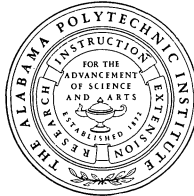


CONSUMER REACTIONS *to* "ALAYAM" CANDY

*A Nation-Wide Acceptance Test
of a New Type of Coconut
Brittle Made of Sweetpotatoes*



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CONTENTS

	<i>Page</i>
INTRODUCTION.....	3
Description of "Alayam" Candy.....	5
Design and Size of Sample.....	6
Objectives of the Study.....	7
Time of Testing.....	8
SURVEY FINDINGS.....	8
Purchasing Habits of Candy Buyers.....	9
Consuming Habits of Candy Eaters.....	9
Reasons Consumers Buy Different Candies.....	10
Comparison of "Alayam" Candy with Other Candies.....	10
Reaction to Sweetness of "Alayam" Candy.....	11
Reaction to General Appearance of "Alayam" Candy.....	11
Reaction to Texture or Quality of "Alayam" Candy.....	12
Reaction to Flavor or Taste of "Alayam" Candy.....	12
Flavors Detected in "Alayam" Candy.....	12
Ingredients Detected in "Alayam" Candy.....	13
Respondents' Willingness to Buy "Alayam" Candy.....	14
Respondents' Anticipated Price of "Alayam" Candy.....	15
VARIATIONS IN CONSUMER REACTIONS BY:.....	16
Flavor of "Alayam" Candy Tested.....	17
Major Geographic Areas of the Country.....	17
Family Income Groups.....	18
Place of Residence, and by City Sizes.....	18
Sex, and by Age of Respondents.....	19
Educational Status of Family Heads.....	20
Occupational Status of Family Heads.....	21
SUMMARY.....	21
STATISTICAL APPENDIX.....	23



"Alayam" Coconut Brittle — a sweetpotato product

CONSUMER REACTIONS *to* "ALAYAM" CANDY

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INTRODUCTION

DURING THE LAST DECADE, considerable attention was 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 increased in importance. New and improved methods of processing sweetpotatoes through dehydration, canning, and manufacture of starches were accelerated. During this same period, an increase in military demand for sweetpotatoes occurred. Despite all of these factors, however, the annual carry-over of sweetpotatoes during the last decade differed little from that of 20 to 30 years earlier.

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

Production and consumption of candy in the United States greatly increased during this period. During the last two decades alone, per capita consumption of candy increased from less than 15 pounds in 1927 to more than 19 pounds in 1947. There was an unprecedented increase in the demand for candy in the United States during the period of World War II. Because of rationing and other government-controlled programs during that period, the confectionery industry was unable to supply the demands of consumers.

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

Beginning in 1942, a research project at the Alabama Agricultural Experiment Station on development of new products from sweetpotatoes¹ for food uses placed major emphasis on the possibilities of developing candies that would require less sugar in manufacturing and that would also possess a higher nutritional value than most candies currently on the market. These efforts resulted in the development of a number of different candies derived from sweetpotatoes.²

One of the more promising of these new candies was a coconut brittle — a product made from sweetpotato puree, finely ground coconut, and sugar. This product was not subjected to comprehensive consumer acceptance tests when first developed, and therefore little was known of its potential market possibilities.

In view of the recent trend in per capita consumption of candy, an opposite trend in per capita consumption of sweetpotatoes, and the realization that candy could be made from sweetpotatoes, it appeared that additional research on this problem might be profitable both from the standpoint of farmers as producers of the raw product and of consumers as users of the finished product.

This is the first of a series of reports that present results of a nation-wide consumer acceptance test of several *new* food products made from sweetpotatoes. This particular report deals with "Alayam"³ candy. It is concerned primarily with the over-all problem involved in measuring whether a candy of this type, made from sweetpotatoes, would be accepted by the consuming public. Upon the results of this and other similar studies will depend, in large part, the type of work to be carried on with other sweetpotato food products. These results also will determine largely the extent to which additional research on this particular product will be undertaken.⁴

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

² For a detailed description of these candies, their properties, et cetera, see Mildred S. Van DeMark and L. M. Ware, "Candies from Sweet Potatoes," *Sweet Potato Journal*, March 1947.

³ 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.

⁴ Concurrent with this study, technicians on production and manufacture have been 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 sample products used in making this test, has been done on a pilot-plant basis.

DESCRIPTION OF "ALAYAM" CANDY

The "Alayam" candy used in this test was made by combining equal proportions, on a dry-weight basis, of sweetpotatoes, cocoanut, and sugar. The finished product was essentially a cocoanut brittle. Its final flavor was a rich blend of cocoanut and caramel. A wide variety of flavors may be obtained by adding different kinds of fruits to the basic ingredients of the product, thereby blending fruit flavors with the cocoanut and caramel flavors already present.

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

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

The product was dried and toasted in the form of ribbons or strips, approximately 1¼ inches wide and ⅛ of an inch thick, extending full length of the trays on which it was extruded. During the process of unloading from trays and preparing for packaging, the candy was broken into odd lengths and irregular shapes.

The product was packaged in heat-sealing duplex cellophane bags containing approximately 4 ounces of "Alayam" candy per bag. These containers were approximately 7 by 3¾ by ¾ inches in size. Because these containers had no markings or coloring on them, respondents were able to see the product even before opening the sample package.

The "Alayam" candy tested was golden-yellow in color with a slight brownish tinge. This 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" candy is exceptionally long. When exposed to the air,

however, the product absorbs moisture readily and soon loses its crispness.

DESIGN AND SIZE OF SAMPLE

This study was designed as a nation-wide consumer acceptance test. The consumer panel approach was used in selecting the consultants who cooperated with this phase of the study.⁵ The sample was drawn to represent three major geographic areas — the area east of the Mississippi River and north of the Ohio, the Census South, and the remainder of the United States — so that, when regional tabulations were combined by differential weighting, they would be representative of United States total tabulations. The sample was drawn so that the total expected returns for the northeastern region would be not less than 475, and for the southern and western regions not less than 450.

Of the 1,620 questionnaires mailed to consultants comprising the sample, 1,343 were returned in usable condition. Regionally, the number of returned usable questionnaires totaled 470 in the northeastern area, 421 in the southern area, and 452 in the western area. Differential weighting to bring these area totals into their proper relation with the United States as a whole was necessary. Weights⁶ applied to area totals were 101.0 for the northeastern area, 106.9 for the southern area, and 99.5 for the western area.

The questionnaires returned from these 1,343 households represented a total of 3,525 individual testers for the United States as a whole. By areas, the number of individual respondents totaled 1,276 in the northeastern area, 1,126 in the southern area, and 1,123 in the western area, Table 82. Differential weighting of area totals resulted in a weighted United States total of 3,610 individual respondents. The weights applied to the area totals of the number of individual respondents and the number of consultant families were the same, thus eliminating the effects of differences in size of families between the three areas.

The 1,620 consultant families used in the test were selected

⁵ 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). This 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.

⁶ 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.

from the nation-wide panels of consumer families maintained by National Family Opinion, Incorporated. These panels, which are interviewed by use of mail questionnaires, parallel the United States Census averages by geographic areas, places of residence and city size, age of homemakers, and annual family incomes.

The 1,343 consultant families that returned usable questionnaires were generally representative of the nation's consuming households. The percentage of usable questionnaires returned, as shown in Tables 82 through 86, 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 the consultant families returning usable questionnaires and the remainder of the sample. The data in Tables 82 through 86 indicate that the 17.1 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; and a higher percentage lived in cities of 500,000 or more population than in other places. A relatively greater number of the heads of these families had completed high school but had not attended college; and, by occupational status, they were mainly owners, partners, or proprietors, or were engaged in unskilled, semi-skilled, or service work.

OBJECTIVES OF THE STUDY

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

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

1. Background information for previous week – (April 24-30, 1949)
 - (a) Frequency of candy purchases by individuals.
 - (b) Types of candy individual respondents bought.

- (c) Kind of candy bought most often by individual respondents.
 - (d) Place of candy purchases by individual respondents.
 - (e) Frequency of candy consumption by individual respondents.
 - (f) Types of candy individual respondents consumed.
 - (g) Reasons consumers buy different kinds of candy.
2. Consumer reactions and attitudes toward the "Alayam" candy tested —
- (a) Comparison of "Alayam" candy with the candies usually eaten by individual consumers.
 - (b) Reasons consumers liked or disliked the "Alayam" candy tested.
 - (c) Consumers' reactions to sweetness, general appearance, texture or quality, and flavor or taste of "Alayam" candy.
 - (d) Suggestions from consumers for the improvement of the general appearance, texture or quality, and flavor or taste of "Alayam" candy.
 - (e) Willingness of consumers to buy "Alayam" candy, and their reasons for buying or for not buying the product.
 - (f) Consumers' anticipated purchase of "Alayam" candy.
 - (g) Consumers' reactions to the size of the sample package, and their suggestions for a change in its size.

TIME OF TESTING

Testing took place simultaneously all over the nation. On April 29, 1949, samples of the candy, together with instruction sheets and questionnaire forms, were mailed to consultants. Background information on consumer purchases and consumption of candy "during the past week," therefore, refers to the week of April 24-30, 1949. The testing of "Alayam" candy was accomplished during a period of the year when sales of candy normally about equal the annual monthly average for the country as a whole.

SURVEY FINDINGS

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

In reading and studying the data presented herein, it should be emphasized that individuals tend to answer "yes" more often

than "no" to questions that involve some degree of uncertainty.⁷ This is particularly true in answering questions such as those posed in consumer acceptance tests of this nature.

PURCHASING HABITS OF CANDY BUYERS. In reply to a question as to frequency of candy purchases during the week previous to the test, the data in Table 1 indicate that nearly half of the respondents made no purchases during that period. A fourth bought candy only once; 2 in 10 made two or three purchases; while the remaining 1 in 10 bought candy four to seven times during the previous week.

The importance of bar goods as a type of candy is emphasized by the data shown in Tables 2 and 6. Three-fourths of the respondents who bought candy during the previous week reported that they bought some bar goods, while two-thirds of the total reported that they bought bar goods more often than any other kind of candy. Some respondents bought more than one type or kind of candy. In terms of types of purchases, bagged candy was nearly twice as important as boxed candy, Table 2, and chocolates were bought more often than hard candies, caramels, brittles, and fudges combined, Table 6.

More than half of all candy purchases reported for the week previous to this test were made from grocery stores, Table 3. Nearly 2 in 10 were made from drug stores and 1 in 10 from candy stores. Other important places where candy was bought included movies, cafes, dime stores, places of employment, schools, general stores, department stores, and candy machines.

