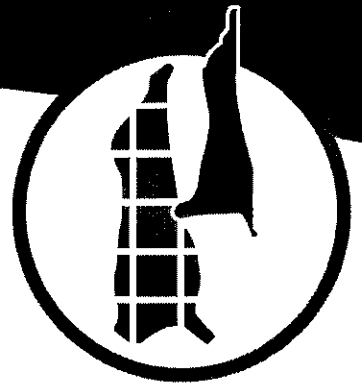


# PPI



## **Research into filled meat burger/ rissole products M.795**

### **1995**

***Prepared by:***  
**Brian Sweeney &  
Associates**

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**MEAT & LIVESTOCK**  
A U S T R A L I A

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# An Assessment

Herbert Adams have developed a new filled meat burger using their new Rhean facility. The new product consists of a spiced beef casing filled with a mild mustard and cheese or tomato based filling.

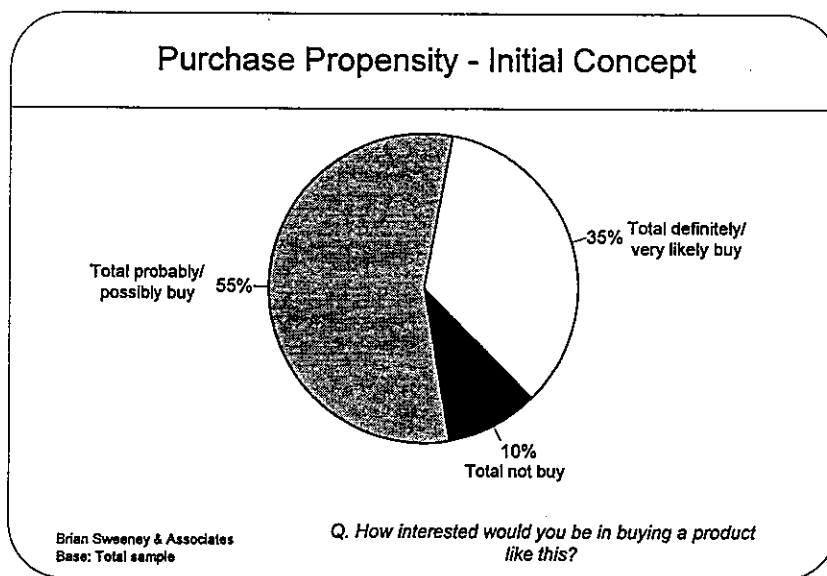
To test the new product in the marketplace, Brian Sweeney and Associates was commissioned to conduct research into consumer reactions to the new product by assessing...

- ... the concept of the filled rissole
- ... the taste and overall reactions to trial
- ... the appropriate positioning for the new product.

Throughout the research, some very clear message have become apparent.

## The Concept

Support for the filled rissole concept is extremely encouraging...

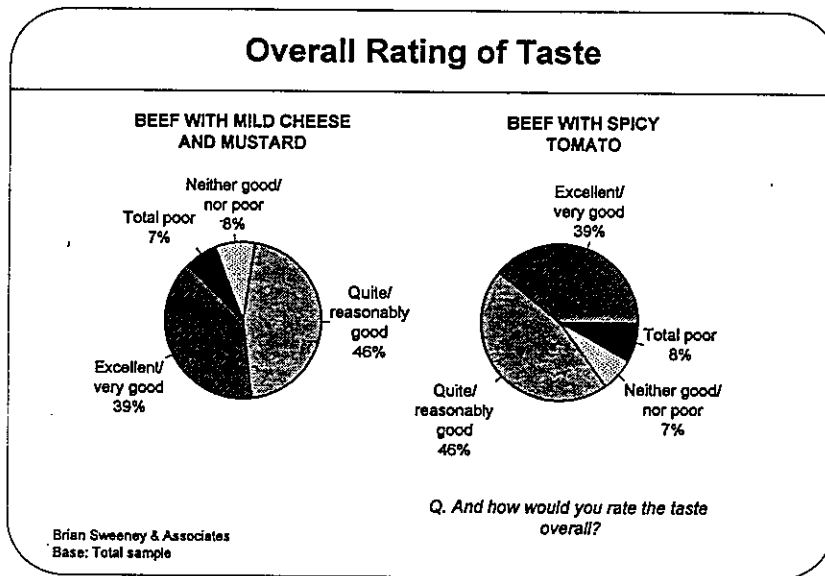


Project purchase propensity is high overall, but was particularly so amongst blue collar workers and frequent frozen hamburger consumers.

The product concept has the potential to be a success.

## The Taste Test

Reactions to the two flavour variants trialed were extremely encouraging...



Both of the flavours tested are appropriate for the initial launch.

Taste test assessments of...

- ... appearance
- ... taste of meat
- ... strength of taste of sauce
- ... overall taste of sauce
- ... and amount of sauce

...were extremely positive and support the recommendation for both of the product flavours tested.

Support was particularly high amongst blue collar workers and frequent frozen hamburger consumers.

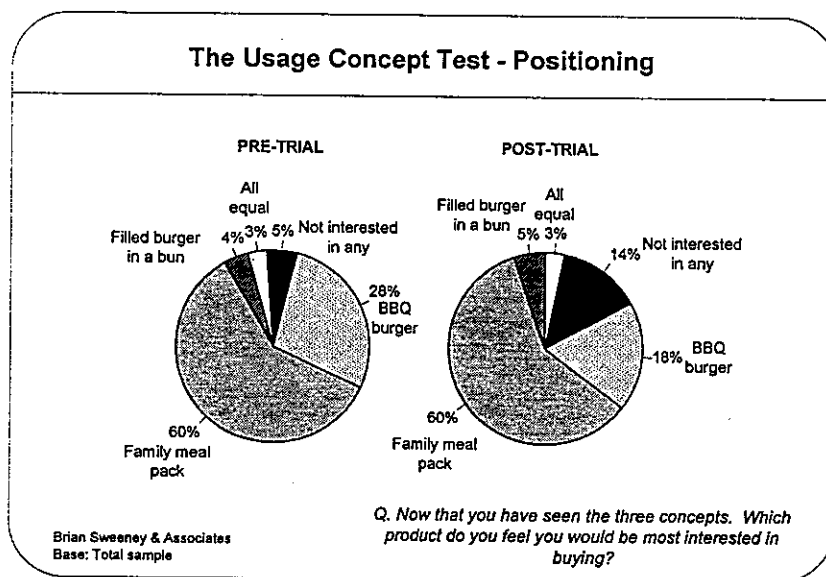
Reactions to other flavours were tested but not trialed, and received a similarly encouraging response...

TASTE EXPECTATION		
	BEEF WITH PEPPER SAUCE & MUSHROOMS %	SATAY CHICKEN %
TOTAL EXCELLENT/VERY GOOD .....	46	46
TOTAL QUITE GOOD/REASONABLY GOOD	33	34
TOTAL POOR .....	15	15
BASE: TOTAL SAMPLE		
Q. USING THIS CARD, HOW WOULD YOU EXPECT THE FOLLOWING FLAVOURS TO TASTE?		

There is a possibility that in the future these flavours could be successfully developed as additional flavours.

## Alternative Positionings

The research indicates quite convincingly that the family meal pack is the most appropriate positioning, for the filled rissoles. The family meal concept dominates in popularity at both the pre and post-trial stages...



The BBQ burger also receives significant minority support at the pre-test stage (28%) but drops off slightly at the post-test (18%). The BBQ burger may be a viable option as a line extension somewhere in the future.

The filled burger in a bun concept was substantially less popular throughout the research, and has little or no potential as a future product release.

The product across the board had a greater than average level of positive endorsement from the blue collar segment, and frequent frozen hamburger consumers. This is not to suggest that these are the only segments to which this product may appeal. The research suggest fairly broad acceptance throughout the community.

# Background

Herbert Adams Bakeries have developed a new filled meat burger or rissole product using its Rhean facility, which has the capacity to produce a wide variety of enrobed savoury or sweet products.

The new product consists of a spiced and flavoured beef casing containing a mild mustard and cheese sauce or a spicy tomato based filling. Other possibilities for flavours include beef with pepper sauce and mushrooms and a chicken variety with satay sauce.

Brian Sweeney and Associates was commissioned by Herbert Adams Bakeries to conduct research into consumer reactions to the new products. The research aimed to test the concept of the filled burger, taste-test the product amongst consumers, and to provide guidance on the most appropriate positioning for the product.



# An Overview of the Approach

The primary objectives of the research were condensed into three broad areas...

*What do people think of the **concept** of the filled burger? (To what extent can we expect the product to be trialed?)*

*What do people think of the **product** itself? (Is there potential for repeat purchasing?)*

*How can the product best be **merchandised/ packaged/promoted** to maximise sales?*

These broad objectives led to the three stage procedure...

## Stage One:

### *Pre-Trial Interview*

In which respondents were screened for eligibility, exposed to product concepts, and initial reactions (including purchase propensity) were sought.

## Stage Two:

### *A Product Test*

In which the new product flavour variants were sampled in the home.

## Stage Three:

### *A Post Trial Interview*

In which reactions to the product itself were investigated and positioning/promotion/ merchandising issues explored.

## **Stage One: The Pre-Trial Interview (Appendix 1)**

The objectives of this stage were to...

- Screen for people who would **potentially** fit into the target market.
- Expose them to the product concept and explore...
  - ... initial reactions
  - ... perceptions of taste delivery
  - ... perceptions of usage occasions
  - ... perceptions of positioning on the shelf
  - ... perceptions of who the product may appeal to
  - ... perceptions of preparation appropriateness
  - ... perceptions of possible flavour variations
  - ... and likelihood of purchase.

The product was first presented in general terms to gain an overall assessment.

The product was introduced by presenting a show card with the new product description. Respondents were asked to assess their...

- ... initial reactions
- ... general interests in trial
- ... expectations of flavours
- ... similarity to existing products.

A series of positionings were then assessed for the filled rissole prior to seeing or testing the actual product.

**Positioning 1:  
A Frozen Convenience Meal -  
Filled Burger in a Bun**

This product was designed to compete with products such as hot pockets, pizza pockets and micro easy burgers. It is a complete meal or snack including the bun, and come in a single serve.

**Positioning 2:  
Rissoles for the Family Meal -  
Family Meal Pack**

This would position the product against fresh meat, fish fingers, frozen hamburgers, frozen fish chicken or schnitzel products. The family product would thus need to appeal to children and adults, and would come in a 6 to 8 size pack.

**Positioning 3:  
The BBQ Product - BBQ Burger**

This product would compete with fresh meat sausages, steak and hamburgers and aims to provide variety in BBQ meals. This could be sold in packs of 4 to 6.

These positionings were illustrated with dummy packs. The designs were not overly finished and had similar artwork and graphics with minor variations. These were accompanied by thorough descriptions of the product positionings (**Appendix 2**) to give a clearer positioning message.

For the three positionings, respondents were asked to rate the product in terms of...

- ... overall purchase interest
- ... price expectations
- ... perceived similarity to other products
- ... perceptions of target market
- ... preference for pack size
- ... occasion of use.

Overall preference for the product positioning was assessed at this pre-trial stage.

## **Stage Two: The Product Test (Appendix 3)**

The product test was designed to assess what people really think of the product, and to assess whether there is potential for repeat purchase.

Respondents were provided with two burgers in each of the two product variants.

The product variants tested were...

- ... 100% beef rissole with herbs and spices and a mild mustard cheese sauce
- ... 100% beef rissole with herbs and spices and a spicy tomato sauce.

A short self completion questionnaire was provided for each product variant, for the main grocery buyer to fill out, as well as a short section for other members of the household to fill in who tried the products.

The main grocery buyer was asked to evaluate the product in terms of...

- ... appearance
- ... taste of the meat
- ... strength of the sauce
- ... taste of the sauce
- ... amount of sauce
- ... an overall product assessment
- ... and likelihood of purchase.

The other members of the family were asked their age, sex and overall impression of the product.

## **The Post-Trial Interview (Appendix 4)**

Post-Trial assessment aims to explore reactions to the product itself and to investigate the implications for positioning, promotion and merchandising at the Post-Trial stage.

The Post-Trial interview was designed to evaluate...

- overall impressions of the products
- likelihood of repeat purchase
- expectations of price
- replacement potential
- likely purchase frequency
- frozen or chilled preference
- perceived interest levels for all family members

We also looked at...

- ... the suitability of the usage concepts. (Convenience meal versus family meal versus BBQ meal)
- ... the suitability of a variety of brand names, and preferred brand overall.

## Fieldwork Method

The most efficient and cost effective method of interviewing for this project was to conduct an in-home product placement.

An **in-home product placement** involves interviewers finding a set number of potential respondents of particular demographics in their local area.

This method does not provide for a strictly random sample, however it provides a reasonable compromise of cost efficiency and statistical significance.

Fieldwork was restricted to...

- ... the main grocery buyer
- ... households with one or more children in the home
- ... those who currently use convenience products such as fish fingers, frozen hamburgers, frozen fish, chicken schnitzel products etc. at least once a month.

Respondents were first administered the screening questionnaire to assess eligibility, the products were then left with the respondent for approximately one week to trial and the interviewer returned to administer the Post-Trial questionnaire and check the self completion questionnaire.

### **Sample Size:**

The sample quota was set on age and sex as detailed below...

AGE:	NO. OF INTERVIEWS
UP TO 25 YEARS .....	27
26 TO 30 YEARS .....	62
31 TO 35 YEARS .....	62
36 TO 40 YEARS .....	57
40+ YEARS .....	52
TOTAL .....	260

## Sample Characteristics

	Total (256) %
<b>Sex:</b>	
Males .....	13
Females .....	87
<b>Age:</b>	
Up to 30 years .....	30
30 to 40 years .....	40
40+ years .....	28
<b>Eat Frozen Hamburgers:</b>	
Weekly or more .....	21
Monthly .....	30
Less often .....	49
<b>Children in the Household:</b>	
5 to 15 years .....	85
16 to 20 years .....	25
<b>Socio Economic:</b>	
White Collar .....	37
Blue Collar .....	16
Not in workforce .....	47

The aim was to achieve 250 completed placements in total, however 254 were achieved. Fieldwork was conducted between the 11th and 24th August, 1995. The final sample is illustrated ***opposite***.



## **THE FINDINGS IN DETAIL**

# **Section One: Initial Reactions to the Filled Rissole Concept**

**Table : 1**  
**First Impression of the Filled Risssole Product Concept**

<b>POSITIVE:</b>	<b>(256) %</b>
Sounds good/interesting .....	57
Sounds tasty/appetising .....	31
100% fresh meat is appealing .....	17
Would like to try it .....	13
It's different/new .....	13
Sauce is appealing .....	11
Contains herbs/spices .....	8
Easy/Convenient to use .....	8
Like the cheese and mustard sauce .....	5
Sounds nutritious/healthy .....	4
Spicy tomato sounds good .....	4
<b>NEGATIVE:</b>	
Does not appeal .....	6
Dislike spices .....	3
All others less than 3%	

*Base: Total sample*

**Q.**     *What are your first reactions when you see that description? What runs through your mind?*

## First Impression of the Filled Rissole Product

Respondents were provided with the following product description and asked to describe their initial reactions to the concept...

***"This product is a beef burger with a filling. It weighs approximately 100g. The burger consists of 100% minced beef combined with herbs and spices and rolled into a burger shape. Inside the burger is a thick sauce, either in a mild spicy tomato sauce or a mild cheesy mustard sauce."***

...responses are *illustrated opposite*.

Initial reactions to the product description are extremely positive...

- ... almost six in ten stated that the rissole sounds good/interesting
- ... three in ten felt that the product sounds tasty/appealing.

This result suggests that the concept of a filled burger is novel enough to entice interest, but is not too different and the concept is easily understood.

