|  |  |  |
| --- | --- | --- |
| **MDZ CDM Chocobakes Brownies CAT IN (320399)**RECRUITMENT QUESTIONNAIRE  |  | **MMR Research Worldwide India****10th Floor, R City Mall,****Amrut Nagar, Ghatkopar (W)****Mumbai,****Maharashtra 400086** |
|  |
|  |
|  Interviewer name: |  | Interviewer no: |  |  |  |  |  |  |
|  |
|  Respondent name: |  |  | UNIQUE Respondent no: |  |  |  |  |
|  |
| **OFFICE USE:** | Edited by: | Coded by: | Entered by: | Verbatims by: | 10% checked by: |
| **CLASSIFICATION** |
| **QUOTA CONTROL** |

**Total sample: N=280**

**N=140 each X 2 cities**

**Rep = 100 each X 2 cities, Booster =40 each X 2 cities**

**LOCATION**

|  |  |  |
| --- | --- | --- |
| **City** | **Code** | **Total base size (n=280)** |
| Mumbai | SHall/1 | n=140 (50%) |
| Chennai | SHall/2 | n=140 (50%) |

**SEC**

|  |  |  |
| --- | --- | --- |
| **SEC** | **Definition** | **Total base size (n=280)** |
| A | SQ7/1 | n=280 (100%) |

**TG**

|  |  |  |
| --- | --- | --- |
| **TG** | **Definition** | **Total base size (n=280)** |
| Millennial moms aged 32 - 40 years with Kids 9 - 14 years | SGender/2+Sage/3+S6/1 | n=140 (50%) |
| Young Gen Z 18- 22 years living with older parents  | Sage/2+S7/1 | n=140 (50%) |

**AGE**

|  |  |  |
| --- | --- | --- |
| **Age** | **Definition** | **Total base size (n=280)** |
| 18-22 | Sage/2 | n=140 (50%) |
| 32-40 | Sage/3 | n=140 (50%) |

**Prepacked Chocolate cake category (NON-BOOSTERS)**

|  |  |  |
| --- | --- | --- |
| **Category Usage** | **Definition** | **Total base size n=200** |
| Heavy – at least once in 2 weeks | S9/1.2 | n=100 (50%) |
| Medium – at least once a month | S9/3.4 | n=60 (30%) |
|  Light – At least once in 3 months | S9/5 | n=40 (20%) |

* Primary / Core TG – Millennial moms aged 32 - 40 years with Kids 9 - 14 years : 50%
* Secondary / Growth TG – Young Gen Z 18- 22 years living with older parents : 50%
* SEC: 100% A
* Chocolate cake Category usage: 50% heavy, 30 % medium, 20% light (Prepacked Chocolate cake category : Heavy – at least once in 2 weeks , Medium – at least once a month , Light – At least once in 3 months)
* Booster for soft brownie consumers – those who have eaten fresh bakery / café brownie – at least once in last 3 months
* Concept acceptors (Top 3 box) no rejectors of Cadbury brand
* Main purchase decision maker for household grocery
* All consumers who did not participate in a biscuit/cookie/cake related consumer test within the past 3 months.

**Please balance Age, Category usage by cities.**

**Standard exclusion criteria:**

* Not having participated of food / beverages research in the last 3 months (100%)
* Do not participate in REGULAR research panels (100%)
* Must not have diabetes or asthma or be allergic to any food product/ ingredient. Not pregnant or nursing.
* People working food production/ distribution / advertising related industry sectors

**Good morning/ evening! My name is \_\_\_\_\_\_\_\_ /**STATE YOUR NAME AND SHOW INTERVIEWER ID/. **I work for an independent market research company. We conduct different types of population surveys. I invite you to participate in our survey. Could you spend several minutes of your time answering a few questions? All of your answers, as well as the answers of other participants will be used only in a summary form, after statistical processing.**

**SHall.**

Which city do you live in permanently i.e. not less than 3 years?

|  |  |  |
| --- | --- | --- |
| Mumbai | 1 | **QUOTA 50%** |
| Chennai | 2 | **QUOTA 50%** |
| Others | 3 | **CLOSE** |