CONSUMING HABITS OF CANDY EATERS. In reply to a question as to frequency of candy consumption during the week previous to this test, the data in Table 4 indicate that nearly a third of the respondents consumed no candy during that period. Fifteen per cent reported that they ate candy every day during the previous week. Almost as many reported that they ate candy 2 days; 12 per cent, 3 days; and 10 per cent, 1 day; the remaining 15 per cent ate candy either 4, 5, or 6 days during that period.

A comparison of the data in Tables 1 and 4 indicates that a large number of the respondents who ate candy did not buy candy during the previous week. These data also indicate that the

⁷ "The product (if placed on the market) may be better or worse . . . than anticipated. A competing product of superior quality may appear. Or the prospective users may have more or less money than anticipated." Paul D. Converse, "Determining Potential Demand for a New Product," *Current Economic Comment*. University of Illinois, Urbana, Illinois. Volume 11, Number 2, May 1949.

number of individual purchases were less frequent than the number of days the product was eaten by individuals.

Results in Table 5 indicate that the relative importance of the different types of candy eaten by respondents during the previous week was generally the same as that of the types of candy bought by respondents during the same period.

REASONS CONSUMERS BUY DIFFERENT KINDS OF CANDY. Respondents who bought candy during the week previous to this test indicated that their principal reason for buying the candy they most often purchased was that it was their favorite kind of candy. More than a fifth of the candy purchases was made because of convenience or availability of the product; an eighth was made because respondents usually preferred chocolates; while a tenth was made mainly because of the product's sweetness or because of its flavor or taste. Other reasons were of lesser importance, Table 7.

The relative importance of the reasons reported by respondents who bought different kinds of candy varied widely between different kinds of products. Convenience and availability were of greater importance for bar goods and for brittle and hard candy buyers than for buyers of other kinds of candy. Sweetness of product and flavor or taste were of greater importance for caramel and fudge buyers than for buyers of other kinds of candy. Nearly a third of those who bought chocolate candy did so simply because they preferred it to any other kind available. Variations in these and other factors by kind of product are shown in Table 7.

COMPARISON OF "ALAYAM" CANDY WITH OTHER KINDS OF CANDY. In comparison with the kinds of candy most often bought by respondents during the week previous to this test, respondents' reactions were more favorable toward "Alayam" candy when compared to brittles and hard candies than when compared to other kinds of candy. Part of this reaction, however, may be attributable to the similarity in texture, flavor, and taste of "Alayam" candy and many of the brittles and hard candies currently on the market.

Results in Table 8 indicate that more than half of the respondents who bought brittles or hard candies during the week previous to this test liked the "Alayam" candy as well as or better than the products they bought. Less than 40 per cent of those who bought bar goods, chocolate products, and other kinds of candies liked the "Alayam" product as well as or better than the kinds they bought.

In comparison with all of the types and kinds of candies usually bought and eaten by respondents, 12 per cent of the respondents reported that they liked "Alayam" candy better, 30 per cent about the same, and 54 per cent less than the candies usually eaten. The data in Table 9 indicate that 42 per cent of all respondents liked "Alayam" candy as well as or better than the type or kind of candies they usually eat.

In reply to the question "Why do you like the sample candy *better* or *less* than the candies you usually eat?" respondents reported the same types of answers whether they liked the product better or less. For instance, some liked it better because of its flavor or taste; others liked it less because of the same reason, Table 10. The data in Table 10, therefore, should be carefully analyzed before forming a conclusion based purely upon the answers given to this question. In addition, it should be recognized that a high percentage of the respondents in each of these groups failed to report any specific reasons as to why they liked the "Alayam" candy better or less than other candies.

The 12 per cent of respondents who indicated that they liked "Alayam" candy better than the candies usually eaten listed their reasons for liking it better in the following order: flavor or taste factors, sweetness, texture or quality factors, and general appearance, Table 10. Forty-seven per cent of the respondents in this group gave no specific reasons as to why they liked this product better than the candies usually eaten.

The 54 per cent of respondents who liked "Alayam" candy less than the candies usually eaten gave their reasons in the following order: flavor or taste factors, general appearance, texture or quality factors, and sweetness, Table 10. Among individual comments from respondents in this group was "this candy looks too much like a cookie." This comment occurred among the reasons listed by more than 1 in 10. Thirty-seven per cent of this group gave no specific reasons for liking the product less than other candies.

REACTIONS TO THE SWEETNESS OF "ALAYAM" CANDY. Of the respondents who tested "Alayam" candy, 55 per cent indicated that the sweetness of the product was about right. Nearly a fourth of the total reported that the product was not sweet enough, while a tenth felt that it was too sweet, Table 11.

REACTIONS TO THE GENERAL APPEARANCE OF "ALAYAM" CANDY. For the nation as a whole, respondents were about equally

divided in their reactions to the general appearance of this product. About an equal number indicated that they liked the general appearance of "Alayam" candy, were indifferent to it, or did not like it, Table 12.

In reply to a question as to suggestions for improvement of the general appearance of "Alayam" candy, the points most frequently mentioned were: Need more uniformity in size and shape of product; make larger or thicker pieces; the product is too crumbly; make it look like candy; make it into bars; use chocolate coating; and make it uniform in color. Sixty per cent of those who tested the product made no definite comments or suggestions for improving its general appearance.

REACTIONS TO THE TEXTURE OR QUALITY OF "ALAYAM" CANDY. More than half of the respondents who tested this product liked its texture or quality. Nearly a fourth were indifferent in their reactions, while about a fifth said they did not like the texture or quality of this candy, Table 13.

In reply to a question as to suggestions for improvement of the texture or quality of "Alayam" candy, comments and suggestions mentioned most frequently by respondents were: The product is too grainy; it is too much like a cookie; it absorbs moisture easily when exposed to air; it is too hard or too brittle; the product is too crumbly; make it crisp or crunchy but not hard; and eliminate the cocoanut strings. About 8 in 10 of those who tested the product made no specific comments or suggestions for improving its texture or quality, while nearly 1 in 10 commented that the texture or quality needed no improvement.

REACTIONS TO THE FLAVOR OR TASTE OF "ALAYAM" CANDY. Half of the respondents who tested the product liked its flavor or taste, while nearly a third said they disliked the flavor or taste. The remaining respondents were either indifferent or reported no particular reaction to the product's taste or flavor, Table 14.

In reply to a question as to suggestions for improvement of the flavor or taste of "Alayam" candy, respondents replied as follows: Add more sugar; make it taste like candy; use chocolate coating; eliminate the product's peculiar flavor; add flavoring; use milder flavoring; add salt; eliminate the molasses flavor; and add nuts or butter. Two-thirds of those who tested the product made no definite comments or suggestions for improving its flavor or taste.

FLAVORS DETECTED IN "ALAYAM" CANDY. In reply to the question "What flavor do you detect most in this candy?" respondents

reported the detection of more than 15 different groups of flavors. Most of these, however, were related to the flavors of the actual ingredients of the product.

Two different flavors of the same product were tested. Both contained the same basic ingredients — sweetpotatoes, cocoanut, and sugar. In one flavor, a small quantity of orange-peel pulp was added for flavoring purposes only; this flavor is designated as "orange" in Tables 15 and 16. The other flavor, containing the basic ingredients only, is designated as "cocoanut" in Tables 15 and 16.

Fifty-five per cent of the respondents who tested the "cocoanut" product detected cocoanut as this product's dominant flavor, Table 15. Only 25 per cent of those who tested the "orange" product detected cocoanut as the dominant flavor in this product. Apparently the addition of the orange-peel pulp masked the taste or flavor of the cocoanut for a large number of the respondents who tested the "orange" product. Of the respondents who tested the "orange" product, 44 per cent detected orange, or some other related citrus flavor as the product's dominant flavor. Apparently a dominant flavor could not be detected as easily in the "cocoanut" as in the "orange" product; about a fourth of the respondents who tested the "cocoanut" failed to detect a dominant flavor, while only a fifth of those who tested the "orange" were unable to detect a dominant flavor.

Respondents were not informed that the "Alayam" candy tested was a product derived from sweetpotatoes; neither were they told that the product contained sweetpotatoes as an ingredient. The sweetpotato, however, was one of the principal ingredients of the product. Its effect upon the flavor of the product was apparently negligible. Only 1 per cent of the respondents who tested the "cocoanut" product reported sweetpotato as the product's dominant flavor, and less than 1 per cent of those who tested the "orange" reported sweetpotato as the dominant flavor in the "orange" product.

INGREDIENTS DETECTED IN "ALAYAM" CANDY. In replying to the question "What ingredients do you detect in this candy?" respondents were asked to name as many ingredients as they could detect. The detection of more than 20 different groups of ingredients was reported. Most of these, however, were related to the flavors or possessed characteristics similar to the characteristics of the actual ingredients of the product.

Cocoanut was detected as an ingredient by nearly two-thirds of the respondents for both the "orange" and the "cocoanut" product, Table 16. Almost as many detected orange or some other related citrus fruit as an ingredient of the "orange" product, as those who detected the cocoanut in this product. A higher percentage of respondents detected sugar in some form in the "cocoanut" product than in the "orange" product.

Sweetpotato was detected as an ingredient by only 1 per cent of the respondents who tested the "orange" product and by only 2 per cent of those who tested the "cocoanut" product. Nearly twice as many respondents failed to report the detection of any ingredients in the "orange" product as in the "cocoanut" product.

RESPONDENTS' WILLINGNESS TO BUY "ALAYAM" CANDY. Of the respondents who tested "Alayam" candy, 38 per cent indicated that they would buy the product if it were placed on the market, Table 17. This does not mean that 38 per cent of the nation's purchasing consumers, as represented by this sample, would shift from all other types and kinds of candies to this particular product. It means only that 38 per cent of the respondents who tested this product felt, on the day that the test was made, that they would buy some of the product if it were available on the market at a fair price at that particular time. In addition, this 38 per cent might make only one purchase of "Alayam" candy out of any number of purchases of other types and kinds of candies. This is an indication of the probable percentage of consumers who might be expected to buy some of the product if it were placed on the market at a fair price and in competition with all other products of a similar nature. It does not indicate the size of such probable purchases, the frequency of purchases, or the attitude of respondents in regard to repeat purchases.

Respondents who reported that they would buy "Alayam" candy if it were placed on the market gave their reasons in the following order: flavor or taste factors, personal preference, texture or quality factors, sweetness, and general appearance, Table 18. Forty-one per cent of the respondents in this group reported no specific reasons for their willingness to buy the candy if it were placed on the market.

