**NanN**

**OCCUPATION/INDUSTRY EXCLUSIONS**

1. Can you please tell me if you or any member of your **close family** or household are currently employed, or have you been employed in the past by............

An advertising or promotions agency 1  
A marketing or market research firm or department 2

A public relations agency 3

Any kind of media company—(e.g. TV, magazine, newspaper) 4

Working in retail, hyper or supermarket 5

Any kind of company that deals with the production,

manufacture or distribution of beverages (of any kind) 6

**PREVIOUS ATTENDANCE**

2a. Have you ever attended a market research group discussion or interview?

Yes 1 **CONTINUE TO Q2b**

No 2 **SKIP TO Q3**

2b. Are you scheduled to participate in a market research group discussion or interview in the near future?

Yes 1 CLOSE

No 2 **CONTINUE**

2c. When was the last time you attended a market research group discussion or interview?

2d. How many market research group discussions/depth interviews have you attended in total?

1 2 3 4 4+

**I**

2e. What were the subjects of the discussion groups or interviews on these occasions?

**RECORD SUBJECT MATTER** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. Age: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. Which of the following best describes your current employment status?

Full-time Student  **1 CONTINUE**

Employed full-time (30+ hours/wk)  **2 CONTINUE**

Employed part-time (8-29 hours/wk) **3 CONTINUE**

Self-employed  **4 CONTINUE**

Full-time homemaker **5** **CONTINUE**

Currently furloughed  **6** C

Retired 7 CLOSE

Unemployed

5. IF WORKING PLEASE RECORD:

Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Nature of Business: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Industry / Sector: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6. Can you please tell me where you were born and brought up?

UK 1 **CONTINUE**

Other 2 CHECK BELOW

If ‘OTHER’, how long have you been living in (UK)?

ANSWER: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**UK ONLY:**

**ALL TO HAVE LIVED IN UK FOR THE LAST 10-YEARS (MINIMUM)**

**LIFESTYLE**

7. Can I please check if you or anyone in your household suffers from any allergies, intolerances or health implications that restrict the types of beverages or products you purchase to eat or drinks? (any type)

|  |  |  |
| --- | --- | --- |
| Yes | **1** |  |
| No | 2 | **CONTINUE** |

**NONE TO SUFFER FROM ANY ALLERGIES OR INTOLERANCES THAT RESTRICT THE TYPES OF PRODUCTS THAT PARTICIPANTS PURCHASE TO EAT OR DRINK**

**NONE TO SUFFER FROM ANY HEALTH ISSUES THAT MAY RESTRICT THEIR FOOD OR DRINK INTAKE, FOR EXAMPLE: DIABETES, BLOOD PRESSURE ETC. –**

8. Which of the following types of products **do you purchase and consume yourself** at least **monthly**?

|  |  |  |
| --- | --- | --- |
| Dairy | 1 |  |
| Fruit and vegetables | 2 |  |
| Meat and Poultry | 3 |  |
| Sweet snacks | 4 |  |
| Savoury snacks | 5 |  |
| Soft Drinks beverages | 6 |  |
| Wines / Spirits | 7 |  |
| Beer | 8 | **CONTINUE** |
| Other:(write in)\_\_\_\_\_\_\_\_\_\_ | 9 |  |
| None of the above | 10 |  |

**ALL TO PURCHASE AND CONSUME BEER AT LEAST MONTHLY FOR THEMSELVES**

9. In terms of purchasing beer, who is the decision maker?

|  |  |  |
| --- | --- | --- |
| I am solely the decision maker | 1 | **CONTINUE** |
| I am jointly the decision maker | 2 | **CONTINUE** |
| Someone else is | **3** | **CLOSE** |

