FORDIS CONSULTING
Illuminating Market Research

EVALUATION OF INDIVIDUAL LOLLIPOPS

1. Let's say we have this lollipop available today for $5. Using a 1-5 scale where "1" is "would not consider buying this lollipop for $5" and "5" is "would absolutely buy it for $5," please circle the number that best matches your decision about whether to purchase today.

Definitely would not buy	1	2	3	4	5	Definitely would buy

2. Please check one box per row to indicate how you rate this lollipop on that characteristic.

	Not acceptable	Poor	Okay	Very Good	Perfect
Taste (flavor, aftertaste, etc.)					
Dissolve (Does it dissolve evenly, slowly)					
Texture (how it feels)					
Visual aesthetic (how it looks)					
Aroma (out of the packaging, before licking)					

1. What do you like most about this lollipop?

_____

2. What, if anything, do you dislike about this lollipop?

_____

3. Would you prefer the flavor intensity to be stronger or milder…or, is it just right?

_____

4. If this lollipop was the same price as your current preferred lollipops, would it replace any of the lollipops you currently purchase? If so, which one(s)?

_____

Product ID _____ Group #: _____ First name/last initial: _____