



# Hot Sauce Study

## National Perceptual Study

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June 2007



Corporate Woods 6  
8900 Indian Creek Parkway, Suite 220  
Overland Park, KS 66210  
(913) 385-1700  
[www.persuadables.com](http://www.persuadables.com)

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**I'd like to hear from you!**

Please e-mail me with your comments.

[cosborn@persuadables.com](mailto:cosborn@persuadables.com)

Thank You!

Chip Osborn – President  
**Persuadable Research Corporation**  
Corporate Woods 6  
8900 Indian Creek Parkway, Suite 220  
Overland Park, KS 66210  
913-385-1700 ext 303

## Methodology

The sample for the **Hot Sauce Study** was randomly drawn from a national list Adult 18+. Interviews were conducted between *May 31st, 2007 and June 4th, 2007*.

The participants were then qualified by:

- Correct Geography
- Completing the Survey
- Unique Respondent (no duplication of email addresses)

The Baseline was defined as:

- Adult 18+

The Baseline was then segmented by:

- Age
  - 18-24
  - 25-34
  - 35-54
  - 55-64
  - 64+
- Gender
  - Male
  - Female
- Hot sauce users/non users
  - Hot sauce user
  - Hot sauce non-user
- Brand Loyalty
  - Brand Loyalist (People having a preferred brand)
  - No Brand Preference

Q.1 We are looking forward to hearing your opinions about **Hot Sauce**. Since all your answers are anonymous, feel free to be perfectly candid. You will never be asked to buy anything and no one will contact you as a result of your participation.

All those who complete this survey will be entered in our quarterly drawing (April 1st through June 30th) for a ONE THOUSAND DOLLAR cash prize.

During the survey, please do not use your browser's FORWARD and BACK buttons. Instead, please always use the "Continue" button below to move forward through the survey.

**Q.2 What state do you live in? Use the drop down menu to make your selection.**

[REQUIRE ANSWER]

- 01 Alabama
- 02 Alaska
- 03 Arizona
- 04 Arkansas
- 05 California
- 06 Colorado
- 07 Connecticut
- 08 Delaware
- 09 Florida
- 10 Georgia
- 11 Hawaii
- 12 Idaho
- 13 Illinois
- 14 Indiana
- 15 Iowa
- 16 Kansas
- 17 Kentucky
- 18 Louisiana
- 19 Maine
- 20 Maryland
- 21 Massachusetts
- 22 Michigan
- 23 Minnesota
- 24 Mississippi
- 25 Missouri
- 26 Montana
- 27 Nebraska
- 28 Nevada
- 29 New Hampshire
- 30 New Jersey
- 31 New Mexico
- 32 New York
- 33 North Carolina
- 34 North Dakota
- 35 Ohio
- 36 Oklahoma
- 37 Oregon
- 38 Pennsylvania
- 39 Rhode Island
- 40 South Carolina
- 41 South Dakota
- 42 Tennessee
- 43 Texas
- 44 Utah

- <sub>45</sub> Vermont
- <sub>46</sub> Virginia
- <sub>47</sub> Washington
- <sub>48</sub> West Virginia
- <sub>49</sub> Wisconsin
- <sub>50</sub> Wyoming
- <sub>51</sub> Washington, DC
- <sub>52</sub> Other

**Q.3 In which of the following ranges does your age fall?**

[REQUIRE ANSWER]

- <sub>01</sub> Under 18
- <sub>02</sub> 18-24
- <sub>03</sub> 25-34
- <sub>04</sub> 35-44
- <sub>05</sub> 45-54
- <sub>06</sub> 55-64
- <sub>07</sub> 65 +

**Q.4 Please indicate your gender.**

[REQUIRE ANSWER]

- <sub>01</sub> Male
- <sub>02</sub> Female

**Q.5 Do you use **Hot Sauce**?**

[REQUIRE ANSWER]

- <sub>01</sub> Yes
- <sub>02</sub> No

[S - IF THE ANSWER IS 1, THEN SKIP TO QUESTION 7]

**Q.6 Please tell us the reason for not using Hot Sauce.**

[REQUIRE ANSWER]

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[D - IF THE ANSWER TO QUESTION 5 IS 2, THEN SKIP TO QUESTION 24]

