

**Q17/18. You indicated that these packages do a good job/don't do a good job of communicating 'wholesome goodness.' Why do you say you this? What about these packages suggest wholesome goodness you remember to you?**

	Package Set 3			Package Set 2			Package Set 1			Current (Control)		
	Total	Top 2 Box	Bottom 3 Box	Total	Top 2 Box	Bottom 3 Box	Total	Top 2 Box	Bottom 3 Box	Total	Top 2 Box	Bottom 3 Box
n=	102	74	28	102	65	37	100	58	42	103	65	38
--POSITIVE--	75%	100%	11%	71%	98%	22%	62%	97%	14%	63%	97%	5%
<b>VISUAL APPEAL</b>	47%	65%	0%	33%	51%	3%	35%	55%	7%	31%	48%	3%
Appealing lettering/I like the font	1%	1%	0%	19%	29%	0%	5%	7%	2%	5%	8%	0%
<b>IMAGES</b>	45%	62%	0%	18%	26%	3%	28%	48%	0%	25%	38%	3%
Appealing images/I like the pictures	20%	27%	0%	4%	6%	0%	5%	9%	0%	6%	9%	0%
Picture of wheat grains	16%	22%	0%	6%	9%	0%	9%	16%	0%	19%	31%	0%
Appealing design (general)	4%	5%	0%	10%	14%	3%	7%	12%	0%	5%	6%	3%
Heart images	0%	0%	0%	4%	6%	0%	0%	0%	0%	0%	0%	0%
<b>PEOPLE</b>	16%	22%	0%	0%	0%	0%	11%	19%	0%	0%	0%	0%
Appealing picture of mom and child with sandwich	16%	22%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Picture of baker	0%	0%	0%	0%	0%	0%	11%	19%	0%	0%	0%	0%
<b>COLORS</b>	8%	11%	0%	5%	8%	0%	6%	7%	5%	3%	5%	0%
Appealing colors/colorful	7%	9%	0%	2%	3%	0%	3%	5%	0%	3%	5%	0%
Bright	1%	1%	0%	0%	0%	0%	1%	0%	2%	1%	2%	0%
Appealing brown color	0%	0%	0%	2%	3%	0%	2%	2%	2%	0%	0%	0%
Appealing blue color	0%	0%	0%	3%	5%	0%	1%	2%	0%	0%	0%	0%
<b>PRODUCT ATTRIBUTES</b>	29%	38%	7%	29%	35%	19%	25%	41%	2%	39%	60%	3%
Healthy/good for you	21%	26%	7%	12%	11%	14%	20%	33%	2%	17%	25%	3%
100% whole wheat/whole grain	8%	11%	0%	14%	18%	5%	5%	9%	0%	25%	40%	0%
Home made/quality	4%	5%	0%	4%	5%	3%	4%	7%	0%	3%	5%	0%
Enriched	1%	1%	0%	3%	5%	0%	1%	2%	0%	14%	22%	0%
Low calories	0%	0%	0%	4%	5%	3%	1%	2%	0%	6%	9%	0%
<b>PERSONAL APPEAL</b>	21%	27%	4%	16%	25%	0%	14%	22%	2%	14%	18%	5%
Reminds me of when I was younger/nostalgic	13%	16%	4%	7%	11%	0%	4%	7%	0%	5%	8%	0%
Old-fashioned/retro	6%	8%	0%	6%	9%	0%	7%	10%	2%	3%	3%	3%
Simple/plain/not flashy	4%	5%	0%	5%	8%	0%	6%	10%	0%	7%	9%	3%
American	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>BRAND APPEAL</b>	16%	22%	0%	22%	34%	0%	1%	2%	0%	6%	9%	0%
Years of experience	15%	20%	0%	19%	29%	0%	0%	0%	0%	0%	0%	0%
Appealing brand/I like them	2%	3%	0%	5%	8%	0%	1%	2%	0%	6%	9%	0%
<b>INFORMATION EFFICACY</b>	15%	20%	0%	16%	23%	3%	21%	34%	2%	11%	17%	0%
Says wholesome on the packaging	10%	14%	0%	9%	12%	3%	16%	26%	2%	4%	6%	0%
Informative/tells you what's in it	5%	7%	0%	7%	11%	0%	5%	9%	0%	8%	12%	0%