Almost one in five find the 100% fresh beef an appealing aspect of the product and around one in ten state that...

- ... they would like to try it
- ... it's different/new
- ... the sauce is appealing
- ... contains herbs, spices (positive)
- ... easy and convenient to use.

Only 6% of respondents do not find the concept appealing, and 3% dislike the idea of having spiced meat. These criticisms are only minor in comparison to the proportion of respondents who made positive comments.

**Table : 2**  
**Pre-Trial Product Concept - Purchase Propensity**

	<b>Total (256) %</b>
Definitely would buy (4) .....	10
Very likely would buy (3) .....	25
Probably would buy (2) .....	44
Possibly would buy (1) .....	11
Probably would not buy (-1) .....	5
Very unlikely to buy (-2) .....	3
Definitely would not buy (-3) .....	2
<b>Total definitely/very likely buy .....</b>	<b>35</b>
<b>Total probably/possibly buy .....</b>	<b>56</b>
<b>Total would not buy .....</b>	<b>10</b>
<b>Mean (4 = extremely positive, 3 = extremely negative) .....</b>	<b>1.98</b>

*Base: Total sample*

Q. *Using this card, how interested would you be in buying a product like this?*

## Purchase Propensity - Pre-Trial Product Concept

The *tables opposite and overleaf* indicate respondents' purchase propensity for the new product.

*Table 2 opposite* displays the propensity to purchase across the whole sample, while the *table overleaf* shows "definitely or very likely purchase" rates amongst the various demographic groups.

More than a third of the total sample would definitely or very likely buy the new product at the pre-trial stage, a very encouraging result.

Only one in ten would not consider purchasing the product.

Reasons for not purchasing the filled rissole include...

	(25) %
PREFER HOME MADE/FRESH .....	48
DOESN'T SOUND GOOD/NOT APPEALING .....	20
DISLIKE SPICES .....	16
DON'T EAT MUCH MEAT .....	8

**Table : 3**  
**Purchase Propensity - Pre-Trial Product Concept by Demographics**

	Definitely or Very likely buy (35) %
<b>Total (256)</b> .....	<b>35</b>
<b>Sex:</b>	
Male (34)* .....	41
Female (222) .....	34
<b>Age:</b>	
Less than 30 (78) .....	25
30 to 40 years (102) .....	39
40+ years (71) .....	40
<b>Frozen Hamburger Consumption:</b>	
Weekly or more often (53) .....	63
Monthly (77) .....	35
Less often/never (126) .....	24
<b>Children in Household:</b>	
5 to 15 years (217) .....	34
16 to 20 years (63) .....	32
<b>Socio Economic:</b>	
White Collar (94) .....	35
Blue Collar (40)* .....	51
Not in workforce (120) .....	31

\* Denotes small sample size

Q. Using this card, how interested would you be in buying a product like this?

There is some variation between different sample segments.

The results indicate that purchase interest is higher amongst...

... weekly or more often frozen hamburger purchasers  
and

... blue collar respondents (although some caution should be taken in  
this result because the sample size is small).

Purchase propensity is lowest amongst the under 30's.



**Table : 4**  
**Rating of Flavours - Pre Trial**

	Beef with mild mustard and cheese (256) %	Beef with spicy tomato sauce (256) %	Beef with pepper sauce and mushrooms (256) %	Satay chicken (256) %
Excellent (4) .....	6	12	16	21
Very good (3) .....	32	36	30	26
Quite good (2) .....	27	26	16	21
Reasonably good (1) .....	19	18	17	13
Neither good nor poor (0) .....	7	5	5	5
Slightly poor (-1) .....	4	2	6	6
Poor (-2) .....	5	2	9	9
<b>Total excellent/very good .....</b>	<b>39</b>	<b>48</b>	<b>46</b>	<b>46</b>
<b>Total quite good/reasonably good .....</b>	<b>46</b>	<b>43</b>	<b>33</b>	<b>34</b>
<b>Total poor .....</b>	<b>9</b>	<b>4</b>	<b>15</b>	<b>15</b>
Mean rating (4 = excellent) .....	1.82	2.17	1.81	1.92

*Base: Total sample*

*Q. Using this card, how would you expect the following flavours to taste?*

## Rating of Flavours - Pre-Trial

Respondents were also asked to rate four different variants of the product in terms of expectation of flavour at the pre-trial stage.

All four flavours were rated by around four in ten or more respondents as "excellent" or "very good".

The beef with spicy tomato sauce was most popular with a mean score of 2.17 followed by...

- ... satay chicken (1.92)
- ... beef with mild mustard and cheese (1.82)
- ... beef with pepper Sauce and mushrooms (1.81).

**Table : 5**  
**Rating of Flavours - Pre-Trial by Demographics**

	Beef with mild mustard & cheese (256) #	Beef with spicy tomato sauce (256) #	Beef with pepper sauce & mushrooms (256) #	Satay chicken (256) #
Total (256) .....	1.82	2.17	1.81	1.92
<b>Sex:</b>				
Male (34)* .....	(2.09)	(2.76)	1.65	1.44
Female (222) .....	1.78	2.08	1.84	(1.99)
<b>Age:</b>				
Less than 30 (78) .....	1.69	2.23	1.60	1.76
30 to 40 years (102) .....	1.91	2.17	1.98	1.92
40+ years (71) .....	1.87	2.14	1.94	2.07
<b>Frozen Burger Consumption:</b>				
Weekly or more often (53) .....	(2.36)	(2.55)	(2.15)	2.00
Monthly (77) .....	1.44	2.06	1.60	2.03
Less often/never (126) .....	1.83	2.08	1.80	1.82
<b>Children in Household:</b>				
5 to 15 years (217) .....	1.79	2.12	1.81	1.93
16 to 20 years (63) .....	1.83	2.32	1.94	1.87
<b>Socio Economic:</b>				
White Collar (94) .....	1.99	2.21	1.59	(2.06)
Blue Collar (40)* .....	(2.22)	(2.47)	(2.08)	1.95
Not in workforce (120) .....	1.58	2.06	1.96	1.86

**Mean Scores**

\* Denotes small sample sizes

Q. And how would you expect each of the following types of flavours to taste?

**Table 5 opposite** displays flavour ratings by demographics. The numbers indicate mean scores for the four flavour varieties.

Males rate the mustard and tomato variants higher than women.

Frequent hamburger consumers consistently rate all three beef products above less frequent hamburger consumers.

The beef products also have particular appeal amongst blue collar workers.

**Table : 6a**  
**Appropriate Cooking Method**

	First Preference %	Total Appropriate %
Oven bake .....	25	51
Grill .....	21	54
Fry .....	30	57
BBQ .....	17	68
Microwave .....	7	18

*Base: Total sample*

Q. *What do you think would be the best way to cook this new product? And which other ways do you think would be appropriate for cooking this product?*

**Table : 6b**  
**Appeal if Microwave Cookable?**

	%
More appealing .....	26
Not more appealing .....	70
Not sure .....	4

*Base: Total sample*

Q. *Would this product be more appealing if it was microwave cookable?*

## Appropriate Cooking Methods

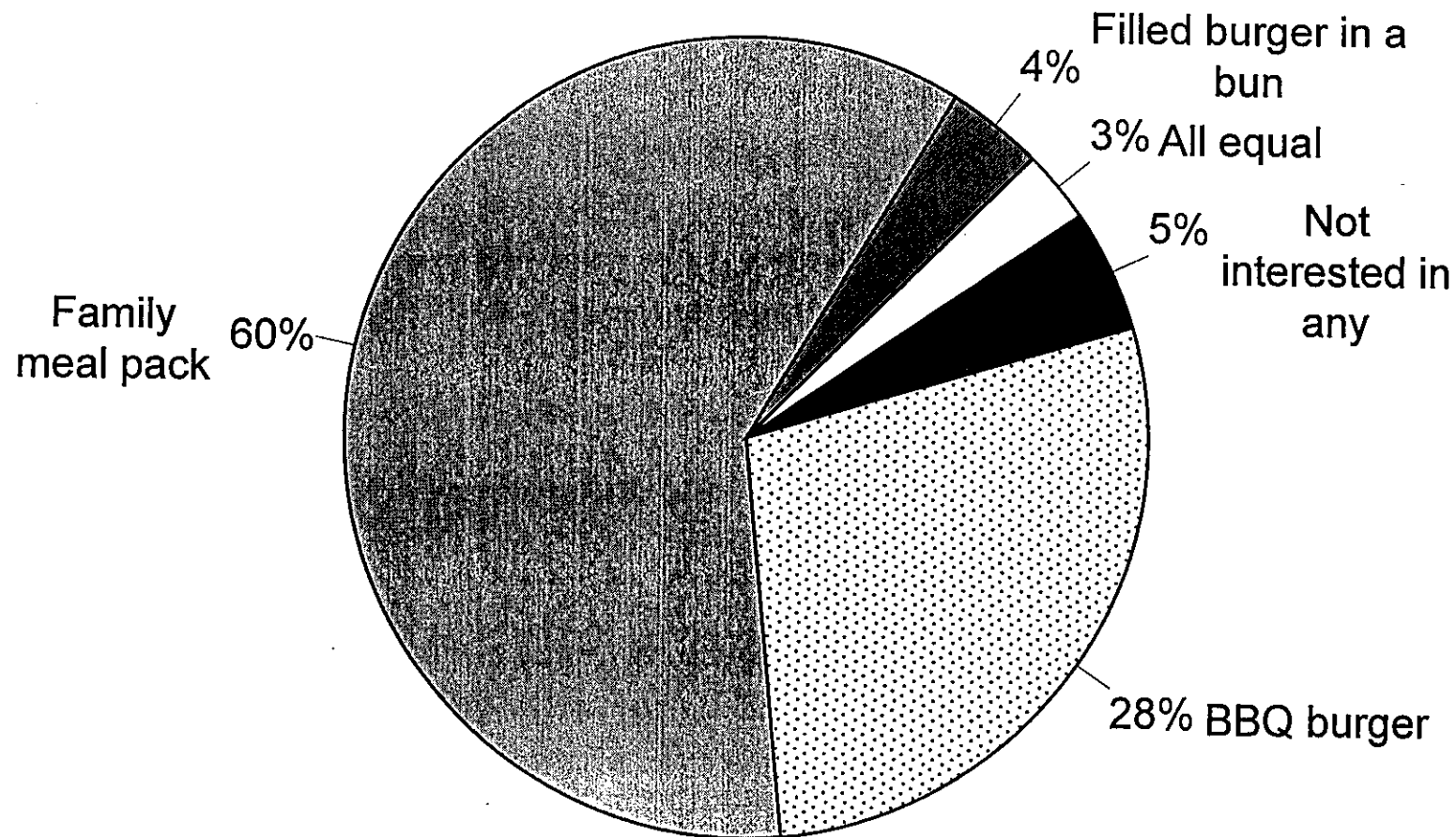
The **tables opposite** indicate perceptions of appropriate cooking methods for the rissole product.

For preparation, a large proportion of respondents are happy to oven bake, grill, fry or BBQ the filled rissoles. A much smaller proportion believe microwave cooking is appropriate.

As illustrated in **table 6b**, only one quarter or so of respondents would find the filled rissole concept more appealing if it were microwave cookable - suggesting that the product can be launched in a non microwavable form.

## **Section Two: Initial Reaction to the Usage Concepts for the Filled Rissole**

**Table : 7**  
**Product Usage Concept Preference Pre-Trial**



Brian Sweeney & Associates  
Base: Total sample

*Q. Now that you have seen the three ideas for the filled burger - which do you feel you would be interested most in buying?*



## Product Usage Concept Preference

Product usage preference is displayed ***opposite*** by the pie chart.

The family meal pack (60%) is by far the most popular usage concept.

Three in ten prefer the BBQ concept, while only 4% indicate the filled burger in a bun as their first preference.

**Table : 8**  
**Usage Concept Preference - by Demographics**

	Filled burger in a bun %	Family meal pack %	BBQ burger %
Total (256) .....	4	60	28
<b>Sex:</b>			
Male (34)* .....	3	47	44
Female (222) .....	5	62	26
<b>Age:</b>			
Less than 30 (78) .....	4	59	31
30 to 40 years (102) .....	3	62	29
40+ years (71) .....	6	59	23
<b>Frozen Burger Consumption:</b>			
Weekly or more (53) .....	6	66	25
Monthly (77) .....	6	56	32
Less often/never (126) .....	2	60	27
<b>Children in Household:</b>			
5 to 15 (217) .....	4	60	28
16 to 20 (63) .....	6	57	27
<b>Socio Economic:</b>			
White Collar (94) .....	2	55	37
Blue Collar (40)* .....	3	50	38
Not in workforce (120) .....	7	67	18

\* Denotes small sample sizes

Q. Now that you have seen the three ideas for the filled burger, which do you feel you would be most interested in buying?

As illustrated in **Table 8 opposite**, product usage concept preference varies slightly by demographics.

The family meal pack is more popular amongst females (62%) than males (47%). Conversely the BBQ product is more popular amongst males (44%) than females (26%) reinforcing the stereotypical male/BBQ connection.

**Table : 9**  
**Product Usage Concept Likelihood Purchase - Pre-Trial**

	Filled burger in a bun (256) %	Family meal pack (256) %	BBQ burger (256) %
Definitely would buy (4) .....	7	13	11
Very likely would buy (3) .....	9	27	21
Probably would buy (2) .....	21	35	30
Possibly would buy (1) .....	8	12	14
Probably would not buy (-1) .....	11	8	11
Very unlikely to buy (-2) .....	13	3	6
Definitely would not buy (-3) .....	30	3	7
<b>Total would definitely/very likely buy .....</b>	<b>16</b>	<b>40</b>	<b>32</b>
<b>Total would probably/possibly buy .....</b>	<b>29</b>	<b>47</b>	<b>44</b>
<b>Total would not buy .....</b>	<b>54</b>	<b>13</b>	<b>25</b>
Mean score (4 = excellent) .....	-0.21	(1.92)	1.32

*Base: Total sample*

Q. *This shows you one of the ways this new product might be sold in the supermarket. It's only a rough design at this stage - it's just intended to show you how the product could be packaged. Using this card please tell me how interested you would be in buying this product?*

## Product Usage Concept- Likelihood of Purchase

*Table 9 opposite* highlights pre-trial likelihood of the three usage concepts.

Four in ten respondents rate the family meal concept as either a definite or very likely buy, compared to 16% for the burger in a bun concept and 32% for the BBQ burger.

On mean ratings, the superiority of the family meal concept becomes obvious.

**Table : 10**  
**Percentage Definitely/Very Likely Buy**

	Filled burger in a bun %	Family meal pack %	BBQ burger %
Total (256) .....	16	40	32
<b>Sex:</b>			
Male (34)* .....	24	36	39
Female (222) .....	15	40	31
<b>Age:</b>			
Less than 30 (78) .....	16	30	30
30 to 40 years (102) .....	19	45	37
40+ years (71) .....	13	43	26
<b>Frozen Burger Consumption:</b>			
Weekly or more (53) .....	26	55	43
Monthly (77) .....	18	41	36
Less often/never (126) .....	10	32	23
<b>Children in Household:</b>			
5 to 15 (217) .....	16	39	31
16 to 20 (63) .....	16	40	29
<b>Socio Economic:</b>			
White Collar (94) .....	10	38	32
Blue Collar (40)* .....	23	45	41
Not in workforce (120) .....	15	38	28

\* Denotes small sample sizes

Q. Please tell me how interested you would be in buying this product?

The *table opposite* shows likelihood of purchase by demographics at the pre-test stage.

Males are slightly more positive (24%) about the burger in a bun concept than females (15%).

Extreme support for the family pack is weakest amongst the under 30's (30%) compared to their 30 to 40 years (45%) and 40+ (43%) counterparts.

