**Project Marfil**

**Quantitative Survey Questionnaire**

**14th March 2024**

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| **RESPONDENT DETAILS** [2 MINUTES] |

**S1.** Please state your name in the space given below **ALLOW THE RESPONDENT TO TYPE IN THEIR NAME**

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| **NAME OF THE RESPONDENT** |
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**S2.** Please state the city you are visiting from. **ALLOW THE RESPONDENT TO TYPE IN THE NAME OF THEIR CITY**

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| **CITY OF THE RESPONDENT** |
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**S3.** Record gender of the respondent. **DO NOT ASK THIS QUESTION. CODE APPROPRIATELY**

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| **RESPONSE** | **CODE** |
| **MALE** | **1** |
| **FEMALE** | **2** |

**S4.** What is your specialization in the public health domain? **ALLOW THE RESPONDENT TO TYPE IN THEIR SPECIALIZATION**

*Survey script to show the following specializations as an Example: You are a Microbiologist, or an Infection Prevention Specialist, or an Epidemiologist, or a Virologist, or a PhD*

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| **SPECIALIZATION OF THE RESPONDENT** |
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**S5.** How many years have you been practicing / working in this area? **ALLOW THE RESPONDENT TO TYPE IN THEIR YEARS OF PRACTICE / EXPERIENCE IN THEIR FIELD**

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| **YEARS OF PRACTICE / SPECIALIZATION OF THE RESPONDENT** |
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**S6.** Have you visited the HUL / Lifebuoy booth at IPHACON 2024? **SINGLE CODING ONLY**

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| **RESPONSE** | **CODE** | **ACTION** |
| **YES** | **1** | **CONTINUE** |
| **NO** | **2** | **TERMINATE** |

***IF RESPONDENT QUALIFIES, MOVE TO THE MAIN QUESTIONNAIRE AND SHOW THE BELOW SCRIPT:***

*I would now like a few moments of your time to gather your feedback and opinion about soap bars, technologies associated with them and your personal choices for brands of soap bars.*

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| **MAIN QUESTIONNAIRE** [8 MINUTES] |

1. Do you believe the *use of soap and water as daily hygiene habit is important to prevent infections at a community level*? Let us know on a scale of 1-7, where 1 means “Strongly Disagree”, and 7 means “Strongly Agree” **RESPONDENT INSTRUCTION: PLEASE PROVIDE A RATING BETWEEN 1-7 FOR THIS QUESTION.**

**SCRIPTING INSTRUCTION: PLEASE PROVIDE A RATING SCALE FOR THIS QUESTION AS BELOW**

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| **IMPORTANCE OF SOAP AND WATER TO PREVENT INFECTIONS AT A COMMUNITY LEVEL** |
| **Strongly Disagree** | **Disagree** | **Partially Disagree** | **Neutral** | **Partially Agree** | **Agree** | **Strongly Agree** |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

1. Do you believe that *soap bar technologies should evolve to consider addressing the environmental impact due to Palm oil use*? Let us know on a scale of 1-7, where 1 means “Strongly Disagree”, and 7 means “Strongly Agree” **RESPONDENT INSTRUCTION: PLEASE PROVIDE A RATING BETWEEN 1-7 FOR THIS QUESTION.**

**SCRIPTING INSTRUCTION: PLEASE PROVIDE A RATING SCALE FOR THIS QUESTION AS BELOW**

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| --- |
| **LEVEL OF AGREEMENT ON THE EVOLUTION OF SOAP BAR TECHNOLOGIES** |
| **Strongly Disagree** | **Disagree** | **Partially Disagree** | **Neutral** | **Partially Agree** | **Agree** | **Strongly Agree** |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

1. Would you agree that *Total fatty matter content of soap alone, does not determine the quality or functional benefits of soap to the user*? Let us know on a scale of 1-7, where 1 means “Strongly Disagree”, and 7 means “Strongly Agree” **RESPONDENT INSTRUCTION: PLEASE PROVIDE A RATING BETWEEN 1-7 FOR THIS QUESTION.**

**SCRIPTING INSTRUCTION: PLEASE PROVIDE A RATING SCALE FOR THIS QUESTION AS BELOW**

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| **LEVEL OF AGREEMENT WITH THE ROLE OF TFM IN QUALITY AND BENEFITS OF SOAP** |
| **Strongly Disagree** | **Disagree** | **Partially Disagree** | **Neutral** | **Partially Agree** | **Agree** | **Strongly Agree** |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

1. Would you say that *High TFM soaps are better than Low TFM soaps is a myth*? Let us know on a scale of 1-7, where 1 means “Strongly Disagree”, and 7 means “Strongly Agree” **RESPONDENT INSTRUCTION: PLEASE PROVIDE A RATING BETWEEN 1-7 FOR THIS QUESTION.**

