

Loco Pops Survey Text

S1

Are you located in the RDU area of North Carolina?

[required]

Yes

No

If S1 = No

TERMINATE

Q1

When was the last time you purchased a Loco Pop?

[required]

Never

Over 1 Year Ago

1 year - 6 Months Ago

Less than 6 Months Ago

If Q1 = Never

E1

Have you ever heard of Loco Pops before?

[required]

No

Yes

EXIT

Q2

Where did you purchase your last Loco Pop?

[required]

A Loco Pop Location

A Retail Outlet Selling Loco Pops

Neither

If Q2 = A Loco Pop Location

Q3a

Which Loco Pop location did you visit?

[required]

Location A

Location B

Location C

None of the Above

If Q2 = A Retail Outlet Selling Loco Pops

Q3b

Which retail outlet did you visit?

[required]

Retail A

Retail B

Retail C

None of the Above

If Q2 = Neither OR If Q3a = None of the Above OR If Q3b = None of the Above  
Q3c

Where did you buy your Loco Pop?

[required]

[text entry box]

Q4

How would you rate your experience at this store?

[required]

(3) Very good

(2) Good

(1) Somewhat Good

(0) Neutral

(-1) Somewhat Bad

(-2) Bad

(-3) Very Bad

Q5

How satisfied were you with your Loco Pop?

[required]

(3) Very Satisfied

(2) Satisfied

(1) Somewhat Satisfied

(0) Neutral

(-1) Somewhat Dissatisfied

(-2) Dissatisfied

(-3) Very Dissatisfied

SPLIT: BlockA or BlockB

BlockA

Q6

What was the best quality of your Loco Pop?

[required]

Taste

Price

Selection

Q7

What was the worst quality of your Loco Pop?

[required]

Taste

Price

Selection

BlockB

Q6-7

Please rank the qualities of your Loco Pop by "Best Quality"

[required]

RANK: best quality, second best quality, third best quality

Taste

Price

Selection

Q8

Would you purchase a Loco Pop again?

[required]

Yes

Yes, at a different store

Maybe

No

If Q8 = No

Q9a

Why not?

[required]

[text entry box]

If Q8 = Yes, at a different store

Q9b

What didn't you like about the store you visited?

[required]

[text entry box]