**SExactAge.**

**PLEASE WRITE EXACT AGE \_\_\_\_ AND MARK RESPONDENT’S AGE BELOW**

**SAge.**

How old are you?

|  |  |  |
| --- | --- | --- |
| Under 18 | 1 | **CLOSE** |
| 18-22 | 2 | **QUOTA 50%** |
| 23-31 | 3 | **CLOSE** |
| 32-40 | 4 | **QUOTA 50%** |
| 41+ | 5 | **CLOSE** |

**Sgender.**

Gender.

|  |  |  |
| --- | --- | --- |
| Male | 1 |  |
| Female  | 2 | **MUST SELECT IF CODE 4 FOR ALL CHOOSING AT SAge** |

S1\_single.

Do you work in any of the following industries?

|  |  |  |
| --- | --- | --- |
| Advertising / Promotion / Design or Product development within the FMCG sector | 1 | CLOSE |
| Catering | 2 |
| Travel | 3 |
| Market research | 4 |
| New product development | 5 |
| Public Relations | 6 |
| Marketing within FMCG sector/Market Research | 7 |
| Media - TV / Radio / Press | 8 |
| Manufacture of confectionery or beverages | 9 |
| Retail of confectionery or beverages | 10 |
| Wholesaler / Retail distributing, selling or dealing with any food & beverage items | 11 |
| None of the above | 99 | MUST BE SELECTED TO CONTINUE |

S2\_single.

Which of the following statements best describes your role in purchasing grocery products for your household?

|  |  |  |
| --- | --- | --- |
| I alone choose the brand and mostly buy the products myself  | 1 | CONTINUE |
| I choose the brand that I like but somebody else from my household buys it for me | 2 | CLOSE |
| I purchase the product but have nothing to do with the choice of the brand | 3 |
| I am not involved at all | 4 |

S3\_single.

Please indicate if you never consume and/or intolerant to the following.

|  |  |  |
| --- | --- | --- |
| Wheat and gluten  | 1 | CLOSE |
| Milk products | 2 |
| Soybean | 3 |
| Egg | 4 |
| Sesame seeds | 5 |
| Peanuts and tree nuts | 6 |
| Dried fruit | 7 |
| Nut based bakery products | 8 |
| Chocolate or cocoa flavour | 9 |
| Any other allergies \_\_\_\_\_\_\_\_\_\_ (please note) | 10 |
| None of the above | 99 | MUST BE SELECTED TO CONTINUE |

**NEW SEC**

**SHOWCARD**

**S1a.** 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)

EXPLAIN, IF NECESSARY:

We have a standard list of items that we use in all kinds of cities and villages. So don’t worry if an item appears irrelevant for you, or too ordinary-just go ahead and tell me which items you do have. We need this information just for survey purpose only.

Do you have \_\_\_\_\_\_\_\_\_\_\_ (ITEM) in your home (**WHICH IS IN WORKING CONDITION**)?

**CIRCLE ITEMS OWNED/HAVE AT HOME. TICK THE ITEM IF OWNED. ADD THE NO. OF TICKS IN THE BOX**.

**S1b.** Does your family own any Agricultural Land, by Agricultural Land I mean land that is currently under cultivation or plantation?

|  |  |  |
| --- | --- | --- |
|  | **Items owned / Have access at home** | **Code** |
| **SQ4a** | Electricity Connection |   | **01** |
| Ceiling Fan  |  | **02** |
| LPG Stove  |  | **03** |
| Two Wheeler  |  | **04** |
| Color TV  |  | **05** |
| Refrigerator  |  | **06** |
| Washing Machine  |  | **07** |
| Personal Computer/ Laptop  |  | **08** |
| Car / Jeep / Van  |  | **09** |
| Air Conditioner  |  | **10** |
| **SQ4b** |

|  |
| --- |
| Agricultural Land  |

 |  | **11** |

|  |  |  |
| --- | --- | --- |
| **Total Number of Items in the Household** |  |  |

