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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **PROJECT PEPG Coconut Exploration**  **321377** | | | | |  | | | MMR Research Worldwide Ltd  Wallingford House, High Street,  Wallingford, OXON, OX10 0DB  Tel: 01491 822506 | | | | | | |
| **RECRUITMENT QUESTIONNAIRE** | | | | |
|  | | | | | | | | | | | | | | |
| Interviewer name: | |  | | | | Interviewer no: | | |  |  |  |  |  |  |
|  | | | | | | | | | | | | | | |
| Respondent name: | |  | | | | Respondent no: | | |  |  |  | | | |
|  | | | | | | | | | | | | | | |
| **OFFICE USE:** | Edited by: | | Coded by: | Entered by: | | | Verbatims by: | | | 10% checked by: | | | | |

Recruit 24 to select best 12 for the research through 10-min sensory screening survey.

2 x n=6 groups

**Quota**

All aged 18-45

Energy/electrolyte drink users

None to reject Gatorade.

All to be open to no added sugar.

None to reject artificial colours or flavours.

None to reject coconut.

Hello, my name is\_\_\_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_\_\_\_, an independent market research firm. We are conducting a study and would like to invite you to participate. The study will involve 2 stages: a 10 min. online survey and a 2.5-hour in person focus group.

* During the 10-minute survey, participants will be asked to complete a number of sensory-focused exercises. Participants who perform exceptionally well will then be invited to participate in the 2.5-hour tasting workshop.
* Participants who are selected for the 2.5-hour tasting workshop will be required to actively contribute to an organized, in-person group discussion, and have high functioning taste & smell abilities.

If you were chosen to participate in the 10-minute survey, would you be willing and able to participate?

|  |  |  |
| --- | --- | --- |
| Yes |  | > continue |
| No |  | > terminate |

If you were chosen to participate in the in-person group discussion, would you be willing and able to participate?

|  |  |  |
| --- | --- | --- |
| Yes |  | > continue |
| No |  | > terminate |

Great, before we can confirm your participation, I need to ask you a few questions to ensure the study is relevant for you.

**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. | **RECORD GENDER (DO NOT READ)** | | |
| Male | 01 | **50%** |
| Female | 02 | **50%** |

|  |  |  |  |
| --- | --- | --- | --- |
| Q2a. | Have you ever participated in a focus group, panel discussion or an individual interview conducted by a market research company? **DO NOT READ LIST, SELECT ONE** | | |
| Yes | 01 | **CONTINUE TO Q2b** |
| No | 02 | **SKIP TO Q3** |

|  |  |  |  |
| --- | --- | --- | --- |
| Q2b. | How long ago was that? **DO NOT READ LIST, SELECT ONE** | | |
| Less than 6 months ago | 01 | **TERMINATE** |
| 6 – 12 months ago | 02 | **CONTINUE** |
| Over a year ago | 03 |

|  |  |  |  |
| --- | --- | --- | --- |
| Q3. | Do you have any food or drink related allergies that you are aware of, including allergies or restrictions from wheat or other grains, nuts, caffeine, or any other food or beverage? **DO NOT READ LIST, SELECT ONE** | | |
| Yes | 01 | TERMINATE |
| **No** | **02** | **CONTINUE** |

|  |  |  |  |
| --- | --- | --- | --- |
| Q4. | Do you currently have a sinus/nasal condition or any other condition that affects your sense of smell or taste? **DO NOT READ LIST, SELECT ONE** | | |
| Yes | 01 | TERMINATE |
| No | 02 | **CONTINUE** |

