

Section 13: Candy; Snacks

2009 Product Questionnaire (86-13 to 86-16)



Candy

Chewing gum

packs

forms: cubes¹, 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 nuts

brands

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, snack

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 2010 2-year Readership Database and PMB 2010 1-year Product Database)

new brands are included on the PMB 2010 1-year Product Database