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NONCITRUS FRUIT NEW PRODUCT CONCEPTS

By
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Preliminary Survey Results

Working Paper

February 1976

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NONCITRUS FRUIT NEW PRODUCT CONCEPTS

This study explored consumer reactions to six new product concepts. A split sample technique lightened the burden on the respondent, i.e., each respondent considered only three of the six product concepts. Each color-coded version of the questionnaire--blue and white--surveyed a different set of three product concepts:

White

Dehydrated sugar-coated fruit slices
Fruit packed in juice of different fruit
Frozen fresh Bartlett pears

Blue

Carbonated apple beverages
Dehydrated instant applesauce
Whole cored frozen baking apples

After reading a description of a new product, respondents were asked the following questions:

- a. If this product were available, would you try it or not?
- b. Why doesn't this product appeal to you? (If "No" to Q. a)
- c. What is it about this product idea that appeals to you? (If "Yes" to Q. a)
- d. How sure are you that you would try it--absolutely sure, quite sure, a little doubtful? (If "Yes" to Q. a)
- e. Assuming that you like the product, do you think you would use it regularly or just once in a while? (If "Yes" to Q. a)

The data reported simply represent homemakers' reactions to new product concepts. Since little or no attempt was made to inform the respondents as to how these products might be packaged or priced, it would be misleading to conclude that a verbal expression of interest reflects any firm intent to purchase these products.

Data were collected during March and April 1973 in personal interviews with 1,116 homemakers--the persons with major responsibility for decisions on purchasing food items for household use. The sample was a regional probability sample consisting of two geographic divisions as defined by the Bureau of Census--Mid-Atlantic (New York, New Jersey, Pennsylvania) and East North Central (Ohio, Indiana, Illinois, Michigan, Wisconsin). The completion rate was 74 percent.

Relative Interest in New Product Concepts

As shown in the following tabulation, better than 6 in 10 respondents reacted favorably to the concept of canned fruit packed in the juice of a

different fruit. Roughly half the homemakers indicated their receptivity to carbonated apple beverages, whole cored frozen baking apples, frozen fresh Bartlett pears, and dehydrated sugar-coated fruit slices. Much less interest was shown in dehydrated instant applesauce.

"If this (PRODUCT) were available, would you buy it or not?"

	<u>Would buy</u>
	<u>Percent</u>
Canned fruit packed in the juices of one or more different fruits	61
Carbonated apple beverages	49
Whole cored frozen baking apples	48
Frozen fresh Bartlett pears	45
Dehydrated sugar-coated fruit slices	43
Dehydrated instant applesauce	20

Dehydrated Sugar Coated Fruit Slices

The description of dehydrated sugar-coated fruit slices, presented to the respondent on a card read:

Dehydrated slices of apple, peach, pineapple, or banana with a natural sugar-coating. They are dry, crisp, and crunchy with natural fruit flavor. They can be used for snacks or in dry cereal.

Better than 4 in 10 homemakers said that if dehydrated sugar-coated fruit slices were available they would try them. East North Central homemakers, those residing in small metropolitan or rural areas, and those 30 years and older were more likely than corresponding demographic subgroups to say they would try them.

Roughly a third of the homemakers who said they would try dehydrated sugar-coated fruit slices cited the appeal as a snack; about as many mentioned curiosity saying they like to try new products; and, as many again noted inherent conveniences such as being easy to keep on hand, easy (quick) to prepare, and portable.

Better than a third of the homemakers who said they would not try them declared their preference for fresh fruits. Nearly as many objected to the sugar-coating as being too sweet, fattening, or bad for health. Some felt that the fruit would not have natural flavor or would lose flavor.

Carbonated Apple Beverages

Carbonated apple beverages such as apple juice and sparkling cider. These products are natural juices with natural fruit flavor--no artificial flavoring is used.

About half the homemakers said that if carbonated apple beverages were available they would try them. The concept appealed more to younger homemakers, those in households with children, and those living in urban areas.

Nearly half the homemakers who said they would try carbonated apple beverages if they became available cited the appeal of a good, natural apple flavor (not artificial flavor). Presumably, they like carbonated beverages and consider that using a natural juice, rather than artificial flavoring, as a base will give them superior flavor. Turning this around, about a fourth of the respondents said they "like the idea of carbonating apple juice and apple cider." Perhaps they feel carbonation will add a little zest or excitement to a drink they already like.

