APPENDIX 1 – EXPLORATORY RESEARCH PROTOCOLS

- Focus Group Protocol
- Interview Protocol
- Qualitative Survey
Focus Group Protocol
Screening question - Do you do the grocery shopping in your household?

Orientation to grocery shopping
Q. Do you enjoy grocery shopping? Why/ why not? How often do you do grocery shopping? Who uses a shopping list?

Q. Does any body buy things not on their shopping list? What sorts of things do you buy not on the shopping list?

Q. When you are buying groceries do you look at the advertising you might find around the store? What types of advertising do you see (add hint if necessary: e.g. product demonstrations, signs or tickets on the shelves, displays etc)? What do you think of these?

Q. Does anybody look at the product itself? What things do you look at? (size, price, packaging)

Q. I now want you to consider a couple of different types of products that are frequently purchased. This will help me to understand consumer behaviour a bit better. Who buys breakfast cereals? Who buys bars such as cereal or muffin bars? When you purchase these products, how do you decide which one to buy?

Image of Brand
Q. What do you think of when I mention Kelloggs? What are your thoughts, perceptions, and images of Kelloggs? What do you think of when I mention Sanitarium? What are your thoughts, perceptions, and images of Sanitarium? How do you see them in relation to competitors? Who buys these products? Do you feel loyal to Kelloggs or Sanitarium?

Q. Do you think the Kelloggs brand is strong or weak? Do you have a positive or negative image of Kelloggs? Why? Do you think the Sanitarium brand is strong or weak? Do you have a positive or negative image of Sanitarium? Why?

Packaging
Q. Getting back to when we talked about the things you look at when buying a product, do you look at the packaging before you buy? Do you look at the packaging at home? Perhaps while you are eating breakfast/ preparing lunches?

Q. What do you think of the packaging? Have you noticed that sometimes they have other things on the packaging (if necessary give hint: e.g. competitions, giveaways, recipes on them? What do you think of these?

Q. Have you noticed that sometimes the packaging has sponsorship on it? Can you think of any examples?
Perceptions of Sponsorship
Q. How would you define sponsorship? What is your opinion of sponsorship in general?

Q. Who sponsors ................................What is your opinion of ............ sponsoring these [sports]?

Q. Do you think ..... is a good match with .....?

Q. Has the presence of (sponsor)........ influenced your perceptions of the ............(property)?

Q. Do you have any involvement with the ............ (property) (give hint if necessary) e.g. play the sport, watch on t.v., favourite team to support?

Q. Do you think the ............ (property) has influenced your perceptions of ............ (sponsor)?

Q. Who buys this brand/s? How do you think the sponsoring of ............(property) affects your feelings toward ............ (sponsor)?

Q. Do you think the sponsorship influences your opinion of the sponsor ............? Do you think the sponsorship influences whether you buy the product or not?

Q. Do you think you benefit from these/ this sponsorship in any way? Do you think the sponsorships has added value to you as customer?

Q. Why do you think the sponsor ............ participates in this sponsorship arrangement?
Interview Protocol

Screening question - Do you do the main grocery shopping in your household? yes  no

Orientation to grocery shopping
Do you enjoy grocery shopping? Why/ why not?

How often do you do grocery shopping?

Where do you do the majority of grocery shopping?

When you are buying groceries, do you look at the product itself?

When choosing grocery products, what things do you consider to be important?

What things do you look at?

Why do you think you look at these features?

How do you think they influence you?

Do you buy store brands? Woolworths/ IGA homebrands)

Image of Brand
Can you tell me some products or brands that are favourites?

Why do you favour them?

Do you think other members of your family/ or friends influence what you buy?

How do they influence you?

Do you buy breakfast cereals or muesli and muffin bars?

When you purchase these products, how do you decide which one to buy?

Do you think other members of your family/ or friends influence what you buy?

What do you think of when I mention (Kelloggs)? What are your thoughts, perceptions, and images of Kelloggs?

What do you think of when I mention (Kleenex)? What are your thoughts, perceptions, and images of Kleenex?

What do you think of when I mention (Kleenex)? What are your thoughts, perceptions, and images of Kleenex?

How do you see them in relation to competitors?
Do you feel loyal to Kelloggs or Kleenex?

*Packaging*

Do you look at the packaging before you buy? Yes No

Sometimes

I now want you to think about a typical shopping trip when you are not too pressured for time. For the following types of products, do you look at the packaging:

<table>
<thead>
<tr>
<th>Category</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cereals/muesli</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>baking ingredients</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>personal care</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>bathroom/laundry</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>fresh food/meat</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>rice/pastas</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>recipe blends</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>snack foods</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>coffee/tea</td>
<td>yes</td>
<td>no</td>
</tr>
</tbody>
</table>

Do you look at the packaging at home? Perhaps while you are eating breakfast/ preparing lunches? What do you notice?

What do you think of the packaging?

Have you noticed that sometimes they have other things on the packaging (e.g. celebrity endorsement, causes, sponsorship, gift promotions)

Please list packaging promotions that you can remember

What do you think of these?

Have you noticed that sometimes the packaging has sponsorship on it?
Can you think of any examples?
How would you define sponsorship?

What is your opinion of sponsorship in general?
Has the presence of (sponsor) influenced your perceptions of the (property)?

Do you have any interest in the (property) e.g. play the sport, watch on t.v., support
Do you think the (property) has influenced your perceptions of (sponsor)?

How do you think it has influence your perceptions?
Do you think the sponsorship influences your opinion of the property?
Do you think the sponsorship influences whether you buy the product or not?
Why do you think this is?
When do you think sponsorship packaging might be effective?
Do you think you benefit from these/this sponsorship in any way?
Why do you think the sponsor participates in this sponsorship arrangement?
Grocery Survey

This survey examines consumers’ grocery shopping behaviour. Your opinions and input are vital to this research and highly valued. Any information you provide will remain confidential. **It is very important that you answer questions in order and not go back to previous answers.**

(1) Please indicate your gender (mark one box only) □ , FEMALE □ , MALE

(2) Please indicate your age category (mark one box only) □ , 18 – 21 years □ , 22 – 25 years □ , 26 – 30 years □ , 31 – 40 years □ , 41 – 50 years □ , 51 – 60 years □ , 61 – 70 years □ , over 70 years

(3) What is your occupation?

(4) Please indicate your household status (mark one box only)

□ , Single without children □ , Single with children 6-12 years □ , Couple without children □ , Couple with children 6-12 years □ , Single with children mainly under 6 years □ , Single with teenager/ adult children □ , Couple with children mainly under 6 years □ , Couple with teenager/ adult children

(5) At which store do you do most of your grocery shopping? ____________________________________________

(6) Do you buy store/ home brands? □ , Always □ , often □ , sometimes □ , never

(7) For the following products, how much time & effort do you put into choosing which to buy

1 = no time and effort  2 = I spend some time and effort  3 = I spend a lot of time and effort

a) coffee . ........................ 1 2 3 k) canned fish/ vegetables/ fruit ....... 1 2 3
b) chocolate .......................... 1 2 3 l) pasta sauce/ cooking sauces ....... 1 2 3
c) breakfast cereals ........... ...... 1 2 3 m) toilet paper/ personal care ....... 1 2 3
d) bottled water/ soft drink ...... 1 2 3 n) snacks/ chips/ lollies ....... 1 2 3
e) sports drinks/ energy drinks ...... 1 2 3 o) rice/ pasta products ....... 1 2 3
f) biscuits/ cakes ................. 1 2 3 p) dairy products / yoghurt ....... 1 2 3
g) medicine/ health products ...... 1 2 3 q) fresh meat products ....... 1 2 3
h) muesli bars/ health bars ...... 1 2 3 r) margarine/ butter/ mayonnaise ....... 1 2 3
i) baking ingredients ............ 1 2 3 s) cheese/ cold cuts ............ 1 2 3
j) laundry care products ........... 1 2 3 t) baby food/ products ............. 1 2 3

