

KIND Consumer Survey Insights

Survey result transformed into easily digestible graphs

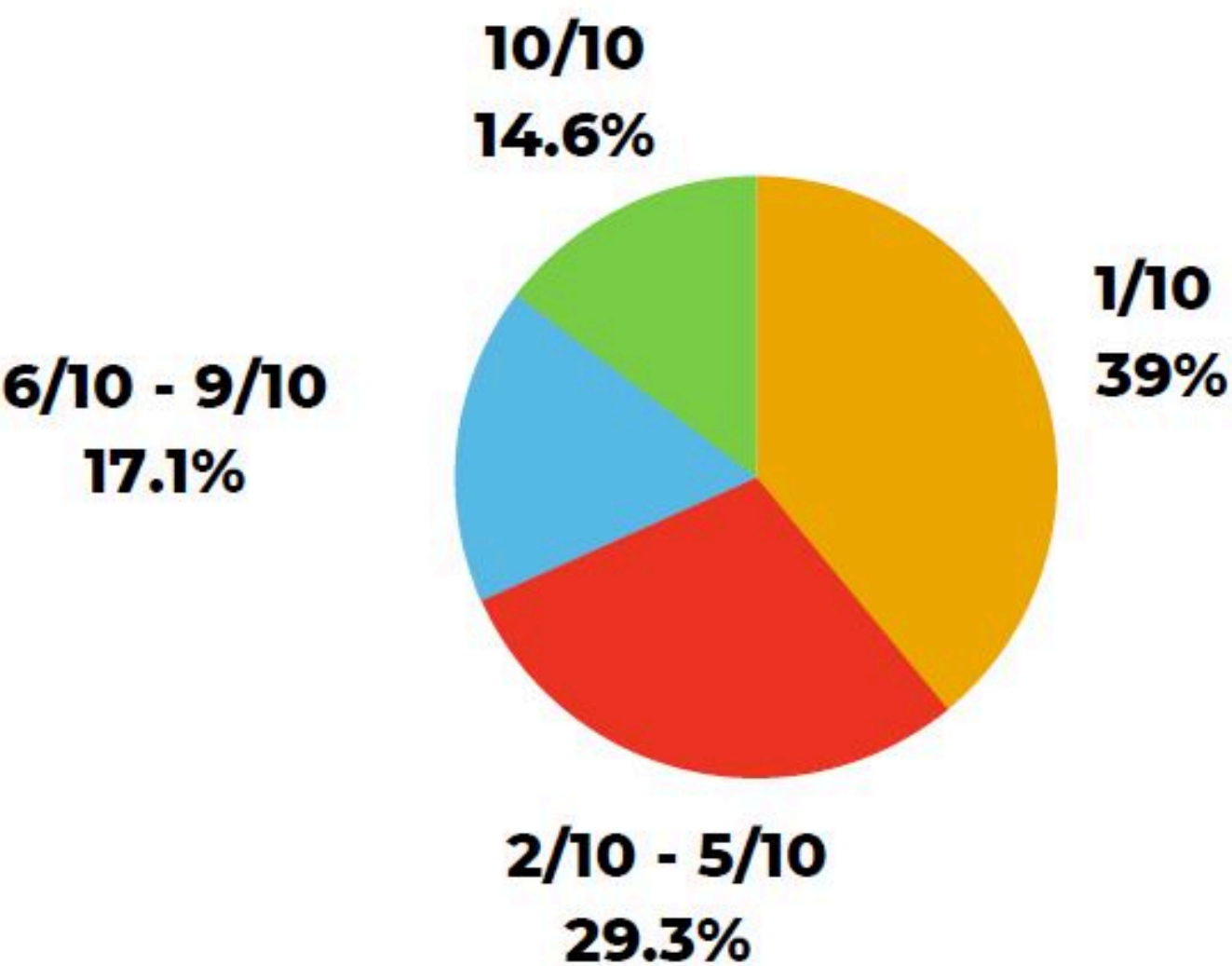