The major reasons given by homemakers for their lack of interest in trying carbonated apple beverages were dislike of carbonated beverages or apple beverages and preference for regular apple juice or cider.

Canned Fruit Packed in the Juice of a Different Fruit

Canned (or jar) fruit packed in the natural juices of one or more different fruits.

Six in ten homemakers said they would try canned fruit packed in the natural juices of one or more different fruits, if it were available. Homemakers under 60 years were more likely to say they would try it, and those with higher family incomes were more apt to say they would use it "regularly."

About half the homemakers who expressed interest in trying it felt it would have a good, natural, unusual taste and would not be too sweet. About 2 in 10 said they "like the idea of natural juices," and nearly as many said they "like the idea of combining different fruits and juices." About equal proportions--1 in 10--cited the fact that, with no sugar added, the fruit would be less fattening and would be more nutritious and healthful than fruit packed in syrup.

Lack of interest in trying canned fruit packed in the natural juices of one or more different fruits stemmed mainly from an objection to the idea of mixing different fruit flavors. Many of these people liked the concept of canned fruit packed in its own juice.

Dehydrated Instant Applesauce

The product concept was presented to respondents simply as "dehydrated instant applesauce" with no additional description or explanation. Only 2 in 10 homemakers expressed interest in trying it if it were available. Older homemakers were more likely than younger ones to say they would try it.

Convenience would be the prime appeal of dehydrated instant applesauce, according to homemakers who said they would try it. Particularly, it would be easy to store and prepare and would be quite portable.

Many of those who had no interest in the product mentioned dislike of dehydrated products and preference for regular forms of applesauce. Some said it would not have a good, natural taste or would lose flavor. Others felt it presented no advantage, particularly when regular canned applesauce is ready to eat.

Frozen Fresh Bartlett Pears

Frozen fresh Bartlett pears in halves, quarters, or slices for salads, desserts or other uses. They are quite similar in flavor to fresh pears, but--like all frozen fruits--should be used promptly after thawing for the best texture, flavor and appearance.

Forty-five percent of the homemakers stated they would try frozen fresh Bartlett pears if they were available. The more highly educated homemakers, those in the 45 to 59 age group, and those with high family incomes were more apt than corresponding subgroups to say they would try this new product.

Convenience factors were the major appeal of frozen fresh Bartlett pears--availability regardless of season and the ease of keeping them on hand without spoilage. Some felt they would have a good, fresh taste.

Homemakers who said they would not buy frozen fresh Bartlett pears indicated they "prefer fresh or canned pears." About 2 in 10 disliked pears per se. Some thought pears would not thaw satisfactorily. Others suspected that they would be too expensive.

Cored Whole Frozen Baking Apples

Cored whole frozen baking apples for use in apple pies and other baked apple dishes. They are quite similar in flavor to fresh apples, but--like all frozen fruits--should be used promptly after thawing for the best texture, flavor, and appearance.

Nearly half the homemakers said they would try cored whole frozen baking apples, if they were available. Homemakers under 60 years, those with children, those who had a high school education (as opposed to grade school or college), and those with a middle level family income were more likely than corresponding subgroups to say they would try them.

Homemakers who had no interest in trying whole cored frozen baking apples said they saw no need for them, since fresh apples were always available. Better than 2 in 10 said they never use apples for cooking or baking. About that many suspected the new product would be too expensive.

Question 42a--"Here is a brief description of a new product....If dehydrated sugar coated fruit slices were available would you try them or not?"

