Cherry Consumer Preferences
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Overview of the inquiry

- Short – to take less time to complete, should fit on one page
- Clear – easy to understand and interpret
- Visual – visual examples, the end cherry consumer is not necessarily an expert
- Attractive – should make it worthy to stop and fill the form (a degustation of cherries is a good way to attract people in the hypermarket)
- Consumer oriented – should only contain characteristics that are of importance for the end consumer, for example: What is the consumer looking for in a cherry on the shelf in the hypermarket.
- Localized – should be translated in different languages

It takes around 2 min. to fill the questionnaire
It was easy and fast to explain to the participants
Most common question was could they have more than one answer???

Open for suggestions and comments

General look

- It takes around 2 min. to fill the questionnaire
- It was easy and fast to explain to the participants
- Most common question was could they have more than one answer???

Expected results

- General idea of the look of the perfect cherry
- Overview of the current consumer preferences in different countries
- Predict future market tendencies
- Suggest cultivars to the farmers

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### Expected results

**General look**

- **Are you □ Female or □ Male?**
- **What is your age ... ... ?**

**What do you look for in a cherry, when you are buying at the hypermarket?**

<table>
<thead>
<tr>
<th>Number</th>
<th>Colour of skin</th>
<th>Shape</th>
<th>Size</th>
<th>Stalk</th>
<th>Taste</th>
<th>Firmness</th>
<th>Defects</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Light Red (4)</td>
<td>Cordate (1)</td>
<td>Very small (&lt;19 mm)</td>
<td>Absent</td>
<td>Very sweet</td>
<td>Soft</td>
<td>Defects not acceptable</td>
</tr>
<tr>
<td>2</td>
<td>Red (5)</td>
<td>Reniform (2)</td>
<td>Small (19-21.4 mm)</td>
<td>Present</td>
<td>Medium</td>
<td>Firm</td>
<td>10% defects are acceptable</td>
</tr>
<tr>
<td>3</td>
<td>Brown Red (6)</td>
<td>Oblate (3)</td>
<td>Medium (21.4-25.4 mm)</td>
<td>Very short</td>
<td>Medium</td>
<td>Very Firm</td>
<td>5% defects are acceptable</td>
</tr>
<tr>
<td>4</td>
<td>Blackish (8)</td>
<td>Elliptic (5)</td>
<td>Large (25.4-29.8 mm)</td>
<td>Long</td>
<td>Very sweet</td>
<td>Acid</td>
<td>15% defects are acceptable</td>
</tr>
</tbody>
</table>

Which one of the seven characteristics is the most important, ... ... ?