Fifty-one per cent of the respondents reported that they would not buy the candy if it were placed on the market. This 51 per cent is probably much more reliable as a market potential indicator than the 38 per cent who said they would buy the product,

Table 17. Although for this 51 per cent, the answers reported represent an initial reaction to a new product that might 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 respondents whose initial reaction toward the product was favorable.⁸

Respondents who stated that they would not buy "Alayam" candy if it were placed on the market gave their reasons in the following order: flavor or taste factors, personal preferences, texture or quality factors, sweetness, and general appearance, Table 18. Typical and frequent comments from respondents in this group were: Dislike the product, prefer other types, does not look like candy, dislike the color, and not sweet enough. About a third of the respondents in this group did not indicate any particular reasons for their unwillingness to buy the candy if it were placed on the market.

RESPONDENTS' ANTICIPATED PRICE OF "ALAYAM" CANDY. Respondents who said they would buy "Alayam" candy if it were placed on the market reported a wide range in anticipated price to be paid for the product, Table 19. The sample package mailed to respondents for testing contained 4 ounces of candy. Respondents suggested that a package of this size should sell for about 10 to 15 cents. In reply to the question "Is the sample package (4 ounces of product) the approximate size you would prefer to buy at one time?" half of the respondents testing the product said the sample package was of satisfactory size, Table 20.

About a fifth of the total reported that the sample package was not of satisfactory size. This group was widely divided in its opinion as to the size of preferred package. About a fourth of the respondents in this group wanted a smaller "individual" package containing about 2 ounces of product, which respondents suggested should sell for about 5 cents. Another fourth of the respondents in this group wanted a package containing about 8 ounces of product, and still another fourth suggested a 1-pound package, Table 21. Nearly a third of the respondents who tested the candy failed to indicate whether the sample package was of satisfactory size.

⁸ Consumer preferences and consumer practices are often quite different. 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.

VARIATIONS IN CONSUMER REACTIONS

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

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

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

No attempt has been made to explain variations found to exist in consumer reactions and attitudes toward "Alayam" candy in relation to these several factors, or to explain why such variations occur as they do. The fact that wide variations exist indicates that no one product appeals to all consumers. In addition, the existence of these variations emphasizes the importance of recognizing them as major factors that will influence the potential marketing possibilities of this product.

Extreme caution should be used in evaluating the relationships found to exist between consumer reactions and attitudes toward this product and the several factors listed. It should be emphasized that results of this test merely indicate that such relationships do exist; they do not imply that these several factors are causes of these variations.

Further caution should be exercised in interpreting and evaluating the information reported by respondents. The reactions and attitudes reported by respondents should be considered only as a reflection of their initial reactions and attitudes toward the pro-

duct. These reactions and attitudes may be quite different at a later date.

Basically, the interpretations and evaluations of the data resulting from this test are left to those who wish to use the data in actually studying the present over-all candy situation and/or in studying the potential marketing possibilities of "Alayam" candy.

FLAVOR OF "ALAYAM" CANDY TESTED. Two flavors of the same type of "Alayam" candy were tested. Both contained the same basic ingredients with the exception that the product designated as "orange," Tables 15 and 16, had a small quantity of orange peel-pulp added for flavoring purposes only. The other product was designated as "cocoanut." Consultants were equally divided into two groups; one group received the "orange" and a second the "cocoanut" product. Each consultant family received only one product.

By analyzing the answers on the questionnaires returned by respondents, certain comparisons were made possible. The percentage of respondents who stated that they liked "Alayam" candy was slightly higher for the group that tested the "cocoanut" than for the group that tested the "orange." The percentage of respondents who said they would buy the product if it were placed on the market was also slightly higher for those who tested the "cocoanut" than for those who tested the "orange." Many of the respondents who tested the "orange" suggested the elimination of or a reduction in the orange flavor or taste of this product.

MAJOR GEOGRAPHIC AREAS OF THE UNITED STATES. The data in Table 1 indicate that during the week previous to this test the percentage of respondents who bought candy was higher in the southern area than in other parts of the country. However, results in Table 4 indicate that the percentage of respondents who did not eat candy during that period was also higher in the South than in other parts of the country. In addition, the data in Table 4 indicate that relatively more respondents ate candy only a few days during the week and relatively fewer respondents ate candy every day during the week in the southern area than in other areas. Frequency of purchases by individuals are shown in Table 1 for the three geographic areas studied.

A smaller percentage of candy buyers in the northeastern area bought (Table 2) and consumed (Table 5) bar goods than in other sections of the country. Candy buyers in this area made relatively more purchases for bagged and boxed candies than did

respondents in the southern and western areas, Table 2. In addition, candy buyers in the northeastern area made a higher percentage of their purchases for chocolates than did buyers in other areas, Table 6. They also made a larger percentage of their candy purchases from candy stores than did buyers in other areas, Table 3. Buyers in the southern and western areas made larger percentage purchases from grocery stores.

Respondents in the southern area were more favorable toward "Alayam" candy than were respondents in the northeastern and western areas, Tables 9-14. The percentage of respondents who said they would buy the product if it were placed on the market was also higher for respondents in the southern area than for those in other parts of the country, Table 17. The prices that respondents in the southern area expected to pay for "Alayam" candy, however, were generally much lower than those reported by respondents in other areas, Table 19.

FAMILY INCOME GROUPS. Considerable differences were noted in the percentage of respondents who bought candy (Table 22) and in the frequency of candy purchases (Table 22) and consumption (Table 25) between different levels of family income. These variations, however, indicated no significant relationship between candy purchases and consumption and family income. A smaller percentage of respondents from families in high-income groups bought and consumed bar goods than in low-income groups, Table 23. The proportion of purchases made for bagged and boxed candies was highest in the high-income groups, Table 23. In addition, a higher percentage of purchases in the high-income groups was for chocolates, Table 27. In buying candy, the percentage of high-income buyers who bought candy from candy stores was higher than that of low-income buyers, while the percentage who bought candy from grocery stores was lower than that of low-income groups, Table 24.

Respondents in the low-income groups were generally more favorable toward "Alayam" candy than were those in the high-income groups, Tables 28-32. The percentage of respondents who said they would buy the product if it were placed on the market was also higher for the low-income groups than for the high-income groups, Table 33.

PLACE OF RESIDENCE, INCLUDING CITY SIZES. No significant difference was found between residents of rural and urban areas in the percentage of respondents who bought candy (Table 34)

or in frequency of purchase (Table 34) and consumption (Table 37). A higher percentage of rural residents bought (Table 35) and consumed (Table 38) bar goods, while the percentage of rural residents who bought and consumed chocolates (Table 39) was lower than that of urban residents. The percentage of rural residents who bought boxed candy was much lower than that of urban residents, Table 35. The proportion of rural respondents who bought candy from grocery stores was higher than that of urban respondents, Table 36, while the proportion who bought candy from candy stores was lower than that of urban respondents.

Respondents who lived in rural areas were, in general, more favorable toward "Alayam" candy than were those living in urban areas, Tables 40-44. In urban areas, respondents of small towns and cities were, in general, more favorable toward the product than were those living in large cities, Tables 40-44. The percentage of respondents who said they would buy "Alayam" candy if it were placed on the market was highest for those living in rural areas, Table 45. In urban areas, this percentage was highest for those respondents living in small cities and towns and relatively lowest in large cities, Table 45.

SEX AND AGE OF INDIVIDUAL RESPONDENTS. A higher percentage of females than males bought candy (Table 46) possibly because the homemaker often bought for the entire family. Female respondents, however, bought candy less frequently than did male respondents, Table 46. More than a third of the males did not eat candy, whereas only about a fourth of the females did not eat it, Table 49. For those who did, however, females ate it less frequently than males, Table 49. Purchases by males were higher for bar goods, while those by females were relatively higher for all other types of candies, Table 47. Relative to male purchases, female purchases of chocolates, caramels, and hard candies were higher, Table 51. Relative to male purchases, female purchases were higher from grocery stores, candy stores, and dime stores, Table 48. Male purchases, however, in relation to female purchases, were higher from drug stores, movies, cafes, places of employment, and vending machines.

Female respondents, in general, were more favorable toward "Alayam" candy than were male respondents, Tables 52-56. The percentage of female respondents who said they would buy the candy if it were placed on the market was higher than for male respondents, Table 57.

For respondents who were 35 years of age or older, the percentage who did not buy candy was higher than for those who were less than 35, Table 46. Frequency of purchase by those who did buy candy showed no significant differences between different age groups, Table 46. Practically all of the purchases in the lower-age groups were for bar goods. The percentage of purchases for bar goods decreased from lower- to upper-age groups, while the percentage of purchases for bagged or boxed candy increased from lower- to upper-age groups, Table 47. The percentage of purchases for chocolates increased in relative importance from the lower- to the upper-age groups, Table 51. The percentage of respondents in each age group who bought candy from different sources varied widely for all sources. In general, the percentage that bought from these different sources showed no particular pattern of movement, Table 48.

The lower- and upper-age groups, in general, were more favorable toward "Alayam" candy than were the middle-age groups, Tables 52-56. The percentages of respondents who said they would buy the candy if it were placed on the market were higher for the lower- and upper-age groups than for the middle-age groups, Table 57.

EDUCATIONAL STATUS OF FAMILY HEADS. The percentage of respondents who did not buy candy and the frequency of purchase of those who did buy showed no significant variations relative to the educational status of family heads, Table 58. As the educational status of family heads increased, in terms of formal education completed, the relative percentage of purchases for bar goods decreased, while that for most other candies increased, Table 59. In addition, the percentage of purchases for chocolates and hard candies increased, Table 63. The percentage of purchases from grocery stores decreased as the level of formal education of family heads increased, while the percentage of purchases from drug stores and candy stores increased, Table 60.

Respondents in families where the educational status of family heads was low were, in general, more favorable toward "Alayam" candy than were respondents in families where the educational status of family heads was high, Tables 64-68. The percentage of respondents who said they would buy the product if it were placed on the market was higher for respondents from families where the educational status of family heads was low than for those from families where educational status was high, Table 69.

OCCUPATIONAL STATUS OF FAMILY HEADS. The six groups of respondents studied on the basis of occupational status of family head showed no significant variations in the percentage of respondents who did not buy candy, Table 70. In addition, for those respondents who did buy candy, there were no significant variations in frequency of purchases between these groups, Table 70. Bar goods and bulk bagged candy were bought most frequently and most other types of candy less frequently by respondents whose family heads were engaged in agricultural, service, unskilled, or semi-skilled work, Table 71. These groups made a higher percentage of their purchases at grocery stores than did respondents in other groups, Table 72.

Respondents from families where family heads were engaged in agricultural, service, unskilled, or semi-skilled work were more favorable toward "Alayam" candy than were respondents from families where family heads had a different occupational status, Tables 76-80. The percentage of respondents who said they would buy the product if it were placed on the market was higher for respondents from families where family heads were engaged in agricultural, service, unskilled, or semi-skilled work than for respondents from families where family heads had some other occupational status, Table 81.

