

Name ⓘ

Zanielle

Dee

bianca

L.C.

Amanda

Zykeria Rolle

Kaylin

Ronny Freeman

Maggie Matulis

Maria

Isley

Kylie Sorrough

Monty

Audrey

Nicholas Tarpley

Jonathan

Quinten Stlouis

Jake Arbout

Gabriel

Darius
Christien Moreau
Tia
Danielle Samuel
Jayla M
Melissa Monde
D'Anna Thomas
Nae
Desire McMillan
Alanna Tookes
Kenyana McCray
Ellande
Lourdess Hemmingway
Kaylinda Louis
Deanna
Angela Gammage
Destiny
Jaida Laramore
Whitney
Willayja Williams
Taylor
Jayden Matheny

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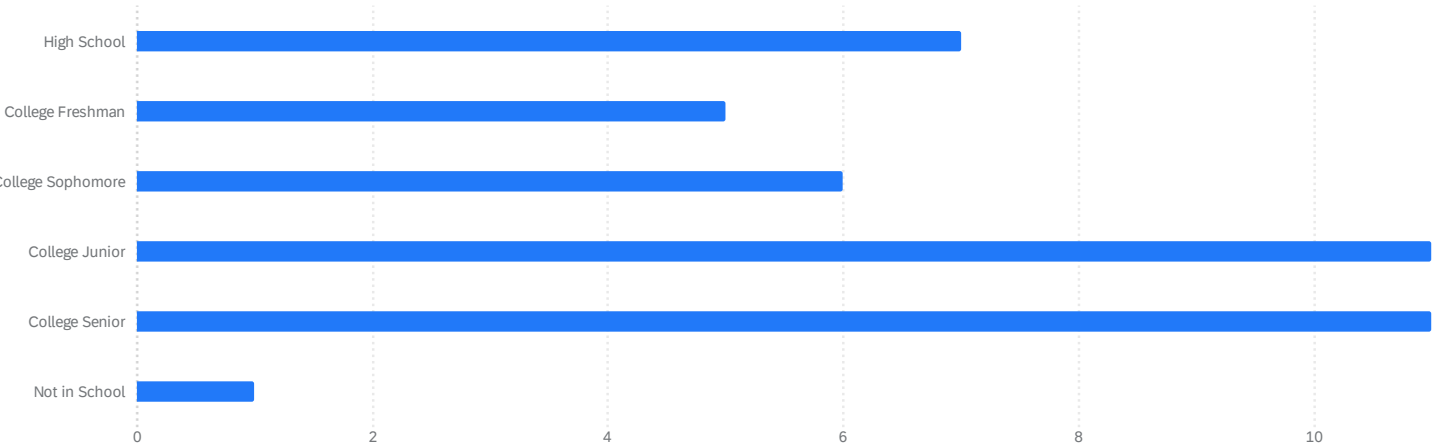
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Student ID ⓘ