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--NEUTRAL--	2%	0%	7%	2%	2%	3%	0%	0%	0%	4%	0%	11%
I don't care about bread packaging	2%	0%	7%	2%	2%	3%	0%	0%	0%	4%	0%	11%
--NEGATIVE--	22%	0%	79%	33%	2%	89%	38%	0%	90%	32%	0%	87%
<b>VISUAL DISLIKES</b>	9%	0%	32%	14%	0%	38%	17%	0%	40%	8%	0%	21%
Unappealing images/dislike pictures	4%	0%	14%	3%	0%	8%	7%	0%	17%	4%	0%	11%
Lettering too small/hard to read	4%	0%	14%	7%	0%	19%	4%	0%	10%	4%	0%	11%
Unappealing colors	3%	0%	11%	4%	0%	11%	4%	0%	10%	2%	0%	5%
Doesn't stand out	2%	0%	7%	3%	0%	8%	5%	0%	12%	2%	0%	5%
Unappealing baker image/dislike chef picture	0%	0%	0%	1%	0%	3%	4%	0%	10%	0%	0%	0%
<b>INFORMATION INEFFICACY</b>	8%	0%	29%	12%	0%	32%	11%	0%	26%	13%	0%	34%
Not enough information/not descriptive enough	5%	0%	18%	6%	0%	16%	7%	0%	17%	6%	0%	16%
Don't know the ingredients/need to know nutritional information	2%	0%	7%	7%	0%	19%	6%	0%	14%	5%	0%	13%
Doesn't say wholesome/should have word wholesome on pack	2%	0%	7%	0%	0%	0%	2%	0%	5%	3%	0%	8%
Did not see that phrase	1%	0%	4%	0%	0%	0%	1%	0%	2%	1%	0%	3%
<b>PERSONAL HESITATIONS</b>	7%	0%	25%	9%	2%	22%	7%	0%	17%	8%	0%	21%
Bland/plain	4%	0%	14%	1%	0%	3%	2%	0%	5%	2%	0%	5%
Boring	2%	0%	7%	0%	0%	0%	1%	0%	2%	0%	0%	0%
Dislike packaging/don't like it (GENERAL)	1%	0%	4%	5%	2%	11%	4%	0%	10%	5%	0%	13%
Unfamiliar/Not nostalgic/Prefer familiarity	1%	0%	4%	3%	0%	8%	2%	0%	5%	1%	0%	3%
<b>PRODUCT DISLIKES</b>	6%	0%	21%	5%	0%	14%	5%	0%	12%	5%	0%	13%
This type of bread is not wholesome	5%	0%	18%	4%	0%	11%	1%	0%	2%	3%	0%	8%
Not natural/artificial ingredients/contains preservatives	3%	0%	11%	1%	0%	3%	4%	0%	10%	3%	0%	8%
Over processed	0%	0%	0%	1%	0%	3%	0%	0%	0%	1%	0%	3%
<b>BRAND HESITATIONS</b>	0%	0%	0%	4%	0%	11%	2%	0%	5%	3%	0%	8%
Generic/store brand	0%	0%	0%	1%	0%	3%	0%	0%	0%	2%	0%	5%
Looks cheap	0%	0%	0%	3%	0%	8%	2%	0%	5%	1%	0%	3%
Other	3%	0%	11%	0%	0%	0%	4%	3%	5%	1%	2%	0%
Don't know	1%	0%	4%	0%	0%	0%	1%	0%	2%	2%	2%	3%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	5%