

Category Awareness Survey Template

All questions are optional. Follow each question's directions.

Write your answers to the open questions in the space provided.

These seven optional questions use one concrete dinner-planning example. Show Q1 before naming meal-kit delivery. Keep Q3 before the answer options in Q4 so respondents can explain the term in their own words. Every field is always visible; select one answer where options appear.

1. Before seeing a service name, what ways would you consider for getting ingredients and instructions for a weeknight dinner?

2. Before today, had you heard the term “meal-kit delivery”?

- ☐ Yes, and I knew what it meant
- ☐ Yes, but I was unsure what it meant
- ☐ No
- ☐ Not sure

3. In your own words, what does “meal-kit delivery” mean?

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4. Which description best matches what you think meal-kit delivery usually provides?

- ☐ Pre-portioned ingredients with a recipe to cook
- ☐ Ready-to-eat restaurant meals
- ☐ A standard grocery delivery without planned recipes
- ☐ Something else
- ☐ Not sure

5. Have you ever used a meal-kit delivery service?

- ☐ Yes, within the last 3 months
- ☐ Yes, more than 3 months ago
- ☐ No
- ☐ Not sure

6. For which situation, if any, might you consider a meal-kit delivery service?

- ☐ Planning weeknight dinners
- ☐ Trying a new recipe
- ☐ Saving shopping time
- ☐ Cooking for a special occasion
- ☐ Another situation
- ☐ I would not consider it
- ☐ Not sure

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7. Where would you first look to learn whether this type of service suits you?

- ☐ Search engine
- ☐ Friends or family
- ☐ Social media
- ☐ Store or supermarket
- ☐ Review site
- ☐ Another place
- ☐ I would not look
- ☐ Not sure