
	Under 25 yrs.	25-34 years	35-44 years	45-54 years	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
None	5	7	6	11	15
Under 10 times	12	8	11	12	10
10 to 14 times	11	13	8	10	11
15 to 19 times	14	12	12	7	9
20 to 24 times	18	16	16	13	11
25 to 29 times	11	12	7	7	4
30 or 31 times (every day)	24	29	34	32	37
More than once per day	4	3	5	4	1
Miscellaneous times	1	<sup>1</sup>	1	4	2
TOTAL	100	100	100	100	100
Number of respondent families	144	367	345	236	279

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

TABLE 59. REPLIES TO THE QUESTION: "WHAT KIND OF READY-TO-EAT BREAKFAST FOOD (CEREAL) DOES EACH MEMBER OF YOUR FAMILY USUALLY LIKE BEST?"

Replies <sup>1</sup>	Sex of individual respondents		Age of individual respondents <sup>2</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	19	15	19	13	15	21
Corn flakes	25	20	14	28	24	27
Shredded wheat	10	13	8	14	13	10
Crisp rice cereals	8	13	14	10	9	9
Wheat flakes	11	8	11	9	11	8
Puffed cereals	4	6	9	5	4	3
Bran flakes	5	5	4	5	5	4
Crisp oat cereals	5	5	10	3	2	2
Wheat and barley kernels	3	4	3	4	5	2
Whole bran	2	2	<sup>3</sup>	1	3	4
Variety packages	1	1	1	1	2	1
Miscellaneous products <sup>4</sup>	7	8	7	7	7	9
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	1,899	2,208	1,188	1,094	1,156	669

<sup>1</sup> Ready-to-eat breakfast foods (cereals) have been classified throughout this report in accordance with the accepted classifications and generic types as approved by The Cereal Institute, Incorporated, Chicago, Illinois.

<sup>2</sup> Children less than 5 years of age were omitted from the sample, if reported, before making tabulations and analyses of the data returned by respondents.

<sup>3</sup> Less than 1 per cent.

<sup>4</sup> Includes crisp corn cereals, rice flakes, wheat shreds, and other miscellaneous ready-to-eat breakfast food products (cereals).

TABLE 60. REPLIES TO THE QUESTION: "HOW DOES EACH MEMBER OF YOUR FAMILY LIKE THIS PRODUCT COMPARED TO THE KIND OF READY-TO-EAT BREAKFAST FOOD (CEREAL) THEY USUALLY LIKE BEST?"

Replies	Sex of individual respondents		Age of individual 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	8	9	10	5	9	10
About the same	14	15	12	12	18	18
Like sample less	70	70	70	78	68	59
Don't know	2	2	3	2	1	3
Not ascertained	6	4	5	3	4	10
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	1,544	1,874	961	947	982	528

TABLE 61. REPLIES TO THE QUESTION: "HOW DOES THE SWEETNESS OF THIS PRODUCT SUIT THE TASTE OF EACH MEMBER OF YOUR FAMILY WHO TASTED IT?"

Replies	Sex of individual respondents		Age of individual 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	42	51	37	54	51	42
About right	33	33	34	30	34	36
Not sweet enough	5	4	6	4	3	3
Not ascertained	20	12	22	12	12	19
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	1,899	2,208	1,188	1,094	1,156	669

TABLE 62. REPLIES TO THE QUESTION: "HOW DOES EACH MEMBER OF YOUR FAMILY LIKE THE FLAVOR OR TASTE OF THIS PRODUCT?"

Replies	Sex of individual respondents		Age of individual 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	29	34	28	28	35	40
Indifferent	16	15	14	18	14	15
Dislike it	35	38	36	42	38	25
Not ascertained	20	13	22	12	13	20
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	1,899	2,208	1,188	1,094	1,156	669



TABLE 63. REPLIES TO THE QUESTION: "HOW DOES EACH MEMBER OF YOUR FAMILY LIKE THE GENERAL APPEARANCE OF THIS PRODUCT?"

Replies	Sex of individual respondents		Age of individual 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	37	46	41	39	45	42
Indifferent	30	27	27	32	29	23
Dislike it	13	15	11	17	14	15
Not ascertained	20	12	21	12	12	20
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	1,899	2,208	1,188	1,094	1,156	669

TABLE 64. REPLIES TO THE QUESTION: "HOW DOES EACH MEMBER OF YOUR FAMILY LIKE THE TEXTURE OR QUALITY OF THIS PRODUCT?"

