



Kize Concepts

Market Research Report

By Chuck Leupen, Baye Mayberry, Joey Soeder, Keaton Tillack, & Brooklynne Woolslayer

Dear Jeff Ragan and the Kize Guys,

Thank you for allowing us to use your company in order to conduct research for our marketing research class this semester. We were honored to work with you and excited to be able to represent Kize Concepts brand when conducting our research.

We started this project by creating a profile of your company through secondary research. We then arranged a meeting between Mr. Ragan and our team member Brooklynne, in which we gained a better understanding of how to conduct and refine our research in order to meet the needs of your company. From this meeting, we were able to establish both a management decision problem (MD) as well as the marketing research problem (RP). From there, we created a sixteen question questionnaire, which we tested in a pilot paper version before using Qualtrics to distribute it officially. Once we reached our target response rate, we then used SPSS, an IBM software package, in order to analyze data. Finally, we took all of the information we gathered and put it into this paper so that you can see exactly what we found and what we recommend you to do about it.

The focus of our survey was to address the main points of interest that were mentioned in the meeting that we had at the beginning of the process. Additionally, the goal of this project was to provide some guidance on how to tackle the areas of interest that were proposed to us. In this paper, we have included graphical and descriptive illustrations of the data collected in order to effectively communicate it with you.

Once again, we thank you so much for this opportunity to work with and for your brand. We hope that we were able to touch on all of the points that you were looking for and that you are able to apply our findings and recommendations to your marketing practices.

Sincerely,

Chuck Leupen, Baye Mayberry, Joey Soeder, Keaton Tillack, & Brooklynne Woolslayer

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Executive Summary

We started this project by conducting a meeting with Jeff Ragan, who is the founder and CEO of Kize Concepts. In this meeting, Jeff highlighted that the Kize team wanted to be more relational and impactful through their online marketing and that they felt as if they were not hitting enough channels of communication frequently enough to create an impact. Additionally, they wanted to get some data on the podcast industry, as they are looking into placing advertisements in that area. Knowing this, we decided to set the management decision problem as, “How can Kize market what sets them apart from others?” Reframing this to be able to conduct a study for it, we established a marketing research problem of, “Discover what mediums potential customers are most engaged with.”

Using this information, we created a sixteen question survey using a variety of research design techniques. We decided to distribute this survey through the non-probability method of convenience, in which we sent it out to friends. Looking at the data results of the survey, it was apparent that Kize as a brand was not as recognizable amongst its competitors. It was also noticeable that a majority of those who did recognize Kize as a brand also listened to podcasts.

Looking at the results from the survey, we are recommending the implementation of three practices that will help to increase brand awareness as well as foster a sense of community between existing customers. First, we recommend that the company start its own proprietary podcast channel, which we aptly named “Kize Guys,” in which it can provide insight into the entrepreneurship, health, and charity aspects of the Kize Concepts group. Another thing that Kize could do is organize a Kize run, which is a community-based 5k where proceeds would be put

towards charity. Lastly, we want to present the idea of a “Fuel Your Best” Retreat, which would be a foreign retreat that would combine aspects of both a traditional mission trip as well as a wellness retreat. We believe that by implementing these recommendations, Kize can increase their brand awareness as well as improve brand loyalty by fostering a sense of community between existing Kize consumers.

Problem Definition

Background of the Problem

Kize Concepts is a locally owned and managed energy bar company. Their goal is to “Feed and fuel people’s best.” There has been a desire to broaden Kize’s market as well as consumer base since they are mainly in Oklahoma and surrounding areas. While Kize is a relatively well-known energy bar brand across Oklahoma, it is an objective to make it into a household brand and a staple on anyone’s grocery list.

Implements Secondary Data

After doing extensive research on Kize and the energy bar industry, we found many sources of information including primary and secondary data. A few pieces of secondary data we found were the rapidly growing podcast industry, the top podcasts, and the top energy bar brands. This secondary information that we collected was able to aid us in our questionnaire development as well as our recommendations to the Kize team.