(8) Do you have favourite products you buy regardless of alternatives? □ , no □ , yes

(9) Can you tell me some favourite brands? Why are they favourites?
(10) For the following products, can you tell me how important it is which product you buy

1 = not important at all  2 = somewhat important  3 = very important

| a) coffee | 1 2 3 | k) canned fish/ vegetables/ fruit | 1 2 3 |
| b) chocolate | 1 2 3 | l) pasta sauce/ cooking sauces | 1 2 3 |
| c) breakfast cereals | 1 2 3 | m) toilet paper/ personal care | 1 2 3 |
| d) bottled water/ soft drink | 1 2 3 | n) snacks/ chips/ lollies | 1 2 3 |
| e) sports drinks/ energy drinks | 1 2 3 | o) rice/ pasta products | 1 2 3 |
| f) biscuits/ cakes | 1 2 3 | p) dairy products/ yoghurt | 1 2 3 |
| g) medicine/ health products | 1 2 3 | q) fresh meat products | 1 2 3 |
| h) muesli bars/ health bars | 1 2 3 | r) margarine/ butter/ mayonnaise | 1 2 3 |
| i) baking ingredients | 1 2 3 | s) cheese/ cold cuts | 1 2 3 |
| j) laundry care products | 1 2 3 | t) baby food/ products | 1 2 3 |

(11) When you are buying groceries do you examine the product itself? □ 1 no □ 2 yes

(12) What things do you consider?

(13) Do you look at or read the product packaging when buying groceries? □ 1 no □ 2 yes

(14) Please mark which categories you look at the packages (you may mark more than one box)

- 1 bread/bakery
- 2 fresh fruit/ vegetables
- 3 breakfast cereals
- 4 muesli bars/ health bars
- 5 biscuits/ crackers
- 6 snacks/ chips/ lollies
- 7 deli/ meat products
- 8 fruit juices/ beverages
- 9 sports drinks
- 10 freezer bags/ wraps
- 11 baking ingredients
- 12 cooking sauces
- 13 rice/ pasta products
- 14 baby food/ products
- 15 toothpaste/ deodorant/ soap
- 16 hair care products
- 17 medicines/ health products
- 18 laundry care products
- 19 toilet paper/ personal care
- 20 dairy products/ yoghurt
- 21 frozen goods

(15) Have you noticed that sometimes products have advertising elements on packaging
(e.g. celebrity endorsement, gift promotions) (mark one box only) □ 1 no □ 2 yes

(16) Can you list five specific campaigns that you remember advertised on grocery packaging:

1.
2.
3.
4.
5.

(17) Have you noticed that sometimes the packaging has sponsorship on it? □ 1 no □ 2 yes

(18) Can you think of any examples? □ 1 no □ 2 yes

(19) Which ones?
(20) What do you think sponsorship is? 

(21) What is your opinion of sponsorship in general? 

(22) Do you watch sport at events or on tv? [ ] no [ ] yes

(23) Which ones?

(24) Do you like to participate in sports? [ ] no [ ] yes

(25) Which ones?

(26) Do you support any causes? [ ] no [ ] yes

(27) Which ones?

(28) Are you aware of any sponsorship of your favourite sport or cause? [ ] no [ ] yes

(29) Which brands are sponsoring?

(30) If a sport you played or liked watching on tv was pictured on a sponsor’s grocery product what would you think of that?

(31) If a cause you felt strongly about (such as cancer research) was pictured on a sponsor’s grocery product what would you think of that?

(32) Would the sponsorship encourage you to purchase the sponsor’s product? [ ] no [ ] yes

(33) Does the sponsorship influence whether you buy the product or not? [ ] no [ ] yes

(34) Why do you think so?

(35) Why do you think the sponsor participates in this sponsorship arrangement?

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I now want you to choose one of the sports or causes you indicated that you support. For the following questions substitute that sport or cause for (property). If you know that a grocery brand sponsors that sport or cause, consider that brand where (sponsor) is indicated.

Please tell me which sport or cause you choose

Does that sport or cause have a grocery sponsor?
Thinking about that sport or cause, indicate your level of agreement with these statements
1 = strongly disagree 2 = disagree 3 = neither agree or disagree 4 = agree 5 = strongly agree

(1) The (property) is very important to me ..................................................... 1 2 3 4 5
(2) I often look for products sold by sponsors of the (property) ......................... 1 2 3 4 5
(3) All else being equal, I am likely to purchase products that are sponsored by (sponsor). 1 2 3 4 5
(4) If a firm sponsors (property) it helps me decide which product to buy .............. 1 2 3 4 5
(5) This sponsorship makes me feel more favourable toward (sponsor) .............. 1 2 3 4 5
(6) This sponsorship would make me more likely to notice (sponsor) at other times .... 1 2 3 4 5
(7) This sponsorship would make me more likely to pay attention to (sponsor) ads ...... 1 2 3 4 5
(8) This sponsorship would make me more likely to remember (sponsor) promotions .... 1 2 3 4 5
(9) Based on all of my experiences, I have a favourable impression of (sponsor) ....... 1 2 3 4 5
(10) I would buy from a sponsor of the (property) even if competitors’ prices were lower... 1 2 3 4 5
(11) I see a link between the (property) and (sponsor) ....................................... 1 2 3 4 5
(12) Its important that there is a link between (property) and (sponsor) .................... 1 2 3 4 5
(13) My associations with (property) are similar to those with (sponsor) .................. 1 2 3 4 5
(14) When choosing brands it makes little difference to me if they sponsor the (property)... 1 2 3 4 5

This section is about logos and symbols used on product packaging. For each of the following symbols, please tell me in the box directly under each symbol, which grocery brands you have seen this logo on. **list as many as you can**
PRODUCT EXAMPLES

On this page there are a number of grocery packages. View these packages for 30 seconds before answering the questions on the following page.
Without looking back at the previous page, please answer the following questions

(1) Which brand/s have the National Heart Foundation Tick? ____________________________

(2) Which brand supports the Special Olympics? ____________________________

(3) Which brand/s support breast cancer? ____________________________

(4) Which product is low GI? ____________________________

(5) Which brand supports NRL? ____________________________

(6) One of the packages includes free collectors cards, which group is on the cards? ____________________________

(7) Which product contains no artificial flavours? ____________________________

(8) Which product contains antioxidants? ____________________________

(1) Do you find new advertising campaigns and new products interesting? ☐ 1, no ☐ 2, yes

(2) Please indicate which categories you look for new products in. (you may mark more than one)

☐ 1 coffee ☐ 8 muesli bars/ health bars ☐ 15 rice/ pasta products
☐ 2 chocolate ☐ 9 baking ingredients ☐ 16 dairy products/ yoghurt
☐ 3 breakfast cereals ☐ 10 laundry care products ☐ 17 fresh meat products
☐ 4 water/ soft drink ☐ 11 canned fish/ veges/ fruit ☐ 18 margarine/ butter/ mayo
☐ 5 sports/energy drinks ☐ 12 pasta sauce/ cooking sauces ☐ 19 cheese/ cold cuts/ deli
☐ 6 biscuits/ cakes ☐ 13 toilet paper/ personal care ☐ 20 baby food/ products
☐ 7 medicine/ health ☐ 14 snacks/ chips/ lollies ☐ 21 frozen goods

Thank you very much for your assistance in completing this survey, it is very much appreciated.
APPENDIX 2 – STUDY 2 QUESTIONNAIRE VERSIONS

- Version 1 Sanitarium Weetbix/ Cricket Australia
- Version 2 Sanitarium Weetbix (NO SLP)
- Version 3 Sanitarium Light ‘n’ Tasty/ NBCF
- Version 4 Sanitarium Light ‘n’ Tasty/ (NO SLP)
VERSION 1 Sanitarium Weetbix/ Cricket Australia
**Grocery Survey**

This survey examines consumers' grocery shopping behaviour. Your opinions and input are vital to this research and highly valued. Participation is completely voluntary and you may withdraw at any stage. All information will be kept strictly confidential, and will only be seen by the researcher, research supervisors and research assistant. This research has received ethical clearance from the USQ Office of Research and Higher Degrees - reference number H07STU691.

*Please indicate your consent to participate in this study.*
I am at least 18 years of age and hereby give my consent to participate in this study. □ 1 Yes

### Section 1

1. How often do you shop for groceries? *(tick one box only)*
   - □ 1 Daily
   - □ 2 Twice Weekly
   - □ 3 Weekly
   - □ 4 Fortnightly
   - □ 5 Monthly

2. At which retailer do you do most of your grocery shopping? *(tick one box only)*
   - □ 1 Coles
   - □ 2 Woolworths
   - □ 3 IGA
   - □ 4 Aldi
   - □ 5 Other ______________

3. How often do you buy store or home brands?
   - □ 1 Weekly
   - □ 2 Fortnightly
   - □ 3 Monthly
   - □ 4 Occasionally
   - □ 5 Never

*Please indicate your level of agreement with the following statements*

4. about grocery shopping ...
   - a) I enjoy grocery shopping ......................... □ 1 Strongly Agree
   - □ 2 Agree
   - □ 3 Neutral
   - □ 4 Disagree
   - □ 5 Strongly Disagree
   - b) I like to finish my grocery shopping quickly . . . □ 1 Strongly Agree
   - □ 2 Agree
   - □ 3 Neutral
   - □ 4 Disagree
   - □ 5 Strongly Disagree
   - c) I generally like to try different grocery products □ 1 Strongly Agree
   - □ 2 Agree
   - □ 3 Neutral
   - □ 4 Disagree
   - □ 5 Strongly Disagree
   - d) I often switch brands to try something different □ 1 Strongly Agree
   - □ 2 Agree
   - □ 3 Neutral
   - □ 4 Disagree
   - □ 5 Strongly Disagree

5. about buying breakfast cereal ...
   - a) I am interested in cereal products in general □ 1 Strongly Agree
   - □ 2 Agree
   - □ 3 Neutral
   - □ 4 Disagree
   - □ 5 Strongly Disagree
   - b) I get involved with what cereal my family uses □ 1 Strongly Agree
   - □ 2 Agree
   - □ 3 Neutral
   - □ 4 Disagree
   - □ 5 Strongly Disagree
   - c) I often switch between brands of cereal . .... □ 1 Strongly Agree
   - □ 2 Agree
   - □ 3 Neutral
   - □ 4 Disagree
   - □ 5 Strongly Disagree

6. Please indicate how often you purchase the following types of breakfast cereals ...
   - a) Rolled Oats ........................................ □ 1 Weekly
   - □ 2 Fortnightly
   - □ 3 Monthly
   - □ 4 Occasionally
   - □ 5 Never
   - b) Muesli .............................................. □ 1 Weekly
   - □ 2 Fortnightly
   - □ 3 Monthly
   - □ 4 Occasionally
   - □ 5 Never
   - c) Flake Cereals (e.g. Plus Sports, Special K) . □ 1 Weekly
   - □ 2 Fortnightly
   - □ 3 Monthly
   - □ 4 Occasionally
   - □ 5 Never
   - d) Traditional Cereals (e.g. Vitabrits) ............ □ 1 Weekly
   - □ 2 Fortnightly
   - □ 3 Monthly
   - □ 4 Occasionally
   - □ 5 Never
   - e) Sweet Cereals (e.g. Coco Pops, Fruitloops) .. □ 1 Weekly
   - □ 2 Fortnightly
   - □ 3 Monthly
   - □ 4 Occasionally
   - □ 5 Never

7. Which cereal brand and variety is your favourite? __________________________________________________________________________

8. If your favourite cereal was not available, would you purchase another one? □ 1 Yes □ 2 No

9. How often do you purchase Sanitarium Weetbix?
   - □ 1 Weekly
   - □ 2 Fortnightly
   - □ 3 Monthly
   - □ 4 Occasionally
   - □ 5 Never
Please indicate your level of agreement with the following statements

(10) about Sanitarium Weetbix ...

a) I like this brand ........................................... □ 1 □ 2 □ 3 □ 4 □ 5

b) This brand is reliable ................................. □ 1 □ 2 □ 3 □ 4 □ 5

c) I would recommend this brand to others ...... □ 1 □ 2 □ 3 □ 4 □ 5

d) I have a favourable opinion of this brand ...... □ 1 □ 2 □ 3 □ 4 □ 5

e) I am loyal to this brand ............................... □ 1 □ 2 □ 3 □ 4 □ 5

f) I would buy this brand even if competitors ......
prices were lower

Section 2

Please supply a little information about you to help us analyse the results.

(11) Please indicate your gender (tick one box only) .............................. □ 1 Female □ 2 Male

(12) Your Country of Birth ..............................................

(13) What is your occupation? ..............................................

(14) Please indicate your age (tick one)

□ 1 18 - 25 years
□ 2 26 - 35 years
□ 3 36 - 50 years
□ 4 51 - 65 years
□ 5 over 65 years

(15) Annual Total Household Income (tick one)

□ 1 Under $25,000
□ 2 $25,000 and under $50,000
□ 3 $50,000 and under $75,000
□ 4 $75,000 and under $100,000
□ 5 $100,000 or over

(16) Please indicate your household status (tick one box only) .............................. □ 1 Single □ 2 Couple

(17) Do you have children living at home? .............................................. □ 1 Yes □ 2 No

Please indicate your level of agreement with the following statements

(18) about your interest in sport ...

a) I participate regularly in organised sport (e.g. football) □ 1 □ 2 □ 3 □ 4 □ 5

b) I exercise regularly to stay fit □ 1 □ 2 □ 3 □ 4 □ 5

c) I like to watch or listen to sports on TV or radio □ 1 □ 2 □ 3 □ 4 □ 5

d) I look at sports websites □ 1 □ 2 □ 3 □ 4 □ 5

e) I read the sports pages in newspapers □ 1 □ 2 □ 3 □ 4 □ 5

f) I enjoy conversations about sports □ 1 □ 2 □ 3 □ 4 □ 5
Sponsorship is a commonly used marketing practice where a company provides a payment in cash or kind for the right to be officially associated with an event, team or cause.

(19) What is your opinion of sponsorship?  

Please indicate your level of agreement with the following statements

(20) about sponsorship ...  

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Sponsorship is a useful way for a company to exhibit good community relations</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>b) Sponsorship has more impact on my purchase preferences than advertising</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>c) I am more likely to purchase a product because a company sponsors an event that I like</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

One of the organisations sponsored by grocery brands in Australia is Cricket Australia.

Indicate your level of agreement with these statements

(21) about Cricket Australia .....  

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) I am a strong supporter of Cricket Australia . . .</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>b) I am interested in Cricket Australia . . .</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>c) If a company sponsored Cricket Australia, it would positively influence how I felt about that company . . .</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>d) I think it is good that companies sponsor Cricket Australia . . .</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>e) I am more likely to purchase products of companies that sponsor Cricket Australia . . .</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Sponsorship packaging is where the logo or pictures of the sponsored group are pictured on the sponsoring grocery brands packaging (e.g. Coca-Cola & Olympics)

(22) Please list any GROCERY brands that you remember that use sponsorship packaging.  

(include the grocery brand and the sponsored organisation)
Section 4

For this section, think about

Sanitarium Weetbix
and the sponsorship
of Cricket Australia

(23) Were you aware of this sponsorship before today? . . . □1 Yes (go to Q.24) □2 No (go to Q.25)
(24) Where have you seen this sponsorship before? (you may tick more than one box)
□1 Television □3 Newspaper □6 seen packaging in store
□2 Radio □4 Event advertising □6 other
(25) Have you purchased this particular product before? . . . □1 Yes (go to Q.28) □2 No (go to Q.26)
(26) Would you try this product because of the sponsorship?
□1 Yes □2 No
(27) What else would influence you to try this product?
(28) How likely is it that you would purchase this particular product?
□1 Very Likely □2 Likely □3 Neutral □4 Unlikely □5 Not at all

Please indicate your level of agreement with the following statements
(29) about buying this Sanitarium Weetbix ...

a) This sponsorship would not influence my purchase decision in any way . . . . . . . . . . . . . . . . . . . . . .
   □1 Strongly Agree □2 Agree □3 Neutral □4 Disagree □5 Strongly Disagree

b) I would buy more of this Weetbix product with the sponsorship than non-sponsored Weetbix
   □1 Strongly Agree □2 Agree □3 Neutral □4 Disagree □5 Strongly Disagree

c) I would purchase this product with this sponsorship even if competitors' prices were lower
   □1 Strongly Agree □2 Agree □3 Neutral □4 Disagree □5 Strongly Disagree

(30) about the sponsorship arrangement ...

a) I like this sponsorship pictured on the package
   □1 Strongly Agree □2 Agree □3 Neutral □4 Disagree □5 Strongly Disagree

b) Its logical for Weetbix to sponsor Cricket Australia
   □1 Strongly Agree □2 Agree □3 Neutral □4 Disagree □5 Strongly Disagree

c) Weetbix and Cricket Australia have a similar image
   □1 Strongly Agree □2 Agree □3 Neutral □4 Disagree □5 Strongly Disagree

d) The Cricket Australia logo on the package is a good way to show the sponsorship arrangement between Weet-bix and Cricket Australia
   □1 Strongly Agree □2 Agree □3 Neutral □4 Disagree □5 Strongly Disagree

(31) about the sponsor Sanitarium Weetbix ...

a) This sponsorship improves my perception of Sanitarium Weetbix
   □1 Strongly Agree □2 Agree □3 Neutral □4 Disagree □5 Strongly Disagree

b) This sponsorship makes me feel more favourable toward the Sanitarium Weetbix brand
   □1 Strongly Agree □2 Agree □3 Neutral □4 Disagree □5 Strongly Disagree

c) This sponsorship of Cricket Australia makes me like Sanitarium Weetbix more than before
   □1 Strongly Agree □2 Agree □3 Neutral □4 Disagree □5 Strongly Disagree

Thank you very much for your assistance in completing this survey, it is very much appreciated.
VERSION 2 Sanitarium Weetbix (NO SLP)
## Grocery Survey

This survey examines consumers' grocery shopping behaviour. Your opinions and input are vital to this research and highly valued. Participation is completely voluntary and you may withdraw at any stage. All information will be kept strictly confidential, and will only be seen by the researcher, research supervisors and research assistant. This research has received ethical clearance from the USQ Office of Research and Higher Degrees - reference number H07STU691.

Please indicate your consent to participate in this study.
I am at least 18 years of age and hereby give my consent to participate in this study. □1 Yes

### Section 1

(1) How often do you shop for groceries? *(tick one box only)*

| □1 Daily | □2 Twice Weekly | □3 Weekly | □4 Fortnightly | □5 Monthly |

(2) At which retailer do you do most of your grocery shopping? *(tick one box only)*

| □1 Coles | □2 Woolworths | □3 IGA | □4 Aldi | □5 Other __________________________ |

(3) How often do you buy store/home brands?

| □1 Weekly | □2 Fortnightly | □3 Monthly | □4 Occasionally | □5 Never |

Please indicate your level of agreement with the following statements

### (4) about grocery shopping ...

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) I enjoy grocery shopping</td>
<td>□1</td>
<td>□2</td>
<td>□3</td>
<td>□4</td>
<td>□5</td>
</tr>
<tr>
<td>b) I like to finish my grocery shopping quickly</td>
<td>□1</td>
<td>□2</td>
<td>□3</td>
<td>□4</td>
<td>□5</td>
</tr>
<tr>
<td>c) I generally like to try different grocery products</td>
<td>□1</td>
<td>□2</td>
<td>□3</td>
<td>□4</td>
<td>□5</td>
</tr>
<tr>
<td>d) I often switch grocery brands to try something different</td>
<td>□1</td>
<td>□2</td>
<td>□3</td>
<td>□4</td>
<td>□5</td>
</tr>
</tbody>
</table>

### (5) about buying breakfast cereal ...

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) I am interested in cereal products in general</td>
<td>□1</td>
<td>□2</td>
<td>□3</td>
<td>□4</td>
<td>□5</td>
</tr>
<tr>
<td>b) I get involved with what cereal my family uses</td>
<td>□1</td>
<td>□2</td>
<td>□3</td>
<td>□4</td>
<td>□5</td>
</tr>
<tr>
<td>c) I often switch between brands of cereal</td>
<td>□1</td>
<td>□2</td>
<td>□3</td>
<td>□4</td>
<td>□5</td>
</tr>
</tbody>
</table>

### (6) Please indicate how often you purchase the following types of breakfast cereals ...

<table>
<thead>
<tr>
<th></th>
<th>Weekly</th>
<th>Fortnightly</th>
<th>Monthly</th>
<th>Occasionally</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Rolled Oats</td>
<td>□1</td>
<td>□2</td>
<td>□3</td>
<td>□4</td>
<td>□5</td>
</tr>
<tr>
<td>b) Muesli</td>
<td>□1</td>
<td>□2</td>
<td>□3</td>
<td>□4</td>
<td>□5</td>
</tr>
<tr>
<td>c) Flake Cereals (e.g. Plus Sports, Special K)</td>
<td>□1</td>
<td>□2</td>
<td>□3</td>
<td>□4</td>
<td>□5</td>
</tr>
<tr>
<td>d) Traditional Cereals (e.g. Vitabrits)</td>
<td>□1</td>
<td>□2</td>
<td>□3</td>
<td>□4</td>
<td>□5</td>
</tr>
<tr>
<td>e) Sweet Cereals (e.g. Coco Pops, Fruitloops)</td>
<td>□1</td>
<td>□2</td>
<td>□3</td>
<td>□4</td>
<td>□5</td>
</tr>
</tbody>
</table>

(7) Which cereal brand and variety is your favourite? __________________________

(8) If your favourite cereal was not available, would you purchase another one? □1 Yes □2 No

(9) How often do you purchase Sanitarium Weetbix?

| □1 Weekly | □2 Fortnightly | □3 Monthly | □4 Occasionally | □5 Never |
Section 2

For this section, think about

Sanitarium Weetbix

(10) Were you aware of this product before today? ........... □ 1 Yes (go to Q.11) □ 2 No (go to Q.12)

(11) Where have you seen this product before? (you may tick more than one box)
□ 1 Television □ 3 Newspaper □ 5 Seen in store
□ 2 Radio □ 4 Event Advertising □ 6 Other ____________

(12) Have you purchased this particular product before? ....... □ 1 Yes (go to Q.15) □ 2 No (go to Q.13)

(13) Would you try this product? ____________________________ □ 1 Yes □ 2 No

(14) What would influence you to try this product? ____________________________

(15) How likely is it that you would purchase this particular product?
□ 1 Very Likely □ 2 Likely □ 3 Neutral □ 4 Unlikely □ 5 Not at all

(16) Please indicate your level of agreement with these statements about Sanitarium Weetbix ...

<table>
<thead>
<tr>
<th>a) I like this brand .</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>b) This brand is reliable</td>
<td>□ 1</td>
<td>□ 2</td>
<td>□ 3</td>
<td>□ 4</td>
<td>□ 5</td>
</tr>
<tr>
<td>c) I would recommend this brand to others</td>
<td>□ 1</td>
<td>□ 2</td>
<td>□ 3</td>
<td>□ 4</td>
<td>□ 5</td>
</tr>
<tr>
<td>d) I have a favourable opinion of this brand</td>
<td>□ 1</td>
<td>□ 2</td>
<td>□ 3</td>
<td>□ 4</td>
<td>□ 5</td>
</tr>
<tr>
<td>e) I am loyal to this brand .............</td>
<td>□ 1</td>
<td>□ 2</td>
<td>□ 3</td>
<td>□ 4</td>
<td>□ 5</td>
</tr>
<tr>
<td>f) I will continue to purchase this brand ......</td>
<td>□ 1</td>
<td>□ 2</td>
<td>□ 3</td>
<td>□ 4</td>
<td>□ 5</td>
</tr>
<tr>
<td>g) I would buy this brand even if competitors' prices were lower</td>
<td>□ 1</td>
<td>□ 2</td>
<td>□ 3</td>
<td>□ 4</td>
<td>□ 5</td>
</tr>
</tbody>
</table>

Section 3

Please supply a little information about you to help us analyse the results.

(17) Please indicate your gender (tick one box only) .................. □ 1 Female □ 2 Male

(18) Your Country of Birth ________________________ (19) What is your occupation? ____________________________

(20) Please indicate your age
□ 1 18 - 25 years □ 2 26 - 35 years □ 3 36 - 50 years □ 4 51 - 65 years □ 5 over 65 years

(21) Annual Total Household Income
□ 1 Under $25,000 □ 2 $25,000 and under $50,000 □ 3 $50,000 and under $75,000 □ 4 $75,000 and under $100,000 □ 5 $100,000 or over

(22) Please indicate your household status (tick one box only) ......... □ 1 Single □ 2 Couple

(23) Do you have children living at home? ____________________________ □ 1 Yes □ 2 No
(24) Please indicate your level of agreement with the following statements about your interest in sport.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) I participate regularly in organised sport (e.g. football)</td>
<td>☐ 1</td>
<td>☐ 2</td>
<td>☐ 3</td>
<td>☐ 4</td>
<td>☐ 5</td>
</tr>
<tr>
<td>b) I exercise regularly to stay fit</td>
<td>☐ 1</td>
<td>☐ 2</td>
<td>☐ 3</td>
<td>☐ 4</td>
<td>☐ 5</td>
</tr>
<tr>
<td>c) I like to watch or listen to sports on TV or radio</td>
<td>☐ 1</td>
<td>☐ 2</td>
<td>☐ 3</td>
<td>☐ 4</td>
<td>☐ 5</td>
</tr>
<tr>
<td>d) I look at sports websites</td>
<td>☐ 1</td>
<td>☐ 2</td>
<td>☐ 3</td>
<td>☐ 4</td>
<td>☐ 5</td>
</tr>
<tr>
<td>e) I read the sports pages in newspapers</td>
<td>☐ 1</td>
<td>☐ 2</td>
<td>☐ 3</td>
<td>☐ 4</td>
<td>☐ 5</td>
</tr>
<tr>
<td>f) I thoroughly enjoy conversations about sports</td>
<td>☐ 1</td>
<td>☐ 2</td>
<td>☐ 3</td>
<td>☐ 4</td>
<td>☐ 5</td>
</tr>
</tbody>
</table>

Section 4

Sponsorship is a commonly used marketing practice where a company provides a payment in cash or kind for the right to be officially associated with an event, team or cause.

(25) What is your opinion of sponsorship in general?

Please indicate your level of agreement with the following statements

(26) about sponsorship ...

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Sponsorship is a useful way for a company to exhibit good community relations</td>
<td>☐ 1</td>
<td>☐ 2</td>
<td>☐ 3</td>
<td>☐ 4</td>
<td>☐ 5</td>
</tr>
<tr>
<td>b) Sponsorship has more impact on my purchase preferences than advertising.</td>
<td>☐ 1</td>
<td>☐ 2</td>
<td>☐ 3</td>
<td>☐ 4</td>
<td>☐ 5</td>
</tr>
<tr>
<td>c) I am more likely to purchase a product because a company sponsors an event that I like.</td>
<td>☐ 1</td>
<td>☐ 2</td>
<td>☐ 3</td>
<td>☐ 4</td>
<td>☐ 5</td>
</tr>
</tbody>
</table>

One of the organisations supported by grocery brands in Australia is Cricket Australia.

(27) Indicate your level of agreement with these statements

(28) about Cricket Australia ......

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) I am a strong supporter of Cricket Australia</td>
<td>☐ 1</td>
<td>☐ 2</td>
<td>☐ 3</td>
<td>☐ 4</td>
<td>☐ 5</td>
</tr>
<tr>
<td>b) I am interested in Cricket Australia</td>
<td>☐ 1</td>
<td>☐ 2</td>
<td>☐ 3</td>
<td>☐ 4</td>
<td>☐ 5</td>
</tr>
<tr>
<td>c) If a company sponsored Cricket Australia, it would positively influence how I felt about that company</td>
<td>☐ 1</td>
<td>☐ 2</td>
<td>☐ 3</td>
<td>☐ 4</td>
<td>☐ 5</td>
</tr>
<tr>
<td>d) I think it is good that companies sponsor Cricket Australia</td>
<td>☐ 1</td>
<td>☐ 2</td>
<td>☐ 3</td>
<td>☐ 4</td>
<td>☐ 5</td>
</tr>
<tr>
<td>e) I am more likely to purchase products of companies that sponsor Cricket Australia</td>
<td>☐ 1</td>
<td>☐ 2</td>
<td>☐ 3</td>
<td>☐ 4</td>
<td>☐ 5</td>
</tr>
</tbody>
</table>
Section 5

Sponsorship packaging is where the logo or pictures of the sponsored group are pictured on the sponsoring grocery brands packaging (e.g. Coca-Cola & Olympics)

(29) Please list any GROCERY brands that you remember that use sponsorship packaging. (Include the grocery brand and the sponsored organisation)

---

Please indicate your level of agreement with the following statements

<table>
<thead>
<tr>
<th>(30) about brands using sponsorship packaging ...</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) The sponsorship packaging would make me feel more favourable toward the grocery brand</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>b) When a sponsorship supports a cause or a sport that I think is worthy, it makes me think more highly of the grocery brand.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>c) It would make sense if the grocery brand and the sponsored sport or cause had a similar image</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>d) Having the sponsored group's logo on the package is a good way to show the sponsorship arrangement between the grocery brand and the sponsored group</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(31) about buying the sponsoring brand's product ...</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) If I didn't normally purchase the sponsor's product, sponsorship packaging would encourage me to try the product</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>b) If I normally purchased the sponsor's product, I would buy more than usual because of the sponsored packaging</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>c) I would purchase the sponsored product even if competitors' prices were lower</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Thank you very much for your assistance in completing this survey, it is very much appreciated. Any information you have provided will remain confidential.
VERSION 3 Sanitarium Light ‘n’ Tasty/ NBCF
### Grocery Survey

This survey examines consumers’ grocery shopping behaviour. Your opinions and input are vital to this research and highly valued. Participation is completely voluntary and you may withdraw at any stage. All information will be kept strictly confidential, and will only be seen by the researcher, research supervisors and research assistant. This research has received ethical clearance from the USQ Office of Research and Higher Degrees - reference number H08REA087.

**Please indicate your consent to participate in this study.**
I am at least 18 years of age and hereby give my consent to participate in this study. 