Replies	Sex of individual respondents		Age of individual 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	31	38	31	33	39	36
Indifferent	22	21	24	22	22	16
Dislike it	24	26	22	30	25	24
Not ascertained	23	15	23	15	14	24
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	1,899	2,208	1,188	1,094	1,156	669

TABLE 65. REPLIES TO THE QUESTION: "WOULD THIS PRODUCT BE BOUGHT FOR MEMBERS OF YOUR FAMILY IF IT WERE PLACED ON THE MARKET AT A FAIR PRICE?"

Replies	Age of homemaker				
	Under 25 yrs.	25-34 years	35-44 years	45-54 years	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Would buy it	34	29	34	41	42
Would not buy it	65	70	66	58	57
Not ascertained	1	1	1	1	1
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	144	367	345	236	279

CONSUMER REACTIONS TO "ALAYAM" BREAKFAST FOOD  
By Educational Status of Family Heads

TABLE 66. REPLIES TO THE QUESTION: "WHAT KIND OF READY-TO-EAT BREAKFAST FOOD (CEREAL) WAS PURCHASED MOST OFTEN FOR YOUR FAMILY DURING THE PAST MONTH?" (JULY 1949)

Replies <sup>1</sup>	Educational status of family head <sup>2, 3</sup>					
	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
None	4	4	3	5	6	3
Corn flakes	45	30	34	30	27	26
Wheat flakes	8	17	11	9	11	11
Shredded wheat	13	9	7	12	6	15
Crisp rice cereals	7	8	12	12	10	9
Bran flakes	7	7	5	7	6	7
Puffed cereals	3	9	7	4	9	6
Crisp oat cereals	3	3	7	4	7	5
Variety packages	2	3	2	3	6	5
Wheat and barley kernels	1	1	3	3	5	3
Whole bran	3	2	2	4	1	3
Miscellaneous products <sup>4</sup>	4	7	7	7	6	7
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	118	182	275	362	194	240

<sup>1</sup> Ready-to-eat breakfast foods (cereals) have been classified throughout this report in accordance with the accepted classifications and generic types as approved by The Cereal Institute, Incorporated, Chicago, Illinois.

<sup>2</sup> Educational status of family heads was reported as the amount of formal education completed. The 1947 Census of Population estimates that about 11 per cent of the nation's total population has attended college. Normally, family heads constitute 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 30 per cent.

<sup>3</sup> In cases where no family head was reported, the educational status of the homemaker was used.

<sup>4</sup> Includes crisp corn cereals, rice flakes, wheat shreds, and other miscellaneous ready-to-eat breakfast food products (cereals).

TABLE 67. (IF YOUR FAMILY BOUGHT ANY READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH) REPLIES TO THE QUESTION: "HOW MANY TIMES WERE PURCHASES MADE FOR THE BREAKFAST FOOD (CEREAL) BOUGHT MOST OFTEN FOR MEMBERS OF YOUR FAMILY?"

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	16	12	12	17	15	18
Two times	27	29	26	27	30	33
Three times	8	13	14	18	14	13
Four times	19	25	29	24	26	20
Five times	6	2	4	2	2	2
Six to 10 times	10	13	8	8	6	7
Over 10 times	2	2	4	1	2	1
Not ascertained	12	4	3	3	5	6
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	113	174	267	345	183	233

TABLE 68. (IF YOUR FAMILY BOUGHT ANY READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH) REPLIES TO THE QUESTION: "WHAT SIZE PACKAGE OF BREAKFAST FOOD (CEREAL) WAS PURCHASED FOR YOUR FAMILY 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
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Large size <sup>1</sup>	56	42	51	46	41	42
Medium size	37	54	45	48	46	45
Small size <sup>2</sup>	3	2	4	4	9	9
Not ascertained	4	2	<sup>3</sup>	2	4	4
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	113	174	267	345	183	233

<sup>1</sup> Includes large economy-size packages.

<sup>2</sup> Includes small individual-size packages.

<sup>3</sup> Less than 1 per cent.

