**Recruitment Screener**

|  |
| --- |
| SAMPLE STRUCTURE |

Persons to be contacted:

Quota

* All Females
* No. of respondents -16 per centre (Total 32 across sample)
* 4 groups in each centre ( 4 participants in each group)
* All to be mothers
* Kid’s age: (3 units, 3 age groups per centre, No mix of age groups in one unit)
  + 3 to 6 months
  + 7 months to 1 year
  + 1 to 2 years
* Age of Mother’s: 25-35
* NCCS A-B
* User ship – J&J and Himalaya baby talc users
* Must be using since past 2-3 years.

|  |
| --- |
| RECRUITMENT PROCESS |

Name of respondent: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email (if any): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Place of work: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Tel: |\_\_||\_\_||\_\_||\_\_||\_\_||\_\_||\_\_||\_\_| Mob: |\_\_||\_\_||\_\_||\_\_||\_\_||\_\_||\_\_||\_\_|

Name of RC: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Back Checked By\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| Center | Code |
| Mumbai | 1 |
| Hyderabad | 2 |

Hello, my name is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I’m from Market Xcel which is an independent research company. At present, we are conducting a study on personal care products. In this regard we would like to have some information and hence would ask you some Questions.

Your contribution is voluntary, and you can choose not to answer any question if you don’t want to answer

Q1. How long have you been living in this city? *(According to the center for which the recruitment is happening)*?

|  |  |  |
| --- | --- | --- |
| More than 10 years | 1 | Continue |
| 6 to 9 years | 2 | Continue |
| 3 to 5 years | 3 | Terminate |
| Less than 3 years | 4 | Terminate |

Q2. Have you participated in any market research surveys such as focus group discussions, personal interviews, telephone interviews and so forth, in the past 6 months?

|  |  |  |
| --- | --- | --- |
| Yes | 1 | Thank & terminate |
| No | 2 | Continue |

Q3. Do you or any of your family members work in the following industries?

|  |  |  |
| --- | --- | --- |
| Publisher of newspaper/ magazine/Media | 1 | Thank & Terminate |
| Advertising/Market research agency | 2 |
| Public relations | 3 |
| Retailer / seller/ distributor / marker of Baby care products | 4 |
| Manufacturer of Baby care products | 5 |
| Don’t Know / Refused | 6 |
| Banking & Finance | 7 | Continue |
| Govt. organization | 8 |
| Business | 9 |
| None of the Above | 10 |

Q4. What is your age? (Please write down EXACT age) \_\_\_\_\_\_

|  |  |  |
| --- | --- | --- |
| Below 25 years | 1 | Thank & terminate |
| 25-35 Years | 2 | Continue |
| More than 35 years | 3 | Thank & terminate |

Below 25 & Above 35 years Terminate

Q5. Gender

|  |  |  |
| --- | --- | --- |
| Female | 1 | Continue |
| Male | 2 | Close |

Q6. Please mention your marital status

|  |  |  |
| --- | --- | --- |
| Single | 1 | Terminate |
| Married – no kids | 2 | Terminate |
| Married – with kids | 3 | Continue |

All to be Mom’s

Q7. What is your kids age? (Please write down EXACT age) \_\_\_\_\_\_

|  |  |  |
| --- | --- | --- |
| Below 3 months | 1 | Thank & terminate |
| 3-6 months | 2 | Continue |
| 7 months to 1 year | 3 | Continue |
| 1 to 2 years | 4 | Continue |
| More than 2 years | 5 | Thank & terminate |

Get a good mix in all age category

Q8. Please tell me your current occupation\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |
| --- | --- | --- |
| Student | 1 | **Terminate** |
| Housewife | 2 | **Continue** |
| Part time working | 3 | **Continue** |
| Full time working | 4 |

Get a good mix

8A. Please take a look at this list and tell me which of these items do you have at home? (It could be owned by you, your family or provided by the employer or it could be available in the house you live in; but it should be for the use of just you or your family)

|  |  |  |
| --- | --- | --- |
|  | Electricity Connection | 01 |
| Ceiling Fan | 02 |
| LPG Stove | 03 |
| Two Wheeler | 04 |
| Colour TV | 05 |
| Refrigerator | 06 |
| Washing Machine | 07 |
| Personal Computer/ Laptop | 08 |
| Car/Jeep/Van | 09 |
| Air Conditioner | 10 |
|  | Agricultural Land | 11 |
| TOTAL NUMBEROF STANDARD DURABLES OWNED | |  |

8b Now, I would like to start with knowing something about your household. Please tell me, thinking about the person in the household who makes the biggest contribution to the household expenses, what is the highest level to which he/ she has studied?

