

CPG Package Test — Questionnaire

Beer Concept Test (X Beer) · n = 803

This document reproduces the questionnaire used in the CPG case study. It is published in the interest of methodological transparency: every variable shown in the Survey Explorer and Model Builder traces back to one of the items below. The questionnaire is reproduced as it was administered, with the exception of light formatting changes (en-dashes, currency symbols) made for legibility. Hidden recodes (prefixed with h) are derived variables and were not shown to respondents.

Variable codes in brackets match the column names in the dataset and the variable labels shown throughout the CPG tools. Q21 is the primary outcome modeled in the case study (purchase intent on the test brand's package).

Screening Questions

Used to qualify respondents and capture core demographics. Hidden recode variables (hS1, hS2, hS4) are derived from the visible answers and used in modeling.

[S1] To begin with, what is your gender?

- Male
- Female
- Non-binary / other
- Prefer not to say

[hS1] HIDDEN: Gender recode (2-point).

- Male
- Female

Recorded from S1; collapses non-binary/refused into the modal categories or excludes from binary analyses.

[S2] What is your age?

- Under 18
- 18–20
- 21–25
- 26–35
- 36–45
- 46–55
- 56 or older
- Prefer not to say

[hS2] HIDDEN: Age recode (4-point).

- 21–25
- 26–35
- 36–45
- 46–55

Recoded from S2; defines the core analyzable age range for this study.

[S3] Which of the following best describes your race or ethnicity?

- White
- Black or African American
- Hispanic or Latino
- Asian or Asian American
- Native American or Alaska Native
- Native Hawaiian or Pacific Islander
- Middle Eastern or North African
- Another race or ethnicity
- Prefer not to answer

[S4] In which of the following states do you currently live?

50 states + District of Columbia. Recoded into hS4 (Northeast / Midwest / South / West) for modeling.

[hS4] HIDDEN: Region recode (4-point).

- Northeast
- Midwest
- South
- West

[S5] Do you, or does anyone in your household, currently work in any of the following industries?

- Marketing or advertising
- Market research
- Media or journalism
- Hospitality
- Food & beverage production
- Educational services
- Technology or software development
- Healthcare or social assistance
- None of the above

Standard market-research disqualifier — respondents in industries with conflict of interest were screened out before the main study.

[S6] Which of the following types of beverages have you purchased and consumed in the past 3 months?

- Beer
- Coffee / ready-to-drink coffee beverages
- Energy drinks
- Iced tea
- Soft drinks / soda
- Sparkling water
- Spirits (vodka, whiskey, rum, etc.)

- Sports drinks / hydration beverages
- Wine
- None of the above

Beer purchasers (S6r1=1) qualified for the rest of the survey.

[S7] Which of the following types of beer have you purchased and consumed in the past 3 months?

- Light beer / Lagers
- Craft beer / Specialty ales
- Dark / Malty Beer (e.g., stout, porter)
- Pilsners / European-style lagers
- Wheat / Belgian-style beers
- Other

[S8] And which of the following types of beer would you not be open to purchasing/consuming in the future?

- Light beer / Lagers
- Craft beer / Specialty ales
- Dark / Malty Beer (e.g., stout, porter)
- Pilsners / European-style lagers
- Wheat / Belgian-style beers
- I am open to purchasing/consuming all of the above

[T1] We're testing a potential new concept and would love your honest feedback. Some of what you'll see in this survey is not yet on the market and is confidential. By continuing, you agree not to share or discuss any of the content with others. Do you agree to keep this information confidential?

- I agree
- I don't agree

Standard confidentiality gate. Respondents who declined exited the survey here.

Beer Purchase Behavior & Brand Awareness

Captures buying habits, channel, drivers, and brand familiarity prior to package exposure.

[Q1] How often do you typically buy beer at a store?

- Daily
- A few times a week
- About once a week
- 2–3 times a month
- About once a month
- Less often than once a month

[Q2] About how much do you spend each time you buy beer at a store?

_____ (numeric)

Open numeric response (USD).

[Q3] Where do you typically buy beer?

- Convenience store
- Grocery store
- Liquor store / Specialty beverage store
- Mass merchandiser / Club store (e.g., Costco, Walmart, Target)
- Other (please specify)

[Q4] When purchasing beer, which of the following factors are important to you?

- Alcohol content (ABV)
- Availability
- Brand reputation
- Calorie count
- Convenience
- Novelty / Uniqueness
- Price
- Taste
- Quality
- Sustainability / Environmental impact
- Other (please specify)

[Q5] And which is the single most important factor?

- Alcohol content (ABV)
- Availability
- Brand reputation
- Calorie count
- Convenience
- Novelty / Uniqueness
- Price
- Taste
- Quality
- Sustainability / Environmental impact
- Other (specified above)

[Q6] Which of the following brands/products have you heard of?

