653S20 Sports drink survey draft

Start of Block: Default Question Block

Q1 Gender

* Male (1)
* Female (2)
* Prefer not to answer (3)

Skip To: End of Block If Gender = Prefer not to answer

Q2 Age

* 17 or below (1)
* 18-21 (2)
* 22-25 (3)
* 26-35 (4)
* 36-49 (5)
* 50 or above (6)

Skip To: End of Block If Age = 17 or below

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| Page Break |  |

Q3 Where do you get your news from? (Please check all that apply)

* Newspapers (1)
* Radio (2)
* Magazines (3)
* Television (4)
* Family/friends (5)
* Social Media (6)
* Company Websites (7)
* Other(s)(Please specify) (8) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

End of Block: Default Question Block

Start of Block: Block 1

Q4 How interested are you in the following activities in your spare time?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not interested at all (1) | (2) | (3) | (4) | Very interested (5) |
| Exercise (1) |  |  |  |  |  |
| Shop for clothes (2) |  |  |  |  |  |
| Play indoor sports (3) |  |  |  |  |  |
| Play outdoor sports (4) |  |  |  |  |  |
| Listen to music (5) |  |  |  |  |  |
| Photography (6) |  |  |  |  |  |
| Study/read (7) |  |  |  |  |  |
| Spend time with friends (8) |  |  |  |  |  |
| Go to malls (9) |  |  |  |  |  |
| Outdoor activities such as hiking (10) |  |  |  |  |  |
| Watch television (12) |  |  |  |  |  |

End of Block: Block 1

Start of Block: Block 3

Q5 Do you sometimes engage in outdoor activities (such as hiking)?

* Yes (1)
* No (2)

Skip To: Q7 If Do you sometimes engage in outdoor activities (such as hiking)? = No

Q6 What types of outdoor activities do you engage in? (Please check all that apply)

* Run/jog (1)
* Walk (2)
* Bicycling (3)
* Rock climbing (4)
* Swimming (5)
* Other (6)

Q7 Do you exercise or participate in sports at least once a month?

* Yes (1)
* No (2)

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| --- | --- |
| Page Break |  |

Q8 What type of exercise or sports do you engage in? (Please check all that apply)

* Aerobics (1)
* Baseball (2)
* Basketball (3)
* Bicycle (4)
* Cardio machines (such as stair) (5)
* Football (6)
* Free weights (7)
* Lacrosse (8)
* Martial arts (9)
* Run/jog (10)
* Soccer (11)
* Softball (12)
* Swim (13)
* Tennis/squash/racquetball (14)
* Walk (15)
* Weight machine (16)
* Yoga (17)
* Other (18)

|  |  |
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| Page Break |  |

Q9 How important are the following as reasons why you exercise?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Extremely important (1) | Very important (2) | Moderately important (3) | Slightly important (4) | Not at all important (5) |
| To relieve stress (1) |  |  |  |  |  |
| To look better (2) |  |  |  |  |  |
| To feel better about myself (3) |  |  |  |  |  |
| To lose weight (4) |  |  |  |  |  |
| To help recover from illness/surgery (5) |  |  |  |  |  |
| To improve cardiovascular fitness (6) |  |  |  |  |  |
| To perform better in sports (7) |  |  |  |  |  |
| To build muscle (8) |  |  |  |  |  |
| To improve concentration (9) |  |  |  |  |  |
| Peer/family pressure (10) |  |  |  |  |  |
| To socialize (11) |  |  |  |  |  |
| Just enjoy it (12) |  |  |  |  |  |

End of Block: Block 3

Start of Block: Block 3

Q10 What do you usually consume for an energy boost? (Please check all that apply)

* Caffeinated soft drinks (1)
* Coffee (2)
* Energy/sports drinks (3)
* Fruit juice (4)
* Energy bars (5)
* Other(s)(Please specify) (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q11 Some statements about sports/energy drinks are listed below. How strongly do you agree or disagree that the following statements reflect how you feel?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Somewhat disagree (2) | Neither agree nor disagree (3) | Somewhat agree (4) | Strongly agree (5) |
| I am not sure if sports/energy drinks are good for my health. (1) |  |  |  |  |  |
| Sports/energy drinks help quench my thirst. (2) |  |  |  |  |  |
| I need sports/energy drinks to give me an energy boost. (3) |  |  |  |  |  |
| I prefer water to any sports/energy drink. (4) |  |  |  |  |  |
| Sports/energy drinks help me perform better in sports. (5) |  |  |  |  |  |
| Sports/energy drinks do not fit my personality. (6) |  |  |  |  |  |

End of Block: Block 3

Start of Block: Block 4

Q12 Which of the following brands of sports/energy drinks have you heard of? (Please check all that apply)

