

Thank you for your interest in participating in our study about sports/energy drink products. Your responses and your identity will, of course, be kept strictly confidential.

Are You...

Male

☐

Female

☐

Which of the following **BEST** describes your role in the grocery shopping that is done for your household? (Please select only one response.)

- ☐ I am responsible for **MOST** of the grocery shopping for my household
- ☐ I **SHARE** the grocery shopping responsibility **EQUALLY** with someone else in my household
- ☐ Someone else in my household does **MOST** of the grocery shopping

Do you or any of your family or friends work for any of the following types of companies? (Please check all that apply.)

- ☐ An advertising agency
- ☐ A marketing research firm
- ☐ A food retailer or supermarket
- ☐ A company that is involved in the manufacturing, processing or distribution of food and beverage products
- ☐ None of these