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Grade Level 41 ⓘ



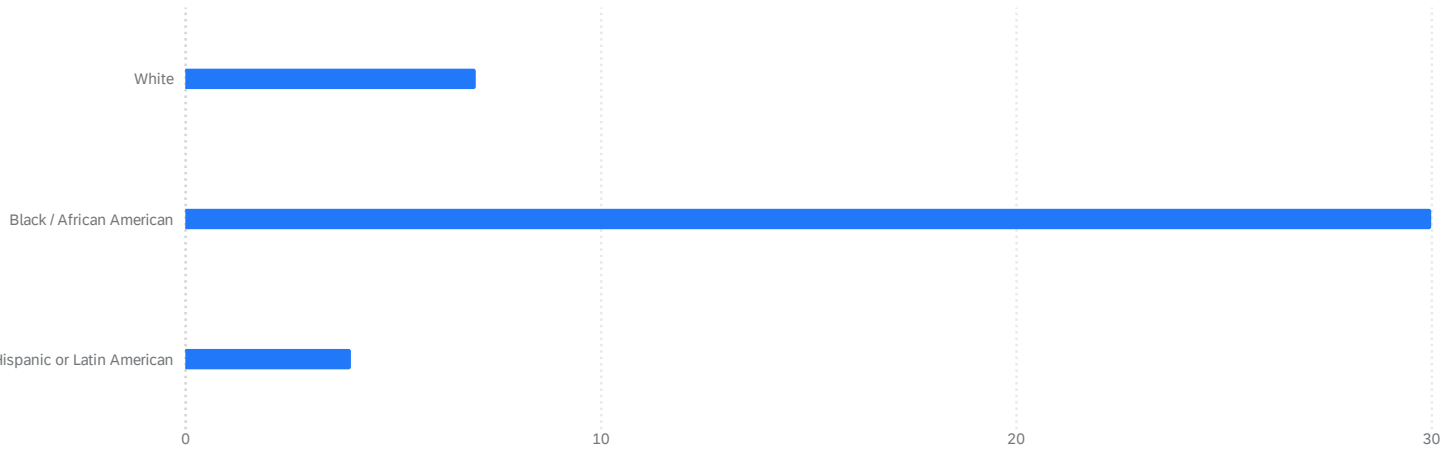
Grade Level 41 ⓘ

Q7 - Grade Level	Percentage	Count
High School	17%	7
College Freshman	12%	5
College Sophomore	15%	6
College Junior	27%	11
College Senior	27%	11
Not in School	2%	1
Sum	100%	41

Grade Level 41 ⓘ

Grade Level	Average	Minimum	Maximum	Count
High School	2.00	2.00	2.00	7
College Freshman	3.00	3.00	3.00	5
College Sophomore	4.00	4.00	4.00	6
College Junior	5.00	5.00	5.00	11
College Senior	6.00	6.00	6.00	11
Not in School	8.00	8.00	8.00	1

Ethnicity 41 ⓘ



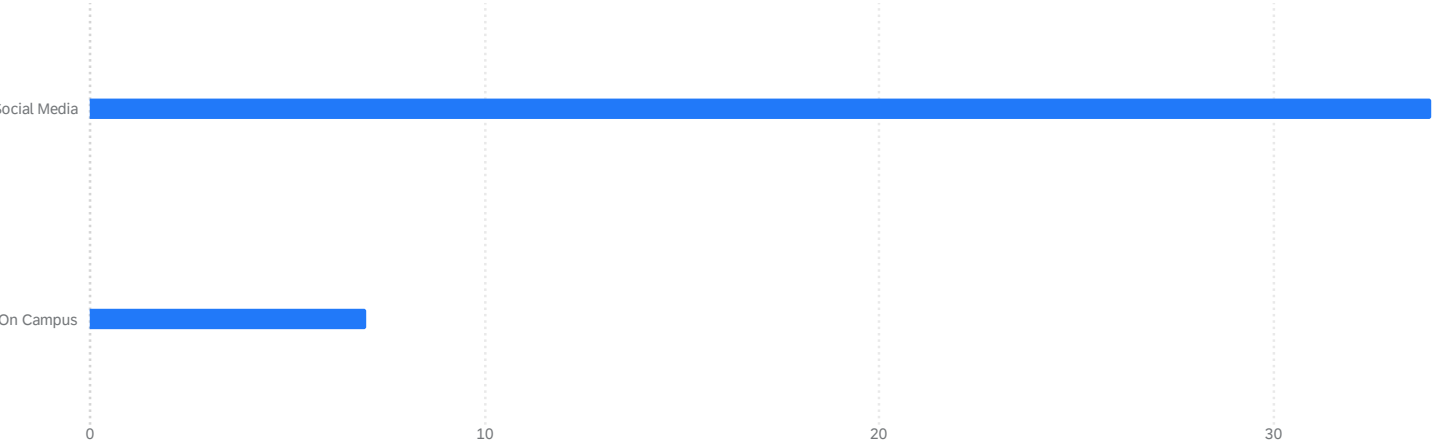
Ethnicity 41 ⓘ

Q9 - Ethnicity	Percentage	Count
White	17%	7
Black / African American	73%	30
Hispanic or Latin American	10%	4
Sum	100%	41

Ethnicity 41 ⓘ

Ethnicity	Average	Minimum	Maximum	Count
White	1.00	1.00	1.00	7
Black / African American	2.00	2.00	2.00	30
Hispanic or Latin American	4.00	4.00	4.00	4