**ALL TO BE EITHER SOLELY OR JOINTLY RESPONSIBLE FOR PURCHASING THE BEER THEY DRINK**

10. How often do you normally drink beer?

|  |  |  |
| --- | --- | --- |
| Daily | 1 | **CONTINUE** |
| 4-6 times per week | 2 | **CONTINUE** |
| 2-3 times per week | 3 | **CONTINUE** |
| Once a week | 4 | **CONTINUE** |
| At least twice a month / once every couple of weeks | 5 | **CONTINUE** |
| At least once a month | **6** | **CLOSE** |
| Less than once a month | **7** | **CLOSE** |

**ALL MUST DRINK BEER AT LEAST TWICE A MONTH / ONCE EVERY COUPLE OF WEEKS**

11. Thinking specifically about beer, where do you normally drink it?

|  |  |  |
| --- | --- | --- |
| Home | 1 | **CONTINUE** |
| In a pub | 2 |  |
| In a bar | 3 |  |

**ALL TO DRINK / CONSUME BEER MAINLY AT HOME**

12. What type of format do you drink your beer from?

|  |  |  |
| --- | --- | --- |
| Can | 1 |  |
| Bottle | 2 | **CONTINUE** |
| Other (please specify)\_\_\_\_\_\_\_\_\_\_\_ | 3 |  |

**ALL TO DRINK BEER FROM BOTTLES**

13. You mentioned you drink bottled beer, please tell me which of the following brands you…

1. regular drink and drink most often i.e. preferred?
2. have drunk in the last month?
3. have drunk in the last 3 months?
4. would consider drinking?
5. would never drink?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | a) regular drink and drink most often i.e. preferred | b) have drunk in the last month | c) have drunk in the last 3 months | d) would consider drinking | e) would never drink |
| **UK ONLY** |  |  |  |  |  |
| Kronenbourg 1664 | 1 | 1 | 1 | 1 | 1 |
| Amstel | 2 | 2 | 2 | 2 | 2 |
| Beck's | 3 | 3 | 3 | 3 | 3 |
| Budweiser | 4 | 4 | 4 | 4 | 4 |
| Corona | 5 | 5 | 5 | 5 | 5 |
| Heineken | 6 QUOTA | 6 QUOTA | 6 QUOTA | 6 | **6 CLOSE** |
| Peroni | 7 | 7 | 7 | 7 | 7 |
| San Miguel | 8 | 8 | 8 | 8 | 8 |
| Bud Light | 9 | 9 | 9 | 9 | 9 |
| Stella Artois | 10 | 10 | 10 | 10 | 10 |

14. Now thinking about something different, on a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agee, how much do you agree with the following statements:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **1)**  **Strongly Disagree** | **2)**  **Disagree somewhat** | **3)**  **Neither agree or disagree** | **4)**  **Agree somewhat** | **5)**  **Strongly Agree** |
| 1. I am always thinking about adjustments I can make to be more sustainable | 1 | 2 | 3 | 4\* | 5\* |
| 1. I make a point to always separate recyclables from waste | 1 | 2 | 3 | 4\* | 5\* |
| 1. I stay up to date with the latest discoveris on the topic of sustainability | 1 | 2 | 3 | 4\* | 5\* |
| 1. I frequently find opportunities to repurpose products I’ve already used | 1 | 2 | 3 | 4\* | 5\* |
| 1. I encourage others to find ways to act more sustainably in their day to day lives | 1 | 2 | 3 | 4\* | 5\* |
| 1. I don’t believe that changing my consumption habits can make a positive impact on the planet | 1\* | 2\* | 3 | 4 | 5 |
| 1. Making sustainable purchasing decisions is not a top concern of mine | 1\* | 2\* | 3 | 4 | 5 |
| 1. I value convenient products more than sustainable products | 1\* | 2\* | 3 | 4 | 5 |
| 1. I would never pay more for something simply because it’s sustainable | 1\* | 2\* | 3 | 4 | 5 |
| 1. I don’t go out of my way to recycle waste that needs to be dropped off at a special location | 1\* | 2\* | 3 | 4 | 5 |

**ALL TO** **CODE 4 OR 5 AT STATEMENTS A-E**

**ALL TO** **CODE 1 OR 2 AT STATEMENTS F-I**

**ALL TO CODE 1, 2 OR 3 AT STATEMENT J**

**CREATIVE STATEMENTS**

15a. Now for something completely different! This might seem a strange question but can you come up with as many similarities as you can between a Hen and a Bee?

