

EXAMPLE REPORT

This document contains the ballot, the report and the results from a consumer test regarding

***Marionberry Refresher***

The survey took place at

Portland Farmers Market  
Portland, OR

10-Jun-16

The following individuals contributed to executing this survey

Your Name, Your Business Name

James Jones, Student

Briony Brown, Intern

Wilma Williams, Manager

The **Market Research for Market Readiness** survey protocol was designed by Catherine Durham, Marketing Economist, and Ann Colonna, Sensory Program Manager at the Oregon State University Food Innovation Center

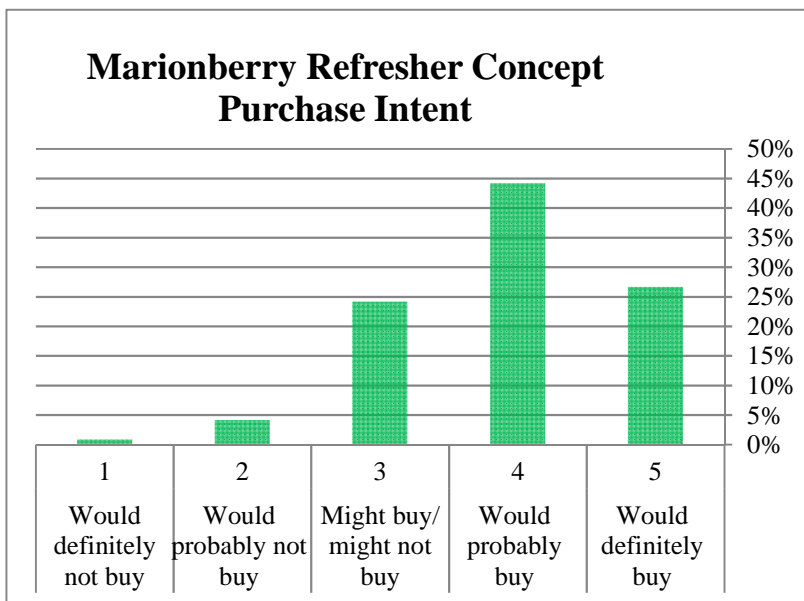
State funds for this project were matched with Federal funds under the Federal-State Marketing Improvement Program of the Agricultural Marketing Service, U.S. Department of Agriculture

**Marionberry Refresher**

Concept Purchase Intent

Concept Purchase Intent is asked to find out if the product idea is one that will attract buyers, before they have tasted and before they know the price.

	<b>Coding</b>	<b>% Selecting</b>
Would definitely buy	5	27%
Would probably buy	4	44%
Might buy/ might not buy	3	24%
Would probably not buy	2	4%
Would definitely not buy	1	1%
<b>Number Answering Question</b>		120

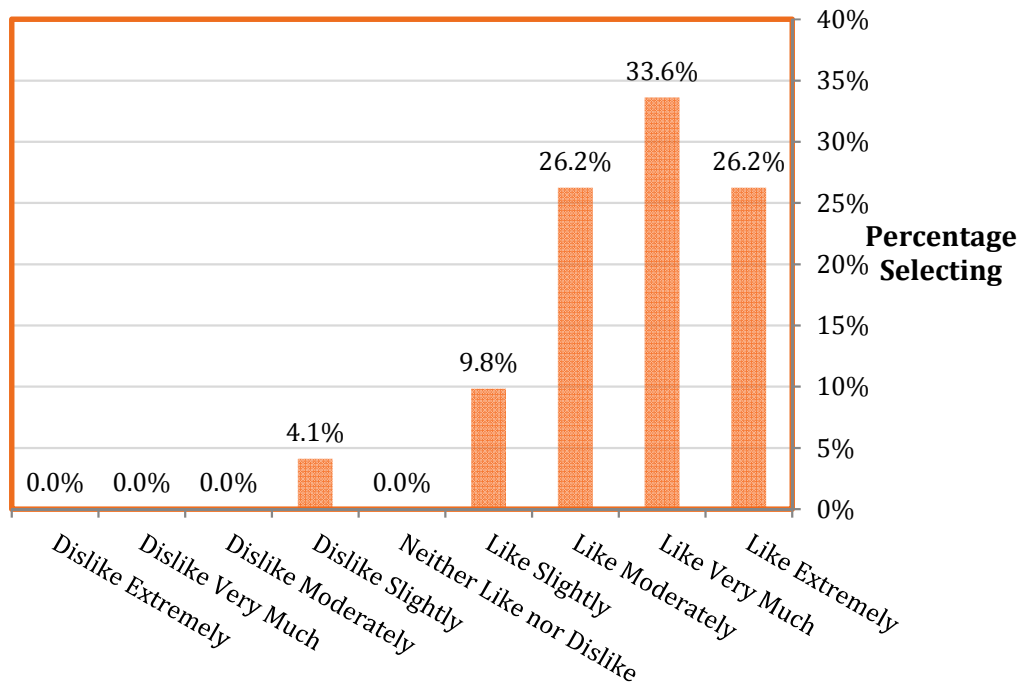


Marionberry Refresher  
AROMA

Q2.

Liking	Coding	% Selecting
Like Extremely	9	26.2%
Like Very Much	8	33.6%
Like Moderately	7	26.2%
Like Slightly	6	9.8%
Neither Like nor Dislike	5	0.0%
Dislike Slightly	4	4.1%
Dislike Moderately	3	0.0%
Dislike Very Much	2	0.0%
Dislike Extremely	1	0.0%
Average Liking Rating	7.6	

Marionberry Refresher AROMA Liking

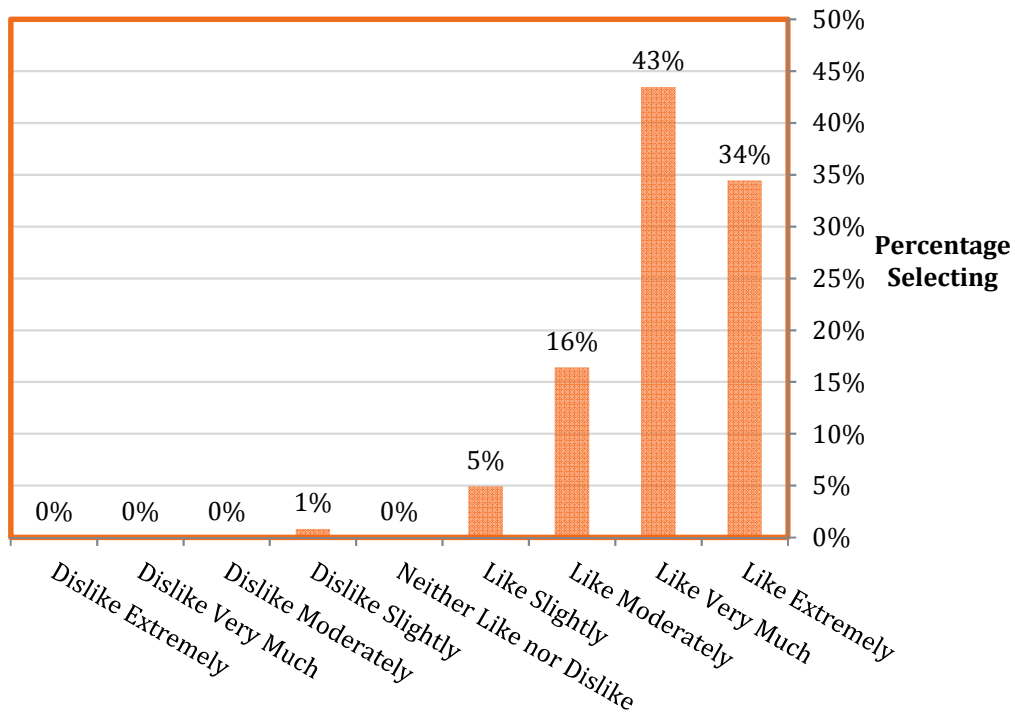


Marionberry Refresher  
OVERALL

Q3.

