ge:	_		
o you regularly purchase	e and eat apples?	Yes No	
What are your favorite va	rieties of apples? 1	.)	
	2	2)	
	3	3)	
10 = Amazing!) :	Flores	Texture	Appearance
Variety	Flavor		
Α	Cosmic	Cusp	
A B	Cosmic Breeze	Cusp	
Α	Cosmic Breeze	Cusp	
A B C	Cosmic Breeze Sonya vour preferred apple?	Cusp	
A B C	Cosmic Breeze Sonya vour preferred apple?	YesNo_	
A B C	Cosmic Breeze Sonya vour preferred apple?	YesNo_	
A B C	Cosmic Breeze Sonya your preferred apple?	YesNo_	

at are your favorite val	rieties of apples? 1) _	Gala	
at are your ravorite rai	2)_	Coneco Red delivors	
	3) .	Red deliviors	5
and water the fallowing	variation based on the follo	owing critoria on a scale fr	om 1 to 10 (1 = Terrible
ase rate the following (= Amazing!) :	varieties based on the follo	owing criteria on a scale ii	oid (1 – 1) of of 1 mo
		Texture	Appearance
Variety	Flavor	ICALUIC	/ Ippculation
Variety	Flavor	8	8
Variety A B	Flavor &	8	8
1/-	Flavor & 5	8 6 7	8 7
(A) B	Flavor & 5	8 6 7	8 7
B C	Flavor S Our preferred apple?	8 6 7	8 7
A B C Dulld you pay more for y	8 5 7	8 6 7 Yes	8 7
C Duld you pay more for y	your preferred apple?	8 6 7 Yes	8 7

Product Code: WA 38

Gender: Female Male	
Age: <u>54</u> Do you regularly purchase and eat apples?	Yes No
What are your favorite varieties of apples?	1) Ryi 2) Gala
	3) Braelure

Variety	Flavor	Texture	Appearance	
(A)	10	10	10	
В	8	7	9	
С	9	9	10	

Would you pay more for your preferred apple?	Yes	_ No
What did you like about your preferred apple?	amanjng	flavor (A)
amanging textipe	- greas	+ color!
0 /		

Product Code: WA 38

Gender: Female Male	
Age: 57 Do you regularly purchase and eat apples?	Yes No
What are your favorite varieties of apples?	1) HONEY 2) JAZZ 3) LOBLA

Variety	Flavor	Texture	Appearance
(A)	10	E	10
В	7	7	5
С	8	8	9

Would you pay more for your preferred apple? What did you like about your preferred apple? _	Yes V NO CRISP, FLAVOR, JUICE

you regularly purchase	— and eat apples? Yes	<u>No</u>	
hat are your favorite var	2)_3)_	Caneo	om 1 to 10 (1 = Terrible
) = Amazing!) : Variety	Flavor	Texture	Appearance
(A)	9	8	9
В	4	4	9
С	4	+	6
	our preferred apple?	Yes No.	X
ould you pay more for y	our preferred apple?	Sweller	3.5
	our preferred apple?	- DWCEIFE	3.5

Product Code: WA 38

	X
Gender: Female Male	
Age: 35	
Do you regularly purchase and eat apples?	Yes_X No
What are your favorite varieties of apples?	1) Fuzy 2) Horay Crist
	3) 1000

Variety	Flavor	Texture	Appearance
(A)	8	8	9
В	7	5	9
С	V	6	8

Would you pay more for your preferred apple?	Yes	No	
What did you like about your preferred apple?			

that are your favorite varieties of apples? 1) Port-locky 2) As Noncey crush 3) Gala ease rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible 1) = Amazing!): Variety Flavor Texture Appearance O 10 C 6 10 Found you pay more for your preferred apple? Ould you pay more for your preferred apple? Ould you like about your preferred apple? O S S S S S S S S S S S S S S S S S S	o you regularly purchase a		S_X No_	
ease rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible of a Amazing!): Variety Flavor Texture Appearance	hat are your favorite varie	ties of apples? 1)	as himself	cusp
ease rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible 0 = Amazing!): Variety Flavor Texture Appearance		2)	aale	Cion
Variety Flavor Texture Appearance R R R R R R R R R R R R R R R R R R R		3/	0	
C & B 10 10 10 10 10 10 10 10 10 10 10 10 10		ieties based on the for	owing criteria on a scale ii	om I to Io (I – Terrible
ould you pay more for your preferred apple? Yes No	Variety			Appearance
	Variety		Texture	Appearance
	Variety A A A A A A A A A A A A A A A A A A		Texture	Appearance

hat are your favorite var			
	3) _		
Variety	Flavor	Texture	Appearance
(^)	a		1 9
A	9	6	6
A B C	9 7 4	6	6

_57	-	V	
ou regularly purchase	e and eat apples? Y	es No	
at are your favorite va	arieties of apples? 1)	
)	
	3)	
ase rate the following	varieties based on the fo	ollowing criteria on a scale f	rom 1 to 10 (1 = Terrible
= Amazing!) :			
= Amazing!) : Variety	Flavor	Texture	Appearance
	Flavor	Texture Great	Appearance
Variety			
Variety	Gill	Great	Nice deep to
A B C ould you pay more for	G114t Fair built - Good your preferred apple?	Great Fair Good YesNo	Nice deep ru Nice Nice
Variety A B C	G114t Fair built - Good your preferred apple?	Great Fair Good	Nice deep ru Nice Nice
Variety A B C	G114t Fair built - Good your preferred apple?	Great Fair Good YesNo	Nice deep ru Nice Nice
Variety A B C	G114t Fair built - Good your preferred apple?	Great Fair Good YesNo	Nice deep ru Nice Nice

	- 17	
and eat apples? Yes_	XNo	
2)		
		om 1 to 10 (1 = Terrible -
riavoi	a.	**
9		8
7	9	8
our preferred apple?		texture.
	and eat apples? Yes_rieties of apples? 1)	and eat apples? Yes

hat are your favorite var	2)_	Fuji Piwa Lood	& Lady
ease rate the following v = Amazing!) : Variety	rarieties based on the follo	owing criteria on a scale fr	Appearance
(A)	10	10	8
1 /	-71		2
В	+	6	0
	6	å	8

Product Code: WA 38

Gender: Female Male	
Age: 3U Do you regularly purchase and eat apples?	Yes No
What are your favorite varieties of apples?	1) BRABUNN 2) FUJI
	3) PINIC LADY

Variety	Flavor	Texture	Appearance
(A)	10	10	10
В	(4	10
С	5	5	10

Nould you pay more for your preferred apple?	Yes No
Would you pay more for your preferred apple? What did you like about your preferred apple?	TASTE / JUICY

	1		
ender : Female _	/ Male	-	
ge: JU	_	1	
lo you regularly purchase	e and eat apples? Yes	No	
Vhat are your favorite va	rieties of apples? 1) _ 2) _ 3) _	Pink Lady Honey Cris	
LO = Amazing!) :	varieties based on the follo	owing criteria on a scale fi	Appearance
Variety	Flavoi	1 CALUIC	0.044.1
(A)	8		prelice
В	/	8	Delignistel
C		8	
Would you pay more for	^	Yes No	Tactis).
	your preferred apple?	rundy, Cr	(*P) 100 (13V
What did you like about y	your preferred apple?	runary, a	(*P) 100 (13V

regularly purchase	and eat apples? Ye	No	
regularly parenase	and carappear		
		A Rod I	elicious
re your favorite var			
	3)		
ate the following v	varieties based on the foll	owing criteria on a scale fr	om 1 to 10 (1 = Terrible
nazing!) :			
Variety	Flavor	Texture	Appearance
7.	1	7	6
(A)	*	1	
A	7	7	7
1_/	7	7	7
В	7	7 4	7
B C	your preferred apple?	7 4 Yes	7
C you pay more for y	your preferred apple?		
C you pay more for y		yes_V_ No.	
C you pay more for y	our preferred apple?		
C you pay more for y	our preferred apple?	he flavor	
C you pay more for y	our preferred apple?	he flavor	
C you pay more for y	our preferred apple?	he flavor	

Product Code: WA 38

/	
Gender: Female Male	
Age:	
Do you regularly purchase and eat apples?	Yes No
What are your favorite varieties of apples?	1) Green
	2) red
	3) +W(

Variety	Flavor	Texture	Appearance
(A)	\Diamond	(0)	0)
В	9	10	10
(c)	10	10	10

Nould you pay more for your preferred apple? What did you like about your preferred apple?	T)	Yes V	000d	
What did you like about your preferred apple?			good	