Where did you find this Survey 41 ⓘ



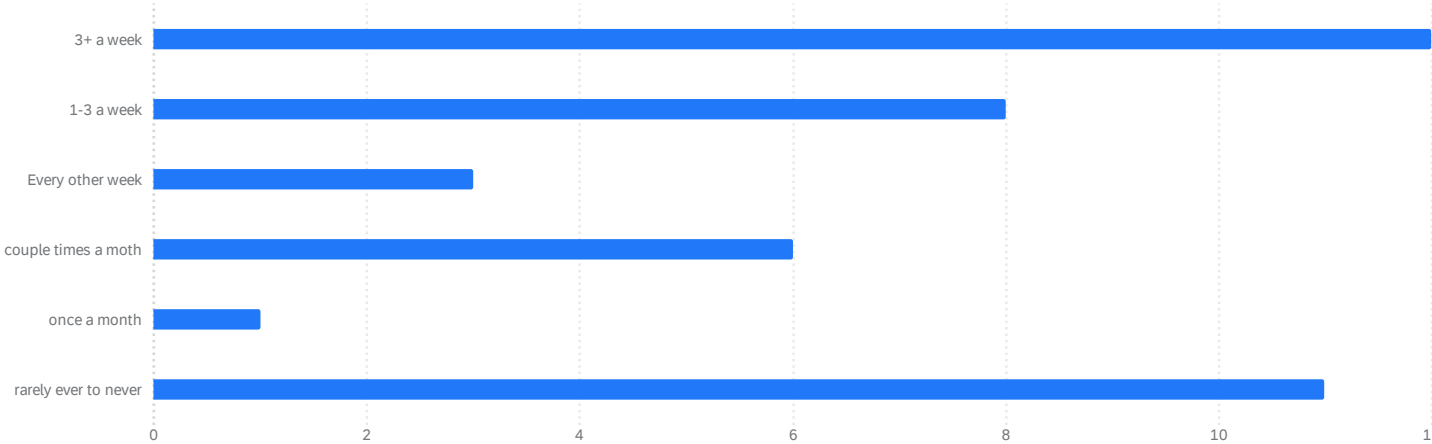
Where did you find this Survey 41 ⓘ

Q20 - Where did you find this Survey	Percentage	Count
Social Media	83%	34
On Campus	17%	7
Sum	100%	41

Where did you find this Survey 41 ⓘ

Where did you find this Survey	Average	Minimum	Maximum	Count
Social Media	1.00	1.00	1.00	34
On Campus	2.00	2.00	2.00	7

How often do workout? 41 ⓘ



How often do workout? 41 ⓘ

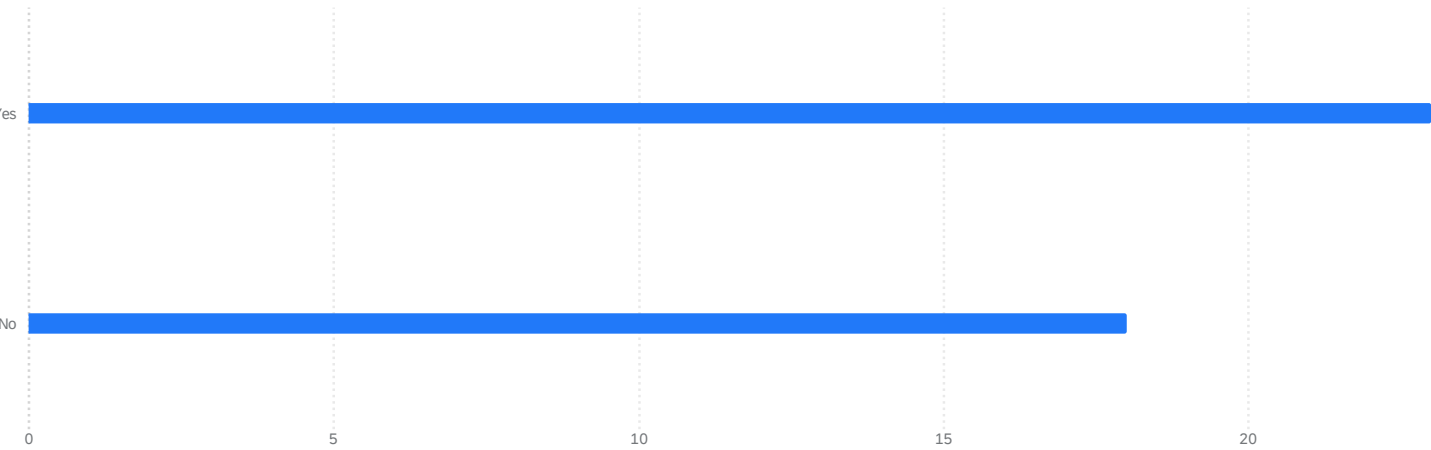
Q17 - How often do workout?	Percentage	Count
3+ a week	29%	12
1-3 a week	20%	8
Every other week	7%	3
a couple times a moth	15%	6
once a month	2%	1
rarely ever to never	27%	11
Sum	100%	41



