

Name ⓘ

Jordan Peters

Aisha

Tamia Dillard

Raven

Alexis Roberts

Nia

Kariyana

Francis Lionel

mackenzie hudson

Julius Walls

Nala Martin

Jarrett Gilbert

Deanna

Lars

Brandi Roman

Madison Oliver

Mith

Iandra

Sariah Davis

I'myani Key
Naijah L.
Kensly Jean
John Stokes
Ty'Keidra
Maya
Nevoy Shepherd
Aza Dunwoody
DaNyah Reed
Makeda McKinney
Ellande
Tori Clark
Alana
Saahil Babur
Hannah Barron
Jari
Valentina Vigliarolo
Seth Thomas
Jacobi
Ti'Liyah Veal
Ta'Mya Dunnaway
Jada Jervis

Myrdelle Bois
Emmani Hagins
Jada Brown
olivia wells
Denim Greeley
Cameron Davis
Nia Esser
Kailyn Floyd
skyy
Emilee A. Williams González
Kanaysha thomas
Tk
Sinaya childred
Kennedy Peoples
sharniece carson
Atiyah B
Robyn Wilson
Sasha Creavalle
Mikayla Davis
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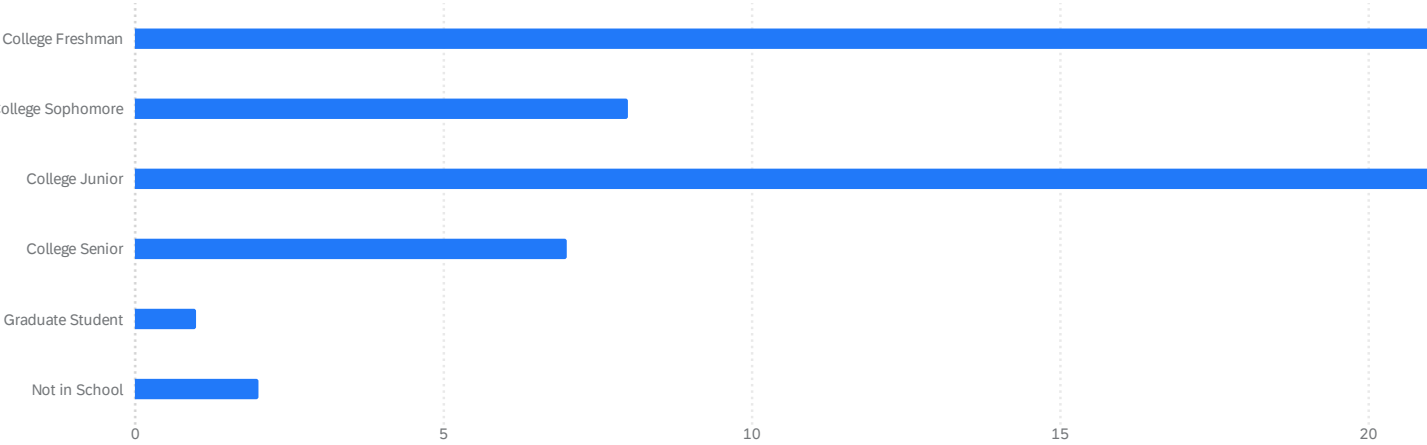
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Grade Level 60 ⓘ