Gender: Fer	male Male	<u> </u>	
Age:	14		
Do you regularly pu	urchase and eat apples?	Yes No	
	orite varieties of apples?	1) Fugg 2) pink lady 3)	
Please rate the following 10 = Amazing!): Variety	owing varieties based on th	ne following criteria on a scale fro Texture	Appearance
A	Juicky		Red (flightly dock)
В		6101111(2	
С			
	ore for your preferred apple	? Yes No No	

nder: Female	Male		
you regularly purchase	and eat apples? Yes	s No	
hat are your favorite var	2)_	fudi	
ease rate the following v	varieties based on the follo	owing criteria on a scale f	from 1 to 10 (1 = Terrible
= Amazing!) :	Flavor	Texture	Appearance
	Flavor	Texture	Appearance
= Amazing!): Variety	Flavor	Texture	Appearance
Variety A	Flavor	Texture	Appearance

ender: Female	Male	_	
ge: <u> [\lambda </u>	_	./	
o you regularly purchase	and eat apples? Yes	No	
	rieties of apples? 1)	Fugi Red DeliSho Pink locky owing criteria on a scale fr	om 1 to 10 (1 = Terrible -
0 = Amazing!) :	Flavor	Texture	Appearance
Variety	//O	/n)/)
B	10	10	10
(c)	10	10	10
	our preferred apple?	Yes No _	

No you regularly purchase and eat apples? Yes No	Gender: Female	Male	_	
What are your favorite varieties of apples? 2) RCA delicioug 3) Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!): Variety Flavor Texture Appearance A	Age:	_	1/	
2) Red delicious 3)	Oo you regularly purchase	and eat apples?	s_/_ No	
Variety Flavor Texture Appearance A B C Nould you pay more for your preferred apple? What did you like about your preferred apple? This cracky and swell and recommendations are suppled to the supples to the sup	What are your favorite va	2)_	fa Ji Red delia	1049
B 7 9 10 10 10 10 10 10 10 10 10 10 10 10 10	LO = Amazing!):			
Nould you pay more for your preferred apple? What did you like about your preferred apple? This cracky and swell and red Ted		10	10	10
Nould you pay more for your preferred apple? No What did you like about your preferred apple? This cracks and swell and red Ted	В	7	ĥ	10
What did you like about your preferred apple? It is cruchy and swelt and red	С	5	10	10
		our preferred apple?	0.1	

Product Code: WA 38

Female _____

Do you regularly purchase and eat apples?

Age:

	se rate the following vertex (Amazing!): Variety	varieties based on the fol	lowing criteria on a scale fr	om 1 to 10 (1 = Terrible -
) =		Flavor		
			Texture	Appearance
	((A)	10	6	10
	В	1 A	10	late 9
	С	TO TO THE PARTY OF	of thethe	golde mind with
	uld you pay more for y at did you like about y		Yes No No	ite and its
	won't look	at it and	say, Disgusting.	good so pec

Product Code: WA 38

Gender: Female N	Male
Age: 12	
Do you regularly purchase and eat apples	?? Yes No
What are your favorite varieties of apples	s? 1) golden delicous
	2) Fují
	3) Saylas gala

Variety	Variety Flavor		Appearance 8	
(A)				
В	7	10	6	
С	8	7	8	

Would you pay more for your preferred apple?	Yes	No_	1	o- 11
What did you like about your preferred apple?	DXX B	go It	has	a really
good taste. I also like	e its	texture		

Product Code: WA 38

Gender: Female Male _	
Age: <u>13</u>	/ >
Do you regularly purchase and eat apples?	Yes No
What are your favorite varieties of apples?	1) Golden de list vous
	2)
	3)

Variety	Flavor	Texture	Appearance	
(A)	98	9\$	RO 10	
В	8	a a	10	
С	5	6	5	

Would you pay r	nore for your p	referred apple?	Yes	N	lo	
What did you lik			600	od	Flaco	
+	extur	e	and	apy	perence	2
<i>U</i> 1	(11)		6)100			

Gender : Female	Male		
Age:		1	
Do you regularly purchase	and eat apples?	es_\No	
What are your favorite var	ieties of apples? 1) 2) 3)	fyji red de lic	045
10 = Amazing!) :		lowing criteria on a scale fr	
Variativ	Flavor	Texture	Appearance
Variety	10	1.0	1.0
A	10	10	10
	(0	10	10
(A)	[0	10	10

ou regularly purchase	and eat apples?	es No	
at are your favorite va		Grany Smith	
	2)	fucli	
	3)		
see rate the falleuing.	variation based on the fo	llowing criteria on a scale fr	om 1 to 10 /1 = Terrible
	raneties based on the fo	llowing criteria on a scale fro	om I to Io (I – Terrible
= Amazing!) :			
Variety	Flavor	Texture	Appearance
Variety	Flavor	Texture	Appearance
Variety A	Flavor	Texture	Appearance
Variety A C	Flavor 7 9	8	7
A B C	Flavor 7 9 8 our preferred apple?	orundry 9	10
C c puld you pay more for y	9 8 Your preferred apple?	runchy 9 Yes No_	10
C C culd you pay more for y	9 8 Your preferred apple?	orundry 9	10
C C culd you pay more for y	9 8 Your preferred apple?	runchy 9 Yes No_	10
C c puld you pay more for y	9 8 Your preferred apple?	runchy 9 Yes No_	10

		res_V No	
nat are your favorite var			
		.)	
	3	5)	
	Flavor	Texture	Appearance
Variety	10	Very soft 10)0
A	10	very soft 10 soft 9)0)0
	10 7 10	very soft 10 soft 9 crunchy 8)0)0)0
A B C ould you pay more for y	your preferred apple?	very soft 10 soft 9 crunchy 8 yes No_	9
C ould you pay more for y	your preferred apple?		9

nder : Female _	Male	_	
ge:			
you regularly purchase	e and eat apples?	es No	
hat are your favorite va	rieties of apples? 1) 2)	Λ	
asso rate the following	varieties based on the fol	lowing criteria on a scale fr	om 1 to 10 (1 = Terrible
	Flavor	Texture	Appearance
= Amazing!) :			
= Amazing!) :			
Variety			
Variety A B C ould you pay more for the second	Flavor	Texture	Appearance / O
Variety B C ould you pay more for	Flavor	Texture	Appearance / O
Variety B C ould you pay more for	Flavor	Texture	Appearance / O
Variety B C ould you pay more for	Flavor	Texture	Appearance / O

Product Code: WA 38

Gender :	Female	Male_	
Age:	4		
Do you regula	rly purchase and eat ap	ples?	Yes No
What are you	r favorite varieties of ap	ples?	1) Honey Crist 2) Red 3) Gala

Variety	Flavor	Texture	Appearance
((A)	10	10	10
B	10	10	10
(C)	10	10	10

Would you pay more for your preferred apple?	Yes	No	_
What did you like about your preferred apple?			

2) Dun R lady 3) Showing varieties based on the following criteria on a scale from 1 to 10 (1 = Term = Amazing!): Variety Flavor Texture Appearance A GOOD OK C OK ONL ONL ONL ONL ONL ONL ONL O	:	_		
2) Duk lacky 3) Conguerist ase rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrese Amazing!): Variety Flavor Texture Appearance A Good Gok C O(C OK OK OK Dould you pay more for your preferred apple? Yes No	you regularly purchase	and eat apples? Yes	, No	
Variety Flavor Texture Appearance of the control of		2)_	fleji pen R lady honougris	p*
ould you pay more for your preferred apple? Yes No	= Amazing!) :			Appearance
ould you pay more for your preferred apple? Yes No	* A	mad	Good	good
ould you pay more for your preferred apple? Yes No	В	OOK	OK	OOK
and you pay more for your profession appear	С	014	016	6K
flavor.			Yes No.	no but sw

Product Code: WA 38

Age:

/ariety Flavor Texture Appearance A S 7 S B 6 7 9 C 7 7 7 S //ou pay more for your preferred apple? Yes X No id you like about your preferred apple? Flavor was better -	rate the following varieties based on the following criteria on a scale from 1 hazing!): Variety Flavor Texture A G 7 B 6 7	to 10 (1 = Terrible
A G T S B G T T T S C You pay more for your preferred apple? Yes X No Settor — Id you like about your preferred apple? Flavor was better —	/ariety Flavor Texture A 8 7 B 6 7	Appearance
A S 7 9 B 6 7 9 C 0 9 Yes X No You pay more for your preferred apple? Flavor was better -	A S 7 B 6	8
A 8 7 9 B 6 7 9 C 7 7 7 you pay more for your preferred apple? Yes X No id you like about your preferred apple? Flavor was better -	A) 8 7 B 6 7	8
B 6 7 9 C 7 7 7 you pay more for your preferred apple? Yes X No No Settor -	B 6 7	01
C you pay more for your preferred apple? Yes No id you like about your preferred apple? Flavor was better	1	-/
you pay more for your preferred apple? Yes No Id you like about your preferred apple? Flavor was better		7
	id you like about your preferred apple? Flavor was	

you regularly purchase and eat apples? Yes X No	nder: Female	Male	_	
nat are your favorite varieties of apples? 1)	e: <u>12</u>			
ease rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible 1) = Amazing!): Variety Flavor Texture Appearance C C JO JO JO JO JO JO JO JO	you regularly purcha	se and eat apples? Yes	X No	
Variety Flavor Texture Appearance A 10 10 10 10 B 6 8 9 C 10 10 10 Ould you pay more for your preferred apple? Yes X No X	hat are your favorite v		•	
B 6 8 9 C 10 10 10 Ould you pay more for your preferred apple? Yes X No X	= Amazing!) :			om 1 to 10 (1 = Terrible Appearance
ould you pay more for your preferred apple? Yes X No X	A		10	10
ould you pay more for your preferred apple? Yes X No X	В	6	8	9
		10	10	10
	(c)	10		
		r your preferred apple?		and testy.
		r your preferred apple?		and testy

		11-1-1-1-1-1	
at are your favorite var	rieties of apples? 1	HONEYCIZISP	
	2	PINKS	
	3	FUJT	
	varieties based on the fo	ollowing criteria on a scale fr	Appearance
= Amazing!) :			
= Amazing!) : Variety	Flavor	Texture	
= Amazing!) : Variety	Flavor	Texture	

r: Female	₩ Male		
u regularly purchase	and eat apples? Yes	No	
are your favorite var	rieties of apples? 1) _ 2) _ 3) _ varieties based on the follows:	Grany Smith	
Amazing!) :			
Variety	Flavor	Texture	Appearance
Variety	Flavor 10	Texture 8	Appearance
Variety A B	Flavor 10	Texture 8	1
(A)	10	Texture 8 7 3	le

Product Code: WA 38

Male

Age:

Do you regularly purchase and eat apples?

	3) _	other api	SUS
rate the following v	varieties based on the follo	wing criteria on a scale fr	rom 1 to 10 (1 = Terrible
Variety	Flavor	Texture	Appearance
A	the 8	8	6
(B)	6	9	9
C	1	q	
	your preferred apple? your preferred apple?	1	ch flavor,

Product Code: WA 38

Yes No
1) NO PAUDEITE
2)
3)

Variety	Flavor	Texture	Appearance
A	6	7	5
(B)	8	8	5
C	7	8	5

Would you pay more for your preferred apple? What did you like about your preferred apple?	Yes	No X	-

		Horas coisf.	
hat are your favorite var			
	3) _		
ance rate the following w	arieties based on the follo	owing criteria on a scale fr	rom 1 to 10 (1 = Terrible
ease rate the following v I = Amazing!) :	arieties based on the folio	owing criteria on a scale n	oli 1 to 10 (1 – 1 oli oli 1 illo
) - Amazing:) .			
Variety	Flavor	Texture	Appearance
A		2	1
(B)	3	3	
e	2	1	
ould you pay more for y	our preferred apple?	Yes No	
		Sols A	
	our preferred apple?	There) (seek us	55
What did you like about yo			

u regularly purchase	and eat apples? Ye	s No	
		red delicion	<
are your favorite var			n: 11.
	2)_	graing 51	nith
	3)	tug,	
e rate the following v	varieties based on the foll	owing criteria on a scale fr	rom 1 to 10 (1 = Terrible
Amazing!) :			
Varioty	Flavor	Texture	Appearance
variety			
Variety	10	7	9
A	9	7	10
A	9	8	10
B C	9	Yes X No.	10 8
B C	9 8 our preferred apple?	Yes X No.	10 8
B C	9 8 our preferred apple?	Yes X No.	10 8

/hat are your favorite va		Grany Smith	
		Fuji	
	3) .		
ease rate the following	varieties based on the follo	owing criteria on a scale fr	om 1 to 10 (1 = Terrible
0 = Amazing!) :			
Variety	Flavor	Texture	Appearance
A	10	9	10
B	Ø	6/	10
(C)	IQ.	10	10
	your preferred apple?	Yes No _	5
fould you hav more for y	our preferred apple.		s different
	7	100 -101	1 1 1 1 1 1 1 1 1
	our preferred apple?	he tout wa	9 01110 211
Vould you pay more for you hat did you like about y		he fort wa	G ATTION ENT

2) 3) 3) rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible	regularly purchase and eat apples? Yes V	No	
2)			
2)			(
e rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible Amazing!): Variety Flavor Texture Appearance	at are your favorite varieties of apples? 1)	ranny SM	ITM
e rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible Amazing!): Variety Flavor Texture Appearance	2)	Ja la	
Variety Flavor Texture Appearance	3)7	in	
Variety Flavor Texture Appearance		3	
A 42 42	Amazing!):		
(B) 5 5 5	variety Flavor	A _	Appearance
(B)	A + m	12	42
T A	B	- A	5
C 4 4 9	C 4	4	9
		es V No	
Id you pay more for your preferred apple? Yes No	ald you pay more for your preferred apple? You	. 4	1 / 1 1
T 1 A 1 (1)	T 1	MAS	Way 5
T 1 A 1 (1)	T 1	MAS	Way 5
T 1 A 1 (1)	ould you pay more for your preferred apple? Your did you like about your preferred apple?	NAS	Way (

you regularly purcha	ase and eat apples? Yes	s No	
nat are your favorite	varieties of apples? 1) _ 2) _ 3)	Lady Alice fugi honey or	risp
= Amazing!) :		owing criteria on a scale from	Appearance
Variety	Flavor	Texture	
A	tart 5	Ovenchy 8 alithe soft 8 But good 8	OR S
((B)	sweet/tart 8	But good 8	nice color
C	or your preferred apple?	9000 8 Yes No	
	it your preferred apple?		

ge: <u>68</u>		No	
o you regularly purchase	and eat apples? Yes	No	
	rieties of apples? 1) _ 2) _ 3) _ varieties based on the follo	Envy Jazz Prak Caly owing criteria on a scale fr	
0 = Amazing!) :			
Variety	Flavor	Texture	Appearance
Variety A	Flavor &	Texture €	Appearance
_	8		
Α		8	
Α	g 7 9 our preferred apple?	8	7 8 8 9
A B C C Vould you pay more for y	g 7 9 our preferred apple?	8 7 8 Yes X No.	7 8 8 9
A B C C	g 7 9 our preferred apple?	8 7 8 Yes X No.	7 8 8 9

Male	_	
_		
and eat apples? Yes	s No	
2) __ 3) .	Envy Jazz Ho key crie	rom 1 to 10 (1 = Terrible -
Flavor	Texture	Appearance
8	6	8
9	6	8
6	9	7
>>/	Yes of No.	
	and eat apples? Yes ieties of apples? 1) _ 2) _ 3) . arieties based on the follo	and eat apples? Yes No

ge: ()	e and eat apples?	s No	
hat are your favorite va	rieties of apples? 1) _ 2) _ 3) .	Honeyere Fuji Branny S	nieth_
) = Amazing!) :	varieties based on the folk		
Variety	Flavor	Texture ~~	Appearance
A B	0		5
C	9	8	8
ould you pay more for y	our preferred apple?	Yes X No	texture
nat did you like about y			

you regularly purchase a	nd eat apples? Yes	s_X No	
nat are your favorite varie	3) _		
ease rate the following va = Amazing!) : Variety	rieties based on the follo	Texture	Appearance
Α	/ 6	10	7
В	6	10	8
(c)	10	10	10
ould you pay more for you hat did you like about you	ur preferred apple?	Yes No.	

::	_	,	
you regularly purchase	and eat apples? Yes	No	
nat are your favorite var	2)_	Jonny gol Reds	2d
= Amazing!) :	varieties based on the follo	owing criteria on a scale fr	om 1 to 10 (1 = Terrible Appearance
Variety	IIAVOI		
Variety A	a	8	7
Α	9	8	7
1/2	7	8 7	7 7 9
A B C C puld you pay more for you	7	Yes No_	7 7 9
A B C C Dulld you pay more for you	our preferred apple?	Yes No_	7 7 9
A B C C Dulld you pay more for you	our preferred apple?	Yes No_	7 7 9

o you regularly purchase		s No	
'hat are your favorite van	rieties of apples? 1) _ 2) _ 3) .	Honey Ki Faji Gala	915P
O = Amazing!):		owing criteria on a scale fr	
Variety	Flavor	Texture	Appearance
Α	7	8	8
10.0		8	8
В	3		
	10	10	8
Would you pay more for y		Yes X No	weetes

nat are your favorite v	arieties of apples? 1)	Fujin	5V)
		pinklady	
	37	1	
ease rate the following	varieties based on the foll	owing criteria on a scale	from 1 to 10 (1 = Terrible
) = Amazing!) :			
Variety	Flavor	Texture	Appearance
Α	7	8	6
В	4	9	9
(C)	9	9	10
		,	
	your preferred apple?	Yes No	<u> </u>
ould you pay more for		the flever	
	your preferred apple?	the alave.	
	your preferred apple?	THE STAVE	
	your preferred apple?	THE TLAVET	

you regularly purchas	ee and eat apples?	es No	
nat are your favorite va	arieties of apples? 1)	Green	
	varieties based on the foll	owing criteria on a scale for	
= Amazing!) :			Appearance
= Amazing!) : Variety	Flavor		
= Amazing!) : Variety A	Flavor		

	Male		
Age: 49			
o you regularly purch	ase and eat apples?	es_ V No	
		1/	
What are your favorite		Hones con	
	2)	Kell ou	Del
	3)	Gala.	
	3/	u u u.	
lease rate the followin	g varieties based on the fol	lowing criteria on a scale f	rom 1 to 10 (1 = Terrible -
.0 = Amazing!) :	•		
Variety	Flavor	Texture	Appearance
Α	Creat	Firm	Creat
		1 1	
В	8	10	8
B	8		10
	8	10	10
С		10	
C Vould you pay more fo	r your preferred apple?	10 Yes No	
C Vould you pay more fo		10	
C Vould you pay more fo	r your preferred apple?	10 Yes No	
C Would you pay more fo	r your preferred apple?	10 Yes No	
C Vould you pay more fo	r your preferred apple?	10 Yes No	
C Vould you pay more fo	r your preferred apple?	10 Yes No	
C Would you pay more fo	r your preferred apple?	10 Yes No	

Gender: Female_	Male		
Age:	_		
Do you regularly purchas	e and eat apples?	Yes No	
What are your favorite va	arieties of apples?	1)	
		2)	
		3)	
Variety A	Flavor	Texture	Appearance
A		8	8
B		9	3
(C)			
Vould you pay more for y	our preferred apple?	Yes No _	
Vhat did you like about yo	our preferred apple?		
What did you like about yo	our preferred apple?		
Vhat did you like about yo	our preferred apple?		
What did you like about yo	our preferred apple?		
What did you like about yo	our preferred apple?		

Male		
and eat apples? Y	es No	
	Golden di	1 / Shioù 5 om 1 to 10 (1 = Terrible -
Flavor	Texture	Appearance
8	70	/0
5	8	10
9	10	10
our preferred apple?	Yes No.	<u></u>
-	and eat apples? Yeties of apples? 2) 3: arieties based on the form Flavor	eties of apples? 2) Gale 3) Golden di arieties based on the following criteria on a scale fr

nder : Female	Male	<u> </u>	
e: <u>12</u>	_		
you regularly purchase	and eat apples? Yes	No	
nat are your favorite va	rieties of apples? 1) _	Fugi Golden Apple	5
	2)	red appres	
	3/ _	in appear	
ase rate the following v	varieties based on the follo	wing criteria on a scale f	rom 1 to 10 (1 = Terrible
= Amazing!) :	rancies based on the folio	Thing criteria on a scale ii	5 1 to 10 (1 - Terrible
Variety	Flavor	Texture	Appearance
Variety A	Flavor	Texture	Appearance
	Flavor 9	Texture	Appearance
Α	Flavor 9	Texture	Appearance
A B	Flavor 9 4	10	Appearance
A B C	9 4 10	10	10 (0
A B C C Yould you pay more for y	our preferred apple?	\(\frac{10}{8} \) \(\sqrt{10} \) \(\text{Yes} \sqrt{1} \) \(\text{No} \)	10
A B C C /ould you pay more for y	9 4 10	\(\frac{10}{8} \) \(\sqrt{10} \) \(\text{Yes} \sqrt{1} \) \(\text{No} \)	10
A B C C Yould you pay more for y	our preferred apple?	\(\frac{10}{8} \) \(\sqrt{10} \) \(\text{Yes} \sqrt{1} \) \(\text{No} \)	10
A B C C Yould you pay more for y	our preferred apple?	\(\frac{10}{8} \) \(\sqrt{10} \) \(\text{Yes} \sqrt{1} \) \(\text{No} \)	10
A B C C ould you pay more for y	our preferred apple?	\(\frac{10}{8} \) \(\sqrt{10} \) \(\text{Yes} \sqrt{1} \) \(\text{No} \)	10
A B C C /ould you pay more for y	our preferred apple?	\(\frac{10}{8} \) \(\sqrt{10} \) \(\text{Yes} \sqrt{1} \) \(\text{No} \)	10

A 6 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9	what are your favorite varieties of apples ease rate the following varieties based of apples of apples of apples ease rate the following varieties based of apples of apples ease rate the following varieties based of apples ease rate the following varieties ease rate the following varieties ease rate apples ease r	2) GOLDEN (3) GOLDEN (scale from 1 to 10 (1 = Terrible -
ease rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrib = Amazing!): Variety Flavor Texture Appearance A	Variety Flavo	on the following criteria on a so	
A 6 9 9 9 8 10 8 10 8 10 10 10 10 10 10 10 10 10 10 10 10 10	A 6		Appearance
B 10 8 10 Ould you pay more for your preferred apple? Yes No What did you like about your preferred apple? Every thing about it is	-	9	
ould you pay more for your preferred apple? Yes No hat did you like about your preferred apple? Every thing about it is		8	10
hat did you like about your preferred apple? Every thing about it is	(C) 10	16	
\checkmark	hat did you like about your preferred ap		No V reg about it is that apple.

	se and eat apples? Yes	s No	
at are your favorite va	arieties of apples? 1) _	Fuji	
	2)_	Lala 11	2011/20
	3)	yellow delici	rous - Only to
ase rate the following = Amazing!) :	varieties based on the follo	owing criteria on a scale fr	rom 1 to 10 (1 = Terrible
Variety	Flavor	Texture	Appearance
Α	9	9	10
В	7	9	8
(c)	10	9	10
		X	
	your preferred apple? /our preferred apple?	Yes No _	-
		Yes No _	

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Male

Gender:

Age:

Female

/hat are your favorite	2)		
ease rate the following = Amazing!): Variety	ng varieties based on the foll Flavor	owing criteria on a scale fr	Appearance
Α	unt a cal	·	Appearance
В	not on Con	50 50	perette
(2)	0 1	600 d	402000
-	1	7000	GOOT
	1 \		U
ould you pay more fo	r vour preferred apple?	Yes I/ No	
	r your preferred apple?	Yes No_ Colov - tas	to (1)
			to (1)
			to (1)
			to (1)

you regularly purchase	and eat apples? Yes_	No	
nat are your favorite va	rieties of apples? 1)	B	
		A	
	3)	C	
ease rate the following = Amazing!) :	varieties based on the follow	16	
Variety	Flavor	Texture	Appearance
A	TART 7	.5	5
	SWEET 8	5	5
B	SWEET O		
B	Mus 6	5)
ould you pay more for that did you like about	Mus 6	Yes No_	
Would you pay more for	your preferred apple?	Yes No_	



: 23 you regularly purch	ase and eat apples?	Yes No	
nat are your favorite	varieties of apples?	1) Honeyonisp	
		2)	
= Amazing!) :		following criteria on a scale	
	Flavor	Texture	Appearance
= Amazing!) :	Flavor Okay, Mild	Texture A little soft	Appearance Fautiful
= Amazing!): Variety	Flavor	Texture	Appearance
Variety B Ould you pay more f	Flavor Okay, Mild On yes God, sweet For your preferred apple?	Texture A little soft wonderful A rittle soft	Appearance Bood, gretty Very Pretty
Variety B Ould you pay more f	Flavor Okay, Mild On yes God, sweet For your preferred apple?	Texture A little soft wonderful A rittle soft Yes X No	Appearance Bood, gretty Very Pretty



Variety Flavor Texture Appearance Appe	e:	se and eat apples? Yes	No_X_	
ease rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Term 1) = Amazing!): Variety Flavor Texture Appearance Appeara	hat are your favorite v	varieties of apples? 1)	granny sn	:14
ease rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Term) = Amazing!): Variety Flavor Texture Appearance Appearanc		2)	onk lody	
B in ovative crisp delicion and would you pay more for your preferred apple? Yes No			1	
B in ovative crisp delicion normal Vould you pay more for your preferred apple? Yes No		g varieties based on the followir	ng criteria on a scale fr	
B novative Crisp delicion normal Vould you pay more for your preferred apple? Yes No	Variety	Flavor	Texture	Appearance
Vould you pay more for your preferred apple? Yes No	A	July rance like	crisp	-
Vould you pay more for your preferred apple? Yes No	(B)	in quative	Crisp	delicious
Vould you pay more for your preferred apple.		rild	July	normal
	C			
			0	
			0	

		0 -	
hat are your favorite var		fuji	
	2) _	honey crisp	
	3) _	granny.	
		to - suitania an a scala fr	om 1 to 10 (1 = Terrible
	varieties based on the follo	wing criteria on a scale ii	OIII 1 to 10 (1 - 1011)
) = Amazing!) :		Toutune	Appearance
Maulatu	Elavor	lexture	
Variety	Flavor	Texture	10
A	her 9	1 O	10
Variety	her 9	1 O G	10
A	her 9	10 9	10

nder: Female	Male		
32	<		
you regularly purchase	and eat apples? Yes	No	
nat are your favorite var	ieties of apples? 1) _ 2) _ 3) _	Honey	Cais
			om 1 to 10 /1 = Terrible
= Amazing!) :		4	
	Flavor	Texture	Appearance
= Amazing!) :		4	
= Amazing!) : Variety B Ould you pay more for y	Flavor 7 7 7 7 7 7 7 7 7 7 7 7 7	4	Appearance 10
= Amazing!) : Variety B Ould you pay more for y	Flavor 7 7 7 7 7 7 7 7 7 7 7 7 7	Texture 7 6	Appearance 10
A	Flavor 7 7 7 7 7 7 7 7 7 7 7 7 7	Texture 7 6	Appearance 10



		11-00-000-0-0	
are your favorite var	rieties of apples? 1) _	Horagonop	
	2) _		
	3) _		
rate the following	varieties based on the follo	owing criteria on a scale fr	om 1 to 10 (1 = Terrible
rate the following v mazing!):	varieties based on the rolls		
	Flavor	Texture	Appearance
variety			1
ναriety	8	9	0
Variety	9 1/2	10	Ø 9
ABC	8 9 1/2 8	10	Ø 9 9
A	8 9 i/2 8	9 10 \$\frac{10}{2}\$ Yes \times No_	9

you regularly purch	ase and eat apples? Ye	s_X_ No	
nat are your favorite	varieties of apples? 1)	Pinklady Fuil	licious
ease rate the following = Amazing!) :	ng varieties based on the fol	3	from 1 to 10 (1 = Terrible
		Toyturo	Annearance
Variety	Flavor	Texture	Appearance
Variety	Sweet w/ a little	Texture 10 Crisp	10 Pretty
Variety A B C	Sweetw/ a little	10 Crisp	10 Pretty
B C	Sweet w/ a little	Yes X No	10 Pretty 10 Classic
A B C	Sweet w/ a little 10 Sweet pear 8 Bothery to binger For your preferred apple?	Yes X No	10 Pretty 10 Classic



ge:	se and eat apples? Ye	s No	
you regularly purcha	se and car apples.		
hat are your favorite v	varieties of apples? 1)	FuJI	
	2)	HONEY CRUST)
	3)	HONEY CRIST	
			m 1 to 10 (1 = Terrible
	g varieties based on the fol	lowing criteria on a scale fro	1 to 10 (1 = 1e11)ble
0 = Amazing!) :		w	
	Flavor	Texture	Appearance
Variety	Flavor	Texture	Appearance
A	TONAGO CDISH	calsp (9)	GALA X HONEJ CRIST CA OZARK BLACK/
Variety	RED/ SONATHAN PO	cruse 9 cruse 9	GALA X HONESCRIST CA
A	TONAGO CDISH	calsp (9)	GALA X HONEJ CRIST CA OZARK BLACK/
A B C	RED/ SUNATHAN (SE BANANA)	crisp (9) crisp crisp physical soften	GALA X HONEJ CRIST CA OZARK BLACK/
A B C	RED SONATHAN SON	Yes X No	BALA X HONESCRIST CA OZARK BLACK/ JUNATHAN
A B C	RED/ SUNATHAN (SE BANANA)	Yes X No	BALA X HONESCRIST CA OZARK BLACK/ JUNATHAN
A B C	RED SONATHAN SON	Yes X No	BALA X HONESCRIST CA OZARK BLACK/ JUNATHAN
A B C	RED SONATHAN SON	Yes X No	BALA X HONESCRIST CA OZARK BLACK/ JUNATHAN
A B C	RED SONATHAN SON	Yes X No	BALA X HONESCRIST CA OZARK BLACK/ JUNATHAN

nat are your favorite v	varieties of apples? 1) _		
,	2) _		
	3) _		
Variety A	Elavor CRisp		
		Juicy +	
B		0	
C			
C			
C ould you pay more fo	or your preferred apple?	Yes _ √ No _	
C ould you pay more fo	or your preferred apple?	Yes ✓ No.	isp liked

at are your favorite var	ieties of apples? 1)	Brachern	
lat are your revenue	2)	Honey crisi	2
	2).	Company	and the
	3)	Granny 81	11 (30)
fallandagu	variatios based on the following	owing criteria on a scale f	rom 1 to 10 (1 = Terrible -
lease rate the following v 0 = Amazing!) :	arieties based on the for	own, g	
	Florer	Texture	Appearance
Variety	Flavor	16.00	G
((\ \ \ \)	9	/ 0	7
	~		
B	9	10	9
B	9 Tana 4 6	FIRM 9	yellow 7
C	Will I what	FIRM 9	yellow 7
C 50	shed that Chalky	FIAM 9 Yes No	yellow 7
C 50	our preferred apple?		yellow 7
C Solution	our preferred apple?		yellow 7
C 50	our preferred apple?		yellow 7
C	our preferred apple?		yellow 7
C Solution	our preferred apple?		yellow 7



nder : Female			
e:	-		
you regularly purchase	and eat apples?	Yes No	
nat are your favorite val	rieties of apples?	1)	
		2)	
		3)	
	varieties based on the	e following criteria on a scale fr	rom 1 to 10 (1 = Terrible
) = Amazing!) :		e following criteria on a scale fr	Appearance
	rarieties based on the		
Variety	Flavor		
= Amazing!) :	Flavor		
Variety B Vould you pay more for y	Flavor	Texture	Appearance
Variety B Yould you pay more for y	Flavor	Texture 9 Yes No	Appearance

		V No	
you regularly purchas	se and eat apples? Yes_	No	
hat are your favorite v	varieties of apples? 1)	Spies	
	3)		
	37 _		
ease rate the followin	g varieties based on the follow	ving criteria on a scale fro	om 1 to 10 (1 = Terrible -
0 = Amazing!):		0	
Variety	Flavor	Texture	Appearance
	(10) 9x cellent	F.im (10)	Baulital
A		(10)	(10)
B	(10+)	(10)	
B	(6)	(6)	(6)
B	(6)	(6)	(6)
C	(6)	(6)	(6)
C Would you pay more fo	or your preferred apple?	(6)	(6)
C Would you pay more fo	(6)	(6)	(6) into B coig (B)

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Gender :	Female	Male	
Age:			
Do you regul	arly purchase and eat ap	ples? Yes No	
What are you	ur favorite varieties of ap	ples? 1) Marintosh	
What are you	ur favorite varieties of ap	ples? 1) Marintosh 2) Jonnes 1	

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
A	6	6	10
(B)	8	7	9
C	7	7	8

Would you pay more for your preferred apple?	Yes	No **	
What did you like about your preferred apple?			

ender: Female	Male		
ge: <u>15</u>		- 2	
o you regularly purcha	se and eat apples? Ye	s No	
What are your favorite v	varieties of apples? 1)		
	2)		
	3)		
	3/		
Please rate the following	g varieties based on the fol	lowing criteria on a scale fr	rom 1 to 10 (1 = Terrible -
10 = Amazing!) :			
Variety	Flavor	Texture	Appearance
Α	5	Good	gard
(B)	7	great	great
C	9	quest	guest
			U
Would you pay more fo	r your preferred apple?	Yes No _	
	your preferred apple?	Bath B&	C evere
what did you like about			
Cemanen	gly Great	* /	
	0 0 0		

e: <u>66</u>		✓ No	
you regularly purchase	and eat apples?		
hat are your favorite var	2) _	Fugi	
) = Amazing!) :		.9	
	Flavor	Texture	Appearance
ease rate the following volume of the season		.9	
Variety B Ould you pay more for y	Flavor 16	Texture // O Yes No	Appearance

ou regularly purchase	and eat apples?	es / No	
ou regularly paremass			
at are your favorite val	rieties of apples? 1)	GALA	
at are your ravorite val	2)	PINK LADT HUMFY CRISP	
	-,	HUMEY CRISP	
ase rate the following (varieties based on the fo	llowing criteria on a scale fr	om 1 to 10 (1 = Terrible
	varieties based on the fo	llowing criteria on a scale fr	Appearance
Amazing!) :		v.	
Amazing!) :		Texture	Appearance
Variety		Texture	Appearance

2)	honey original	7
	puil l'ade	1
3) _		
		1 - 10/1 - Torrible -
rieties based on the follo	wing criteria on a scale fr	om 1 to 10 (1 = Terrible -
Flavor	Texture	Appearance
sweet +ast	oup.	pretty ste
aweet	middlemeres	de Bitter Sed
nellow	softer	like loxely
	Flavor	sweet + art ough



600			
regularly purcha	se and eat apples? Yes	No	
e are vour favorite	varieties of apples? 1)	Honey C	risp
are your lavorite		\	
	2).		
	3)		
a rata tha fallowir	ng varieties based on the foll	owing criteria on a scale fr	rom 1 to 10 (1 = Terrible
	ig varieties based on the rem		
= Amazing!) :			
	Flavor	Texture	Appearance
Variety	Flavor	Texture	Appearance
Variety	rich, crist	crisp.	Beautiful
Variety A B	rich, crisp not a	crisp.	Beautiful
Variety	rich, crisp not as not as sweater	crisp.	Beautiful
Variety A B	rich, crisp not a	Crisp. South as crisp.	Beautiful C
Variety A B C	rich, crisp not as not as sweater	Crisp. South as crisp.	Beautiful
Variety A B C	rich, cristonot as supported A	YesNo	Beautiful
Variety A B C	rich, crisp not as not as substant	YesNo	Beautiful
Variety A B C	rich, cristonot as supported A	YesNo	Beautiful
A B C	rich, cristonot as supported A	YesNo	Beautiful
Variety A B C	rich, cristonot as supported A	YesNo	Beautiful



ge: <u>GU</u>	Male	<u>X</u> No	
		Graverstien Fugi	
10 = Amazing!) :	Flavor	Texture	Appearance
Variety	+Ant	crisp 1st	
В	med	good 2N	
	excell mot	Softer 300	XIF
С			

you regularly purchase	Male and eat apples? Yes		
nat are your favorite var	rieties of apples?	Faji Gala	
ease rate the following (= Amazing!): Variety	varieties based on the follo	owing criteria on a scale from the s	om 1 to 10 (1 = Terrible Appearance
(A)	6	8	10
<u>D</u>	8	8	6
В	H	7	. /
С			1
C ould you pay more for y		Yes No _	
C ould you pay more for y			
C Would you pay more for y			



30	-		
you regularly purchase	e and eat apples? Yes	No	
at are your favorite va	rieties of apples? 1) _	Money cusp	
at are your favorite va		Fuit	
	3) _	1266	
			1 to 10/1 - Torrible
	varieties based on the follo	wing criteria on a scale fr	om 1 to 10 (1 = Terrible
	varieties based on the follo		
	varieties based on the follo	wing criteria on a scale fr	Appearance
= Amazing!) :			
= Amazing!) : Variety		Texture	Appearance
= Amazing!) : Variety A	Flavor 9,5	Texture	Appearance
= Amazing!) : Variety A B	Flavor 9,5	Texture	Appearance
= Amazing!): Variety A B C	Flavor 9,5 8	Texture	Appearance
= Amazing!) : Variety A B C ould you pay more for	Flavor 9,5 8 9 your preferred apple?	Texture 10 8 7 Yes No	Appearance
= Amazing!) : Variety A B C ould you pay more for	Flavor 9,5 8	Texture 10 8 7 Yes No	Appearance
Wariety A B C Could you pay more for	Flavor 9,5 8 9 your preferred apple?	Texture 10 8 7 Yes No	Appearance



nder: Femalee:	_	Yes No	
	ieties of apples?	1)	
hat are your favorite var	leties of apples:	2)	
		3)	
0 = Amazing!) :	Flavor	ne following criteria on a scale fr	Appearance
Variety	9	8	9
		0	8
В		^	0
B C		8	8



		Winsah	
at are your favorite var	ieties of apples? 1) _	Winsap	
		Brabum	4 Hony Coe
	3) .	Grany Smi	The Mongola
		V	
ase rate the following v	arieties based on the follo	owing criteria on a scale fr	om 1 to 10 (1 = Terribl
= Amazing!) :			
Variety	Flavor	Texture	Appearanc
(A	10	W	20
В	8	8	5
С	6	7	7
C			
ould you pay more for y	our preferred apple?	Yes No_	



:			
you regularly purcha	se and eat apples?	es No	
at are your favorite v	varieties of apples? 1	Fuji	
•	2	6919	
	3	Pink ledy	
	3		
		lloudes exitoris as a sacla fo	om 1 to 10 /1 - Torrible
	g varieties based on the fo	llowing criteria on a scale fr	rom 1 to 10 (1 = Terrible
= Amazing!) :	g varieties based on the fo	llowing criteria on a scale fr	
		4	Appearance
= Amazing!) : Variety	Flavor	Texture	Appearance
= Amazing!) : Variety	Flavor	Texture	Appearance
= Amazing!) : Variety A B	Flavor 8	Texture	Appearance 10 7
= Amazing!) : Variety A B C	Flavor 8	Texture	Appearance 10 7
B C Dulld you pay more for	Flavor 8 8 6 ryour preferred apple?	Texture D	Appearance
B C ould you pay more for	Flavor 8 8	Texture	Appearance 10



you regularly purchase	and eat apples? Yes	No	
hat are your favorite var	ieties of apples? 1) _	Hong Crisp	
	2)_	Hong Crisp	
		•	
	arieties based on the follo	owing criteria on a scale fr	om 1 to 10 (1 = Terrible
) = Amazing!) :		,	
Variety	Flavor	Texture	Appearance
	5	5	7
(A)			
	5	5	3
(A)	5	5	5
A B	5		5
B C	5	5	5
A B C	our preferred apple?		



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Gender: Female Male _		
Age: Do you regularly purchase and eat apples?	Yes	No
What are your favorite varieties of apples?	1) Fuji 2) Pinh 3) Gala	

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!) :

Variety	Flavor	Texture	Appearance
A	10	10	10
В	8	10	a
С	9	q	q

Would you pay more for your preferred apple?		Yes _	X	No		
What did you like about your preferred apple?	١	like	my	apples	Sweet	4
	Cl	unchy				
	_					-

at are your favorite va		Dhoz	
	2)	Honeyerica	
	3) _	maeoun	
ase rate the following	varieties based on the follow	wing criteria on a scale fr	om 1 to 10 (1 = Terrible
= Amazing!) :			
Variety	Flavor	Texture	Appearance
(A)	10	10	10
В	10 9	9	10
С	Sweet 9	8	10
	your preferred apple?	Yes X No	
uid you pay more for y			20

ge:	and eat annies? Ves	✓ No	
o you regularly purchase	and eat apples?	110	
hat are your favorite var		Fugi	
	2) _		
	3) _		
			40 (4 Tamible
	variatios based on the follo	wing criteria on a scale fr	om 1 to 10 (1 = Tell lible
	varieties based on the rolls		
	Flavor	Texture	Appearance
0 = Amazing!) :		3-	
0 = Amazing!) :		3-	
0 = Amazing!) : Variety		3-	
Variety B C	Flavor	Texture	Appearance
B	Flavor	3-	Appearance
Variety B C	Flavor	Texture 10 8 Yes No	Appearance
O = Amazing!): Variety B C Vould you pay more for y	Flavor	Texture 10 8 Yes No	Appearance
O = Amazing!): Variety B C Vould you pay more for y	Flavor	Texture 10 8 Yes No	Appearance

ou regularly purchase	and eat apples? Yes	No	
		The Comp	
are your favorite var		Honey Crisp.	
	2) _	Pink Ladies	
	3) _	MINK LABITES	
			Take Touthle
se rate the following	varieties based on the follo	owing criteria on a scale fr	rom 1 to 10 (1 = Terrible
Amazing!) :			Ammananan
Variety	Flavor	Texture	Appearance
(A)	9	8	8
1	le	7	7
В			8
C	8		
Culd you pay more for at did you like about you	your preferred apple? your preferred apple? where both hard	Yes X No	
Ild you pay more for at did you like about you	your preferred apple? your preferred apple?	a "refreshing" tas	

der: Female	_	No	
at are your favorite var	ieties of apples? 1) 2)	Honeic	
to the following v	arieties based on the follo	wing criteria on a scale fr	om 1 to 10 (1 = Terribl
: Amazing!) :		Texture	Appearance
Amazing!):	Flavor	Texture	Appearance / O
: Amazing!) :		Texture 8	Appearance 10
Yariety A		Texture 10 8	Appearance 8
Mariety A B	Flavor 10 8 9 rour preferred apple?	Texture 10 8 8 Yes No.	8
Amazing!): Variety A B C uld you pay more for y	Flavor 10 8 9 rour preferred apple?	8	8

5.6	Male		
ender: Female	iviale	_	
ge: 51	_		
o you regularly purchase	and eat apples? Yes	No	
/hat are your favorite var	rieties of apples? 1) _ 2) _ 3) _	Jart, 200 Sweet,	and 15
lease rate the following (0 = Amazing!) :	varieties based on the follo	5 1	
Variety	Flavor	Texture	Appearance
Α			Emba d
A			grad
			grad
C Would you pay more for		Yes No	
C Would you pay more for			
C Would you pay more for y			
C Would you pay more for y			
В			

Gender: Female	Male		
Age: 5 4			
Do you regularly purcha	se and eat apples? Yes_	No	
	,		
What are your favorite v	varieties of apples? 1)	Fluk lad	ly .
	2)	Fy:	
	3)	gal	
Please rate the followin 10 = Amazing!) :	g varieties based on the follow	ing criteria on a scale fr	rom 1 to 10 (1 = Terrible -
Variety	Flavor	Texture	Appearance
Α	Tangy Tangy	Crisp	8-Shing
В	Mild Succes	CVISO	10 Preva
(C)	guet and	Crusp	10
Would you pay more fo	r your preferred apple?	Yes No _	
What did you like about	your preferred apple?		
appranea	Jaske, Te	upme	
,			

	and eat apples? Yes_	V No	
at are your favorite var	rieties of apples? 1) 2) 3) _	& Fuji B hones & gra	nny Sm
		uving critoria on a scale fr	om 1 to 10 /1 - Terribl
= Amazing!) :	varieties based on the follo	Texture	
= Amazing!) : Variety			Appearance
= Amazing!) :	Flavor		
= Amazing!) : Variety A	Flavor		



ge: 02	Male		
you regularly purchase	and eat apples? Yes	No	
hat are your favorite var	2) _	Gala	
ease rate the following v	3) _ varieties based on the follo	Homey Crus	rom 1 to 10 (1 = Terrible
		Texture	Appearance
Variety	Flavor	ICACUIC	
Variety A	Flavor	9	ID
Α			



nd eat apples?	res a luci	
	Yes No	
ties of apples? 1)	
2	!)	
3	3)	
Flavor	Texture	Appearance
6	10	S cool
8	10	8000
10	10	good apple p
or preferred apple?	Yes Y No.	
	r preferred apple?	2)



TicBaiaril barreria	and eat apples? Yes	No	
		6ala	
are your favorite var	rieties of apples? 1)_	Cara	
	2) _	tugi -n	
	3)	Honey cruip	
)	
	variatios based on the follo	owing criteria on a scale fr	om 1 to 10 (1 = Terrible -
	varieties based on the follo	owing criteria on a scale fr	rom 1 to 10 (1 = Terrible -
Amazing!) :		owing criteria on a scale fr	Appearance
Amazing!): Variety	varieties based on the follo		
Variety A			
Variety A B	Flavor	Texture	
Variety A			
Variety A B C	Flavor 10	Texture //	
Variety A B C	Flavor 10 your preferred apple?	Texture	

that are your favorite yar	ieties of annies?	GRANNY SMETH	
hat are your favorite var		FUTT	
		Park LADY	
	3) _	- Like Chay	
ease rate the following	varieties based on the follo	owing criteria on a scale fr	om 1 to 10 (1 = Terrible
= Amazing!) :	arrected bases on the same		
			A
Varioty	Flavor	Texture	Appearance
Variety	Flavor	Texture	Appearance
Α	Flavor 4	5	Appearance 10+
A B	8	10	10+
Α	Flavor 4 8	5	Appearance 10+ 9
A B C	8	10	10+
A B C C Yould you pay more for y	4 8 10 your preferred apple?	10 10 YesX No_	10+
A B C C Yould you pay more for y	4 8 10 your preferred apple?	10 10 YesX No_	10+
A B C C Ould you pay more for y That did you like about y	8	10 10 Yes X No	10+ 9 10

Product Code: WA 38

Male

you regularly purchase	e and eat apples? Yes	No	
hat are your favorite va	rieties of apples? 1) _	Fuji	
*	2) _	Horayange	
	3) _	Golden del	903
Art			
ease rate the following	varieties based on the follo	wing criteria on a scale fr	rom 1 to 10 /1 - Towells
0 = Amazing!) :	varieties based on the folio	wing criteria on a scale if	om 1 to 10 (1 = Terrible
Variety	Flavor	Texture	Appearance
_		6	0
Α		8	
B	7	8	7
	7	8	7
	7	8	7
С	our preferred apple?	Yes No_	8
C Vould you pay more for y		1 1	1 Slahtly
C Vould you pay more for y		1 1	1 Slylly
		1 1	1 Slylly
/ould you pay more for y		1 1	1 Slylly
C Vould you pay more for y		1 1	1 Slylly

Product Code: WA 38

ou regularly purchase a	and eat apples? Yes_	No	
t are your favorite vari	eties of apples? 1) 2)	Sweet	
	ciation based on the follo	wing criteria on a scale fr	om 1 to 10 (1 = Terrible
= Amazing!) :		Texture	Appearance
= Amazing!) : Variety	Flavor	A	
= Amazing!) : Variety A	Flavor	Texture	
= Amazing!) : Variety	Flavor	Texture	Appearance

2

you regularly purchase	and eat apples? Ye	s No	
you regularly purchase	and cat apples.		
		0	
hat are your favorite val		R	
	2) _		
	3)	А	
ease rate the following v	varieties based on the follo	owing criteria on a scale fr	om 1 to 10 (1 = Terrible
ease rate the following v	varieties based on the folk	owing criteria on a scale fr	om 1 to 10 (1 = Terrible
	varieties based on the follo	owing criteria on a scale fr	om 1 to 10 (1 = Terrible
= Amazing!) :			
= Amazing!): Variety			
= Amazing!) : Variety A	Flavor		
= Amazing!) : Variety A	Flavor 7 8	Texture 8	Appearance 9
Variety A B C	Flavor 7 8 10	Texture 8	Appearance 9
Variety A C Ould you pay more for y	Flavor 7 8 10 our preferred apple?	Texture 8 8	Appearance 9
Variety A B C Ould you pay more for you hat did you like about you	Flavor 7 8 10 our preferred apple? our preferred apple?	Texture 8 8	Appearance 9
Variety A	Flavor 7 8 10 our preferred apple? our preferred apple?	Texture 8 8	Appearance 9



	tation of anning	1)		
at are your favorite var	leties of apples:	2)		
		3)		
= Amazing!) :	varieties based on the	following criteria on a s		10 (1 = Terrible
= Amazing!) : Variety				
= Amazing!) : Variety				
= Amazing!) : Variety				
= Amazing!) : Variety				
Variety B C	Flavor 9 7		e A	Appearance 9



Female	_		
regularly purchase	and eat apples? Yes	No	
		11	
re your favorite var	rieties of apples? 1)	Honeycrisp	
	2)_	Opal	
	3)	1	
	0.75		
	varieties based on the foll	owing criteria on a scale fr	om 1 to 10 (1 = Terrible -
	varieties based on the foll	owing criteria on a scale fr	
rate the following v mazing!): Variety	varieties based on the foll	Texture	om 1 to 10 (1 = Terrible -
mazing!):			
variety A		Texture	
wazing!): Variety		Texture	
Variety A B		Texture	Appearance
Variety A B C	Flavor 7 8	Texture	Appearance
Variety A B C I you pay more for y	Flavor	Texture	Appearance
Variety A B C I you pay more for y	Flavor Representation of the second of the	Texture 10 10 10 ves No	Appearance 10 8 10
Variety A B C I you pay more for y	Flavor Representation of the second of the	Texture	Appearance 10 8 10

o you regularly purcha	se and eat apples? Ye	s No_/	
Vhat are your favorite v		Mac	
•	2)	Gala	
	3)		
lease rate the following	g varieties based on the foll	owing criteria on a scale f	rom 1 to 10 /1 = Terrible
0 = Amazing!) :	g varieties based on the fon	owing criteria on a scale in	TOTAL TO TO (1 - Terrible
Variety	Flavor	Texture	Appearance
	Sweet		
Α	(yee)		
A B	Hart		
	1		
B C Would you pay more for	fart		
B C Would you pay more for	Semi your preferred apple?		

