Questionnaire

**SCREENER**

**S1 Please indicate your gender:**

ONE ANSWER

1. Man

2. Woman

**S2 Enter your date of birth:**

QUOTAS: AGE 25-45 YEARS (INCLUDING INTERVAL BOUNDARIES)

Before 25 and after 45 – complete

Encode:

1.25-35

2.36-45

**S3 Specify the city in which you currently reside (more than 12 months)?:**

ONE ANSWER

|  |  |  |
| --- | --- | --- |
| 1 | Moscow |  |
| 2 | Saint Petersburg |  |
| 3 | Novosibirsk | FINISH |
| 4 | Ekaterinburg |  |
| 5 | Nizhny Novgorod | FINISH |
| 6 | Kazan | FINISH |
| 7 | Rostov-on-Don | FINISH |
| 8 | Volgograd | FINISH |
| 9 | Another city | FINISH |

**S4**Which of the **assessments most accurately characterizes the financial situation of your family at the moment?**

ONE ANSWER

1. We don't even have enough money for food

2. There is enough money for groceries, but buying clothes is already difficult

3. We have enough money for food and clothes, but buying a refrigerator, TV, furniture is a problem for us

4. We can easily buy a refrigerator, TV, furniture, but we don't have money for a car

5. We can afford large purchases: a car, trips on vacation, but there is not enough for an apartment, a summer cottage

6. We have enough money for everything, including the purchase of an apartment or a summer cottage

*The question for selection – if the answer is from "2" to "6" – continue. If "1" - complete.*

**S5 Please tell us if you work in the following areas: One Answer**

**Rotation other than Other and Nothing**

|  |  |  |
| --- | --- | --- |
| 1 | Production or trade of food products | *finish* |
| 2 | Marketing, PR, Advertising | *finish* |
| 3 | Sociological and marketing research | *finish* |
| 4 | Journalism | *finish* |
| 5 | Agriculture or forestry | *continue* |
| 6 | Industrial Production | *continue* |
| 7 | Construction, Transport, Communications | *continue* |
| 8 | Finance, Banks, Insurance Companies | *continue* |
| 9 | Public Administration | *continue* |
| 10 | Culture, science, education | *continue* |
| 11 | Health care | *continue* |
| 12 | Services, trade | *continue* |
| 13 | Tourism | *continue* |
| 14 | Own business | *continue* |
| 15 | Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | *continue* |
| 16 | In none of these areas | *continue* |

**S6 Tell me, who in your family is responsible for the choice of food?**

|  |  |  |
| --- | --- | --- |
| 1 | Personally, I | *continue* |
| 2 | I'm on a par with other family members | *continue* |
| 3 | Occasionally me, but mostly other family members | *finish* |
| 4 | Other family members | *finish* |

**S7 Tell me, please, how often do you personally buy the following products?**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Every day | 2-3 times a week | 1 time per week or more | 2-3 times a month | 1 time per month | Several times a year | Very rarely or not at all |
| 1. Milk | 1 | 1 | 1 | finish | finish | finish | finish |
| 2. Butter | 2 | 2 | 2 |  | finish | finish | finish |
| 3. Sour cream | 3 | 3 | 3 | finish | finish | finish | finish |
| 4. Yogurts | *4* | *4* | *4* |  |  |  |  |
| 5. Kefir/fermented baked milk | *5* | *5* | *5* |  |  |  |  |
| 6. Cottage cheese | *6* | *6* | *6* |  |  |  |  |
| 7. Cream | *7* | *7* | *7* |  |  |  |  |
| 8. Curd mass | *8* | *8* | *8* |  |  |  |  |
| 9. Processed Cheese | *9* | *9* | *9* |  |  |  |  |
| 10. Hard cheeses | *10* | *10* | *10* |  |  |  |  |
| 11. Glazed curds | *11* | *11* | *11* |  |  |  |  |
| 12. Sausage products | *12* | *12* | *12* |  |  |  |  |
| 13. Juices/Nectars | *13* | *13* | *13* |  |  |  |  |

*Rotation of variants. One answer per line.*

*If you marked "Every day" for all options, complete it.*

*The question for selection is the personal purchase of 3 categories: "Milk" and "Sour cream" once a week and more often and the category "Butter" 2-3 times a month and more often.*

**MAIN RESEARCH: 1. CONSUMPTION VOLUME**

**1.     Please describe in more detail your purchases of dairy products of the following product categories: MILK, SOUR CREAM, BUTTER.  
How many (at least approximately) packages/packs per month you buy and the average volume of one package.  
You can choose the number of packs from 1 to 30.**

**You can specify the average volume of one package:  
for Milk: 0.2 l.; 0.5l.; 0.9l.; 1l.; 1.5 l.; 2l.  
for Butter: 100g.; 150g.; 200g.; 250g.; 300g.; 400g.; 450g.; 500g.; 600gr.  
for sour cream: 150g.; 200g.; 250g.; 300g.; 350g.; 400g.; 450g.; 500g.; 600gr.**

**Instructions (in yellow) should be reduced by one or two fonts**

|  |  |  |
| --- | --- | --- |
|  | Number of packs per month | Average volume per package |
| 1. Milk | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_l. |
| 2. Butter | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_G. |
| 3. Sour cream | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_G. |