How often do workout? 41 ⓘ

How often do workout?	Average	Minimum	Maximum	Count
3+ a week	1.00	1.00	1.00	12
1-3 a week	2.00	2.00	2.00	8
Every other week	3.00	3.00	3.00	3
a couple times a moth	4.00	4.00	4.00	6
once a month	5.00	5.00	5.00	1
rarely ever to never	6.00	6.00	6.00	11

Do you like peanuts / peanut flavored snacks 41 ⓘ



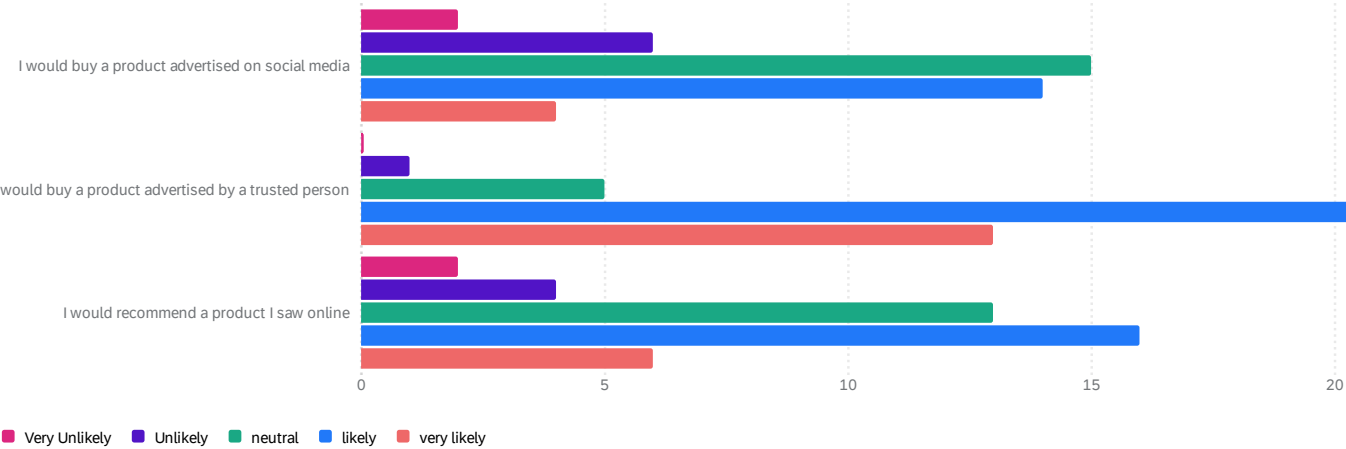
Do you like peanuts / peanut flavored snacks 41 ⓘ

Q21 - Do you like peanuts / peanut flavored snacks	Percentage	Count
Yes	56%	23
No	44%	18
Sum	100%	41

Do you like peanuts / peanut flavored snacks 41 ⓘ

Do you like peanuts / peanut flavored snacks	Average	Minimum	Maximum	Count
Yes	1.00	1.00	1.00	23
No	2.00	2.00	2.00	18