- [ ] Yes
- [ ] No

### Section 1

1. How often do you shop for groceries? *(tick one box only)*
   - [1] Daily
   - [4] Fortnightly

2. At which retailer do you do most of your grocery shopping? *(tick one box only)*
   - [1] Coles
   - [3] IGA
   - [4] Aldi
   - [5] Other

3. How often do you buy store or home brands?
   - [1] Weekly
   - [2] Fortnightly
   - [4] Occasionally
   - [5] Never

**Please indicate your level of agreement with the following statements**

4. **about grocery shopping ...**
   - (a) I enjoy grocery shopping
   - (b) I like to finish my grocery shopping quickly
   - (c) I generally like to try different grocery products
   - (d) I often switch brands to try something different

5. **about buying breakfast cereal ...**
   - (a) I am interested in cereal products in general
   - (b) I get involved with what cereal my family uses
   - (c) I often switch between brands of cereal

6. **Please indicate how often you purchase the following types of breakfast cereals ...**
   - (a) Rolled Oats
   - (b) Muesli
   - (c) Flake Cereals (e.g. Plus Sports, Special K)
   - (d) Traditional Cereals (e.g. Vitabrits)
   - (e) Sweet Cereals (e.g. Coco Pops, Fruitloops)

7. Which cereal brand and variety is your favourite?

8. If your favourite cereal was not available, would you purchase another one?
   - [1] Yes
   - [2] No

9. How often do you purchase Sanitarium Light 'n' Tasty breakfast cereal?
   - [1] Weekly
   - [2] Fortnightly
   - [4] Occasionally
   - [5] Never
Please indicate your level of agreement with the following statements

(10) about Sanitarium Light 'n' Tasty ...

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) I like this brand</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>b) This brand is reliable</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>c) I would recommend this brand to others</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>d) I have a favourable opinion of this brand</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>e) I am loyal to this brand</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>f) I would buy this brand even if competitors prices were lower</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Section 2

Please supply a little information about you to help us analyse the results.

(11) Please indicate your gender (tick one box only) ........................ 1 Female 2 Male

(12) Your Country of Birth ______________________

(13) What is your occupation? ______________________

(14) Please indicate your age (tick one)

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 25 years</td>
<td>26 - 35 years</td>
<td>36 - 50 years</td>
<td>51 - 65 years</td>
<td>over 65 years</td>
</tr>
</tbody>
</table>

(15) Annual Total Household Income (tick one)

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $25,000</td>
<td>$25,000 and under $50,000</td>
<td>$50,000 and under $75,000</td>
<td>$75,000 and under $100,000</td>
<td>$100,000 or over</td>
</tr>
</tbody>
</table>

(16) Please indicate your household status (tick one box only) ............. 1 Single 2 Couple

(17) Do you have children living at home? ........................................ 1 Yes 2 No

Please indicate your level of agreement with the following statements

(18) about your involvement with charities ...

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) I volunteer my spare time for charity work</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>b) I donate regularly to worthy causes</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>c) I am interested in charity events</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>d) I look at charity or cause websites</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>e) I buy products which support worthy causes</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
Section 3

Sponsorship is a commonly used marketing practice where a company provides a payment in cash or kind for the right to be officially associated with an event, team or cause.

(19) What is your opinion of sponsorship?

Please indicate your level of agreement with the following statements

(20) about sponsorship ...

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

a) Sponsorship is a useful way for a company to exhibit good community relations

b) Sponsorship has more impact on my purchase preferences than advertising.

c) I am more likely to purchase a product because a company sponsors an event that I like.

One of the organisations sponsored by grocery brands in Australia is the National Breast Cancer Foundation.

Please indicate your level of agreement with the following statements

(21) about the Breast Cancer Foundation ...

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

a) I am a strong supporter of the Breast Cancer Foundation

b) I am interested in the Breast Cancer Foundation

c) If a company were to sponsor the Breast Cancer Foundation, it would positively influence how I felt about that company

d) I think it is good that companies sponsor the Breast Cancer Foundation

e) I am likely to purchase products of companies that sponsor the Breast Cancer Foundation

Sponsorship packaging is where the logo or pictures of the sponsored group are pictured on the sponsoring grocery brands packaging (e.g. Coca-Cola & Olympics)

(22) Please list any GROCERY brands that you remember that use sponsorship packaging.

(include the grocery brand and the sponsored organisation)
For this section, think about

Sanitarium Light 'n' Tasty
and the sponsorship
of the Breast Cancer
Foundation

(23) Were you aware of this sponsorship before today?  .  
☐ 1 Yes (go to Q.24)  ☐ 2 No (go to Q.25)
(24) Where have you seen this sponsorship before?  (you may tick more than one box)  
☐ 1 Television  ☐ 3 Newspaper  ☐ 5 seen packaging in store  ☐ 6 other
☐ 2 Radio  ☐ 4 Event advertising

(25) Have you purchased this particular product before?  .  
☐ 1 Yes (go to Q.28)  ☐ 2 No (go to Q.26)
(26) If you haven't purchased the product before, do you think you would try it
because of the sponsorship?  
☐ 1 Yes  ☐ 2 No

(27) What else would influence you to try this product?

(28) How likely is it that you would purchase this particular product?
☐ 1 Very Likely  ☐ 2 Likely  ☐ 3 Neutral  ☐ 4 Unlikely  ☐ 5 Not at all

Please indicate your level of agreement with the following statements

(29) about buying this Light 'n' Tasty with
Breast Cancer Foundation sponsorship ...

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) This sponsorship would not influence my purchase decision in any way . . . . . . . . . .</td>
<td>☐ 1</td>
<td>☐ 2</td>
<td>☐ 3</td>
<td>☐ 4</td>
<td>☐ 5</td>
</tr>
<tr>
<td>b) I would buy more of the Light 'n' Tasty product with sponsorship than non-sponsored Light'n'Tasty</td>
<td>☐ 1</td>
<td>☐ 2</td>
<td>☐ 3</td>
<td>☐ 4</td>
<td>☐ 5</td>
</tr>
<tr>
<td>c) I would purchase this product with the sponsorship even if competitors' prices were lower</td>
<td>☐ 1</td>
<td>☐ 2</td>
<td>☐ 3</td>
<td>☐ 4</td>
<td>☐ 5</td>
</tr>
</tbody>
</table>

(30) about the sponsorship arrangement.....

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) I like this sponsorship pictured on the package . . .</td>
<td>☐ 1</td>
<td>☐ 2</td>
<td>☐ 3</td>
<td>☐ 4</td>
<td>☐ 5</td>
</tr>
<tr>
<td>b) Its logical for Light 'n' Tasty to sponsor the Breast Cancer Foundation</td>
<td>☐ 1</td>
<td>☐ 2</td>
<td>☐ 3</td>
<td>☐ 4</td>
<td>☐ 5</td>
</tr>
<tr>
<td>c) Light 'n' Tasty and the Breast Cancer Foundation have a similar image</td>
<td>☐ 1</td>
<td>☐ 2</td>
<td>☐ 3</td>
<td>☐ 4</td>
<td>☐ 5</td>
</tr>
<tr>
<td>d) The logo on the package is a good way to show the sponsorship arrangement between Light 'n' Tasty and the Breast Cancer Foundation</td>
<td>☐ 1</td>
<td>☐ 2</td>
<td>☐ 3</td>
<td>☐ 4</td>
<td>☐ 5</td>
</tr>
</tbody>
</table>

(31) about the sponsor Light 'n' Tasty....

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) This sponsorship improves my perception of Light 'n' Tasty</td>
<td>☐ 1</td>
<td>☐ 2</td>
<td>☐ 3</td>
<td>☐ 4</td>
<td>☐ 5</td>
</tr>
<tr>
<td>b) This sponsorship makes me feel more favourable toward the Light 'n' Tasty brand</td>
<td>☐ 1</td>
<td>☐ 2</td>
<td>☐ 3</td>
<td>☐ 4</td>
<td>☐ 5</td>
</tr>
<tr>
<td>c) This sponsorship of the Breast Cancer Foundation makes me like Light 'n' Tasty more than before</td>
<td>☐ 1</td>
<td>☐ 2</td>
<td>☐ 3</td>
<td>☐ 4</td>
<td>☐ 5</td>
</tr>
</tbody>
</table>

Thank you very much for your assistance in completing this survey, it is very much appreciated.
VERSION 4 Sanitarium Light ‘n’ Tasty/ (NO SLP)
Grocery Survey

This survey examines consumers’ grocery shopping behaviour. Your opinions and input are vital to this research and highly valued. Participation is completely voluntary and you may withdraw at any stage. All information will be kept strictly confidential, and will only be seen by the researcher, research supervisors and research assistant. This research has received ethical clearance from the USQ Office of Research and Higher Degrees - reference number H07STU691.

