| **Client:** | Paps |
| --- | --- |
| **Study Name:** | Lone Planet and Paps Yellow Ribbon |
| **Survey Type:** | SMOT (Second Moment of Truth) |
| **SOW/Order No:** | Q-12345 |
| **Credits/Costs:** |  |
| **Contacts:** |  |
| **Client Contact #1:** |  |
| **Numerator Sales:** |  |
| **Numerator Consultant:** |  |
| **Numerator Analyst:** |  |
| **Numerator RM:** |  |
| **Numerator PC:** | You |
|  |  |
| **Client’s Internal Project # (if any):** |  |
|  |  |
| ***Background/Objective/Hypothesis:***  Paps Brewing is looking to better understand Lone Planet Beer buyers. Like many beer manufacturers, they have upside opportunity with the Urban Young adult crowd. Critical to their success as a company will be understanding who their Lone Planet buyers are, how they compare to Paps Yellow Ribbon buyers, and where there is overlap and potential with Urban Young Adult Shoppers. Currently, Paps Yellow Ribbon doesn’t have a robust distribution in Rhode Island, and Lone Planet is primarily only sold in Rhode Island. The distributors and retailers see it as a similar offering to Lone Planet. However, Paps believes that there is a market for Paps Yellow Ribbon and Lone Planet in Rhode Island, and that the two brands can co-exist without cannibalizing each other. Paps Brewing speculates that there is a distinct Paps Yellow Ribbon shopper in Rhode Island that is differentiated from the Lone Planet Shopper. | |
| **Sample Parameters:**  **Total N= 500**   * **Lone Planet=150** * **Paps Yellow Ribbon =200** | |
| **Scope:**  *\*Changes in scope may result in fee adjustments.*  *10-15 questions (with a max of 2 open-ends included)* | |
| ***Deliverable(s):*** Data/Crosstabs/PPT | |
| ***Data Cuts to Include:*** Total | |
| **Timeline:**  *\*Adjustment to schedule may be made dependent upon survey approval.*   | Confirm Project Scope | 6/18 | | --- | --- | | Draft Questionnaire | 6/21 | | Finalized Questionnaire | 7/23 | | Programming/QC | 7/23-7/24 | | Field Dates | 7/25-8/1 | | Data QC/Cleaning/Processing | 8/1-8/5 | | Crosstabs | 8/6 | | Delivery/Final Report | 8/13 | | |
| **URL Descriptions to be Used/Passed from Panel Data (e.g., category, brand, banner, etc.):**  **[url(Brand)] = Brand purchased = “Lone Planet” OR “Paps Yellow Ribbon”**  **[url(Category)] = “Beer”**  **[url(Banner)] = Location purchased**  **[url(Date)] = Date of purchase** | |

***Note: \*S=Single Response \*M=Multiple Response \*R=Randomize \*DNR=Do Not Randomize***

**Screener Section  
Thank you for uploading your receipts. We see that you uploaded a receipt for [url(Brand)] from [url(Banner)] on [url(Date)].**

1. **Who drank the beer you purchased? *Select all that apply.* /\*M\*/**
2. Myself only **[TERMINATE IF (a) MYSELF NOT SELECTED]**
3. Spouse/significant other
4. Another adult in the household
5. Another adult in another household
6. I don’t remember making this purchase **/\*TERM\*/**

**Main Section**

1. **Which statement best describes your purchase of [url(Brand)]?**
2. I planned to purchase this exact item before I went to the store
3. I planned to purchase beer**,** but wasn’t sure of the brand, before I went to the store
4. I planned to purchase a different brand of beer, but ended up purchasing this one
5. It was an impulse purchase; I was not planning on buying beer
6. **How did you first hear about [url(Brand)]? *Select all that apply.* /\*M,R\*/**
7. Coupon online or in-store
8. Saw it in the store flyer/circular
9. Heard about it from friends or family
10. Requested by someone in my household
11. Saw it on the store shelf in the beer aisle
12. Saw it on a special store display (end cap, center aisle, etc.)
13. Saw an ad on TV or the internet
14. Saw a print ad
15. Heard about it through an influencer
16. Heard about it through a blog or website
17. Heard about it through social media site (Facebook, Twitter, Pinterest, etc.)
18. Tried it in a bar/club/restaurant
19. Other, please specify **/\*OTHER, ANCHOR\*/**
20. **Where do you typically shop for beer? *Select all that apply.* /\*M,R\*/**
21. Convenience stores (Circle K, 7-11, etc.)
22. Liquor stores
23. Drug stores (CVS, Walgreens, Rite Aid, etc.)
24. Club stores (Sam’s Club, Costco, etc.)
25. Grocery stores (HEB, Kroger, etc.)
26. Other, please specify **/\*OTHER, ANCHOR\*/**
27. **Which statement best describes [url(Brand)]?**

a. It’s the brand I always buy

b. It’s the brand I prefer to buy, but will buy others occasionally

c. It’s not my preferred brand, but I’ll buy it occasionally

d. I don’t have a preference on which brand I buy

**[ASK Q6 IF Q5=a or b]**

1. **What do you like about [url(Brand)]? *Select all that apply.* /\*M,R\*/**
2. Flavor
3. Smoothness
4. Bitterness
5. Malt bill
6. Price
7. Hop varieties
8. Convenience
9. Nice packaging
10. Other, please specify **/\*OTHER, ANCHOR\*/**
11. **How much do you agree or disagree with the following statements? /\*GRID, R\*/**

**Columns:**

#### Strongly disagree

#### Somewhat disagree

#### Neither agree nor disagree

#### Somewhat agree

#### Strongly agree

**Rows:**

1. **[url(Brand)]** is unique
2. **[url(Brand)]** is a brand I trust
3. **[url(Brand)]** is a high-quality beer
4. The **[url(Brand)]** brand represents values I believe in
5. **[url(Brand)]** is a beer for every occasion

1. **How much do you agree or disagree that the following statements describe yourself? /\*GRID, R\*/**

#### Columns:

#### Strongly disagree

#### Somewhat disagree

#### Neither agree nor disagree

#### Somewhat agree

#### Strongly agree

#### Rows:

1. I like to try new things
2. I am a traditionalist
3. I am adventurous
4. I am loyal to brands I like
5. I am usually at the forefront of a trend
6. I believe older brands are better than newer brands
7. I like to express my individuality
8. I am fairly conventional
9. **What are the top 3 most important attributes you look for when buying beer? /\*MAX 3, R\*/**
10. Handcrafted
11. Locally made
12. Smoothness
13. Bitterness
14. Freshness
15. Flavor
16. Low price
17. Malt bill
18. Hop varieties
19. Packaging style

**[ASK Q10 IF BRAND ≠ LONE PLANET]**

1. **Have you heard of Lone Planet beer?**
2. Yes
3. No
4. Not sure

**[SKIP Q12 IF Q11=b or c]**

1. **What word or phrase comes to mind when thinking about Lone Planet beer? /\*OE\*/ [MAX 50 characters]**

**[ASK Q12 IF BRAND ≠ PAPS YELLOW RIBBON]**

1. **Have you heard of Paps Yellow Ribbon beer?**
2. Yes
3. No
4. Not sure

**[SKIP Q13 IF Q12=b or c]**

1. **What word or phrase comes to mind when thinking about Paps Yellow Ribbon beer? /\*OE\*/ [MAX 50 characters]**