Gen-Z Brand Opinion

testing

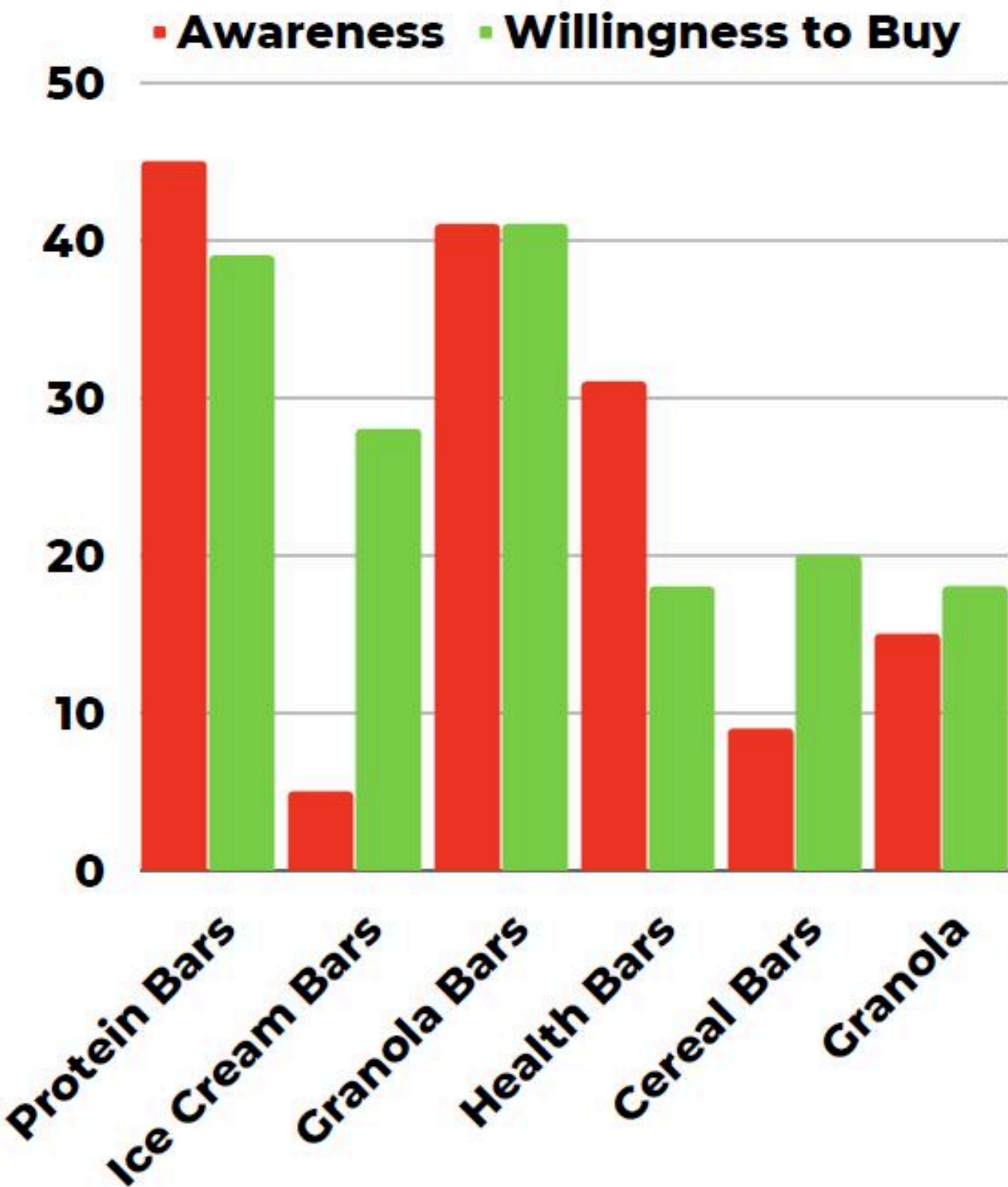
Word Cloud
131 people



Brand Awareness
41 people