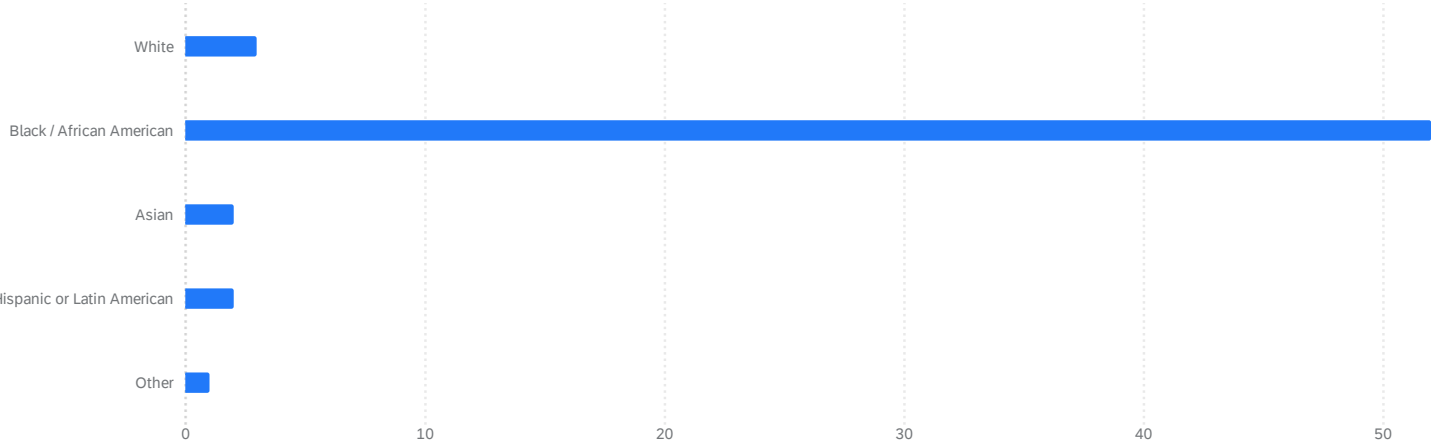
Grade Level 60 ⓘ

Q7 - Grade Level	Percentage	Count
College Freshman	35%	21
College Sophomore	13%	8
College Junior	35%	21
College Senior	12%	7
Graduate Student	2%	1
Not in School	3%	2
Sum	100%	60

Grade Level 60 ⓘ

Grade Level	Average	Minimum	Maximum	Count
College Freshman	3.00	3.00	3.00	21
College Sophomore	4.00	4.00	4.00	8
College Junior	5.00	5.00	5.00	21
College Senior	6.00	6.00	6.00	7
Graduate Student	7.00	7.00	7.00	1
Not in School	8.00	8.00	8.00	2

Ethnicity 60 ⓘ



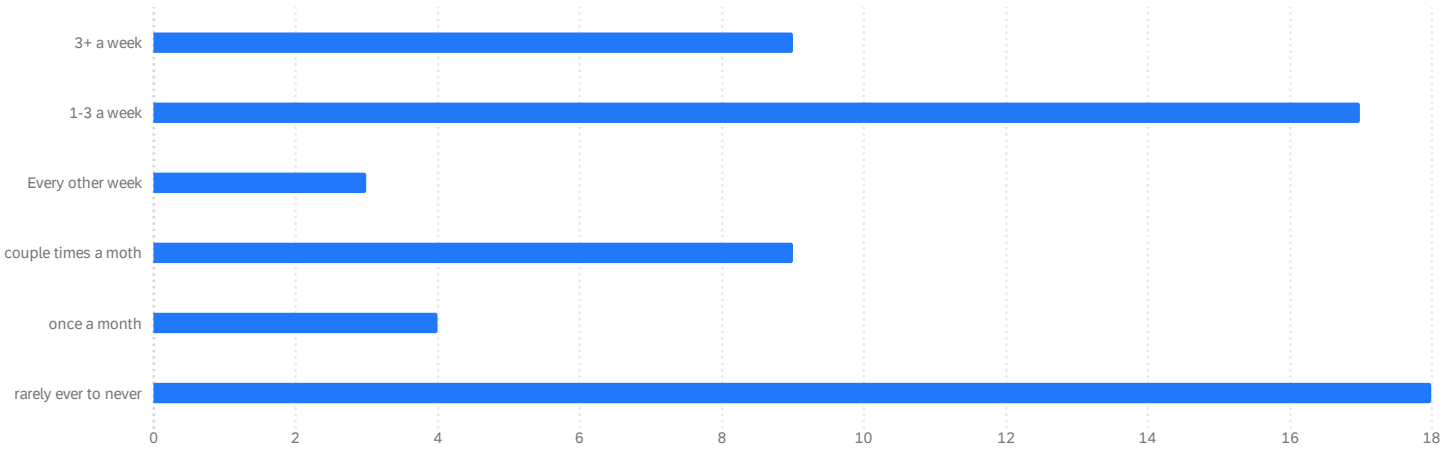
Ethnicity 60 ⓘ

Q9 - Ethnicity	Percentage	Count
White	5%	3
Black / African American	87%	52
Asian	3%	2
Hispanic or Latin American	3%	2
Other	2%	1
Sum	100%	60

Ethnicity 60 ⓘ

Ethnicity	Average	Minimum	Maximum	Count
White	1.00	1.00	1.00	3
Black / African American	2.00	2.00	2.00	52
Asian	3.00	3.00	3.00	2
Hispanic or Latin American	4.00	4.00	4.00	2
Other	5.00	5.00	5.00	1

