

Consumer Panel Questionnaire

Product Objective:

Utilize local Consumers to create a database of various sweetener users. To be used for HUT, Focus Groups, and/or Sensory Testing where product specific feedback is needed.

What to expect after Consumer Panel Questionnaire if they agree to participate:

- Panelists may be contacted based on their responses for future testing
- Panelists will be compensated for each test and will vary depending on the type of test
- Testing may be on-line or occur on-site at our Boca Raton Innovation Center

DEMOGRAPHICS:

- Gender
- Age (Buckets)
- Ethnicity
- Marital status?
- Allergies?
- Size of Household (Buckets)
- Highest level of education
- Employment status
- Total annual household income? (Buckets)
- Would you be open to traveling to our Innovation Center in Boca Raton for interviews and taste tests?
- Are you interested in being a contact for future on-line surveys or in-home product testing?

BEHAVIOR/ATTITUDES:

Organic Products

Non-GMO

Natural/Processed Foods

Early Adopters

Convenience

Price Sensitivity

Branded/Non-Branded

EXAMPLE OF BEHAVIOR/ATTITUDES	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	NOT SURE
I am buying more natural food products than I used to					

GROCERY SHOPPING HABITS:

- Where do you typically buy groceries for your household?
- Shopping Frequency

SWEETENER USAGE:

- What TYPE of sweeteners consumed, and/or purchased in the past 6 months?

	I HAVE USED, CONSUMED, OR PURCHASED THIS SWEETENER IN THE PAST 6 MONTHS
White Granulated Sugar	

- Sweetener Frequency
- Sweetener occasion and application
- Where do you typically consume sweetener