|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 321940 MDZ CDM Crumb H2H India 2023 | | | | |  | | | | **MMR Research Worldwide India**  **10th Floor, R City Mall,**  **Amrut Nagar, Ghatkopar (W)**  **Mumbai,**  **Maharashtra 400086** | | | | | | | | | | |
| RECRUITMENT QUESTIONNAIRE | | | | |
|  | | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | |
| Interviewer name: | |  | | | | | Interviewer no: | | | |  |  | |  | |  | |  |  |
|  | | | | | | | | | | | | | | | | | | | |
| Respondent name: | |  | |  | | | UNIQUE Respondent no: | | | |  | |  | |  | |  | | |
|  | | | | | | | | | | | | | | | | | | | |
| **OFFICE USE:** | Edited by: | | Coded by: | | | Entered by: | | Verbatims by: | | 10% checked by: | | | | | | | | | |
| **CLASSIFICATION** | | | | | | | | | | | | | | | | | | | |

**Total Sample N=150, 1 cell**

**LOCATION**

|  |  |  |
| --- | --- | --- |
| **City** | **Definition** | **Total base size** |
| Mumbai | SArea/1 | n= 75 (50%) |
| Chennai | SArea/2 | n= 75 (50%) |

**GENDER**

|  |  |  |
| --- | --- | --- |
| **Gender** | **Definition** | **Total base size** |
| Male | SGender/1 | n= 75 (50%) |
| Female | SGender/2 | n= 75 (50%) |

**AGE**

|  |  |  |
| --- | --- | --- |
| **City** | **Definition** | **Total base size** |
| 15 – 24 years | SAge/2 | n= 83 (55%) |
| 25 – 35 years | Sage/3 | n= 45 (30%) |
| 36 – 45 years | Sage/4 | n= 22 (15%) |

**SEC**

|  |  |  |
| --- | --- | --- |
| **SEC** | **Definition** | **Total base size** |
| A | SSocial/1 | n= 52 (35%) |
| B | SSocial/2 | n= 53 (35%) |
| C | SSocial/3 | n= 45 (30%) |

**Target Group:**

* 15-45 years old (15-24 yrs : 55%, 25-35 yrs:30%, 36-45 yrs: 15%)
* Males: Females: 50:50
* NCCS: A, B,C; 35:35:30
* Core CDM Rs.10 Consumers
  + (Heavy (50%) – consume CDM rs.10 once every week; medium (30%)- consume CDM rs.10 once every month but not every week and light users (20%) – consume CDM rs.10 less than once every month)
* Standard exclusion criteria-
* No allergies, not pregnant, not being on a diet, exclusion of certain occupations (persons working in food production / distribution / advertising related sectors)
* Have not taken part to a market research study during the past 3 months.

|  |
| --- |
| **SCREENER QUESTIONNAIRE** |

**INTRODUCTION**

INTERVIEWER TO SAY: 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 you time answering a few questions? All your answers, as well as the answers of other participants will be used only in a summary form, after statistical processing.

By selecting “I agree” below, you signify that you have read, understood and that you agree with these terms.

**S0A.**

Would you be willing to take part in this research?

INTERVIEWER: SINGLE CODE

PROGRAMMER: SINGLE CODE. IF CODE 2 SELECTED PLEASE TERMINATE

|  |  |  |
| --- | --- | --- |
| I agree | 1 | CONTINUE |
| I disagree | 2 | TERMINATE |

**SArea.**

Which city do you live in permanently, i.e. not less than 6 months?

INTERVIEWER: SINGLE CODE.

PROGRAMMER: SINGLE CODE.

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

**S3\_Single.**

Have you participated in any taste testing survey about **chocolate** in the last 3 months?

PROGRAMER: SINGLE CODE

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

**S4\_multi.**

Do you or any member of your family or close friends work in any of these areas?

