

Dear Customer:

Please take a moment to tell us what you think of our idea for a new **Girl Scout Cookie** flavor. Your honest opinion will help us evaluate and refine the product to best satisfy your needs. Please answer the questions by filling in the appropriate bubbles:

Shade bubbles like this:

Not like this:



Thank you for your participation!

PRODUCT DESCRIPTION: (describe new cookie flavor or promotional idea in detail)

1. Please rate how much you think you would like the (insert new product name) described above on the following scale, where 5 means "excellent" and 1 means "poor."

	Excellent	Good	Average	Fair	Poor
Taste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Selection of Ingredients	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Liking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Based on the description above, how likely would you be to purchase the (insert new product or promotional name)?

Definitely Will	Probably Will	May or May Not	Probably Will Not	Definitely Will Not
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. How do you think this product would compare to other Girl Scout Cookie offerings?

Better Than Others	As Good as Others	Not As Good as Others
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. How does this product compare to other competitive cookie products?

Better Than Others	As Good as Others	Not As Good as Others
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. How many boxes of Girl Scout Cookies do you typically order in a year?

0	1-5	6-10	More than 10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. What is your favorite Girl Scout Cookie?

Peanut Butter Patties/ Tagalong	Thin Mint	Caramel deLites/ Samoa	Peanut Butter Sandwich/ Do-si-Dos	Shortbread/ Trefoils
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Is this the type of product that should be offered every year or featured as a special offering for one year only?

Every Year	One Year Only
<input type="checkbox"/>	<input type="checkbox"/>

Please tell us a little about yourself:

9. Your Age: **Under 18** **18-34** **35-50** **Over 50**

10. Your Gender: **Male** **Female**

11. What did you like or dislike about the product, and what would make the product better? Do you have any other comments or ideas about Girl Scout Cookies?

