|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **MDZ Pulses / Beans (Project Savor) (320590)** | | |  | **MMR Research Worldwide, Inc.**  **345 Tompkins Avenue**  **Pleasantville, NY 10570 USA**  **Tel: +1-914-333-0330** | | | | | | | | | |
| **QUAL RECRUITMENT QUESTIONNAIRE** | | |
|  | | | | | | | | | | | | | |
| Interviewer name: |  | | Interviewer no: | |  |  | |  | |  | |  |  |
|  | | | | | | | | | | | | | |
| Respondent name: |  |  | UNIQUE Respondent no: | |  | |  | |  | |  | | |
|  | | | | | | | | | | | | | |
| **Methodology Summary** | | | | | | | | | | | | | |
| Market: India  Facility: N/A  **Methodology**   * 15 per market will participate in week-long online community (5 x Balancers, 5 x Activists/Experts and 5 x Rejectors of pulses) * 8 per market will participate in 1hr virtual IDIs (3 x Balancers, 3 x Activists, 2 x Rejectors)   **Specs**   * Age range: 18-24, 25 to 35, 36 to 45 * Female only * None to reject carbohydrate bearing food types * Be responsible for grocery shopping * Consumers and households should not suffer from diabetes type 1 * No more than 1 person with diabetes type 2 * Per market, recruit 5 x Balancers, 5 x Activists and 5 x Rejectors of pulses * Non-rejectors cook and/OR eat pulse-based snacks * Rejectors interested in healthy eating/healthy lifestyle  |  | | --- | | **Think Tank Live: July 11th - July 18th** | | **IDIs: Week of July 31st** | | | | | | | | | | | | | | |

Hello, my name is\_\_\_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_\_\_\_, an independent market research firm. We are conducting a short survey today and we would very much like to include your views. Let me assure you that we are not involved in the sale of any products or services. We are only interested in your opinion. Do you have time to answer a few questions?

**please listen carefully to the quality of the voices. only recruit participants if they are very articulate, easily understood, communicate freely, and are not shy.**

**TERMINATE IF THEY MUMBLE, TALK VERY SOFTLY, SOUND CONFUSED, ARE SLOW TO SPEAK, HAVE LOW ENERGY, ARE EASILY CONFUSED OR GO OFF ON RANDOM TANGENTS THAT ARE NOT RELATED TO THE TOPIC BEING DISCUSSED.**

|  |  |  |  |
| --- | --- | --- | --- |
| Q1 | Gender  **CIRCLE ONE ANSWER ONLY** | | |
| Female | 01 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q1a | **ASK ONLY IF FEMALE**  Are you currently pregnant, breastfeeding, or planning to become pregnant in the near future?  **READ AND** **SELECT ONE** | | |
| Yes | 01 | **TERMINATE** |
| No | 02 | **CONTINUE** |

|  |  |  |  |
| --- | --- | --- | --- |
| Q2 | When was the last time you participated in a market research study of any kind – such as a one-on-one interview, group discussion, opinion survey, or a product test in which you were asked to rate or discuss products, ideas, or advertising? | | |
| Never | 01 | **SKIP TO Q3** |
| Within the last three months | 02 | **ASK Q2a** |
| Over 3 months ago or longer | 03 | **SKIP TO Q3** |

|  |  |  |
| --- | --- | --- |
| Q2a | On what topics have you ever participated in marketing research in the past?  **WRITE IN, PROBE AND CLARIFY AS NEEDED** | |
|  | **TERMINATE IF RELATED TO CURRENT TOPIC** |

|  |  |  |  |
| --- | --- | --- | --- |
| Q3 | What is your current age? \_\_\_\_\_\_\_\_\_\_\_  **DO NOT READ, WRITE IN EXACT AGE AND CIRCLE THE CORRESPONDING AGE GROUP BELOW** | | |
| Under 18 | 01 | **TERMINATE** |
| 18 – 24 | 02 | **CONTINUE AS ACTIVIST** |
| 25 - 35 | 03 | **CONTINUE AS BALANCER** |
| 36 – 45 | 04 | **CONTINUE AS EXPERT OR BALANCER** |
| 56 or over | 06 | **TERMINATE** |