Management Decision and Research Problem

The main management decision (MD) for Kize to decide was “How can Kize market what sets them apart from others?” This is important since Kize wants to become more known across the nation. A key point in what Kize wants to market is the aspect of them giving back to communities, partnerships with other charities, and outreaches in countries like Haiti. Kize already has multiple active social media platforms and accounts, this was an area that was further researched and looked into as a form of expansion. The research problem (RP) for Kize to dive

into was “Discover what mediums potential customers are most engaged with.” An important new medium that was looked into was podcasts. The podcast industry is a relatively new and booming industry that is predicted to have nearly one billion dollars in revenue by 2021. This would be a fantastic new expansion for Kize as it is very likely to gain brand awareness from a multitude of new consumers.

Approach to the Problem

Potential Influential Factors

Some potential influential factors that were found: Kize's spending power, Kize's current, organic reach, social media channels Kize is represented on, campaigns executed by competitors, capabilities of competitors, buying power of Kize's current target market.

Research Questions

Some research questions that came up: What is Kize's ideal customer? Did Kize have any preference on what mediums to research specifically? What marketing solutions would best draw a crowd of Kize's target market? What methods have historically worked to capture consumers in snack food segments or health-conscious food segments?

Hypothesis

We hypothesized that we would find little-to-no-correlation between the survey-takers who knew about Kize and those who could be found regularly interacting with a brand like Kize if they knew about it. We also supposed it could be difficult to glean enough accurate information regarding special interests by the participants from one survey and that secondary data would need to be sought after. While we were being modest in our research expectations, the survey returned more enlightening results than we realized. It gave us the ability to have even more specific secondary research because we had a stronger understanding of the interests of our more valuable participants.

Research Design

Type of Research Design Used

Throughout this process of collecting and analyzing data, the descriptive research design method was used. Descriptive research is a type of conclusive research primarily focussed on the description of something. The goal of this survey was to better understand the mediums by which potential customers can be targeted. This was done by asking a series of questions about social media platforms, podcast interests, and grocery stores. Once these questions are answered, it describes the locations both online and in-store, where these potential customers can be targeted. Within the descriptive research process, the cross-sectional type of research design was used. This type of research is the most frequently used type of descriptive research.

Data Collection from Secondary Sources

After research, we found the top energy bar brands as well as the top podcasts. The top five energy bars according to GearHungry are Kind Bars, Larabar, Clif Bar, Power Crunch, and Luna Bar (Carter, 2019). These are the main competitors for Kize and currently dominate the energy bar market. According to Podcast Insights, 51% of the U.S. population has listened to a podcast and 49% of podcasts listened to are at home. Podcast listeners listen to an average of 7 shows per week and 62 million people listen to podcasts weekly (Winn, 2019). The top 5 most popular podcast genres are Society and Culture, Business, Comedy, News and Politics, and Health.

Scaling Technique

Many different scaling techniques were used for the questions asked in the survey. Paired Comparison, Rank Order, Constant Sum, Continuous Rating, and Itemized Rating Scales are all

different types of scaling techniques. The main ones used within this survey are Paired Comparison, Rank Order, and the Continuous Rating Scale. We believed that these specific techniques would be beneficial to use and assist us in receiving the necessary data.

Questionnaire Development and Pretesting

The first step of the questionnaire development was to create a research problem that answered the management decision. The Kize management decision focuses on the competitive advantage that they have on all of their competitors and how they can market to potential customers. Once the research problem was planned, survey questions were strategically designed to give us the information necessary to target potential customers. This survey was pretested by several different close friends and their feedback was extremely helpful. After this pretest, we rearranged the structure of the survey as well as clarified some of the questions.

Sampling Techniques

Nonprobability sampling was the sampling technique used to distribute the survey. The Non Probability technique was used because we directly chose the people who would be taking this survey. If we would have made this survey public for everyone, then the technique used would be the probability technique. This survey was only sent to a select people who we knew.

Fieldwork - How Data Will Be Collected

Qualtrics Analytics was the software used to create this survey as well as collect the data. After creating the survey through Qualtrics, they provided us with a link to the survey and this is what was sent out. One hundred and two people completed the survey, providing great insight on where to best find and target potential Kize customers. Between our group of five members, we were able to spread the survey out to friends, family, and old and current sports teams. After the

surveys were completed by the respondents, the data was collected by Qualtrics and then given to use to further analyze.

Data Analysis

This data was collected and analyzed as of two-thousand nineteen. It was analyzed and coded shortly after it was publicly available for completion. The process of coding it was analyzing the survey and assigning matching values to answers on the survey in our survey database system.

