



# What's Popping for UNT Students?

**A Feasibility Report for UNT Students  
who Buy Popcorn at Sack-n-Save**

## Introduction

Students at University of North Texas who shop at Sack-n-Save have a limited number of choices when they buy microwaveable popcorn. Additionally, they often are unsure which popcorn is the “best” from the available choices. To help students determine the most preferred brand of popcorn available at Sack-n-Save, we performed a feasibility study. We posed the following question: “What microwaveable popcorn from Sack-n-Save do most UNT students prefer?”

To answer this question, we have experimented with the four different brands of popcorn that Sack-n-Save carries to find out which option students prefer. We tested the following brands: Pop Secret, Act II, Orville Redenbacher, and Best Choice, Sack-n-Save’s generic brand.

Therefore, we have four options to choose from:

**Option 1: Orville Redenbacher Microwaveable Popcorn**

**Option 2: Best Choice (Sack-n-Save Generic Brand) Microwaveable Popcorn**

**Option 3: Pop Secret Microwaveable Popcorn**

**Option 4: Act II Microwaveable Popcorn**

All of our options are regular butter-flavored popcorn.

In the report that follows, we examine these options and recommend the most preferred option that will allow UNT students to enjoy microwaveable popcorn.

## Methods for Evaluating the Options

To support our recommendation, we evaluated the feasibility of each option using six criteria:

- The greasiness of each type of popcorn is and how much the taster enjoys it
- The saltiness of each type of popcorn is and how much taster enjoys it
- The fluffiness of each type of popcorn is and how much the taster enjoys it
- The buttery flavor of each type of popcorn and how much the taster enjoys it
- The aftertaste of each type of popcorn and how much the taster enjoys it
- The overall taste of each type of popcorn

To gather this information, we conducted a survey. We performed a blind taste test with a random sampling of students at UNT. Each participant filled out surveys for each of the four types of popcorn. In each survey, the participant rated each criterion on a scale of one to five, with one being the least favorable and five being the most favorable. Twenty-six people participated in the taste test.

## Results of the Evaluation

To determine the most preferred popcorn, we evaluated the four options according to the criteria of greasiness, saltiness, fluffiness, buttery flavor, aftertaste, and overall taste.

### ***Greasiness***

Option 1, Orville Redenbacher, had the most favorable amount of greasiness. Option 4, Act II, had the least favorable amount of greasiness.

#### ***Option 1: Orville Redenbacher***

Orville Redenbacher popcorn had an average score of 3.19 out of 5.00 for greasiness favorability.

#### ***Option 2: Best Choice***

Best Choice popcorn had an average score of 3.07 out of 5.00 for greasiness favorability.

#### ***Option 3: Pop Secret***

Pop Secret popcorn had an average score of 3.15 out of 5.00 for greasiness favorability.

#### ***Option 4: Act II***

Act II popcorn had an average score of 2.73 out of 5.00 for greasiness favorability.

### ***Saltiness***

Option 1, Orville Redenbacher, had the most favorable amount of salt. Option 2, Best Choice, had the least favorable amount of salt.

#### ***Option 1: Orville Redenbacher***

Orville Redenbacher popcorn had an average score of 3.00 out of 5.00 for saltiness favorability.

#### ***Option 2: Best Choice***

Best Choice popcorn had an average score of 2.35 out of 5.00 for saltiness favorability.

#### ***Option 3: Pop Secret***

Pop Secret popcorn had an average score of 2.38 out of 5.00 for saltiness favorability.

#### ***Option 4: Act II***

Act II popcorn had an average score of 2.42 out of 5.00 for saltiness favorability.

### ***Buttery flavor***

Option 1, Orville Redenbacher, had the most favorable amount of butter. Option 4, Act II, had the least favorable buttery flavor.

#### ***Option 1: Orville Redenbacher***

Orville Redenbacher popcorn had an average score of 3.73 out of 5.00 for buttery flavor favorability.

#### ***Option 2: Best Choice***

Best Choice popcorn had an average score of 3.07 out of 5.00 for buttery flavor favorability.

#### ***Option 3: Pop Secret***

Pop Secret popcorn had an average score of 3.03 out of 5.00 for buttery flavor favorability.

#### ***Option 4: Act II***

Act II popcorn had an average score of 2.15 out of 5.00 for buttery flavor favorability.

### ***Fluffiness***

Option 3, Pop Secret, had the most favorable amount of fluffiness. Option 4, Act II, had the least favorable amount of fluffiness.

#### ***Option 1: Orville Redenbacher***

Orville Redenbacher popcorn had an average score of 3.19 out of 5.00 for fluffiness favorability.

#### ***Option 2: Best Choice***

Best Choice popcorn had an average score of 3.23 out of 5.00 for fluffiness favorability.

#### ***Option 3: Pop Secret***

Pop Secret popcorn had an average score of 3.27 out of 5.00 for fluffiness favorability.

#### ***Option 4: Act II***

Act II popcorn had an average score of 3.04 out of 5.00 for fluffiness favorability.

## **Aftertaste**

Option 2, Best Choice, had the most favorable aftertaste. Option 4, Act II, had the least favorable aftertaste.

### ***Option 1: Orville Redenbacher***

Orville Redenbacher popcorn had an average score of 3.23 out of 5.00 for aftertaste favorability.

### ***Option 2: Best Choice***

Best Choice popcorn had an average score of 3.38 out of 5.00 for aftertaste favorability.

### ***Option 3: Pop Secret***

Pop Secret popcorn had an average score of 2.88 out of 5.00 for aftertaste favorability.

### ***Option 4: Act II***

Act II popcorn had an average score of 2.54 out of 5.00 for aftertaste favorability.

## **Overall Taste**

Option 1, Orville Redenbacher, had the most favorable overall taste. Option 4, Act II, had the least favorable overall taste.

### ***Option 1: Orville Redenbacher***

Orville Redenbacher popcorn had an average score of 3.38 out of 5.00 for overall taste.

### ***Option 2: Best Choice***

Best Choice popcorn had an average score of 3.12 out of 5.00 for overall taste.

### ***Option 3: Pop Secret***

Pop Secret popcorn had an average score of 3.04 out of 5.00 for overall taste.

### ***Option 4: Act II***

Act II popcorn had an average score of 2.93 out of 5.00 for overall taste.

## Conclusions

Each of the four options had positive and negative responses. Option 1 (Orville Redenbacher) had the best score in the areas of buttery flavor, saltiness, and greasiness, but scored lower in fluffiness and aftertaste. Option 2 (Best Choice) had the best aftertaste, but scored lower in buttery flavor, greasiness, and fluffiness, and scored the lowest in saltiness. Option 3 (Pop Secret) had the best fluffiness but scored lower in buttery flavor, saltiness, greasiness, and aftertaste. Option 4 (Act II) had the second most favorable amount of salt but scored the lowest in all other criteria. For overall taste, Orville Redenbacher scored the highest, with Best Choice, Pop Secret, and Act II following respectively.

## Recommendation

Based on the results of the taste test, we recommend Option 1 (Orville Redenbacher) as the most preferred, regular butter-flavored microwaveable popcorn available at the Sack-n-Save south of the UNT campus in Denton, Texas.