

# SYMPOSIUM ON MEASUREMENT OF CONSUMER WANTS

Presented at the  
FIFTY-FOURTH ANNUAL MEETING  
AMERICAN SOCIETY FOR TESTING MATERIALS  
Atlantic City, N. J., June 21, 1951



Reg. U.S. Pat. Off.

---

*Special Technical Publication No. 117*

Published by the  
AMERICAN SOCIETY FOR TESTING MATERIALS  
1916 Race St., Philadelphia 3, Pa.

---

COPYRIGHT, 1952  
BY THE  
AMERICAN SOCIETY FOR TESTING MATERIALS

---

Printed in Baltimore, Md.  
August, 1952

## FOREWORD

---

The papers and discussions in this Symposium on Measurement of Consumer Wants were presented at the Twentieth and Twenty-second Sessions of the Fifty-fourth Annual Meeting of the American Society for Testing Materials held in Atlantic City, N. J., June 21, 1951. The Symposium was arranged for the Administrative Committee on Ultimate Consumer Goods by P. S. Olmstead, Bell Telephone Laboratories.

The Administrative Committee, on the premise that standards for consumer goods must be based on what consumers want, arranged this symposium to acquaint engineers with scientific development in the methods of want determination. The first two papers were secured from the U. S. Quartermaster Corps and discuss problems associated with determining soldier wants. The last four papers cover researches in measuring consumer wants. The papers were arranged with the cooperation of Pendleton Herring of the Social Science Research Council.

The Twentieth Session was presided over by Colonel Albert E. Dennis, Quartermaster Corps, as chairman and Pendleton Herring and Past President H. J. Ball as honorary chairmen. Professor Ball acted as chairman of the Twenty-second Session.

---

---

**NOTE**—The Society is not responsible, as a body, for the statements  
and opinions advanced in this publication.

---

## CONTENTS

---

|  | PAGE |
|--|------|
| Introduction—P. S. O mstead.....   | 1    |
| Opening Remarks—C. L. Warwick.....   | 3    |
| Determination of Soldier-Wants—W. C. Schaefer.....   | 5    |
| Determination of Soldiers' Food Wants—R. P. Benedict.....  | 15   |
| Discussion.....  | 25   |
| General Discussion.....  | 29   |
| The General Problem of Measurement—S. A. Stouffer.....   | 33   |
| Interviewer Bias—C. W. Hart.....   | 38   |
| Some Applications of the Panel Method to the Study of Social Change—C. Y. Glock..                          | 46   |
| Effective Sampling Procedures for Use in Measuring Consumer Wants—F. F. Stephan<br>and P. J. McCarthy..... | 55   |
| Closing Remarks—P. Herring.....  | 61   |

THIS PUBLICATION is one of many issued by the American Society for Testing Materials in connection with its work of promoting knowledge of the properties of materials and developing standard specifications and tests for materials. Over the years the Society has published many technical symposiums, reports, and special books. These may consist of a series of technical papers, reports by the A.S.T.M. technical committees, or compilations of data developed in special Society groups with many organizations co-operating. A list of A.S.T.M. publications and information on the work of the Society will be furnished on request.