We obtained the data by publishing a survey electronically. Creating an electronic, online survey is beneficial because it does not have all the limitations that an in-person can have like unwanted pressure or limited vicinity distribution. Implementing the electronic survey online also aided in distributing quickly and broadly. This allowed people to have remote participation with receiving entrants from cities outside of Tulsa and even states outside of Oklahoma.

The timespan that the survey was available was only two and a half weeks. We notified the participants through word of mouth strictly and each of our team members shared it with their own circle through digital communication or verbally in conversation. A potential challenge that could occur would be that willing participants would not have capable technology to take the survey. A challenge that could also occur is intentional dishonesty because communication from our team about what it was for was confusing. We can overcome the first challenge by inquiring if someone else could share their phone with them to take the survey. Our team could overcome the second challenge by presenting ourselves and our work professionally and without obvious fallacy.

We will measure our results by comparing our results and engagement with other groups in our class to ensure we have a respectable amount of participants. We will also be comparing our data against itself to further understand specific niches in our participants' profiles.

Results

After analyzing the research, it was determined that Kize would benefit from pursuing podcasts and increasing the company's overall brand awareness. Insights were gained pertaining to which facets of the business are the most attractive to multiple demographics, as well as what would serve as beneficial for Kize as it relates to the purposes of marketing and increasing the company's ability to maintain long-term profitability. The research conducted has provided Kize Concepts with not only understanding as to what the company should seek out moving forward, but with the ability to create and implement goals that will continue to assist the company as it makes further management decisions.

Limitations and Caveats

The research conducted was limited by multiple factors that must be considered in order to understand the results for Kize best. While the sample group is representative of responses from multiple age groups, genders, and income levels, the results do not represent potential customers outside of the states of Ohio, Oklahoma, Texas, North Carolina, South Carolina, and California. Moreover, responses were made up more heavily by those within the age range of 18-24, as this consisted of 74% of the total number of respondents. Such a high percentage of younger respondents provides a less accurate view and understanding of the results because this age group is likely to be more active on social media outlets such as Instagram and Twitter. As a result, this age group has a higher chance of knowing about Kize's existence, considering that the

majority of the company's advertising is conducted through social media. The survey was also only open for 2.5 weeks, November 8th, 2019 until November 26th, 2019. This amount of time limited the research group's ability to gain a more broad, diversified respondent group and therefore, affected the questionnaire's results.

Another factor within the responses that could be seen as an advantage, as well as a limitation, is the fact that two of the research group members are college athletes. As a result, survey responses were largely made up of people who live active lifestyles; Therefore, these respondents are more likely to take an interest in purchasing a protein bar, such as Kize. This respondent group serves as a limitation to the survey, as it causes the results to be more representative of what factors regarding protein bars matter most of those who live an active lifestyle versus those who are less active. However, the large number of student-athlete responses simultaneously serves as an advantage to Kize, as the company highly values and strongly encourages living a healthy, balanced, and active lifestyle.

Conclusions and Recommendations

After conducting the research and analyzing results, multiple conclusions were made based on the survey responses. While each question asked on the survey is of importance in regards to the MD and RP, the top three frequency tables presenting the research findings will be discussed in detail as well as the conclusions are drawn from them. The following recommendations have also been presented in response to the frequency tables as it relates to the information they evaluated and what was determined through their use.

A frequency table showcasing the number of respondents who recognized the Kize brand name revealed that 26 out of 102 respondents knew of Kize's brand when presented with the

option of choosing Kize out of 4 other brand names listed next to Kize. This represents 25.5% of the total number of respondents. Moreover, this provides insight regarding the level of awareness consumers have of Kize in general, as well as when the brand is presented next to nation-wide energy bar brands.

Another comparison utilized was a cross-tabulation between those who recognized Kize and those who listen to podcasts. The research determined that out of the 26 respondents who said they recognize the Kize brand name, 16 also listen to podcasts. This finding serves as extremely helpful information as it relates to the MD and RP because Kize is currently interested in pursuing creating more of a presence on podcasts through guest speaking, as well as through streaming ads on them. This cross-tabulation also revealed that the percentage of those who know of Kize bars and listen to podcasts is 61.5%.