SUMMARY

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

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

In comparison with the different types of candies usually bought by respondents, this new-type candy stood up better against brittles and hard candies than against other types. In comparison with all types of candies, 12 per cent of the respondents liked this product better, 30 per cent about the same, and 54 per cent liked it less than the candies usually bought.

More than half of the respondents indicated that the sweetness of this product was about right. Nearly a fourth stated that the

product was not sweet enough, while a tenth felt that it was too sweet.

Respondents were about equally divided in their reactions to the general appearance of this new candy. About an equal number liked its general appearance, were indifferent to it, or did not like it at all.

More than half of the respondents liked the texture or quality of the candy. Nearly a fourth were indifferent in their reaction, and about a fifth disliked its texture or quality.

Half of the respondents liked the flavor or taste. A third disliked the flavor or taste. The remaining respondents were either indifferent or reported no particular reaction to the product's flavor or taste.

More than a third of the respondents who tested the candy indicated that they would buy the product if it were placed on the market. An additional 11 per cent were undecided or failed to express an opinion. Slightly more than half said they would not buy the candy if it were placed on the market.

Sweetpotato, one of the principal ingredients of this candy, was detected as the dominant flavor and/or as an ingredient by less than 2 per cent of the total number of respondents who tested the product.

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

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

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

Female respondents were more favorable toward the candy than were male respondents. Respondents in the lower- and upper-age groups were, in general, more favorable toward the product than were those in the middle-age groups.

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

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

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

STATISTICAL APPENDIX

INDEX TO TABLES

	<i>Tables</i>	<i>Pages</i>
CONSUMER REACTIONS TO "ALAYAM" CANDY		
By Major Geographic Areas and United States Totals.....	1-21	24-32
By Family Income Groups.....	22-33	33-37
By Place of Residence, and by City Sizes.....	34-45	38-42
By Sex, and by Age of Respondents.....	46-57	43-47
By Educational Status of Family Heads.....	58-69	48-52
By Occupational Status of Family Heads.....	70-81	53-58
CHARACTERISTICS OF THE SAMPLE.....	82-87	59-61

CONSUMER REACTIONS TO "ALAYAM" CANDY

By Major Geographic Areas and
United States Totals

TABLE 1. REPLIES TO THE QUESTION: "ON HOW MANY DAYS DID YOU BUY CANDY DURING THE PAST WEEK?" (APRIL 24-30, 1949)

Replies	Geographic area ¹			United States ²
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
None	46	45	49	46
One day	25	23	20	23
Two days	12	15	14	14
Three days	7	8	8	8
Four days	4	3	4	4
Five days	3	3	3	3
Six days	1	1	1	1
Seven days	2	2	1	1
TOTAL	100	100	100	100
Number of respondents	1,276	1,126	1,123	3,610

¹ 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.

² Differential weighting to bring the three areas into their proper relation with the United States as a whole was necessary. Weights applied to geographic area totals were 101.0 in the northeastern area, 106.9 in the southern area, and 99.5 in the western area.

TABLE 2. (IF YOU BOUGHT ANY CANDY DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHAT TYPE OF CANDY DID YOU BUY?"

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Bar goods	67	80	77	75
Prepackaged bag	19	16	23	19
Bulk bag	14	13	14	13
Prepackaged box	17	11	14	14
Bulk box	7	2	5	5
Other types	9	10	8	9
TOTAL ¹	100	100	100	100
Number of respondents	694	621	568	1,930

¹ Percentages total more than 100 because some respondents bought more than one type of candy.

TABLE 3. (IF YOU BOUGHT ANY CANDY DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHERE DID YOU BUY CANDY 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>
Grocery Store	44	58	59	54
Drug store	16	20	14	17
Candy store	18	4	9	10
Movie, cafe	6	9	8	7
Dime store	6	8	7	7
At work, school	6	3	4	4
Gen. store, dept. store	3	1	1	2
Candy machine	3	1	1	1
Miscellaneous places	1	3	1	2
Not ascertained	6	4	6	6
TOTAL ¹	100	100	100	100
Number of respondents	694	621	568	1,930

¹ Percentages total more than 100 because some respondents reported more than one source of purchase.

TABLE 4. REPLIES TO THE QUESTION: "ON HOW MANY DAYS DID YOU EAT CANDY DURING THE PAST WEEK?" (APRIL 24-30, 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	30	33	30	31
One day	8	11	9	10
Two days	12	15	14	14
Three days	13	11	12	12
Four days	8	9	8	8
Five days	6	6	7	6
Six days	5	4	3	4
Seven days	18	11	17	15
TOTAL	100	100	100	100
Number of respondents	1,276	1,126	1,123	3,610

TABLE 5. (IF YOU ATE ANY CANDY DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHAT TYPE OF CANDY DID YOU EAT?"

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Bar goods	51	69	67	62
Prepackaged bag	18	19	22	20
Bulk bag	14	15	14	14
Prepackaged box	24	17	17	19
Bulk box	4	4	7	5
Other types	8	9	9	9
TOTAL ¹	100	100	100	100
Number of respondents	899	752	779	2,487

¹ Percentages total more than 100 because some respondents ate more than one type of candy.

TABLE 6. (IF YOU BOUGHT ANY CANDY DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHAT KIND OF CANDY DID YOU BUY MOST OFTEN?"

Replies ¹	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Bar goods	63	65	69	65
Chocolates	21	15	12	16
Hard candies	7	8	9	9
Caramels	2	5	3	3
Brittles	1	2	²	1
Fudges	1	2	1	1
Other kinds	5	3	6	5
TOTAL	100	100	100	100
Number of respondents	694	621	568	1,930

¹ Kind of candy refers to kind as classified by respondents. Therefore, some "bars" may be *chocolate-bars*; some "chocolates" may be *chocolate-bars*; et cetera.

² Less than 1 per cent.

TABLE 7. (IF YOU BOUGHT ANY CANDY DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHAT WERE YOUR REASONS FOR BUYING THE KIND YOU BOUGHT MOST OFTEN?"

Reasons	Kind of candy bought most often				
	Bar goods	Chocolate products	Brittles and hard candies	All other candies ¹	All candy
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Favorite kind	26	22	34	29	26
Convenience, availability	28	6	19	6	22
Prefer chocolates	10	30	0	1	12
Flavor, taste, sweetness	10	6	10	17	10
Cost, price	4	2	5	9	4
Food value, energy	4	2	2	2	3
Lasts longer	1	1	13	2	2
Texture, quality	1	1	2	2	1
Miscellaneous reasons	5	13	13	16	8
No specific reason given	14	20	15	21	15
TOTAL ²	100	100	100	100	100
Number of respondents	1,247	306	185	173	1,911

¹ Includes caramels, fudges, and other miscellaneous kinds.

² Percentages total more than 100 because some respondents reported more than one reason.

TABLE 8. COMPARISON OF "ALAYAM" CANDY WITH SPECIFIED KINDS OF CANDY BOUGHT MOST OFTEN LAST WEEK. (APRIL 24-30, 1949)

Comparison	Kind of candy bought most often				
	Bar goods	Chocolate products	Brittles and hard candies	All other candies ¹	All candy
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Liked sample better	10	12	11	26	12
About the same	27	27	44	11	27
Liked sample less	60	58	44	57	58
Not ascertained	3	3	1	6	3
TOTAL	100	100	100	100	100
Number of respondents	1,247	306	185	173	1,911

¹ Includes caramels, fudges, and other miscellaneous kinds.

TABLE 9. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THIS CANDY COMPARED TO THE CANDIES YOU USUALLY EAT?"

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	12	13	11	12
About the same	27	34	29	30
Like sample less	56	49	57	54
Not ascertained	5	4	3	4
TOTAL	100	100	100	100
Number of respondents	1,276	1,126	1,123	3,610

TABLE 10. REPLIES TO THE QUESTION: "WHY DO YOU LIKE THE SAMPLE CANDY BETTER OR LESS THAN THE CANDIES YOU USUALLY EAT?"

Respondents who liked sample LESS than the candies usually eaten	Reasons	Respondents who liked sample BETTER than the candies usually eaten
<i>Per cent</i> ¹		<i>Per cent</i> ¹
25	Flavor or taste	29
17	General appearance	8
16	Texture or quality	15
8	Sweetness	15
1	Miscellaneous reasons	2
37	No specific reason given	47
1,948	Number of respondents	448

¹ Percentages total more than 100 because some respondents reported more than one reason.

TABLE 11. REPLIES TO THE QUESTION: "HOW DOES THE SWEETNESS OF THIS CANDY SUIT YOUR TASTE?"

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	11	10	8	10
About right	53	59	53	55
Not sweet enough	25	19	27	23
Not ascertained	11	12	12	12
TOTAL	100	100	100	100
Number of respondents	1,276	1,126	1,123	3,610

TABLE 12. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE GENERAL APPEARANCE OF THIS CANDY?"

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	25	35	26	29
Indifferent	29	27	32	29
Do not like it	31	22	26	26
Not ascertained	15	16	16	16
TOTAL	100	100	100	100
Number of respondents	1,276	1,126	1,123	3,610

TABLE 13. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE TEXTURE OR QUALITY OF THIS CANDY?"

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	50	58	52	53
Indifferent	24	21	23	23
Do not like it	19	14	18	17
Not ascertained	7	7	7	7
TOTAL	100	100	100	100
Number of respondents	1,276	1,126	1,123	3,610

TABLE 14. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE FLAVOR OR TASTE OF THIS CANDY?"

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	44	58	49	50
Indifferent	18	12	16	15
Do not like it	33	25	31	30
Not ascertained	5	5	4	5
TOTAL	100	100	100	100
Number of respondents	1,276	1,126	1,123	3,610

TABLE 15. REPLIES TO THE QUESTION: "WHAT FLAVOR DO YOU DETECT MOST IN THIS CANDY?"

Flavor	Flavor of sample ¹	
	Orange	Cocoanut
	<i>Per cent</i>	<i>Per cent</i>
Cocoanut	25*	55*
Orange	32*	1
Other citrus flavors	12	1
Molasses	3	7
Syrup	2	2
Sugar	1*	1*
Sweetpotato	**	1*
Miscellaneous flavors ³	6	7
No specific flavor detected	19	25
TOTAL	100	100
Number of respondents	1,778	1,832

¹ Both samples contained the same basic ingredients with the exception that the sample designated as "orange" had a small quantity of orange-peel pulp added for flavoring purposes only.

² Less than 1 per cent.

³ Includes extracts, caramel, cereal, nuts, butter, salt, eggs, and other product flavors.

* These items were actual ingredients of the product.