Liking	Coding	% Selecting
Like Extremely	9	34%
Like Very Much	8	43%
Like Moderately	7	16%
Like Slightly	6	5%
Neither Like nor Dislike	5	0%
Dislike Slightly	4	1%
Dislike Moderately	3	0%
Dislike Very Much	2	0%
Dislike Extremely	1	0%
Average Liking Rating	8.0	

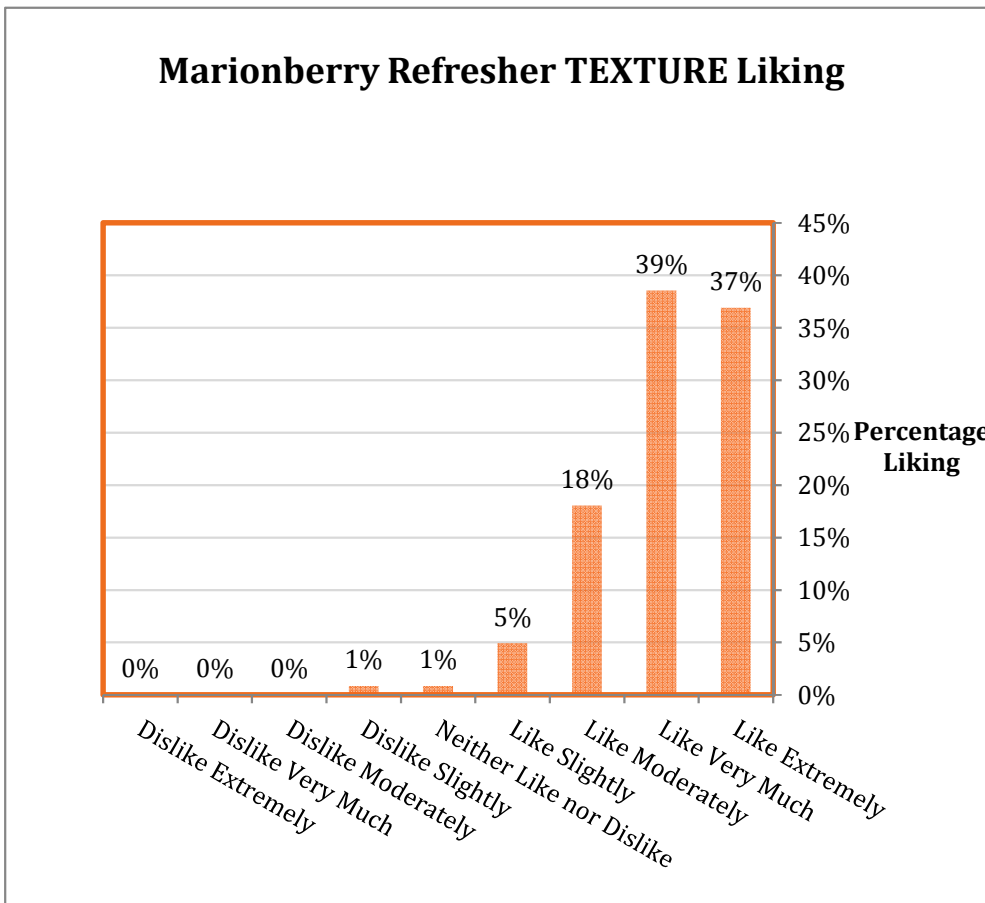
**Marionberry Refresher OVERALL Liking**



Marionberry Refresher  
TEXTURE

Q4.

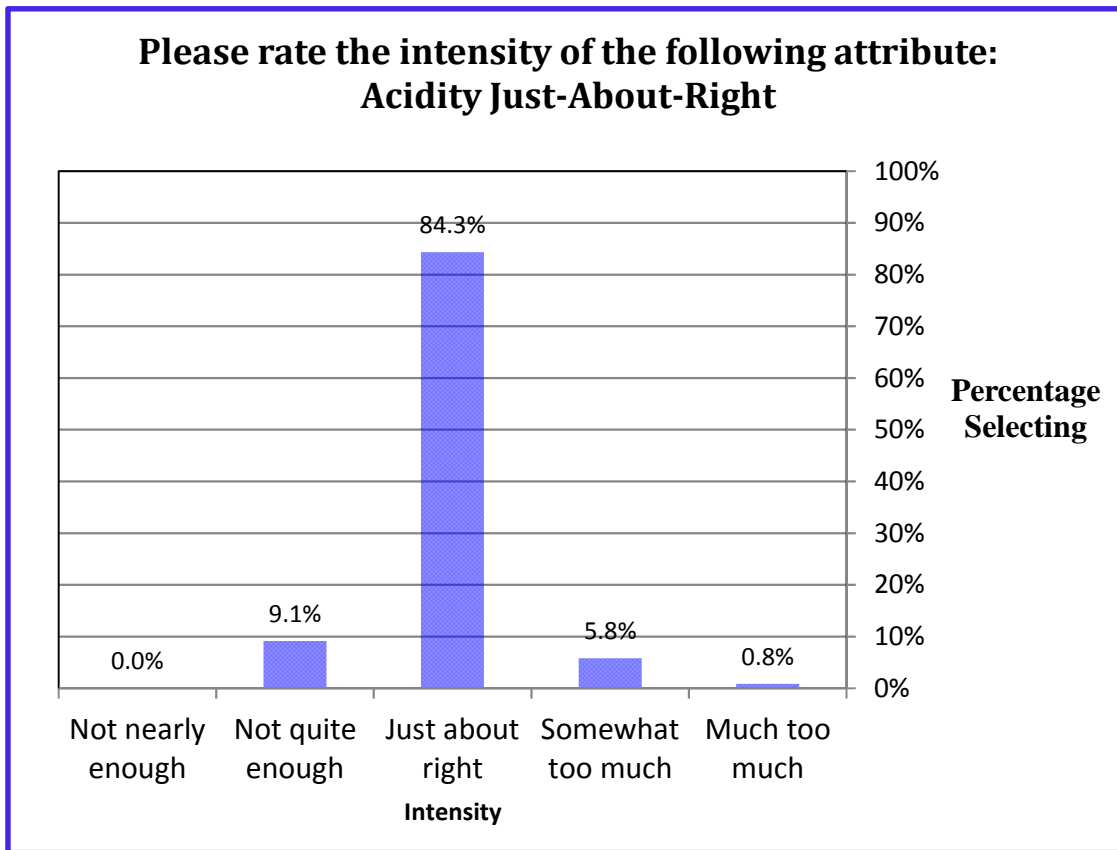
Liking	Coding	% Selecting
Like Extremely	9	37%
Like Very Much	8	39%
Like Moderately	7	18%
Like Slightly	6	5%
Neither Like nor Dislike	5	1%
Dislike Slightly	4	1%
Dislike Moderately	3	0%
Dislike Very Much	2	0%
Dislike Extremely	1	0%
Average Liking Rating	8.0	



Q5.

