



PRESS RELEASE

PSA Approves the Conduct of Philippine Rice Research Institute's (PhilRice) Survey on Consumer Acceptability and Preference for Brown Rice Cracker Sandwich

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The Philippine Statistics Authority (PSA) approved the clearance for the conduct of the Survey on Consumer Acceptability and Preference for Brown Rice Cracker Sandwich on 5 September 2017.

The survey is mandated to be undertaken by the Philippine Rice Research Institute (PhilRice) under Executive Order No. 1061, s. 1985, to improve the income and economic condition of small rice farmers and to expand employment opportunities in rural areas.

The objective of the survey is to determine consumer awareness toward an ice cream sandwich product, product usage and purchase behavior toward other similar products, consumer acceptability and preferences for the brown rice cracker sandwich, and their willingness to buy the product.

A total of 100 respondents aged 15-30 years old will be selected to participate in the survey on 21-25 September 2017 in Nueva Ecija.

The data items that will be collected include the following:

- Socio-demographic data of respondents: name, address, age, gender, civil status, education, occupation, monthly per capita income
- Level of awareness toward any ice cream sandwich
- Usage and purchase behavior toward of frozen food desserts/snacks: brand, quantity, place of purchase, last time of purchase, reasons for buying these products
- Perception toward different product attributes
- Consumer acceptability of brown rice cracker sandwich
- Consumer preferences for the brown rice cracker sandwich
- Willingness to buy the product and sensitivity to price change
- Substitution rate for brown rice cracker sandwich

Results of the survey is scheduled to be released in March 2018.

The survey was reviewed and cleared for conduct under the Statistical Survey Review Clearance System (SSRCS), a mechanism being implemented by the PSA by virtue of Rule 28 of Implementing Rules and Regulations (IRR) of RA No. 10625 to:

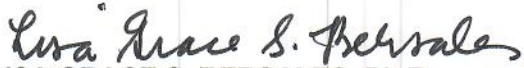
- ensure sound design ensure sound design for data collection;
- minimize the burden placed upon respondents;
- effect economy in statistical data collection;

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- eliminate unnecessary duplication of statistical data collection; and
- achieve better coordination of government statistical activities.

In line with this, public is enjoined to support the said survey.

For further information on SSRCS, please contact the Statistical Standards Division (SSD) of the Standards Service (SS) with telephone numbers (02) 376-1928 and (02) 376-1931, and email address: ssd.staff@psa.gov.ph or ssdss.staff@gmail.com.



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Undersecretary

National Statistician and Civil Registrar General *pl*