|  |  |  |
| --- | --- | --- |
| RECORD EDUCATION |  |  |

POST CODE NEW SEC IN THE GRID BELOW

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Total Number of Standard Durables Owned  (TRANSFER FROM Q8) |  | Illi-  Terate | School  Upto  4 yrs | School  upto  5-9 yrs | SSC/  HSC | Some college but not Grad. | Grad./  PG  - Gen. | Grad./  PG  - Prof. |
|  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| NONE | 0 | E3 | E2 | E2 | E2 | E2 | E1 | D2 |
| 1 | 1 | E2 | E1 | E1 | E1 | D2 | D2 | D2 |
| 2 | 2 | E1 | E1 | D2 | D2 | D1 | D1 | D1 |
| 3 | 3 | D2 | D2 | D1 | D1 | C2 | C2 | C2 |
| 4 | 4 | D1 | C2 | C2 | C1 | C1 | B2 | B2 |
| 5 | 5 | C2 | C1 | C1 | B2 | B1 | B1 | B1 |
| 6 | 6 | C1 | B2 | B2 | B1 | A3 | A3 | A3 |
| 7 | 7 | C1 | B1 | B1 | A3 | A3 | A2 | A2 |
| 8 | 8 | B1 | A3 | A3 | A3 | A2 | A2 | A2 |
| 9+ | 9 | B1 | A3 | A3 | A2 | A2 | A1 | A1 |

Continue only for below

|  |  |
| --- | --- |
| SEC A1 | 1 |
| SEC A2 | 2 |
| SEC A3 | 3 |
| SEC B1 | 4 |
| SEC B2 | 5 |

Get a good mix

Main Questionnair

9. Does your baby suffering from any of the following?

|  |  |  |
| --- | --- | --- |
| Cold | 01 | CLOSE IF ANY OF THESE CODED |
| Blocked nose | 02 |
| Skin/ Scalp allergies | 03 |
| Any other ailments that affect smelling ability | 04 |
| Severe dandruff | 05 |
| None of these | 06 | CONTINUE |

10. Do any of these apply to your baby?

|  |  |  |
| --- | --- | --- |
| 1. Does your baby have allergies related to your skin, or that give you symptoms on your skin 2. Does your baby currently using prescription dermatological treatments 3. Does your baby currently on immunosuppressant medication | | |
| Yes | 01 | CLOSE |
| No | 02 | CONTINUE |

11. Which of the following best describes your role in the purchase of your Baby care products? Single code

|  |  |  |
| --- | --- | --- |
| I choose and buy my product myself | 01 | CONTINUE |
| I choose the product I like and somebody else from my household buys it | 02 | CONTINUE |
| Somebody else chooses the product and buys it for me | 03 | CLOSE |

12. Which of these are you…..

1. Aware of?
2. Which of these you are using currently?
3. Mention the brands of product you are using currently.
4. What is the using frequency of mentioned brands?
5. Since when are you using these brands?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Baby Care Products** | **Code** | **a. Aware of** | **b. Using currently** | **c. Brand** | **d. Using Frequency** | **e. Using Since** |
| Baby Body Lotion | 1 |  |  |  |  |  |
| Baby Hair Oil | 2 |  |  |  |  |  |
| Baby Talc | 3 |  |  |  |  |  |
| Baby Shampoo | 4 |  |  |  |  |  |
| Baby head to toe bath | 5 |  |  |  |  |  |
| Baby Skin cream | 6 |  |  |  |  |  |
| Hair Massage Oil | 7 |  |  |  |  |  |

Must Select Baby Talc

Must be using Himalaya or J&J Baby Talc

Get a good mix in both the brands

**User ship Segment questions**

|  |  |
| --- | --- |
| 13. Which Baby Talc brand are you using currently? |  |
| 13 b. Since when are you using above mentioned brand? |  |
| 13 c. What is the frequency of your Baby Talc usage in a week? |  |
| 13d. How much do you spend each month on your Baby Talc |  |

Record Answer

Must be using Baby Talc since past 2-3 years.

14. Are you open to try new Baby Care products?

|  |  |
| --- | --- |
| Yes | Continue |
| No | Terminate |
| Don’t Know | Terminate |

15. Do You carry your Baby care product while travelling?

|  |  |
| --- | --- |
| Yes | Continue |
| Sometimes | Terminate |
| No | Terminate |

**INVITATION TO RESPONDENT**

We would like to invite you for a Product testing and feedback discussion for 60 to 90 Mins. This interaction is for research purposes and your details like Name, address etc will be kept confidential. Only your views during the discussion will be used by us and shared with the client on aggregated level. Are you interested in participating in the discussion to be held on \_\_\_\_\_ (date and time) at \_\_\_\_\_\_(place)?

YES 1 RECRUIT

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NO 2 THANK AND TERMINATE

|  |  |
| --- | --- |
| INTERVIEWER DECLARATION  This declaration covers the recruitment interviewing on this project. You should sign it after successfully recruiting a respondent.  You must complete this section neatly for this interview to be valid.  I declare that I have conducted this interview within the MRS Codes of Conduct, the respondent answered all parts of the questionnaire & he/she was previously unknown to me.  I also declare to hold in confidence any information about the products that may be disclosed to me directly or indirectly by participating in this research.  I will not discuss any of the information disclosed to me with anyone other than the respondents participating in the test. – this includes verbal discussions, texts, blogs, twitter or any other medium about the products. | |
| NAME (PRINT) |  |
| SIGNATURE |  |
| INTERVIEWER NO |  |
| DATE OF RECRUITMENT |  |
| THANK YOU FOR WORKING ON THIS PROJECT | |
|  | |