Interest in all of the burger concepts increases with frozen burger consumption and is strongest amongst the blue collar workers.





## **The Usage Concepts in Detail**

**Table : 11**  
**Filled Burger in a Bun - Pre-Trial**

<b>Q. What would you expect to pay for a product like this in the supermarket?</b>	<b>(256) %</b>
Less than \$1.00 .....	10
Between \$1.01 and \$1.50 .....	32
Between \$1.51 and \$2.00 .....	36
Between \$2.01 and \$2.50 .....	14
Between \$2.51 and \$3.00 .....	3
\$3.00 or more .....	4
Mean price .....	\$1.81
<b>Q. What other products, if any, do you think it is similar to?</b>	
Microwave hamburgers .....	(15)
Pizza/Hot Pockets .....	(12)
Frozen hamburgers .....	10
Hamburgers .....	10
McDonalds .....	8
Cheeseburgers .....	5
None .....	(32)
All others less than 3%	
<b>Q. What type of people do you believe this product would mainly appeal to?</b>	
Adults .....	56
Young children .....	48
Teenagers .....	(73)
None .....	2
Others .....	3

*Base: Total sample*

## **Filled Burger in a Bun Concept - Pre-Trial**

Respondents were asked to rate the three usage concepts on a variety of pricing, merchandising and positioning elements as illustrated in the following pages.

### ***Price Expectation:***

The consumer expects to pay around \$1.80 for the filled burger in a bun.

### ***Similarity to Other Products:***

It is considered to be similar to microwave hamburgers (15%) and Pizza/Hot Pockets (12%) or frozen hamburgers (10%). However almost one in three respondents suggest that the product is unique stating that there is no similarity to other products.

### ***Types of People Would Appeal To:***

Although it is thought that the product would appeal to adults by 58% of the sample, and to young children by just under half, almost three quarters of respondents agree that teenagers would have the greatest level of appeal.

**Table : 11 (Cont...)**  
**Filled Burger in a Bun - Pre-Trial**

<b>Q. Where in the supermarket freezer would you expect to find this new product?</b>	<b>%</b>
Next to frozen hamburgers .....	72
Next to Pizza/Hot Pockets .....	18
Next to frozen Chicken Kiev, Corden Bleu, Parmigiana .....	4
All others less than 3%	
<b>Q. How many individual burgers would you prefer to have in a pack?</b>	
1 burger .....	①6
2 burgers .....	4
4 burgers .....	①5
5 to 6 burgers .....	7
7+ burgers .....	3
Don't know/not interested .....	54
<b>Q. If you did buy this product, would you most likely have it as...?</b>	
As an emergency .....	⑥8
Specific meal/occasion .....	14
Don't know/not interested .....	18
<b>Q. What meal do you think you might use this product for?</b>	
Lunch .....	④2
Evening meal .....	23
Late night meal or supper .....	11
Snack .....	④7
Don't know/not interested .....	5
<b>Q. And do you think you would use this new product on weekends or weekdays?</b>	
Weekends .....	⑤5
Weekdays .....	13
Both .....	23
Never .....	5
Not established .....	4

***Supermarket Shelf Location:***

Clearly the vast majority (72%) of consumers would expect the burger in a bun to be located next to the frozen hamburgers. A significant minority (18%) expect them to be located next to Pizza/Hot Pockets.

***Number of Burgers in the Pack:***

Respondents either expect one (16%) or four (15%) units of product in each pack. More than half however are not interested or don't know.

***Consumption Occasion:***

More than two thirds of respondents agree that the burger in a bun is most likely to be used as an "emergency" meal, most often as lunch (42%), or a snack (47%), and predominantly on weekends.

**Table : 12**  
**Family Meal Pack - Pre-Trial**

<b>Q. What would you expect to pay for a product like this in the supermarket?</b>	<b>%</b>
Under \$3.00 .....	5
\$3.00 to \$3.49 .....	16
\$3.50 to \$3.99 .....	13
\$4.00 to \$4.49 .....	18
\$4.50 to \$4.99 .....	17
\$5.00 to \$5.49 .....	17
\$5.50 to \$5.99 .....	5
\$6.00+ .....	8
Mean Price .....	\$4.39
<b>Q. What other products, if any, do you think it is similar to?</b>	
Frozen hamburgers .....	20
Pizza/Hot Pockets .....	10
Hamburgers .....	9
Fish Fingers .....	4
Chicken Kiev/Parmigiana .....	3
None .....	46
All others 3% or less	
<b>Q. What type of people do you believe this product would mainly appeal to?</b>	
Adults .....	86
Young children .....	74
Teenagers .....	71
Everyone .....	5
All others 1% or less	

*Base: Total sample*

# **Family Meal Concept**

## ***Price Expectation:***

Respondents expect to pay around \$4.40 for the family meal filled rissole pack, however responses range quite markedly between \$3.00 and \$5.50.

## ***Similarity to Other Products:***

The family rissole pack is perceived to be most like frozen hamburgers (20%) or pizza pockets (10%) or hamburgers (9%). However, 46% of the total sample could not suggest what other products it is like, thus there is a sense of uniqueness about it.

## ***Types of People Would Appeal To:***

The family filled rissole product is perceived to have broad based appeal to adults (86%), young children (74%) and teenagers (72%).

**Table : 12 (Cont...)**  
**Family Meal Pack - Pre-Trial**

<b>Q. Where in the supermarekt freezer would you expect to find this new product?</b>	<b>%</b>
Next to frozen hamburger products .....	(83)
Next to Chicken Kiev, Cordon Bleu, Parmigiana .....	9
Next to Pizza Hot Pockets .....	3
Next to frozen pizza .....	2
Next to Fish Fingers .....	2
<b>Q. How many individual burgers would you prefer to have in a pack?</b>	
4 burgers .....	4
6 burgers .....	22
8 burgers .....	(52)
over 8 burgers .....	9
Don't know .....	13
<b>Q. If you did buy this product, would you most likely have it as...?</b>	
As an emergency .....	58
Specific meal/occasion .....	34
Don't know/not interested .....	7
<b>Q. What meal do you think you might use this product for?</b>	
Lunch .....	30
Evening meal .....	(77)
Late night meal/supper .....	5
Snack .....	10
Don't know/not interested .....	1
<b>Q. And, do you think you would use this new product on weekends or weekdays?</b>	
Weekends .....	40
Weekdays .....	32
Both .....	27



***Supermarket Shelf Location:***

The vast majority (83%) expect to find the family filled rissoles next to the frozen hamburger products.

***Number of Burgers in Each Pack:***

Preferences indicate that the most popular box size for the family meal pack is eight.

***Consumption Occasion:***

More than half (58%) agree that the family rissole would be best used as an emergency meal, however one third would also use the product for a specific or special meal occasion.

The filled rissole family product is most appealing as an evening meal (77% support) compared to lunch (30%) and snack (10%).

Preferences for using the product on weekends or weekdays is virtually split (40% and 32% respectively) and around three in ten suggest that they would use the product both on weekends and weekdays.

**Table : 13**  
**BBQ Burger - Pre-Trial**

<b>Q. What would you expect to pay for a product like this in the supermarket?</b>	<b>%</b>
Less than \$2.50 .....	11
\$2.50 to \$2.99 .....	19
\$3.00 to \$3.49 .....	22
\$3.50 to \$3.99 .....	18
\$4.00 to \$4.49 .....	14
\$4.50 to \$4.99 .....	7
\$5.00+ .....	6
Mean Price .....	\$3.36
<b>Q. What other products, if any, do you think it is similar to?</b>	
Frozen hamburgers .....	18
Hamburgers .....	12
Pizza Hot Pockets .....	7
Chicken Kiev/Parmigiana .....	3
Rissoles .....	2
Meat Patties .....	2
Fish Fingers .....	2
None .....	51
<b>Q. What type of people do you believe this product would mainly appeal to?</b>	
Adults .....	82
Young children .....	66
Teenagers .....	68
Everyone .....	5
Don't know/not interested .....	4

## **BBQ Burger Concept - Pre-Trial**

### ***Price Expectation:***

Price expectations for the BBQ burger are widespread with the bulk of responses between \$2.50 and \$4.50.

### ***Similarity to Other Products:***

Although 18% suggest there is a similarity between the filled rissoles and frozen hamburgers, and 12% see similarity with regular hamburgers, more than half could not suggest one product that the filled rissoles are similar to.

### ***Types of People Would Appeal To:***

The family filled rissole is similar to the BBQ product in that it has broad based appeal to adults (82%), young children (66%) and teenagers (68%).

**Table : 13 (Cont...)  
BBQ Burger - Pre-Trial**

<b>Q. Where in the supermarket freezer would you expect to find this new product?</b>	<b>%</b>
Next to frozen hamburger products .....	85
Next to frozen Chicken Kiev, Cordon Bleu, Parmigiana .....	8
Next to frozen pizza .....	2
Nest to Fish Fingers .....	2
Next to Pizza Hot Pockets .....	2
Other .....	2
<b>Q. How many individual burgers would you prefer to have in a pack?</b>	
4 burgers .....	15
6 burgers .....	26
8 burgers .....	26
9 to 12 burgers .....	7
Don't know .....	26
<b>Q. If you did buy this product would you most likely have it as...?</b>	
As an emergency .....	55
Specific meal/occasion .....	34
Don't know/not interested .....	10
<b>Q. What meal do you think you might use this product for?</b>	
Lunch .....	51
Evening meal .....	59
Late night meal/supper .....	5
Snack .....	13
Don't know/not interested .....	4
<b>Q. And, do you think you would use this new product on weekends or weekdays?</b>	
Weekends .....	61
Weekdays .....	16
Both .....	17

***Supermarket Shelf Location:***

Overwhelmingly (85%) respondents would expect to find the new BBQ product next to the frozen hamburgers in the supermarket.

***Number of Burgers in Each Pack:***

Either a six or eight pack could be successful in the BBQ burger variant.

***Consumption Occasions:***

More than half (55%) of respondents would use the BBQ filled rissoles as an emergency meal, compared to 34% who would plan a specific meal or occasion.

Lunch or an evening meal is the most likely timing for consumption, predominantly (61%) on weekends compared to 16% who would consume only on weekdays.

## **Section Three: The Taste Test**

**Table : 14**  
**Overall Rating of Filled Rissole - Taste Test**

	Beef with mild cheese and mustard (256) %	Beef with spicy tomato (256) %
Excellent (4) .....	12	10
Very good (3) .....	28	29
Quite good (2) .....	27	24
Reasonably good (1) .....	19	21
Neither good/nor poor (0) .....	8	7
Slightly poor (-1) .....	4	5
Poor (-2) .....	3	3
<b>Total excellent/very good .....</b>	<b>39</b>	<b>39</b>
<b>Total quite good/reasonably good .....</b>	<b>46</b>	<b>46</b>
<b>Total poor .....</b>	<b>7</b>	<b>8</b>
Mean score .....	1.93	1.86

*Base: Total sample*

*Q. Taking everything into account, how would you rate this product overall?*

## **Overall Rating of the Filled Rissole Flavour Variants**

**Table 14** shows respondent ratings of the two product flavours overall.

Both flavours are positively assessed, with around four in ten rating the product as extremely or very good for **both** products. A large proportion (46%) report intermediate support for both flavours, while less than one in ten respondents rate the flavours as poor.

In our experience this is an excellent result.



**Table : 15**  
**Overall Rating of Filled Rissolo - Taste Test**

	Beef with mild cheese & mustard #	Beef with spicy tomato #
<b>Total (256)</b> .....	<b>1.93</b>	<b>1.86</b>
<b>Sex:</b>		
Male (34)* .....	1.94	1.79
Female (222) .....	1.92	1.87
<b>Age:</b>		
Less than 30 (78) .....	1.73	1.77
30 to 40 years (102) .....	1.86	1.74
40+ years (71) .....	(2.14)	(2.11)
<b>Frozen Burger Consumption:</b>		
Weekly or more (53) .....	(2.32)	(2.02)
Monthly (77) .....	1.62	1.61
Less often/never (126) .....	1.94	1.95
<b>Children in Household:</b>		
5 to 15 (217) .....	1.88	1.83
16 to 20 (63) .....	2.05	1.98
<b>Socio Economic:</b>		
White Collar (94) .....	1.84	1.86
Blue Collar (40)* .....	(2.22)	(2.17)
Not in workforce (120) .....	1.92	1.77

\* Denotes small sample sizes

Q. Taking everything into account, how would you rate this product overall?

**The table opposite** indicates overall ratings of the two flavour variants.

Both flavours tend to appeal to 40+ respondents and the frequent burger consumers more than other sub samples. The two "variants" are also slightly more popular amongst blue collar workers.

Other family members who tested the product were slightly less supportive of the two product variants...

	BEEF WITH MILD CHEESE & MUSTARD	BEEF WITH SPICY TOMATO
TOTAL SAMPLE (256) .....	1.93	1.86
OTHER MEMBERS OF THE HOUSEHOLD (283) .....	1.50	1.51
AGE:		
5 TO 10 YEARS .....	↓ 1.16	↓ 1.08
11 TO 15 YEARS .....	↓ 1.74	↓ 1.46
16 TO 20 YEARS .....	↓ 1.83	↓ 1.91

It appears that support for the two variants increases with age.

**Table : 16**  
**Likelihood of Purchase - Post Trial Taste Test**

	Beef with mild cheese and mustard (256) %	Beef with spicy tomato (256) %
Definitely would buy (4) .....	13	12
Very likely would buy (3) .....	20	24
Probably would buy (2) .....	20	14
Possibly would buy (1) .....	21	22
Probably would not buy (-1) .....	10	13
Very unlikely to buy (-2) .....	7	7
Definitely would not buy (-3) .....	8	7
<b>Total would definitely/very likely buy .....</b>	<b>33</b>	<b>36</b>
<b>Total would probably/possibly buy .....</b>	<b>41</b>	<b>36</b>
<b>Total would not buy .....</b>	<b>25</b>	<b>27</b>

*Base: Total sample*

Q. *How likely would you be to buy this product if it were available in the supermarket?*

## Likelihood of Purchase - Post-Trial

**Table 16** gives an indication of likelihood of purchase for the two flavour variants.

Around one third would definitely or very likely buy the new product - an exceptional result.

Intermediate support (probably/possibly buy) is consistently high for both product variants, 41% support for the mustard variety and 36% for the tomato alternative.

Around one quarter would "*not buy*" both variants.

**Table : 17**  
**Likelihood of Purchase - Definitely/Very Likely Purchase**

	Beef with mild cheese & mustard %	Beef with spicy tomato %
<b>Total (256)</b> .....	33	36
<b>Sex:</b>		
Male (34)* .....	27	33
Female (222) .....	34	37
<b>Age:</b>		
Less than 30 (78) .....	26	34
30 to 40 years (102) .....	34	39
40+ years (71) .....	37	32
<b>Frozen Burger Consumption:</b>		
Weekly or more (53) .....	44	44
Monthly (77) .....	27	37
Less often/never (126) .....	35	32
<b>Children in Household:</b>		
5 to 15 (217) .....	32	35
16 to 20 (63) .....	30	42
<b>Socio Economic:</b>		
White Collar (94) .....	29	34
Blue Collar (40)* .....	45	48
Not in workforce (120) .....	32	34

\* Denotes small sample sizes

Q. How likely would you be to buy this product if it were available in the supermarket?

The ***table opposite*** shows the combined percentages of definitely and very likely purchase by demographics.

A consistent trend has emerged that frequent frozen hamburger users and blue collar workers, rated the new products slightly more favourably across the board than the balance of the sample, and likelihood of purchase is no exception.

Weekly or more often frozen hamburger users, and blue collar workers are more likely to be definitely or very likely to purchase both flavour variants.