Please rate the likelihood of the following statements 41 ⓘ



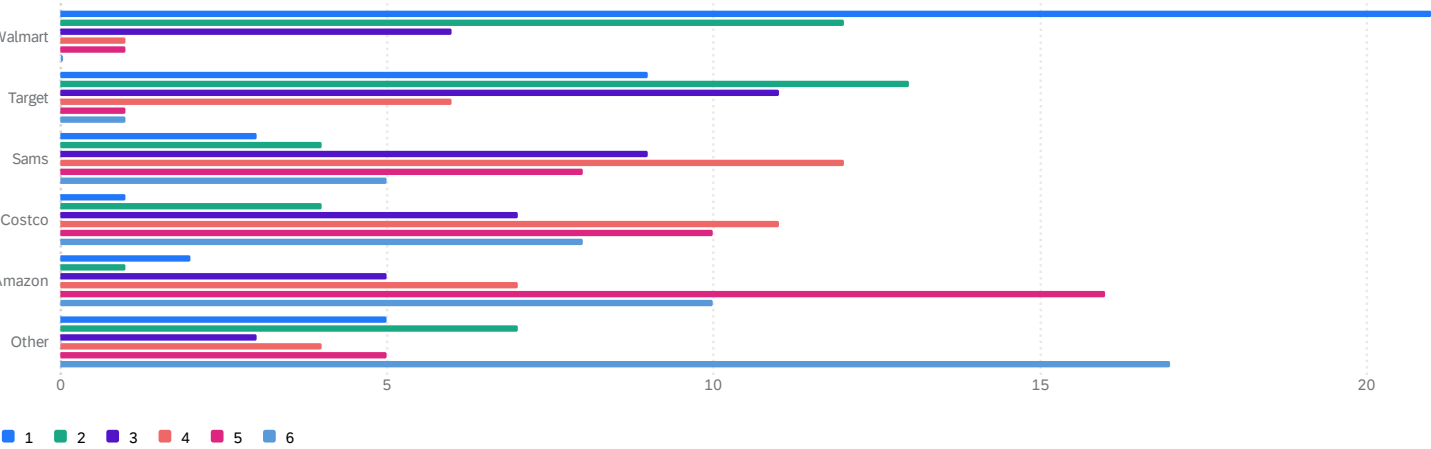
Please rate the likelihood of the following statements 41 ⓘ

Please rate the likelihood of the following statements	Very Unlikely	Unlikely	neutral	likely	very likely
I would buy a product advertised on social media	2	6	15	14	4
I would buy a product advertised by a trusted person	0	1	5	22	13
I would recommend a product I saw online	2	4	13	16	6
Sum	4	11	33	52	23

Please rate the likelihood of the following statements 41 ⓘ

Please rate the likelihood of the following statements	Average	Minimum	Maximum	Count
I would buy a product advertised on social media	3.29	1.00	5.00	41
I would buy a product advertised by a trusted person	4.15	2.00	5.00	41
I would recommend a product I saw online	3.49	1.00	5.00	41

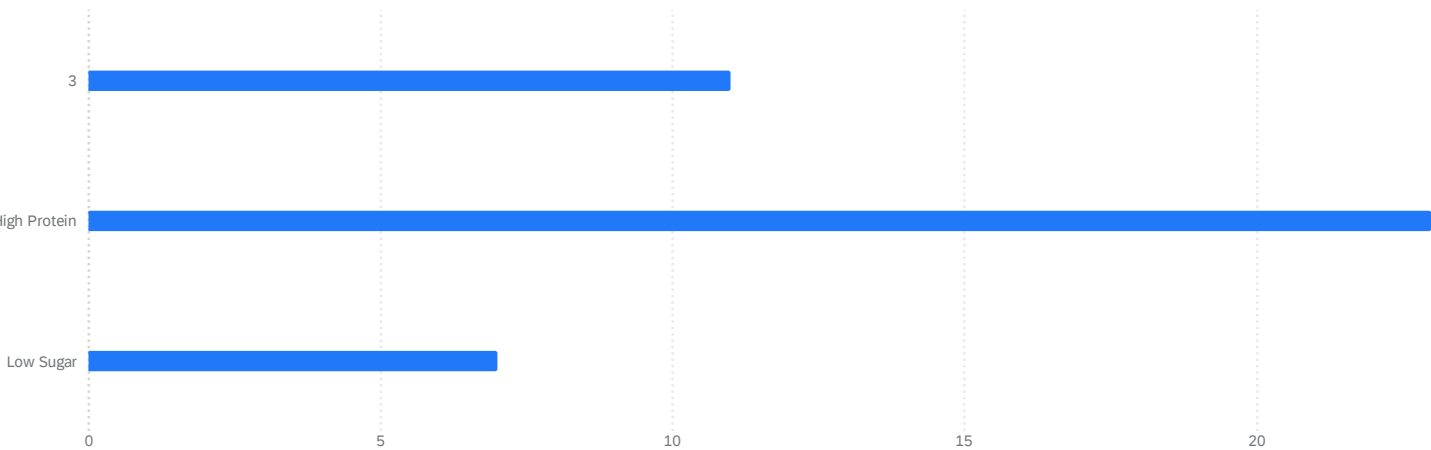
Rank the places you buys snacks from the most: 41 ⓘ