Another frequency distribution created revealed that of the 102 respondents, 62 use Twitter, 74 use Facebook, 94 use Instagram, 32 use LinkedIn, 73 use Snapchat, and 5 chose either the options of none or other. This table provides clear insight regarding which specific platforms respondents are using. Moreover, a cross-tabulation evaluated what platforms those who have heard of the Kize brand use. This tabulation showed that 16.7% of those who know about Kize bars use Twitter, 21.6% use Facebook, 24.5% use Instagram, 5.9% LinkedIn, 19.6% use Snapchat, and 25.5% chose the option of other.

Based on what the research concluded, Kize should pursue podcasts in one of two ways; starting its own or seeking out guest positions on existing shows. Owner and founder of Kize Concepts, Jeff Ragan, is a motivational speaker and successful entrepreneur and as a result, the opportunity for him to represent the company on these platforms is presented. While simply

gaining more of a presence on existing podcasts would help the company communicate its message more effectively and increase brand awareness, the optimal option would be for Kize Concepts to host its own show, as this would more highly influence customer engagement and loyalty.

Kize Concepts' podcast would fall under two popular categories; health and fitness, as well as business. Kize bars, made up of only 4-6 ingredients each, have no artificial flavors or preservatives. This sets them apart from others in their market and more importantly provides Kize Concepts with a sustainable competitive advantage. Through hosting its own podcast, Kize would be able to share with its audience the nutritional benefits of the bars, as well as the fact that the company has remained consistent with its values since its founding. The company is committed to providing clean, nutritious energy bars, as well as empowering and inspiring others to give back through service.

Kize has taken multiple teams on missions to Haiti over the past several years through another Oklahoma organization called With All My Heart (WAMH). Another idea would be for Kize's podcast to discuss the impact these trips have previously and will continue to have on not only the people of Haiti but the "Kize Guys" themselves. The Kize Guys are a group of men who sell the bars within their specified territory and who have served together annually on the Haiti missions trips. Each of these men would be able to contribute toward hosting the podcast, leading discussions with one another and with guests on the show covering topics related to health and fitness, serving, and business.

Lastly, Kize Concepts has the opportunity for the owner, Jeff Ragan, to share with listeners about the topic of entrepreneurship. Kize was founded while Ragan was in his twenties

and has grown since into the successful, influential company it is today. This presents him with a significant opportunity to tell others the story of how Kize was created and what it takes to run a business within its industry. Moreover, Ragan could also play a role in challenging other business owners to stay grounded and true to their values regardless of societal and business pressures.

Another recommendation is for Kize Concepts to continue providing a way for people to gather and give back simultaneously through hosting an annual “Kize Run”. This event would be a 5K run in Oklahoma City, Oklahoma, where the company is located. All money raised through the race would be donated to a non-profit organization, such as WAMH. The event would highly contribute toward increasing brand awareness and sharing the company’s belief that every business offering should help not only the consumer but someone else at the same time. For this reason, 10% of the retail price of each Kize bar purchased is donated to WAMH. The Kize Run would reaffirm the company’s long-standing belief in serving others and encourage its community to join them in the process.

Lastly, Kize should begin offering a “Fuel Your Best” Retreat. The idea would be for Kize consumers and community members to go to a destination where they will spend time serving, as well as invest time and energy into themselves. The retreat would be 2-4 days long and involve pouring energy into helping the surrounding community in some form, such as through painting, serving in schools, or helping out at a local organization with activities and involvement with the community. Over the course of the trip, participants of the retreat will also spend time exercising, through yoga or their own physical activity, and reflecting. The goal would be for participants to come home refreshed and recharged, and ready to seek out where they feel led to serve in their own communities. This idea would contribute toward increasing

brand awareness, consumer engagement, and provide a way for customers to experience what it looks like to “fuel your best”.

References

14 Best Energy Bars in 2019 [Buying Guide]. (n.d.). Retrieved from

<https://www.gearhungry.com/best-energy-bars/>.

Winn, R. (2019, December 4). 2019 Podcast Stats & Facts (New Research From June 2019).

Retrieved from <https://www.podcastinsights.com/podcast-statistics/>.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.917 ^a	8	.766
Likelihood Ratio	6.387	8	.604
Linear-by-Linear Association	.007	1	.935
N of Valid Cases	102		

a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is 1.30.