Respondent characteristics	Cases	Dehydrated sugar coated fruit slices	
		Would try	Would not try
	<u>Number</u>	<u>Percent</u>	
Total	554	42	57
Geographical division:			
Mid-Atlantic	276	38	61
East North Central	278	47	53
Community size:			
Metro areas--1 million and over	267	36	63
Other metro	197	47	53
Nonmetro	90	49	51
Education of homemaker:			
Grade school or less	83	41	58
Some high school	100	41	58
High school graduate	229	42	58
Some college or more	131	47	53
Age of homemaker:			
Under 30	103	33	66
30-44	182	44	55
45-59	148	47	53
60 and over	109	42	58
Household income:			
Under \$8,000	160	43	56
\$8,000-\$12,999	183	44	56
\$13,000 and over	200	42	58
Household composition:			
Adults only	248	42	58
Children:			
Under 6	134	39	60
6-12	159	44	55
13-18	158	44	55
Family size:			
1-2 members	220	39	61
3 members	89	45	55
4 members	112	43	56
5 or more members	133	47	52

Question 42b--"Why doesn't this product appeal to you?" (Asked only of those respondents who said they would not try dehydrated sugar coated fruit slices.)

Reasons	Total
	<u>Percent</u>
Dislike dehydrated food/fruit; prefer fresh	35
Object to sugar coating; fattening; bad for health	24
Would not have good natural, true flavor; would lose fruit flavor	10
Would be too expensive	6
Texture would not be crisp; juicy	4
Would not be as nutritious or healthful as fresh fruit	4
Family would not eat/like	4
No need for this product; fresh available	3
Bad for health; fattening	3
Would have no use for them; do not eat snacks or cereal	2
Would not look appealing/appetizing	2
Dislike over-processed/artificial food	2
All other mentions	4
	<u>Number</u>
Cases	317

Question 42c--"What is it about this product that appeals to you?" (Asked only of those respondents who said they would try dehydrated sugar coated fruit slices.)

Reasons	Total
	<u>Percent</u>
Use as a snack	29
Like to try new products; a change	28
Use on cereal	16
Easy to keep on hand; no spoilage	12
Nutritious/healthy	9
Family would like it	7
Easy to prepare/use (quick)	6
Convenient	6
Portable; good for camping, hiking, etc.	4
All other mentions	11
	<u>Number</u>
Cases	235

Question 42d--"How sure are you that you would try it?"
 (Asked only of those respondents who said they would try
 dehydrated sugar coated fruit slices.)

Response	Total
	<u>Percent</u>
Absolutely sure	40
Quite sure	44
A little doubtful	15
	<u>Number</u>
Cases	235

Question 42e--"Assuming that you liked it, do you think
 you would use it regularly or just once in a while?"
 (Asked only of those respondents who said they would try
 dehydrated sugar coated fruit slices.)

Response	Total
	<u>Percent</u>
Regularly	44
Once in a while	55
	<u>Number</u>
Cases	235

Question 42a--"Here is a brief description of a new product....If carbonated apple beverages were available would you try them or not?"

Respondent characteristics	Cases	Carbonated apple beverages	
		Would try	Would not try
	<u>Number</u>	<u>Percent</u>	
Total	562	49	50
Geographical division:			
Mid-Atlantic	273	49	51
East North Central	287	51	49
Community size:			
Metro areas--1 million and over	261	52	47
Other metro	200	49	50
Nonmetro	101	42	58
Education of homemaker:			
Grade school or less	64	42	58
Some high school	106	54	44
High school graduate	238	50	50
Some college or more	146	49	51
Age of homemaker:			
Under 30	123	62	38
30-44	177	55	44
45-59	158	41	58
60 and over	94	35	63
Household income:			
Under \$8,000	150	51	47
\$8,000-\$12,999	201	49	51
\$13,000 and over	203	48	50
Household composition:			
Adults only	237	39	60
Children:			
Under 6	149	59	40
6-12	187	56	43
13-18	159	56	43
Family size:			
1-2 members	196	40	59
3 members	87	47	52
4 members	121	53	47
5 or more members	158	58	41

Question 42b--"Why doesn't this product appeal to you?" (Asked only of those respondents who said they would not try carbonated apple beverages.)

Reasons	Total
	<u>Percent</u>
Dislike carbonated beverages	30
Don't like apple juice/cider	29
Would not like carbonated apple juice/cider; prefer regular	23
Doesn't sound appealing	5
Carbonated beverages harder to digest (causes gas)	4
Taste	3
All other mentions	8
Not stated	2
	<u>Number</u>
Cases	281

Question 42c--"What is it about this product that appeals to you?" (Asked only of those respondents who said they would try carbonated apple beverages.)