|  |  |  |  |
| --- | --- | --- | --- |
| Q4 | Which of the following best describes your current employment status?  **READ LIST AND SELECT ONE** | | |
| Employed full-time | 01 | **RECRUIT MIX** |
| Employed part-time | 02 |
| Full-time homemaker | 03 |
| Student | 04 |
| Not employed | 05 | **TERMINATE** |

|  |  |  |
| --- | --- | --- |
| Q5 | **IF EMPLOYED**: We are interested in speaking to people who work in various industries. What is your current occupation?  **PROBE AS NEEDED AND WRITE IN BELOW** | |
| **Job Title:** |  |
| **Company:** |  |
| **RECONCILE WITH Q6** | | |

|  |  |  |  |
| --- | --- | --- | --- |
| Q6 | We are interested in speaking to people who work in various industries. Do you or any member of your immediate family work in any of the following companies or industries? **READ AND CIRCLE ALL THAT APPLY - RANDOMIZE** | | |
| Advertising or public relations agency or a similar department within a company | 01 | **TERMINATE** |
| Marketing research company or a marketing department within a company | 02 |
| Journalism or the media | 03 |
| A company that manufactures or distributes food or beverage products | 04 |
| A company that serves or sells food or beverage products | 05 |
| The hospitality industry, such as for a bar, restaurant, hotel, or nightclub | 06 |
| Journalism or the media | 07 |
| None of the Above | 08 | **CONTINUE** |

|  |  |  |  |
| --- | --- | --- | --- |
| Q8a | Do you or does anyone in your household have any food or drink related allergies or sensitivities that you are aware of, including but not limited to wheat, soybean/soya bean/soy, milk, dairy, tree nuts, peanuts, eggs, sesame/sesame seed, crustacean, fish, mollusc, lupine, celery, mustard, buckwheat, or sulphites? **READ AND CIRCLE ONE** | | |
| Yes | 01 | **TERMINATE** |
| No | 02 | **CONTINUE** |

|  |  |  |  |
| --- | --- | --- | --- |
| Q8b | Do you have any health or dietary restrictions of any kind for any other reason? **(DO NOT READ: e.g., Diabetes, Crohn’s disease, etc.?) READ AND CIRCLE ONE** | | |
| Yes | 01 | **TERMINATE** |
| No | 02 | **CONTINUE** |

|  |  |  |  |
| --- | --- | --- | --- |
| Q8c | Do you follow a specific diet for any reason that limits your carbohydrate intake, or rejects carbohydrate bearing food types?  **READ AND CIRCLE ONE** | | |
| Yes | 01 | **TERMINATE** |
| No | 02 | **CONTINUE** |

|  |  |  |  |
| --- | --- | --- | --- |
| Q8d | Do you or does anyone in your household have any of the following conditions?  **READ AND CIRCLE ONE** | | |
| Diabetes Type 1 | 01 | **TERMINATE** |
| Diabetes Type 2 | 02 | **HOLD – MAX 1** |
| None of these | 03 | **CONTINUE** |

|  |  |  |  |
| --- | --- | --- | --- |
| Q9 | What is your total monthly household income level(INR)?  **CIRCLE ONE CODE ONLY** | | |
| Under 25,000 | 01 | **CONTINUE IF STUDENT, OTHERWISE TERMINATE** |
| 35,000 - 49,999 | 02 | **CONTINUE IF 18-24, OTHERWISE TERMINATE** |
| 50,000 - 74,999 | 03 | **RECRUIT MIX** |
| 75,000 - 99,999 | 04 |
| 100,000 - 149,999 | 05 |
| 150,000+ | 06 |

|  |  |  |  |
| --- | --- | --- | --- |
| Q10 | Which of the following statements, best applies to your role in household food shopping?  **READ, CIRCLE ALL THAT APPLY** | | |
| I am solely responsible for the food shopping in my household | 01 | **CONTINUE** |
| I am jointly responsible for the food shopping in my household | 02 |
| Someone else is solely responsible for the food shopping in my household | 03 | **TERMINATE** |

