

Qualtrics Survey

MKT-441-75

**Cailyn Cochran, Andrew Walters,
Paige Ezell, and Brevin Woodford**

Default Question Block

Thank you for participating in this short survey, which should only take about 10 minutes. The following questions are geared towards understanding your attitudes, preferences, and knowledge towards brands in the sports drink category. If you are not a consumer of sports drinks, or you consume sports drinks sparingly, that is completely fine. Data will be interpreted by students, but all survey responses will be confidential.

Please click "Next" to continue...

Which of the following sports drinks are you aware of, if any? (Select all that apply)

- ☐ Gatorade
- ☐ Powerade
- ☐ SoBe Life Water
- ☐ Vitamin Water
- ☐ None

Please answer the following questions regarding your frequency of consumption of various sports drink brands. There are no correct or incorrect answers, just speak to your own opinions and habits.

	0	1	2	3-5	6-10	11+
In an average week, how many Gatorade sports drinks do you consume, if any?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In an average week, how many Powerade sports drinks do you consume, if any?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In an average week, how many Vitamin Water sports drinks do you consume, if any?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please answer the following questions as it pertains to your consumption of sports drinks as a whole. There are no correct or incorrect answers, just speak to your own opinions and habits.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	I do not consume sports drinks.
I drink sports drinks because I enjoy the taste.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I typically drink the same brand of sports drinks as my friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports drinks are beneficial in improving athletic performance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

For the following questions, please consider your overall consumption of **Gatorade**. There are no correct or incorrect answers, just speak to your own opinions and habits.

How much do you agree/ disagree with the following statements?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	I do not consumer sports drinks
Gatorade tastes good in comparison to other sports drinks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gatorade is of better quality in comparison to other sports drinks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gatorade's advertisements are more interesting compared to other sports drinks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gatorade readily introduces new products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

For the following questions, please consider your overall consumption of **Powerade**. There are no correct or incorrect answers, just speak to your own opinions and habits.

How much do you agree/ disagree with the following statements?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	I do not consume sports drinks.
Powerade tastes good in comparison to other sports drinks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Powerade is of better quality in comparison to other sports drinks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Powerade's advertisements are more interesting compared to other sports drinks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Powerade readily introduces new products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

For the following set of questions, indicate your personal opinions on the comparison between **Gatorade** and **Powerade**.

I believe the better tasting sports drink is...

- ☐ Gatorade
☐ Powerade
☐ I'm not sure.

I see more advertisements for...

- ☐ Gatorade
☐ Powerade
☐ I'm not sure.

I believe ____ is the higher quality product.

- ☐ Gatorade
☐ Powerade
☐ I'm not sure.

When choosing between Gatorade and Powerade, my friends are more likely to choose...

- ☐ Gatorade
☐ Powerade
☐ I'm not sure.

When choosing between Gatorade and Powerade, I am more likely to choose...

- ☐ Gatorade
☐ Powerade
☐ I'm not sure.

What are the main differences between Gatorade and Powerade? (Choose all that apply).

- ☐ Taste
☐ Packaging
☐ Nutrition/Calories
☐ Other
☐ There are no differences between Gatorade and Powerade.
☐ I'm not sure.

only by brand.

*only satisfaction
for him*

put in matrix of Gatorade & Powerade

put in matrix of Gatorade & Powerade

For the following questions, please provide some information regarding your demographics. Your responses will be kept confidential and will not be shared with anyone. However, if you would prefer not to answer, simply select, "I do not want to share this information."

How old are you?

- ☐ Younger than 20
- ☐ 20-29
- ☐ 30-39
- ☐ 40-49
- ☐ 50+
- ☐ I do not want to share this information.

What is your gender?

- ☐ Female
- ☐ Male
- ☐ Other
- ☐ I do not want to share this information.

How much schooling have you completed?

- ☐ Did not complete high school
- ☐ High School GED
- ☐ Some college
- ☐ Bachelor's Degree
- ☐ Master's Degree
- ☐ I do not want to share this information.
- ☐ None

What is your race/ethnicity?

- ☐ Asian
- ☐ Black or African American
- ☐ Hispanic or Latino
- ☐ Native American
- ☐ White/ Caucasian
- ☐ Other
- ☐ I do not want to share this information.

26/30

Thank you for taking the time to complete this survey. Your responses are greatly appreciated. Your answers have been submitted. You may now close your browser.