How often do you go to the gym? 60 ⓘ



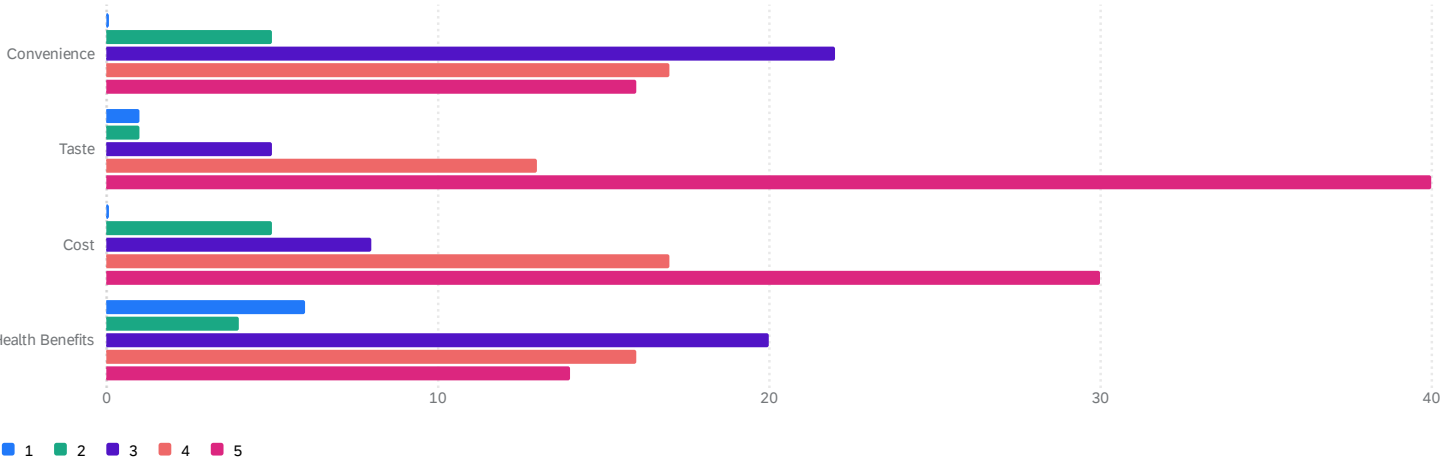
How often do you go to the gym? 60 ⓘ

Q17 - How often do you go to the gym?	Percentage	Count
3+ a week	15%	9
1-3 a week	28%	17
Every other week	5%	3
a couple times a moth	15%	9
once a month	7%	4
rarely ever to never	30%	18
Sum	100%	60

How often do you go to the gym? 60 ⓘ

How often do you go to the gym?	Average	Minimum	Maximum	Count
3+ a week	1.00	1.00	1.00	9
1-3 a week	2.00	2.00	2.00	17
Every other week	3.00	3.00	3.00	3
a couple times a moth	4.00	4.00	4.00	9
once a month	5.00	5.00	5.00	4
rarely ever to never	6.00	6.00	6.00	18

Rate how important these factors are when shopping for snack products (1 - not important, 5 - very important) 60 ⓘ