**SCRIPTING INSTRUCTION: PLEASE PROVIDE A RATING SCALE FOR THIS QUESTION AS BELOW**

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| **LEVEL OF AGREEMENT WITH SUPERIORITY OF HIGH TFM SOAPS OVER LOW TFM SOAPS** |
| **Strongly Disagree** | **Disagree** | **Partially Disagree** | **Neutral** | **Partially Agree** | **Agree** | **Strongly Agree** |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

1. What is your opinion on *Bathing bars being more premium and superior to Toilet soaps*? Let us know on a scale of 1-7, where 1 means “Strongly Disagree”, and 7 means “Strongly Agree” **RESPONDENT INSTRUCTION: PLEASE PROVIDE A RATING BETWEEN 1-7 FOR THIS QUESTION.**

**SCRIPTING INSTRUCTION: PLEASE PROVIDE A RATING SCALE FOR THIS QUESTION AS BELOW**

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| **LEVEL OF AGREEMENT ON SUPERIORITY OF BATHING BARS OVER TOILET SOAPS** |
| **Strongly Disagree** | **Disagree** | **Partially Disagree** | **Neutral** | **Partially Agree** | **Agree** | **Strongly Agree** |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

1. Do you believe *Low TFM technology is more environmentally friendly compared to conventional high TFM soaps*? Let us know on a scale of 1-7, where 1 means “Strongly Disagree”, and 7 means “Strongly Agree” **RESPONDENT INSTRUCTION: PLEASE PROVIDE A RATING BETWEEN 1-7 FOR THIS QUESTION.**

**SCRIPTING INSTRUCTION: PLEASE PROVIDE A RATING SCALE FOR THIS QUESTION AS BELOW**

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| **BELIEF THAT LOW TFM TECHNOLOGY IS ENVIRONMENTALLY FRIENDLY** |
| **Strongly Disagree** | **Disagree** | **Partially Disagree** | **Neutral** | **Partially Agree** | **Agree** | **Strongly Agree** |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

1. Doyou agree that *Lifebuoy’s new Low TFM technology is superior to high TFM soaps on germ protection and skin mildness*? Let us know on a scale of 1-7, where 1 means “Strongly Disagree”, and 7 means “Strongly Agree” **RESPONDENT INSTRUCTION: PLEASE PROVIDE A RATING BETWEEN 1-7 FOR THIS QUESTION.**

**SCRIPTING INSTRUCTION: PLEASE PROVIDE A RATING SCALE FOR THIS QUESTION AS BELOW**

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| --- |
| **LEVEL OF AGREEMENT ON THE SUPERIORITY OF LIFEBUOYS LOW TFM TECHNOLOGY** |
| **Strongly Disagree** | **Disagree** | **Partially Disagree** | **Neutral** | **Partially Agree** | **Agree** | **Strongly Agree** |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

1. Doyou *trust Lifebuoy’s technology to protect public health against today’s stronger germs*? Let us know on a scale of 1-7, where 1 means “Strongly Disagree”, and 7 means “Strongly Agree” **RESPONDENT INSTRUCTION: PLEASE PROVIDE A RATING BETWEEN 1-7 FOR THIS QUESTION.**

**SCRIPTING INSTRUCTION: PLEASE PROVIDE A RATING SCALE FOR THIS QUESTION AS BELOW**

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| **TRUSTWORTHINESS OF LIFEBUOY TO PROTECT PUBLIC HEALTH** |
| **Strongly Disagree** | **Disagree** | **Partially Disagree** | **Neutral** | **Partially Agree** | **Agree** | **Strongly Agree** |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

1. Would you *recommend Lifebuoy for hygiene and skin health benefits*? Let us know on a scale of 1-7, where 1 means “Strongly Disagree”, and 7 means “Strongly Agree” **RESPONDENT INSTRUCTION: PLEASE PROVIDE A RATING BETWEEN 1-7 FOR THIS QUESTION.**

**SCRIPTING INSTRUCTION: PLEASE PROVIDE A RATING SCALE FOR THIS QUESTION AS BELOW**

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| **INTENTION TO RECOMMEND LIFEBUOY FOR SKIN AND HEALTH BENEFITS** |
| **Strongly Disagree** | **Disagree** | **Partially Disagree** | **Neutral** | **Partially Agree** | **Agree** | **Strongly Agree** |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

1. Lastly, do you have any suggestions for Lifebuoy / Hindustan Unilever **PLEASE TYPE IN YOUR SUGGESTIONS FOR THE BRAND / COMPANY IN THE BOX BELOW**

**SCRIPTING INSTRUCTION: PROVIDE A TEXT BOX TO RECORD THE VERBATIM OF THE RESPONDENT**

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| **SUGGESTIONS FOR LIFEBUOY / HINDUSTAN UNILEVER** |
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**-----THANK THE RESPONDENT AND CLOSE THE SURVEY-----**