 **POST CODE EDUCATION OF CWE FROM SQ4b \_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |
| --- | --- |
|  | **Chief Wage Earner : Education**  |
| **No. of Durables** | **(362-363)** | **Illiterate** | **Literate but no formal schooling / School upto 4 years** | **School (5 - 9 yrs)** | **SSC / HSC** | **Some College (Incl a Diploma) but not Graduate** | **Graduate/ Post Graduate: General** | **Graduate/ Post Graduate : Professional** |
| **(361)** |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** |
| **None** | **10** | E 3 | E 2 | E2 | E 2 | E 2 | E 1 | D 2 |
| **1** | **01** | E 2 | E 1 | E 1 | E 1 | D 2 | D 2 | D 2 |
| **2** | **02** | E 1 | E 1 | D 2 | D 2 | D 1 | D 1 | D 1 |
| **3** | **03** | D 2 | D 2 | D 1 | D 1 | C 2 | C 2 | C 2 |
| **4** | **04** | D 1 | C 2 | C2 | C 1 | C 1 | B 2 | B 2 |
| **5** | **05** | C 2 | C 1 | C 1 | B 2 | B 1 | B 1 | B 1 |
| **6** | **06** | C 1 | B 2 | B 2 | B 1 | **A 3** | **A 3** | **A 3** |
| **7** | **07** | C 1 | B 1 | B 1 | **A 3** | **A 3** | **A 2** | **A 2** |
| **8** | **08** | B 1 | **A 3** | **A 3** | **A 3** | **A 2** | **A 2** | **A 2** |
| **9 or Above** | **09** | B 1 | **A 3** | **A 3** | **A 2** | **A 2** | **A 1** | **A 1** |

|  |  |  |
| --- | --- | --- |
|  | **NEW SEC** |  |
|  | **A 1** | **01** |
|  | **A 2** | **02** |
|  | **A 3** | **03** |
|  | B 1 | 04 |
|  | B 2 | 05 |
|  | C 1 | 06 |
|  | C 2 | 07 |
|  | D 1 | 08 |
|  | D 2 | 09 |
|  | E 1 | 10 |
|  | E 2 | 11 |
|  | E 3 | 12 |

SSocial.

PLEASE RECORD SEC USING THE SEC GRID

|  |  |  |
| --- | --- | --- |
| A (A1/A2/A3) | 1 | **QUOTA 100%** |
| B  | 2 | CLOSE |
| C | 3 |
| D | 4 |
| E | 5 |

S4\_single.

What is your marital status?

|  |  |  |
| --- | --- | --- |
| Single | 1 | CONTINUE |
| Married | 2 |

S5\_single.

Are you a parent of any kid?

|  |  |  |
| --- | --- | --- |
| Yes | 1 |  |
| No | 2 | **CLOSE IF CODE 3 IS SELECTED AT SAge**  |

S6\_single.

Please can you tell me if you have any child/children aged between 9 to 14 years, who live with you in your household?

|  |  |  |
| --- | --- | --- |
| Yes | 1 |  |
| No | 2 | **CLOSE IF CODE 4 IS SELECTED AT SAge**  |

S7\_single.

Do you live with your parents?

|  |  |  |
| --- | --- | --- |
| Yes | 1 |  |
| No | 2 | **CLOSE IF CODE 2 IS SELECTED AT SAge**  |

S8\_multi.

Which, if any, of the following products have you personally bought AND consumed in the last 3 months?

