

Open-end

- The responses to open-ended questions are grouped into like-answers and coded for tabulation purposes.
- Nets combine two or more codes to produce the number of respondents who answered in that category.
- If a respondent gave more than one answer in a category, they are only counted once in the Net

TABLE 6

STUDY DESCRIPTION
 CLIENT NAME/PROJECT #
 WATTS MARKETING RESEARCH
 MONTH/YEAR OF RESEARCH

Q. 4 - WHY DO YOU SAY THAT?

	TOTAL	GRADE			USUALLY USE THIS PRODUCT		LEVEL OF LIKING		
		PRE- K TO 1st	2nd TO 3rd	4th TO 5th	YES	NO	BETTER	SAME	LESS
TOTAL RESPONDENTS	298 100.0%	100 100.0%	97 100.0%	99 100.0%	205 100.0%	89 100.0%	162 100.0%	67 100.0%	67 100.0%
POSITIVE COMMENTS =====	122 40.9%	42 42.0%	42 43.3%	37 37.4%	100 48.8%	22 24.7%	92 56.8%	23 34.3%	6 9.0%
TASTE NET	67 22.5%	22 22.0%	22 22.7%	23 23.2%	53 25.9%	14 15.7%	52 32.1%	12 17.9%	2 3.0%
- TASTE GOOD/LIKE IT/TASTES BETTER (NOT SPECIFIC)	41 13.8%	16 16.0%	14 14.4%	11 11.1%	35 17.1%	6 6.7%	33 20.4%	6 9.0%	1 1.5%
- LIKE THE CHOCOLATE FLAVOR	22 7.4%	3 3.0%	8 8.2%	11 11.1%	14 6.8%	8 9.0%	16 9.9%	5 7.5%	1 1.5%
- OTHER POSITIVE TASTE COMMENTS	5 1.7%	3 3.0%	-	2 2.0%	5 2.4%	-	4 2.5%	1 1.5%	-
IT' S COLD/STAYS COLDER	37 12.4%	10 10.0%	17 17.5%	9 9.1%	31 15.1%	6 6.7%	28 17.3%	7 10.4%	2 3.0%
PACKAGING NET	14 4.7%	6 6.0%	5 5.2%	3 3.0%	13 6.3%	1 1.1%	11 6.8%	1 1.5%	2 3.0%
- IS EASIER TO OPEN	7 2.3%	3 3.0%	4 4.1%	-	7 3.4%	-	7 4.3%	-	-
- NICE PACKAGE (NOT SPECIFIC)	5 1.7%	3 3.0%	-	2 2.0%	4 2.0%	1 1.1%	2 1.2%	1 1.5%	2 3.0%
- EASIER TO USE	2 0.7%	-	1 1.0%	1 1.0%	2 1.0%	-	2 1.2%	-	-
- OTHER POSITIVE PACKAGING COMMENTS	1 0.3%	-	1 1.0%	-	1 0.5%	-	1 0.6%	-	-
LIKE TO SHAKE TO MIX	3 1.0%	1 1.0%	-	2 2.0%	3 1.5%	-	3 1.9%	-	-
CAN BE RECYCLED	2 0.7%	-	-	2 2.0%	1 0.5%	1 1.1%	2 1.2%	-	-
OTHER POSITIVE COMMENTS	9 3.0%	2 2.0%	4 4.1%	3 3.0%	4 2.0%	5 5.6%	4 2.5%	4 6.0%	1 1.5%

Q. 4 - WHY DO YOU SAY THAT?

	TOTAL	GRADE			USUALLY USE THIS PRODUCT		LEVEL OF LIKING		
		PRE-K TO 1st	2nd TO 3rd	4th TO 5th	YES	NO	BETTER	SAME	LESS
TOTAL RESPONDENTS	298 100.0%	100 100.0%	97 100.0%	99 100.0%	205 100.0%	89 100.0%	162 100.0%	67 100.0%	67 100.0%
<u>NEGATIVE COMMENTS</u>	22 7.4%	3 3.0%	4 4.1%	15 15.2%	6 2.9%	16 18.0%	2 1.2%	2 3.0%	18 26.9%
TASTE NET	20 6.7%	2 2.0%	3 3.1%	15 15.2%	4 2.0%	16 18.0%	1 0.6%	2 3.0%	17 25.4%
- PLASTIC TASTE	5 1.7%	-	-	5 5.1%	-	5 5.6%	-	-	5 7.5%
- TASTES DIFFERENT	4 1.3%	-	1 1.0%	3 3.0%	1 0.5%	3 3.4%	1 0.6%	-	3 4.5%
- TOO MUCH CHOCOLATE	3 1.0%	-	1 1.0%	2 2.0%	1 0.5%	2 2.2%	-	1 1.5%	2 3.0%
- DOESN' T TASTE GOOD (NOT SPECIFIC)	2 0.7%	2 2.0%	-	-	-	2 2.2%	-	-	2 3.0%
- OTHER NEGATIVE TASTE COMMENTS	6 2.0%	-	1 1.0%	5 5.1%	2 1.0%	4 4.5%	-	1 1.5%	5 7.5%
ALL OTHER NEGATIVE COMMENTS	2 0.7%	1 1.0%	1 1.0%	-	2 1.0%	-	1 0.6%	-	1 1.5%
<u>NEUTRAL COMMENTS</u>	15 5.0%	4 4.0%	4 4.1%	7 7.1%	6 2.9%	9 10.1%	3 1.9%	8 11.9%	4 6.0%
TASTES THE SAME/NO DIFFERENCE	8 2.7%	2 2.0%	1 1.0%	5 5.1%	3 1.5%	5 5.6%	1 0.6%	7 10.4%	-
IT' S OKAY	3 1.0%	-	2 2.1%	1 1.0%	2 1.0%	1 1.1%	2 1.2%	-	1 1.5%
OTHER NEUTRAL COMMENTS	4 1.3%	2 2.0%	1 1.0%	1 1.0%	1 0.5%	3 3.4%	-	1 1.5%	3 4.5%
DON' T KNOW	13 4.4%	3 3.0%	4 4.1%	6 6.1%	4 2.0%	9 10.1%	3 1.9%	5 7.5%	5 7.5%
NO ANSWER	128 43.0%	48 48.0%	43 44.3%	36 36.4%	90 43.9%	34 38.2%	63 38.9%	29 43.3%	35 52.2%