Product Code: WA 38 Female Gender: 60 Age: Do you regularly purchase and/or eat apples? What are your favorite varieties of apples? Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible -10 = Amazing!): Appearance **Texture** Variety Flavor 10 10 **Cosmic Crisp Your Usual Favorite** FUNI Apple Another of Your Would you pay more for Cosmic Crisp than you normally pay for apples? Yes No__ What did you like about Cosmic Crisp? ______ Flavo

reat apples? Yes_	V	
r eat apples? Yes_		
of apples?	Fugi	
	. 1	
3)		
3)		
		om 1 to 10 (1 = Terrible -
ies based on the follo	owing criteria on a scale in	JIII 1 to 20 1-
		Appearance
Flavor	Texture	10
10	10	0
8	7	9
8	7	9
. Girathan you no	rmally pay for apples?	
nic Crisp than you no		
- 1	Cart sil	. Hoo
nic Crisp? Very	Sweet WITH	0 1100
+ of ta	nainess.	love the
	of apples? 2) 3) ies based on the following the following services and the following services are applied to the following services and the following services are applied to the fol	of apples? 1) Fugi 2) Gala 3) ies based on the following criteria on a scale from Flavor Texture

Product Code: WA 38 Female X Male Gender: Age: Do you regularly purchase and/or eat apples? Yes___/ What are your favorite varieties of apples? Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible -10 = Amazing!) : Variety Flavor Texture Appearance **Cosmic Crisp** Your Usual Favorite Apple Another of Your **Favorite Apples** Would you pay more for Cosmic Crisp than you normally pay for apples? Yes X No What did you like about Cosmic Crisp? <u>Not too</u> sweet and was very crispy. Plus it as had a little tartness

Gender: Female 🐰	Male		
ge: <u>60</u>			
o you regularly purchase ar	nd/or eat apples? Y	res_X No	
Vhat are your favorite varie	2	Honeymisp Firigi Envy	
Please rate the following var 10 = Amazing!) :	ieties based on the fo	ollowing criteria on a scale for	Appearance
Variety Cosmic Crisp	a		9
Your Usual Favorite Apple	9	8	8
Another of Your Favorite Apples	8	8	8
Would you pay more for Cos Yes No What did you like about Cos	mic Crisp? <u>分 い</u>		mough +

	Product	Code: V	VA 38	
Gender: Female	Male_	/		
Age: <u>65</u>		/		
Do you regularly purchase an	d/or eat apples?	YesV_	No	
What are your favorite varies Please rate the following var				
Variety	Flavor		Texture	Appearance
Cosmic Crisp	10		10	10
Your Usual Favorite Apple	9		9	9
Another of Your Favorite Apples	9		9	9
Would you pay more for Cos Yes No What did you like about Cos	_		for apples? Thus Gi G	d toste

	Produc	t Code: WA 38	
Gender: Female V Age: 57 Do you regularly purchase an			
What are your favorite varie	ties of apples?	1) FUDI 2) GALA	
Please rate the following val 10 = Amazing!) :	rieties based on th	a) DEUCIUS ne following criteria on a scale fr	om 1 to 10 (1 = Terrible -
Variety	Flavor	Texture	Appearance
Cosmic Crisp	10	10	10
Your Usual Favorite Apple	FUI	ŧωι	FUI
Another of Your Favorite Apples	GALA	GALA	GALA

Product Code: WA 38

		Todaci					
Gender :	Female	Male_		-			
Age:	53						
Do you regul	arly purchase and/or e	at apples?	Yes_	<u> </u>	No	_	
What are yo	ur favorite varieties of a	apples?	1)	Fuji			
			2)	Gale	9		
			3) _	_			

Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):

Variety	Flavor	Texture	Appearance
Cosmic Crisp	10	10	10
Your Usual Favorite Apple	9	9	9
Another of Your Favorite Apples	9	9	8

Yes No What did you like about Cosmic Crisp?	īts f	layor for	remost and	the
amonth texture next.	T think	it is	amazing!	Appearance
is pretty much invitin	g, tw! I	world	recommend	it b
my family of friends.				

Product Code: WA 38

Female ___x __ Male ____

Gender:

Age:50			
Do you regularly purchase	e and eat apples?	Yesx_ No	
What are your favorite va	rieties of apples?	1)Honeycrisp	
	;	2)Braeburn	
	:	3)Red	
Please rate the following (10 = Amazing!) :	varieties based on the f	ollowing criteria on a scale f	rom 1 to 10 (1 = Terrible -
Variety	Flavor	Texture	Appearance
• • •	8	8	8
Cosmic Crisp			
B Cosmic Crisp			
-			
B C Would you pay more for y	our preferred apple?	Yesxcrisp, excellent tart and s	No
B C Would you pay more for y	our preferred apple?		No
B C Would you pay more for y	our preferred apple?		No
B C Would you pay more for y	our preferred apple?		No
B C Would you pay more for y	our preferred apple?		No

Gender: Female Age: Do you regularly purchase a	_		
What are your favorite varie	2) _ 3) _	Honey orisp Gala Fuji	
Please rate the following va 10 = Amazing!):	rieties based on the folk	owing criteria on a scale fr	om 1 to 10 (1 = Terrible -
Variety	Flavor	Texture	Appearance
Cosmic Crisp	8	8	8
В			
C		_	

Product Code: WA 38

Male

Age:

Do you regularly purchase	e and eat apples? Yes	No				
What are your favorite varieties of apples? 1) Envy / Koru 2) Gala 3) Golden (Yellow only)						
Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):						
Variety	Flavor	Texture	Appearance			
Cosmic Crisp	8	9	8			
В						
С						
My cosmic Crise was dense texture, juicy, mild to tart flavor. Would you pay more for your preferred apple? Yes No						
What did you like about y	our preferred apple?	•				
I like +	rm texture	with juic	e.			
I tend to like mild to sweet flavor						
but I like "interesting flavor" of any						
Sort if good condition.						

Gender: Female_	Male	_	
Age: <u>'/3</u>			
Do you regularly purchas	e and eat apples? Yes	No	
What are your favorite va	arieties of apples? 1) _	Fuji Gran	
	3) ,	baca Houez	
Please rate the following 10 = Amazing!):	varieties based on the folio	owing criteria on a scale	from 1 to 10 (1 = Terrible -
•			
Variety	Flavor	Texture	Appearance
Variety Cosmic Crisp	Flavor Sweet/TiteT/Jung.		Appearance
		Texture Firm/deuse	Appearance Seep Led Ghr/Genc
Cosmic Crisp			
Cosmic Crisp B C	Sweet/Total/Jung.	Firm/Deuse YesNo	Deep Red Coby / Gene

Product Code: WA 38

Male _____

Age:					
Do you regularly purchase and eat apples? Yes No					
What are your favorite va	Honey Crisp	**************************************			
		2) Golden Deliciais			
	3) _	Fuji	*****		
		O			
Please rate the following varieties based on the following criteria on a scale from 1 to 10 (1 = Terrible - 10 = Amazing!):					
Variety	Flavor	Texture 7	Appearance		
Cosmic Crisp	MANAGE 7	WAXAMADAN B.	187		
	V 000	0 0 0 0 0			
В					
<u> </u>		, , , , , , , , , , , , , , , , , , ,			
В					
В		Yes No			
B C					
B C Would you pay more for y		ves No_ toney crisp is			
B C Would you pay more for y					
B C Would you pay more for y					
B C Would you pay more for y					
B C Would you pay more for y					