

**NFO DONOVAN RESEARCH
PROJECT MUNCH –**

Interviewer **ID**

Time Started am / pm

Time Finished am / pm

Time Taken Mins

Date/...../03

INTRODUCTION

Good ... (morning / afternoon / evening). My name is ... from ... We're assembling a small group of people to talk about different food products and shopping behaviour. May I speak to the person in the household who is jointly or mainly responsible for the household food shopping?

SCREENING

Q1 We're only looking for people in certain occupations today. Do you or any members of your family work in/as **READ OUT ONE AT A TIME RECORDING AN ANSWER FOR EACH.**

	No	Yes	
Can Recruit- drivers, delivery people & "backend" workers	1	R	→ CLOSE
	1	R	
Don't Recruit- checkout staff, store management, people in food technology & product R&D	1	R	
	1	R	

Q2 Are you the main food buyer in your household? By that I mean are you equally or mainly responsible for the food shopping?

Yes.....	1	
No	2	→ CLOSE

Q3 **RECORD GENDER**

Female	1	
Male.....	2	→ CHECK QUOTAS

Q4 Please can you tell me which of the following age groups you are in. **READ OUT.**

- 18-24 1 → Eligible for 15,17
- 25-44 2 → Eligible for 1 3,5,7,9,11
13,16,18,20
-
- 45-64 3 → Eligible for 2,4,6,8,10,
12,14,19
-

Q5 Does anyone in your household have any special health-related food needs that you have to consider when buying food? This could be a food allergy, or a medical condition such as diabetes, coeliac disease, chrones disease, a thyroid problem, or medical advise to reduce cholesterol or fat intake (etc).

If respondent says 'yes', ask 'is that yourself or someone else in your household?'

- Yes, self 1 } → Eligible for 2,6,7,10,11
- Yes, someone else in household 2 } → 14,15,18
-
- No..... 3 → GO TO Q 6b

If Yes (code 1 or 2) GO TO Q7

Note to interviewers – when groups are filled, Code 1 should CLOSE, Code 2 should go to Q6a

Q6a Now I'd like you to think about the food shopping that you do for your household as a whole, not just for that (those) person(s) with special health needs. I am going to read out four statements about food buying and I'd like you to tell me which best describes the food buying that you do for your whole household.

Interviewer note – if respondent says none or more than one fit, prompt: "I realise that none of these statements may apply exactly, or perhaps more than one could apply, but please tell me which is the closest match."

READ OUT STATEMENTS AND CODE IN Q6B

Q6b Now I am going to read out four statements about food buying and I'd like you to tell me which best describes the food buying that you do for your household.

Interviewer note – if respondent says none or more than one fit, prompt: "I realise that none of these statements may apply exactly, or perhaps more than one could apply, but please tell me which is the closest match."

READ OUT

- a) I regularly choose the 'healthy' alternative, such 1 → Eligible for 1, 3
as low fat, no added sugar, low salt etc.
- b) I try to choose healthy or nutritious foods, but- 2 → Eligible for 6
cost and convenience usually come first.
- c) I usually don't worry about the health or nutritional 3 }
value of the foods that I choose. } → Eligible for 12,20
- d) I'm not at all concerned about the health or 4
nutritional value of the foods that I choose.

Q8 Finally, so that we would can include a range of different people in the groups can you please tell me what was the last level you completed in your formal education?

No formal education.....	1	LOWER Eligible for 2,3,4,6,7,10,12,13,16 17,19
Primary.....	2	
Secondary School.....	3	
Some Technical / Commercial / Trade Certificate / Apprenticeship, etc.....	4	
Completed Technical / Commercial / Trade Certificate / Apprenticeship, etc.....	5	
Some University or Other Tertiary Degree or Diploma	6	HIGH Eligible for 1,5,8,9,11,14,15,18,20
Completed University or Other Tertiary Degree or Diploma	7	
Other	8	
Don't know / refused	9	→ CLOSE

Q9a Have you attended a market research group discussion before?

Yes..... 1
No 2

Q9b **IF YES:** When was the last time?

In the past 6 months or less..... 1 →
More than 6 months ago 2

PROCEED TO RECRUITMENT.

RECRUITMENT SPEECH

We are having a discussion group amongst people like yourself about food products. The discussion will be held at (read location and address). It will last **up to two hours** and light refreshments will be provided. You will be paid \$50.00 for your assistance. Would you like to take part? We would stress we are not selling anything and are only interested in your opinion.

NAME: _____

STREET No./NAME _____

SUBURB: _____

POSTCODE: _____

PHONE: (H) _____

(W) _____

GROUP RECRUITED TO:

1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>		
4	<input type="checkbox"/>	5	<input type="checkbox"/>	6	<input type="checkbox"/>	7	<input type="checkbox"/>

IF RESPONDENT REFUSES, OR IS UNAVAILABLE, THANK POLITELY AND CLOSE.

Also remind the participant that if they need reading glasses they should bring them with them, as there will be materials to read.

THANK YOU FOR YOUR ASSISTANCE

I certify that this is a true, accurate and complete interview, conducted in accordance with IQCA standards and the ICC/ESOMAR International Code of conduct. I will not disclose to any other person the content of this questionnaire or any other information relating to this subject.

INTERVIEWER'S SIGNATURE: _____

DATE: _____