Please rate the intensity of the following attribute: Acidity

<b>Just-About-Right</b>	<b>Coding</b>	<b>% Selecting</b>	<b>Number Selecting</b>
Much too much	5	0.8%	1
Somewhat too much	4	5.8%	7
Just about right	3	84.3%	102
Not quite enough	2	9.1%	11
Not nearly enough	1	0.0%	0
<b>Total</b>		<b>100%</b>	<b>121</b>



9%

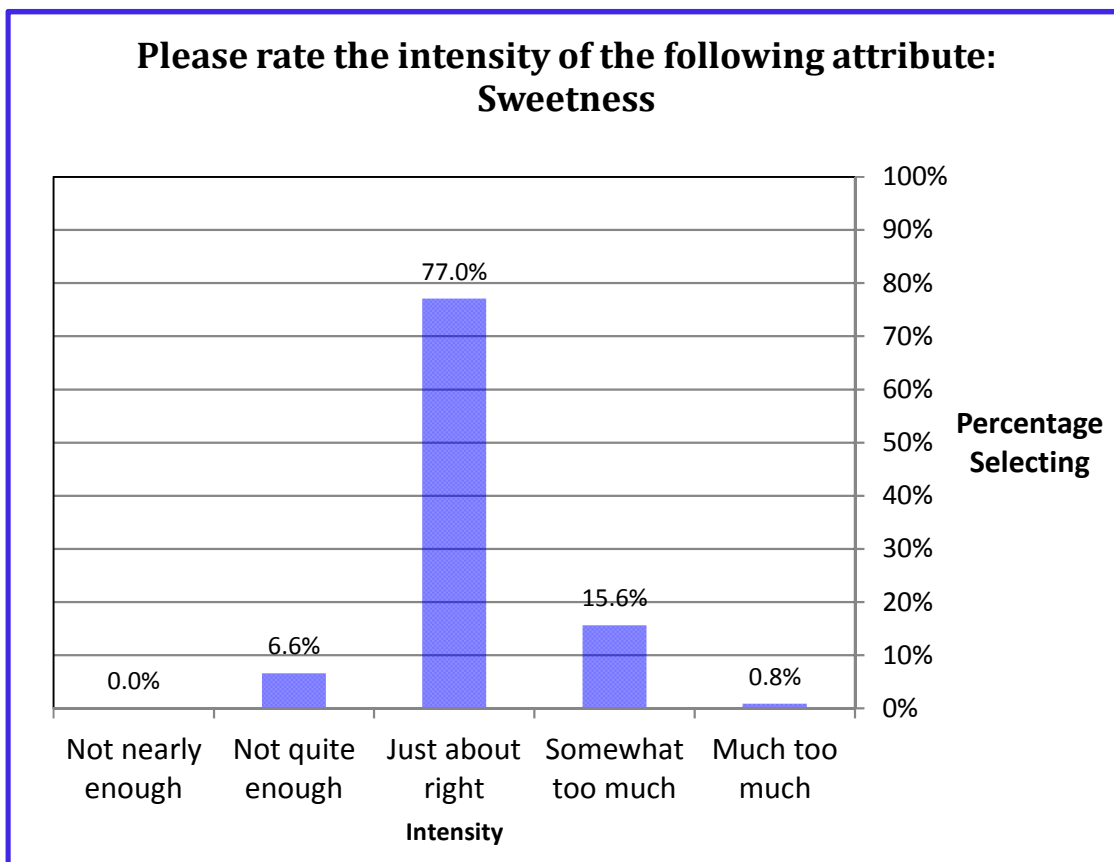
7%

*Attribute level is considered ACCEPTABLE*

Q5.

Please rate the intensity of the following attribute: Sweetness

<b>Just-About-Right</b>	<b>Coding</b>	<b>% Selecting</b>	<b>Number Selecting</b>
Much too much	5	0.8%	1
Somewhat too much	4	15.6%	19
Just about right	3	77.0%	94
Not quite enough	2	6.6%	8
Not nearly enough	1	0.0%	0
Total		100%	122

