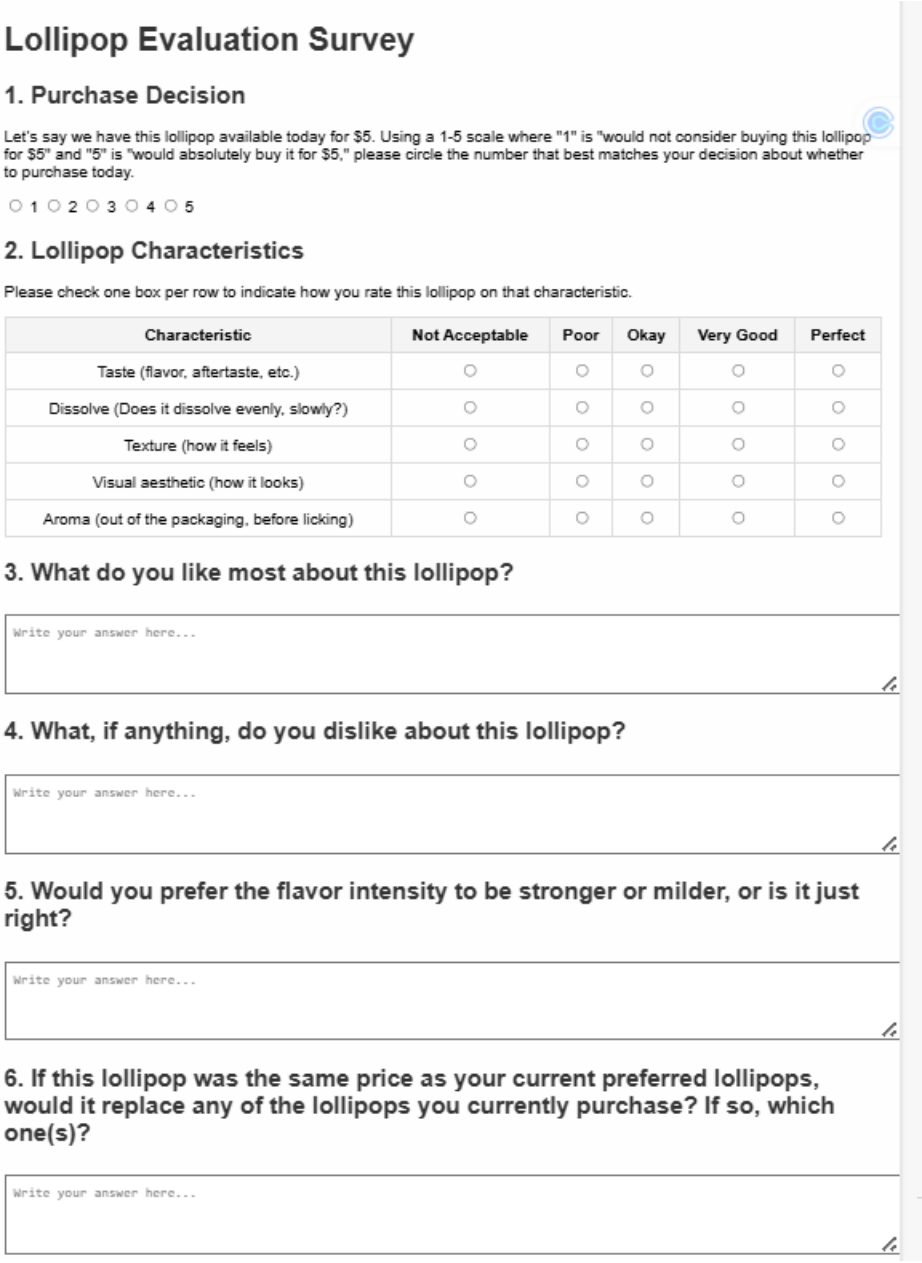
PRODUCT TESTING ONLINE SURVEY QUESTIONS

Each product will have the same survey questions and then comparative questions at the end, examples of which are on the next page.



Lollipop Evaluation Survey

1. Purchase Decision

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.

○ 1 ○ 2 ○ 3 ○ 4 ○ 5

2. Lollipop Characteristics

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

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)	○	○	○	○	○

3. What do you like most about this lollipop?

Write your answer here...

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

Write your answer here...

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

Write your answer here...

6. 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)?

Write your answer here...

Ask comparative questions ONLY after all products have been tried.

Based on the four products you tried, please rank them from most to least preferred:

1. First Choice
   ID Code: _____
2. Second Choice
   ID Code: _____
3. Third Choice
   ID Code: _____
4. Fourth Choice
   ID Code: _____

Please explain why your TOP-RANKED choice is your favorite:

Please explain why your BOTTOM-RANKED choice is your least preferred:
