



Welcome Panelist name!

Before you start the survey, please make sure you are available for the next **15 minutes** to complete the survey about the hand cream you just used in-home.

Please...

1. Pay close attention to all instructions
2. Answer honestly- there are no right or wrong answers
3. Take your time while answering each question

Click the *next* button to begin

Bag Number

Please enter the **NUMBER** on your **Ziplock Bag** below.

Confirmation

Please confirm you have bag number listed below.
If correct, click "next". If not, click "back" and re-enter the number.

123

1. I agree to participate as a panelist in research conducted by The Sensory and Consumer Research Center.
2. I understand that the purpose of this project is to participate in a home-use test of **HAND CREAM**
3. I will receive payment when I complete this study.
4. I understand my performance as an individual will be treated as research data and will in no way be associated with me for other than identification purposes, thereby assuring confidentiality of performance and responses.
5. I understand that I do not have to participate in this research, and may choose not to participate without penalty.
6. I understand that I may withdraw at any time.
7. If I have any questions concerning this study, I understand that I may contact Martin Talavera at 913.307.7324.
8. If I have any questions about my rights as a consumer or about the manner in which this research was conducted, I may contact Dr. Rick Scheidt, Chair, Committee on Research Involving Human Subjects at 785.532.2334.

By typing my name in the space below, I am providing my electronic signature and acknowledging that I understand the above statements.

Just to confirm, did you use the hand cream **BC111** today?

☐ Yes

☐ No

Please log out and close the browser window. Use **BC111** as many times as you normally would. Then log back into this survey.



How many times did you use this hand cream today?

Sample: BC111

☐ 1 time

☐ 2 times

☐ 3 times

☐ 4 times

☐ 5 times

☐ 6 times

☐ 7 times

☐ Other (please specify)

The purpose of today's survey is to understand your experience about hand cream **BC111**.

Please make sure that you have **BC111 in front of you, in case you need to retry it on your hands while you are answering this questionnaire.**

Based on your experience in using **BC111** today, how much do you like or dislike this product **OVERALL**?

Dislike Extremely	Dislike Very Much	Dislike Moderately	Dislike Slightly	Neither Like nor Dislike	Like Slightly	Like Moderately	Like Very Much	Like Extremely

What, if anything, did you like about this product?

Sample: BC111

What, if anything, did you dislike about this product?

Sample: BC111

Thinking about your **feelings/emotions** while using this product, how does this hand cream make you feel?

Please rate each feeling/emotion listed below.

"This hand cream product makes me feel_____."

Sample: BC111

Awake

Not at all	Slightly	Moderately	Very	Extremely

Balanced

Not at all	Slightly	Moderately	Very	Extremely

Calm/Soothed

Not at all	Slightly	Moderately	Very	Extremely

Clean	Not at all	Slightly	Moderately	Very	Extremely
Comfortable	Not at all	Slightly	Moderately	Very	Extremely
Confident	Not at all	Slightly	Moderately	Very	Extremely
Fresh	Not at all	Slightly	Moderately	Very	Extremely
Happy	Not at all	Slightly	Moderately	Very	Extremely
Healthy	Not at all	Slightly	Moderately	Very	Extremely
Luxurious	Not at all	Slightly	Moderately	Very	Extremely
Natural	Not at all	Slightly	Moderately	Very	Extremely
Neat	Not at all	Slightly	Moderately	Very	Extremely
Nourished					