Reasons	Total
	<u>Percent</u>
Taste; good/natural/apple flavor; not artificial flavor	47
Like idea of carbonating apple juice/cider; more appeal for family	24
Like to try new products; a change	15
Nutritious/healthful; no additives	11
Like apple juice/cider; like apples	11
Sounds refreshing	4
All other mentions	3
	<u>Number</u>
Cases	276

Question 42d--"How sure are you that you would try it?"
 (Asked only of those respondents who said they would try
 carbonated apple beverages.)

Response	Total
	<u>Percent</u>
Absolutely sure	38
Quite sure	46
A little doubtful	16
	<u>Number</u>
Cases	276

Question 42e--"Assuming that you liked it, do you think
 you would use it regularly or just once in a while?" (Asked
 only of those respondents who said they would try carbon-
 ated apple beverages.)

Response	Total
	<u>Percent</u>
Regularly	44
Once in a while	55
	<u>Number</u>
Cases	276

Question 43a--"Here is a brief description of a new product...If canned fruit packed in the natural juices of a different fruit were available, would you try it or not?"

Respondent characteristics	Cases	Canned fruit packed in the natural juice of a different fruit	
		Would try	Would not try
	<u>Number</u>	<u>Percent</u>	
Total	554	61	39
Geographical division:			
Mid-Atlantic	276	62	37
East North Central	278	60	40
Community size:			
Metro areas--1 million and over	267	63	36
Other metro	197	60	40
Nonmetro	90	57	43
Education of homemaker:			
Grade school or less	83	55	45
Some high school	100	58	41
High school graduate	229	65	35
Some college or more	131	62	38
Age of homemaker:			
Under 30	103	68	31
30-44	182	60	39
45-59	148	63	37
60 and over	109	50	50
Household income:			
Under \$8,000	160	61	38
\$8,000-\$12,999	183	62	38
\$13,000 and over	200	61	39
Household composition:			
Adults only	248	58	42
Children:			
Under 6	134	68	32
6-12	159	60	39
13-18	158	61	39
Family size:			
1-2 members	220	51	48
3 members	89	71	29
4 members	112	71	29
5 or more members	133	62	38

Question 43b--"Why doesn't this product appeal to you?" (Asked only of those respondents who said they would not try canned fruit packed in the natural juices of a different fruit.)

Reasons	Total
	<u>Percent</u>
Prefer fruit in its own juice; dislike mixture of fruits	75
Not interested; sounds unappealing	7
Would not have a good taste	4
Would be too expensive	3
Don't like to try new products	3
All other mentions	12
	<u>Number</u>
Cases	214

Question 43c--"What is it about this product that appeals to you?" (Asked only of those respondents who said they would try canned fruit packed in the natural juices of a different fruit.)

Reasons	Total
	<u>Percent</u>
Taste; more/good/natural/unusual/different taste; not too sweet	43
Like the idea of natural juices/foods	19
Like the idea of mixing fruits/juices	14
Like to try new products	13
Nutritious/healthful	7
Like fruit/canned fruit	4
All other mentions	3
	<u>Number</u>
Cases	338

Question 43d--"How sure are you that you would try it?"
 ((Asked only of those respondents who said they would
 try canned fruit packed in the natural juices of a dif-
 ferent fruit.)

Response	:	Total
	:	<u>Percent</u>
Absolutely sure	:	40
Quite sure	:	49
A little doubtful	:	11
	:	<u>Number</u>
Cases	:	338

Question 43e--"Assuming that you liked it, do you think
 you would use it regularly or just once in a while?"
 (Asked only of those respondents who said they would try
 canned fruit packed in the natural juices of a different
 fruit.)

Response	:	Total
	:	<u>Percent</u>
Regularly	:	44
Once in a while	:	55
	:	<u>Number</u>
Cases	:	338

Question 43a--"Here is a brief description of a new product...If dehydrated instant applesauce were available would you try it or not?"

