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.

Can Recruit- drivers, delivery people & “backend” workers

Market Research.....................................1 ...........R

A food manufacturer or supermarket .....1 ...........R

A dietitian or nutritionist...........................1 ...........

A government environmental or public health officer ......................1 ...........R

Don’t Recruit- checkout staff, store management, people in food technology & product R&D

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 ...... Yes

No ...........................2 ...... No

Q3 RECORD GENDER

Female ........................................ 1

Male............................................. 2

CHECK QUOTAS

Can Recruit- drivers, delivery people & “backend” workers

Market Research.....................................1 ...........R

A food manufacturer or supermarket .....1 ...........R

A dietitian or nutritionist...........................1 ...........

A government environmental or public health officer ......................1 ...........R

Don’t Recruit- checkout staff, store management, people in food technology & product R&D

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 ...... Yes

No ...........................2 ...... No

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 13,5,7,9,11,16,18,20
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  Eligible for 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 as low fat, no added sugar, low salt etc. ................................................................. 1  Eligible for 1, 3
b) I try to choose healthy or nutritious foods, but cost and convenience usually come first. ................................................................. 2  Eligible for 6
c) I usually don’t worry about the health or nutritional value of the foods that I choose. ................................................................. 3  Eligible for 12,20
d) I’m not at all concerned about the health or nutritional value of the foods that I choose. ................................................................. 4
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
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
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.

LOWERS Eligible for
2,3,4,6,7,10,12,13,16 17,19

HIGHER  Eligible for
1,5,8,9,11,14,15,18,20

CLOSE
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  2  3  4  5  6  7

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: ________________