



Hot Sauce Study

National Perceptual Study

June 2007



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Table of Contents

Methodology	3
Answer Summary	4

I'd like to hear from you!

Please e-mail me with your comments.

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Thank You!

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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

Answer Summary

Q.1 We are looking forward to learning your opinions about Hot Sauce. Since all your answers are anonymous, feel free to be perfectly candid. You will not be asked to buy anything and no one will contact you as a result of your participation. By participating in this survey, you agree that you will not disclose any of the information provided to you in connection with this survey to any other person or entity.

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 In which state do you live? Use the drop down menu to make your selection.

Alabama	65.00%
	Alaska	-
	Arizona	-
	Arkansas	-
	California	-
	Colorado	-
	Connecticut	-
	Delaware	-
Flori	da	-
	Georgia	-
	Hawaii	-
	Idaho	-
	Illinois	-
	Indiana	-
	Iowa	-
	Kansas	-
	Kentucky	-
	Louisiana	-
	Maine	-
	Maryland	-
	Massachusetts	-
Michi	gan	-
	Minnesota	-
	Mississippi	31.00%
	Missouri	-
	Montana	-

Nebraska	-	
Nevada	-	
New Hampshire	-	
New Jersey	-	
New Mexico	-	
New York	-	
North Carolina	4.00%	
North Dakota	-	
Ohio	-	
Oklahoma	-	
Oregon	-	
Pennsylvania	-	
Rhode Island	-	
South Carolina	-	
South Dakota	-	
Tennessee	-	
Texas	-	
Utah	-	
Vermont	-	
Virginia	-	
Washington	-	
West Virginia	-	
Wisconsin	-	
Wyoming	-	
Washington, DC	-	
Other	-	Terminate

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

Under 18	-	Terminate
18-24	16.97%	
25-34	30.14%	
35-44	19.36%	
45-54	5.59%	
55-64	27.94%	
65+	-	Terminate

Q.4 Please indicate your gender.

Male	100.00%	
Female	-	Terminate

Q.5 Do you use Hot Sauce?

Yes 100.00%
No - **Terminate**

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

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

[IF THE ANSWER TO QUESTION 5 IS 2, THEN SKIP TO QUESTION 23]

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

Burgers	25.15%
Dips	8.78%
Marinades	7.78%
pizzas	55.29%
BBQ	1.00%
Drink Mixers	-
Salads	2.00%
Other (Please Specify)	-

Q.8

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

	Not Important	Somewhat Important	Important	Very Important
Flavor	39.23%	22.55%	21.36%	23.15%
Packaging	25.75%	39.12%	21.96%	13.17%
Brand familiarity	30.54%	10.00%	25.10%	34.36%
Price	21.96%	13.17%	25.75%	39.12%
Convenience of use	25.10%	34.36%	30.54%	10.00%
Place of origin	50.00%	10.00%	20.00%	20.00%
Heat level	10.00%	20.00%	20.00%	50.00%
Bragging rights	10.00%	10.00%	30.00%	50.00%

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

Yes 100.00%
No -

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

Yes 100.00%
No -

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

Yes 100.00%
No -

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

Yes 100.00%
No -

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

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

Frank's	RedHot	22.00%
Louis	iana Hot Sauce ...	31.50%
	Crystal Hot Sauce	10.10%
	Texas Pete	8.78%
Tabasco	sauce	5.00%
Tabasco	Habanero	15.00%
	Frank's Xtra Hot	5.62%
	Trappy's Red Devil	2.00%
	Other(Please Specify)	-

Q.15

Q.16 What makes it your favorite brand?

	The right flavor	75.00%
	Have been using it since childhood	-
	Have tried several other brands but this is the best .	5.00%
Attractive	Packaging	-
Cost	20.00%
Availability	-
	Other (Please Specify)	-

Q.17

Q.18 How did you discover your favorite brand?

	I have been using it since childhood	1.00%
	At a restaurant / fast food diner/ cafeteria	10.00%
	At a picnic/ party	-
	From an advertisement	-
	From a T.V show	-
	Referred by a friend/ family member etc	89.00%
Other	(Please Specify)	-

Q.19
Q.20 Would you try a Hot Sauce other than your favorite brand?