Respondent characteristics	Cases	Dehydrated instant applesauce	
		Would try	Would not try
	<u>Number</u>	<u>Percent</u>	
Total	562	20	80
Geographical division:			
Mid-Atlantic	273	19	81
East North Central	287	20	80
Community size:			
Metro areas--1 million and over	261	19	81
Other metro	200	23	77
Nonmetro	101	16	84
Education of homemaker:			
Grade school or less	64	16	84
Some high school	106	16	84
High school graduate	238	20	79
Some college or more	146	23	76
Age of homemaker:			
Under 30	123	12	88
30-44	177	18	81
45-59	158	23	77
60 and over	94	27	73
Household income:			
Under \$8,000	150	21	79
\$8,000-\$12,999	201	21	78
\$13,000 and over	203	17	83
Household composition:			
Adults only	237	21	79
Children:			
Under 6	149	17	83
6-12	187	18	82
13-18	159	20	80
Family size:			
1-2 members	196	22	78
3 members	87	20	80
4 members	121	17	82
5 or more members	158	18	82

Question 43b--"Why doesn't this product appeal to you?" (Asked only of those respondents who said they would not try dehydrated instant applesauce.)
 (Asked only of those respondents who said they would try dehydrated instant applesauce.)

Reasons	Total	Percent
Dislike dehydrated; prefer regular form	31	31
Taste; would not have good, natural taste; would taste artificial; lose flavor	31	31
Prefer to make own applesauce	10	10
Would not like to prepare; regular is ready to eat	7	7
No need for it; no advantages	7	7
Doesn't sound appealing/appetizing	7	7
Would not be as nutritious/healthful	5	5
Would not have good texture; too dry/grainy/mushy/soggy	3	3
Dislike applesauce	3	3
All other mentions	6	6
Not stated	2	2
	110	Number
Cases	451	

Question 43c--"What is it about this product that appeals to you?" (Asked only of those respondents who said they would try dehydrated instant applesauce.)

Reasons	Total	Percent
Easy to use/prepare, (quick)	37	25
Needs little storage room; easier to store	21	21
Portable; good for camping/hiking, etc.	16	16
No spoilage	9	9
Convenient	6	6
Can make amount needed/desired	5	5
Like to try new products; a change	22	22
All other mentions	16	16
	110	Number
Cases	110	

Question 43d--"How sure are you that you would try it?"
 (Asked only of those respondents who said they would try
 dehydrated instant applesauce.)

Response	Total
	<u>Percent</u>
Absolutely sure	35
Quite sure	49
A little doubtful	15
No answer	2
	<u>Number</u>
Cases	110

Question 43d--"Assuming that you liked it, do you think
 you would use it regularly or just once in a while?"
 (Asked only of those respondents who said they would
 try dehydrated instant applesauce.)

Response	Total
	<u>Percent</u>
Regularly	37
Once in a while	61
No answer	2
	<u>Number</u>
Cases	110

Question 44a--"Here is a brief description of a new product...If frozen fresh Bartlett pears were available would you try them or not?"

Respondent characteristics	Cases	Frozen fresh Bartlett pears	
		Would try	Would not try
	<u>Number</u>	<u>Percent</u>	
Total	554	44	55
Geographical division:			
Mid-Atlantic	276	42	58
East North Central	278	47	53
Community size:			
Metro areas--1 million and over	267	43	56
Other metro	197	45	54
Nonmetro	90	47	53
Education of homemaker:			
Grade school or less	83	35	63
Some high school	100	37	62
High school graduate	229	47	53
Some college or more	131	51	49
Age of homemaker:			
Under 30	103	44	54
30-44	182	41	59
45-59	148	54	45
60 and over	109	36	64
Household income:			
Under \$8,000	160	39	61
\$8,000-\$12,999	183	45	54
\$13,000 and over	200	50	50
Household composition:			
Adults only	248	44	55
Children:			
Under 6	134	47	52
6-12	159	46	54
13-18	158	42	58
Family size:			
1-2 members	220	44	56
3 members	89	51	49
4 members	112	45	55
5 or more members	133	41	59

Question 44b--"Why doesn't this product appeal to you?" (Asked only of those respondents who said they would not be willing to try frozen fresh Bartlett pears.)

Reasons	Total
	<u>Percent</u>
Dislike frozen; prefer fresh or canned	33
Dislike pears	19
Frozen would not taste as good as fresh	15
Texture would not thaw well; becomes soft/mushy/watery	13
Would be too expensive	12
Would have to eat all at once; would spoil quickly	5
No need for this product; fresh or canned available	2
All other mentions	9
	<u>Number</u>
Cases	305

Question 44c--"What is it about this product that appeals to you?" (Asked only of those respondents who said they would try frozen fresh Bartlett pears.)

