

## Gatorade Zero Orange Taste Test Questionnaire

**Instructions:** Thank you for participating in this taste test for Gatorade Zero Orange. Please take a sip of the sample provided and answer the following questions. Your feedback is valuable in helping us improve the product.

1. How much do you like the color of the Gatorade Zero Orange sample?
  - 1 = Dislike extremely
  - 2 = Dislike very much
  - 3 = Dislike moderately
  - 4 = Dislike slightly
  - 5 = Neither like nor dislike
  - 6 = Like slightly
  - 7 = Like moderately
  - 8 = Like very much
  - 9 = Like extremely
2. How do you rate the color of the Gatorade Zero Orange sample?
  - 1 = Definitely too light
  - 2 = Slightly too light
  - 3 = Just about right
  - 4 = Slightly too dark
  - 5 = Definitely too dark
3. How do you rate the aroma of the Gatorade Zero Orange sample?
  - 1 = Not nearly strong enough
  - 2 = Not strong enough
  - 3 = Just about right
  - 4 = Too strong
  - 5 = Much too strong
4. How much do you like the aroma of the Gatorade Zero Orange sample?
  - 1 = Dislike extremely
  - 2 = Dislike very much
  - 3 = Dislike moderately
  - 4 = Dislike slightly
  - 5 = Neither like nor dislike
  - 6 = Like slightly
  - 7 = Like moderately
  - 8 = Like very much
  - 9 = Like extremely
5. Overall, how much do you like the Gatorade Zero Orange sample?
  - 1 = Dislike extremely
  - 2 = Dislike very much
  - 3 = Dislike moderately
  - 4 = Dislike slightly

- 5 = Neither like nor dislike
  - 6 = Like slightly
  - 7 = Like moderately
  - 8 = Like very much
  - 9 = Like extremely
6. How much do you like the overall flavor of the Gatorade Zero Orange sample?
- 1 = Dislike extremely
  - 2 = Dislike very much
  - 3 = Dislike moderately
  - 4 = Dislike slightly
  - 5 = Neither like nor dislike
  - 6 = Like slightly
  - 7 = Like moderately
  - 8 = Like very much
  - 9 = Like extremely
7. How do you rate the overall flavor of the Gatorade Zero Orange sample?
- 1 = Not nearly strong enough
  - 2 = Not strong enough
  - 3 = Just about right
  - 4 = Too strong
  - 5 = Much too strong
8. How much do you like the orange flavor of the Gatorade Zero Orange sample?
- 1 = Dislike extremely
  - 2 = Dislike very much
  - 3 = Dislike moderately
  - 4 = Dislike slightly
  - 5 = Neither like nor dislike
  - 6 = Like slightly
  - 7 = Like moderately
  - 8 = Like very much
  - 9 = Like extremely
9. How do you rate the orange flavor of the Gatorade Zero Orange sample?
- 1 = Not nearly strong enough
  - 2 = Not strong enough
  - 3 = Just about right
  - 4 = Too strong
  - 5 = Much too strong
10. How intense is the orange flavor of the Gatorade Zero Orange sample?
- 0 = Not at all intense
  - 1
  - 2
  - 3
  - 4
  - 5 = Moderately intense

- 6
- 7
- 8
- 9
- 10 = Extremely intense

11. How much do you like the sweetness of the Gatorade Zero Orange sample?

- 1 = Dislike extremely
- 2 = Dislike very much
- 3 = Dislike moderately
- 4 = Dislike slightly
- 5 = Neither like nor dislike
- 6 = Like slightly
- 7 = Like moderately
- 8 = Like very much
- 9 = Like extremely

12. How do you rate the sweetness of the Gatorade Zero Orange sample?

- 1 = Not nearly sweet enough
- 2 = Not sweet enough
- 3 = Just about right
- 4 = Too sweet
- 5 = Much too sweet

13. How intense is the sweetness of the Gatorade Zero Orange sample?

- 0 = Not at all intense
- 1
- 2
- 3
- 4
- 5 = Moderately intense
- 6
- 7
- 8
- 9
- 10 = Extremely intense

14. How much do you like the mouthfeel of the Gatorade Zero Orange sample?

- 1 = Dislike extremely
- 2 = Dislike very much
- 3 = Dislike moderately
- 4 = Dislike slightly
- 5 = Neither like nor dislike
- 6 = Like slightly
- 7 = Like moderately
- 8 = Like very much
- 9 = Like extremely

15. How do you rate the mouthfeel of the Gatorade Zero Orange sample?

- 1 = Much too thin
- 2 = Too thin
- 3 = Just about right
- 4 = Too thick
- 5 = Much too thick

16. How much do you like the aftertaste of the Gatorade Zero Orange sample?

- 1 = Dislike extremely
- 2 = Dislike very much
- 3 = Dislike moderately
- 4 = Dislike slightly
- 5 = Neither like nor dislike
- 6 = Like slightly
- 7 = Like moderately
- 8 = Like very much
- 9 = Like extremely

17. How do you rate the aftertaste of the Gatorade Zero Orange sample?

- 1 = Not nearly strong enough
- 2 = Not strong enough
- 3 = Just about right
- 4 = Too strong
- 5 = Much too strong

18. How intense is the aftertaste of the Gatorade Zero Orange sample?

- 0 = Not at all intense
- 1
- 2
- 3
- 4
- 5 = Moderately intense
- 6
- 7
- 8
- 9
- 10 = Extremely intense