TABLE 16. REPLIES TO THE QUESTION: "WHAT INGREDIENTS DO YOU DETECT IN THIS CANDY? — NAME AS MANY AS YOU CAN DETECT."

Ingredients	Flavor of sample ¹	
	Orange	Cocoanut
	<i>Per cent</i>	<i>Per cent</i>
Cocoanut	61*	65*
Orange	39*	2
Other citrus fruits	18	2
Sugar	9*	11*
Molasses	7	13
Syrup	7	10
Cereal	6	7
Caramel	5	8
Extracts	5	5
Butter	2	2
Nuts	3	1
Sweetpotato	1*	2*
Miscellaneous ingredients	5	7
No specific ingredients detected	19	10
TOTAL²	100	100
Number of respondents	1,778	1,832

¹ Both samples contained the same basic ingredients with the exception that the sample designated as "orange" had a small quantity of orange-peel pulp added for flavoring purposes only.

² Percentages total more than 100 because some respondents reported the detection of more than one ingredient.

* These items were actual ingredients of the product.

TABLE 17. REPLIES TO THE QUESTION: "WOULD YOU BUY THIS CANDY IF IT WERE PLACED ON THE MARKET?"

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	
Would buy it	34	44	34	38
Would not buy it	56	44	54	51
Not ascertained	10	12	12	11
TOTAL	100	100	100	100
Number of respondents	1,276	1,126	1,123	3,610

TABLE 18. REPLIES TO THE QUESTION: "WHY WOULD YOU BUY OR NOT BUY THIS CANDY IF IT WERE PLACED ON THE MARKET?"

Respondents who WOULD NOT BUY this candy	Reason	Respondents who WOULD BUY this candy
<i>Per cent</i> ¹		<i>Per cent</i> ¹
38	Flavor or taste	26
11	Personal preferences	18
11	Texture or quality	9
3	Sweetness	6
2	General appearance	2
4	Miscellaneous reasons	6
34	No specific reason given	41
1,848	Number of respondents	1,354

¹ Percentages total more than 100 because some respondents reported more than one reason.

TABLE 19. (IF YOU WOULD BUY THIS CANDY WHEN PLACED ON THE MARKET) REPLIES TO THE QUESTION: "HOW MUCH WOULD YOU EXPECT TO PAY FOR THE AMOUNT¹ THAT WAS IN THE SAMPLE PACKAGE?"

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	
5 cents and under	3	4	2	3
6 to 9 cents	1	1	1	1
10 cents	19	30 ²	23	25
11 to 14 cents	1		1	²
15 cents	17	15	20	17
16 to 19 cents	2	2	2	2
20 cents	13	8	11 ₂	11 ₂
21 to 24 cents	²	²		
25 cents and over	19	15	19	18
Not ascertained	25	25	21	23
TOTAL	100	100	100	100
Number of respondents	433	498	387	1,354

¹ The sample package contained 4 ounces of product.

² Less than 1 per cent.

TABLE 20. REPLIES TO THE QUESTION: "IS THE SAMPLE PACKAGE¹ THE APPROXIMATE SIZE YOU WOULD PREFER TO BUY AT ONE TIME?"

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Sample package is of satisfactory size	49	54	51	51
Sample package is not of satisfactory size	23	15	20	19
Not ascertained	28	31	29	30
TOTAL	100	100	100	100
Number of respondents	1,276	1,126	1,123	3,610

¹ The sample package contained 4 ounces of product.

TABLE 21. (IF THE SAMPLE PACKAGE IS NOT OF SATISFACTORY SIZE) REPLIES TO THE QUESTION: "IN COMPARISON WITH THE SAMPLE PACKAGE, HOW LARGE WOULD YOU PREFER AN INDIVIDUAL PACKAGE¹ TO BE?"

Replies	Geographic area			United States
	North	South	West	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
1 ounce	5	5	2	4
2 ounces	16	25	18	19
3 ounces	1	5	2	2
4 ounces ($\frac{1}{4}$ lb.) ²	9	9	16	11
5 to 7 ounces	4	1	1	2
8 ounces ($\frac{1}{2}$ lb.)	24	23	26	24
12 ounces ($\frac{3}{4}$ lb.)	4	1	1	3
16 ounces (1 lb.)	26	22	20	23
Over 16 ounces	1	1	1	1
Not ascertained	10	8	13	11
TOTAL	100	100	100	100
Number of respondents	294	175	222	705

¹ Respondents were instructed to report their answers to this question in number of ounces.

² Respondents who gave 4 ounces as their answer to this question probably failed to fully read and understand this question and the preceding question. The sample package contained the amount of product (4 ounces) they wished to buy.

CONSUMER REACTIONS TO "ALAYAM" CANDY
By Family Income Groups

TABLE 22. REPLIES TO THE QUESTION: "ON HOW MANY DAYS DID YOU BUY CANDY DURING THE PAST WEEK?" (APRIL 24-30, 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	46	42	48	48
One day	23	25	22	22
Two days	14	14	13	14
Three days	7	8	8	6
Four days	4	4	4	3
Five days	3	3	3	4
Six days	1	1	1	2
Seven days	2	3	1	1
TOTAL	100	100	100	100
Number of respondents	811	799	1,147	768

TABLE 23. (IF YOU BOUGHT ANY CANDY DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHAT TYPE OF CANDY DID YOU BUY?"

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>
Bar goods	78	77	73	69
Prepackaged bag	19	20	18	21
Bulk bag	16	14	13	12
Prepackaged box	12	13	15	18
Bulk box	3	5	6	6
Other types	9	8	9	10
TOTAL¹	100	100	100	100
Number of respondents	436	464	591	392

¹ Percentages total more than 100 because some respondents bought more than one type of candy.

TABLE 24. (IF YOU BOUGHT ANY CANDY DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHERE DID YOU BUY CANDY MOST OFTEN?"

Replies	Family income group			
	\$2,000 and under	\$2,001- \$3,000	\$3,001- \$5,000	Over \$5,000
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Grocery store	61	53	51	48
Drug store	13	14	18	24
Candy store	8	12	10	14
Movie, cafe	5	10	9	5
Dime store	7	7	7	5
At work, school	3	4	7	2
Gen. store, dept. store	1	1	2	3
Candy machine	¹	2	2	2
Miscellaneous places	2	3	1	2
Not ascertained	6	7	5	5
TOTAL ²	100	100	100	100
Number of respondents	436	464	591	392

¹ Less than 1 per cent.

² Percentages total more than 100 because some respondents reported more than one source of purchase.

TABLE 25. REPLIES TO THE QUESTION: "ON HOW MANY DAYS DID YOU EAT CANDY DURING THE PAST WEEK?" (APRIL 24-30, 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	35	29	30	30
One day	9	11	10	9
Two days	14	12	14	13
Three days	11	12	13	10
Four days	9	8	8	9
Five days	6	6	8	5
Six days	2	5	5	4
Seven days	14	17	12	20
TOTAL	100	100	100	100
Number of respondents	811	799	1,147	768

TABLE 26. (IF YOU ATE ANY CANDY DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHAT TYPE OF CANDY DID YOU EAT?"

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>
Bar goods	69	65	61	54
Prepackaged bag	17	22	20	21
Bulk bag	15	13	15	13
Prepackaged box	14	19	21	25
Bulk box	5	4	5	6
Other types	7	7	9	11
TOTAL ¹	100	100	100	100
Number of respondents	526	563	806	535

¹ Percentages total more than 100 because some respondents ate more than one type of candy.

TABLE 27. (IF YOU BOUGHT ANY CANDY DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHAT KIND OF CANDY DID YOU BUY MOST OFTEN?"

Replies ¹	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>
Bar goods	70	67	64	60
Chocolates	13	15	17	19
Hard candies	5	8	11	10
Caramels	3	4	2	3
Brittles	1	1	2	1
Fudges	2	1	1	1
Other kinds	6	4	3	6
TOTAL	100	100	100	100
Number of respondents	436	464	591	392

¹ Kind of candy refers to kind as classified by respondents. Therefore, some "bars" may be *chocolate-bars*; some "chocolates" may be *chocolate-bars*; et cetera.

TABLE 28. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THIS CANDY COMPARED TO THE CANDIES YOU USUALLY EAT?"

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	16	10	11	14
About the same	32	31	30	24
Like sample less	49	55	57	60
Not ascertained	3	4	2	2
TOTAL	100	100	100	100
Number of respondents	811	799	1,147	768

TABLE 29. REPLIES TO THE QUESTION: "HOW DOES THE SWEETNESS OF THIS CANDY SUIT YOUR TASTE?"

Replies	Family income group			
	\$2,000 and under	\$2,001- \$3,000	\$3,001- \$5,000	Over \$5,000
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Too sweet	8	12	9	11
About right	56	56	55	52
Not sweet enough	23	20	24	23
Not ascertained	13	12	12	9
TOTAL	100	100	100	100
Number of respondents	811	799	1,147	768

TABLE 30. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE GENERAL APPEARANCE OF THIS CANDY?"

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	36	28	25	26
Indifferent	27	32	28	31
Do not like it	19	24	31	31
Not ascertained	18	16	16	12
TOTAL	100	100	100	100
Number of respondents	811	799	1,147	768

TABLE 31. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE TEXTURE OR QUALITY OF THIS CANDY?"

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	59	53	52	49
Indifferent	17	23	25	24
Do not like it	16	18	16	20
Not ascertained	8	6	7	7
TOTAL	100	100	100	100
Number of respondents	811	799	1,147	768

TABLE 32. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE FLAVOR OR TASTE OF THIS CANDY?"

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	57	50	49	45
Indifferent	13	16	15	18
Do not like	24	31	31	34
Not ascertained	6	3	5	3
TOTAL	100	100	100	100
Number of respondents	811	799	1,147	768

TABLE 33. REPLIES TO THE QUESTION: "WOULD YOU BUY THIS CANDY IF IT WERE PLACED ON THE MARKET?"

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	45	40	33	33
Would not buy it	44	47	54	59
Not ascertained	11	13	13	8
TOTAL	100	100	100	100
Number of respondents	811	799	1,147	768

CONSUMER REACTIONS TO "ALAYAM" CANDY

By Place of Residence, and by City Sizes

TABLE 34. REPLIES TO THE QUESTION: "ON HOW MANY DAYS DID YOU BUY CANDY DURING THE PAST WEEK?" (APRIL 24-30, 1949)

Replies	Rural residents ¹	Urban residents ²	City size (urban residents)			
			2,500-25,000	25,001-100,000	100,001-500,000	Over 500,000
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
None	47	46	48	47	46	43
One day	22	23	21	27	23	23
Two days	15	13	12	13	13	13
Three days	7	8	9	6	8	8
Four days	4	4	4	3	4	4
Five days	3	3	2	2	4	4
Six days	1	2	1	1	1	3
Seven days	1	1	3	1	1	2
TOTAL	100	100	100	100	100	100
Number of respondents	1,673	1,852	592	372	419	469

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

² Urban residents live in incorporated towns or cities having 2,500 population or more.