TABLE 69. (IF YOUR FAMILY BOUGHT ANY READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH) REPLIES TO THE QUESTION: "WHICH INDIVIDUAL IN YOUR FAMILY ACTUALLY MADE THE FAMILY'S PURCHASES OF BREAKFAST FOOD (CEREAL) 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>
Homemaker	55	63	67	72	69	78
Husband	13	18	17	10	16	8
Others	7	8	7	7	6	5
Not ascertained	25	11	9	11	9	9
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	113	174	267	345	183	233

TABLE 70. REPLIES TO THE QUESTION: "HOW MANY TIMES WERE MEMBERS OF YOUR FAMILY SERVED READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH?" (JULY 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	12	8	5	9	10	9
Under 10 times	12	10	10	9	9	11
10 to 14 times	5	12	10	11	10	14
15 to 19 times	9	6	10	11	14	12
20 to 24 times	15	14	19	12	15	14
25 to 29 times	6	8	8	9	8	9
30 to 31 times (daily)	35	36	33	34	29	26
More than once per day	3	4	4	3	4	3
Miscellaneous times	3	2	1	2	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 respondent families	118	182	275	362	194	240

TABLE 71. REPLIES TO THE QUESTION: "WHAT KIND OF READY-TO-EAT BREAKFAST FOOD (CEREAL) DOES EACH MEMBER OF YOUR FAMILY USUALLY LIKE BEST?"

Replies <sup>1</sup>	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	19	18	18	17	14	15
Corn flakes	30	22	21	24	22	21
Shredded wheat	10	9	13	11	10	15
Crisp rice cereals	9	9	10	13	11	11
Wheat flakes	7	13	12	8	11	8
Puffed cereals	3	4	6	6	6	6
Bran flakes	6	5	4	4	5	4
Crisp oat cereals	3	5	4	4	6	5
Wheat and barley kernels	3	4	2	3	5	4
Whole bran	2	1	2	2	2	1
Variety packages	1	3	1	1	1	1
Miscellaneous products <sup>2</sup>	7	7	7	7	7	9
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	374	610	827	1,046	556	694

<sup>1</sup> Ready-to-eat breakfast foods (cereals) have been classified throughout this report in accordance with the accepted classifications and generic types as approved by The Cereal Institute, Incorporated, Chicago, Illinois.

<sup>2</sup> Includes crisp corn cereals, rice flakes, wheat shreds, and other miscellaneous ready-to-eat breakfast food products (cereals).

TABLE 72. REPLIES TO THE QUESTION: "HOW DOES EACH MEMBER OF YOUR FAMILY LIKE THIS PRODUCT COMPARED TO THE KIND OF READY-TO-EAT BREAKFAST FOOD (CEREAL) THEY 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	12	11	8	6	10	7
About the same	17	18	15	13	12	15
Like sample less	59	62	69	75	74	72
Don't know	4	2	3	2	2	1
Not ascertained	8	7	5	4	2	5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	305	502	675	864	481	591

TABLE 73. REPLIES TO THE QUESTION: "HOW DOES THE SWEETNESS OF THIS PRODUCT SUIT THE TASTE OF EACH MEMBER OF YOUR FAMILY WHO TASTED IT?"

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	45	39	44	50	46	51
About right	35	36	34	29	35	33
Not sweet enough	3	5	5	4	5	4
Not ascertained	17	20	17	17	14	12
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	374	610	827	1,046	556	694

TABLE 74. REPLIES TO THE QUESTION: "HOW DOES EACH MEMBER OF YOUR FAMILY 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	35	32	32	30	32	33
Indifferent	20	13	16	12	18	16
Dislike it	23	32	36	42	37	38
Not ascertained	22	23	16	16	13	13
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	374	610	827	1,046	556	694

TABLE 75. REPLIES TO THE QUESTION: "HOW DOES EACH MEMBER OF YOUR FAMILY 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	45	45	39	42	41	40
Indifferent	25	24	30	27	30	33
Dislike it	11	10	14	16	16	15
Not ascertained	19	21	17	15	13	12
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	374	610	827	1,046	556	694