Questionnaire Used

1. Do you purchase protein bars?

- ☐ Yes
- ☐ No
- ☐ No, but I am open to purchasing them.

2. Which grocery store(s) have you shopped at within the last 3 months?

Check all that apply.

- ☐ Walmart
- ☐ Target
- ☐ Whole Foods
- ☐ Trader Joe's
- ☐ Sprouts
- ☐ Other (Please specify): _____

3. Healthy, natural ingredients are important to me.

(Please select your level of agreement)

- ☐ Strongly agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Indifferent

4. Please list up to 3 energy bar brands that you recall.

5. Which of the following brand names do you recognize?

Check all that apply.

- ☐ Larabar

- ☐ Kind Bar
- ☐ Clif Bar
- ☐ Kize Bar
- ☐ RXBar
- ☐ None

6. Which flavors of energy bars are the most appealing to you?

Check all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Peanut Butter Chocolate Chip | <input type="checkbox"/> Cocoa |
| <input type="checkbox"/> Almond Butter Chocolate Sea Salt | <input type="checkbox"/> Vanilla Almond |
| <input type="checkbox"/> Almond Butter | <input type="checkbox"/> Peanut Butter Crunch with Pumpkin Seeds |
| <input type="checkbox"/> Peanut Butter | <input type="checkbox"/> Cinnamon Rolls |
| <input type="checkbox"/> Cookie Dough | <input type="checkbox"/> None |

7. What social media platforms do you use?

Check all that apply.

- | | |
|------------------------------------|--|
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Snapchat |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> None |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Other (Please specify): |
| <input type="checkbox"/> LinkedIn | _____ |

8. How often do you engage with brands you follow on Instagram?

(Like, comment, share, follow)

- ☐ Everyday
- ☐ 1-3 times a week
- ☐ 4-6 times a week
- ☐ 2 times a month
- ☐ Once a month/rarely
- ☐ I do not have Instagram

9. Do you listen to podcasts?

- ☐ Yes
- ☐ No

If answered Yes, please continue to the next question.

If answered No, please skip to question 12.

10. What platform do you use to stream podcasts?

Check all that apply.

- ☐ Spotify
- ☐ iPhone Podcast App
- ☐ iHeartRadio
- ☐ Other (Please specify): _____

11. How many different podcasts do you listen to over the course of a week?

- ☐ 1
- ☐ 2-3
- ☐ 4-7
- ☐ 8+

12. What types of podcasts are most appealing to you?

Choose your top 2.

- | | |
|--|--|
| <input type="checkbox"/> Leadership | <input type="checkbox"/> Music |
| <input type="checkbox"/> Health and Fitness | <input type="checkbox"/> Sports |
| <input type="checkbox"/> Motivational | <input type="checkbox"/> Beauty |
| <input type="checkbox"/> Spiritual/Religious | <input type="checkbox"/> Business |
| <input type="checkbox"/> News | <input type="checkbox"/> Other (Please specify): _____ |
| <input type="checkbox"/> Comedy | |

13. Do you participate in charitable work? *(Such as missions, local outreaches, any volunteer work with non-profit organizations)*

- ☐ Yes
- ☐ No
- ☐ Prefer not to answer

14. What is your age?

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55+

15. What is your gender?

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

16. What is your annual household income?

- ☐ < \$25,000
- ☐ \$25,000 - \$44,999
- ☐ \$45,000 - \$94,999
- ☐ \$95,000 - \$124,999
- ☐ > \$125,000

Statistical Output Not Appropriate in “Results” Section

Lists Not Appropriate in Other Sections

Codebook

1. Do you purchase protein	Question 1 = Column B (Bar Purchaser) Yes= 1 No =2
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bars? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> No, but I am open to purchasing them.	No, but I am open to purchasing them=3
2. Which grocery store(s) have you shopped at within the last 3 months? <i>Check all that apply.</i> <input type="checkbox"/> Walmart <input type="checkbox"/> Target <input type="checkbox"/> Whole Foods <input type="checkbox"/> Trader Joe's <input type="checkbox"/> Sprouts <input type="checkbox"/> Other (Please specify): 	Question 2 = Column C-H (Grocery Stores) Column C= Walmart (1=yes, 2=no) Column D= Target(1=yes, 2=no) Column E= Whole Foods(1=yes, 2=no) Column F= Trader Joe's(1=yes, 2=no) Column G= Sprouts(1=yes, 2=no) Column H= Other (open)
3. Healthy, natural ingredients are important to me. (Please select your level of agreement) <input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree <input type="checkbox"/> Indifferent	Question 3 = Column I (Ingredients) Strongly agree = 1 Agree = 2 Disagree = 3 Strongly Disagree = 4 Indifferent = 5
4. Please list up to 3 energy bar brands that you recall.	Question 4: Columns J-L (Bar Brands) Column J= open Column K= open