**Q.7 On what type of food do you use Hot Sauce?**

[REQUIRE ANSWER]

- <sub>01</sub> Burgers
- <sub>02</sub> Dips
- <sub>03</sub> Marinades
- <sub>04</sub> Pizzas
- <sub>05</sub> BBQ
- <sub>06</sub> Drink Mixers
- <sub>07</sub> Salads
- <sub>08</sub> Other ( Please Specify)

Q.8

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**Q.9 How important are the following when choosing a Hot Sauce?**

[REQUIRE ANSWER]

	Not Important	Somewhat Important	Important	Very Important
Flavor	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
Packaging	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
Brand familiarity	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
Price	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
Convenience of use	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
Place of origin	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
Heat level	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
Bragging rights	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>

Q.10 Do you experiment with **Hot Sauce** when cooking or preparing food (e.g. adding it to a recipe)?

[REQUIRE ANSWER]

- <sub>1</sub> Yes  
<sub>2</sub> No

Q.11 Do you pay attention to the specific types of **Hot Sauces** offered in restaurants?

[REQUIRE ANSWER]

- <sub>01</sub> Yes  
<sub>02</sub> No

Q.12 If a restaurant does not offer your favorite brand of **Hot Sauce**, will you use the kind they offer?

[REQUIRE ANSWER]

- <sub>1</sub> Yes  
<sub>2</sub> No

Q.13 Do you have a preferred brand of **Hot Sauce**?

[REQUIRE ANSWER]

- <sub>01</sub> Yes  
<sub>02</sub> No

[S - IF THE ANSWER IS 2, THEN SKIP TO QUESTION 21]

**Q.14 Which of the following is your favorite brand?**

[REQUIRE ANSWER]

- <sub>01</sub> Frank's RedHot
- <sub>02</sub> Louisiana Hot Sauce
- <sub>03</sub> Crystal Hot Sauce
- <sub>04</sub> Texas Pete
- <sub>05</sub> Tabasco sauce
- <sub>06</sub> Tabasco Habanero
- <sub>07</sub> Frank's Xtra Hot
- <sub>08</sub> Trappy's Red Devil
- <sub>09</sub> Other( Please Specify)

Q.15

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**Q.16 What makes it your favorite brand?**

[REQUIRE ANSWER]

- <sub>01</sub> The right flavor
- <sub>02</sub> Have been using it since childhood
- <sub>03</sub> Have tried several other brands but this is the best
- <sub>04</sub> Attractive Packaging
- <sub>05</sub> Cost
- <sub>06</sub> Availability
- <sub>07</sub> Other ( Please Specify)

Q.17

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**Q.18 How did you discover your favorite brand?**

[REQUIRE ANSWER]

- <sub>01</sub> I have been using it since childhood
- <sub>02</sub> At a restaurant / fast food diner/ cafeteria
- <sub>03</sub> At a picnic/ party
- <sub>04</sub> From an advertisement
- <sub>05</sub> From a T.V. show
- <sub>06</sub> Referred by a friend/ family member etc
- <sub>07</sub> Other ( Please Specify)

Q.19

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**Q.20 Would you try a **Hot Sauce** other than your favorite brand?**

[REQUIRE ANSWER]

- <sub>1</sub> Yes, definitely would try
- <sub>2</sub> Might try
- <sub>3</sub> Might not try
- <sub>4</sub> No, will never try

**Q.21 Please slide the scale below to indicate your preference of heat level for **Hot Sauce**?**

[REQUIRE ANSWER]

Heat level preference for hot sauce ... \_\_

**Q.22 Please slide the scale below to indicate your preference of heat level for **Hot Sauce**?**

	1	2	3	4	5	6	7	8	9	10
1=Safe for Infants - ----- 10=Require a fire hose	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>6</sub>	<input type="checkbox"/> <sub>7</sub>	<input type="checkbox"/> <sub>8</sub>	<input type="checkbox"/> <sub>9</sub>	<input type="checkbox"/> <sub>0</sub>

**Q.23 Please indicate the heat level for each of the following brands of Hot Sauce.**

[REQUIRE ANSWER]

	Don't Know	Barely Hot	Moderately Hot	Extremely Hot
Frank's RedHot	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04
Louisiana Hot Sauce	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04
Crystal Hot Sauce	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04
Texas Pete	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04
Tabasco sauce	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04
Tabasco Habanero	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04
Frank's Xtra Hot	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04