TABLE 35. (IF YOU BOUGHT ANY CANDY DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHAT TYPE OF CANDY DID YOU BUY?"

Replies	Rural residents	Urban residents	City size (urban residents)			
			2,500-25,000	25,001-100,000	100,001-500,000	Over 500,000
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Bar goods	77	71	76	65	70	70
Prepackaged bag	22	19	24	16	20	16
Bulk bag	15	14	16	15	14	10
Prepackaged box	12	18	19	14	20	19
Bulk box	3	8	7	8	6	10
Other types	8	9	6	8	13	11
TOTAL ¹	100	100	100	100	100	100
Number of respondents	887	996	308	195	224	269

¹ Percentages total more than 100 because some respondents bought more than one type of candy.

TABLE 36. (IF YOU BOUGHT ANY CANDY DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHERE DID YOU BUY CANDY MOST OFTEN?"

Replies	Rural residents	Urban residents	City size (urban residents)			
			2,500-25,000	25,001-100,000	100,001-500,000	Over 500,000
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Grocery store	62	45	53	45	45	35
Drug store	14	19	14	22	23	20
Candy store	4	17	13	14	13	28
Movie, cafe	7	8	7	10	8	8
Dime store	7	7	8	9	5	9
At work, school	4	4	4	4	4	6
Gen. store, dept. store	2	2	2	1	4	1
Candy machine	1	2	2	2	1	3
Miscellaneous places	2	2	3	2	2	1
Not ascertained	8	4	6	1	4	3
TOTAL ¹	100	100	100	100	100	100
Number of respondents	887	996	308	195	224	269

¹ Percentages total more than 100 because some respondents reported more than one source of purchase.

TABLE 37. REPLIES TO THE QUESTION: "ON HOW MANY DAYS DID YOU EAT CANDY DURING THE PAST WEEK?" (APRIL 24-30, 1949)

Replies	Rural residents	Urban residents	City size (urban residents)			
			2,500-25,000	25,001-100,000	100,001-500,000	Over 500,000
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
None	30	32	34	38	29	27
One day	11	8	9	8	10	6
Two days	14	13	13	13	14	13
Three days	11	13	10	13	13	14
Four days	9	8	9	8	9	5
Five days	7	6	5	5	8	8
Six days	5	3	3	3	3	4
Seven days	13	17	17	12	14	23
TOTAL	100	100	100	100	100	100
Number of respondents	1,673	1,852	592	372	419	469

TABLE 38. (IF YOU ATE ANY CANDY DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHAT TYPE OF CANDY DID YOU EAT?"

Replies	Rural residents	Urban residents	City size (urban residents)			
			2,500-25,000	25,001-100,000	100,001-500,000	Over 500,000
			<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Bar goods	66	59	68	58	52	54
Prepackaged bag	20	20	20	20	23	15
Bulk bag	16	13	13	15	16	8
Prepackaged box	14	25	23	19	24	32
Bulk box	4	6	5	7	7	7
Other types	8	10	8	10	9	11
TOTAL ¹	100	100	100	100	100	100
Number of respondents	1,169	1,261	389	229	299	344

¹ Percentages total more than 100 because some respondents ate more than one type of candy.

TABLE 39. (IF YOU BOUGHT ANY CANDY DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHAT KIND OF CANDY DID YOU BUY MOST OFTEN?"

Replies ¹	Rural residents	Urban residents	City size (urban residents)			
			2,500-25,000	25,001-100,000	100,001-500,000	Over 500,000
			<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Bar goods	68	63	70	62	58	60
Chocolates	13	18	15	19	17	24
Hard candies	8	9	6	8	15	7
Caramels	3	3	3	1	5	3
Brittles	2	1	1	3	0	²
Fudges	1	1	0	1	0	1
Other kinds	5	5	5	6	5	5
TOTAL	100	100	100	100	100	100
Number of respondents	887	996	308	195	224	269

¹ Kind of candy refers to kind as classified by respondents. Therefore, some "bars" may be *chocolate-bars*; some "chocolates" may be *chocolate-bars*; et cetera.

² Less than 1 per cent.

TABLE 40. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THIS CANDY COMPARED TO THE CANDIES YOU USUALLY EAT?"

Replies	Rural residents	Urban residents	City size (urban residents)			
			2,500-25,000	25,001-100,000	100,001-500,000	Over 500,000
			<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like sample better	13	12	14	14	9	10
About the same	33	26	26	26	29	25
Like sample less	51	59	57	58	60	62
Not ascertained	3	3	3	2	2	3
TOTAL	100	100	100	100	100	100
Number of respondents	1,673	1,852	592	372	419	469

TABLE 41. REPLIES TO THE QUESTION: "HOW DOES THE SWEETNESS OF THIS CANDY SUIT YOUR TASTE?"

Replies	Rural residents	Urban residents	City size (urban residents)			
			2,500-25,000	25,001-100,000	100,001-500,000	Over 500,000
			<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Too sweet	7	13	12	13	16	11
About right	59	51	52	50	50	52
Not sweet enough	22	25	24	24	23	28
Not ascertained	12	11	12	13	11	9
TOTAL	100	100	100	100	100	100
Number of respondents	1,673	1,852	592	372	419	469

TABLE 42. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE GENERAL APPEARANCE OF THIS CANDY?"

Replies	Rural residents	Urban residents	City size (urban residents)			
			2,500-25,000	25,001-100,000	100,001-500,000	Over 500,000
			<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like it	30	27	28	26	27	24
Indifferent	28	30	31	29	30	31
Do not like it	25	28	24	29	29	32
Not ascertained	17	15	17	16	14	13
TOTAL	100	100	100	100	100	100
Number of respondents	1,673	1,852	592	372	419	469

TABLE 43. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE TEXTURE OR QUALITY OF THIS CANDY?"

Replies	Rural residents	Urban residents	City size (urban residents)			
			2,500- 25,000	25,001- 100,000	100,001- 500,000	Over 500,000
			<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like it	54	53	56	54	53	47
Indifferent	22	23	22	20	24	25
Do not like it	16	18	16	18	18	21
Not ascertained	8	6	6	8	5	7
TOTAL	100	100	100	100	100	100
Number of respondents	1,673	1,852	592	372	419	469

TABLE 44. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE FLAVOR OR TASTE OF THIS CANDY?"

Replies	Rural residents	Urban residents	City size (urban residents)			
			2,500- 25,000	25,001- 100,000	100,001- 500,000	Over 500,000
			<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like it	54	47	51	51	45	39
Indifferent	13	17	14	14	16	26
Do not like it	28	32	30	32	35	31
Not ascertained	5	4	5	3	4	4
TOTAL	100	100	100	100	100	100
Number of respondents	1,673	1,852	592	372	419	469

TABLE 45. REPLIES TO THE QUESTION: "WOULD YOU BUY THIS CANDY IF IT WERE PLACED ON THE MARKET?"

Replies	Rural residents	Urban residents	City size (urban residents)			
			2,500- 25,000	25,001- 100,000	100,001- 500,000	Over 500,000
			<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Would buy it	41	34	37	35	32	30
Would not buy it	46	56	51	57	58	60
Not ascertained	13	10	12	8	10	10
TOTAL	100	100	100	100	100	100
Number of respondents	1,673	1,852	592	372	419	469

CONSUMER REACTIONS TO "ALAYAM" CANDY

By Sex, and by Age of Respondents

TABLE 46. REPLIES TO THE QUESTION: "ON HOW MANY DAYS DID YOU BUY CANDY DURING THE PAST WEEK?" (APRIL 24-30, 1949)

Replies	Sex of respondents		Age of respondents ¹			
	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	54	41	46	39	50	54
One day	18	27	16	25	25	25
Two days	10	16	12	18	13	10
Three days	7	8	9	9	6	6
Four days	4	3	6	4	2	2
Five days	4	3	5	3	2	2
Six days	2	1	3	2 ²	1	1
Seven days	1	1	3	2	1	2
TOTAL	100	100	100	100	100	100
Number of respondents	1,583	1,942	855	987	1,088	595

¹ Respondents whose age was reported as less than 5 years were omitted from this study.

² Less than 1 per cent.

TABLE 47. (IF YOU BOUGHT ANY CANDY DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHAT TYPE OF CANDY DID YOU BUY?"

Replies	Sex of respondents		Age of respondents			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Bar goods	78	72	85	80	67	59
Prepackaged bag	12	24	9	21	23	25
Bulk bag	7	18	6	14	18	19
Prepackaged box	11	18	3	13	20	24
Bulk box	3	6	1	5	7	9
Other types	8	10	15	6	7	7
TOTAL ¹	100	100	100	100	100	100
Number of respondents	731	1,152	460	600	551	272

¹ Percentages total more than 100 because some respondents bought more than one type of candy.

TABLE 48. (IF YOU BOUGHT ANY CANDY DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHERE DID YOU BUY CANDY MOST OFTEN?"

Replies	Sex of respondents		Age of respondents			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Grocery store	41	61	48	54	57	51
Drug store	18	16	14	18	17	18
Candy store	9	12	10	9	10	16
Movie, cafe	11	6	12	9	5	3
Dime store	4	9	3	7	7	10
At work, school	6	3	6	4	5	1
Gen. store, dept. store	1	2	1	1	5	3
Candy machine	2	1	1	2	2	1
Miscellaneous places	2	2	1	2	3	1
Not ascertained	8	4	14	2	3	6
TOTAL ¹	100	100	100	100	100	100
Number of respondents	731	1,152	460	600	551	272

¹ Percentages total more than 100 because some respondents reported more than one source of purchase.

TABLE 49. REPLIES TO THE QUESTION: "ON HOW MANY DAYS DID YOU EAT CANDY DURING THE PAST WEEK?" (APRIL 24-30, 1949)

Replies	Sex of respondents		Age of respondents			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
None	36	27	30	26	34	35
One day	8	10	7	12	10	6
Two days	11	16	13	17	14	7
Three days	10	14	12	12	13	11
Four days	7	9	9	9	7	8
Five days	7	6	8	7	6	5
Six days	6	2	5	4	2	5
Seven days	15	16	16	13	14	23
TOTAL	100	100	100	100	100	100
Number of respondents	1,583	1,942	855	987	1,088	595

TABLE 50. (IF YOU ATE ANY CANDY DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHAT TYPE OF CANDY DID YOU EAT?"