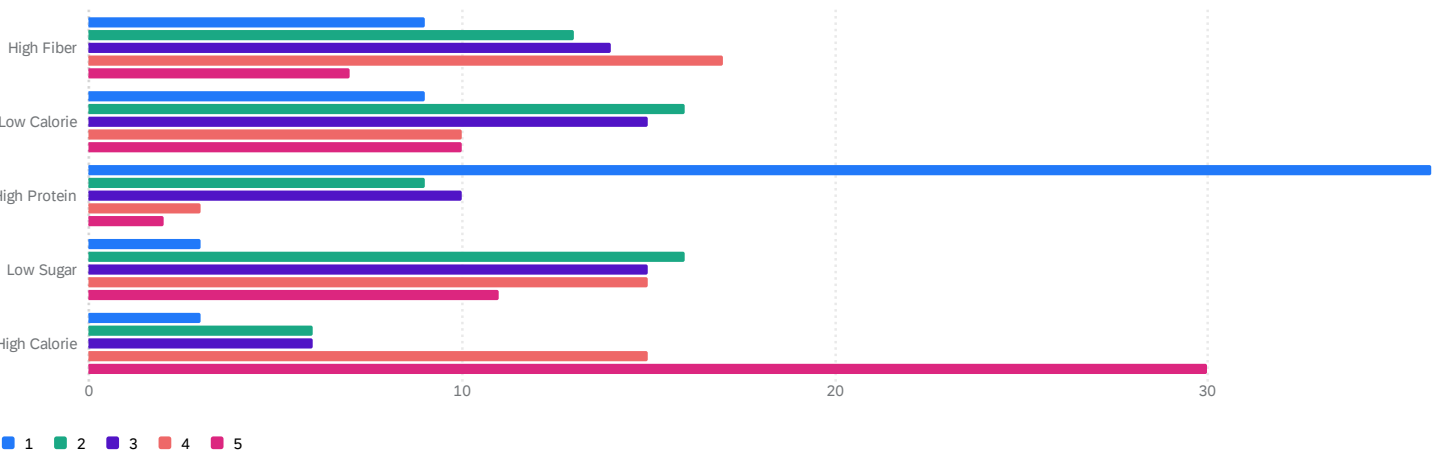
Rate how important these factors are when shopping for snack products (1 - not important, 5 - very important) 60 ⓘ

Rate how important these factors are when shopping for snack products (1 -...	1	2	3	4	5
Convenience	0	5	22	17	16
Taste	1	1	5	13	40
Cost	0	5	8	17	30
Health Benefits	6	4	20	16	14
Sum	7	15	55	63	100

Rate how important these factors are when shopping for snack products (1 - not important, 5 - very important) 60 ⓘ

Rate how important these factors are when shopping for snack products (1 -...	Average	Minimum	Maximum	Count
Convenience	3.73	2.00	5.00	60
Taste	4.50	1.00	5.00	60
Cost	4.20	2.00	5.00	60
Health Benefits	3.47	1.00	5.00	60

Rank the importance of the following nutrition values when shopping for healthy snack products: 60 ⓘ



Rank the importance of the following nutrition values when shopping for healthy snack products: 60 ⓘ

Rank the importance of the following nutrition values when shopping for hea...	1	2	3	4	5
High Fiber	9	13	14	17	7
Low Calorie	9	16	15	10	10
High Protein	36	9	10	3	2
Low Sugar	3	16	15	15	11
High Calorie	3	6	6	15	30
Sum	60	60	60	60	60

Nature Valley

Kind Bars

KIND

I'm not a fan of protein bars.

Granola

KIND bar

kind protein bars

Homemade

I don't remember the exact amount of protein but the nature valley oat and honey bar is my favorite

N/a

N/a

KIND

Nature Valley

kind

Quaker Chewy bar

Nature valleys

Nature valley bar

n/a

clif bar

N/A

Kind thins chocolate and peanut butter

Pure protein

belvita

Kind Bars

Nature Valley

N/A

KIND

Natures Valley

Na

cliff

Cliff and Kind Bars

Clif bars

dont have one

Protein One

Chocolate protein bars

Nature valley

Nature valley

Kind

Gatorade

Nature Valley

That's it dehydrated fruit bars

kind bar

N/A

Crunchy Peanut Butter bars

natures valley pb and chocolate

Kodak Protein bar

gatorade chocolate snd peanut butter

i don't eat protein bars bc i don't like the weird protein taste and texture

n/a

Chocolate chip bars

n/a

N/A

Think bars

Nature Valley

Its a healthy bar brand

Nothing. I have seen the brand logo a few times

They're so yummy and delicious and help me get energy after or before a workout.

they make healthy snacks

They have different types of bars

A little but I am allergic to nuts.

N/A

I love them

they're super yummy and more natural than other brands

I know they're a snack brand

They have a bunch of different things in them. I tried them once and I didn't not like it, it just doesn't have a good taste imo

No opinion

Nothing

Not too much



They're healthy/ grain-full

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they're good

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Nothing

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They're good lowkey but expensive

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They're gross

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they're all natural

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that they sell healthy snacks

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Nothing

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Most of the flavors are good.

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Never had them

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I know they make granola bars that I've had before, but not much other than that.

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That they're a healthier option.

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They sell granola bars

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Nothing

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Enough for a case study.

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Their packaging and their literally everywhere

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Not much

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they are good for you and taste good

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they are amazing super cool and yummy

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There healthy

---

not much

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I have heard of them before, but never tried them. Based on first impression, they appear healthy, tasty, and the large variety of products makes it appealing as well.