Product Awareness
41 people



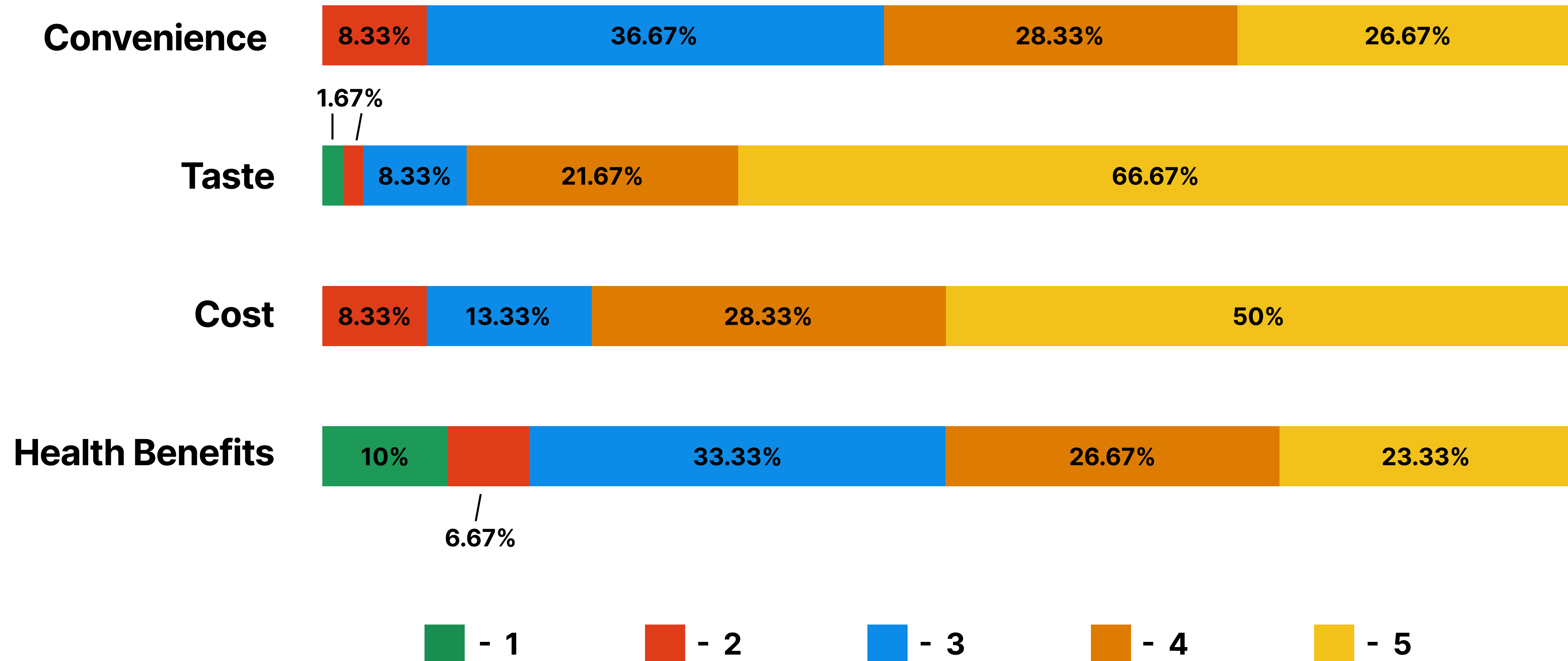
Snack Feature Priority

KIND Brand Awareness
Survey (n=60)