* Gatorade (1)
* Redbull (2)
* Powerade (3)
* Monster (4)
* Body Armor (5)
* Rockstar (6)
* Coconut Water (7)
* All Sport (8)
* Aquarius (9)
* Private label brands (10)
* Others(s)(Please specify) (11) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q13 Which of the following sports/energy drinks have you tried? (Please check all that apply)

* Gatorade (1)
* Redbull (2)
* Powerade (3)
* Monster (4)
* Body Armor (5)
* Rockstar (6)
* Coconut Water (7)
* All Sport (8)
* Aquarius (9)
* Private label brands (10)
* Others(s)(Please specify) (11) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
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| Page Break |  |

Q14 Do you ever consume sports drinks?

* Yes (1)
* No (2)

Skip To: Q15 If Do you ever consume sports drinks? = Yes

Skip To: End of Block If Do you ever consume sports drinks? = No

Q15 How often do you consume sports drinks?

* Everyday (1)
* 3-4 days a week (2)
* 1-2 days a week (3)
* Less than once a week (4)

Q16 How important are the following to you when you select a sports/energy drink to consume?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Extremely important (1) | Very important (2) | Moderately important (3) | Slightly important (4) | Not at all important (5) |
| Price (1) |  |  |  |  |  |
| Brand name (2) |  |  |  |  |  |
| Endorsement by athlete or celebrity (3) |  |  |  |  |  |
| Promotions (discounts/coupons/free trials) (4) |  |  |  |  |  |
| Availability at major stores (5) |  |  |  |  |  |
| Availability at vending machines (6) |  |  |  |  |  |
| Sugar content (7) |  |  |  |  |  |
| Calorie content (8) |  |  |  |  |  |
| Caffeine content (9) |  |  |  |  |  |
| Attractive packaging (10) |  |  |  |  |  |
| Color (11) |  |  |  |  |  |
| Flavor (12) |  |  |  |  |  |
| All natural ingredients (13) |  |  |  |  |  |

Q17 When do you consume sports/energy drinks? (Please check all that apply)

* During long study sessions (1)
* During exercise/workout programs (2)
* When playing sports (3)
* During outdoor activites (4)
* Anytime I am thirsty (5)

End of Block: Block 4

Start of Block: Block 5

Q18 16 hypothetical sports drinks are described below. All of these sports drinks have the following in common:  
  
  
Available at major supermarkets.  
  
  
8-pack of 20 oz bottles available for $4.99.  
  
  
  
However, these sports drinks differ on the following features:  
  
  
Brand name: Gatorade, Powerade,  Body Armor, or All Sport  
Flavor: Lemon-lime, Fruit Punch,Cherry, or Orange  
Calorie: Regular calorie, or Zero Calorie  
Caffeine content: Regular,  or High caffeine  
  
  
Please rank these 16 sports drinks described below from 1 (like most) to 16 (like least) by dragging them to their appropriate locations.

\_\_\_\_\_\_ Gatorade, Cherry, Zero Calorie, Regular (1)

\_\_\_\_\_\_ Body Armor, Orange, Regular Calorie, High Caffeine (2)

\_\_\_\_\_\_ All Sport, Lemon-lime, Regular Calorie, High Caffeine (3)

\_\_\_\_\_\_ Powerade, Fruit Punch, Regular Calorie, Regular (4)

\_\_\_\_\_\_ Gatorade, Orange, Regular Calorie, Regular (5)

\_\_\_\_\_\_ Powerade, Lemon-lime, Zero Calorie, Regular (6)

\_\_\_\_\_\_ Powerade, Cherry, Regular Calorie, High Caffeine (7)

\_\_\_\_\_\_ All Sport, Orange, Zero Calorie, Regular (8)

\_\_\_\_\_\_ Powerade, Orange, Zero Calorie, High Caffeine (9)

\_\_\_\_\_\_ All Sport, Fruit Punch, Zero Calorie, High Caffeine (10)

\_\_\_\_\_\_ All Sport, Cherry, Regular Calorie, Regular (11)

\_\_\_\_\_\_ Gatorade, Lemon-lime, Regular Calorie, High Caffeine (12)

\_\_\_\_\_\_ Body Armor, Lemon-lime, Zero Calorie, Regular (13)

\_\_\_\_\_\_ Gatorade, Fruit Punch, Zero Calorie, High Caffeine (14)

\_\_\_\_\_\_ Body Armor, Fruit Punch, Regular Calorie, Regular (15)

\_\_\_\_\_\_ Body Armor, Cherry, Zero Calorie, High Caffeine (16)

Q19 Thank you very much for taking the time to complete the survey. Please click the arrow sign below to exit the survey.

End of Block: Block 5