TABLE 76. REPLIES TO THE QUESTION: "HOW DOES EACH MEMBER OF YOUR FAMILY 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	41	33	33	34	36	35
Indifferent	19	21	25	18	25	20
Dislike it	19	24	22	28	25	30
Not ascertained	21	22	20	20	14	15
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	374	610	827	1,046	556	694

TABLE 77. REPLIES TO THE QUESTION: "WOULD THIS PRODUCT BE BOUGHT FOR MEMBERS OF YOUR FAMILY 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	48	41	35	32	36	32
Would not buy it	51	58	64	68	64	67
Not ascertained	1	1	1	0	<sup>1</sup>	1
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	118	182	275	362	194	240

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

CONSUMER REACTIONS TO "ALAYAM" BREAKFAST FOOD  
By Occupational Status of Family Heads

TABLE 78. REPLIES TO THE QUESTION: "WHAT KIND OF READY-TO-EAT BREAKFAST FOOD (CEREAL) WAS PURCHASED MOST OFTEN FOR YOUR FAMILY DURING THE PAST MONTH?" (JULY 1949)

Replies <sup>1</sup>	Occupational status of family head <sup>2</sup>					
	Un- skilled, semi- skilled, service workers	Agricul- tural, fishery, forestry workers	Skilled workers	Mana- gerial, profes- sional workers	Owners, partners, proprie- tors	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	3	6	4	3	7	2
Corn flakes	37	32	28	23	29	34
Wheat flakes	8	13	15	9	9	10
Shredded wheat	9	11	8	13	11	12
Crisp rice cereals	12	8	8	14	12	9
Bran flakes	7	6	5	5	7	6
Puffed cereals	7	4	10	7	9	5
Crisp oat cereals	3	6	4	6	4	6
Variety packages	2	3	4	5	6	4
Wheat and barley kernels	2	3	2	2	2	5
Whole bran	4	2	2	4	1	1
Miscellaneous products <sup>3</sup>	6	6	10	9	3	6
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	360	337	157	239	91	187

<sup>1</sup> Ready-to-eat breakfast foods (cereals) have been classified throughout this report in accordance with the accepted classifications and generic types as approved by The Cereal Institute, Incorporated, Chicago, Illinois.

<sup>2</sup> In cases where no family head was reported, the occupational status (if any) reported for the homemaker was used.

<sup>3</sup> Includes crisp corn cereals, rice flakes, wheat shreds, and other miscellaneous ready-to-eat breakfast food products (cereals).



TABLE 79. (IF YOUR FAMILY BOUGHT ANY READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH) REPLIES TO THE QUESTION: "HOW MANY TIMES WERE PURCHASES MADE FOR THE BREAKFAST FOOD (CEREAL) BOUGHT MOST OFTEN FOR MEMBERS OF YOUR FAMILY?"

Replies	Occupational status of family head					
	Un- skilled, semi- skilled, service workers	Agricul- tural, fishery, forestry workers	Skilled workers	Mana- gerial, profes- sional workers	Owners, partners, proprie- tors	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	16	14	11	16	11	20
Two times	24	28	35	33	27	30
Three times	14	13	17	15	14	14
Four times	25	26	22	20	29	26
Five times	2	2	3	3	6	3
Six to 10 times	9	9	9	7	7	5
Over 10 times	4	1	1	2	0	<sup>1</sup>
Not ascertained	6	7	2	4	6	2
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	348	317	151	231	85	183

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

TABLE 80. (IF YOUR FAMILY BOUGHT ANY READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH) REPLIES TO THE QUESTION: "WHAT SIZE PACKAGE OF BREAKFAST FOOD (CEREAL) WAS PURCHASED FOR YOUR FAMILY MOST FREQUENTLY?"

Replies	Occupational status of family head					
	Un- skilled, semi- skilled, service workers	Agricul- tural, fishery, forestry workers	Skilled workers	Mana- gerial, profes- sional workers	Owners, partners, proprie- tors	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>
Large size <sup>1</sup>	45	54	42	42	46	44
Medium size	50	39	50	46	47	49
Small size <sup>2</sup>	2	4	7	9	7	4
Not ascertained	3	3	1	3	0	3
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	348	317	151	231	85	183

<sup>1</sup> Includes large economy-size packages.

<sup>2</sup> Includes small individual-size packages.