INTERVIEWER : MULTIPLE CODES. SHOWCARD S2

PROGRAMMER : IF CODED 1-6 IN S2 THEN TERMINATE

|  |  |  |
| --- | --- | --- |
| Advertising | 1 | CLOSE |
| Journalism | 2 |
| Manufacture of Chocolate/confectionery or beverages | 3 |
| Retail of confectionery or beverages | 4 |
| Market research | 5 |
| Marketing of confectionery and beverages | 6 |
| None of the above | 99 | CONTINUE |

INTERVIEWER TO SAY: Now there will be a few questions about the Chief Wage Earner of your household [Chief Wage Earner means the person who contributes the most to the monthly household income.]

**S5\_Single.**

Till what grade have you studied?

Education of Chief Wage Earner of household

|  |  |  |
| --- | --- | --- |
| **Illiterate** | **1** |  |
| **Literate but no formal schooling / School upto 4 years** | **2** |  |
| **School (5 - 9 yrs)** | **3** |  |
| **SSC / HSC** | **4** |  |
| **Some College (Incl a Diploma) but not Graduate** | **5** |  |
| **Graduate/ Postgraduate: General** | **6** |  |
| **Graduate/ Postgraduate: Professional** | **7** |  |

**S6A\_multi.**

Please 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.

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

**S6b\_multi.**

Does your family own any Agricultural Land, by Agricultural Land I mean land that is currently under cultivation or

plantation?

|  |  |  |
| --- | --- | --- |
| **S6a** | 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 |
| None (None should be exclusive) | 11 |
|  | Agricultural land | 12 |
| **S6b** | Yes | 1 |
| No | 2 |

|  |  |  |
| --- | --- | --- |
| **Total Number of Items in the Household (S6a+S6b)** |  |  |

**LOGIC CHECK:** If respondent is selecting electrical appliances (CODE any of 2,4,5,6,7, and 10) and not selecting electricity (CODE 1), Show error “Please Check, you haven’t added electricity but electrical appliances.”

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Chief Earner: Education (S6b and S5)** | | | | | | | |
| **No. of Durables** | **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/ Postgraduate: General** | **Graduate/ Postgraduate: Professional** |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** |
| **None** | E 3 | E 2 | E2 | E 2 | E 2 | E 1 | D 2 |
| **01** | E 2 | E 1 | E 1 | E 1 | D 2 | D 2 | D 2 |
| **02** | E 1 | E 1 | D 2 | D 2 | D 1 | D 1 | D 1 |
| **03** | D 2 | D 2 | D 1 | D 1 | C 2 | C 2 | C 2 |
| **04** | D 1 | C 2 | C2 | C 1 | C 1 | B 2 | B 2 |
| **05** | C 2 | C 1 | C 1 | B 2 | B 1 | B 1 | B 1 |
| **06** | C 1 | B 2 | B 2 | B 1 | A 3 | A 3 | A 3 |
| **07** | C 1 | B 1 | B 1 | A 3 | A 3 | A 2 | A 2 |
| **08** | B 1 | A 3 | A 3 | A 3 | A 2 | A 2 | A 2 |
| **09 or Above** | B 1 | A 3 | A 3 | A 2 | A 2 | A 1 | A 1 |

**NCCS QUOTA:**

|  |  |  |
| --- | --- | --- |
| A 1 | 1 | <CONTINUE AND MAINTAIN QUOTA AS PER BELOW GRID > |
| A 2 | 2 |
| A 3 | 3 |
| B 1 | 4 |
| B 2 | 5 |
| C 1 | 6 |
| C 2 | 7 |
| D 1 | 08 | CLOSE |
| D 2 | 09 |
| E 1 | 10 |
| E 2 | 11 |
| E 3 | 12 |

PROGRAMMER: CHECK QUOTA AND CONTINUE ONLY IF RESPONDENT IS NCCS A/B/C

**SSocial.**

Please record the SEC level.

|  |  |  |
| --- | --- | --- |
| A | 1 | 35% |
| B | 2 | 35% |
| C | 3 | 30% |

**S7\_Single.**

Is there any person in the age of 15 to 45 years in the household?

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

**S8\_Single.**

Can we speak to the person whose age is 15 to 45 yrs?

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

**SExactAge.**

Please write exact age\_ and mark the respondent’s age below.

INTERVIEWER: WRITE IN EXACT AGE BELOW AND THEN CODE THE AGE BRACKET THIS FALLS INTO.

PROGRAMMER: WRITE IN EXACT AGE.

**SAge.**

How old are you?

PROGRAMMER: SINGLE CODE. CLOSE IF CODE 1 (UNDER 15)

|  |  |  |
| --- | --- | --- |
| Below 15 years | 1 | CLOSE |
| 15-24 years | 2 | 55% |
| 25-35 years | 3 | 30% |
| 36-45 years | 4 | 15% |
| Above 45 years | 5 | CLOSE |

PROGRAMMER: CHECK QUOTA AND CONTINUE

PROGRAMMER: IF 15-24 years ENTERED AS AGE AT SExactAge:

INTERVIEWER PLEASE NOTE: ANY RESPONDENT WHO IS 13-17 YEARS OLD NEEDS TO SIGN A PARENTAL CONSENT FORM.

**SGender.**

Before we start, please tell us a bit about yourself here.

INTERVIWER: SINGLE CODE. DO NOT READ OUT – OBSERVATION ONLY.

PROGRAMMER: SINGLE CODE.

|  |  |  |
| --- | --- | --- |
| Male | 1 | 50% |
| Female | 2 | 50% |

**S9\_multi.**

Which of the following products have you personally consumed in the last 3 months?

PROGRAMMER: MULTIPLE CODES

|  |  |  |
| --- | --- | --- |
| Candy/sweets | 1 | CONTINUE |
| Sugar-free chewing gum/ bubble-gum | 2 | CONTINUE |
| Wafer Chocolate/ Finger Chocolate like Cadbury Perk, KitKat, Munch, Priya gold Coated Wafer Biscuit/ Snickers Count/ Fuse, 5 Star and Bar one etc | 3 | CONTINUE |
| Chocolates like Cadbury Dairy Milk, Galaxy, etc | 4 | MUST SELECT TO CONTINUE |
| None of the above | 5 | CLOSE |

**S10\_multi.**

Which of the following products will you never consider buying?

PROGRAMMER: MULTIPLE CODES

|  |  |  |
| --- | --- | --- |
| Candy/sweets | 1 | CONTINUE |
| Sugar-free chewing gum/ bubble-gum | 2 | CONTINUE |
| Any kind of chocolate (wafer chocolate / finger chocolate / milk chocolate / any other kind of chocolate for eg Cadbury Dairy Milk, Galaxy, Cadbury Perk, KitKat, Munch, etc | 3 | CLOSE |
| I would consider all | 4 | CONTINUE |

**S11\_multios.**

Randomise

Which of the following brands of **Chocolates** do you buy regularly?

PROGRAMMER: MULTIPLE CODES | RANDOMISE OPTIONS

**PACK SHOTS TO BE SHOWN AS SHOW CARD**

|  |  |  |
| --- | --- | --- |
| Bournville | 1 |  |
| Cadbury Dairy Milk (plain) | 2 |  |
| Cadbury Dairy Milk (crackle, fruit & nut, roast almond) | 3 |  |
| Cadbury Dairy Milk Silk | 4 |  |
| Cadbury Fuse | 5 |  |
| Cadbury Perk | 6 |  |
| Cadbury’s 5 Star | 7 |  |
| Cadbury’s Gems | 8 |  |
| Cadbury’s Temptation | 9 |  |
| Ferrero Rocher | 10 |  |
| Kinder joy | 11 |  |
| Lindt | 12 |  |
| Mars | 13 |  |
| Nestle Bar one | 14 |  |
| Nestle KitKat | 15 |  |
| Nestle Milky Bar | 16 |  |
| Nestle Munch | 17 |  |
| Nestle Classic | 18 |  |
| Snickers | 19 |  |
| Galaxy | 20 |  |
| Amul | 21 |  |
| Milky Bar | 22 |  |
| Dairy milk Crispello | 23 |  |
| Appeal | 24 |  |
| Nestle milk chocolate | 25 |  |
| Royal milk | 26 |  |
| Allwin | 27 |  |
| Others (specify) | 98 |  |
| None | 99 |  |

**S12\_multios.**

Randomise

Which of the following brands of Chocolateshave you consumed in last 3 months?