|  |  |  |  |
| --- | --- | --- | --- |
| Q11 | Which of the following statements, best applies to your role in household food preparation?  **READ, CIRCLE ALL THAT APPLY** | | |
| I am solely responsible for the food preparation in my household | 01 | **CONTINUE** |
| I am jointly responsible for the food preparation in my household | 02 |
| Someone else is solely responsible for the food preparation in my household | 03 | **TERMINATE** |

|  |  |  |  |
| --- | --- | --- | --- |
| Q12 | How often on average, if ever, do you consume pulses within snacks OR as a part of a meal? (Pulses are in the legume family and include dry peas, beans, lentils, and chickpeas).  **READ, CIRCLE ALL THAT APPLY** | | |
| Daily | 01 | **CONTINUE** |
| A Few Times a Week | 02 |
| Once a Week | 03 |
| 2-3 Times a Month | 04 |
| Once a Month | 05 |
| Once in 2-3 Months | 06 |
| Once in More Than 3 Months or Never | 07 | **CONTINUE AS REJECTOR – SKIP TO Q17** |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Q13a | Which of the following ingredients have you used in food preparation in the past month?  **READ, CIRCLE ALL THAT APPLY** | | | | | | | | | | | | |
| Pulses (such as dry peas, beans, chickpeas, or lentils) | | | | | | | 01 | | | | **AS FALLS** | |
| Dairy, such as milk or cheese | | | | | | | 02 | | | |
| Fresh, non-frozen produce | | | | | | | 03 | | | |
| Frozen produce | | | | | | | 04 | | | |
| Canned soup | | | | | | | 05 | | | |
| Quinoa | | | | | | | 06 | | | |
| Rice | | | | | | | 07 | | | |
| Nuts | | | | | | | 08 | | | |
| Dried fruit | | | | | | | 09 | | | |
| None of these | | | | | | | 10 | | | | **TERMINATE** | |
| Q13b | | **ASK IF SELECTED PULSES ABOVE**  On average, how often have you used pulses (such as dry peas, beans, chickpeas, or lentils) in food preparation in the past month?  **READ AND SELECT ONE** | | | | | | | | | | | |
| **Current Consumption** | | | | | | | | | | | |
| Daily | A Few Times a Week | Once a Week | 2-3 Times a Month | Once a Month | | | | Once in 2-3 months | | | Once in more than 3 months |
| 01 | 02 | 03 | 04 | **TERMINATE** | | | | | **TERMINATE** | | **TERMINATE** |
| Q14a | | Which of the following types of snacks, if any, have you purchased and consumed in the past 3 months?  **READ LIST, CHECK ALL THAT APPLY** | | | | | | | | | | | |
| Pulse-based snacks (such as chips or crackers made with beans, lentils, chickpeas or peas) | | | | | 01 | | **AS FALLS** | | | | | |
| Granola | | | | | 02 | |
| Cereal | | | | | 03 | |
| Potato Chips | | | | | 04 | |
| Cookies | | | | | 05 | |
| Protein Bars | | | | | 06 | |
| Nuts | | | | | 07 | |
| Popcorn | | | | | 08 | |
| None of these | | | | | 09 | | **TERMINATE** | | | | | |
| Q14b | | **ASK IF SELECTED PULSES ABOVE**  On average, how often have you personally consumed any pulse-based snacks (such as chips or crackers made with beans, lentils, chickpeas or peas) in the past 3 months?  **READ AND SELECT ONE** | | | | | | | | | | | |
| **Current Consumption** | | | | | | | | | | | |
| Daily | A Few Times a Week | Once a Week | 2-3 Times a Month | Once a Month | | | | Once in 2-3 months | | | Once in more than 3 months |
| 01 | 02 | 03 | 04 | **TERMINATE** | | | | **TERMINATE** | | | **TERMINATE** |
| **MUST CONSUME PULSES IN FOOD PREPARATION (Q13b) AND/OR IN SNACKS (Q14b) 2-3 TIMES A MONTH + TO CONTINUE** | | | | | | | | | | | | | |

|  |  |  |  |
| --- | --- | --- | --- |
| Q15 | Which, if any, of the following brands are you familiar with?  **READ LIST, CHECK ALL THAT APPLY** | | |
| Britannia | 01 | **AS FALLS** | |
| Parle | 02 |
| Sunfeast | 03 |
| Oreo | 04 |
| Dukes | 05 |
| Unibic | 06 |
| The Baker’s Dozen | 07 |
| Bournvita | 08 |
| Others, please specify | 09 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Q16 | We would like to get to know you a little better. Please indicate how much you agree or disagree with each of the following statements.  **READ AND SELECT ONE PER ROW - RANDOMIZE** | | | | | |
|  | Agree Completely | Agree Somewhat | Neither Agree nor Disagree | Disagree Somewhat | Disagree Completely |
| I feel accomplished when I am in control of my wellbeing | **01ª** | **02§** | 03 | 04 | 05 |
| I crave high-quality and nutritious snacks that reflect my desire to be healthy | **01ª** | **02§** | 03 | 04 | 05 |
| I enjoy sharing my knowledge about nutrition with others | **01ª** | **02§** | 03 | 04 | 05 |
| I believe that the snacks I choose should reflect my values, so I make conscious choices about what I choose to buy. | **01ª** | **02§** | 03 | 04 | 05 |
| I feel accomplished knowing my choices make a difference and it’s crucial I share my knowledge with others. | **01ª** | **02§** | 03 | 04 | 05 |
| I try to eat healthfully most of the time, but indulgent snacks are fine if I balance them with healthy habits. | **01ª** | **02§** | 03 | 04 | 05 |
| I believe balance, both mental and physical, is the key to a fulfilling life | **01ª** | **02§** | 03 | 04 | 05 |
| **MUST SELECT 01 or 02 for AT LEAST 3 of 5 GREEN HIGHLIGHTED STATEMENTS TO RECRTUIT AS ACTIVIST/EXPERT. RECRUIT 5 ACTIVIST/EXPERT PER MARKET.**  **MUST SELECT 01 or 02 for AT LEAST 1 of 2 YELLOW HIGHLIGHTED STATEMENTS TO RECRUIT AS BALANCER. RECRUIT 5 BALANCER PER MARKET.** | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Q17 | **SKIP UNLESS REJECTOR**  We would like to get to know you a little better. Please indicate how much you agree or disagree with each of the following statements.  **READ AND SELECT ONE PER ROW - RANDOMIZE** | | | | | |
|  | Agree Completely | Agree Somewhat | Neither Agree nor Disagree | Disagree Somewhat | Disagree Completely |
| Consuming nutritious foods is an essential part of my daily routine. | **01** | **02** | 03 | 04 | 05 |
| I make an effort to limit my consumption of processed foods, sugary beverages, and unhealthy snacks. | **01** | **02** | 03 | 04 | 05 |
| Making healthy choices when it comes to snacking is important to me. | **01** | **02** | 03 | 04 | 05 |
| I enjoy trying new healthy recipes and experimenting with wholesome ingredients. | **01** | **02** | 03 | 04 | 05 |
| Making conscious choices about what I eat and drink is important to me for overall well-being. | **01** | **02** | 03 | 04 | 05 |
| **REJECTORS MUST SELECT 4 of 5 HIGHLIGHTED RESPONSES TO CONTINUE** | | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Q18 | **SKIP UNLESS REJECTOR**  How interested would you be in adding plant-based snack options to your diet?  **READ AND SELECT ONE** | | | | |
| Very Interested | Somewhat Interested | Neutral | Somewhat Uninterested | Very Uninterested/Would Not be Willing To |
| **01** | **02** | 03 | 04 | 05 |
| **REJECTORS MUST SELECT A HIGHLIGHTED RESPONSE TO CONTINUE** | | | | | |