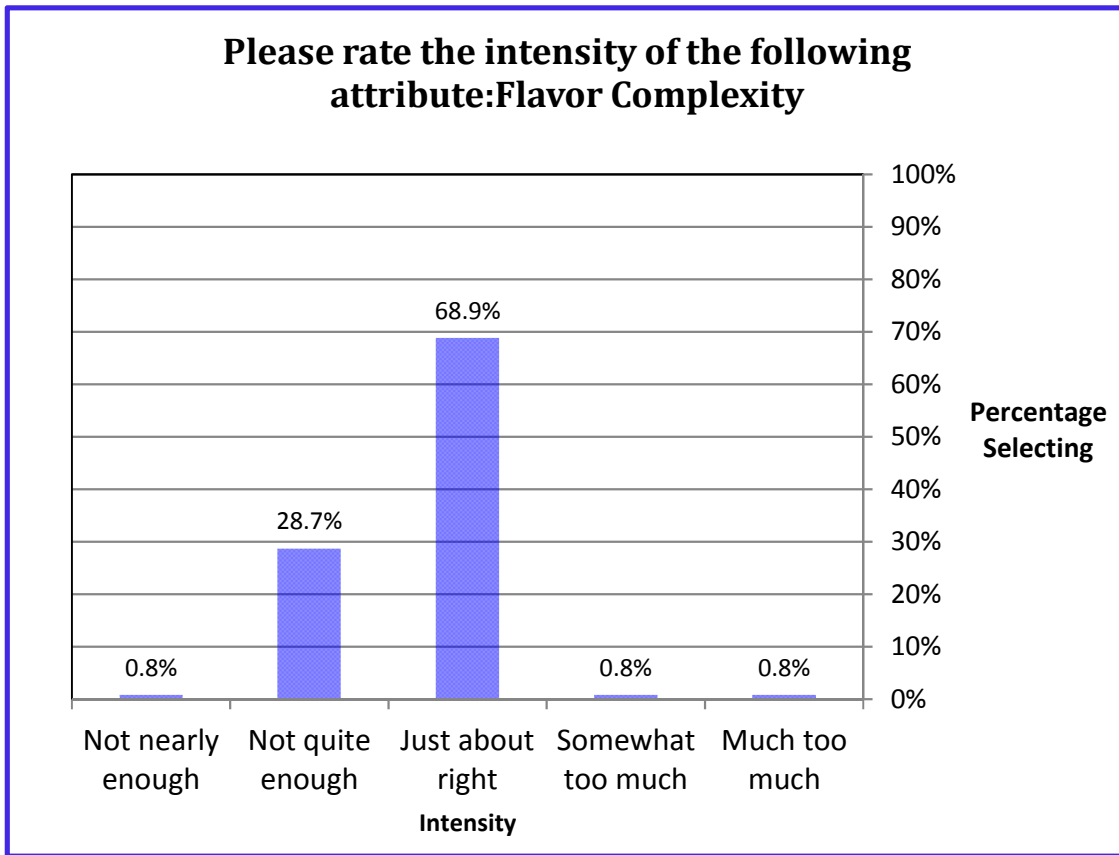


7% 16%

*Attribute level is considered ACCEPTABLE*

Please rate the intensity of the following attribute: Flavor Complexity

Just-About-Right	Coding	% Selecting	Number Selecting
Much too much	5	0.8%	1
Somewhat too much	4	0.8%	1
Just about right	3	68.9%	84
Not quite enough	2	28.7%	35
Not nearly enough	1	0.8%	1
Total		100%	122



30%

2%

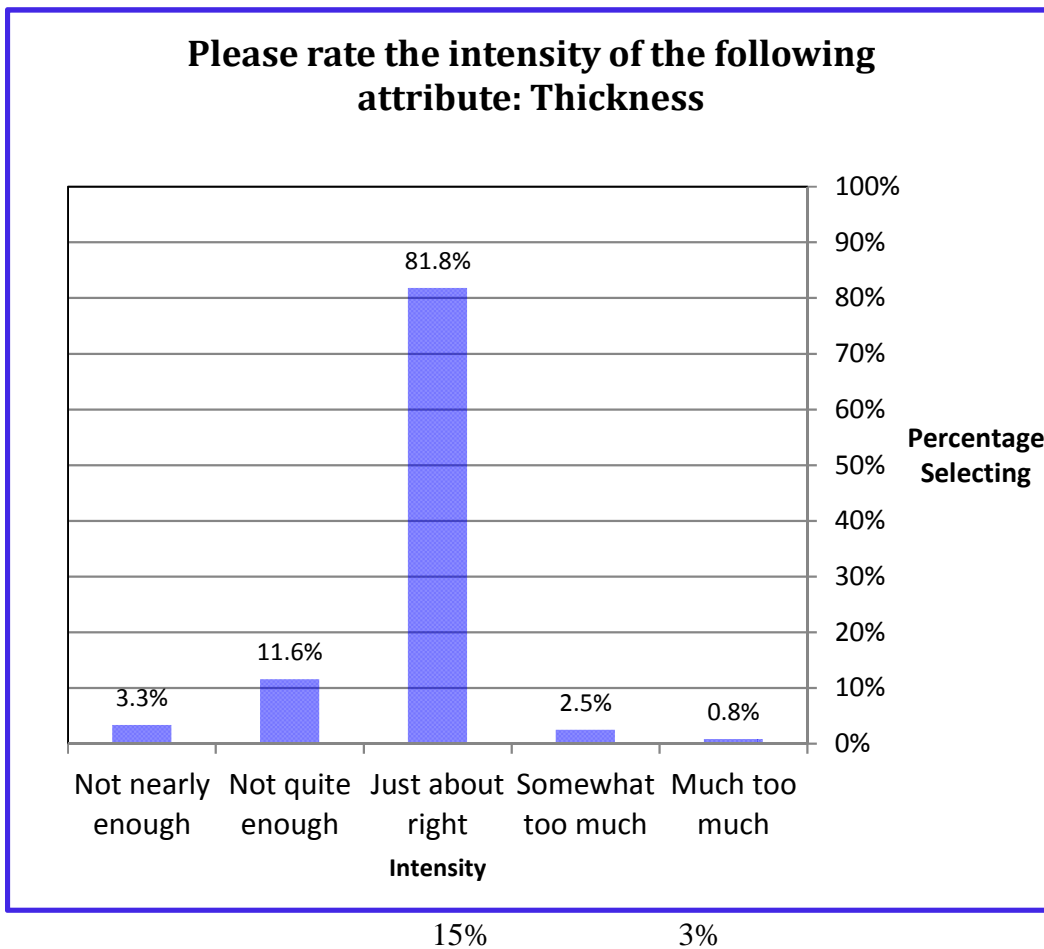
*Attribute level is considered ACCEPTABLE*

*Acceptable, but some may prefer a different formulation see MANUAL for discussion*



Please rate the intensity of the following attribute: Thickness

<b>Just-About-Right</b>	Coding	% Selecting	Number Selecting
Much too much	5	0.8%	1
Somewhat too much	4	2.5%	3
Just about right	3	81.8%	99
Not quite enough	2	11.6%	14
Not nearly enough	1	3.3%	4
Total		100%	121



*Attribute level is considered **ACCEPTABLE***

*Satisfactory for the majority*

**Marionberry Refresher**

**Please describe what you like and dislike about the sample.**

Slightly grainy finish

Interesting mix of flavors

The drink's mouthfeel is very pleasant. The creamy texture was very filling. Personally, I would like a little more heat. Overall, it is very good.

Thicker would be even better

Great texture and flavor

Everything about the drink is right!

I love marionberries and this has great flavor

Liked taste and texture, delicious

Love

Really liked

How distinct the flavors were

Just a little bit sweeter would improve

Like the drink very much - today a little on the sweet side

Love the packaging! Definitely an eye-catcher.

This drink is perfect!

It was super creamy and had a great taste!

Prefer slightly thinner drink given strong taste.

Maybe a bit rich for me but I like a lot.

Love this drink!

Like color, texture, not too sweet, would be great with packaging would be great

Perfect

Like the texture but the flavor was very unique and strong which I wasn't super fond of.

It was something I wouldn't expect before trying, but once I did it was AMAZING!

Love the creamy texture! Still would buy!!! P.S. send some to South Dakota!!!

Flavor is wonderful

Very flavorful and rich and creamy

Delicious and good mouthfeel. I enjoy the balance of sweet and savory.

That drink was awesome. I would buy a container of it in a heartbeat with zero changes

Loved it!!!

Loved the creamy texture! Awesome!

I love the drink and have had it several times. It's perfect. Never needs anything added

I love it. I wait each year to have it when it comes out.

Like the taste and texture

The drink is perfect amount of creaminess. Delish!

Perfect flavor

Very good, really enjoy the flavor

Like - texture, dislike - not enough spice

Light, smooth but still has flavor

Would like a little more tang

Nice taste but not too overpowering, seemed nice and light.