TABLE 81. (IF YOUR FAMILY BOUGHT ANY READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH) REPLIES TO THE QUESTION: "WHICH INDIVIDUAL IN YOUR FAMILY ACTUALLY MADE THE FAMILY'S PURCHASES OF BREAKFAST FOOD (CEREAL) MOST OFTEN?"

Replies	Occupational status of family head					
	Un- skilled, semi- skilled, service workers	Agricul- tural, fishery, forestry workers	Skilled workers	Mana- gerial, profes- sional workers	Owners, partners, proprie- tors	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>
Homemaker	62	67	76	76	70	72
Husband	16	13	10	10	9	16
Others	7	6	8	7	9	4
Not ascertained	15	14	6	7	12	8
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	348	317	151	231	85	183

TABLE 82. REPLIES TO THE QUESTION: "HOW MANY TIMES WERE MEMBERS OF YOUR FAMILY SERVED READY-TO-EAT BREAKFAST FOODS (CEREALS) DURING THE PAST MONTH?" (JULY 1949)

Replies	Occupational status of family head					
	Un- skilled, semi- skilled, service workers	Agricul- tural, fishery, forestry workers	Skilled workers	Mana- gerial, profes- sional workers	Owners, partners, proprie- tors	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	9	9	8	8	11	6
Under 10 times	11	9	10	10	10	13
10 to 14 times	10	9	8	13	12	12
15 to 19 times	10	8	17	13	9	10
20 to 24 times	16	13	13	13	18	17
25 to 29 times	7	8	10	10	3	10
30 or 31 times (daily)	32	39	27	27	30	30
More than once per day	3	3	5	4	6	2
Miscellaneous times	2	2	2	2	1	<sup>1</sup>
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of respondent families	360	337	157	239	91	187

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

TABLE 83. REPLIES TO THE QUESTION: "WHAT KIND OF READY-TO-EAT BREAKFAST FOOD (CEREAL) DOES EACH MEMBER OF YOUR FAMILY USUALLY LIKE BEST?"

Replies <sup>1</sup>	Occupational status of family head					
	Un- skilled, semi- skilled, service workers	Agricul- tural, fishery, forestry workers	Skilled workers	Mana- gerial, profes- sional workers	Owners, partners, proprie- tors	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	21	15	14	16	22	15
Corn flakes	26	24	22	20	22	21
Shredded wheat	9	10	12	15	10	13
Crisp rice cereals	12	9	9	12	9	11
Wheat flakes	9	12	13	10	9	8
Puffed cereals	4	4	8	6	6	7
Bran flakes	5	5	3	3	5	4
Crisp oat cereals	4	4	4	5	3	6
Wheat and barley kernels	2	5	3	3	3	5
Whole bran	2	1	1	2	1	2
Variety packages	1	2	1	1	2	1
Miscellaneous products <sup>2</sup>	5	9	10	7	8	7
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	1,044	1,065	477	721	280	520

<sup>1</sup> Ready-to-eat breakfast foods (cereals) have been classified throughout this report in accordance with the accepted classifications and generic types as approved by The Cereal Institute, Incorporated, Chicago, Illinois.

<sup>2</sup> Includes crisp corn cereals, rice flakes, wheat shreds, and other miscellaneous ready-to-eat breakfast food products (cereals).

TABLE 84. REPLIES TO THE QUESTION: "HOW DOES EACH MEMBER OF YOUR FAMILY LIKE THIS PRODUCT COMPARED TO THE KIND OF READY-TO-EAT BREAKFAST FOOD (CEREAL) THEY USUALLY LIKE BEST?"

Replies	Occupational status of family head					
	Un- skilled, semi- skilled, service workers	Agricul- tural, fishery, forestry workers	Skilled workers	Mana- gerial, profes- sional workers	Owners, partners, proprie- tors	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	9	7	6	11	7	7
About the same	17	18	10	13	12	11
Like sample less	66	67	76	71	74	76
Don't know	2	2	3	1	3	2
Not ascertained	6	6	5	4	4	4
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	833	907	411	607	220	440

TABLE 85. REPLIES TO THE QUESTION: "HOW DOES THE SWEETNESS OF THIS PRODUCT SUIT THE TASTE OF EACH MEMBER OF YOUR FAMILY WHO TASTED IT?"