|  |  |  |
| --- | --- | --- |
| Savoury snacks – Nachani/ Ragi, Soya, Palak chips, Namkeen/ mixtures, Sev, Khakra, Daal & Chana (Roasted Chana, Chana Zor, Moongdaal), Dry Chivda, Dry Bhel, Mathri, Chakli, Dry Puri, Bakarwadi, Kachori, Muthiya, Murukku, Fryums and Papad | 1 |  |
| Dairy – Sweet Lassi, Butter milk/ Salted Lassi/ Chaas | 2 |  |
| Home-made preparations and /or freshly ordered Indian food – Includes chats, indian snacks like samosa and home-made upma poha etc | 3 |  |
| Light Puffs - Makhana, Murmura | 4 |  |
| Potato chips | 5 |  |
| Nuts | 6 |  |
| Chocolate / Chocolate confectionery/Cookies/Wafers | 7 |  |
| Sweets/candy | 8 |  |
| Sweet biscuits/Savoury or Salty biscuits | 9 |  |
| Rice snacks | 10 |  |
| Ice cream | 11 |  |
| Chewing gum | 12 |  |
| Pre-Packaged Chocolate Cake | 13 | **MUST SELECT TO CONTINUE FOR N=200 EXCEPT BOOSTERS** |
| Brownies | 14 | **MUST SELECT TO CONTINUE FOR BOOSTERS n=80**SKIP TO S10 |
| All of the above | 98 |  |
| None of these | 99 | CLOSE |

S9\_single.

You mentioned that you bought and consumed Pre-Packaged Chocolate Cake. How often do you eat the Pre-Packaged Chocolate Cake?

|  |  |  |
| --- | --- | --- |
| Once a week or more | 1 | Heavy users: 50% |
| Once in 2 weeks | 2 |
| Twice in a month | 3 | Medium users: 30% |
| At least once in a month | 4 |
| At least once in 3 months | 5 | Light users: 20% |
| Less often | 6 | CLOSE |

S10\_multiOS.

You mentioned that you bought and consumed Brownies. Brownies were…..

|  |  |  |
| --- | --- | --- |
| Packaged | 1 |  |
| Freshly baked/Café brownie | 2 | **MUST SELECT TO CONTINUE FOR BOOSTERS n=80** |

S11\_single.

You mentioned that you bought and consumed Freshly baked/Café brownies. How often do you eat the Freshly baked/Café brownies?

|  |  |  |
| --- | --- | --- |
| Once a week or more | 1 |  |
| Once in 2 weeks | 2 | CONTINUE |
| Twice in a month | 3 |
| At least once in a month | 4 |
| At least once in 3 months | 5 |
| Less often | 6 | CLOSE |

S12\_single.

Have you participated in any taste testing survey for a biscuit/cookie/cake related consumer test in the last 3 months?

|  |  |  |
| --- | --- | --- |
| Yes | 1 | CLOSE |
| No | 2 | CONTINUE |

S13\_multi.

Do you……?

|  |  |  |
| --- | --- | --- |
| I have diabetes | 1 | CLOSE |
| I have food or drink allergies or intolerances | 2 |
| Undergoing medical treatment | 3 |
| Cold or flu symptoms | 4 |
| Hay fever / Sinus problems | 5 |
| Currently pregnant or nursing | 6 |
| Undergoing slimming program | 7 |
| I have low appetite for food or drinks | 8 |
| I am taking a medical prescription | 9 |
| All of the above | 98 |
| None of the above | 99 |  |

S14\_single.

Do you have restrictions on any food intake due to allergies?

|  |  |  |
| --- | --- | --- |
| Yes | 1 | CLOSE |
| No | 2 |  |

S15\_single.

Are you following a strict diet plan that affects what you can eat/drink (e.g. low calories, no sugar, no fat)?

|  |  |  |
| --- | --- | --- |
| Yes | 1 | CLOSE |
| No | 2 |  |

S16\_single.

Which of the following brands of pre-packaged chocolate cakes/brownies would you never consider buying?

|  |  |  |
| --- | --- | --- |
| Cadbury | 1 | CLOSE |
| Britannia | 2 |  |
| Winkies | 3 |  |
| Sunfeast | 4 |  |
| Elite | 5 |  |
| Anmol | 6 |  |

S17\_single.

Please read this description.

[SHOW CONCEPT]

How much do you **LIKE OR DISLIKE** the description you just read?

|  |  |  |
| --- | --- | --- |
| Like extremely | 9 | MUST SELECT TO CONTINUE |
| Like very much | 8 |
| Like moderately | 7 |
| Like slightly | 6 | CLOSE |
| Neither like nor dislike | 5 |
| Dislike slightly | 4 |
| Dislike moderately | 3 |
| Dislike very much | 2 |
| Dislike extremely | 1 |

S18\_single.