PROGRAMMER: MULTIPLE CODES| RANDOMISE OPTIONS

**PACK SHOTS TO BE SHOWN AS SHOW CARD**

|  |  |  |
| --- | --- | --- |
| Bournville | 1 |  |
| Cadbury Dairy Milk (plain) | 2 | MUST SELECT TO CONTINUE |
| Cadbury Dairy Milk (crackle, fruit & nut, roast almond) | 3 |  |
| Cadbury Dairy Milk Silk | 4 |  |
| Cadbury Fuse | 5 |  |
| Cadbury Perk | 6 |  |
| Cadbury’s 5 Star | 7 |  |
| Cadbury’s Gems | 8 |  |
| Cadbury’s Temptation | 9 |  |
| Ferrero Rocher | 10 |  |
| Kinder joy | 11 |  |
| Lindt | 12 |  |
| Mars | 13 |  |
| Nestle Bar one | 14 |  |
| Nestle KitKat | 15 |  |
| Nestle Milky Bar | 16 |  |
| Nestle Munch | 17 |  |
| Nestle Classic | 18 |  |
| Snickers | 19 |  |
| Galaxy | 20 |  |
| Amul | 21 |  |
| Milky Bar | 22 |  |
| Dairy milk Crispello | 23 |  |
| Appeal | 24 |  |
| Nestle milk chocolate | 25 |  |
| Royal milk | 26 |  |
| Allwin | 27 |  |
| Others (specify) | 98 |  |
| None | 99 |  |

PROGRAMMER: TEMINATE IF NOT CODED “2” I.E. CADBURY DAIRY MILK (PLAIN) IN S12.

**S13\_Single.**

Randomise

Which of the following brands ofChocolateshave you consumed most often?

PROGRAMMER: RANDOMISE OPTIONS |SINGLE CODE. FILTER FROM S11. CLOSE IF NONE SELECTED (CODE 999)

**PACK SHOTS TO BE SHOWN AS SHOW CARD**

|  |  |  |
| --- | --- | --- |
| Bournville | 1 |  |
| Cadbury Dairy Milk (plain) | 2 |  |
| Cadbury Dairy Milk (crackle, fruit & nut, roast almond) | 3 |  |
| Cadbury Dairy Milk Silk | 4 |  |
| Cadbury Fuse | 5 |  |
| Cadbury Perk | 6 |  |
| Cadbury’s 5 Star | 7 |  |
| Cadbury’s Gems | 8 |  |
| Cadbury’s Temptation | 9 |  |
| Ferrero Rocher | 10 |  |
| Kinder joy | 11 |  |
| Lindt | 12 |  |
| Mars | 13 |  |
| Nestle Bar one | 14 |  |
| Nestle KitKat | 15 |  |
| Nestle Milky Bar | 16 |  |
| Nestle Munch | 17 |  |
| Nestle Classic | 18 |  |
| Snickers | 19 |  |
| Galaxy | 20 |  |
| Amul | 21 |  |
| Milky Bar | 22 |  |
| Dairy milk Crispello | 23 |  |
| Appeal | 24 |  |
| Nestle milk chocolate | 25 |  |
| Royal milk | 26 |  |
| Allwin | 27 |  |
| Others (specify) | 98 |  |
| None | 99 | CLOSE |

**S14\_multios.**

Randomise

Which of the following brands ofChocolateswould you never buy?

