

## SAMPLE – FOCUS GROUP

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Kathryn: Well if you're just going in there, like at a gas station, chances are you don't want to experiment, you're thirsty and you want what you want. You would experiment probably at the supermarket where you buy a bunch of different stuff, and you go "I'll try this, I'll try that".

Brian: If it's on sale, maybe, you'll try it at the supermarket.

Kathryn: Yeah, but if you're just going in for a specific purpose, you're going to go and get what you want, you know because you're pressed for time. You're going to go in and find what you want and get out.

M: Okay... But I assume that not every drinking occasion is a coffee drinking occasion. So when you go into these 7-11s, can you tease out when it's a coffee occasion versus when it's...

Brian: Probably the weather, if it's hot, you want maybe a cold refreshing drink.

M: Like?

Kathryn: Like a Diet Coke, on a sunny day.

M: Yeah, Okay.

Brian: Maybe depending on if you've just worked out, or something like that, or if you're getting ready to work out and you want an energy drink.

Kathryn: Water, Gatorade.

M: Okay, so when's it the coffee drink.

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Brian: Morning.

Kathryn: Well, depending. Coffee cold or hot?

M: These chilled drinks in the fridge.

Kathryn: Yeah when it's hot, probably early in the morning or mid afternoon, I would drink it.

M: Right. And it's hot out?

Kathryn: Yeah, I mean if the drink is cold...

Brian: Yeah.

M: Okay, come up with an occasion, try to narrow it down. As if you're trying to write a short essay on this.

Brian: Okay, coming on a road trip. Coming back from Mammoth, a weekend, during the day, say it's noon or one. And I would go with a cold coffee drink at that point. You don't really want something hot but you want something to keep you alert, so maybe a cold coffee drink, sometimes an energy drink. But I like the coffee drink more, because the energy drink makes me too jittery.

[LAUGHS]