Replies	Sex of respondents		Age of respondents			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Bar goods	63	61	73	67	57	45
Prepackaged bag	18	21	17	21	19	23
Bulk bag	13	15	15	13	14	15
Prepackaged box	18	21	14	17	23	26
Bulk box	6	5	4	4	7	8
Other types	7	9	12	7	7	9
TOTAL ¹	100	100	100	100	100	100
Number of respondents	1,009	1,421	601	729	716	384

¹ Percentages total more than 100 because some respondents ate more than one type of candy.

TABLE 51. (IF YOU BOUGHT ANY CANDY DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHAT KIND OF CANDY DID YOU BUY MOST OFTEN?"

Replies ¹	Sex of respondents		Age of respondents			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Bar goods	72	61	75	70	59	50
Chocolates	13	18	8	15	20	26
Hard candies	6	10	7	7	10	12
Caramels	2	4	3	3	3	3
Brittles	2	1	1	1	1	2
Fudges	1	1	1	1	1	1
Other kinds	4	5	5	3	6	6
TOTAL	100	100	100	100	100	100
Number of respondents	731	1,152	460	600	551	272

¹ Kinds of candy refer to kind as classified by respondents. Therefore, some "bars" may be *chocolate-bars*; some "chocolates" may be *chocolate-bars*; et cetera.

TABLE 52. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THIS CANDY COMPARED TO THE CANDIES YOU USUALLY EAT?"

Replies	Sex of respondents		Age of respondents			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like sample better	12	13	12	9	13	18
About the same	29	29	33	26	28	32
Like sample less	55	55	51	62	56	47
Not ascertained	4	3	4	3	3	3
TOTAL	100	100	100	100	100	100
Number of respondents	1,583	1,942	855	987	1,088	595

TABLE 53. REPLIES TO THE QUESTION: "HOW DOES THE SWEETNESS OF THIS CANDY SUIT YOUR TASTE?"

Replies	Sex of respondents		Age of respondents			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Too sweet	8	11	8	12	10	8
About right	52	57	50	54	58	56
Not sweet enough	26	22	25	24	23	22
Not ascertained	14	10	17	10	9	14
TOTAL	100	100	100	100	100	100
Number of respondents	1,583	1,942	855	987	1,088	595

TABLE 54. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE GENERAL APPEARANCE OF THIS CANDY?"

Replies	Sex of respondents		Age of respondents			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like it	26	30	27	23	31	34
Indifferent	33	26	30	31	29	25
Do not like it	25	28	25	33	26	20
Not ascertained	16	16	18	13	14	21
TOTAL	100	100	100	100	100	100
Number of respondents	1,583	1,942	855	987	1,088	595

TABLE 55. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE TEXTURE OR QUALITY OF THIS CANDY?"

Replies	Sex of respondents		Age of respondents			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like it	48	57	48	50	57	59
Indifferent	25	20	24	24	21	19
Do not like it	18	17	18	21	16	13
Not ascertained	9	6	10	5	6	9
TOTAL	100	100	100	100	100	100
Number of respondents	1,583	1,942	855	987	1,088	595

TABLE 56. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE FLAVOR OR TASTE OF THIS CANDY?"

Replies	Sex of respondents		Age of respondents			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Like it	47	52	50	42	53	58
Indifferent	16	15	13	17	16	15
Do not like it	31	29	30	37	28	21
Not ascertained	6	4	7	4	3	6
TOTAL	100	100	100	100	100	100
Number of respondents	1,583	1,942	855	987	1,088	595

TABLE 57. REPLIES TO THE QUESTION: "WOULD YOU BUY THIS CANDY IF IT WERE PLACED ON THE MARKET?"

Replies	Sex of respondents		Age of respondents			
	Male	Female	5-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. & over
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Would buy it	34	40	37	32	39	45
Would not buy it	51	52	45	59	53	43
Not ascertained	15	8	18	9	8	12
TOTAL	100	100	100	100	100	100
Number of respondents	1,583	1,942	855	987	1,088	595

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

TABLE 58. REPLIES TO THE QUESTION: "ON HOW MANY DAYS DID YOU BUY CANDY DURING THE PAST WEEK?" (APRIL 24-30, 1949)

Replies	Educational status of family head ^{1, 2}					
	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	46	47	43	47	51	45
One day	21	25	21	23	21	24
Two days	16	12	15	14	10	14
Three days	7	8	10	6	7	8
Four days	4	3	4	4	4	2
Five days	2	2	4	3	3	3
Six days	2	1	2	1	2	1
Seven days	2	2	1	2	2	3
TOTAL	100	100	100	100	100	100
Number of respondents	212	384	743	900	579	707

¹ Educational status 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 36.5 per cent.

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

TABLE 59. (IF YOU BOUGHT ANY CANDY DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHAT TYPE OF CANDY DID YOU BUY?"

Replies	Educational status of family head					
	Less than 8th grade	Completed 8th grade	Less than high school	Completed high school	Less than college	Completed college
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Bar goods	75	76	78	73	73	72
Prepackaged bag	30	20	21	17	18	17
Bulk bag	16	19	12	16	10	13
Prepackaged box	11	11	12	15	16	19
Bulk box	4	3	5	4	6	7
Other types	4	6	11	9	9	9
TOTAL ¹	100	100	100	100	100	100
Number of respondents	114	202	421	481	282	383

¹ Percentages total more than 100 because some respondents bought more than one type of candy.

TABLE 60. (IF YOU BOUGHT ANY CANDY DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHERE DID YOU BUY CANDY MOST OFTEN?"

Replies	Educational status of family head					
	Less than 8th grade	Completed 8th grade	Less than high school	Completed high school	Less than college	Completed college
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Grocery store	64	63	57	53	47	43
Drug store	9	11	15	15	15	27
Candy store	5	9	9	11	12	14
Movie, cafe	4	6	4	10	13	7
Dime store	6	10	10	5	5	5
At work, school	3	3	6	5	3	3
Gen. store, dept. store	3	1	1	2	3	2
Candy machine	0	1	1	3	1	1
Miscellaneous places	4	0	2	2	3	1
Not ascertained	13	9	6	3	6	4
TOTAL ¹	100	100	100	100	100	100
Number of respondents	114	202	421	481	282	383

¹ Percentages total more than 100 because some respondents reported more than one source of purchase.

TABLE 61. REPLIES TO THE QUESTION: "ON HOW MANY DAYS DID YOU EAT CANDY DURING THE PAST WEEK?" (APRIL 24-30, 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	26	29	32	27	38	32
One day	11	8	8	10	9	11
Two days	19	16	11	16	11	13
Three days	7	12	12	13	10	12
Four days	11	10	8	9	7	7
Five days	9	6	7	6	7	6
Six days	2	2	5	4	3	4
Seven days	15	17	17	15	15	15
TOTAL	100	100	100	100	100	100
Number of respondents	212	384	743	900	579	707

TABLE 62. (IF YOU ATE ANY CANDY DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHAT TYPE OF CANDY DID YOU EAT?"

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>
Bar goods	75	65	60	60	60	56
Prepackaged bag	21	18	20	22	22	16
Bulk bag	30	17	13	14	13	13
Prepackaged box	13	14	17	21	23	26
Bulk box	6	5	6	3	6	7
Other types	6	6	10	8	8	12
TOTAL ¹	100	100	100	100	100	100
Number of respondents	157	274	507	654	359	479

¹ Percentages total more than 100 because some respondents ate more than one type of candy.

TABLE 63. (IF YOU BOUGHT ANY CANDY DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHAT KIND OF CANDY DID YOU BUY MOST OFTEN?"

Replies ¹	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>
Bar goods	75	67	70	65	64	58
Chocolates	9	13	14	16	15	23
Hard candies	5	8	8	8	12	8
Caramels	4	6	1	3	3	4
Brittles	1	1	1	1	1	2
Fudges	4	1	1	1	1	2
Other kinds	2	5	5	6	4	5
TOTAL	100	100	100	100	100	100
Number of respondents	114	202	421	481	282	383

¹ Kind of candy refers to kind as classified by respondents. Therefore, some "bars" may be *chocolate-bars*; some "chocolates" may be *chocolate-bars*; et cetera.

² Less than 1 per cent.

TABLE 64. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THIS CANDY COMPARED TO THE CANDIES YOU USUALLY EAT?"

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	14	16	13	9	14	13
About the same	36	33	30	31	26	25
Like sample less	44	46	54	56	58	61
Not ascertained	6	5	3	4	2	1
TOTAL	100	100	100	100	100	100
Number of respondents	212	384	743	900	579	707

TABLE 65. REPLIES TO THE QUESTION: "HOW DOES THE SWEETNESS OF THIS CANDY SUIT YOUR TASTE?"

Replies	Educational status of family head					
	Less than 8th grade	Completed 8th grade	Less than high school	Completed high school	Less than college	Completed college
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Too sweet	6	8	12	10	10	10
About right	59	54	51	57	57	54
Not sweet enough	18	23	23	22	24	28
Not ascertained	17	15	14	11	9	8
TOTAL	100	100	100	100	100	100
Number of respondents	212	384	743	900	579	707

TABLE 66. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE GENERAL APPEARANCE OF THIS CANDY?"

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	34	33	30	27	28	25
Indifferent	23	25	29	32	33	26
Do not like it	21	23	22	26	28	34
Not ascertained	22	19	19	15	11	15
TOTAL	100	100	100	100	100	100
Number of respondents	212	384	743	900	579	707

TABLE 67. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE TEXTURE OR QUALITY OF THIS CANDY?"

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	62	53	51	53	54	53
Indifferent	13	20	23	23	25	23
Do not like it	16	17	16	19	16	19
Not ascertained	9	10	10	5	5	5
TOTAL	100	100	100	100	100	100
Number of respondents	212	384	743	900	579	707

TABLE 68. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE FLAVOR OR TASTE OF THIS CANDY?"

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	59	53	48	51	48	48
Indifferent	10	14	13	14	20	17
Do not like it	23	27	32	31	29	31
Not ascertained	8	6	7	4	3	4
TOTAL	100	100	100	100	100	100
Number of respondents	212	384	743	900	579	707

TABLE 69. REPLIES TO THE QUESTION: "WOULD YOU BUY THIS CANDY IF IT WERE PLACED ON THE MARKET?"

