**Traeger Pellet Grills Retail Pellet Study**

**QUOTA REQUIREMENTS:**

**MINIMUM N=400**

**[EMAIL INVITATION: TRAEGER TO PROVIDE TEXT OF EMAIL]**

**INTRODUCTION SCREEN:**

Thank you for agreeing to participate in our study.

TODO: Write Introduction

This study will take approximately 10 minutes to complete

Click “Next” below to begin the survey.

\_\_\_\_\_\_ **- REPRESENTS A NEW SCREEN**

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S1. Which of the following do you own? **(Select all that apply) [RANDOMIZE]**

Outdoor grill 1

iPhone 2

Android phone 3

Microwave 4

Air fryer 5

Electric vehicle 6

Standing desk 7

Smart speaker (Amazon Echo, Google Home, etc.) 8

**[PROGRAMMING: Terminate if Outdoor grill is not selected]**

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S2. **What types of grills do you own? (Select all that apply) [RANDOMIZE]**

Wood pellet 1

Charcoal 2

Gas 3

Kamado/Ceramic 4

Other (Please specify) 5

**[PROGRAMMING: Terminate if Wood Pellet is not selected]**

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S3. How often do you buy the pellets for your pellet smoker? **(Select the option that best applies to you)**

Always - I always buy the pellets 1

Most of the time - I usually buy the pellets 2

About half the time - I buy the pellets about half the time 3

Sometimes – Some else usually buys the pellets 4

Never – Someone else buys the pellets for me 5

**[TERMINATE IF S3 = 5]**

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Q1. How many outdoor grills do you own?

1 1

2 2

3 3

4 4

5 5

6+ 6

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Q2. Approximately how much did you spend on your last grill?

Less than $100 1

Between $100 and $250 2

Between $250 and $500 3

Between $500 and $750 4

Between $750 and $1,000 5

Between $1,000 and $1,250 6

Between $1,250 and $1,500 7

Between $1,500 and $1,750 8

Between $1,750 and $2,000 9

More than $2,000 10

N/A – I received it as a gift 11

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Q3. What brand(s) of **wood pellet grill** do you own? **(Select all that apply)**

Traeger 1

Big Green Egg 2

Green Mountain Grills 3

Rec Tec Grills 4

Memphis Grills 5

Yoder Smokers 6

Pit Boss 7

Weber 8

Other (Please specify) 9

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Q4. Did you purchase your current grill?

Yes 1

No (was gift) 2

No (Other – Please specify) 3

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**~~[Skip if Q4 != 1]~~**

~~Q5. Please select where you purchased your latest grill~~ **~~[Randomize]~~**

~~Ace Hardware 1~~

~~Costco 2~~

~~BBQ specialty store (e.g. Grill Center, Emerald Pool & Patio) 3~~

~~The Home Depot 4~~

~~Cabela’s, Bass Pro Shop, or a local hunting store 5~~

~~Grill manufacturer’s Website 6~~

~~Online Retailer (e.g. Amazon, eBay, etc.) 7~~

~~TV infomercial/QVC 8~~

~~Furniture Store 9~~

~~Walmart 10~~

~~Target 11~~

~~Lowe’s 12~~

~~Sam’s Club 13~~

~~Other (please specify) 14~~

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Q6. When did you purchase or receive your current grill?

Within the past 12 months 1

1-2 years ago 2

3-5 years ago 3

5-7 years ago 4

More than 7 years ago 5

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Q6a. When did you <u>first start using</u> wood pellet grills?

Within the past 12 months 1

1-2 years ago 2

3-5 years ago 3

5-7 years ago 4

More than 7 years ago 5

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Q7. How many times to you use your outdoor grill in a typical month?

\_\_\_\_\_\_ [Numeric Input]

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Q8. How often do you cook dinner at home?

0 times per week 1

1-3 times per week 2

3-5 times per week 3

6 times per week 4

7 times per week 5

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Q9. Approximately how many bags of pellets Did you purchase last year? (A typical bag is 20 lbs. If you usually purchase a larger size bag i.e. a 33 lbs bag from Costco or a 40 bs. bag please treat those as 2 bags each. )

\_\_\_ bags per year (This is about [%Calculate Pounds%] pounds)

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Q10. Which brands of pellets have you purchased in the last year? **(Select all that apply)**

[Randomize]

Traeger 1

Green Mountain 2

Lumberjack 3

Cookin Pellets 4

Bear Mountain 5

Weber 6

Camp Chef 7

Kingsford 8

Pit Boss 9

Other (Please Specify) 10

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[MaxDiff – non anchored]

Q10a. From the list below please select your most preferred and least preferred brand of pellets?