<hr/> <hr/> <hr/>	Column L= open
<p>5. Which of the following brand names do you recognize?</p> <p><i>Check all that apply.</i></p> <p><input type="checkbox"/> Larabar</p> <p><input type="checkbox"/> Kind Bar</p> <p><input type="checkbox"/> Clif Bar</p> <p><input type="checkbox"/> Kize Bar</p> <p><input type="checkbox"/> RXBar</p> <p><input type="checkbox"/> None</p>	<p>Question 5: Columns M-R (Brand Names)</p> <p>Column M= LaraBar (1=yes, 2=no)</p> <p>Column N=Kind Bar (1=yes, 2=no)</p> <p>Column O= Clif Bar(1=yes, 2=no)</p> <p>Column P= Kize Bar(1=yes, 2=no)</p> <p>Column Q= RXBar(1=yes, 2=no)</p> <p>Column R= None(1=yes, 2=no)</p>
<p>6. Which flavors of energy bars are the most appealing to you?</p> <p><i>Check all that apply.</i></p> <p><input type="checkbox"/> Peanut Butter Chocolate Chip</p> <p><input type="checkbox"/> Almond Butter Chocolate Sea Salt</p> <p><input type="checkbox"/> Almond Butter</p> <p><input type="checkbox"/> Peanut Butter</p> <p><input type="checkbox"/> Cookie Dough</p> <p><input type="checkbox"/> Cocoa</p> <p><input type="checkbox"/> Vanilla Almond</p> <p><input type="checkbox"/> Peanut Butter Crunch With Pumpkin Seeds</p> <p><input type="checkbox"/> Cinnamon Rolls</p> <p><input type="checkbox"/> None</p>	<p>Question 6: Columns S-C (Flavors)</p> <p>Column S= Peanut Butter Chocolate Chip(1=yes, 2=no)</p> <p>Column T= Almond Butter Chocolate Sea Salt(1=yes, 2=no)</p> <p>Column U= Almond Butter(1=yes, 2=no)</p> <p>Column V= Peanut Butter(1=yes, 2=no)</p> <p>Column W= Cookie Dough(1=yes, 2=no)</p> <p>Column X= Cocoa(1=yes, 2=no)</p> <p>Column Y= Vanilla Almond(1=yes, 2=no)</p> <p>Column Z= Peanut Butter with Pumpkin Seeds(1=yes, 2=no)</p> <p>Column B= Cinnamon Rolls(1=yes, 2=no)</p> <p>Column C= None(1=yes, 2=no)</p>
<p>7. What social media platforms do you use?</p> <p><i>Check all that apply.</i></p>	<p>Question 7: Columns D-J (Social media platforms)</p> <p>Column D=Twitter(1=yes, 2=no)</p> <p>Column E= Facebook(1=yes, 2=no)</p>

<input type="checkbox"/> Twitter <input type="checkbox"/> Facebook <input type="checkbox"/> Instagram <input type="checkbox"/> Snapchat <input type="checkbox"/> LinkedIn <input type="checkbox"/> None <input type="checkbox"/> Other (Please Specify): <hr/>	Column F= Instagram(1=yes, 2=no) Column G= Snapchat(1=yes, 2=no) Column H=LinkedIn(1=yes, 2=no) Column I= None(1=yes, 2=no) Column J= Other (open)
<p>8. How often do you engage with brands you follow on Instagram? (<i>Like, comment, share, follow</i>)</p> <input type="checkbox"/> Everyday <input type="checkbox"/> 1-3 times a week <input type="checkbox"/> 4-6 times a week <input type="checkbox"/> 2 times a month <input type="checkbox"/> Once a month/rarely <input type="checkbox"/> I do not have Instagram	<p>Question 8: Column K (Engagement) Everyday= 1 1-3 times a week=2 4-6 times a week=3 2 times a month= 4 Once a month/rarely= 5 I do not have an Instagram= 6</p>
<p>9. Do you listen to podcasts?</p> <input type="checkbox"/> Yes <input type="checkbox"/> No <p>If answered Yes, please continue to the next question. If answered No, please skip to question 12.</p>	<p>Question 9: Column L (Listen to podcasts) Yes= 1 No= 2</p>
<p>10. What platform do you use to stream podcasts? <i>Check all that apply.</i></p>	<p>Question 10: Columns M-P (Podcast platform) Column M= Spotify(1=yes, 2=no) Column N= iPhone Podcast App(1=yes,</p>