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	45	40	41	35	35	35
Would not buy it	40	43	46	53	57	57
Not ascertained	15	17	13	12	8	8
TOTAL	100	100	100	100	100	100
Number of respondents	212	384	743	900	579	707

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

TABLE 70. REPLIES TO THE QUESTION: "ON HOW MANY DAYS DID YOU BUY CANDY DURING THE PAST WEEK?" (APRIL 24-30, 1949)

Replies	Occupational status of family head ¹					
	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	46	46	50	47	48	43
One day	22	24	23	23	18	25
Two days	13	14	13	14	14	13
Three days	8	8	7	6	8	9
Four days	4	4	2	3	4	5
Five days	3	2	2	2	6	3
Six days	1	1	2	2	1	1
Seven days	3	1	1	3	1	1
TOTAL	100	100	100	100	100	100
Number of respondents	784	845	471	661	208	556

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

TABLE 71. (IF YOU BOUGHT ANY CANDY DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHAT TYPE OF CANDY DID YOU BUY?"

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>
Bar goods	81	78	70	69	71	77
Prepackaged bag	25	18	16	18	28	18
Bulk bag	16	17	10	12	11	13
Prepackaged box	15	10	23	19	25	14
Bulk box	5	5	7	6	7	5
Other types	10	9	10	10	9	6
TOTAL ¹	100	100	100	100	100	100
Number of respondents	422	453	234	348	109	317

¹ Percentages total more than 100 because some respondents bought more than one type of candy.

TABLE 72. (IF YOU BOUGHT ANY CANDY DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHERE DID YOU BUY CANDY 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>
Grocery store	54	53	54	43	52	44
Drug Store	14	10	17	22	18	24
Candy store	13	6	12	13	11	15
Movie, cafe	7	4	3	8	14	9
Dime store	8	10	7	6	4	6
At work, school	4	3	7	5	3	4
Gen. store, dept. store	1	1	1	3	3	2
Candy machine	2	1	3	2	0	1
Miscellaneous places	3	1	0	2	5	1
Not ascertained	8	11	5	2	9	3
TOTAL ¹	100	100	100	100	100	100
Number of respondents	422	453	234	348	109	317

¹ Percentages total more than 100 because some respondents reported more than one source of purchase.

TABLE 73. REPLIES TO THE QUESTION: "ON HOW MANY DAYS DID YOU EAT CANDY DURING THE PAST WEEK?" (APRIL 24-30, 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	33	29	31	33	31	30
One day	9	10	9	9	7	11
Two days	12	17	15	12	9	14
Three days	9	10	13	12	13	15
Four days	10	9	7	7	8	7
Five days	5	7	7	6	7	8
Six days	4	4	5	4	4	3
Seven days	18	14	13	17	21	12
TOTAL	100	100	100	100	100	100
Number of respondents	784	845	471	661	208	556

TABLE 74. (IF YOU ATE ANY CANDY DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHAT TYPE OF CANDY DID YOU EAT?"

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>
Bar goods	66	68	59	54	61	61
Prepackaged bag	21	18	19	20	31	21
Bulk bag	16	16	14	11	14	15
Prepackaged box	20	12	25	29	20	20
Bulk box	2	6	5	6	4	6
Other types	7	7	10	10	15	8
TOTAL ¹	100	100	100	100	100	100
Number of respondents	529	599	323	444	144	391

¹ Percentages total more than 100 because some respondents ate more than one type of candy.

TABLE 75. (IF YOU BOUGHT ANY CANDY DURING THE PAST WEEK) REPLIES TO THE QUESTION: "WHAT KIND OF CANDY DID YOU BUY MOST OFTEN?"

Replies ¹	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>
Bar goods	65	72	65	56	62	64
Chocolates	16	12	18	23	16	15
Hard candies	6	8	8	10	11	9
Caramels	4	2	2	4	2	4
Brittles	1	2	1	1	1	3
Fudges	2	1	1	²	0	1
Other kinds	6	3	5	6	8	4
TOTAL	100	100	100	100	100	100
Number of respondents	422	453	234	348	109	317

¹ Kind of candy refers to kind as classified by respondents. Therefore, some "bars" may be *chocolate-bars*; some "chocolates" may be *chocolate-bars*, et cetera.

² Less than 1 per cent.

TABLE 76. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THIS CANDY COMPARED TO THE CANDIES YOU USUALLY EAT?"

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	14	13	10	16	12	10
About the same	31	33	32	23	25	26
Like sample less	50	51	56	58	60	62
Not ascertained	5	3	2	3	3	2
TOTAL	100	100	100	100	100	100
Number of respondents	784	845	471	661	208	556

TABLE 77. REPLIES TO THE QUESTION: "HOW DOES THE SWEETNESS OF THIS CANDY SUIT YOUR TASTE?"

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	11	9	8	10	11	11
About right	56	56	54	56	48	52
Not sweet enough	19	23	25	26	27	25
Not ascertained	14	12	13	8	14	12
TOTAL	100	100	100	100	100	100
Number of respondents	784	845	471	661	208	556

TABLE 78. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE GENERAL APPEARANCE OF THIS CANDY?"

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	30	25	27	30	25
Indifferent	28	29	29	28	22	32
Do not like it	20	23	31	30	30	33
Not ascertained	20	18	15	15	18	10
TOTAL	100	100	100	100	100	100
Number of respondents	784	845	471	661	208	556

TABLE 79. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE TEXTURE OR QUALITY OF THIS CANDY?"

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	56	55	52	52	48	49
Indifferent	19	21	24	25	24	24
Do not like it	16	16	17	18	20	21
Not ascertained	9	8	7	5	8	6
TOTAL	100	100	100	100	100	100
Number of respondents	784	845	471	661	208	556

TABLE 80. REPLIES TO THE QUESTION: "HOW DO YOU LIKE THE FLAVOR OR TASTE OF THIS CANDY?"

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	55	54	48	49	43	43
Indifferent	11	14	14	20	19	18
Do not like it	28	27	33	28	34	35
Not ascertained	6	5	5	3	4	4
TOTAL	100	100	100	100	100	100
Number of respondents	784	845	471	661	208	556

TABLE 81. REPLIES TO THE QUESTION: "WOULD YOU BUY THIS CANDY IF IT WERE PLACED ON THE MARKET?"

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	42	40	37	37	31	29
Would not buy it	44	48	53	55	56	60
Not ascertained	14	12	10	8	13	11
TOTAL	100	100	100	100	100	100
Number of respondents	784	845	471	661	208	556

CHARACTERISTICS OF THE SAMPLE

TABLE 82. DISTRIBUTION OF THE SAMPLE BY GEOGRAPHIC AREAS STUDIED AND BY CENSUS GEOGRAPHIC AREAS

Census geographic area	Per-centage return of questionnaires	Geographic area			United States	
		North	South	West	Total	Weighted total ¹
	<i>Per cent</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
New England		201			201	203
North Atlantic		530			530	535
East North Central		545			545	551
Total	(83.9)	1,276			1,276	1,289
South Atlantic			508		508	543
East South Central			292		292	312
West South Central			326		326	349
Total	(79.4)		1,126		1,126	1,204
West North Central				497	497	494
Mountain				169	169	168
Pacific				457	457	455
Total	(85.3)			1,123	1,123	1,117
TOTAL	(82.9)	1,276	1,126	1,123	3,525	3,610

¹ Differential weighting to bring the three areas into their proper relation with the United States as a whole was necessary. Weights applied to geographic area totals were 101.0 in the northeastern area, 106.9 in the southern area, and 99.5 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 areas.

TABLE 83. DISTRIBUTION OF THE SAMPLE BY FAMILY INCOME GROUPS FOR MAJOR GEOGRAPHIC AREAS

Family income group	Per-centage return of questionnaires	Geographic area			United States	
		North	South	West	Total	Weighted total
	<i>Per cent</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
\$2,000 and under	(81.6)	186	297	328	811	831
\$2,001—\$3,000	(84.4)	319	263	217	799	819
\$3,001—\$5,000	(83.3)	471	344	332	1,147	1,175
Over \$5,000	(82.3)	300	222	246	768	785
TOTAL	(82.9)	1,276	1,126	1,123	3,525	3,610

TABLE 84. DISTRIBUTION OF THE SAMPLE BY PLACE OF RESIDENCE AND BY CITY SIZE FOR MAJOR GEOGRAPHIC AREAS

Place of residence and city size	Per- centage return of question- naires	Geographic area			United States	
		North	South	West	Total	Weighted total
		<i>Per cent</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Place of residence:						
Rural ¹	(83.8)	354	745	574	1,673	1,726
Urban ²	(82.2)	922	381	549	1,852	1,884
City size:						
2,500- 25,000	(83.5)	257	150	185	592	604
25,001-100,000	(83.7)	190	74	108	372	378
100,001-500,000	(84.1)	155	114	150	419	428
Over 500,000	(78.0)	320	43	106	469	474
TOTAL	(82.9)	1,276	1,126	1,123	3,525	3,610

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

² Urban residents live in incorporated towns or cities having 2,500 population or more.

TABLE 85. DISTRIBUTION OF THE SAMPLE BY EDUCATIONAL STATUS OF THE FAMILY HEAD FOR MAJOR GEOGRAPHIC AREAS

Educational status of family head ^{1, 2}	Per- centage return of question- naires	Geographic area			United States	
		North	South	West	Total	Weighted total
		<i>Per cent</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Less than 8th grade	(86.2)	37	95	80	212	219
Completed 8th grade	(87.0)	130	68	186	384	389
Less than high school	(85.2)	281	255	207	743	763
Completed high school	(77.1)	368	250	282	900	919
Less than college	(82.2)	207	202	170	579	594
Completed college	(86.8)	253	256	198	707	726
TOTAL	(82.9)	1,276	1,126	1,123	3,525	3,610

¹ 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 36.5 per cent.

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

TABLE 86. DISTRIBUTION OF THE SAMPLE BY OCCUPATIONAL STATUS OF THE FAMILY HEAD FOR MAJOR GEOGRAPHIC AREAS

Occupational status of family head ¹	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	(78.9)	265	208	311	784	800
Agricultural, fishery, forestry workers	(86.0)	182	349	314	845	870
Skilled workers	(82.3)	229	107	135	471	479
Managerial, professional workers	(84.2)	300	193	168	661	676
Owners, partners, proprietors	(77.9)	67	80	61	208	215
Clerical, sales workers, students	(83.9)	233	189	134	556	570
TOTAL	(82.9)	1,276	1,126	1,123	3,525	3,610

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

TABLE 87. DISTRIBUTION OF THE SAMPLE BY SEX AND BY AGE OF RESPONDENTS FOR MAJOR GEOGRAPHIC AREAS

Sex and age of respondents ¹	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:					
Male	574	506	503	1,583	1,621
Female	702	620	620	1,942	1,989
Age of respondents:					
5-19 years	301	274	280	855	876
20-34 years	369	329	289	987	1,013
35-54 years	401	363	324	1,088	1,114
55 years and over	205	160	230	595	607
TOTAL	1,276	1,126	1,123	3,525	3,610

¹ Children less than 5 years of age were disregarded in making tabulations of the data returned by respondents.