Replies	Occupational status of family head					
	Un- skilled, semi- skilled, service workers	Agricul- tural, fishery, forestry workers	Skilled workers	Mana- gerial, profes- sional workers	Owners, partners, proprie- tors	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	41	42	51	52	52	50
About right	36	36	26	34	28	29
Not sweet enough	5	5	5	3	4	4
Not ascertained	18	17	18	11	16	17
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	1,044	1,065	477	721	280	520

TABLE 86. REPLIES TO THE QUESTION: "HOW DOES EACH MEMBER OF YOUR FAMILY LIKE THE FLAVOR OR TASTE OF THIS PRODUCT?"

Replies	Occupational status of family head					
	Un- skilled, semi- skilled, service workers	Agricul- tural, fishery, forestry workers	Skilled workers	Mana- gerial, profes- sional workers	Owners, partners, proprie- tors	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	32	33	27	35	31	28
Indifferent	16	17	12	16	14	12
Dislike it	33	34	42	36	40	42
Not ascertained	19	16	19	13	15	18
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	1,044	1,065	477	721	280	520

TABLE 87. REPLIES TO THE QUESTION: "HOW DOES EACH MEMBER OF YOUR FAMILY LIKE THE GENERAL APPEARANCE OF THIS PRODUCT?"

Replies	Occupational status of family head					
	Un- skilled, semi- skilled, service workers	Agricul- tural, fishery, forestry workers	Skilled workers	Mana- gerial, profes- sional workers	Owners, partners, proprie- tors	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	42	48	35	42	46	35
Indifferent	26	25	30	34	27	29
Dislike it	15	11	20	11	11	18
Not ascertained	17	16	15	13	16	18
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	1,044	1,065	477	721	280	520

TABLE 88. REPLIES TO THE QUESTION: "HOW DOES EACH MEMBER OF YOUR FAMILY LIKE THE TEXTURE OR QUALITY OF THIS PRODUCT?"

Replies	Occupational status of family head					
	Un- skilled, semi- skilled, service workers	Agricul- tural, fishery, forestry workers	Skilled workers	Mana- gerial, profes- sional workers	Owners, partners, proprie- tors	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	33	40	27	39	35	27
Indifferent	23	20	24	21	23	19
Dislike it	24	22	29	26	21	33
Not ascertained	20	18	20	14	21	21
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Number of individual respondents	1,044	1,065	477	721	280	520

TABLE 89. REPLIES TO THE QUESTION: "WOULD THIS PRODUCT BE PURCHASED FOR MEMBERS OF YOUR FAMILY IF IT WERE PLACED ON THE MARKET AT A FAIR PRICE?"

Replies	Occupational status of family head					
	Un- skilled, semi- skilled, service workers	Agricul- tural, fishery, forestry workers	Skilled workers	Mana- gerial, profes- sional workers	Owners, partners, proprie- tors	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	40	38	27	34	33	34
Would not buy it	59	62	73	66	66	65
Not ascertained	1	<sup>1</sup>	0	<sup>1</sup>	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 respondent families	360	337	157	239	91	187

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

## CHARACTERISTICS OF THE SAMPLE

TABLE 90. TOTAL NUMBER OF FAMILIES SAMPLED, NUMBER OF 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	491	426	454	1,371	84.6
Non-respondent families	69	104	76	249	15.4
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	
Percentage of total families responding <sup>2</sup>	87.7	80.4	85.7	84.6	

<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 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 91. DISTRIBUTION OF RESPONDENT FAMILIES BY SIZE OF FAMILY FOR MAJOR GEOGRAPHIC AREAS

Number of persons 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	10	14	15	39	2.8
Two persons	83	94	116	293	21.4
Three persons	141	110	108	359	26.2
Four persons	147	119	125	391	28.6
Five persons	61	44	49	154	11.2
Six persons	21	25	29	75	5.5
Seven persons	20	14	5	39	2.8
Eight persons	3	4	4	11	.8
Over eight persons	5	2	3	10	.7
TOTAL	491	426	454	1,371	100.0
Average number of persons per family	3.7	3.6	3.5	3.6	
Average number of respondents per family	3.1	2.9	3.0	3.0	
Average number of non-respondents per family <sup>1</sup>	.6	.7	.5	.6	

<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 from the sample before making tabulations of the data returned by respondents.