|  |  |  |
| --- | --- | --- |
| Q19 | Before we wrap up, I’d like to ask you one last question:  If you had to create your ***perfect healthy snack*** – just for you – what would that be? What would be the ingredients? What would it taste like? Where would you be likely to consume it? What would you be doing? With whom? Essentially, what makes it ‘perfect’ in your mind?  Please choose 3 adjectives to describe your *perfect healthy snack* and tell me why you’ve chosen these adjectives.  **OPEN-ENDED RESPONSE; CAPTURE VERBATIM**  **RECRUITER TO PAY ATTENTION AND PROBE AROUND BRANDS, INGREDIENTS, OTHER DETAILS MENTIONED – THE MORE VIVID THE DESCRIPTION, THE MORE ARTICULATE AND CONSIDERED THE PARTICIPANT**  **RECRUIT ONLY PEOPLE WHO ARE ARTICULATE (i.e., THOSE WHO CAN EXPLAIN AND JUSTIFY THEIR CHOICE IN DETAIL, VOLUNTARILY WITHOUT MUCH PROMPT). PARTICIPANT NEEDS TO BE ABLE TO USE MORE THAN JUST BASIC DESCRIPTORS (SUCH AS “NICE” OR “GOOD”).** | |
| **CAPTURE VERBATIM RESPONSE** | |  |

|  |
| --- |
| **INVITATION TO TAKE PART** |
| * **ONLY INVITE PARTICIPANTS TO TAKE PART WHO YOU BELIEVE WILL PARTICIPATE** * **YOU MUST READ OUT THE FOLLOWING DESCRIPTION OF THE COMMITMENT TO THE PARTICIPANT** * **ENSURE PARTICIPANT UNDERSTANDS EXACTLY WHAT IS INVOLVED** |

**Invitation**

Thank you for your time today. We would like to invite you to participate in our study. You must have a reliable internet connection and a computer or smartphone. You may also be invited to participate in a 1-on-1 interview with a researcher. For participating, we will pay you $XX. If selected, are you willing and able to participate in both parts?

|  |  |  |
| --- | --- | --- |
| Yes | 01 | **CONTINUE** |
| No | 02 | **TERMINATE** |

If you will not be able to participate for any reason, please call us at **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**, as we will have to replace you **prior to research**. Do not send someone else in your place, as they **will not** be allowed to participate.

**Non-Disclosure Agreement**

Thank you for agreeing to participate in this focus group for MMR Research Worldwide (MMR).

This study will involve products, packaging, graphics, and ideas which are highly confidential.

We are bringing you into our confidence and we are providing our products to you in confidence for your use and experience only. Our competitors would like to know what we are working on. Therefore, we ask and expect that you do not share what you learn here with anyone, including family, friends, or acquaintances.

**We require you to keep all information about this project confidential.**

By participating in this study, you agree to the following:

**“I shall not use or disclose the Confidential Information and shall avoid discussing the Confidential Information with any other person, including friends and family members or in public places where it might be overheard, or on any form of media, including social media”**

I agree and acknowledge that:

I shall not photograph, copy, record or reproduce any of the Confidential Information, including photographs of products, packaging, graphics, or ideas.

I shall not post any photographs or any other Confidential Information about the products, packaging, graphics, or ideas on the internet or any social media network.

              I shall not let any other person try the product, unless instructed to do so during the project.

**To be clear:**

* **You must not tell anyone any information about this project**
* **You must not take photographs of products, packaging, or graphics**
* **You must not post any information about this survey on social media (e.g. Facebook, Twitter, Chat Rooms, Blogs, Instagram)**
* **You must only use the product as instructed in the project**

We promise to keep your personal information secure and confidential, and only ask that you promise to do the same with the information you will be given in this study.  We value your time and your opinions and hope you will enjoy taking part!

Do you agree to follow the confidentiality agreement you have just read?

|  |  |  |
| --- | --- | --- |
| I agree | 1 | CONTINUE |
| I do not agree | 2 | CLOSE |

**RE-CONFIRM PARTICIPANT’S EMAIL ADDRESS AND PHONE NUMBERS. ASK PARTICIPANT TO REPEAT THEIR INFORMATION AND CONFIRM THEY MATCH WHAT WAS PREVIOUSLY GIVEN.**

**PLEASE REINFORCE TO QUALIFYING PARTICIPANTS THAT WE COUNT ON THEIR ATTENDANCE – ESPECIALLY AS WE DO OUR RESEARCH WITH COMPARATIVELY SMALL SAMPLES. IF THE PARTICIPANT SEEMS HESITANT ABOUT COMMITTING TO A TIME - DO NOT RECRUIT.**

**ENSURE PARTICIPANT IS ARTICULATE AND SPEAKS ENGLISH FLUENTLY**