



Welcome Panelist name!

Click the *next* button to begin

Please enter the number on the YELLOW Post-It you have sitting in front of you into the box below and click 'next'.

Is the number below the number on your Post-It?

If yes, click "next".

If no, click "back" and type the number on your Post-It again.

123

Consent

1. I agree to participate as a panelist in research conducted by The Sensory and Consumer Research Center at Kansas State University -- Olathe Campus.
2. I understand that the purpose of this project is to participate in a mashed potato taste test.
3. I will receive participation 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 anything 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 Marianne Swaney-Stueve at 913-307-7354 at the KSU Olathe Campus Room 162.
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, 1 Fairchild Hall (532-2334), Manhattan, KS, 66506.

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

The server will now bring your FIRST sample:

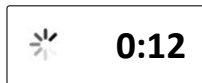
SAMPLE BC111

While you wait for your sample, please take a sip of water and a bite of cracker to cleanse your palate.



DO NOT TASTE YOUR SAMPLE UNTIL INSTRUCTED.

Once you have received sample BC111, click next to continue.



DO NOT TASTE THE SAMPLE YET.

Please LOOK at sample BC111.

Sample: BC111

How much do you like or dislike the **APPEARANCE** of these potatoes?

Dislike Extremely	Dislike Very Much	Dislike Moderately	Dislike Slightly	Neither Like nor Dislike	Like Slightly	Like Moderately	Like Very Much	Like Extremely
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

DO NOT TASTE THE SAMPLE YET.

Please SMELL the sample BC111.

Sample: BC111

How much do you like or dislike the **AROMA** of these potatoes?

Dislike Extremely	Dislike Very Much	Dislike Moderately	Dislike Slightly	Neither Like nor Dislike	Like Slightly	Like Moderately	Like Very Much	Like Extremely
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PLEASE TASTE THE SAMPLE NOW.

Sample: BC111

How much do you like or dislike these potatoes **OVERALL**?

Dislike Extremely	Dislike Very Much	Dislike Moderately	Dislike Slightly	Neither Like nor Dislike	Like Slightly	Like Moderately	Like Very Much	Like Extremely
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sample: BC111

How much do you like or dislike the **FLAVOR** of these potatoes?

Dislike Extremely	Dislike Very Much	Dislike Moderately	Dislike Slightly	Neither Like nor Dislike	Like Slightly	Like Moderately	Like Very Much	Like Extremely
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sample: BC111

How would you describe the **FLAVOR**?

Much too weak	Slightly too weak	Just-about-right	Slightly too strong	Much too strong
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sample: BC111

How much do you like or dislike the **TEXTURE** of these potatoes?

Dislike Extremely	Dislike Very Much	Dislike Moderately	Dislike Slightly	Neither Like nor Dislike	Like Slightly	Like Moderately	Like Very Much	Like Extremely
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The following question is very important to understand the characteristics of potatoes. Please take your time when answering it.

How would you describe these potatoes? Check all that apply.

Sample: BC111

<input type="checkbox"/> Mealy/Grainy texture ???	<input type="checkbox"/> Fluffy/Airy texture ???	<input type="checkbox"/> Smooth texture ???
<input type="checkbox"/> Moist texture ???	<input type="checkbox"/> Dense texture/thick ???	<input type="checkbox"/> Cooked potato aroma ???
<input type="checkbox"/> Cooked potato flavor ???	<input type="checkbox"/> Metallic flavor ???	<input type="checkbox"/> Metallic aroma ???
<input type="checkbox"/> Raw potato aroma ???	<input type="checkbox"/> Raw potato flavor ???	<input type="checkbox"/> Earthy aroma ???
<input type="checkbox"/> Earthy flavor ???	<input type="checkbox"/> Dry texture ???	<input type="checkbox"/> Other - please specify <input type="text"/>
<input type="checkbox"/> None of the above		

How difficult was it for you to describe the potatoes using the check-all-that-apply question?

Not at all difficult									Extremely difficult
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Sample: BC111

How much do you like or dislike the AFTERTASTE of these potatoes?

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

Please rank the items in order from most important to least important to you when purchasing potatoes.

Click and drag the MOST IMPORTANT FACTOR for you into the 1st box.

Click and drag the LEAST IMPORTANT FACTOR for you into the 9th box.

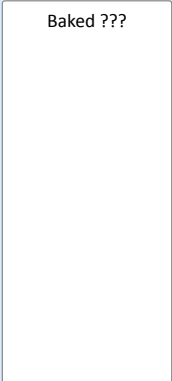
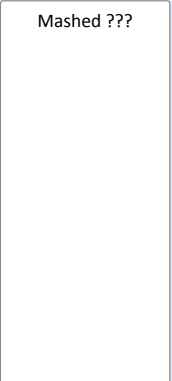
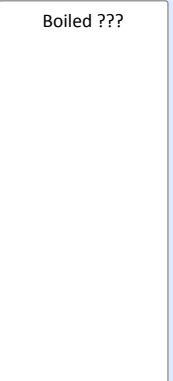
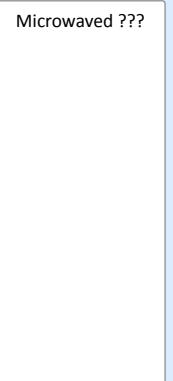
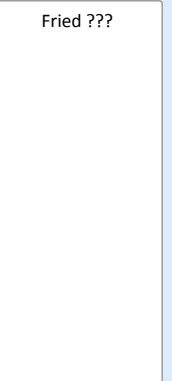
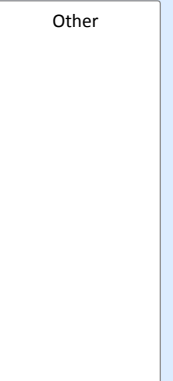
1st	2nd	3rd	4th
5th	6th	7th	8th
9th			

Size ???	Shape ???	Color of peel ???	Packaging ???	Nutritional information ???	Organic ???
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		Locally produced ???	Price ???	Variety ???	

Rank in order the potato cooking method you like most (to least) that you, yourself like to eat.
Click and drag the name of the method you LIKED THE MOST into the 1st box.
Click and drag the name of the method you LIKED THE LEAST into the 6th box.

1st	2nd	3rd	4th
			
	5th	6th	
			

Baked ???	Mashed ???	Boiled ???	Microwaved ???	Fried ???	Other
					

Which potato varieties do you normally purchase? Please check all that apply.

Yukon ???

Russet ???

Fingerling ???

Red ???

Petites ???

Specialty ???

Other - please specify

I do not care about potato variety

Please indicate with an "x" how much do you agree or disagree with EACH of the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Potatoes are nutritious.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Potatoes are boring and dull.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Labeling about origin (like Idaho, Colorado etc.) of potatoes influences my purchase decision.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Labeling about variety name (like Russet Norkotah, Snowden etc.) on the package influences my purchase decision.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
I believe that the flavor of potatoes has changed historically.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Potatoes are healthy regardless of the cooking method.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

I tend to buy organic products/ingredients.

I tend to buy natural products or ingredients.

I look for non-GMO (non Genetically Modified Organisms) ingredients in the food I eat.

I avoid potatoes because they are high in carbohydrates.

Which of the following categories best describes your total annual household income?

- \$24,999 or less
- \$25,000 - \$49,999
- \$50,000 - \$69,999
- \$70,000 - \$99,999
- \$100,000 - \$129,999
- \$130,000 - \$159,999
- \$160,000 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



Thank you for completing this test!

Please sign out.

Return to the check-out table to receive your payment.

Finished

Back