Headers:

Most Preferred

Least Preferred

Items:

Traeger 1

Green Mountain 2

Lumberjack 3

Cookin Pellets 4

Bear Mountain 5

Weber 6

Camp Chef 7

Kingsford 8

Pit Boss 9

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Q11. Which flavor of pellets do you currently have on hand? **(Select all that apply)**

[Randomize]

Hickory 1

A manufacturer’s blend 2

Apple 3

Mesquite 4

Cherry 5

Pecan 6

Oak 7

Alder 8

Maple 9

Charcoal Flavored 10

Other (Please Specify) 11

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Q12. What flavor of pellets did you use in your last cook?

Hickory 1

A manufacturer’s blend 2

Apple 3

Mesquite 4

Cherry 5

Pecan 6

Oak 7

Alder 8

Maple 9

Charcoal Flavored 10

Other (Please Specify) 11

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Q13. What did you make?

[Open Ended Response - Single Line]

Q14. How did it turn out?

[Star Rating]

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Q15. How do you decide what flavor of pellets to use for a given cook? (**Select all that apply)**

I follow a recipe 1

I use whatever pellets I have on hand 2

I use the recommendations the from the bag depending on the type of dish 3

I have a favorite based on my past experience 4

Other (Please Specify) 5

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Q16. Assuming that you were at the store to purchase pellets and these were the only flavors available. Which flavor are you most likely to buy and which flavor are you least likely to buy.

Hickory 1

Signature Blend 2

Apple 3

Mesquite 4

Cherry 5

Pecan 6

Oak 7

Alder 8

Maple 9

Charcoal 10

Texas Beef Blend 11

Turkey Blend 12

Leinenkugel’s Summer Shandy Blend 13

RealTree Big Game Blend 14

Dual Response – All of those flavors are acceptable

There are some of those flavors that I would consider

I would not purchase any of those flavors

[Max Diff about Flavor preferences - anchored]

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Q17. If the flavor of pellets you were looking for was out of stock. What would you do?

Buy a substitute flavor 1

Visit another store 2

Wait until next visit 3

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Q18. The following descriptions describe attitudes about purchasing pellets. Which of the following statements describe you?

[Grid Question]

Column Headers –

Describes me 1

Does not describe me 2

Row Labels –

I usually only buy a single flavor of pellets r1

I stock up on pellets if I find them on sale r2

I only buy pellets of the same brand as my grill r3

I often run out of pellets r4

I sometimes buy pellets in the middle of a cooking cycle r5

I will make a trip just to buy pellets r6

I regularly check for sales on pellets r7

I buy the lowest price pellets I can find r8

I want a variety of pellets to choose from at the store r9

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Q19. The following list of statements describe attitudes about cooking on pellet grills. Please indicate which statements describe you?

[Grid Question]

Column Headers –

Describes me 1

Does not describe me 2

Row Labels -

I like to pair the flavor of the pellets with the recipe I am cooking r1

I like to try new recipes r2

I use my pellet grill only to smoke meat r3

I change my pellets to a different flavor often r4

I like to cook things besides meat on my pellet grill (e.g. vegetables, bread, dessert…) r5

I can tell what wood/pellet flavor a dish was cooked with r6

I change the pellets in my smoker to match the food that I am cooking r7

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Q20. Where do you typically purchase pellets? (Check all that apply)

Local Hardware Store 1

Costco 2

Home Depot 3

Lowe’s 4

Sam’s Club 5

Walmart 6

Amazon 7

TraegerGrills.com 8

Grocery Store 9

Specialty barbecue dealer 10

Sporting Goods Store (e.g. Cabela’s, Bass Pro Shop, Gander Mountain) 11

Farm/Agricultural Store (e.g. Tractor Supply, Farm and Fleet) 12

Other Physical Store (Please specify) 13

Other Online Store (Please specify) 14

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Q21. Traeger is currently considering alternative places to focus on stocking pellets. If you were to select an additional location to purchase pellets what would be your first choice?

Convenience Store/Gas Station 1

Grocery Store 2

Walmart 3

Target 4

Lowe’s 5

Best Buy 6

Pharmacy 7

Butcher Shop 8

Should have included NA or Not Interested based on open-ends

Q22. Why would you be interested in shopping for pellets at your local **[Chosen in Q21]**?

[Open End Multiple Lines]

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Q23. What other stores would you expect to purchase pellets at? **(Select all that apply)**

Convenience Store/Gas Station 1

Grocery Store 2

Walmart 3

Target 4

Lowe’s 5

Best Buy 6

Pharmacy 7

Butcher Shop 8

[Remove the item selected in Q21]

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Q24. If Trager pellets were available at your local **[%** **ListLabel**(Q21List, Q21) **%]**, it is likely that they would not carry the full line of flavors. How many flavors would you expect to see stocked at your local **[%** **ListLabel**(Q21List, Q21) **%]**?

Numeric entry

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Q25. If your local **[%** **ListLabel**(Q21List, Q21) **%]** were to stock a single flavor what flavor would you want it to be?

Hickory 1

Signature Blend 2

Apple 3

Mesquite 4

Cherry 5

Pecan 6

Oak 7

Alder 8

Maple 9

Charcoal 10

Texas Beef Blend 11

Turkey Blend 12

Leinenkugel's Summer Shandy Blend 13

RealTree Big Game Blend 14

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Q28. If your local **[%** **ListLabel**(Q21List, Q21) **%]** were to carry Traeger pellets, what size of pellets would you expect them to carry?

5 lb. Bags 1

10 lb. Bags 2

15 lb. Bags 3

20 lb. Bags 4

25 lb. Bags 5

30 lb. Bags 6

35 lb. Bags 7

40 lb. Bags 8

45 lb. Bags 9

50 lb. Bags 10

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q26. Thinking specifically about your local grocery store– if they were to carry Traeger pellets, how many different flavors of pellets would you expect them to carry?

Only 1 1

2 2

3 3

4 4

5 5

6 6

7 7

8 8

9 9

10 10

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Q27. If your local grocery store were to carry Traeger pellets, which flavors of pellets would you expect them to carry? **(Select all that apply)**

Hickory 1

Signature Blend 2

Apple 3

Mesquite 4

Cherry 5

Pecan 6

Oak 7

Alder 8

Maple 9

Charcoal 10

Texas Beef Blend 11

Turkey Blend 12

Leinenkugel's Summer Shandy Blend 13

RealTree Big Game Blend 14

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Q30. Are there any other flavors of pellets that Traeger should consider manufacturing?

[Open End – multiple lines]

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Q31. Traeger currently only sells 20 lb. and 33 lb. bags (in select flavors). If Traeger pellets were to come in additional sizes, what bag sizes would you be interested in. **(Select all that apply)**

< 6 lbs. 1

6 - 10 lbs. 2

11 - 15 lbs. 3

16 - 19 lbs. 4

21 - 29 lbs. 5

30 - 39 lbs. 6

40 - 49 lbs. 7

50 lbs. 8

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We are down to the last few questions! You’re almost done!

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D1. What is your gender?

Male 1

Female 2

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D2. What is your age range?

Under 18 1

18 – 24 2

25 – 34 3

35 – 44 4

45 – 54 5

55 – 64 6

65 – 74 7

75 – 84 8

85 or older 9

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D3. What part of the country to you live in?

West 1

Mid-west 2

South 3

North-East 4

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D4. What type of home do you live in?

House 1

Condominium 2

Apartment 3

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D5. You live in a …?

City 1

Suburb 2

Rural area 3

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D6. Which category best describes your annual household income (before taxes)?

Less than $24,999 1

$25,000 to $49,999 2

$50,000 to $74,999 3

$75,000 to $99,999 4

$100,000 to $149,999 5

$150,000 or more 6

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D7. Including yourself, what is the size of your household?

1 person 1

2 people 2

3 people 3

4 people 4

5 people 5

6 or more people 6

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D8. Please select your race/ethnicity.

Asian 1

Black/African American 2

Hispanic 3

Native American or Alaskan Native 4

Pacific Islander 5

White/Caucasian 6

Prefer not to answer 7

Other (please specify) 8

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[TODO: Write thank you – Are we going to offer an incentive?]

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Disqualify

Thank you for your time and input thus far. Unfortunately, you did not meet our qualifications for this study at this time but know that there are always more studies in the future that you can participate in! Happy Traeger-ing!

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Thank

Thank you for your time and input. If you provided an email address we will send out your Amazon gift card within a week. If you have any questiosn about the products discussed in this survey please visit our website at <a href="https://www.traegergrills.com" target="\_blank">https://www.traegergrills.com</a>. Happy Traeger-ing!