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| --- | --- | --- | --- |
| Q5. | **ASK ONLY IF FEMALE**  Are you currently pregnant, breast feeding, or planning to become pregnant in the near future?  **DO NOT READ LIST, SELECT ONE** | | |
| Yes | 01 | TERMINATE |
| No | 02 | **CONTINUE** |

|  |  |  |  |
| --- | --- | --- | --- |
| Q6. | We are interested in speaking with people who work in a variety of occupations. Do you or anyone in your household work in any of these occupations?  **READ AND SELECT ALL THAT APPLY** | | |
| Advertising | 01 | TERMINATE |
| Banking | 02 | **CONTINUE** |
| Food or beverage manufacturing | 03 | TERMINATE |
| Insurance | 04 | **CONTINUE** |
| Journalism | 05 | **TERMINATE** |
| Marketing | 06 |
| Public relations | 07 |
| Restaurant, bar or pub, or anywhere else that sells or serves ready-to-eat food or beverages | 08 |
| Supermarket, convenience store, or any other retailer or wholesaler of food or beverages | 09 |
| None of the above | 10 | **CONTINUE** |

|  |  |  |  |
| --- | --- | --- | --- |
| Q7. | Which of the following best describes your current age?  **READ AND** **SELECT ONE** | | |
| 17 or Under | 01 | **TERMINATE** |
| 18 - 25 | 02 | **RECRUIT 8** |
| 26 – 35 | 03 | **RECRUIT 8** |
| 36 - 45 | 04 | **RECRUIT 8** |
| 46 or Older | 05 | **TERMINATE** |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Q8. | **Q8a.** Which of the following beverage products do you typically consume?  **READ AND SELECT ALL THAT APPLY**  **(ASK FOR EACH SELECTED IN Q8a)**  **Q8b.** On average, how often do you consume each of the following beverages?  **READ LIST AND SELECT ONE PER ROW** | | | | | | | | |
|  | **Q8a.** | **Q8b.** | | | | | | |
| Daily | A few times a week | Once a week | A few times a month | Once a month | Once every few months or less often | Never |
| Still or Sparkling Bottled Water | 01 | 01 | 02 | 03 | 04 | 05 | 06 | 07 |
| Still or Sparkling Iced Tea | 02 | 01 | 02 | 03 | 04 | 05 | 06 | 07 |
| Fruit or Vegetable Juice | 03 | 01 | 02 | 03 | 04 | 05 | 06 | 07 |
| Carbonated Soft Drinks | 04 | 01 | 02 | 03 | 04 | 05 | 06 | 07 |
| Energy Drinks | 05 | 01 | 02 | 03 | 04 | 05 | 06 | 07 |
| Enhanced waters with electrolytes | 06 | 01 | 02 | 03 | 04 | 05 | 06 | **TERM** |
| Sports Drinks | 07 | 01 | 02 | 03 | 04 | 05 | 06 | **TERM** |
| None of these | **TERM** |  | | | | | |  |
| **ALL TO DRINK EITHER ENERGY DRINKS, ELECTOLYTE DRINKS OR SPORTS DRINKS – MUST CODE 05, 06 OR 07 AT Q8a** | | | | | | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Q9. | **Q9a.** Which of the following brands of drinks have you ever consumed? | | | |
| **RANDOMIZE, READ AND SELECT ALL THAT APPLY** | | | |
|  | | | |
| **(ASK FOR EACH SELECTED IN Q9a)** | | | |
| **Q9b.** Which of the following brand drinks do you drink most often? | | | |