**Q.24 Which of the following brands of Hot Sauce are you familiar with?**

[REQUIRE ANSWER]

- 1 Frank's RedHot
- 2 Louisiana Hot Sauce
- 3 Crystal Hot Sauce
- 4 Texas Pete
- 5 Tabasco Sauce
- 6 Tabasco Habanero
- 7 Frank's Xtra Hot
- 8 Trappy's Red Devil
- 9 None

[EXCLUSIVE ANSWER: "None"]

**Q.25 Select the level of influence the following would have on trying out a new Hot Sauce?**

[REQUIRE ANSWER]

	Not Influential	Somewhat Influential	Influential	Highly Influential
A celebrity chef mentioning it on a T.V. show	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04
Finding it in your favorite restaurant	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04
Watching an advertisement	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04
Getting a coupon/offer	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04
Word of mouth (referred by a friend or someone you know)	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04
Getting a free sample	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04
Attractive bottle/packaging	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04

**Q.26 When was the last time you came across an advertisement for Hot Sauce?**

[REQUIRE ANSWER]

- 01 Couple of days ago
- 02 A few weeks back
- 03 A few months back
- 04 Six months back
- 05 Over a year ago
- 06 Never came across an Ad for Hot Sauce

[S - IF THE ANSWER IS 6, THEN SKIP TO QUESTION 29]

**Q.27 Where did you find the advertisement for Hot Sauce?**

[REQUIRE ANSWER]

- <sub>1</sub> Television
- <sub>2</sub> Print ad (Magazine, Newspaper, etc)
- <sub>3</sub> Flyers/Mailers
- <sub>4</sub> Internet
- <sub>5</sub> Radio
- <sub>6</sub> Don't remember

**Q.28 How likely were you to try the Hot Sauce as a result of the advertisement?**

[REQUIRE ANSWER]

- <sub>1</sub> More likely
- <sub>2</sub> Less likely
- <sub>3</sub> No change in my desire to try the hot sauce

**Q.29 So we may group your responses with others, please tell us about yourself**

**Q.30 What is your marital status?**

[REQUIRE ANSWER]

- <sub>1</sub> Single
- <sub>2</sub> Married
- <sub>3</sub> Divorced
- <sub>4</sub> Separated
- <sub>5</sub> Widowed
- <sub>6</sub> Living with Partner
- <sub>7</sub> Other

**Q.31 Which of the following best represents your pre tax household income?**

[REQUIRE ANSWER]

- <sub>01</sub> Under \$10,000
- <sub>02</sub> \$10,000-\$20,000
- <sub>03</sub> \$20,000-\$30,000
- <sub>04</sub> \$30,000-\$40,000
- <sub>05</sub> \$40,000-\$50,000
- <sub>06</sub> \$50,000-\$60,000
- <sub>07</sub> \$60,000-\$75,000
- <sub>08</sub> \$75,000-\$100,000
- <sub>09</sub> \$100,000-\$125,000
- <sub>10</sub> \$125,000-\$150,000
- <sub>11</sub> Over \$150,000
- <sub>12</sub> Prefer not to answer

**Q.32 What is the highest level of education you completed?**

[REQUIRE ANSWER]

- <sub>1</sub> Grade School
- <sub>2</sub> Some High School
- <sub>3</sub> High School completed
- <sub>4</sub> Some Trade/Vocational School
- <sub>5</sub> Trade/Vocational certification
- <sub>6</sub> Some College/2 Year Degree
- <sub>7</sub> College 4 Year Degree
- <sub>8</sub> Some Graduate School
- <sub>9</sub> Masters Degree
- <sub>0</sub> Doctorate

**Q.33 Which of the following best describes your ethnic background?**

[REQUIRE ANSWER]

- <sub>01</sub> Asian or Pacific Islander
- <sub>02</sub> Black/African American
- <sub>03</sub> White/Caucasian
- <sub>04</sub> Hispanic/Latino
- <sub>05</sub> Native American
- <sub>06</sub> Multi-Racial
- <sub>07</sub> Other
- <sub>08</sub> Prefer not to answer



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**Thank you for your business.**

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