Marionberry Refresher Report of Consumer Test

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It was a little sweet for my liking. Nice texture, though

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I usually get it when I come here.

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Liked everything about it but the flavor profile of pear - needs to be much stronger.

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I like the flavor overall but it was a little too sweet for me.

---

Seems like it should be more assertively flavored.

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Wonderful, texture could be smoother

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The mouthfeel is great

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It's good, but nothing stands out

---

Texture - nice and smooth

---

I think the flavors could be bolder - more vinegar and pear flavoring

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I liked the sweetness

---

A little strange on the texture

---

I really liked the sweetness of the pear

---

A little different but still very good.

---

Really love the flavor very much!

---

Sweet and salt balance is great

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The more I ate, the more I liked it.

---

Little too sweet for my personal taste. I would buy because known brand. Local business. #2 bottle favorite (most likely to buy)

---

I enjoyed the smooth texture of the salad dressing and a surprising tart flavor that awakens my taste buds.

---

Light, consistency good

---

Very fresh and light

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Creaminess is nice, not enough flavor

---

Would have liked a little more of the pear flavor

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Great flavor - I would like it better if it was thinner.

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Good flavor - but would like a bit more 'zing'!

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Nice creamy mouthfeel

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I enjoyed the tang and flavor. The texture is a bit thick but overall good.

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Nice color.

---

I did not dislike anything - very good

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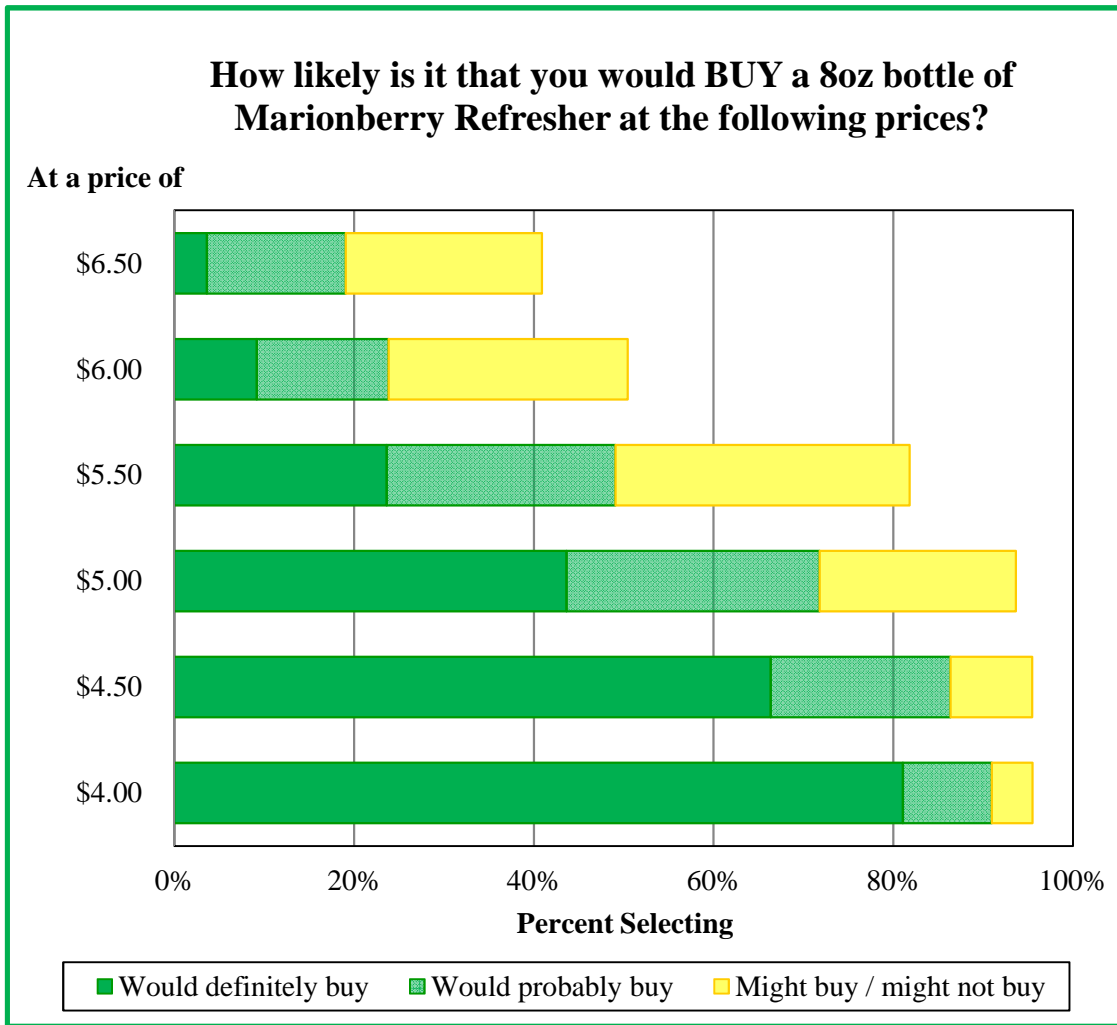
Marionberry Refresher Report of Consumer Test

This chart and figure provides responses to Q7. the Purchase-Intent-Price Question

How likely is it that you would BUY a 8oz bottle of Marionberry Refresher at the following prices?

Purchase Intent Level	Coding	Prices					
		\$6.50	\$6.00	\$5.50	\$5.00	\$4.50	\$4.00
Would definitely buy	5	4%	9%	24%	44%	66%	81%
Would probably buy	4	15%	15%	25%	28%	20%	10%
Might buy / might not buy	3	22%	27%	33%	22%	9%	5%
Would probably not buy	2	21%	24%	9%	2%	2%	2%
Would definitely not buy	1	38%	26%	9%	5%	3%	3%

Using codes above Average Purchase Intent at each price is      **2.25      2.58      3.45      4.05      4.45      4.65**



This chart and figure provides responses to Q8.