Not at all

Slightly

Moderately

Very

Extremely

Pampered

Not at all

Slightly

Moderately

Very

Extremely

Perfect/Flawless

Not at all

Slightly

Moderately

Very

Extremely

Pleasant

Not at all

Slightly

Moderately

Very

Extremely

Pleased/Satisfied

Not at all

Slightly

Moderately

Very

Extremely

Pretty/Beautiful/Attractive

Not at all

Slightly

Moderately

Very

Extremely

Put-together/Polished

Not at all

Slightly

Moderately

Very

Extremely

Ready

Not at all

Slightly

Moderately

Very

Extremely

Refreshed/Rejuvenated/Energized

Not at all

Slightly

Moderately

Very

Extremely

Relaxed

Not at all	Slightly	Moderately	Very	Extremely

Relieved

Not at all	Slightly	Moderately	Very	Extremely

Vibrant

Not at all	Slightly	Moderately	Very	Extremely

Youthful

Not at all	Slightly	Moderately	Very	Extremely

Annoyed/Irritated

Not at all	Slightly	Moderately	Very	Extremely

Bad/Unpleasant

Not at all	Slightly	Moderately	Very	Extremely

Bland

Not at all	Slightly	Moderately	Very	Extremely

Disappointed

Not at all	Slightly	Moderately	Very	Extremely

Disgusted

Not at all	Slightly	Moderately	Very	Extremely

Duped/Deceived

Not at all	Slightly	Moderately	Very	Extremely

Flawed

Not at all	Slightly	Moderately	Very	Extremely

Incomplete

Not at all	Slightly	Moderately	Very	Extremely

Insecure/Unconfident

Not at all	Slightly	Moderately	Very	Extremely

Self-conscious/Uncomfortable

Not at all	Slightly	Moderately	Very	Extremely

Sloppy/Messy/Unkempt

Not at all	Slightly	Moderately	Very	Extremely

Unhealthy

Not at all	Slightly	Moderately	Very	Extremely

Unimpressed

Not at all	Slightly	Moderately	Very	Extremely

Unnatural

Not at all	Slightly	Moderately	Very	Extremely

Dissatisfied

Not at all

Slightly

Moderately

Very

Extremely

Frustrated

Not at all

Slightly

Moderately

Very

Extremely

Regret

Not at all

Slightly

Moderately

Very

Extremely

Sample: BC111How much do you like or dislike the **appearance** of this product?Dislike
ExtremelyDislike Very
MuchDislike
Moderately

Dislike Slightly

Neither Like nor
Dislike

Like Slightly

Like Moderately

Like Very Much

Like Extremely

What did you **dislike the appearance** of this product?**Sample: BC111****Sample: BC111**How much do you like or dislike the **aroma** of this product?Dislike
ExtremelyDislike Very
MuchDislike
Moderately

Dislike Slightly

Neither Like nor
Dislike

Like Slightly

Like Moderately

Like Very Much

Like Extremely

Sample: BC111The intensity of **aroma** in this product is...

Much Too Weak

Somewhat Too Weak

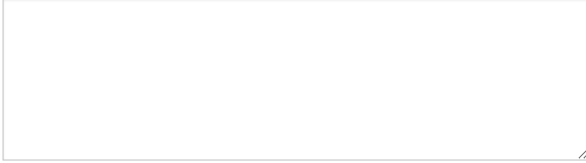
Just About Right

Somewhat Too Strong

Much Too Strong

How would you describe the aroma of this product? (Use 2-6 terms to describe it)

Sample: BC111

**Sample: BC111**

How much do you like or dislike the **texture** of this product?

Dislike Extremely	Dislike Very Much	Dislike Moderately	Dislike Slightly	Neither Like nor Dislike	Like Slightly	Like Moderately	Like Very Much	Like Extremely

Sample: BC111

How would you describe the **thickness** of this product?

Much Too Thin	Somewhat Too Thin	Just About Right	Somewhat Too Thick	Much Too Thick

Sample: BC111

How much do you like or dislike the **afterfeel** this product leaves on your skin?

Dislike Extremely	Dislike Very Much	Dislike Moderately	Dislike Slightly	Neither Like nor Dislike	Like Slightly	Like Moderately	Like Very Much	Like Extremely

Sample: BC111

How would you rate the **greasiness** of this product?