Rank the places you buys snacks from the most: 41 ⓘ

Rank the places you buys snacks from the most:	1	2	3	4	5	6
Walmart	21	12	6	1	1	0
Target	9	13	11	6	1	1
Sams	3	4	9	12	8	5
Costco	1	4	7	11	10	8
Amazon	2	1	5	7	16	10
Other	5	7	3	4	5	17
Sum	41	41	41	41	41	41

Which would prioitize when shopping for snack bars? 41 ⓘ



Which would prioitize when shopping for snack bars? 41 ⓘ

Q27 - Which would prioitize when shopping for snack bars?	Percentage	Count
3	27%	11
High Protein	56%	23
Low Sugar	17%	7
Sum	100%	41

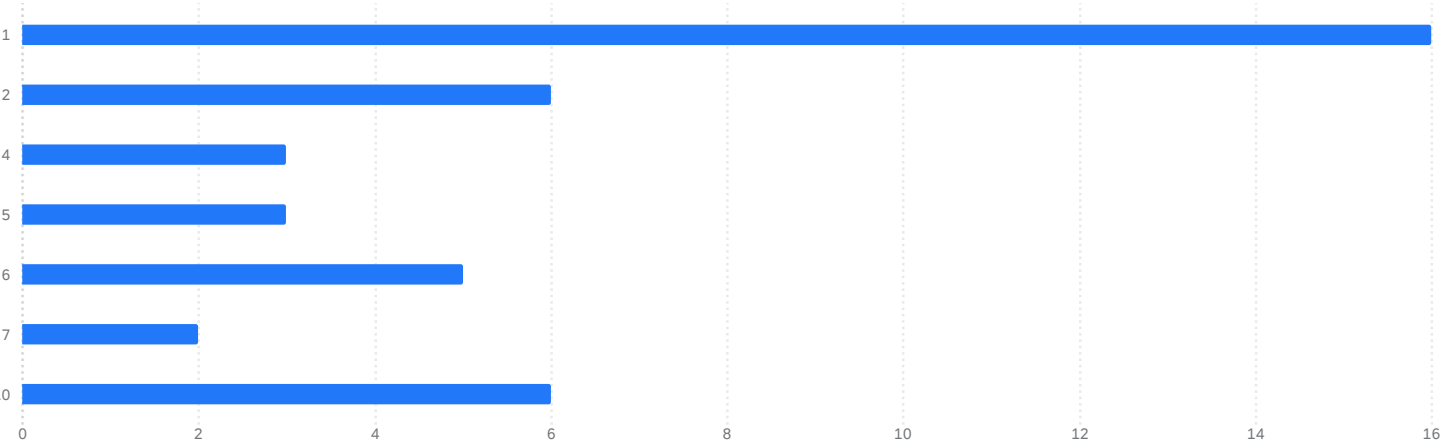
Which would prioitize when shopping for snack bars? 41 ⓘ

Which would prioitize when shopping for snack bars?	Average	Minimum	Maximum	Count
3	3.00	3.00	3.00	11
High Protein	1.00	1.00	1.00	23
Low Sugar	2.00	2.00	2.00	7

When do you usually eat snacks? ⓘ

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On a scale of 1-10 how much do you know about KIND products? (1 - not a lot, 10 - I know a lot) 41 ⓘ



On a scale of 1-10 how much do you know about KIND products? (1 - not a lot, 10 - I know a lot) 41 ⓘ

Q23 - On a scale of 1-10 how much do you know about KIND products? (1 - not a lot, 10 - I know a lot)	Percentage	Count
1	39%	16
2	15%	6
4	7%	3
5	7%	3
6	12%	5
7	5%	2
10	15%	6
Sum	100%	41

On a scale of 1-10 how much do you know about KIND products? (1 - not a lot, 10 - I know a lot) 41 ⓘ

On a scale of 1-10 how much do you know about KIND products? (1 - not a lo...	Average	Minimum	Maximum	Count
1	1.00	1.00	1.00	16
2	4.00	4.00	4.00	6
4	6.00	6.00	6.00	3
5	7.00	7.00	7.00	3
6	8.00	8.00	8.00	5
7	9.00	9.00	9.00	2
10	12.00	12.00	12.00	6

sweet, tasty, mellow

Healthy, filling, pricey

sugary,high calorie, tasty

N/A

Healthy and convenient

healthy, crunchy, granola

i don't care

Mid

Filling, mid, chewy

fun

I like them a lot! Good energy pick me up.

good, affordable, easy

Nutty, caloric, sweet

Indifferent, neutral, unbiased

Idk

hdheokmw

I don't what kind bars are.