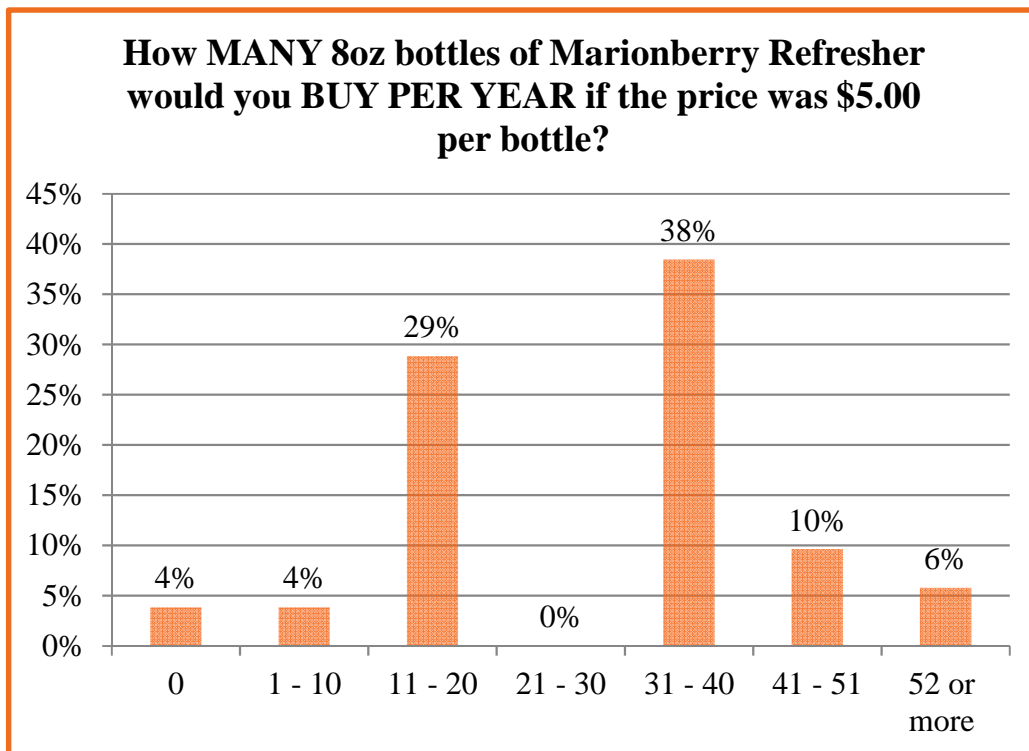
How MANY 8oz bottles of Marionberry Refresher would you BUY PER YEAR if the price was \$5.00 per bottle?

Range Selected	Coding	% Selecting
0	1	4%
1 - 10	2	4%
11 - 20	3	29%
21 - 30	4	0%
31 - 40	5	38%
41 - 51	6	10%
52 or more	7	6%

*86.5% indicate that they would buy the product at a price of \$5.*

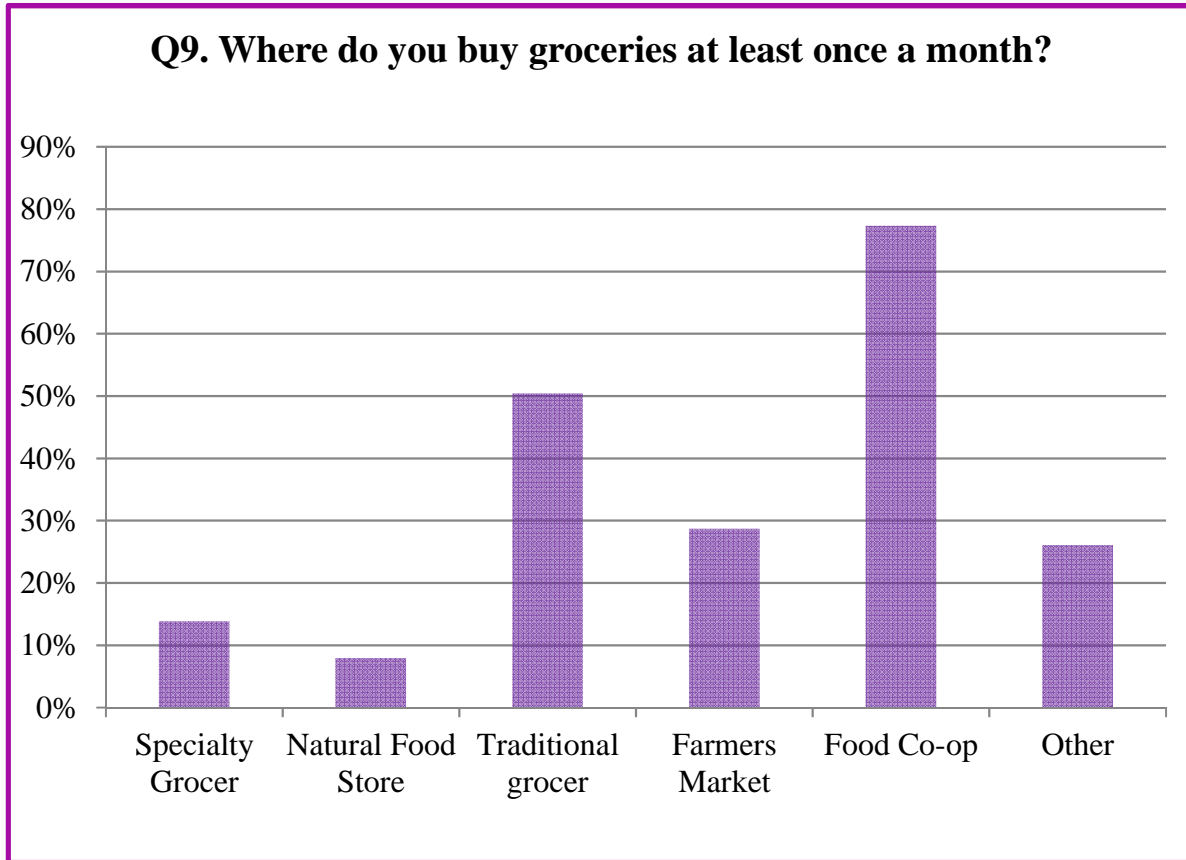
*Average Annual Quantity for those tested: 5.2*

*Average Annual Quantity per willing buyer: 6.*



Q9. Where do you buy groceries at least once a month?

	Specialty Grocer	Natural Food Store	Traditional grocer	Farmers Market	Food Co-op	Other
% Selecting the Category	14%	8%	50%	29%	77%	26%



Fill-in responses for 'Other' category may continue on following pages.