Not greasy at all	Slightly greasy	Moderately greasy	Very greasy	Extremely greasy

Which of the following terms describes your sensory experience about this product? (Check all that apply)

Sample: BC111

☐ Looks natural ???	☐ Smells intense ???	☐ Smells soft ???	☐ Smells nice ???
☐ Smells natural ???	☐ Smells disgusting ???	☐ Feels aqueous ???	☐ Feels lightweight ???
☐ Feels rich ???	☐ Feels heavy ???	☐ Feels greasy ???	☐ Feels sticky ???
☐ Hard to spread ???	☐ Absorbed fast ???	☐ Leaves a lot of residue ???	☐ Makes my hands soft ???
☐ Leaves my hands dry ???	☐ Makes my hands rough ???	☐ Hydrates my hands ???	☐ Protects my hands ???
☐ Soothes my hands ???	☐ Is pilling on my hands ???	☐ None of the above	

Taking all aspects into consideration, how would you rate the overall quality of this product?

Sample: BC111

Poor	Fair	Good	Very Good	Excellent

How likely would you be to purchase this product if it was available where you normally shop at a reasonable price?

Sample: BC111

Definitely will not buy	Probably will not buy	Might or might not buy	Probably will buy	Definitely will buy

How likely are you to recommend this product to a friend or a family member?

Sample: BC111

Definitely will not recommend	Probably will not recommend	Might or might not recommend	Probably will recommend	Definitely will recommend

THANK YOU FOR COMPLETING THE FIRST PRODUCT EVALUATION!

Tomorrow, refer to your instruction sheet to use your SECOND product as you normally would during the day.

Don't finish it all as we need you to have some left with you while doing your survey.

The SECOND survey will be available from 3:00pm to midnight tomorrow.

How much do you agree or disagree with the following statements?

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I like my hand creams to be scent-free.							

I like my hand creams scented.

I like oil-free hand creams.

I prefer paraben-free hand creams.

I prefer my hand creams made from natural ingredients.

I like my hand creams to be rich and thick.

I like my hand creams to be light and thin.

I use hand creams to protect my hands.

I use hand creams to make my hands look younger.

I tend to look at the price first before selecting a hand cream.

I choose hand creams that are specific for my skin type.

I tend to look at the ingredients before buying a hand cream.

What is your age?

☐ Under 18

☐ 18-24

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55+

Which of the following races/ethnicities do you most closely identify with?

☐ Caucasian/White ???

☐ African American/Black ???

☐ Hispanic/Latino ???

☐ Asian-All countries ???

☐ Pacific Islander ???

☐ Native American/American Indian ???

☐ Other

☐ Prefer not to answer

Which number range includes your total annual household income before taxes?

☐ Under \$25,000

☐ \$25,000 to \$34,999

☐ \$35,000 to \$49,999

☐ \$50,000 to \$59,999

☐ \$60,000 to \$69,999

☐ \$70,000 to \$99,999

☐ \$100,000 to \$149,999

☐ \$150,000 or more

Which of the following best describes your highest level of education?

☐ Some high school

☐ High school degree

☐ Some college

☐ College degree

☐ Some graduate studies

☐ Graduate degree

Which of the following best describes your skin type on your hands?

☐ Dry

☐ Normal-dry

☐ Normal

☐ Combination

☐ Oily

How often do you currently apply hand cream to your hands on a typical day?

☐ Once a day

☐ 2-3 times a day

☐ 4-5 times a day

☐ 6-7 times a day

☐ More than 7 times a day

Where do you typically purchase your hand cream products? (Check all that apply)

☐ Ulta Beauty, Beauty Brands, Sephora ???

☐ Walgreens/CVS ???

☐ Walmart or Target ???

☐ Online-only retailer (eg Amazon, Jet) ???

☐ Department store ???

☐ Brands' official websites ???

☐ Through personal sales rep (Direct selling such as Mary Kay or Avon) ???

☐ Other (please specify)



Thanks for completing this survey!

Your \$75 Amazon Gift Card will be emailed to you by Friday, 4/2/21.

Watch for an email FROM Amazon and make sure to check your "junk" folder.

FinishedBack