Food,healthy,good

Tastey , good , protein

Healthy Delicious Cheap

protein

Delicious and fulfilling

Good marketing, healthy

I don't know, never had them

Diverse, healthy, flavorful

Popular, accessible and affordable.

I'm not sure

Good affordable and healthy

Healthy, Peanut buttery, Crunchy

Taste good & healthy

Healthy crunchy square

healthy, too nutty, clean

healthy, dry, diverse

N/a

I have never heard of them.

Protein bar , chocolatey , nutty

Healthy, have nuts, nice packaging.

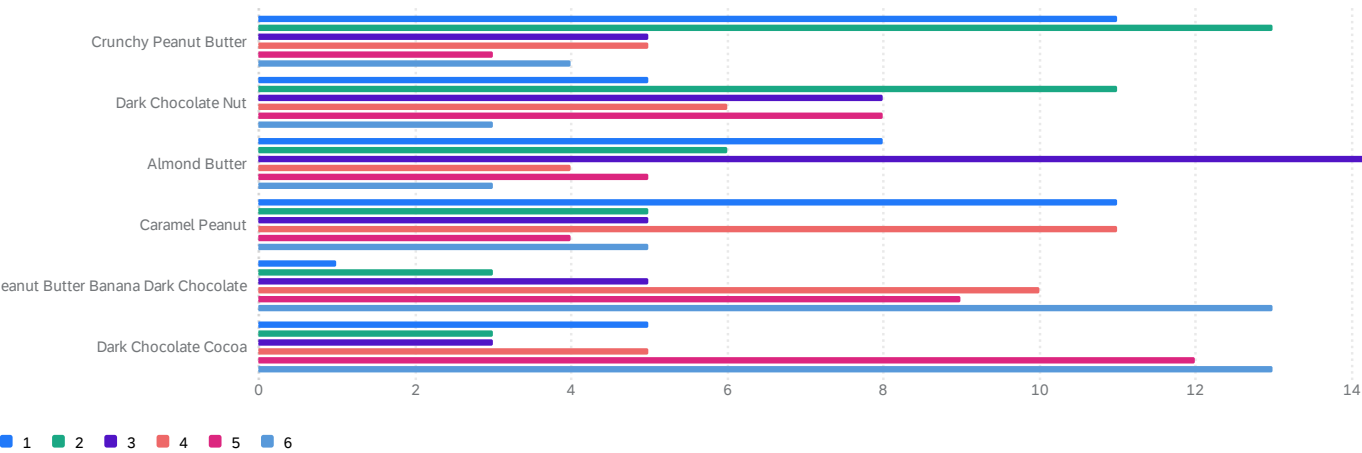
don't know about them

I never heard of them

Good Healthy Tasty

Healthy, Mid, Grains

Rank these flavors by which you are most likely to buy? 41 ⓘ



Rank these flavors by which you are most likely to buy? 41 ⓘ

Rank these flavors by which you are most likely to buy?	1	2	3	4	5	6
Crunchy Peanut Butter	11	13	5	5	3	4
Dark Chocolate Nut	5	11	8	6	8	3
Almond Butter	8	6	15	4	5	3
Caramel Peanut	11	5	5	11	4	5
Peanut Butter Banana Dark Chocolate	1	3	5	10	9	13
Dark Chocolate Cocoa	5	3	3	5	12	13
Sum	41	41	41	41	41	41

I don't eat them

Money



price and macros

I've never heard of a KIND bar, therefore I cannot say.

Price

lack of milk chocolate and peanuts aren't my favorite flavor

i don't like nuts

I don't like granola bars

I don't like the taste

none

Out of my budget

don't eat them enough

Price, nutrition comparison

Too expensive

Don't have one

Great

I don't know what a kind bar is.

None

Can't

Because of the nuts in them

it has nuts an i'm allergic

None

Not a huge fan of protein bars

Doesn't have a lot of flavors

Price

If I'm not interested in the flavor.

N/A

No

Just didn't

Heard it's not good or I don't like the combination of flavors.

Dry

Not the best tasting, not diverse enough advertising

taste too healthy

I never tasted it

I don't know what it is.

Too dry and nutty

The flavors

don't know about them

Allergic to peanuts and chocolate

Price

Because they're Lowkey known for not tasting all that good