Rate how important these factors are when shopping for snack products

(1 - Not Important

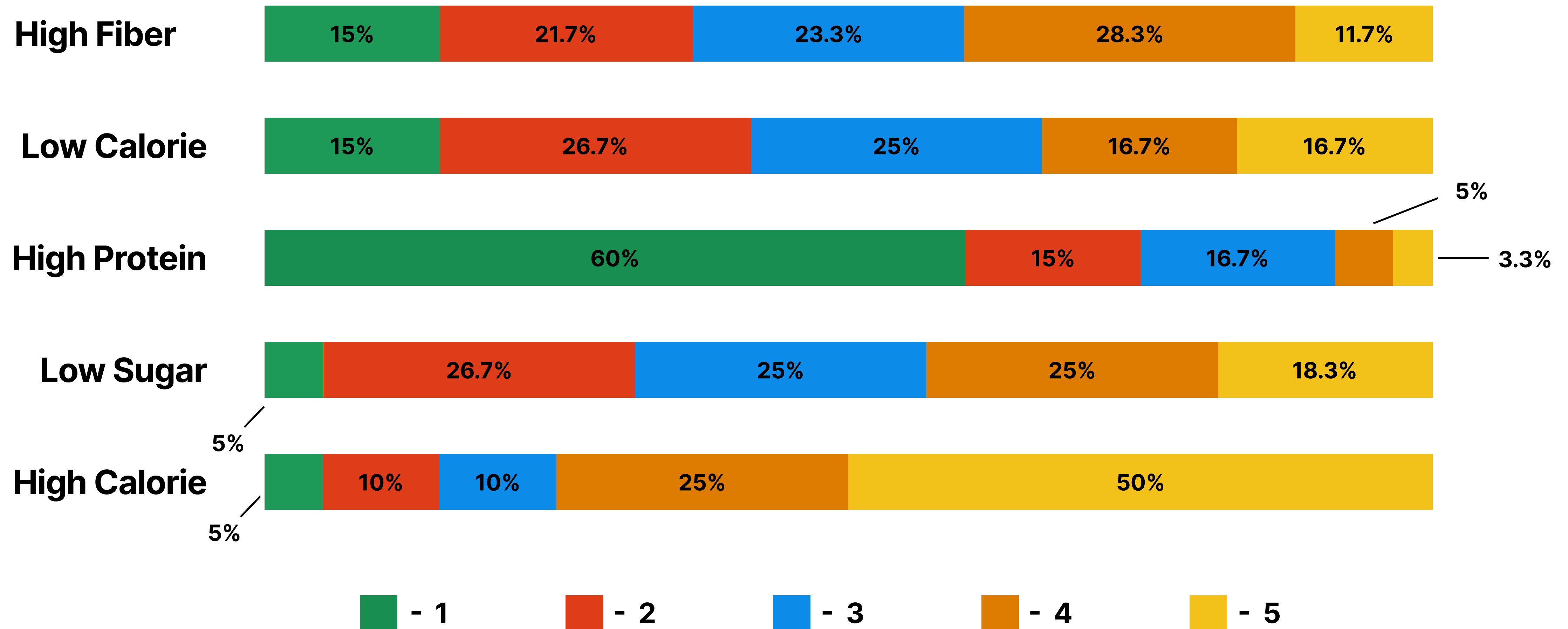
5 - Most Important)



Health Benefit Importance

KIND Brand Awareness
Survey (n=60)

Rank the importance of the of the following nutrition values when shopping for healthy snacks
(1 - Most Important 5 - Least Important)



Purchase Influences

KIND Snack
Survey (n=41)

Rate the likelihood of the following statements

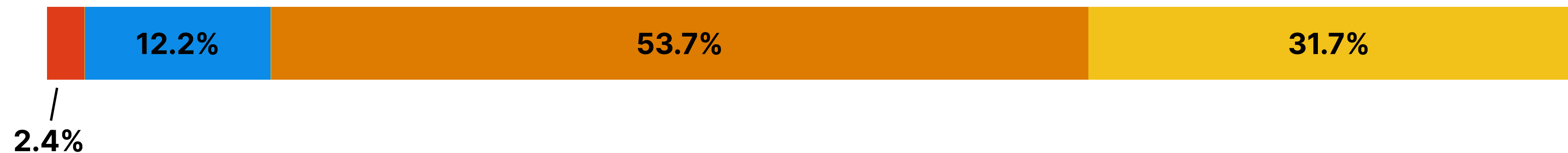
(1 - Very Unlikely

5 - Very Likely)

“I would buy a product
advertised on social
media”



“I would buy a product
advertised by a trusted
person”



“I would recommend a
product I saw online”



■ - Very Unlikely

■ - Unlikely

■ - Neutral

■ - Likely

■ - Very Likely