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I do not know anything about KIND snacks

n/a

N/A

They sell protein bars

Theyre sold in walmart

That they taste good

They sell protein bars

They got granola bars and that's all I know.

i only know about their granola bars

N/A

They have a variety of flavorful protein bars

I've never had one that's tastes great.

I know that they are healthy and high in calorie

protein bars with fruit in them

they don't taste very good

Nothing

n/a

Bars

protein bar

n/a

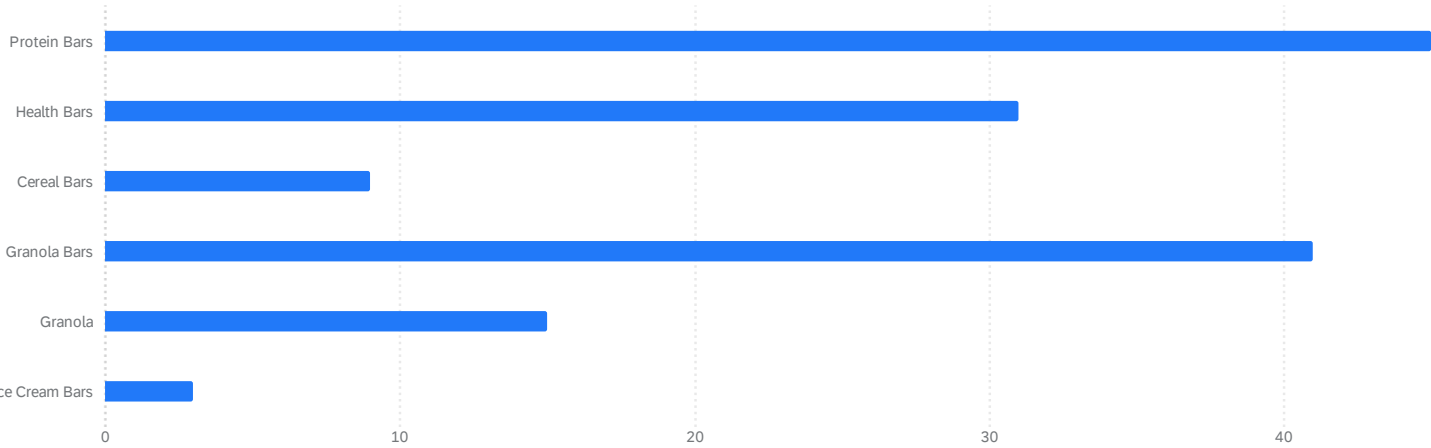
N/A

I know KIND snacks but they aren't my favorite.

Nothing

They're pretty good

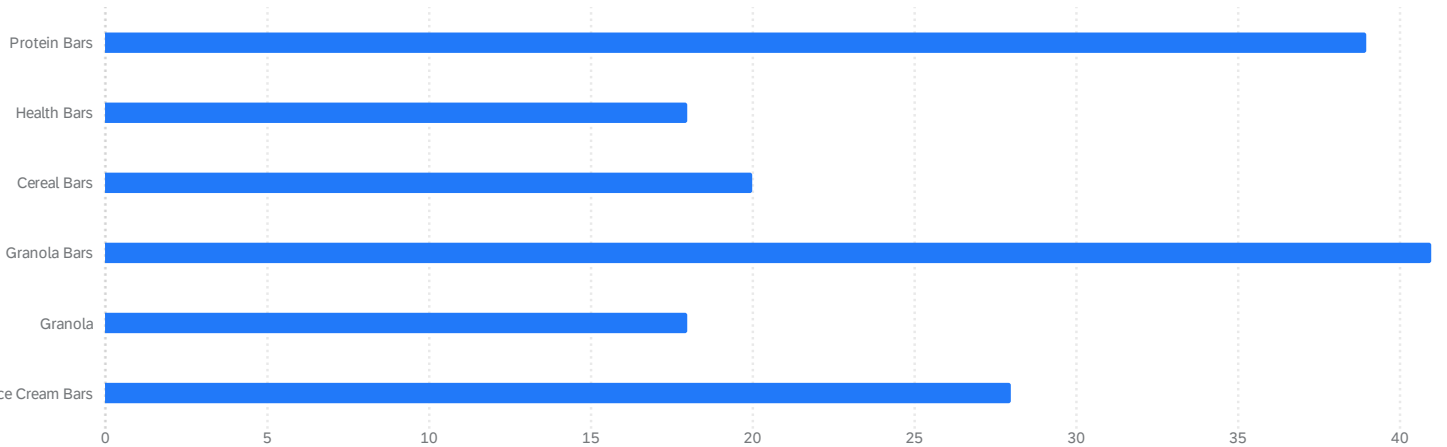
Which of these products did you know KIND sells prior to today? 60 ⓘ