	Yes , definitely would try	38.52%
Might	try	15.00%
Might	not try	9.98%
	No , will never try	53.50%

Q.21 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	5.00%	-	-	-	-	-	-	9.50%	10.00%	75.50%

Q.22 Please indicate the heat level for each of the following brands of **Hot Sauce.**

	Don't Know	Barely Hot	Moderately Hot	Extremely Hot
Frank's RedHot	35.12%	20.56%	10.00%	34.32%
Louisiana Hot Sauce	15.00%	10.00%	55.00%	20.00%
Crystal Hot Sauce	14.32%	30.00%	35.12%	20.56%
Texas Pete	10.00%	34.32%	40.00%	15.68%
Tabasco sauce	5.00%	10.00%	34.32%	50.68%
Tabasco Habanero	14.32%	35.12%	20.56%	30.00%
Frank's Xtra Hot	10.00%	34.32%	10.00%	45.68%

Q.23 Which of the following brands of **Hot Sauce are you familiar with?**

Frank's	RedHot	58.00%
	Louisiana Hot Sauce		70.00%
	Crystal Hot Sauce	20.13%
Texas	Pete	70.50%
Tabasco	sauce	30.12%
Tabasco	Habanero	...	73.00%
	Frank's Xtra Hot	5.35%
	Trappy's Red Devil	...	29.00%
	None	-

Q.24 Select the level of influence the following would have on trying out a new **Hot Sauce?**

	Not Influential	Somewhat Influential	Influential	Highly Influential
A celebrity chef mentioning it on a T.V show	35.12%	20.56%	10.00%	34.32%
Finding it in your Favorite restaurant	15.00%	10.00%	55.00%	20.00%
Watching an advertisement	14.32%	30.00%	35.12%	20.56%
Getting a coupon/offer	10.00%	34.32%	40.00%	15.68%
Word of mouth (referred by a friend or someone you know)	5.00%	10.00%	34.32%	50.68%
Getting a free sample	14.32%	35.12%	20.56%	30.00%
Attractive bottle/packaging	10.00%	34.32%	10.00%	45.68%

Q.25 When was the last time you came across an advertisement for **Hot Sauce?**

	Couple of days ago	30.00%
	A few weeks back	-
	A few months back	-
Six	months back	10.00%
	Over a year ago	-
	Never came across an Ad for Hot Sauce	60.00%

[IF THE ANSWER IS 6, THEN SKIP TO QUESTION 28]

Q.26 Where did you find the advertisement for **Hot Sauce?**

Television	100.00%
Print ad (Magazine, Newspaper etc)	-
Flyers/Mailers	-
Internet	-
Radio	-

Q.27 How likely were you to try the Hot Sauce as a result of the advertisement?

More	likely	50.00%
Less	likely	-
	No change in my desire to try the hot sauce	50.00%

Q.28 So we may group your responses with others, please tell us about yourself.

Q.29 What is your marital status?

Single	60.00%
Married	20.00%
Divorced	20.00%
Separated	-
Widowed	-
Living with partner	-
Other	-

Q.30 Which of the groupings below best represents your total annual household income before taxes?

Less than \$25,000	-
\$25,000-\$34,999	40.00%
\$35,000-\$44,999	-
\$45,000-\$54,999	-
\$55,000-\$64,999	-
\$65,000-\$74,999	60.00%
\$75,000-\$84,999	-
\$85,000-\$99,999	-
\$100,000-\$124,999	-
\$125,000-\$149,999	-
\$150,000 or more	-
Prefer not to answer	-

Q.31 What is the highest level of education you completed?

Grade	School	-
Some	high school	-
	High School Completed	-
	Some Trade/Vocational School	-
Trade/Vocational	certification	-
	Some College/2 Year Degree	-
College	4 Year Degree	100.00%
	Some Graduate School	-
Masters	Degree	-
Doctorate	-

Q.32 Which of the following best describes your ethnic background?

	Asian or Pacific Islander	-
	Black/African American	100.00%
White/Caucasian	-
Hispanic/Latino	-
Native	American	-
Multi-Racial	-
	Other	-
	Prefer not to answer	-



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