PROGRAMMER: RANDOMISE OPTIONS | MULTIPLE CODES. DO NOT FILTER BRANDS FROM S11

**PACK SHOTS TO BE SHOWN AS SHOW CARD**

PROGRAMMER: TERMINATE IF CODED 02 IN S14

|  |  |  |
| --- | --- | --- |
| Bournville | 1 |  |
| Cadbury Dairy Milk (plain) | 2 | CLOSE |
| Cadbury Dairy Milk (crackle, fruit & nut, roast almond) | 3 |  |
| Cadbury Dairy Milk Silk | 4 |  |
| Cadbury Fuse | 5 |  |
| Cadbury Perk | 6 |  |
| Cadbury’s 5 Star | 7 |  |
| Cadbury’s Gems | 8 |  |
| Cadbury’s Temptation | 9 |  |
| Ferrero Rocher | 10 |  |
| Kinder joy | 11 |  |
| Lindt | 12 |  |
| Mars | 13 |  |
| Nestle Bar one | 14 |  |
| Nestle KitKat | 15 |  |
| Nestle Milky Bar | 16 |  |
| Nestle Munch | 17 |  |
| Nestle Classic | 18 |  |
| Snickers | 19 |  |
| Galaxy | 20 |  |
| Amul | 21 |  |
| Milky Bar | 22 |  |
| Dairy milk Crispello | 23 |  |
| Appeal | 24 |  |
| Nestle milk chocolate | 25 |  |
| Royal milk | 26 |  |
| Allwin | 27 |  |
| Others (specify) | 98 |  |
| I would consider all | 99 |  |

PROGRAMMER: ASK IF CODE 2, THAT IS, BRAND “Cadbury Dairy Milk (plain)” IS CODED IN THE LAST 3 MONTHS IN S12

**S15\_multi.**

For the Chocolate **Cadbury Dairy Milk (plain)** which you have you purchased in the last 3 months, what is the price at which you bought the Chocolate?

MULTI CODE

|  |  |  |
| --- | --- | --- |
| Rs 5/- pack | 1 |  |
| Rs. 10/- pack | 2 | MUST SELECT TO CONTINUE |
| More than Rs. 10/- pack | 3 |  |

PROGRAMMER: TEMINATE IF NOT CODED “2” I.E. “Rs. 10/- pack” IN S15

INTERVIEWER TO SAY: AS YOU MENTIONED THAT YOU HAD CONSUMED CADBURY DAIRY MILK CHOCOLATE RS.10 PACK IN LAST 3 MONTHS.

SHOW CARD S16.

**S16\_Single.**

How often have you personally consumed Cadbury Dairy Milk chocolate Rs. 10Packin the last 3 months?

PROGRAMMER: SINGLE CODE

|  |  |  |
| --- | --- | --- |
| Every day | 1 | HEAVY CONSUMERS – 50% |
| Few times a week | 2 |
| Once a week | 3 |
| 2-3 times a month | 4 | MEDIUM CONSUMERS – 30% |
| Once a month | 5 |
| At least once in the past 2 months | 6 | LIGHT CONSUMERS – 20% |
| At least once in the past 3 months | 7 |
| Never | 8 | CLOSE |

**S17\_Single.**

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

PROGRAMMER: SINGLE CODE

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

PROGRAMMER: ONLY FOR FEMALES SGender=2

**S18\_Single.**

Are you currently pregnant?

PROGRAMMER: SINGLE CODE

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

PROGRAMMER: ONLY FOR FEMALES SGender=2

**S19\_Single.**

Do you currently breast-feed?

PROGRAMMER: SINGLE CODE

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

**S20\_Single.**

During the survey we will ask you to try two chocolates to taste.

Do you agree to take part in the survey?

PROGRAMMER: SINGLE CODE

|  |  |  |
| --- | --- | --- |
| Yes | 1 | CONTINUE |
| No | 2 | TERMINATE |

|  |  |  |
| --- | --- | --- |
| CHECK QUOTA CLASSIFICATION DETAILS  CHECK 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 coming to a central location to try 2 chocolate products. The survey should last around 20 minutes and we would give you \_\_\_\_\_incentive as a thank you for taking part. The research would involve you trying 2 chocolate products, one after the other, and filling in a questionnaire about each one.    If you agree to participate, we will give you [insert incentive amount] to show our appreciation.  Will you be available and willing to take part in the research on the [insert date]? 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 RESPONDENT’S 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**

|  |  |
| --- | --- |
| PROJECT MDZ CDM Crumb H2H India | 321940 |

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