Please indicate your consent to participate in this study.
I am at least 18 years of age and hereby give my consent to participate in this study. ... 1 Yes

Section 1

(1) How often do you shop for groceries? (tick one box only)
   - 1 Daily
   - 2 Twice Weekly
   - 3 Weekly
   - 4 Fortnightly
   - 5 Monthly

(2) At which retailer do you do most of your grocery shopping? (tick one box only)
   - 1 Coles
   - 2 Woolworths
   - 3 IGA
   - 4 Aldi
   - 5 Other

(3) How often do you buy store/home brands?
   - 1 Weekly
   - 2 Fortnightly
   - 3 Monthly
   - 4 Occasionally
   - 5 Never

Please indicate your level of agreement with the following statements

(4) about grocery shopping ...

   a) I enjoy grocery shopping .................
      - 1 Strongly Agree
      - 2 Agree
      - 3 Neutral
      - 4 Disagree
      - 5 Strongly Disagree

   b) I like to finish my grocery shopping quickly ...
      - 1 Strongly Agree
      - 2 Agree
      - 3 Neutral
      - 4 Disagree
      - 5 Strongly Disagree

   c) I generally like to try different grocery products
      - 1 Strongly Agree
      - 2 Agree
      - 3 Neutral
      - 4 Disagree
      - 5 Strongly Disagree

   d) I often switch grocery brands to try something different
      - 1 Strongly Agree
      - 2 Agree
      - 3 Neutral
      - 4 Disagree
      - 5 Strongly Disagree

(5) about buying breakfast cereal ...

   a) I am interested in cereal products in general
      - 1 Strongly Agree
      - 2 Agree
      - 3 Neutral
      - 4 Disagree
      - 5 Strongly Disagree

   b) I get involved with what cereal my family uses
      - 1 Strongly Agree
      - 2 Agree
      - 3 Neutral
      - 4 Disagree
      - 5 Strongly Disagree

   c) I often switch between brands of cereal ........
      - 1 Strongly Agree
      - 2 Agree
      - 3 Neutral
      - 4 Disagree
      - 5 Strongly Disagree

(6) Please indicate how often you purchase the following types of breakfast cereals ...

   a) Rolled Oats ............................
      - Weekly
      - Fortnightly
      - Monthly
      - Occasionally
      - Never

   b) Muesli .................................
      - Weekly
      - Fortnightly
      - Monthly
      - Occasionally
      - Never

   c) Flake Cereals (e.g. Plus Sports, Special K) ..
      - Weekly
      - Fortnightly
      - Monthly
      - Occasionally
      - Never

   d) Traditional Cereals (e.g. Vitabrits) ............
      - Weekly
      - Fortnightly
      - Monthly
      - Occasionally
      - Never

   e) Sweet Cereals (e.g. Coco Pops, Fruitloops) ...
      - Weekly
      - Fortnightly
      - Monthly
      - Occasionally
      - Never

(7) Which cereal brand and variety is your favourite?

(8) If your favourite cereal was not available, would you purchase another one? 1 Yes 2 No

(9) How often do you purchase Sanitarium Light 'n' Tasty breakfast cereal?
    - 1 Weekly
    - 2 Fortnightly
    - 3 Monthly
    - 4 Occasionally
    - 5 Never
For this section, think about

Sanitarium Light 'n' Tasty

(10) Were you aware of this product before today? □ 1 Yes (go to Q.11) □ 2 No (go to Q.12)
(11) Where have you seen this product before? (you may tick more than one box)
□ 1 Television □ 3 Newspaper □ 5 Seen in store
□ 2 Radio □ 4 Event Advertising □ 6 Other

(12) Have you purchased this particular product before? □ 1 Yes (go to Q.15) □ 2 No (go to Q.13)
(13) Would you try this product? □ 1 Yes □ 2 No
(14) What would influence you to try this product? ___________________________________________________________________
(15) How likely is it that you would purchase this particular product?
□ 1 Very Likely □ 2 Likely □ 3 Neutral □ 4 Unlikely □ 5 Not at all

(16) Please indicate your level of agreement with these statements about Sanitarium Light 'n' Tasty.

<table>
<thead>
<tr>
<th>Strongly</th>
<th>Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) I like this brand ........................</td>
<td>□ 1</td>
<td>□ 2</td>
<td>□ 3</td>
<td>□ 4</td>
<td>□ 5</td>
</tr>
<tr>
<td>b) This brand is reliable ....................</td>
<td>□ 1</td>
<td>□ 2</td>
<td>□ 3</td>
<td>□ 4</td>
<td>□ 5</td>
</tr>
<tr>
<td>c) I would recommend this brand to others</td>
<td>□ 1</td>
<td>□ 2</td>
<td>□ 3</td>
<td>□ 4</td>
<td>□ 5</td>
</tr>
<tr>
<td>d) I have a favourable opinion of this brand</td>
<td>□ 1</td>
<td>□ 2</td>
<td>□ 3</td>
<td>□ 4</td>
<td>□ 5</td>
</tr>
<tr>
<td>e) I am loyal to this brand ..................</td>
<td>□ 1</td>
<td>□ 2</td>
<td>□ 3</td>
<td>□ 4</td>
<td>□ 5</td>
</tr>
<tr>
<td>f) I would buy this brand even if competitors' prices were lower</td>
<td>□ 1</td>
<td>□ 2</td>
<td>□ 3</td>
<td>□ 4</td>
<td>□ 5</td>
</tr>
</tbody>
</table>

Section 3

Please supply a little information about you to help us analyse the results.

(17) Please indicate your gender (tick one box only) .................... □ 1 Female □ 2 Male
(18) Your Country of Birth ____________________________
(19) What is your occupation? ____________________________

(20) Please indicate your age (tick one) .................................
□ 1 18 - 25 years
□ 2 26 - 35 years
□ 3 36 - 50 years
□ 4 51 - 65 years
□ 5 over 65 years

(21) Annual Total Household Income (tick one)
□ 1 Under $25,000
□ 2 $25,000 and under $50,000
□ 3 $50,000 and under $75,000
□ 4 $75,000 and under $100,000
□ 5 $100,000 or over

(22) Please indicate your household status (tick one box only) ......... □ 1 Single □ 2 Couple
(23) Do you have children living at home? ......................... □ 1 Yes □ 2 No
(24) Indicate your level of agreement with these statements about your interest in charities and causes.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) I volunteer my spare time for charity work</td>
<td>□ 1</td>
<td>□ 2</td>
<td>□ 3</td>
<td>□ 4</td>
<td>□ 5</td>
</tr>
<tr>
<td>b) I donate regularly to worthy causes</td>
<td>□ 1</td>
<td>□ 2</td>
<td>□ 3</td>
<td>□ 4</td>
<td>□ 5</td>
</tr>
<tr>
<td>c) I am interested in charity events</td>
<td>□ 1</td>
<td>□ 2</td>
<td>□ 3</td>
<td>□ 4</td>
<td>□ 5</td>
</tr>
<tr>
<td>d) I look at charity or cause websites</td>
<td>□ 1</td>
<td>□ 2</td>
<td>□ 3</td>
<td>□ 4</td>
<td>□ 5</td>
</tr>
<tr>
<td>e) I buy products which support worthy causes</td>
<td>□ 1</td>
<td>□ 2</td>
<td>□ 3</td>
<td>□ 4</td>
<td>□ 5</td>
</tr>
</tbody>
</table>

Section 4

Sponsorship is a commonly used marketing practice where a company provides a payment in cash or kind for the right to be officially associated with an event, team or cause.