- Bud Light
- Budweiser
- Coors Banquet
- Corona Extra
- X Beer
- Michelob Ultra
- Miller Lite
- Modelo
- Pabst Blue Ribbon

- Yuengling Light Lager
- None of these

[Q7] Which of these would you consider purchasing in the future?

- Bud Light
- Budweiser
- Coors Banquet
- Corona Extra
- X Beer
- Michelob Ultra
- Miller Lite
- Modelo
- Pabst Blue Ribbon
- Yuengling Light Lager
- None of these

[Q8] Which of these brands/products have you ever purchased?

- Bud Light
- Budweiser
- Coors Banquet
- Corona Extra
- X Beer
- Michelob Ultra
- Miller Lite
- Modelo
- Pabst Blue Ribbon
- Yuengling Light Lager
- None of these

[Q9] Which of these brands/products have you purchased in the past 3 months?

- Bud Light
- Budweiser
- Coors Banquet
- Corona Extra
- X Beer
- Michelob Ultra
- Miller Lite
- Modelo
- Pabst Blue Ribbon
- Yuengling Light Lager
- None of these

[Q10] And which of the following do you purchase most often?

- Bud Light
- Budweiser
- Coors Banquet
- Corona Extra
- X Beer
- Michelob Ultra
- Miller Lite
- Modelo
- Pabst Blue Ribbon
- Yuengling Light Lager

Concept Exposure

Respondents were randomly assigned to one of four exposure cells (*Cells_Split*). Each saw a different package design for the test brand (X Beer). Reactions to the package follow.

[Cells_Split] ASSIGNED EXPOSURE CELL.

- Cell 1
- Cell 2
- Cell 3
- Cell 4

Random assignment, hidden from the respondent.

[Q11] For each product below, please tell us how likely you would be to consider purchasing it in the next 3 months if it were available.

Statement	Extremely likely	Very likely	Somewhat likely	Slightly likely	Not at all likely
X Beer (test product, package shown)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bud Light	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coors Banquet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Corona Extra	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Michelob Ultra	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Miller Lite	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Modelo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Package Reaction (X Beer)

All X Beer reaction questions are asked against the cell-specific package image (*img_pipe*).

[Q12] How appealing do you find this package overall?

- Extremely appealing
- Very appealing
- Somewhat appealing
- Not very appealing
- Not at all appealing

[Q14] How unique or different do you feel this packaging is compared to other packages in the category?

- Extremely unique/different
- Very unique/different
- Somewhat unique/different
- Slightly unique/different
- Not at all unique/different

[Q15] How easy is it to tell what the product is based on the packaging?

- Extremely easy
- Somewhat easy
- Neither easy nor difficult
- Somewhat difficult
- Extremely difficult

[Q16] How well does this package fit with what you know about the brand?

- Extremely well
- Very well
- Somewhat well
- Not at all well
- N/A — I don't know enough about the brand

[Q17] How personally relevant does this product seem based on the packaging?

- Extremely relevant
- Very relevant
- Somewhat relevant
- Not very relevant
- Not at all relevant

[Q18] Based on the packaging you see here, how much do you agree or disagree that each of the following statements describes the brand?

Statement	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Affordable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Authentic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Down-to-Earth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Statement	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Elite	()	()	()	()	()
Fun	()	()	()	()	()
High Quality	()	()	()	()	()
Modern	()	()	()	()	()
Premium	()	()	()	()	()
Reliable	()	()	()	()	()
Simple	()	()	()	()	()
Unique	()	()	()	()	()

[Q21] Assuming this product was available for a reasonable price where you typically shop, how likely would you be to purchase it in the next 3 months?

- Extremely likely
- Very likely
- Somewhat likely
- Not very likely
- Not at all likely

Q21 is the primary outcome variable in modeling. Q21_TopTwo (the binary recode of the top two boxes) is the modeled binary outcome.

Additional Demographics

Captured at the end of the survey to reduce drop-off and avoid biasing earlier responses.

[D1] What is the highest level of education you have completed?

- Less than high school
- High school diploma or equivalent
- Some college, no degree
- Associate degree (2-year)
- Bachelor's degree (4-year)
- Graduate or professional degree
- Prefer not to say

[D2] Which of the following best reflects your annual household income?

- Under \$25,000
- \$25,000–\$49,999
- \$50,000–\$74,999
- \$75,000–\$99,999
- \$100,000–\$149,999

- \$150,000–\$199,999
- \$200,000 or more
- Prefer not to say

[D3] Which of the following best describes your current employment status?

- Employed full-time
- Employed part-time
- Self-employed
- Unemployed and looking for work
- Unemployed and not looking for work
- Student
- Retired
- Homemaker
- Other
- Prefer not to say

[D4] What is your current marital status?

- Single / never married
- Married or in a domestic partnership
- Divorced or separated
- Widowed
- Other
- Prefer not to say

[D5] How many people (including yourself) live in your household?

- 1
- 2
- 3
- 4
- 5+
- Prefer not to say

[D6] Do you have any children under 18 living in your household?

- Yes
- No
- Prefer not to say