

[This is the survey used to collect the data. The respondents to the survey saw the questions as below. They did **not** see the italicized question labels (like *GEN* for the gender question). They also did **not** see the values in parentheses next to the responses, like (1) and (2) next to Male and Female in the gender question. However, we include those elements here because they help you interpret the data you have in the spreadsheet. The question labels appear as column heading labels in the data sheet, and the response values appear in the cells in the data sheet.]

New Products Survey

Thank you for helping us with our new products survey. First you will answer three simple background questions (gender, age, and employment status), one question about current product usage, and then a few questions about each of 7 new product concepts for foods and beverages designed to boost energy. At the end of the survey, you'll have the chance to enter your email address if you want to be entered in a drawing to win a \$100 Amazon gift card.

Background questions

GEN

Your gender?

- Male (1)
- Female (2)

AGE

Your age?

- Under 18 (1)
- 18-25 (2)
- 26-35 (3)
- 36-45 (4)
- 46-55 (5)
- 56-65 (6)
- 66-75 (7)
- Over 75 (8)

status

Current status. Check all that apply.

- Student (1)
- Work part time (2)
- Work full time (3)
- Unemployed (4)

CUR-USE

Rate your consumption for each of the following products:

	I've never tried it. (1)	I've tried it but consume it less than once a month. (2)	I consume it more than once a month but less than once a week. (3)	I consume it 1 to 3 times a week. (4)	I consume it more than 3 times a week. (5)
Regular coffee or espresso, latte, cappuccino, etc. (not decaffeinated) (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Caffeinated soda (examples: Coke, Pepsi, Mountain Dew) (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Any brand of caffeinated energy drink (examples: Monster, Rockstar, Red Bull) (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Any brand of energy shots (example: 5-hr energy) (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Any brand of energy bars (example: PowerBar, LunaBar, Clif Bar) (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

On each of the following pages, you will see a short description of a new product concept for a food or beverage designed to boost energy. There are seven concepts in total, and for each one, we will ask you a few questions. Please answer as honestly as you can.

[Note: this page was repeated 7 times—one page for each of the concepts. All seven concepts are listed here in this note, but understand that **only one concept was shown on each page**, followed by the *INTENT*, *FREQ*, *UNIQUE*, and *SUB* questions.]

Caffeinated chocolate bar.	This product would be a regular size chocolate bar, similar in shape and size to the familiar 1.5 oz. Hershey, Nestle Crunch, or Dark Chocolate Fair Trade bars available by the checkout counter at a grocery store. The bar would be available in both milk and dark chocolate. The bar would have 3 or 4 easily separated pieces; each piece would have 100 mg of caffeine, the amount of caffeine in a regular cup of coffee.
Caffeinated cookies.	Flavors available would include chocolate chip, oatmeal raisin, and peanut butter. The cookie would be a regular size, soft cookie, sold in a single-serving package or by the bundle. A cookie would have 100 mg of caffeine, the amount of caffeine in a regular cup of coffee.
Caffeinated	Caffeinated chocolate pieces, similar in size, but not necessarily shape, to a Hershey's

chocolates.	kiss. Three pieces would have about 100 mg of caffeine, the same caffeine as in a regular cup of coffee. They would be available in either milk or dark chocolate. There would be 6-10 pieces in a resealable package.
Caffeinated potato chips.	Flavors would include regular salted, BBQ, Cheddar, Sour Cream and Onion, and others. The caffeine would be baked right into the chips. They would be sold in both individual serving size bags and larger family style bags. A large handful of chips would contain 100mg of caffeine, the same as in a regular cup of coffee.
Caffeinated water.	Water would be tasteless and sold in various sizes including 12 oz bottles. A 12oz bottle would contain 100mg of caffeine, the same as a regular cup of coffee.
Caffeinated cereal/granola.	Flavors would include a sweet cereal, whole grain cereal, and a granola. Cereal would be sold in traditional cereal boxes, and also available in snack size resealable pouches. A normal bowl size serving would have 100mg of caffeine, the same amount as a regular cup of coffee.
Caffeinated hamburger meat.	Hamburger meat would be available in various fat contents including 85% lean, 90% lean and 95% lean. Hamburger meat would available in packages in supermarket meat sections. A single 1/2 pound burger serving would contain 100mg of caffeine, the same amount as a regular cup of coffee.

INTENT

Based on the description, how likely would you be to purchase this product?

- Definitely would not purchase (1)
- Probably would not purchase (2)
- Might or might not purchase (3)
- Probably would purchase (4)
- Definitely would purchase (5)

UNIQ

How different is this product from other products on the market today?

- There is nothing else like it (1)
- There are other products that are something like this (2)
- There are other products that are just like this (3)
- There are a lot of other products that are just like this (4)
- Don't know (5)

FREQ

If you tried this product and it met your expectations for taste and effectiveness, how often could you see yourself using it?

- Once a month or less often (1)
- More than once a month but less than once a week. (2)
- 1 to 3 times a week (3)
- More than 3 times a week (4)
- Don't know (5)

SUB

If you tried this product and it met your expectations for taste and effectiveness, which of the following would you be likely to reduce your consumption of? Check all that apply.

- Regular coffee or espresso, latte, cappuccino, etc (not decaffeinated) (1)
- Caffeinated soda (examples: Coke, Pepsi, Mountain Dew) (2)
- Any brand of caffeinated energy drink (examples: Monster, Rockstar, Red Bull) (3)
- Any brand of energy shots (example: 5-hr energy) (4)
- Any brand of energy bars (example: PowerBar, LunaBar, Clif Bar) (5)

(Totally optional) If you'd like to be entered in a drawing to win a \$100 Amazon gift card, please enter your email address. (We promise not to use your email for anything other than contacting you if you win.)

You will be done with the survey when you click the >> button below to submit your responses.