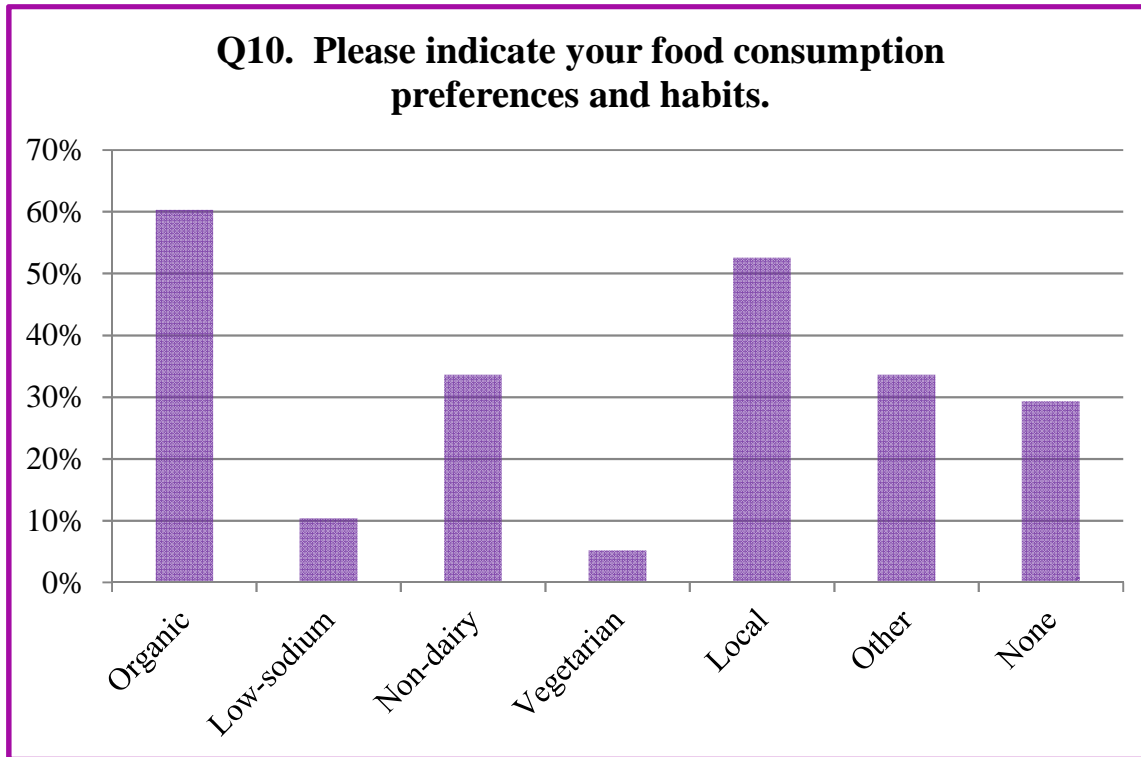
Written In for Other

- Costco
- Zupan's
- Thriftway, Costco
- We're from South Dakota
- Hy-Vee (in South Dakota)
- East coast chains - Giant, Safeway
- Winco, Costco, Safeway
- Safeway, Winco
- QFC
- Costco
- South Dakota

Marionberry Refresher Report of Consumer Test

Costco  
Winco  
Fruit stand  
Safeway  
Winco  
Costco  
Safeway, Winco  
Winco, Costco  
Hy-Vee (South Dakota)  
South Dakota  
South Dakota  
Winco, Cash and Carry  
Safeway  
Safeway  
Winco  
Trader Joe's  
Haggen's

	Organic	Low-sodium	Non-dairy	Vegetarian	Local	Other	None
% Selecting the Category	60%	10%	34%	5%	53%	34%	29%



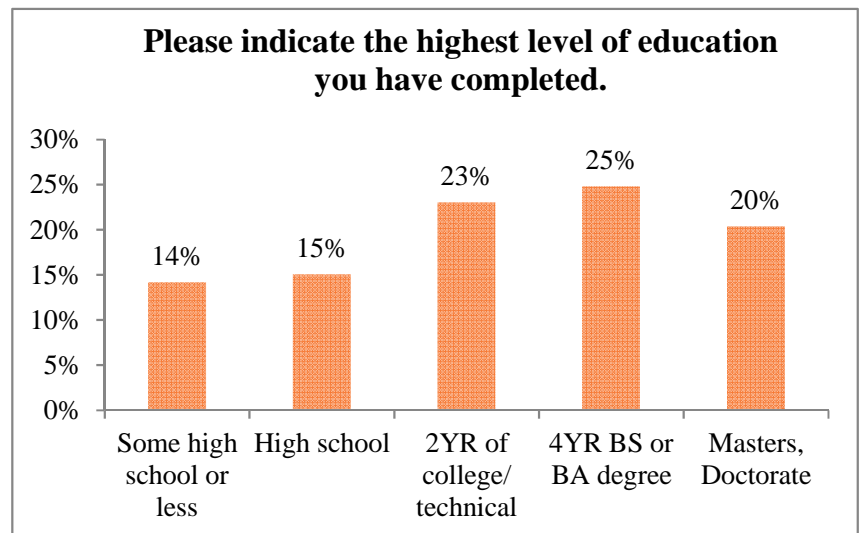
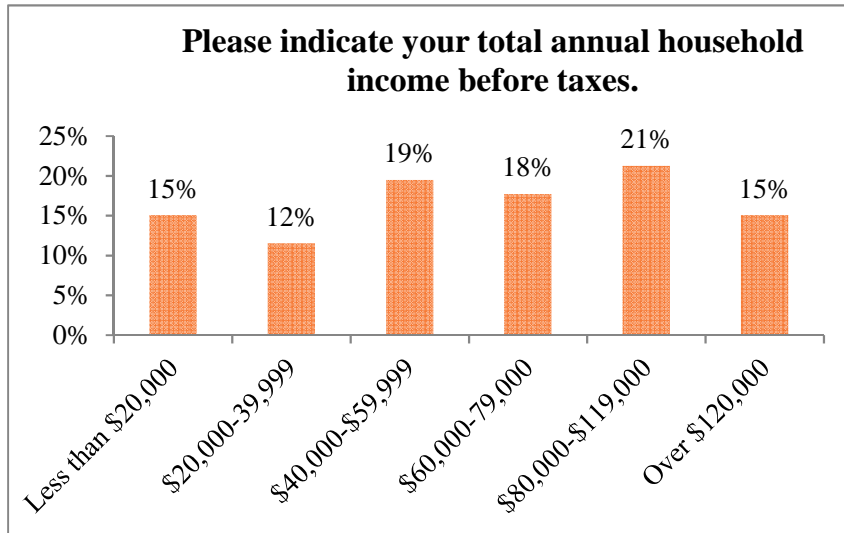
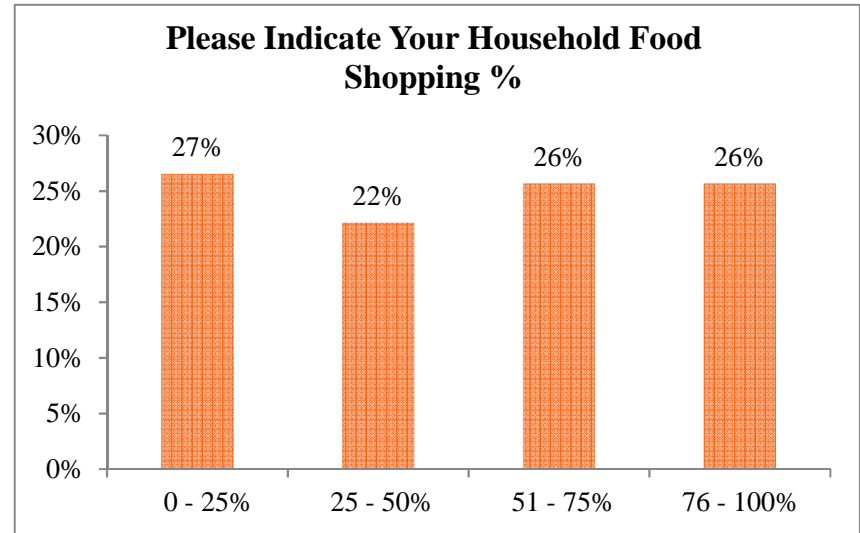
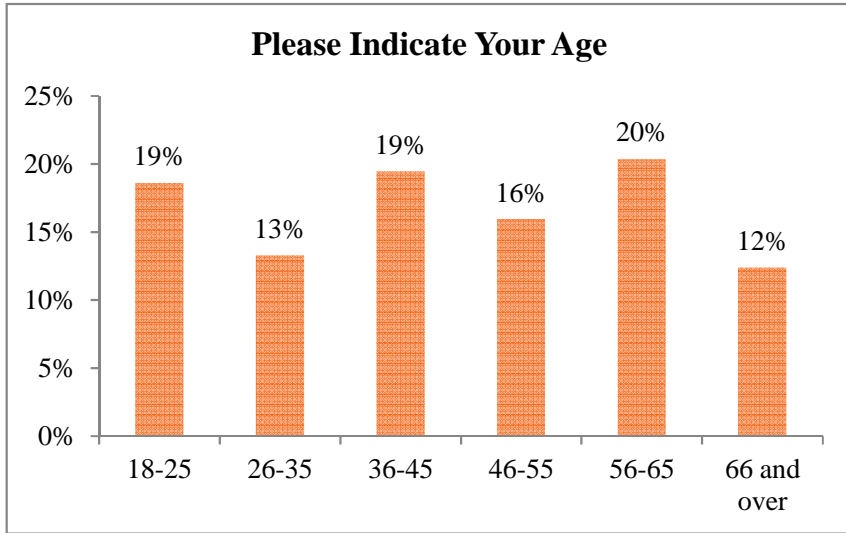
Fill-in responses for 'Other' category may continue on following pages.