During the survey we will ask you to try 3 samples of brownies. The survey will take about 30 minutes. Do you agree to take part in the survey?

|  |  |  |
| --- | --- | --- |
| Yes | 1 |  |
| No | 2 | CLOSE |

|  |
| --- |
| CHECK QUOTA CLASSIFICATION DETAILSCHECK RESPONDENTS WILLINGNESS TO TAKE PART BY SAYING:From time-to-time food manufacturers wish to try out products by asking members of the public to try them and to record their thoughts about them. We are conducting one such test and would like you to take part. This would involve you to come to \_\_\_\_\_ (insert address) and try 3 products, one at a time and give us your opinion on the products. The survey should last around 30 minutes and we would give you \_\_\_\_\_incentive as a thank you for taking part. Would you be willing to take part? |
| Yes | 01 | CONTINUE |
| No | 02 | CLOSE |

**Respondent Confidentiality Disclosure**

Thank you for agreeing to participate in this Research on behalf of MMR Research.

Before you can participate in this research, we would like you to understand that it will involve products or packaging which may be confidential. By signing this agreement, you will agree as follows:

1. You will hold in confidence any information about the products or packaging that may be disclosed to you directly or indirectly by participating in this research.
2. You will not discuss any of the information about the products/ packaging disclosed to you with anyone, the test object is only to be assessed by the person agreeing to participate in the study and no one else – this includes verbal discussions, texts, blogs, twitters or any other medium.
3. Your contact details may be passed on to the research sponsor, in order for them to re-contact you in order to get further feedback from you if necessary.

You will be compensated for your time, commitment, and confidential obligation. Please confirm your acceptance of these terms by signing and dating this agreement in the space provided below.

I hereby acknowledge and agree to the terms.

By: (signature) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Print Full Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |
| --- |
| **RESPONDENT DECLARATION****RESPONDENTS MUST READ AND SIGN THE DECLARATION**:* I have agreed to take part in this market research on \_ \_/\_ \_/\_ \_ <insert date of FW>
* I am aged \_ \_ <insert from recruitment>
* I have no food allergies or food intolerances
* I agree to conduct the test as instructed

**PLEASE SIGN UPON RECRUITMENT** |
| NAME (PRINT) | NAME (PRINT) |
| SIGNATURE | SIGNATURE |
| DATE | DATE |
| **THANK YOU FOR AGREEING TO TAKE PART** |
|  |

|  |
| --- |
| **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 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** |
|  |

* UNDER THE DATA PROTECTION ACT, IT IS ILLEGAL FOR MARKET RESEARCH COMPANIES TO STORE RESPONDENTS’ ADDRESS DETAILS WITH THE QUESTIONNAIRE BEYOND THE LIFE OF A PROJECT RECONTACTING RESPONDENTS CAN ONLY BE CARRIED OUT IF THE RESPONDENTS PERMISSION HAS BEEN OBTAINED. THE ONLY EXCEPTION TO THIS IS RE-CONTACT FOR QUALITY CONTROL PURPOSES
* ADDRESS DETAILS APPEAR ON THE BACK PAGE OF THE RECRUITMENT QUESTIONNAIRE, SO IT CAN BE REMOVED & CONFIDENTIALY DISCARDED AFTER THE PROJECT HAS FINISHED.

**RECRUITMENT QUESTIONNAIRE BACK PAGE**

|  |  |
| --- | --- |
| MDZ CDM Chocobakes Brownies CAT India | 320399 |

|  |
| --- |
| **PERSONAL INFORMATION** |
| First name |  | House name/number |  |
| Last name |  | First line of address |  |
|  |  | Second line of address |  |
|  |  | Town/City |  |
|  |  | Post code |  |

|  |  |
| --- | --- |
| Telephone including area code |  |
| Mobile phone number |  |