TABLE 92. DISTRIBUTION OF THE SAMPLE (INDIVIDUAL RESPONDENTS) 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		228			228	220
North Atlantic		647			647	626
East North Central		625			625	604
Total	(87.7)	1,500			1,500	1,450
South Atlantic			521		521	549
East South Central			296		296	313
West South Central			421		421	444
Total	(80.4)		1,238		1,238	1,306
West North Central				645	645	640
Mountain				189	189	187
Pacific				535	535	530
Total	(85.7)			1,369	1,369	1,357
TOTAL	(84.6)	1,500	1,238	1,369	4,107	4,113

<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 to geographic area totals were 96.7 in the northeastern area, 105.6 in the southern area, and 99.1 in the western area. These weights represent the difference between expected returns and actual returns of usable questionnaires from consultant families in each of three major geographic areas studied.

TABLE 93. DISTRIBUTION OF THE SAMPLE (INDIVIDUAL RESPONDENTS) 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	(81.7)	313	371	315	999	1,006
\$2,001-\$3,000	(85.2)	337	280	320	937	939
\$3,001-\$5,000	(88.5)	486	370	451	1,307	1,307
Over \$5,000	(82.4)	364	217	283	864	861
TOTAL	(84.6)	1,500	1,238	1,369	4,107	4,113



TABLE 94. DISTRIBUTION OF THE SAMPLE (INDIVIDUAL RESPONDENTS) 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>	<i>Number</i>
Place of residence:						
Rural <sup>1</sup>	(86.0)	438	833	719	1,990	2,017
Urban <sup>2</sup>	(83.5)	1,062	405	650	2,117	2,096
City size:						
2,500- 25,000	(84.6)	292	157	182	631	627
25,001-100,000	(81.7)	203	76	103	382	378
100,001-500,000	(84.5)	180	116	233	529	527
Over 500,000	(82.4)	387	56	132	575	564
TOTAL	(84.6)	1,500	1,238	1,369	4,107	4,113

<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 a total population of 2,500 or more.

TABLE 95. DISTRIBUTION OF THE SAMPLE (INDIVIDUAL RESPONDENTS) 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>	<i>Number</i>
Less than 8th grade	(79.7)	106	125	143	374	376
Completed 8th grade	(85.8)	208	135	267	610	609
Less than high school	(85.4)	312	240	275	827	828
Completed high school	(87.2)	417	326	303	1,046	1,046
Less than college	(80.2)	150	194	212	556	560
Completed college	(85.4)	307	218	169	694	694
TOTAL	(84.6)	1,500	1,238	1,369	4,107	4,113

<sup>1</sup> Educational status of family heads was reported as the amount of formal education completed. The 1947 Census of Population estimates 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 30 per cent.

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

TABLE 96. DISTRIBUTION OF THE SAMPLE (INDIVIDUAL RESPONDENTS) 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>
Unskilled, semi-skilled, service workers	(83.6)	398	288	358	1,044	1,043
Agricultural, fishery, forestry workers	(85.5)	259	364	442	1,065	1,071
Skilled workers	(85.8)	192	132	153	477	476
Managerial, professional workers	(84.8)	344	191	186	721	719
Owners, partners, proprietors	(85.0)	82	108	90	280	283
Clerical, sales workers; students	(82.7)	225	155	140	520	521
TOTAL	(84.6)	1,500	1,238	1,369	4,107	4,113

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

TABLE 97. DISTRIBUTION OF THE SAMPLE (INDIVIDUAL RESPONDENTS) BY SEX AND BY 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	686	564	649	1,899	1,901
Total females	814	674	720	2,208	2,212
Homemakers	491	426	454	1,371	1,375
Other females	323	248	266	837	837
Age of respondents:					
5-19 years	441	355	392	1,188	1,188
20-34 years	406	354	334	1,094	1,098
35-54 years	431	364	361	1,156	1,158
55 years and over	222	165	282	669	669
TOTAL	1,500	1,238	1,369	4,107	4,113

<sup>1</sup> Children less than 5 years of age were omitted from the sample, if reported, before making tabulations and analyses of the data returned by respondents.