<input type="checkbox"/> Spotify <input type="checkbox"/> iPhone Podcast App <input type="checkbox"/> iHeartRadio <input type="checkbox"/> Other (Please specify): <hr/>	2=no) Column O= iHeartRadio(1=yes, 2=no) Column P= Other (open)
11. How many different podcasts do you listen to over the course of a week? <input type="checkbox"/> 1 <input type="checkbox"/> 2-3 <input type="checkbox"/> 4-7 <input type="checkbox"/> 8+	Question 11: Column Q (Different podcasts) 1= 1 2-3= 2 4-7= 3 8+= 4
12. What types of podcasts are most appealing to you? <i>Choose your top 2.</i> <input type="checkbox"/> Leadership <input type="checkbox"/> Health and Fitness <input type="checkbox"/> Motivational <input type="checkbox"/> Spiritual/Religious <input type="checkbox"/> News <input type="checkbox"/> Comedy <input type="checkbox"/> Music <input type="checkbox"/> Sports <input type="checkbox"/> Beauty <input type="checkbox"/> Business <input type="checkbox"/> Other (Please Specify): <hr/>	Question 12: Column R-C (Appealing podcasts) Column R= Leadership(1=yes, 2=no) Column S= Health and Fitness(1=yes, 2=no) Column T= Motivational(1=yes, 2=no) Column U= Spiritual/Religious(1=yes, 2=no) Column V= News(1=yes, 2=no) Column W= Comedy(1=yes, 2=no) Column X= Music(1=yes, 2=no) Column Y= Sports(1=yes, 2=no) Column Z= Beauty(1=yes, 2=no) Column B= Business(1=yes, 2=no) Column C= Other (open)

<p>13. Do you participate in charitable work? <i>(Such as missions, local outreaches, any volunteer work with non-profit organizations)</i></p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> Prefer not to answer</p>	<p>Question 13: Column D (Charitable work)</p> <p>Yes=1</p> <p>No= 2</p> <p>Prefer not to answer= 3</p>
<p>14. What is your age?</p> <p><input type="checkbox"/> 18-24</p> <p><input type="checkbox"/> 25-34</p> <p><input type="checkbox"/> 35-44</p> <p><input type="checkbox"/> 45-54</p> <p><input type="checkbox"/> 55+</p>	<p>Question 14: Column E (Age)</p> <p>18-24=1</p> <p>25-34=2</p> <p>35-44=3</p> <p>45-54=4</p> <p>55+=4</p>
<p>15. What is your gender?</p> <p><input type="checkbox"/> Male</p> <p><input type="checkbox"/> Female</p> <p><input type="checkbox"/> Other</p> <p><input type="checkbox"/> Prefer not to say</p>	<p>Question 15: Column F (Gender)</p> <p>Male=1</p> <p>Female=2</p> <p>Other=3</p> <p>Prefer not to say=4</p>
<p>16. What is your annual household income?</p> <p><input type="checkbox"/> < \$24,999</p> <p><input type="checkbox"/> \$25,000 - \$44,999</p> <p><input type="checkbox"/> \$45,000 - \$94,999</p> <p><input type="checkbox"/> \$95,000 - \$124,999</p> <p><input type="checkbox"/> > \$125,000</p>	<p>Question 16: Column G (Income)</p> <p>>\$25,000 =1</p> <p>\$25,000 - \$44,999 =2</p> <p>\$45,000 - \$94,999 =3</p> <p>\$95,000 - \$124,999 =4</p> <p>> \$125,000 =5</p>

