

Food tasting survey

Answer for this sample only, and sip water before the next one. No name needed.

Sample code

Date

For each statement, tick one box from 1 (very poor) to 5 (excellent).

1 Which sample are you tasting?

☐ Sample 314 ☐ Sample 582 ☐ Sample 947 ☐ Sample 206

STATEMENT	VERY POOR					EXCELLENT				
2 How good does this sample look?	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5					
3 How good does it smell before you taste it?	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5					
4 How would you rate the flavor of this sample?	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5					
5 How good is the texture as you chew?	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5					
6 How good is the taste it leaves after you swallow?	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5					

7 The strength of the flavor is:

☐ Much too weak ☐ Too weak ☐ Just right ☐ Too strong ☐ Much too strong

8 The sweetness is:

☐ Much too low ☐ Too low ☐ Just right ☐ Too high ☐ Much too high

9 All things considered, how do you feel about this sample?

☐ Dislike extremely ☐ Dislike very much ☐ Dislike moderately ☐ Dislike slightly
☐ Neither like nor dislike ☐ Like slightly ☐ Like moderately ☐ Like very much ☐ Like extremely

10 If this were on the menu or on the shelf, would you choose it?

☐ Definitely would ☐ Probably would ☐ Not sure ☐ Probably not ☐ Definitely not

11 What one change would make it better?

Thank you. Your answers are anonymous.

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Optional questions (1 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Comparing the samples

12 Which sample did you like best?

- ☐ Sample 314 ☐ Sample 582 ☐ Sample 947 ☐ Sample 206 ☐ No clear favorite

13 Which sample would you least want to eat again?

- ☐ Sample 314 ☐ Sample 582 ☐ Sample 947 ☐ Sample 206 ☐ None of them

14 Could you taste a difference between the samples?

- ☐ Yes, a big difference ☐ Yes, a small one ☐ No, they tasted the same

15 Which sample had the texture you liked most?

- ☐ Sample 314 ☐ Sample 582 ☐ Sample 947 ☐ Sample 206 ☐ No clear favorite

16 What made your favorite stand out from the others?

Menu or catering tasting (guests answer)

17 The portion size of this dish is:

- ☐ Much too small ☐ Too small ☐ Just right ☐ Too big ☐ Much too big

18 What would you expect to pay for this dish?

- ☐ Under \$10 ☐ \$10 to \$14 ☐ \$15 to \$19 ☐ \$20 to \$24 ☐ \$25 or more

19 How was the temperature when it reached you?

- ☐ Too cold ☐ A little cool ☐ Just right ☐ A little too hot

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Optional questions (2 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Menu or catering tasting (guests answer) (continued)

20 How often would you order this dish?

- ☐ Every visit ☐ Most visits ☐ Now and then ☐ Only once ☐ Never

21 What would you call this dish on the menu?

New packaged food (shoppers answer)

22 What would you expect to pay for one pack?

- ☐ Under \$2 ☐ \$2 to \$3.99 ☐ \$4 to \$5.99 ☐ \$6 to \$7.99 ☐ \$8 or more

23 When would you most likely eat it?

- ☐ Breakfast ☐ Lunch ☐ Dinner ☐ As a snack ☐ At a party

24 Compared with the brand you buy now, this sample is:

- ☐ Much better ☐ A little better ☐ About the same ☐ A little worse ☐ Much worse

25 What might stop you from buying it? (tick all that apply)

- ☐ Price ☐ Taste ☐ Ingredients ☐ Nutrition ☐ Pack size ☐ Nothing

26 How healthy do you think this food is?

- ☐ Very healthy ☐ Fairly healthy ☐ Neither ☐ Fairly unhealthy ☐ Very unhealthy

Kids' taste test (children answer)

27 Did you try it?

- ☐ Yes, all of it ☐ Yes, one bite ☐ No

Optional questions (3 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Kids' taste test (children answer) (continued)

28 What did you think of it?

- ☐ I liked it ☐ It was OK ☐ I did not like it

29 Would you eat it again at lunch?

- ☐ Yes ☐ Maybe ☐ No

30 Which word fits it best?

- ☐ Crunchy ☐ Soft ☐ Sweet ☐ Salty ☐ Spicy

About you (optional)

31 How old are you?

- ☐ Under 18 ☐ 18 to 34 ☐ 35 to 54 ☐ 55 or older

32 How often do you eat this kind of food?

- ☐ Most days ☐ Every week ☐ Every month ☐ Rarely ☐ Never

33 Do you follow any of these diets? (tick all that apply)

- ☐ Vegetarian ☐ Vegan ☐ Gluten-free ☐ Dairy-free ☐ None of these

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