| **READ LIST AND SELECT ALL THAT APPLY** | | | |
|  | | | |
| **Q9c.** Which, if any, of the following brand drinks would you **not** consider drinking in the future? | | | |
| **READ LIST AND SELECT ALL THAT APPLY** | | | |
|  | **Q9a** | **Q9b.** | **Q9c.** |
| Pepsi/Pepsi Max/ Diet Pepsi | 1 | 1 | 1 |
| Coca-Cola/Diet Coke/Coke Zero | 2 | 2 | 2 |
| Fanta/ Fanta Zero | 3 | 3 | 3 |
| 7 Up/7 Up Zero | 4 | 4 | 4 |
| Sprite/Sprite Zero | 5 | 5 | 5 |
| Lipton | 7 | 7 | 7 |
| Powerade | 10 | 10 | 10 |
| Gatorade | 11 | 11 | **TERMINATE IF SELECTED** |
| Red Bull | 12 | 12 | 12 |
| Monster | 13 | 13 | 13 |
| HELL | 18 | 18 | 18 |
| Sting | 19 | 19 | 19 |
| Fresca | 20 | 20 | 20 |
| Other (Specify):\_\_\_\_\_ | 21 | 21 | 21 |
| I would consider drinking all of these in the future |  | | 99 |
| **RECORD BRANDS DRUNK FOR INFO** | | | | |
| **NONE TO REJECT GATORADE – NONE TO CODE 11 AT Q9c** | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Q10. | | **Q10a. Which of the following flavour of drinks do you buy most often?**  **RANDOMIZE, READ AND SELECT ALL THAT APPLY**  **Q10b. Which of the following flavour of drinks would you be open to buying?**  **SELECT ALL THAT APPLY**  **Q10c. Which, if any, of the following flavour of drinks would you never consider?**  **SELECT ALL THAT APPLY** | | | |
|  |  | | **Q10a** | **Q10b.** | **Q10c.** |
| Orange | | 01 | 01 | 01 |
| Lemon | | 02 | 02 | 02 |
| Strawberry | | 03 | 03 | 03 |
| Mint | | 04 | 04 | 04 |
| Coconut | | 05 | 05 | TERMINATE |
| Bubble gum | | 06 | 06 | 06 |
| Ginger | | 07 | 07 | 07 |
| Yuzu | | 08 | 08 | 08 |
| I would consider drinking all of these in the future | |  | | 99 |
| **NONE TO REJECT COCONUT – NONE TO CODE 05 AT Q10c** | | | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Q11. | **Q11a. Which of the following properties, if any, do you look for in a drink?**  **RANDOMIZE, READ AND SELECT ALL THAT APPLY**  **Q11b. Which of the following properties, if any, are you aware can be included drinks but don’t really mind about?**  **SELECT ALL THAT APPLY**  **Q11c. Which, if any, of the following properties, if any would you never consider a drink containing?**  **SELECT ALL THAT APPLY** | | | |
|  |  | **Q10a** | **Q10b.** | **Q10c.** |
| No added sugar | 01 | 01 | **TERMINATE IF SELECTED** |
| Zero Sugar | 02 | 02 | 02 |
| Natural ingredients | 03 | 03 | 03 |
| Artificial colours | 04 | 04 | **TERMINATE IF SELECTED** |
| Artificial flavours | 05 | 05 |
| Added vitamins or minerals | 06 | 06 | 06 |
| Other (Specify):\_\_\_\_\_ | 18 | 18 | 18 |
| I would consider drinking all of these in the future |  | | 99 |
| **NONE TO REJECT NO ADDED SUGAR, ARTIFICAL COLOURS OR ARTIFICAL FLAVOUR – NONE TO CODE 01, 04 OR 05 AT Q11c** | | | | |

