

Section 13: Candy; Snacks

2008 Product Questionnaire (86-13 to 86-16)



Candy

Chewing gum

packs

*forms*¹: pellet, centre-filled pellet, stick

types: breath fresheners, bubble gum, (regular, sugarless), chewing gum (regular, sugarless), dental gum

brands

Chewy candies

packages

brands

Chocolate/candy bars

bars/boxes/bags

types: regular single bars/packs, king size, family bars, treat size (minis), multi-packs/4 bars, bagged chocolate, snack boxes, stand-up bags (wrapped chocolate)

brands

Hard candy/mints

packages

kinds: rolls, bags, in blister packs

brands

Nuts/Seeds

containers

types: cashews, walnuts, peanuts, almonds, sunflower seeds, mixed nuts¹

Snacks

Corn & tortilla chips, cheese snacks

packages

types: flavoured tortilla chips, plain unflavoured tortilla chips, cheese snacks

shapes: round, triangles

brands

where eaten (nacho & cheese sauce):

at home, special events

Instant soup/meal in a cup/bowl

occasions

where eaten: home, office/work

brands

Low Calorie Sweeteners

times used

Meal Replacement/Nutritional Drinks/Bars

occasions

types: bars, drinks (ready to serve, powdered)

used for: meal, snack¹

brands

Popcorn

packages/bowls

types: regular, caramel, flavoured

forms: already popped, popped in microwave, home popped

brands

Potato Chips

packages

types: flavoured, regular

forms: flat, rippled/ridged

kinds: regular, low/reduced fat

brands

Pretzels

packages

types: flavoured, unflavoured

brands

Rice cakes/corn cakes/potato crisps

times

kinds: plain, flavoured (sweet, salty/savoury)

brands

Snack/party mix

packages

brands

1 = new data

(included on the PMB 2009 2-year Readership Database and PMB 2009 1-year Product Database)

new brands are included on the PMB 2009 1-year Product Database