**RECORD**

|  |
| --- |
|  |

15b. Can you imagine a stuffed toy elephant – the type you would buy in any toy-store. Can you come up with as many ways you can think of to change it to make it more fun for children to play with. E.g. Make it squirt water with its trunk.

|  |
| --- |
|  |

**ONLINE COMMUNITY – TECH CRITERIA**

Q16a. Do you have high-speed internet at home?

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

Q16b. Do you have your own personal email account?

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

|  |
| --- |
| **ADD IN EMAIL ADDRESS:** |

Q16c. How familiar are you with blogs or social media on the internet?

|  |  |  |
| --- | --- | --- |
| Very familiar | 1 | **CONTINUE** |
| Somewhat familiar | 2 | **CONTINUE** |
| Not very familiar | 3 | TERMINATE |
| Not at all familiar | 4 | TERMINATE |

Q16d. How comfortable are you with posting comments to blogs or social media on the internet?

|  |  |  |
| --- | --- | --- |
| Very comfortable | 1 | **CONTINUE** |
| Somewhat comfortable | 2 | TERMINATE |
| Not very comfortable | 3 | TERMINATE |
| Not at all comfortable | 4 | TERMINATE |

Q16e. How comfortable are you searching for each of the following on the internet?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Very comfortable** | **Somewhat comfortable** | **Not very comfortable** | **Not at all comfortable** |
| Photos | 1 | 1 | 1 | 1 |
| Videos | 2 | 2 | 2 | 2 |
| Music | 3 | 3 | 3 | 3 |

**ANSWERS MUST FALL WITHIN SHADED REGION**

Q16f. How comfortable are you with posting or sharing each of the following on blogs or social networking sites?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Very comfortable** | **Somewhat comfortable** | **Not very comfortable** | **Not at all comfortable** |
| Photos | 1 | 1 | 1 | 1 |
| Videos | 2 | 2 | 2 | 2 |
| Music | 3 | 3 | 3 | 3 |

**ANSWERS MUST FALL WITHIN SHADED REGION.**

Q16f. Which of the following social networking sites, if any, do you actively participate in?

READ LIST

|  |  |  |
| --- | --- | --- |
| Instagram | 1 |  |
| Twitter | 2 |  |
| Facebook | 3 |  |
| LinkedIn | 4 |  |
| Pinterest | 5 |  |
| Other (Please specify) | 6 |  |

**MUST MENTION ONE OR MORE TO CONTINUE**

Q16g. Do you have a digital camera OR smartphone with the ability to record videos and take pictures?

|  |  |  |
| --- | --- | --- |
| Yes | 1 | **CONTINUE** |
| No | 2 | THANK AND TERMINATE |

**MUST HAVE DIGITAL CAMERA/VIDEO CAMERA OR SMARTPHONE WITH CAPABILITY TO TAKE VIDEOS AND PICTURES**

Q16i. Do you have access to your own personal laptop or desktop, i.e. not a work or school one or an I-pad?

|  |  |  |
| --- | --- | --- |
| Yes | 1 | **CONTINUE** |
| No | 2 | THANK AND TERMINATE |

**ALL TO HAVE ACCESS TO THEIR OWN LAPTOP/DESKTOP**

Q16j. Do you have access to your own personal smartphone?

|  |  |  |
| --- | --- | --- |
| Yes | 1 | **CONTINUE** |
| No | 2 | THANK AND TERMINATE |

**ALL TO HAVE ACCESS TO THEIR OWN**