**Table : 18a**  
**Appearance**

	Beef with mild cheese & mustard %	Beef with spicy tomato %
Excellent (4) .....	13	14
Very good (3) .....	36	34
Quite good (2) .....	28	29
Reasonably good (1) .....	14	14
Neither/Nor (0) .....	4	4
Slightly poor (-1) .....	2	3
Poor (-2) .....	4	2
<b>Total excellent/very good</b> .....	<b>48</b>	<b>48</b>
<b>Total quite/reasonably good</b> .....	<b>42</b>	<b>43</b>
<b>Total poor</b> .....	<b>6</b>	<b>5</b>
<b>Mean score</b> .....	<b>2.19</b>	<b>2.21</b>

Q. *How would you rate the appearance of the product once cooked?*

**Table : 18b**  
**Taste of Meat**

	Beef with mild cheese & mustard %	Beef with spicy tomato %
Excellent (4) .....	16	13
Very good (3) .....	30	32
Quite good (2) .....	30	29
Reasonably good (1) .....	16	16
Neither/Nor (0) .....	4	5
Slightly poor (-1) .....	2	3
Poor (-2) .....	2	2
<b>Total excellent/very good</b> .....	<b>46</b>	<b>45</b>
<b>Total quite/reasonably good</b> .....	<b>46</b>	<b>45</b>
<b>Total poor</b> .....	<b>4</b>	<b>5</b>
<b>Mean score</b> .....	<b>2.24</b>	<b>2.17</b>

Q. *How would you rate the taste of the meat?*

## Assessment of Product Attributes

The two flavour variants were assessed on a variety of product attributes as is illustrated *opposite* and on the following pages.

### ***Appearance:***

Overall appearance of the two products is similar. Both receive a mean rating somewhere between very good and quite good. (2.19 for the mustard, 2.21 tomato.)

### ***Taste of Meat:***

Once again both flavour variants receive similar rating, and are fairly positively assessed on taste of the meat. (2.24 mustard and 2.17 tomato.)



**Table : 18c**  
**Strength of Taste of Sauce**

	<b>Beef with mild cheese &amp; mustard %</b>	<b>Beef with spicy tomato %</b>
Much too strong (3) .....	3	3
Somewhat too strong (2) .....	5	5
A little too strong (1) .....	11	14
About right (0) .....	60	59
A little too bland (-1) .....	16	14
Somewhat too bland (-2) .....	2	2
Much too bland (-3) .....	3	4
<b>Total too strong</b> .....	<b>19</b>	<b>21</b>
<b>Total too bland</b> .....	<b>21</b>	<b>19</b>
Mean (10 = perfect) .....	0.02	0.05

Q. *How would you rate the strength of the taste of the sauce?*

**Table : 18d**  
**Overall Taste of Sauce**

	<b>Beef with mild cheese &amp; mustard %</b>	<b>Beef with spicy tomato %</b>
Excellent .....	11	6
Very good .....	23	26
Quite good .....	29	29
Reasonably good .....	18	19
Neither good nor poor .....	9	8
Slightly poor .....	6	7
Poor .....	4	5
<b>Total excellent/very good</b> .....	<b>34</b>	<b>32</b>
<b>Total quite/reasonably good</b> .....	<b>47</b>	<b>47</b>
<b>Total poor</b> .....	<b>10</b>	<b>13</b>
Mean (4 = perfect) .....	1.76	1.61

Q. *How would you rate the taste of the sauce overall?*

***Strength of the Taste of the Sauce:***

The strength of the taste of the sauce for both the mustard and tomato variant are extremely positive with a near perfect mean score (0.02 and 0.05 respectively, 0 = perfect score).

***Overall Taste of Sauce:***

The overall rating of the taste of both the sauces was positive. It appears that the mild mustard cheese sauce rates slightly better (1.76) than the spicy tomato (1.61).

**Table : 18e**  
**Amount of Sauce**

	<b>Beef with mild cheese &amp; mustard %</b>	<b>Beef with spicy tomato %</b>
Much too much (3) .....	2	3
Somewhat too much (2) .....	2	3
Little too much (1) .....	14	12
About right (0) .....	64	68
Just not enough (-1) .....	13	11
Not quite enough (-2) .....	4	2
Not enough (-3) .....	0	1
<b>Total too much</b> .....	<b>19</b>	<b>18</b>
<b>Total not enough</b> .....	<b>16</b>	<b>14</b>
<b>Mean score</b> .....	<b>0.05</b>	<b>0.08</b>

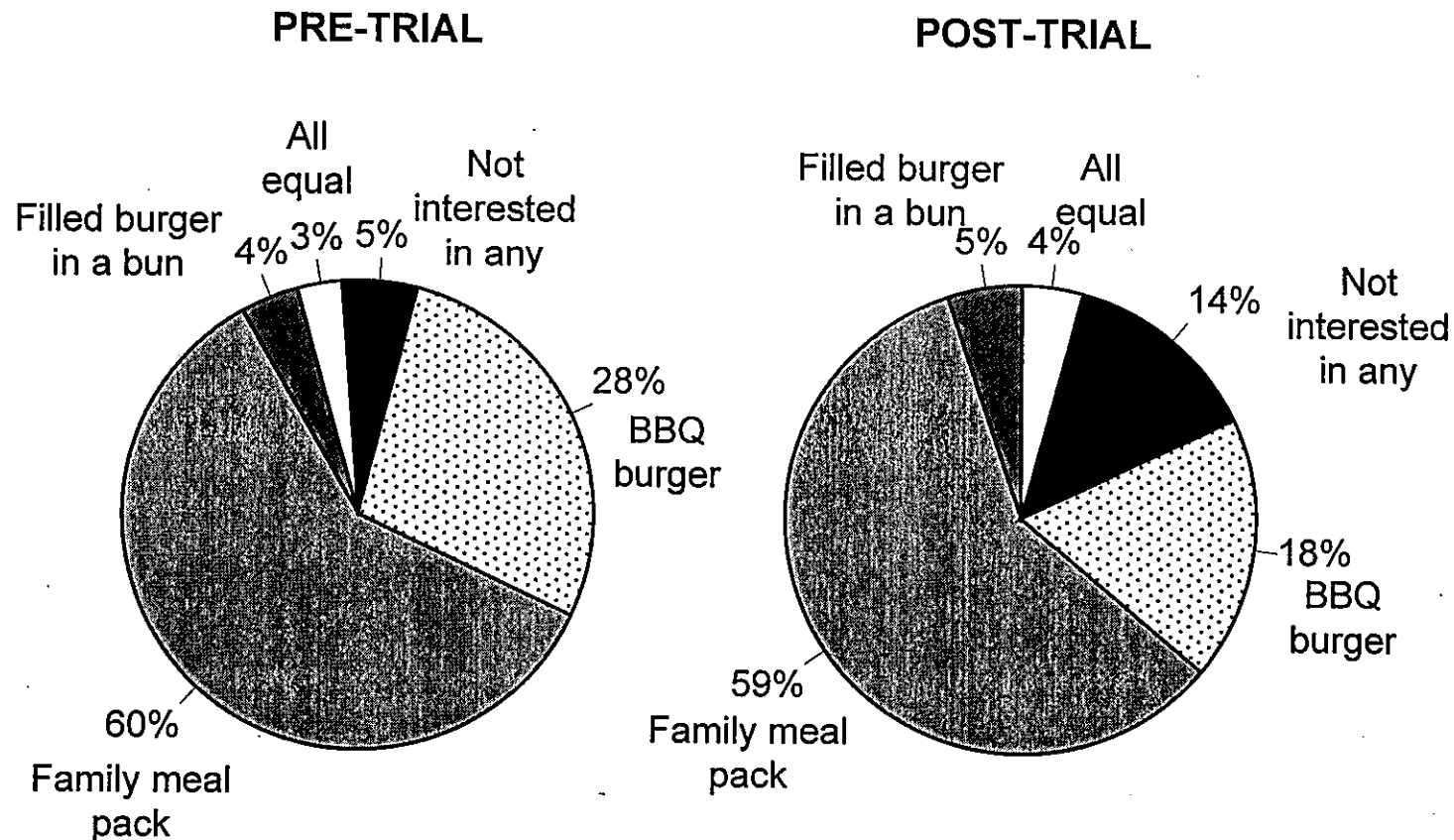
**Q.**     *How would you rate the amount of sauce?*

***Amount of Sauce:***

Both the mild mustard and cheese and spicy tomato sauces receive a near perfect score for the volume of sauce in each product. (0.05 and 0.08 respectively, 0 = perfect score.)

## **Section Four: Post-Trial Assessment**

**Table : 19**  
**Purchase Preference - Usage Concept**



*Q. Now that you have seen the three ideas for the filled burger - which do you feel you would be most interested in buying?*

*Q. Now that you have again seen the three ideas for the filled burger, and sampled the product itself - which do you feel you would be most interested in buying?*

Brian Sweeney & Associates  
 Base: Total sample

## Preference for Usage Concept - Post-Trial

The *table opposite* indicates post-trial preferences compared to pre-trial preferences.

Encouragingly, the family meal pack retains its appeal after taste testing, with almost six in ten rating it as their usage preference.

The BBQ product loses some ground after trial (28% to 18% post-trial). The filled burger in a bun remains the least popular preference.

**Table : 20**  
**Overall Preference - by Demographics**

	Filled burger in a bun %	Family meal pack %	Filled BBQ burger %
<b>Total (256)</b> .....	<b>5</b>	<b>59</b>	<b>18</b>
<b>Sex:</b>			
Male (34)* .....	6	47	26
Female (222) .....	5	61	17
<b>Age:</b>			
Less than 30 (78) .....	6	53	19
30 to 40 years (102) .....	3	63	21
40+ years (71) .....	4	61	14
<b>Frozen Burger Consumption:</b>			
Weekly or more (53) .....	6	58	25
Monthly (77) .....	9	60	14
Less often/never (126) .....	2	60	17
<b>Children in Household:</b>			
5 to 15 (217) .....	5	60	18
6 to 20 (63) .....	3	54	22
<b>Socio Economic:</b>			
White Collar (94) .....	3	52	27
Blue Collar (40)* .....	3	65	15
Not in workforce (120) .....	6	64	13

\* Denotes small sample sizes

Q. Which would you be most interested in buying?



Post-test product usage concept preferences by demographics are illustrated **opposite**.

There are few differences between demographics for overall preference. Females are slightly more receptive to the family burger concept than males (61% compared to 47%).

White collar workers favourably assess the BBQ burger slightly more frequently than blue collar counterparts.

**Table : 21A**  
**Likelihood of Purchase - Post Trial Usage Concept**

	Burger in a bun pack (256) %	Family pack (256) %	BBQ packaging (256) %
Definitely would buy (4) .....	4	21	9
Very likely would buy (3) .....	9	24	20
Probably would buy (2) .....	13	22	21
Possibly would buy (1) .....	9	11	14
Probably would not buy (-1) .....	10	7	11
Very unlikely to buy (-2) .....	11	4	8
Definitely would not buy (-3) .....	45	11	17
<b>Total definitely/very likely buy .....</b>	<b>13</b>	<b>45</b>	<b>29</b>
<b>Total probably/possibly buy .....</b>	<b>22</b>	<b>33</b>	<b>35</b>
<b>Total would not buy .....</b>	<b>66</b>	<b>22</b>	<b>36</b>
Mean (4 = excellent) .....	-0.88	1.62	-0.73
<b>Note : (Pretrial Ratings)</b>			
Total would definitely/probably buy .....	16	40	32
Total would probably/possibly buy .....	29	47	44
Total would not buy .....	54	13	25
Mean (4 = excellent) .....	-0.21	1.92	1.32

*Base: Total sample*

*Q. This shows you one of the ways this product could be sold. Now that you've tried the burgers, we are again interested in your reaction. Using this card, how interested would you be in buying this product?*

## Likelihood of Purchase - Post-Trial

It is interesting to note the differences in likelihood of purchase between the pre-test and post-test stages.

The burger in a bun remains the lowest likelihood of purchase and actually slips further post trial.

The family filled burger remains the most popular likely purchase, slipping only slightly from the pre-test stage. It is interesting to note however, the following for the family product...

	PRE-TEST %		POST-TEST %
TOTAL DEFINITELY/VERY LIKELY BUY .....	40	→	45
TOTAL PROBABLY/POSSIBLY BUY .....	47	←	33
TOTAL WOULD NOT BUY .....	13	→	22
MEAN SCORE .....	1.92	→	1.62

The total definitely/very likely buy has actually increased after trial, which is extremely encouraging. The reason for a decrease in mean rating is due to a slip in intermediate support, and would "not buy".

**Table : 21B**  
**Likelihood of Purchase - Post-Trial Concept Test**

	Total Definitely/Very Likely Buy		
	Filled burger in a bun %	Family meal pack %	BBQ burger %
<b>Total (256)</b> .....	<b>13</b>	<b>45</b>	<b>29</b>
<b>Sex:</b>			
Male (34)* .....	18	33	33
Female (222) .....	13	(47)	28
<b>Age:</b>			
Less than 30 (78) .....	9	37	25
30 to 40 years (102) .....	16	51	33
40+ years (71) .....	13	44	27
<b>Frozen Burger Consumption:</b>			
Weekly or more (53) .....	(28)	(58)	(47)
Monthly (77) .....	9	42	24
Less often/never (126) .....	9	41	23
<b>Children in Household:</b>			
5 to 15 (217) .....	15	45	27
6 to 20 (63) .....	7	44	28
<b>Socio Economic:</b>			
White Collar (94) .....	9	(39)	23
Blue Collar (40)* .....	(23)	51	(43)
Not in workforce (120) .....	12	47	27

\* Denotes small sample sizes

## Likelihood of Purchase - Post-Trial by Demographics

Likelihood of purchase by demographics is illustrated in the *table opposite*.

Females are more likely to be interested in purchasing the family rissole product than males.

Consistent with the previous findings regular frozen hamburger consumers are more likely to suggest that they will purchase all three product usage concepts, than less frequent frozen hamburger consumers.

Blue collar workers are clearly more interested in the burger in a bun and BBQ concepts than their white collar or not in workforce counterparts. Likelihood of purchase for the family rissole product is slightly lower amongst white collar workers.

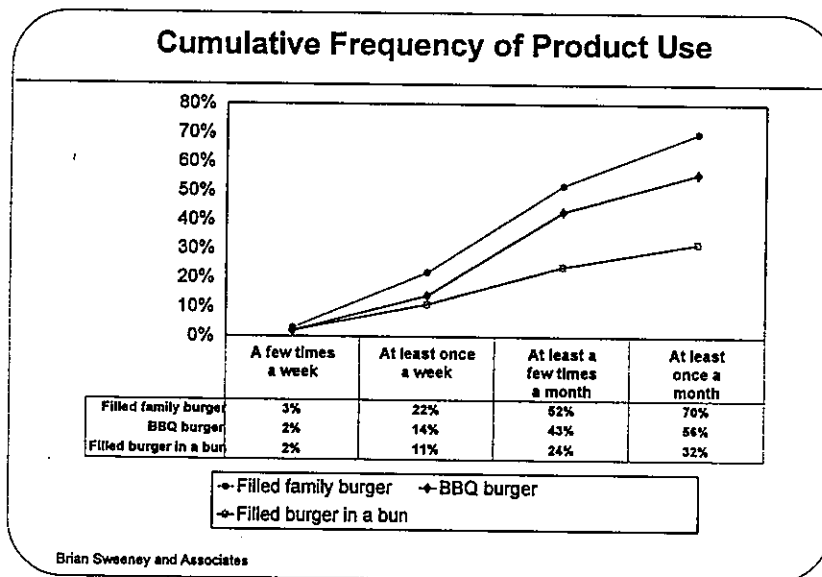
**Table : 22**  
**Frequency of Use**

	<b>Filled burger in a bun %</b>	<b>Family meal pack %</b>	<b>BBQ burger %</b>
A few times a week .....	2	3	2
Once a week .....	9	19	12
A few times a month .....	13	30	29
Once a month .....	8	18	13
Less often .....	69	31	43

## Frequency of Product Usage

The **tables opposite and overleaf** indicate projected frequency of purchase for the three product usage concepts.

The **graph below** illustrates a cumulative frequency of product usage for the three varieties...



This graph gives an indication of the dominance of the family burger translated into projected product purchases. The filled family burger is particularly strong at the "at least once a week" usage stage, which is the most important in terms of volume of sales.

It is interesting to note that almost seven in ten respondents would purchase the burger in a bun less frequently than once a month or never. Forty three percent of the sample would infrequently or never purchase the BBQ product compared to 31% for the family product.

**Table : 23**  
**Frequency of Use**

	At least once a month		
	Filled burger in a bun %	Family meal pack %	BBQ burger %
<b>Total (256)</b> .....	<b>31</b>	<b>69</b>	<b>57</b>
<b>Sex:</b>			
Male (34)* .....	44	73	74
Female (222) .....	29	68	54
<b>Age:</b>			
Less than 30 (78) .....	31	65	55
30 to 40 years (102) .....	31	72	60
40+ years (71) .....	33	69	55
<b>Frozen Burger Consumption:</b>			
Weekly or more (53) .....	④5	⑧1	⑦2
Monthly (77) .....	34	66	49
Less often/never (126) .....	24	66	55
<b>Children in Household:</b>			
5 to 15 (217) .....	32	68	55
6 to 20 (63) .....	27	69	62
<b>Socio Economic:</b>			
White Collar (94) .....	27	67	58
Blue Collar (40)* .....	29	⑦7	⑥7
Not in workforce (120) .....	34	68	53

\* Denotes small sample sizes



## Frequency of Use by Demographics

The *table opposite* indicates the percentage of respondents who would purchase each of the usage concepts at least monthly.

Weekly or more often frozen burger consumers are more likely than average to suggest that they will purchase all three usage concepts monthly or more. Blue collar workers also show an increased projected frequency of purchase across the board for the three concepts.

**Table : 24**  
**Rating of Appropriate Branding - Post-Test Usage Concepts**

	Filled burger in a bun %	Family meal pack %	Filled BBQ burger %
<b>FRIST PREFERENCE:</b>			
Four 'n' Twenty .....	7	7	7
Herbert Adams .....	(27)	(35)	(32)
Easy burger .....	(39)	(28)	(30)
Birds Eye .....	2	4	4
Burger Pocket .....	22	24	26
<b>TOTAL APPROPRIATE:</b>			
Four 'n' Twenty .....	32	34	30
Herbert Adams .....	(60)	(67)	(64)
Easy burger .....	(68)	(61)	(63)
Birds Eye .....	34	38	35
Burger Pocket .....	52	49	50

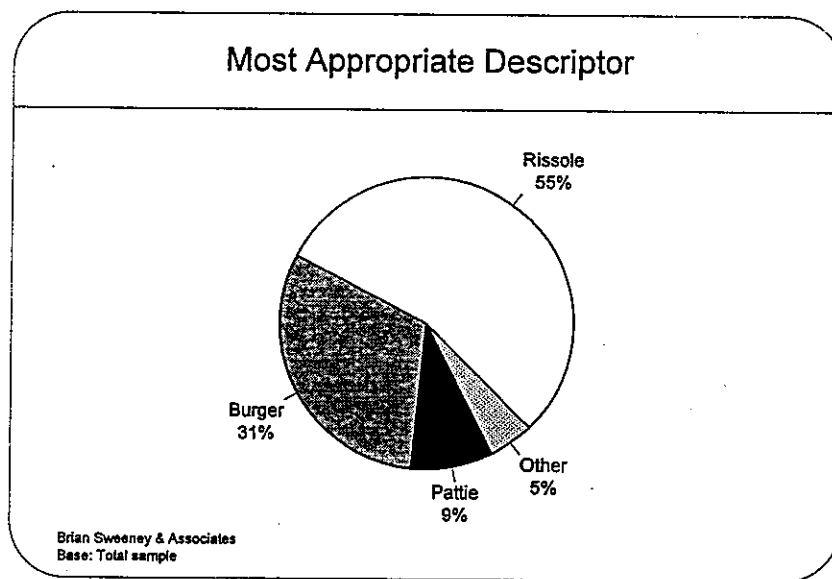
## Rating of Appropriate Branding

The **table opposite** indicates first preference for the product branding and total appropriateness.

In all product usage concepts there is a high level of support for branding the new product "*Herbert Adams*" or "*Easy Burger*". Herbert Adams is particularly strong as a first preference for the family filled burger.

The "*burger pocket*" concept is also quite popular as a first preference (24%) for the family filled burger.

Respondents were also asked what word they would use to describe the concept overall. As illustrated **below** the word "*Rissole*" is deemed to be most appropriate by more than half the sample (55%)...



A significant minority (31%) suggest that "*burger*" is the best name.

## Serving Suggestions

Respondents were asked to suggest what they would serve the new filled rissoles with if they were available on the market. Their responses are illustrated below...

	(256) %
SALAD .....	70
VEGETABLES .....	58
CHIPS AND FRIES	47
IN BREAD/ROLLS .....	30
MASHED POTATO .....	12
AT A BBQ .....	9
POTATOES (GENERAL) .....	6
EGGS .....	5
ALL OTHERS 2% OR LESS	
Q. NOW THAT YOU HAVE TRIED THE PRODUCT, WHAT WOULD YOU IMAGINE YOU WOULD SERVE IT WITH?	

Salads (70%) and vegetables (58%) are the most popular accompaniments. A substantial 47% would serve the rissoles with chips/fries, while 30% would serve the filled rissoles in bread or a bun.

**Section Five:**  
**The Usage Concepts in Detail**  
**Post-Trial - Indepth Positioning**  
**Analysis**

**Table : 25**  
**Likelihood of Purchase/Price Sensitivity to the Filled Burger in a Bun**

	Pre-Trial (price not specified)	\$1.30 %	\$1.60 %	\$2.00 %	\$2.60 %
Definitely would buy .....	7	19	13	6	2
Very likely would buy .....	9	7	5	6	1
Probably would buy .....	21	13	9	6	2
Possibly would buy .....	8	9	9	4	3
Probably would not buy .....	11	5	9	5	8
Very unlikely to buy .....	13	8	7	11	6
Definitely would not buy .....	30	39	48	61	77
<b>Total definitely/very likely buy .....</b>	<b>16</b>	<b>26</b>	<b>18</b>	<b>12</b>	<b>3</b>
<b>Total probably/possibly buy .....</b>	<b>29</b>	<b>22</b>	<b>18</b>	<b>10</b>	<b>5</b>
<b>Total would not buy .....</b>	<b>54</b>	<b>52</b>	<b>63</b>	<b>78</b>	<b>92</b>

**Q.**     *How interested would you be in buying this product.*

## **Filled Burger in a Bun - Likelihood of Purchase/Price Sensitivity**

The burger in a bun concept is extremely price sensitive.

At \$1.30, one quarter would purchase the product (an increase on the original pre-trial assessment), however at an increase of 30¢, the total definitely/very likely buy slips eight percentage points, which in real terms is a fall of one third of the potential market. Similar drop off rates are recorded for each increase in price.

**Table : 26**  
**Filled Burger in a Bun - Post-Trial**

	Pre-Trial %	Post-Trial %
<b>Q. What would you expect to pay for a product like this in the supermarket?</b>		
Less than \$1.00 .....	10	6
Between \$1.01 and \$1.50 .....	32	39
\$1.51 and \$2.00 .....	36	33
\$2.01 and \$2.50 .....	14	13
\$2.51 and \$3.00 .....	3	4
\$3.00+ .....	4	1
Mean Price .....	\$1.81	\$1.78
<b>Q. If you did buy this product, what product, if any, would it replace?</b>		<b>%</b>
Hamburgers .....		15
Another quick meal/snack food .....		13
Pies/Pasties .....		13
Frozen hamburgers .....		9
Pizza/Pizza pockets .....		8
McDonalds .....		5
Rissoles .....		3
Nothing .....		38
<b>Q. Would you prefer to buy this product frozen or just chilled?</b>		
Frozen .....		30
Chilled .....		3
Not interested/Don't know .....		67



### ***Price Expectation:***

Price expectation remains fairly consistent between the pre and post test. Respondents expect to pay around \$1.80 for the filled burger in a bun.

### ***Replacement Potential:***

Hamburgers (15%), other quick meals/snacks (13%) and pies and pasties (13%) are top of the list of products the filled burger in a bun will replace. Almost four in ten respondents could not suggest any replacement products.

### ***Preference for Product Storage:***

Ten times as many people would prefer the product frozen as would fresh (30% vs 3%). Two thirds of respondents are not interested or could not decide.

**Table : 27**  
**Likelihood of Purchase of Family Meal Pack at Various Price Points**

	Pre-Trial (price not specified)	\$3.75 %	\$4.50 %	\$5.50 %	\$6.50 %
Definitely would buy .....	13	38	26	9	2
Very likely would buy .....	27	18	13	8	4
Probably would buy .....	35	11	11	9	4
Possibly would buy .....	12	8	5	5	4
Probably would not buy .....	8	5	12	10	7
Very unlikely to buy .....	3	7	9	12	6
Definitely would not buy .....	3	13	23	46	73
<b>Total definitely/very likely buy .....</b>	<b>40</b>	<b>56</b>	<b>39</b>	<b>17</b>	<b>6</b>
<b>Total probably/possibly buy .....</b>	<b>47</b>	<b>19</b>	<b>16</b>	<b>15</b>	<b>8</b>
<b>Total would not buy .....</b>	<b>13</b>	<b>25</b>	<b>45</b>	<b>68</b>	<b>86</b>

Q. *How interested would you be in buying this product at the price of...?*

## **Family Meal Pack - Likelihood of Purchase/Price Sensitivity**

Likelihood of purchase polarises between the pre and post test stages. The pre-test results indicate a high level of intermediate likelihood of purchase, however post-test and at a variety of price points, respondents show a tendency to have extreme responses (i.e. definitely/very likely buy versus not buy).

The family meal pack is sensitive to price. At \$3.75 more than half of the sample indicate that they will definitely/very likely buy the product. This drops to 39% at a price point of \$4.50. The \$4.50 point also brings the total definitely/very likely buy in line with the pre-test result.

**Table : 28**  
**Family Meal Pack - Post-Trial**

	<b>Pre-Trial %</b>	<b>Post-Trial %</b>
<b>Q. What would you expect to pay for a product like this in the supermarket?</b>		
Under \$3.00 .....	5	4
\$3.00 to \$3.49 .....	16	10
\$3.50 to \$3.99 .....	13	16
\$4.00 to \$4.49 .....	18	16
\$4.50 to \$4.99 .....	17	17
\$5.00 to \$5.49 .....	17	18
\$5.50 to \$5.99 .....	5	10
\$6.00+ .....	8	7
Mean Price .....	\$4.39	\$4.48
<b>Q. If you did buy this product, what other product, if any, would it replace?</b>		<b>%</b>
Hamburgers .....		20
Frozen hamburgers .....		10
Another quick/easy meal .....		7
Sausages .....		6
Rissoles .....		5
Fish Fingers .....		5
Pies/Pasties .....		3
Pizza/Pizza Pockets .....		3
Mince meat .....		3
Nothing .....		42
<b>Q. Would you prefer this product frozen or just chilled?</b>		
Frozen .....		70
Chilled .....		5
Not interested/Don't know .....		25

***Price Expectation:***

Mean price expectation for the family rissole product has increased marginally from \$4.39 at the pre-test stage to \$4.48 at the post-test. Price expectation is once again widely spread.

***Replacement Potential:***

The family product is most likely to replace hamburgers (20%) and frozen hamburgers (10%). A large proportion (42%) suggest that the new product would not replace anything giving an indication of its unique nature.

***Preference for Product Storage:***

Overall preference is for frozen product (70%) compared to 5% fresh.

**Table : 29**  
**Likelihood of Purchase of the BBQ Burger at Various Price Points**

	Pre-Trial (price not specified)	\$2.50 %	\$2.95 %	\$3.50 %	\$4.25 %
Definitely would buy .....	11	38	25	15	7
Very likely would buy .....	21	18	16	6	4
Probably would buy .....	30	13	15	12	7
Possibly would buy .....	14	10	11	9	5
Probably would not buy .....	11	5	9	13	10
Very unlikely to buy .....	6	4	4	9	7
Definitely would not buy .....	7	14	20	38	60
<b>Total definitely/very likely buy .....</b>	<b>32</b>	<b>56</b>	<b>41</b>	<b>21</b>	<b>11</b>
<b>Total probably/possibly buy .....</b>	<b>44</b>	<b>23</b>	<b>26</b>	<b>21</b>	<b>12</b>
<b>Total would not buy .....</b>	<b>25</b>	<b>23</b>	<b>33</b>	<b>59</b>	<b>77</b>

Q. *How interested would you be in buying this product?*

## **BBQ Burger - Likelihood of Purchase/Price Sensitivity**

The BBQ burger is also sensitive to price.

At \$2.50, more than half of the sample would definitely/very likely purchase the BBQ products. This decreases to 41% at the \$2.95 price point. Real interest is higher at \$2.95 than is the pre-trial assessment.

However, definitely/very likely buy rates drop off quickly after the \$2.95 point.

**Table : 30**  
**BBQ Burger - Post-Trial**

	Pre-Trial %	Post-Trial %
<b>Q. What would you expect to pay for a product like this in the supermarket?</b>		
Less than \$2.50 .....	11	8
\$2.50 to \$2.99 .....	19	27
\$3.00 to \$3.49 .....	22	21
\$3.50 to \$3.99 .....	18	16
\$4.00 to \$4.49 .....	14	14
\$4.50 to \$4.99 .....	7	6
\$5.00+ .....	6	6
Mean Price .....	\$3.36	\$3.32
<b>Q. If you did buy this product, what other product, if any, would it replace?</b>		%
Hamburgers .....		17
Frozen hamburgers .....		13
Sausages .....		11
Another quick meal/snack .....		5
Rissoles .....		4
Pies/Pasties .....		3
Nothing .....		42
<b>Q. Would you prefer to buy this product frozen or just chilled?</b>		
Frozen .....		56
Chilled .....		6
Not interested/Don't know .....		38



***Price Expectation:***

Price expectation for the BBQ burger has remained fairly consistent between the pre and post-tests. Respondents expect to pay around \$3.80 for the BBQ pack.

***Replacement Potential:***

Hamburgers (17%), frozen hamburgers (13%) and sausages (11%) are the top three potential replacement product.

More than four in ten suggest that the BBQ product would not replace anything.

***Preference for Storage:***

A large proportion (56%) would prefer the BBQ product were available in frozen form compared to 6% who would like it chilled.

Almost four in ten are not interested or don't know.

# **Appendix One:**

PRE PLACEMENT QUESTIONNAIRE

## FILLED BURGER SURVEY SCREENING QUESTIONNAIRE

Good morning/afternoon/evening. My name is ..... from Brian Sweeney and Associates - the market research company. We are conducting a survey on grocery products. For this survey I need to speak to the person who is the main grocery buyer for your household. Would that be you?

S.1	<b>SHOW CARD 1</b>  Do you or any of your immediate family work in any of the occupations shown on the card?	(TERMINATE)	ADVERTISING OR THE MEDIA ... 1  MARKETING OR MARKET RESEARCH ..... 2  FOOD PRODUCT MANUFACTURING, WHOLESALE OR RETAIL ..... 3  (CONTINUE) NONE OF THESE ..... 4
S.2	Are there any children or young people in the 5 - 20 age group living here?	(CONTINUE)  (TERMINATE)	YES ..... 1  NO ..... 2
S.3	<b>SHOW CARD 2</b>  Which, if any, of these products do you buy?	(CONTINUE)  (TERMINATE)	FROZEN OR CHILLED PIZZAS ... 1  FROZEN HAMBURGERS ..... 2  FISH FINGERS ..... 3  FROZEN DIM SIMS ..... 4  FROZEN FISH, CHICKEN OR SCHNITZEL PRODUCTS ... 5  FROZEN CHIPS ..... 6  (NONE OF THESE) ..... 7
S.4	And how often would meals or snacks using this type of product be prepared in your household?	(GO TO S.5)  (TERMINATE)	MOST DAYS ..... 1  A FEW TIMES A WEEK ..... 2  ABOUT ONCE A WEEK ..... 3  A FEW TIMES A MONTH ..... 4  ABOUT ONCE A MONTH ..... 5  LESS OFTEN ..... 6
S.5	For this survey we are asking people to try a new type of burger product. We would like to leave the product with you to try and call back in about a week to ask you some questions on it. Would you like to help us in this survey?	(GO TO S.6)  (TERMINATE)	YES ..... 1  NO ..... 2

S.6	What is your occupation?	<div style="border-bottom: 1px dotted black; height: 1.2em; margin-bottom: 2px;"></div> <div style="border-bottom: 1px dotted black; height: 1.2em; margin-bottom: 2px;"></div>
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S.7	How many children do you have living at home between the age of	<div style="display: flex; justify-content: space-between;"> <div>0 - 4</div> <div style="border: 1px solid black; width: 100px; height: 20px;"></div> </div> <div style="display: flex; justify-content: space-between;"> <div>5 - 20</div> <div style="border: 1px solid black; width: 100px; height: 20px;"></div> </div> <div style="display: flex; justify-content: space-between;"> <div>OVER 20</div> <div style="border: 1px solid black; width: 100px; height: 20px;"></div> </div>
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S.8	Age:	<table border="1" style="width: 100%;"> <tr> <td>UP TO 25 YEARS .....</td> <td style="text-align: center;">1</td> </tr> <tr> <td>26 - 30 .....</td> <td style="text-align: center;">2</td> </tr> <tr> <td>31 - 35 .....</td> <td style="text-align: center;">3</td> </tr> <tr> <td>36 - 40 .....</td> <td style="text-align: center;">4</td> </tr> <tr> <td>40+ .....</td> <td style="text-align: center;">5</td> </tr> </table>	UP TO 25 YEARS .....	1	26 - 30 .....	2	31 - 35 .....	3	36 - 40 .....	4	40+ .....	5
UP TO 25 YEARS .....	1											
26 - 30 .....	2											
31 - 35 .....	3											
36 - 40 .....	4											
40+ .....	5											

S.9	Sex:	<table border="1" style="width: 100%;"> <tr> <td>MALE .....</td> <td style="text-align: center;">1</td> </tr> <tr> <td>FEMALE .....</td> <td style="text-align: center;">2</td> </tr> </table>	MALE .....	1	FEMALE .....	2
MALE .....	1					
FEMALE .....	2					

# FILLED BURGER SURVEY MAIN QUESTIONNAIRE

## SECTION 1: PRODUCT USAGE

**Q.1** SHOW CARD 3

a) Using this card please tell me how often people in your household would have meals or snacks involving the following products ...

(READ OUT - ROTATE ORDER)

	EVERY DAY OR MOST DAYS	A FEW TIMES A WEEK	ABOUT ONCE A WEEK	A FEW TIMES A MONTH	ABOUT ONCE A MONTH	LESS OFTEN	NEVER
1. Frozen pies or pasties .....	1	2	3	4	5	6	7
2. Frozen party pies or sausage rolls ...	1	2	3	4	5	6	7
3. Frozen hamburgers .....	1	2	3	4	5	6	7
4. Fresh (home made) hamburgers .....	1	2	3	4	5	6	7
5. Fish fingers .....	1	2	3	4	5	6	7
6. Frozen pizzas .....	1	2	3	4	5	6	7
7. Fresh (chilled) pizzas .....	1	2	3	4	5	6	7
8. Hot Pockets or Pizza Pockets .....	1	2	3	4	5	6	7

b) SHOW CARD 4

ASK ALL

Please go through the list of people on this card and tell me whether there are any people (including yourself) who fit the description on the card?

c) ASK IF FROZEN HAMBURGERS USED Q.1a3 CODES 1 - 6, IF NEVER USED GO TO Q.2

FOR THESE MEMBERS IN THE HOUSEHOLD (I.E. WHERE YES IS CIRCLED IN Q.1b ASK:

Do you regularly eat, occasionally eat or do you not eat frozen hamburger products?

	B) IN HOUSEHOLD		C) EAT FROZEN HAMBURGERS		
	YES	NO	REGULARLY	OCCASIONALLY	NOT EAT
1. Boys 5 - 10 .....	1	2	1	2	3
2. Girls 5 - 10 .....	1	2	1	2	3
3. Boys 11 - 15 .....	1	2	1	2	3
4. Girls 11 - 15 .....	1	2	1	2	3
5. Boys 16 - 20 .....	1	2	1	2	3
6. Girls 16 - 20 .....	1	2	1	2	3
7. Men 21+ .....	1	2	1	2	3
8. Women 21+ .....	1	2	1	2	3

## SECTION 2: THE PRODUCT CONCEPT

<b>Q.2</b>	<p>I would now like to show you an idea for a new product which could be used for a snack or a meal.</p> <p><b><u>SHOW CARD 5 - DESCRIPTION CARD</u></b></p> <p>What are your first reactions when you see that description? What runs through your mind?</p>  <hr style="border-top: 1px dashed black;"/> <hr style="border-top: 1px dashed black;"/> <hr style="border-top: 1px dashed black;"/>
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<b>Q.3</b>	<p><b>a) <u>SHOW CARD 6</u></b></p> <p>Using this card, how interested would you be in buying a product like this?</p>       	<p>(GO TO Q.4)</p>     <p>(ASK B)</p>	<p>DEFINITELY BUY ..... 1</p> <p>VERY LIKELY BUY ..... 2</p> <p>PROBABLY BUY ..... 3</p> <p>POSSIBLY BUY ..... 4</p> <p>PROBABLY NOT BUY ..... 5</p> <p>VERY UNLIKELY TO BUY... 6</p> <p>DEFINITELY NOT BUY .... 7</p>	
<b>b)</b>	<p>Why is that?</p>  <hr style="border-top: 1px dashed black;"/> <hr style="border-top: 1px dashed black;"/>			

<b>Q.4</b>	<p>Would this new product be more appealing if it was microwave cookable?</p>	<p>YES ..... 1</p> <p>NO ..... 2</p> <p>NOT SURE ..... 3</p>
------------	---	--

Q.5	a) What do you think would be the best way to cook this new product? (SINGLE RESPONSE)																											
	b) And which other ways do you think would be appropriate for cooking this product? (MULTIPLE RESPONSE)																											
	<table border="1"> <thead> <tr> <th data-bbox="151 246 965 302"></th> <th data-bbox="965 246 1228 302">A)</th> <th data-bbox="1228 246 1484 302">B)</th> </tr> </thead> <tbody> <tr> <td data-bbox="151 302 965 369">Ovenbake .....</td> <td data-bbox="965 302 1228 369">1</td> <td data-bbox="1228 302 1484 369">1</td> </tr> <tr> <td data-bbox="151 369 965 436">Grill .....</td> <td data-bbox="965 369 1228 436">2</td> <td data-bbox="1228 369 1484 436">2</td> </tr> <tr> <td data-bbox="151 436 965 504">Fry .....</td> <td data-bbox="965 436 1228 504">3</td> <td data-bbox="1228 436 1484 504">3</td> </tr> <tr> <td data-bbox="151 504 965 571">BBQ .....</td> <td data-bbox="965 504 1228 571">4</td> <td data-bbox="1228 504 1484 571">4</td> </tr> <tr> <td data-bbox="151 571 965 638">Microwave .....</td> <td data-bbox="965 571 1228 638">5</td> <td data-bbox="1228 571 1484 638">5</td> </tr> <tr> <td data-bbox="151 638 965 683">Other (Specify)</td> <td data-bbox="965 638 1228 683"></td> <td data-bbox="1228 638 1484 683"></td> </tr> <tr> <td data-bbox="151 683 965 728"></td> <td data-bbox="965 683 1228 728"></td> <td data-bbox="1228 683 1484 728"></td> </tr> <tr> <td data-bbox="151 728 965 772"></td> <td data-bbox="965 728 1228 772"></td> <td data-bbox="1228 728 1484 772"></td> </tr> </tbody> </table>		A)	B)	Ovenbake .....	1	1	Grill .....	2	2	Fry .....	3	3	BBQ .....	4	4	Microwave .....	5	5	Other (Specify)								
	A)	B)																										
Ovenbake .....	1	1																										
Grill .....	2	2																										
Fry .....	3	3																										
BBQ .....	4	4																										
Microwave .....	5	5																										
Other (Specify)																												

2.6

**SHOW CARD 7**

And using this card how would you expect each of the following types of the filled burger to taste?  
(READ OUT EACH TYPE - ROTATE ORDER)

	BEEF WITH MILD MUSTARD AND CHEESE	BEEF WITH SPICY TOMATO SAUCE	BEEF WITH PEPPER SAUCE AND MUSHROOMS	SATAY CHICKEN
Excellent .....	1	1	1	1
Very Good .....	2	2	2	2
Quite Good .....	3	3	3	3
Reasonably Good .....	4	4	4	4
Neither good nor poor .....	5	5	5	5
Slightly Poor .....	6	6	6	6
Poor .....	7	7	7	7

### SECTION 3: PRODUCT A: FILLED BURGER IN A BUN

①

<b>Q.7</b>	<p><b><u>SHOW PRODUCT DESIGN A</u></b></p> <p>This shows you one of the ways this new type of product might be sold in the supermarket. It's only a rough design at this stage - it's just intended to show you how the product could be packaged. (<b><u>SHOW CARD 8 AND READ IT WITH THE RESPONDENT</u></b>)</p>	<p>DEFINITELY BUY ..... 1</p> <p>VERY LIKELY BUY ..... 2</p> <p>PROBABLY BUY ..... 3</p> <p>POSSIBLY BUY ..... 4</p> <p>PROBABLY NOT BUY ..... 5</p> <p>VERY UNLIKELY TO BUY..... 6</p> <p>DEFINITELY NOT BUY ..... 7</p>	
a)	<p><b><u>SHOW CARD 11</u></b></p> <p>Using this card, please tell me how interested you would be in buying this product?</p>		

b) Why do you say that?

<b>Q.8</b>	<p>What would you expect to pay for a product like this in the supermarket?</p>	<p style="text-align: right;">\$ _____</p>
------------	---	--

<b>Q.9</b>	<p>What other products, if any, do you think this is similar to?</p>
------------	--

<b>Q.10</b>	<p>And what type of people do you believe this product would mainly appeal to?</p>
-------------	--



Q.11	<p>Where in the supermarket freezer would you expect to find this new product?</p> <p><u>(READ OUT)</u></p>	<p>NEXT TO FROZEN HAMBURGER PRODUCTS ..... 1</p> <p>NEXT TO FROZEN CHICKEN KIEV, CORDON BLEU, PARMIGANA ..... 2</p> <p>NEXT TO FROZEN PIZZAS ..... 3</p> <p>NEXT TO FISH FINGERS ..... 4</p> <p>NEXT TO THE PIZZA POCKETS - HOT POCKETS ..... 5</p> <p>OTHER <u>(PLEASE SPECIFY)</u></p> <p>.....</p> <p>.....</p>		
Q.12	<p><u>ASK ONLY IF CODE 1 TO 4 IN Q.7a)</u></p> <p>a) How many individual burgers would you prefer to have in a pack?</p>	<div style="border: 1px solid black; width: 100px; height: 30px;"></div>		
	<p>b) If you did buy this product would you most likely ...</p>		<p>BUY IT JUST TO KEEP IN THE FRIDGE AS AN EMERGENCY MEAL ..... 1</p> <p>BUY IT FOR A SPECIFIC MEAL OR OCCASION ..... 2</p>	
Q.13	a)	<p>What meal do you think you might use this product for?</p>	<p>LUNCH ..... 1</p> <p>EVENING MEAL ..... 2</p> <p>LATE NIGHT MEAL OR SUPPER ..... 3</p> <p>SNACK ..... 4</p> <p>BREAKFAST ..... 5</p>	
	b)	<p>And do you think you would use this new product on weekends or weekdays?</p>	<p>WEEKENDS ..... 1</p> <p>WEEKDAYS ..... 2</p> <p>NEVER ..... 3</p>	
	c)	<p>And who in general would eat this new product?</p> <p><u>(MULTIPLE RESPONSE)</u></p>	<p>ADULTS ..... 1</p> <p>YOUNG CHILDREN (5 - 12 YEARS) ..... 2</p> <p>TEENAGERS ..... 3</p> <p>OTHER <u>(PLEASE SPECIFY)</u></p> <p>.....</p> <p>(NONE) ..... 4</p>	

### SECTION 3: PRODUCT B: FAMILY MEAL PACK

②

<b>Q.7</b>	<b><u>SHOW PRODUCT DESIGN B</u></b>  This shows you one of the ways this new type of product might be sold in the supermarket. It's only a rough design at this stage - it's just intended to show you how the product could be packaged. <b>(SHOW CARD 9 AND READ IT WITH THE RESPONDENT)</b>	DEFINITELY BUY ..... 1 VERY LIKELY BUY ..... 2 PROBABLY BUY ..... 3 POSSIBLY BUY ..... 4 PROBABLY NOT BUY ..... 5 VERY UNLIKELY TO BUY ..... 6 DEFINITELY NOT BUY ..... 7
a)	<b><u>SHOW CARD 11</u></b>  Using this card, please tell me how interested you would be in buying this product?	

b) Why do you say that?

<b>Q.8</b>	What would you expect to pay for a product like this in the supermarket?	\$ _____
------------	--	----------

<b>Q.9</b>	What other products, if any, do you think this is similar to?

<b>Q.10</b>	And what type of people do you believe this product would mainly appeal to?

Q.11	Where in the supermarket freezer would you expect to find this new product?  <u>(READ OUT)</u>	NEXT TO FROZEN HAMBURGER PRODUCTS .....  NEXT TO FROZEN CHICKEN KIEV, CORDON BLEU, PARMIGANA .....  NEXT TO FROZEN PIZZAS .....  NEXT TO FISH FINGERS .....  NEXT TO THE PIZZA POCKETS - HOT POCKETS .....  OTHER ( <u>PLEASE SPECIFY</u> ) ..... .....	1  2  3  4  5
Q.12	<u>ASK ONLY IF CODE 1 TO 4 IN Q.7a)</u>  a) How many individual burgers would you prefer to have in a pack?	<div style="border: 1px solid black; width: 150px; height: 30px; margin: 0 auto;"></div>	
	b) If you did buy this product would you most likely ...	BUY IT JUST TO KEEP IN THE FRIDGE AS AN EMERGENCY MEAL .....  BUY IT FOR A SPECIFIC MEAL OR OCCASION .....	1  2
Q.13 a)	What meal do you think you might use this product for?	LUNCH .....  EVENING MEAL .....  LATE NIGHT MEAL OR SUPPER .....  SNACK .....  BREAKFAST .....	1  2  3  4  5
	b) And do you think you would use this new product on weekends or weekdays?	WEEKENDS .....  WEEKDAYS .....  NEVER .....	1  2  3
	c) And who in general would eat this new product?  <u>(MULTIPLE RESPONSE)</u>	ADULTS .....  YOUNG CHILDREN (5 - 12 YEARS) .....  TEENAGERS .....  OTHER ( <u>PLEASE SPECIFY</u> ) .....  (NONE) .....	1  2  3  4

### SECTION 3: PRODUCT C: BBQ BURGER

3

<b>Q.7</b>	<p><b><u>SHOW PRODUCT DESIGN C</u></b></p> <p>This shows you one of the ways this new type of product might be sold in the supermarket. It's only a rough design at this stage - it's just intended to show you how the product could be packaged. <b><u>(SHOW CARD 10 AND READ IT WITH THE RESPONDENT)</u></b></p>	<p>DEFINITELY BUY ..... 1</p> <p>VERY LIKELY BUY ..... 2</p> <p>PROBABLY BUY ..... 3</p> <p>POSSIBLY BUY ..... 4</p> <p>PROBABLY NOT BUY ..... 5</p> <p>VERY UNLIKELY TO BUY ..... 6</p> <p>DEFINITELY NOT BUY ..... 7</p>
a)	<p><b><u>SHOW CARD 11</u></b></p> <p>Using this card, please tell me how interested you would be in buying this product?</p>	

b) Why do you say that?