Reasons	Total
	<u>Percent</u>
Would have good/fresh taste	27
Always available; could have when out of season	18
Would be similar to fresh; better than canned	14
Easy to keep on hand; keeps longer; no spoilage	12
Like to try new products; a change	12
Like pears	9
Convenient	4
All other mentions	18
Not stated	6
	<u>Number</u>
Cases	246

Question 44d--"How sure are you that you would try it?"
 (Asked only of those respondents who said they would
 try frozen fresh Bartlett pears.)

Response	Total
	<u>Percent</u>
Absolutely sure	36
Quite sure	50
A little doubtful	14
	<u>Number</u>
Cases	246

Question 44e--"Assuming that you liked it, do you think
 you would use it regularly or just once in a while?"
 (Asked only of those respondents who said they would
 try frozen fresh Bartlett pears.)

Response	Total
	<u>Percent</u>
Regularly	37
Once in a while	62
	<u>Number</u>
Cases	246

Question 44a--"Here is a brief description of a new product....If whole cored frozen baking apples were available would you try them or not?"

Respondent characteristics	Cases	Whole cored frozen baking apples	
		Would try	Would not try
	<u>Number</u>	<u>Percent</u>	
Total	562	48	52
Geographical division:			
Mid-Atlantic	273	45	54
East North Central	287	50	50
Community size:			
Metro areas--1 million and over	261	44	56
Other metro	200	51	49
Nonmetro	101	51	49
Education of homemaker:			
Grade school or less	64	36	64
Some high school	106	52	48
High school graduate	238	53	47
Some college or more	146	42	58
Age of homemaker:			
Under 30	123	52	47
30-44	177	49	50
45-59	158	51	49
60 and over	94	34	66
Household income:			
Under \$8,000	150	45	55
\$8,000-\$12,999	201	53	47
\$13,000 and over	203	44	56
Household composition:			
Adults only	237	44	56
Children:			
Under 6	149	50	49
6-12	187	51	48
13-18	159	50	50
Family size:			
1-2 members	196	44	56
3 members	87	49	51
4 members	121	45	55
5 or more members	158	53	46

Question 44b--"Why doesn't this product appeal to you/" (Asked only of those respondents who said they would not try whole cored frozen baking apples.)

Reasons	Total
	<u>Percent</u>
No need for this product; fresh available; no advantages	23
Do not use apples for cooking/baking	23
Would be too expensive	19
Dislike frozen/prefer fresh	18
Taste; would not have good/fresh flavor; would lose flavor	17
Prefer to cook from scratch; use own seasonings	11
Texture; would not thaw well; soft/mushy/watery	6
Thawed food spoils quickly; must be used right away	4
Frozen food not as nutritious; loss of vitamins	2
All other mentions	5
Not stated	1
	<u>Number</u>
Cases	293

Question 44c--"What is it about this product that appeals to you?" (Asked only of those respondents who said they would try whole cored frozen baking apples.)

Reasons	Total
	<u>Percent</u>
Easy to use/prepare (quick)	63
Use apples for cooking/baking/etc.	21
Easy to keep on hand/keep longer/no spoilage	17
Good taste;true/fresh flavor	11
Convenient	6
Like to try new products; a change	5
Would be similar to fresh; better than canned or dehydrated	4
Like baked apples	3
All other mentions	7
	<u>Number</u>
Cases	267

Question 44d--"How sure are you that you would try it?"
 (Asked only of those respondents who said they would
 try whole cored frozen baking apples.)

Response	:	Total
	:	<u>Percent</u>
Absolutely sure	:	31
Quite sure	:	49
A little doubtful	:	17
No answer	:	2
	:	<u>Number</u>
Cases	:	267

Question 44e--"Assuming that you liked it, do you think
 you would use it regularly or just once in a while?"
 (Asked only of those respondents who said they would
 try whole cored frozen baking apples.)

Response	:	Total
	:	<u>Percent</u>
Regularly	:	28
Once in a while	:	70
No answer	:	2
	:	<u>Number</u>
Cases	:	267