Written in for Other

- Low Fat
- Sugar free
- Vegan
- Low fat
- Vegan
- Free range
- Fat free
- Fresh and healthy - not frozen - homemade dressing
- Free range
- No sugar added
- Vegan
- Low sugar
- Non-dairy
- Low carb
- Look for fresh local products



Marionberry Refresher QII. - QI4. Multiple Choice Responses



Marionberry Refresher Report of Consumer Test

Response Entered as	Age		Shopping %		Education		Income	
	Please Indicate Your Age	%	Please Indicate Your Household Food Shopping %	%	Please indicate the highest level of education you have completed.	%	Please indicate your total annual household income before taxes.	%
1	18-25	18.6%	0 - 25%	26.5%	Some high school or less	14.2%	Less than \$20,000	15.0%
2	26-35	13.3%	25 - 50%	22.1%	High school	15.0%	\$20,000-39,999	11.5%
3	36-45	19.5%	51 - 75%	25.7%	2YR of college/ technical	23.0%	\$40,000-\$59,999	19.5%
4	46-55	15.9%	76 - 100%	25.7%	4YR BS or BA degree	24.8%	\$60,000-79,000	17.7%
5	56-65	20.4%			Masters, Doctorate	20.4%	\$80,000-\$119,000	21.2%
6	66 and over	12.4%					Over \$120,000	15.0%

Q1. BEFORE TASTING, read and think about the information on the product sheet and bottle. Given the information how likely would you be to buy this product?

<b>Check one box:</b>	Would definitely not buy	Would probably not buy	Might buy / might not buy	Would probably buy	Would definitely buy
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**BEFORE TASTING!**

Q2. SMELL the sample. How well do you LIKE or DISLIKE the AROMA of the sample?

Dislike extremely	Dislike very much	Dislike moderately	Dislike slightly	Neither like nor dislike	Like slightly	Like moderately	Like very much	Like extremely
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q3. Now TASTE the sample. How well do you LIKE or Dislike the sample OVERALL?

Dislike extremely	Dislike very much	Dislike moderately	Dislike slightly	Neither like nor dislike	Like slightly	Like moderately	Like very much	Like extremely
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q4. Now TASTE the sample. How well do you LIKE or Dislike the sample TEXTURE?

Dislike extremely	Dislike very much	Dislike moderately	Dislike slightly	Neither like nor dislike	Like slightly	Like moderately	Like very much	Like extremely
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q5. Please rate the intensity of the following attributes.

	Not nearly enough	Not quite enough	Just about right	Somewhat too much	Much too much
Acidity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sweetness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flavor Complexity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thickness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q6. Please describe what you like and dislike about the sample.

Q7. How likely is it that you would BUY a 8oz bottle of Marionberry Refresher at the following prices?

	Prices	Would definitely not buy	Would probably not buy	Might buy / might not buy	Would probably buy	Would definitely buy
<i>Note: you should check EXACTLY SIX BOXES, one in each price row.</i>	\$6.50	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	\$6.00	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	\$5.50	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	\$5.00	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	\$4.50	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	\$4.00	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q8. How MANY 8oz bottles of Marionberry Refresher would you BUY PER YEAR if the price was \$5.00 per bottle?

- |                          |                          |                          |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 0                        | 1 - 10                   | 11 - 20                  | 21 - 30                  | 31 - 40                  | 41 - 51                  | 52 or more               |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q9. Where do you buy groceries at least once a month?

*Check all that apply.*

- |   |   |
|---|---|
| <input type="checkbox"/> Specialty Grocer   | <input type="checkbox"/> Farmers Market (in summer) |
| <input type="checkbox"/> Natural Food Store | <input type="checkbox"/> Food Co-op                 |
| <input type="checkbox"/> Traditional grocer | <input type="checkbox"/> Other _____                |

Q10. Please indicate your food consumption preferences and habits.

*Check all that apply and/or fill in.*

- |                                     |                                     |                                      |                               |
|-------------------------------------|-------------------------------------|--------------------------------------|-------------------------------|
| <input type="checkbox"/> Organic    | <input type="checkbox"/> Non-Dairy  | <input type="checkbox"/> Local       | <input type="checkbox"/> None |
| <input type="checkbox"/> Low-Sodium | <input type="checkbox"/> Vegetarian | <input type="checkbox"/> Other _____ |                               |

In Questions 11-14 check only one answer

Q11.

Q12.

Q13.

Q14.

Please Indicate Your Age	Please Indicate Your Household Food Shopping %	Please indicate the highest level of education you have completed.	Please indicate your total annual household income before taxes.
<input type="checkbox"/> 18-25	<input type="checkbox"/> 0 - 25%	<input type="checkbox"/> Some high school or less	<input type="checkbox"/> Less than \$20,000
<input type="checkbox"/> 26-35	<input type="checkbox"/> 25 - 50%	<input type="checkbox"/> High school	<input type="checkbox"/> \$20,000-39,999
<input type="checkbox"/> 36-45	<input type="checkbox"/> 51 - 75%	<input type="checkbox"/> 2YR of college/ technical	<input type="checkbox"/> \$40,000-\$59,999
<input type="checkbox"/> 46-55	<input type="checkbox"/> 76 - 100%	<input type="checkbox"/> 4YR BS or BA degree	<input type="checkbox"/> \$60,000-79,000
<input type="checkbox"/> 56-65		<input type="checkbox"/> Masters, Doctorate	<input type="checkbox"/> \$80,000-\$119,000
<input type="checkbox"/> 66 and over			<input type="checkbox"/> Over \$120,000