<b>Q.8</b>	<p>What would you expect to pay for a product like this in the supermarket?</p>	<p style="text-align: right;">\$ _____</p>
------------	---	--

<b>Q.9</b>	<p>What other products, if any, do you think this is similar to?</p>
------------	--

<b>Q.10</b>	<p>And what type of people do you believe this product would mainly appeal to?</p>
-------------	--

Q.11	Where in the supermarket freezer would you expect to find this new product?  <u>(READ OUT)</u>	NEXT TO FROZEN HAMBURGER PRODUCTS .....  NEXT TO FROZEN CHICKEN KIEV, CORDON BLEU, PARMIGANA .....  NEXT TO FROZEN PIZZAS .....  NEXT TO FISH FINGERS .....  NEXT TO THE PIZZA POCKETS - HOT POCKETS .....  OTHER <u>(PLEASE SPECIFY)</u> ..... .....	1  2  3  4  5
Q.12	<u>ASK ONLY IF CODE 1 TO 4 IN Q.7a)</u>  a) How many individual burgers would you prefer to have in a pack?	<div style="border: 1px solid black; width: 200px; height: 40px; margin: 0 auto;"></div>	
	b) If you did buy this product would you most likely ...	BUY IT JUST TO KEEP IN THE FRIDGE AS AN EMERGENCY MEAL .....  BUY IT FOR A SPECIFIC MEAL OR OCCASION .....	1  2
Q.13 a)	What meal do you think you might use this product for?	LUNCH .....  EVENING MEAL .....  LATE NIGHT MEAL OR SUPPER .....  SNACK .....  BREAKFAST .....	1  2  3  4  5
	b) And do you think you would use this new product on weekends or weekdays?	WEEKENDS .....  WEEKDAYS .....  NEVER .....	1  2  3
c)	And who in general would eat this new product?  <u>(MULTIPLE RESPONSE)</u>	ADULTS .....  YOUNG CHILDREN (5 - 12 YEARS) .....  TEENAGERS .....  OTHER <u>(PLEASE SPECIFY)</u> .....  (NONE) .....	1  2  3  4

Q.14	<b><u>SHOW THREE CONCEPTS TOGETHER</u></b>	A. FILLED BURGER IN BUN .....	1
	Now that you have seen the three ideas for the filled burger - which do you feel you would be interested most in buying?	B. FAMILY MEAL PACK .....	2
		C. BBQ BURGER .....	3
		(NOT INTERESTED IN ANY) .....	4
		(ALL EQUAL) .....	5

### INTERVIEWERS...

PLEASE NOW DISTRIBUTE TWO PACKETS OF THE PRODUCT. EXPLAIN THAT THE PRODUCT MUST BE TESTED IN THE ORDER SHOWN ON THE QUESTIONNAIRE (TELL THEM WHICH ORDER BY CHECKING ROTATION OF QUESTIONNAIRE). THE PRODUCT MUST BE FROZEN IMMEDIATELY. FILL IN CALL BACK DETAILS.

NAME:	
ADDRESS:	
TIME:	
DATE:	

# Appendix Two:

CARD SET

## **Card 5**

**THIS PRODUCT IS A BEEF BURGER WITH A FILLING.  
IT WEIGHS APPROXIMATELY 100g. THE BURGER CONSISTS OF  
100% MINCED BEEF COMBINED WITH HERBS AND SPICES, AND  
ROLLED INTO A BURGER SHAPE. INSIDE THE BURGER IS A THICK  
SAUCE, EITHER A MILD SPICY TOMATO SAUCE OR A MILD CHEESY  
MUSTARD SAUCE.**



## **Card 8**

**THIS PACKAGING DOES NOT CLEARLY IDENTIFY THE "BURGER IN A BUN" CONCEPT. AS THE NAME SUGGESTS THE FILLED RISSOLE WILL COME IN A BUN, AND LOOK MUCH LIKE A HAMBURGER. THE FINAL PACKAGING WILL PROBABLY HAVE THE BURGER IN THE BUN ON THE PACKET. WE WOULD ENVISAGE THE BURGER BEING PACKAGED IN A SINGLE SERVE. IT WILL BE AVAILABLE IN SUPERMARKETS ON THE FREEZER SHELF.**

## **Card 9**

**THIS PACKAGING DOES NOT CLEARLY IDENTIFY THE "FAMILY MEAL" CONCEPT. AS THE NAME SUGGESTS THIS FILLED RISSOLE IS DESIGNED TO BE USED FOR A FAMILY MEAL. THE FINAL PACKAGING WILL PROBABLY HAVE THE RISSOLE CUT TO EXPOSE THE SAUCE ON A DINNER PLATE WITH OTHER SIDE DISHES. WE WOULD ENVISAGE THE BURGER BEING PACKAGED IN A GROUP OF SIX. THE PRODUCT WOULD BE AVAILABLE IN SUPERMARKETS ON THE FREEZER SHELF.**

## **Card 10**

**THE "BBQ" PRODUCT IS ADEQUATELY REPRESENTED BY ITS PACKAGING. THE FINAL PACKAGING WILL BE SOMEWHAT SIMILAR TO THIS PACKAGING. WE WOULD ENVISAGE THE BURGER BEING PACKAGED WITH 4 SERVINGS. IT WILL BE AVAILABLE IN SUPERMARKETS ON THE FREEZER SHELF.**

# Appendix Three:

TASTE TEST

## SELF COMPLETION QUESTIONNAIRE

### Instructions:

Thank you for participating in this new product trial.

**Please put your test products in the freezer immediately.**

Please test the two products in the order shown in the questionnaire and fill in the questionnaire soon after you have tried the product.

Anyone in your immediate family/household may try this product, and must also fill in Q.10 in this questionnaire for both products. You (the main grocery buyer) must try both products.

### Cooking Instructions:

Oven - Preheat oven to 180° and cook for 20 minutes.

Grill or BBQ for 15 to 20 minutes.

### How to fill in the questionnaire

Please think about the questions and circle the number that best corresponds to your answer, or write in your answer in the space provided.

**QUESTIONNAIRE FOR PRODUCT A:  
BEEF WITH MILD CHEESE AND MUSTARD FILLING**

①

**Thank you for helping us in this survey. Please answer the questions 1 - 9 below shortly after you have sampled the product shown above. Once you have answered the questions please ask any other people who tried the product to complete question 10.**

**TO COMPLETE THE QUESTIONNAIRE PLEASE CIRCLE ONE NUMBER NEXT TO YOUR ANSWER OR WRITE YOUR ANSWER IN THE SPACE PROVIDED.**

<b>Q.1</b> <b>How would you rate the appearance of the product once it has been cooked?</b>  EXCELLENT ..... 1 VERY GOOD ..... 2 QUITE GOOD ..... 3 REASONABLY GOOD ..... 4 NEITHER GOOD NOR POOR ..... 5 SLIGHTLY POOR ..... 6 POOR ..... 7	<b>Q.4</b> <b>How would you rate the taste of the sauce overall?</b>  EXCELLENT ..... 1 VERY GOOD ..... 2 QUITE GOOD ..... 3 REASONABLY GOOD ..... 4 NEITHER GOOD NOR POOR ..... 5 SLIGHTLY POOR ..... 6 POOR ..... 7
<b>Q.2</b> <b>How would you rate the taste of the meat?</b>  EXCELLENT ..... 1 VERY GOOD ..... 2 QUITE GOOD ..... 3 REASONABLY GOOD ..... 4 NEITHER GOOD NOR POOR ..... 5 SLIGHTLY POOR ..... 6 POOR ..... 7	<b>Q.5</b> <b>How would you rate the amount of sauce?</b>  MUCH TOO MUCH ..... 1 TOO MUCH ..... 2 A BIT TOO MUCH ..... 3 ABOUT RIGHT ..... 4 JUST NOT ENOUGH ..... 5 NOT QUITE ENOUGH ..... 6 NOT ENOUGH ..... 7
<b>Q.3</b> <b>How would you rate the strength of taste of the sauce?</b>  MUCH TOO STRONG ..... 1 SOMEWHAT TOO STRONG ..... 2 A LITTLE TOO STRONG ..... 3 ABOUT RIGHT ..... 4 A LITTLE TOO BLAND ..... 5 SOMEWHAT TOO BLAND ..... 6 MUCH TOO BLAND ..... 7	<b>Q.6</b> <b>Taking everything into account, how would you rate this product overall?</b>  EXCELLENT ..... 1 VERY GOOD ..... 2 QUITE GOOD ..... 3 REASONABLY GOOD ..... 4 NEITHER GOOD NOR POOR ..... 5 SLIGHTLY POOR ..... 6 POOR ..... 7

Q.7	What do you particularly like about this product?
<hr/> <hr/>	

Q.8	What don't you like so much about it?
<hr/> <hr/>	

Q.9	How likely would you be to buy this product if it were available in the supermarket?	DEFINITELY BUY .....	1
		VERY LIKELY BUY .....	2
		PROBABLY BUY .....	3
		POSSIBLY BUY .....	4
		PROBABLY NOT BUY .....	5
		VERY UNLIKELY TO BUY .....	6
		DEFINITELY NOT BUY .....	7

**WOULD ALL OTHER FAMILY MEMBERS WHO TRIED THIS PRODUCT PLEASE COMPLETE THE QUESTIONS BELOW.**

		NAME 1	NAME 2	NAME 3	NAME 4	NAME 5
Q.10	Name:					
	Age Group: 5 - 10	1	1	1	1	1
	11 - 15	2	2	2	2	2
	16 - 20	3	3	3	3	3
	21+	4	4	4	4	4
	Sex: Male	1	1	1	1	1
	Female	2	2	2	2	2
	How would you rate this burger product overall?					
	EXCELLENT .....	1	1	1	1	1
	VERY GOOD .....	2	2	2	2	2
	QUITE GOOD .....	3	3	3	3	3
	REASONABLY GOOD .....	4	4	4	4	4
	NEITHER GOOD NOR POOR .....	5	5	5	5	5
	SLIGHTLY POOR .....	6	6	6	6	6
	POOR .....	7	7	7	7	7

**QUESTIONNAIRE FOR PRODUCT B:  
BEEF WITH SPICY TOMATO FILLING**

②

Thank you for helping us in this survey. Please answer the questions 1 - 9 below shortly after you have sampled the product shown above. Once you have answered the questions please ask any other people who tried the product to complete question 10.

**TO COMPLETE THE QUESTIONNAIRE PLEASE CIRCLE ONE NUMBER NEXT TO YOUR ANSWER OR WRITE YOUR ANSWER IN THE SPACE PROVIDED.**

<p><b>Q.1</b> How would you rate the appearance of the product once it has been cooked?</p> <p>EXCELLENT ..... 1</p> <p>VERY GOOD ..... 2</p> <p>QUITE GOOD ..... 3</p> <p>REASONABLY GOOD ..... 4</p> <p>NEITHER GOOD NOR POOR ..... 5</p> <p>SLIGHTLY POOR ..... 6</p> <p>POOR ..... 7</p>	<p><b>Q.4</b> How would you rate the taste of the sauce overall?</p> <p>EXCELLENT ..... 1</p> <p>VERY GOOD ..... 2</p> <p>QUITE GOOD ..... 3</p> <p>REASONABLY GOOD ..... 4</p> <p>NEITHER GOOD NOR POOR ..... 5</p> <p>SLIGHTLY POOR ..... 6</p> <p>POOR ..... 7</p>
<p><b>Q.2</b> How would you rate the taste of the meat?</p> <p>EXCELLENT ..... 1</p> <p>VERY GOOD ..... 2</p> <p>QUITE GOOD ..... 3</p> <p>REASONABLY GOOD ..... 4</p> <p>NEITHER GOOD NOR POOR ..... 5</p> <p>SLIGHTLY POOR ..... 6</p> <p>POOR ..... 7</p>	<p><b>Q.5</b> How would you rate the amount of sauce?</p> <p>MUCH TOO MUCH ..... 1</p> <p>TOO MUCH ..... 2</p> <p>A BIT TOO MUCH ..... 3</p> <p>ABOUT RIGHT ..... 4</p> <p>JUST NOT ENOUGH ..... 5</p> <p>NOT QUITE ENOUGH ..... 6</p> <p>NOT ENOUGH ..... 7</p>
<p><b>Q.3</b> How would you rate the strength of taste of the sauce?</p> <p>MUCH TOO STRONG ..... 1</p> <p>SOMEWHAT TOO STRONG ..... 2</p> <p>A LITTLE TOO STRONG ..... 3</p> <p>ABOUT RIGHT ..... 4</p> <p>A LITTLE TOO BLAND ..... 5</p> <p>SOMEWHAT TOO BLAND ..... 6</p> <p>MUCH TOO BLAND ..... 7</p>	<p><b>Q.6</b> Taking everything into account, how would you rate this product overall?</p> <p>EXCELLENT ..... 1</p> <p>VERY GOOD ..... 2</p> <p>QUITE GOOD ..... 3</p> <p>REASONABLY GOOD ..... 4</p> <p>NEITHER GOOD NOR POOR ..... 5</p> <p>SLIGHTLY POOR ..... 6</p> <p>POOR ..... 7</p>



**Q.7** What do you particularly like about this product?

**Q.8** What don't you like so much about it?

<b>Q.9</b>	<b>How likely would you be to buy this product if it were available in the supermarket?</b>	DEFINITELY BUY .....	1
		VERY LIKELY BUY .....	2
		PROBABLY BUY .....	3
		POSSIBLY BUY .....	4
		PROBABLY NOT BUY .....	5
		VERY UNLIKELY TO BUY .....	6
		DEFINITELY NOT BUY .....	7

**WOULD ALL OTHER FAMILY MEMBERS WHO TRIED THIS PRODUCT PLEASE COMPLETE THE QUESTIONS BELOW.**

		NAME 1	NAME 2	NAME 3	NAME 4	NAME 5
<b>Q.10</b>	<b>Name:</b>					
	<b>Age Group:</b> 5 - 10	1	1	1	1	1
	11 - 15	2	2	2	2	2
	16 - 20	3	3	3	3	3
	21+	4	4	4	4	4
	<b>Sex:</b> Male	1	1	1	1	1
	Female	2	2	2	2	2
	<b>How would you rate this burger product overall?</b>					
	EXCELLENT .....	1	1	1	1	1
	VERY GOOD .....	2	2	2	2	2
	QUITE GOOD .....	3	3	3	3	3
	REASONABLY GOOD .....	4	4	4	4	4
	NEITHER GOOD NOR POOR .....	5	5	5	5	5
	SLIGHTLY POOR .....	6	6	6	6	6
	POOR .....	7	7	7	7	7

# **Appendix Four:**

POST-TRIAL INTERVIEW

**FILLED BURGER SURVEY  
CALL BACK QUESTIONNAIRE**

**COLLECT AND CHECK SELF COMPLETION QUESTIONNAIRE - THEN GO TO Q.1**

**Q.1** Now that you have sampled the filled burgers what are your thoughts? How would you describe the products you have sampled?