(25) What is your opinion of sponsorship in general?

Please indicate your level of agreement with the following statements.

(26) about sponsorship ...

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Sponsorship is a useful way for a company to exhibit good community relations</td>
<td>□ 1</td>
<td>□ 2</td>
<td>□ 3</td>
<td>□ 4</td>
<td>□ 5</td>
</tr>
<tr>
<td>b) Sponsorship has more impact on my purchase preferences than advertising.</td>
<td>□ 1</td>
<td>□ 2</td>
<td>□ 3</td>
<td>□ 4</td>
<td>□ 5</td>
</tr>
<tr>
<td>c) I am more likely to purchase a product because a company sponsors an event that I like.</td>
<td>□ 1</td>
<td>□ 2</td>
<td>□ 3</td>
<td>□ 4</td>
<td>□ 5</td>
</tr>
</tbody>
</table>

One of the organisations supported by grocery brands in Australia is the National Breast Cancer Foundation. Please indicate your level of agreement with these statements.

(27) about the Breast Cancer Foundation ...

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) I am a strong supporter of the Breast Cancer Foundation</td>
<td>□ 1</td>
<td>□ 2</td>
<td>□ 3</td>
<td>□ 4</td>
<td>□ 5</td>
</tr>
<tr>
<td>b) I am interested in the Breast Cancer Foundation</td>
<td>□ 1</td>
<td>□ 2</td>
<td>□ 3</td>
<td>□ 4</td>
<td>□ 5</td>
</tr>
<tr>
<td>c) If a company were to sponsor the Breast Cancer Foundation, it would positively influence how I felt about that company.</td>
<td>□ 1</td>
<td>□ 2</td>
<td>□ 3</td>
<td>□ 4</td>
<td>□ 5</td>
</tr>
<tr>
<td>d) I think it is good that companies sponsor the Breast Cancer Foundation</td>
<td>□ 1</td>
<td>□ 2</td>
<td>□ 3</td>
<td>□ 4</td>
<td>□ 5</td>
</tr>
<tr>
<td>e) I am likely to purchase products of companies that sponsor the Breast Cancer Foundation</td>
<td>□ 1</td>
<td>□ 2</td>
<td>□ 3</td>
<td>□ 4</td>
<td>□ 5</td>
</tr>
</tbody>
</table>
Section 5

Sponsorship packaging is where the logo or pictures of the sponsored group are pictured on the sponsoring grocery brands packaging (e.g. Coca-Cola & Olympics)

(28) Please list any **GROCERY** brands that you remember that use sponsorship packaging.  
(Include the grocery brand and the sponsored organisation)

Please indicate your level of agreement with the following statements:

(29) **about brands using sponsorship packaging ...**  

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) The sponsorship packaging would make me feel more favourable toward the grocery brand</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) When a sponsorship supports a cause or a sport that I think is worthy, it makes me think more highly of the grocery brand.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) It would make sense if the grocery brand and the sponsored sport or cause had a similar image</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d) Having the sponsored group's logo on the package is a good way to show the sponsorship arrangement between the grocery brand and the sponsored group</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(30) **about buying the sponsoring brand's product ...**  

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) If I didn't normally purchase the sponsor's product, sponsorship packaging would encourage me to try the product</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) If I normally purchased the sponsor's product, I would buy more than usual because of the sponsored packaging</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) I would purchase the sponsored product even if competitors' prices were lower</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Thank you very much for your assistance in completing this survey, it is very much appreciated. Any information you have provided will remain confidential.*
APPENDIX 3 – CORRELATION MATRIX
## Correlation Matrix – Factors Impacting Consumer Response to SLP

<table>
<thead>
<tr>
<th></th>
<th>I am a strong supporter of [property]</th>
<th>I am interested in [property]</th>
<th>If a company sponsored [property] I would positively influence how I feel about that company</th>
<th>I think it is good that companies sponsor [property]</th>
<th>I am more likely to purchase products of companies that sponsor [property]</th>
<th>How often do you purchase School Lunch Patronage?</th>
<th>This brand has the best taste</th>
<th>This brand is the one I would recommend my friends to buy</th>
<th>How likely is it that you would purchase this particular product?</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am a strong supporter of [property]</td>
<td>1.000</td>
<td>.831</td>
<td>.675</td>
<td>.575</td>
<td>-1.000</td>
<td>-1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>I am interested in [property]</td>
<td>.831</td>
<td>1.000</td>
<td>.675</td>
<td>.575</td>
<td>-1.000</td>
<td>-1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>If a company sponsored [property] I would positively influence how I feel about that company</td>
<td>.675</td>
<td>.653</td>
<td>1.000</td>
<td>.572</td>
<td>-1.000</td>
<td>-1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>I think it is good that companies sponsor [property]</td>
<td>.575</td>
<td>.647</td>
<td>.572</td>
<td>1.000</td>
<td>-1.000</td>
<td>-1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>I am more likely to purchase products of companies that sponsor [property]</td>
<td>.701</td>
<td>.723</td>
<td>.515</td>
<td>.857</td>
<td>-1.000</td>
<td>-1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>How often do you purchase School Lunch Patronage?</td>
<td>-1.04</td>
<td>-1.01</td>
<td>-.069</td>
<td>-.084</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>This brand has the best taste</td>
<td>-1.074</td>
<td>-1.079</td>
<td>-.034</td>
<td>-.032</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>This brand is the one I would recommend my friends to buy</td>
<td>-1.139</td>
<td>-1.136</td>
<td>-.054</td>
<td>-.061</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>How likely is it that you would purchase this particular product?</td>
<td>-1.096</td>
<td>-1.084</td>
<td>-.014</td>
<td>-.073</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>I think it is good that companies sponsor [property]</td>
<td>-1.071</td>
<td>-1.071</td>
<td>-.006</td>
<td>-.034</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>I am more likely to purchase products of companies that sponsor [property]</td>
<td>-1.022</td>
<td>-1.014</td>
<td>-.055</td>
<td>-.042</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>How often do you purchase School Lunch Patronage?</td>
<td>.059</td>
<td>.064</td>
<td>.128</td>
<td>.046</td>
<td>-1.000</td>
<td>-1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>This brand has the best taste</td>
<td>.364</td>
<td>.373</td>
<td>.548</td>
<td>.795</td>
<td>-1.000</td>
<td>-1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>This brand is the one I would recommend my friends to buy</td>
<td>.348</td>
<td>.358</td>
<td>.547</td>
<td>.760</td>
<td>-1.000</td>
<td>-1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>How likely is it that you would purchase this particular product?</td>
<td>.052</td>
<td>.047</td>
<td>.105</td>
<td>.067</td>
<td>-1.000</td>
<td>-1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>I think it is good that companies sponsor [property]</td>
<td>.407</td>
<td>.393</td>
<td>.463</td>
<td>.497</td>
<td>-1.000</td>
<td>-1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>I am more likely to purchase products of companies that sponsor [property]</td>
<td>.266</td>
<td>.293</td>
<td>.345</td>
<td>.254</td>
<td>-1.000</td>
<td>-1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>How likely is it that you would purchase this particular product?</td>
<td>.406</td>
<td>.475</td>
<td>.486</td>
<td>.483</td>
<td>-1.000</td>
<td>-1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>I think it is good that companies sponsor [property]</td>
<td>.195</td>
<td>.245</td>
<td>.320</td>
<td>.417</td>
<td>-1.000</td>
<td>-1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>How likely is it that you would purchase this particular product?</td>
<td>.112</td>
<td>.139</td>
<td>.226</td>
<td>.330</td>
<td>-1.000</td>
<td>-1.000</td>
<td>1.000</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>I think it is good that companies sponsor [property]</td>
<td>.205</td>
<td>.221</td>
<td>.245</td>
<td>.268</td>
<td>-1.000</td>
<td>-1.000</td>
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