Which of these products did you know KIND sells prior to today? 60 ⓘ

Q13 - Which of these products did you know KIND sells prior to today?	Percentage	Count
Protein Bars	75%	45
Health Bars	52%	31
Cereal Bars	15%	9
Granola Bars	68%	41
Granola	25%	15
Ice Cream Bars	5%	3
Sum	240%	144

Which of these products would you buy from KIND? 60 ⓘ



Which of these products would you buy from KIND? 60 ⓘ

Q16 - Which of these products would you buy from KIND?	Percentage	Count
Protein Bars	65%	39
Health Bars	30%	18
Cereal Bars	33%	20
Granola Bars	68%	41
Granola	30%	18
Ice Cream Bars	47%	28
Sum	273%	164

I see them in publix and other heathy places like smoothie king. I have never bought for them because they products look more healthy than tasty

I like that its low sugar and high calorie, I'm pretty sure theres a good amount of protein in there and I think these are important if you're working out often. I like that they'll have something sweet in there, but it'll be subtle so you are still getting mostly granola.

I really enjoy they granola bars, but I wish there were more flavors I enjoyed

Please make a snack without nuts.

N/A

I see them at the store, packaging is appealing. Taste of them is decent. Cost is fair for a health/protein bar

the peanut butter flavors tastes wayyyy too sweet to me

I don't think I've tried them enough to give a general consensus

I dont like the taste, I would want to try out their cereal or granola because Ik kind products have a lot of benefits but I see no point in buying it because i didn't like their granola bars. And why waste money. I heard about them on tv commercials and I've seen them in campus

No opinion

I like the benefits, the taste, and the cost

Oatmeal/ Overnight Oats, Yogurt/ Parfaits, Cereal

they're good

They're good but expensive.

They taste funny and the texture is weird

they're really good!!

n/a

I like everything except the quantity/ price balance depending on which bar I pick. They are available at most chain grocery stores.

I've previously had the granola and granola bars before which were good. I'm open to try the protein and cereal bars.

I like how healthy and tasty they are. Usually healthier snacks are nasty and discourage me from eating them.

I only recently heard about them to be honest. I never had any of their products though because i'm already a nature valley consumer

N/A

They are pretty good.

I have heard of them in store

I think they are pretty underrated and actually sometimes nutritious

They taste good and their healthy, I would be interested in trying the ice cream bars.

I never had them

I always see them when I go grocery shopping, I just never reach for them because I have been sticking with brands I know I like. Their protein bars intrigue me a lot because the flavors they offer sound unique and delicious. I also like the ingredients list. I personally prefer protein or granola bars with a crunchy texture and KIND protein bars look appetizing instead of it being fake processed protein.

I don't know enough about the product, I've heard from them through commercials

me personally, i've never tried KIND snacks but i'm not opposed to it either .

I'm not the biggest fan of the taste but I like that they're easy to eat on the go.

I like the taste but i kinda dont like the texture

Some of them got weird textures

I think it's a convenient snack plus they taste good .

I like that they got natural fruit products

i really only know about their granola bars

I dislike the flavors but if theres was like a strawberry yogurt bar, I would definitely buy it!

I love the amount of protein in the snacks and flavor tastes.

I would be looking for better packaging and better tasting snacks from them.

I love the flavor of the snacks and how much protein they have. However, I dislike that they have such a high calorie and sugar intake.

i dont like raisins

i don't like anything with protein powder to begin with because it adds a weird aftertaste and texture, i would much prefer just having a meal with an actual protein element. if they maybe made just bars without protein like regular nut bars or whatever that's be cool

dislike packaging

I like KIND but I do recommend regular chocolate chip bars over those

Good flavors

n/a

N/A

I've seen them in the stores before but I've tried their brand and everytime they just don't taste the best, the flavor lacks.

I've heard that they taste good, but they're expensive and most of them have nuts, which I don't like.

They're cool !