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<b>Q.2 a)</b>	Although through this research we have been referring to the new product as a " <i>burger</i> " or " <i>rissole</i> " what do you think is the most appropriate word to describe it after you have seen and tried the product?	BURGER .....	1
		RISSOLE .....	2
		PATTIE .....	3
		OTHER (SPECIFY) .....	

**b)** Why do you say that?

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**Q.3** Now that you have tried the new product what would you imagine you would serve it with?  
(PROBE FULLY)

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**PRODUCT DESIGN A: FILLED BURGER IN A BUN (Pack of one convenience meal)**

1

Q.2	<b>SHOW DESIGN A</b>	DEFINITELY BUY .....	1
	<p>This shows you one of the ways this product could be sold. Now that you've tried the burgers we are again interested in your reaction.</p> <p><b>SHOW CARD A</b></p> <p>a) Using this card, please tell me how interested you would be in buying this product?</p>	VERY LIKELY BUY .....	2
		PROBABLY BUY .....	3
		POSSIBLY BUY .....	4
		PROBABLY NOT BUY .....	5
		VERY UNLIKELY TO BUY .....	6
		DEFINITELY NOT BUY .....	7

b) Why do you feel that?

Q.3	What would you expect to pay for a product like this in the supermarket?	\$ _____
-----	--	----------

Q4.a)	<b>SHOW CARD A</b>
	If Herbert Adams release this single serve convenience product at the price of \$1.30 using this card would you tell me how likely you would be to buy the product?
b)	And if Herbert Adams release this single serve convenience product at the price of \$1.60 using this card would you tell me how likely would you be to buy the product?
c)	And if it was released at \$2.00?
d)	And \$2.60?

	A) \$1.30	B) \$1.60	C) \$2.00	D) \$2.60
Definitely buy .....	1	1	1	1
Very likely buy .....	2	2	2	2
Probably buy .....	3	3	3	3
Possibly buy .....	4	4	4	4
Probably not buy .....	5	5	5	5
Very Unlikely to buy .....	6	6	6	6
Definitely not buy .....	7	7	7	7

Q.5 a) **ASK IF CODE 1 TO 4 IN Q.2a - OTHERWISE GO TO Q.6**

If you did buy this product, what other product, if any, would it replace?

b) **SHOW CARD B**

And how frequently would you expect this product to be used in your household?

EVERY DAY OR MOST DAYS .....	1
A FEW TIMES A WEEK .....	2
ABOUT ONCE A WEEK .....	3
A FEW TIMES A MONTH .....	4
ABOUT ONCE A MONTH .....	5
LESS OFTEN .....	6

c) Would you prefer to buy this product frozen or just chilled (like fresh meat)?

FROZEN .....	1
CHILLED .....	2

Q.6 How interested do you feel the people in your household would be in eating this product?

**SHOW CARD C**

Please go through the list of people on this card and tell me ...

a) Transfer answers from Q.1b in Main Questionnaire to Q.6a

b) In your opinion how interested would (SAY AGE GROUP CIRCLED YES IN Q.6a) be in eating these products? (REPEAT FOR ALL AGE GROUPS CIRCLED IN Q.6a)

		A) IN HOUSEHOLD?		B) INTEREST?		
		YES	NO	VERY	FAIRLY	NOT
1.	Boys 5 - 10 .....	1	2	1	2	3
2.	Girls 5 - 10 .....	1	2	1	2	3
3.	Boys 11 - 15 .....	1	2	1	2	3
4.	Girls 11 - 15 .....	1	2	1	2	3
5.	Boys 16 - 20 .....	1	2	1	2	3
6.	Girls 16 - 20 .....	1	2	1	2	3
7.	Men 21+ .....	1	2	1	2	3
8.	Women 21+ .....	1	2	1	2	3

<b>Q.7</b>	<b>What do you particularly like about this product?</b>
<hr/> <hr/>	

<b>Q.8</b>	<b>What don't you like so much about it?</b>
<hr/> <hr/>	

<b>Q.9</b>	<b>How likely would you be to buy this product if it were available in the supermarket?</b>	DEFINITELY BUY .....	1
		VERY LIKELY BUY .....	2
		PROBABLY BUY .....	3
		POSSIBLY BUY .....	4
		PROBABLY NOT BUY .....	5
		VERY UNLIKELY TO BUY .....	6
		DEFINITELY NOT BUY .....	7

**WOULD ALL OTHER FAMILY MEMBERS WHO TRIED THIS PRODUCT PLEASE COMPLETE THE QUESTIONS BELOW.**

		NAME 1	NAME 2	NAME 3	NAME 4	NAME 5
<b>Q.10</b>	<b>Name:</b>					
	<b>Age Group:</b> 5 - 10	1	1	1	1	1
	11 - 15	2	2	2	2	2
	16 - 20	3	3	3	3	3
	21+	4	4	4	4	4
	<b>Sex:</b> Male	1	1	1	1	1
	Female	2	2	2	2	2
	<b>How would you rate this burger product overall?</b>					
	EXCELLENT .....	1	1	1	1	1
	VERY GOOD .....	2	2	2	2	2
	QUITE GOOD .....	3	3	3	3	3
	REASONABLY GOOD .....	4	4	4	4	4
	NEITHER GOOD NOR POOR .....	5	5	5	5	5
	SLIGHTLY POOR .....	6	6	6	6	6
POOR .....	7	7	7	7	7	

# FILLED BURGER SURVEY CALL BACK QUESTIONNAIRE

## PRODUCT DESIGN B: FAMILY MEAL PACK

②

<b>Q.2</b>	<p><b><u>SHOW DESIGN B</u></b></p> <p>This shows you one of the ways this product could be sold. Now that you've tried the burgers we are again interested in your reaction.</p> <p><b><u>SHOW CARD A</u></b></p> <p>a) Using this card, please tell me how interested you would be in buying this product?</p>	<p>DEFINITELY BUY ..... 1</p> <p>VERY LIKELY BUY ..... 2</p> <p>PROBABLY BUY ..... 3</p> <p>POSSIBLY BUY ..... 4</p> <p>PROBABLY NOT BUY ..... 5</p> <p>VERY UNLIKELY TO BUY ..... 6</p> <p>DEFINITELY NOT BUY ..... 7</p>
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b) Why do you feel that?

<b>Q.3</b>	<p>What would you expect to pay for a product like this in the supermarket?</p>	<p style="text-align: right;">\$ _____</p>
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<b>Q4.a)</b>	<p><b><u>SHOW CARD A</u></b></p> <p>If Herbert Adams release this family product with six serves in a box at the price of \$3.75 using this card would you tell me how likely you would be to buy the product?</p>
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b) And if Herbert Adams release this family product with six serves in a box at the price of \$4.50 how likely would you be to buy the product?

c) And if it was released at \$5.50?

d) And \$6.50?

	A) \$3.75	B) \$4.50	C) \$5.50	D) \$6.50
Definitely buy .....	1	1	1	1
Very likely buy .....	2	2	2	2
Probably buy .....	3	3	3	3
Possibly buy .....	4	4	4	4
Probably not buy .....	5	5	5	5
Very Unlikely to buy .....	6	6	6	6
Definitely not buy .....	7	7	7	7

Q.5 a)	<b>ASK IF CODE 1 TO 4 IN Q.2a - OTHERWISE GO TO Q.6</b> If you did buy this product, what other product, if any, would it replace?		
<hr/> <hr/>			
b)	<b>SHOW CARD B</b>  And how frequently would you expect this product to be used in your household?	EVERY DAY OR MOST DAYS ..... A FEW TIMES A WEEK ..... ABOUT ONCE A WEEK ..... A FEW TIMES A MONTH ..... ABOUT ONCE A MONTH ..... LESS OFTEN .....	1  2  3  4  5  6
c)	Would you prefer to buy this product frozen or just chilled (like fresh meat)?	FROZEN ..... CHILLED .....	1  2

Q.6	How interested do you feel the people in your household would be in eating this product? Please go through the list of people on this card and tell me ...				
a)	<b>SHOW CARD C</b> Transfer answers from Q.1b in Main Questionnaire to Q.6a				
b)	In your opinion how interested would ( <u>SAY AGE GROUP CIRCLED YES IN Q.6a</u> ) be in eating these products? ( <u>REPEAT FOR ALL AGE GROUPS CIRCLED IN Q.6a</u> )				
		A) IN HOUSEHOLD?		B) INTEREST?	
		YES	NO	VERY	FAIRLY NOT
1.	Boys 5 - 10 .....	1	2	1	2 3
2.	Girls 5 - 10 .....	1	2	1	2 3
3.	Boys 11 - 15 .....	1	2	1	2 3
4.	Girls 11 - 15 .....	1	2	1	2 3
5.	Boys 16 - 20 .....	1	2	1	2 3
6.	Girls 16 - 20 .....	1	2	1	2 3
7.	Men 21+ .....	1	2	1	2 3
8.	Women 21+ .....	1	2	1	2 3



Q.7

This product could be sold under a range of brand names.

**SHOW CARD D**

Using this card please tell me how appropriate you believe it would be for this product to be marketed under the brand name (**READ OUT - ROTATE ORDER**)

	FOUR 'N TWENTY	HERBERT ADAMS	EASY BURGER	BIRD'S EYE	BURGER POCKET
Very appropriate .....	1	1	1	1	1
Fairly appropriate .....	2	2	2	2	2
Not too appropriate .....	3	3	3	3	3
Fairly inappropriate .....	4	4	4	4	4
Not appropriate at all .....	5	5	5	5	5

Q.8

a)

And which of these brand names do you think is most suitable?

FOUR 'N TWENTY .....	1
HERBERT ADAMS .....	2
EASY BURGER .....	3
BIRDS EYE .....	4
BURGER POCKET .....	5

b)

Why do you say that?

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# FILLED BURGER SURVEY CALL BACK QUESTIONNAIRE

## PRODUCT DESIGN C: BBQ BURGER

3

<b>Q.2</b>	<p><b><u>SHOW DESIGN C</u></b></p> <p>This shows you one of the ways this product could be sold. Now that you've tried the burgers we are again interested in your reaction.</p> <p><b><u>SHOW CARD A</u></b></p> <p>a) Using this card, please tell me how interested you would be in buying this product?</p>	<p>DEFINITELY BUY ..... 1</p> <p>VERY LIKELY BUY ..... 2</p> <p>PROBABLY BUY ..... 3</p> <p>POSSIBLY BUY ..... 4</p> <p>PROBABLY NOT BUY ..... 5</p> <p>VERY UNLIKELY TO BUY ..... 6</p> <p>DEFINITELY NOT BUY ..... 7</p>
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<b>b)</b>	<p><b>Why do you feel that?</b></p>  <hr style="border-top: 1px dashed black;"/> <hr style="border-top: 1px dashed black;"/>
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<b>Q.3</b>	<p>What would you expect to pay for a product like this in the supermarket?</p>	<p style="text-align: right;">\$ _____</p>
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<b>Q4.a)</b>	<p><b><u>SHOW CARD A</u></b></p> <p>If Herbert Adams release this BBQ product in pack of four at the price of \$2.50 using this card would you tell me how likely you would be to buy the product?</p>				
<b>b)</b>	<p>And if Herbert Adams release this BBQ product in pack of four at the price of \$2.95 how likely would you be to buy the product?</p>				
<b>c)</b>	<p>And if it was released at \$3.50?</p>				
<b>d)</b>	<p>And \$4.25?</p>				
		A) \$2.50	B) \$2.95	C) \$3.50	D) \$4.25
	Definitely buy .....	1	1	1	1
	Very likely buy .....	2	2	2	2
	Probably buy .....	3	3	3	3
	Possibly buy .....	4	4	4	4
	Probably not buy .....	5	5	5	5
	Very Unlikely to buy .....	6	6	6	6
	Definitely not buy .....	7	7	7	7

Q.5 a)	<b>ASK IF CODE 1 TO 4 IN Q.2a - OTHERWISE GO TO Q.6</b>		
	If you did buy this product, what other product, if any, would it replace?		
<hr/> <hr/>			
b)	<b>SHOW CARD B</b>	EVERY DAY OR MOST DAYS .....	1
	And how frequently would you expect this product to be used in your household?	A FEW TIMES A WEEK .....	2
		ABOUT ONCE A WEEK .....	3
		A FEW TIMES A MONTH .....	4
		ABOUT ONCE A MONTH .....	5
		LESS OFTEN .....	6
c)	Would you prefer to buy this product frozen or just chilled (like fresh meat)?	FROZEN .....	1
		CHILLED .....	2

Q.6	<b>How interested do you feel the people in your household would be in eating this product?</b>				
	Please go through the list of people on this card and tell me ...				
a)	<b>SHOW CARD C</b>				
	Transfer answers from Q.1b in Main Questionnaire to Q.6a				
b)	<b>In your opinion how interested would (SAY AGE GROUP CIRCLED YES IN Q.6a) be in eating these products? (REPEAT FOR ALL AGE GROUPS CIRCLED IN Q.6a)</b>				
		<b>A) IN HOUSEHOLD?</b>		<b>B) INTEREST?</b>	
		YES	NO	VERY	FAIRLY NOT
1.	Boys 5 - 10 .....	1	2	1	2 3
2.	Girls 5 - 10 .....	1	2	1	2 3
3.	Boys 11 - 15 .....	1	2	1	2 3
4.	Girls 11 - 15 .....	1	2	1	2 3
5.	Boys 16 - 20 .....	1	2	1	2 3
6.	Girls 16 - 20 .....	1	2	1	2 3
7.	Men 21+ .....	1	2	1	2 3
8.	Women 21+ .....	1	2	1	2 3

**Q.7** This product could be sold under a range of brand names.

**SHOW CARD D**

Using this card please tell me how appropriate you believe it would be for this product to be marketed under the brand name (**READ OUT - ROTATE ORDER**)

	FOUR 'N TWENTY	HERBERT ADAMS	EASY BURGER	BIRD'S EYE	BURGER POCKETS
Very appropriate .....	1	1	1	1	1
Fairly appropriate .....	2	2	2	2	2
Not too appropriate .....	3	3	3	3	3
Fairly inappropriate .....	4	4	4	4	4
Not appropriate at all .....	5	5	5	5	5

<b>Q.8 a)</b>	And which of these brand names do you think is most suitable?	FOUR 'N TWENTY .....	1
		HERBERT ADAMS .....	2
		EASY BURGER .....	3
		BIRDS EYE .....	4
		BURGER POCKET .....	5

**b) Why do you say that?**

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Q.9	<b>SHOW THREE CONCEPTS TOGETHER</b>  Now that you have again seen the three ideas for the filled burger and sampled the product itself - which do you feel you would be most interested in buying?	A. FILLED BURGER IN BUN .....	1
		B. FAMILY MEAL PACK .....	2
		C. BBQ BURGER .....	3
		(NOT INTERESTED IN ANY) .....	4
		(ALL EQUAL) .....	5

THANK RESPONDENT AND CLOSE SUITABLY

RESPONDENT'S NAME:

PHONE NUMBER:

ADDRESS (IF APPLICABLE):

"I CERTIFY THAT THE INFORMATION CONTAINED IN THIS INTERVIEW IS TRUE AND ACCURATE AND WAS CARRIED OUT IN STRICT ACCORDANCE WITH MY INSTRUCTIONS AND THE ICC/ESOMAR INTERNATIONAL CODE OF MARKETING AND SOCIAL RESEARCH PRACTICE".

SIGNED:

INTERVIEWER: