Gummy Bear Market Research

Gender: Male Female

Life Stage: _____

Age: Child (Age 0-12)
Teenager (Age 13-19)
Young Adult (Age 20-30)
Median Adult (Age 30-45)
Older Adult (Age 46-60)
Senior Adult (Age 61+)

Education: _____

Occupation: _____

	Brand 1	**Brand 2**	**Brand 3**	**Brand 4**	**Brand 5**
Texture					
Flavor					
Appearance					
Overall Impression					
Brand Rankings					

How does price affect your purchase of gummy bears? Do you buy the cheapest brand, or do you buy the brand that tastes the best, regardless of price? Why? _____

_____

_____

Do you have a brand of gummy bears that you currently buy or are familiar with? If so, what is the brand name? _____

_____

How do you believe advertising would affect your purchase of gummy bears? _____

_____

_____