|  |  |  |
| --- | --- | --- |
| CHECK RESPONDENT’S WILLINGNESS TO TAKE PART BY SAYING:  We are looking for people to take part in a group discussion about drinks.  Should you be selected following the initial survey, the test would involve you attending a venue, trying a number of different drinks and joining in a moderator led group discussion about it.  Before you agree to take part, please ensure you read the following:   * The group will be audio recorded for later analysis * The group may be held in a specialist viewing facility with a 2 way mirror behind which clients may be observing * The group will be video recorded – these recordings will only be used for market research purposes * No personal details will be passed on to any third party * Mobile phones must be switched off during the discussion * If you require spectacles to read or watch TV you will be required to bring these with you   The whole session will last 2.5 hours  Once you have completed the test we will give you [insert incentive amount] as a gesture of thanks for your time.  **Are you willing to take part?** | | |
| Yes | 01 | **CONTINUE** |
| No | 02 | CLOSE |

**Non-Disclosure Agreement**

Thank you for agreeing to participate in this research session on behalf of MMR Research Worldwide (MMR Research). Before you can participate in this research, we would like you to understand that it will involve products, packaging or concepts which are highly confidential.

**By signing this form, you agree to the following:**

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/ concepts disclosed to you with anyone other than the person(s) administering the research –this includes verbal discussions, texts, blogs, Facebook, Twitter or any other medium.
3. That any ideas, patentable or not patentable, or suggestions contributed by you during the discussion, as well as any ideas, developments, or inventions conceived by you as a result of your participation in the discussion, shall be the property of the company sponsoring this research study in any manner it sees fit.
4. Taking part in this research does not grant you any rights, license or authority in or to the information exchanged. Furthermore, no license or conveyance of any intellectual property rights are granted or implied by taking part in this research. In fact, you will not, directly or indirectly, use the information for your own benefit or the benefit of any other person, and shall not disclose any information disclosed to you during this research.

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.

|  |  |  |
| --- | --- | --- |
| **Signature**:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Print Name**:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Date**:\_\_\_\_\_\_\_\_\_\_\_ |

**Informed Consent & Liability Waiver**

As a part of today’s research discussion, you will be asked to try some samples of the products that are being discussed and provide your opinions of each. Before you decide to participate, there are some things that you should know:

**EDIT DEPENDING ON PRODUCT TRIED DURING TEST:**

1. If you have any food allergy or intolerances, gastrointestinal disorders, medical concerns, dietary restrictions, or any sensitivities to foods or ingredients you may not participate.
2. If you are pregnant or plan to become pregnant in the near future, or if you are breast-feeding, you may not participate.
3. Participation is at-your-own risk. MMR Research, its affiliates and partners, and each of their officers, directors, and employees are not responsible for any negative consequences resulting from your participation.

**Your participation in this research is strictly voluntary. If you prefer to not participate after reading the terms laid out in this document, please do not continue with this research**.

**By signing below, you are certifying that:**

1. You do not have any conditions that would increase the likelihood of a physical reaction caused by eating certain foods or ingredients.
2. You agree to release MMR Research, its affiliates and partners, and each of their officers, directors, and employees from liability, including financial responsibility, for any claim whatsoever arising out of or connected with your participation in this, including but not limited to any injuries as a result of an allergic reaction.
3. You have read, understand, and accept the statements and accept all of the terms.

|  |  |  |
| --- | --- | --- |
| **Signature**:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Print Name**:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Date**:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**RESPONDENT CONSENT**

**SECTION 1: BASIC CONSENT**

Thank you for agreeing to take part in our market research about drinks. We hope you find it interesting – it should only take around 2.5 hours to complete. We are MMR Research Worldwide Limited (“MMR”).

As part of this market research we will ask you a number of questions and will collect and process personal data about you. Your responses to our questions are really helpful and we will use them to provide feedback to our client so that they can try to improve their products and their business.

The personal information that we collect and process about you may include: your full name, email address, telephone number, home address and IP address. We may also collect other personal information which when combined together could identify you as an individual. We call this “personal data”.

We ask you to agree to take part in the market research. If you agree to take part we may use your personal data to carry out our market research activities and to provide feedback on the products, ideas or packs you have evaluated to our client or give our clients information about the products you use and your opinions of them. It’s in our legitimate interests to use your personal data in this way and we will not use the personal data in a way you would not expect.

Ordinarily we will not share your personal data with our client, but we may provide our client with aggregated information incorporating your answers or unattributed quotes from your response.

We will be video recording the discussion.

We will notify you of our client’s identity at the end of the project and before we share the information described above with our client. We cannot tell you our client’s identity whilst you are participating in the research because this might have an impact on your answers.

**For more detailed information about who we are and how we deal with your personal data please see overleaf**

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