*Choose from the options offered.*

*In "number of packs per month": list from "1" to "30"*

*In the "average volume of one package":*

**for Milk: 0.2 l.; 0.5 l.; 0.9 l.; 1l.; 1.5 l.; 2l.  
for Butter: 100g.; 150g.; 200g.; 250g.; 300g.; 400g.; 450g.; 500g.; 600gr.  
for sour cream: 150g.; 200g.; 250g.; 300g.; 350g.; 400g.; 450g.; 500g.; 600gr.**

**MAIN RESEARCH: 2. CONSUMPTION PATTERNS**

**2. Do you feel your family's food intake has changed over the past year or two?**

THE ONLY CHOICE

**1.**Everything is fine, no changes have been noticed

**2.**We are confident in the future, the standard of living has increased

3. I had to give up my favorite delicacies. Adapting and re-choosing brands of products for everyday diet

**4.**The crisis made me think and start saving on purchases, but the standard of living has not changed

5. In general, we don't complain. We have adapted to the new prices: we buy cheaper groceries somewhere, we have begun to cook something at home

6. Life has become worse: we are actively saving on food. But sometimes indulge in money to eat

**7.**I had to tighten my belts and start saving a lot on food

**3. Could you please indicate the approximate share of food expenses in your family budget?**

**1.**Less than 20%

**2.**21-40%

**3.**41-60%

**4.**61-80%

**5.**81-100%

THE ONLY CHOICE

**4. What format of food procurement do you most often use?**

**1.**I make a large purchase of groceries once every 3 weeks or less, the rest of the time I buy more "as needed"

**2.**I make a large purchase of groceries once every 1-2 weeks, the rest of the time I buy additional "as needed"

**3.**I make a large purchase of groceries once every 1-2 weeks, the rest of the time I try not to buy anything

**4.**I make medium-sized purchases, about once every 2-4 days

**5.**I make purchases almost every day

THE ONLY CHOICE

**5.**Please **note which of the following statements best describes your standard behavior when buying brands of MILK, BUTTER, SOUR CREAM?**

*Rotation*

|  |  |  |  |
| --- | --- | --- | --- |
|  | Milk | Butter | Sour cream |
| 1. There's a favorite brand that I always try to buy |  |  |  |
| 2. Twoor three brands that I usually choose. I don't consider other options |  |  |  |
| 3. Every time I choose among a wide range of familiar brands in the store according to my mood |  |  |  |
| 4. Every time I choose among a wide range of familiar brands in the store by price |  |  |  |
| 5. First of all, I pay attention to the price of products, the brand does not play a special role |  |  |  |
| 6. First of all, I pay attention to the freshness of the products, the brand does not play a special role |  |  |  |

*Select a single option in a column.*

6. **Please note which of the following statements best describes your behavior in relation to paying attention to the price of dairy products in the store.**

**1.**Always check the price when buying

**2.**I periodically check the price when buying, but I can buy without looking at the price

**3.**I look at prices only for unfamiliar products, I buy familiar brands without checking prices

**4.**Usually I do NOT look at prices in stores

*Choosing One Option*

**7. Please note which of the following statements best describes your behaviour towards new products when buying dairy products (MILK, BUTTER, SOUR CREAM)?**

*By novelties, we mean brands that have recently appeared on the shelf in the store.*

**1.**I try not to buy new brands of products

**2.**I buy new brands of products only if they are recommended to me by friends/relatives

**3.**I buy new brands of products if there is a profitable/attractive promotion for them in the store

**4.**I buy if something attracts me in a new brand

**5.**I like to try new brands of products often

*Select one option. Rotation*

8. **Please rate what will motivate you personally to try a new brand.**

**Choose no more than three answer options**

**1.**Cute cute character on the package

**2.**Eco-friendly place of product production

**3.**Favorable/low price

**4.**Custom Material/Packing Shape

**5.**Attractive advertising in the store/TV/Internet

**6.**Advice from relatives/acquaintances/colleagues

**7.**Original properties or recipe of the product

**8.**Bright color packaging

**9.**Attractive Name

**10.**The Brand Caught My Eye

**11.**Quality Assurance (Certificates, Marks)

**12.**A new brand from a well-known manufacturer

**13.**Unusually high price

**14.**Delicious product image on the packaging

**15.**Liked the design

**16.**Looks Like A Solid Product

**17.**None of these options are exclusive

*The choice is no more than 3 options. Rotation of variants except None.*

9. **Imagine a situation: You've tried a new sour cream that you like. What will be your opinion about the other products of this new brand of dairy products?**

**1.**If the manufacturer has good sour cream, then other products should also be of high quality (milk, butter, cottage cheese, etc.). I'll try them too

2. These are different products and their quality is not related in any way. For one manufacturer, with good sour cream, butter or, for example, milk may not be very good

3. There is a chance that the rest of the products will also be of good quality. But I won't try it on purpose

*The only choice. Rotation of variants.*

**10. Which of the following statements best describes your criteria in relation to the manufacturer when choosing dairy products (MILK, SOUR CREAM, BUTTER).**

**1.**I prefer dairy products produced in my city or region

**2.**I give preference to all-Russian producers of dairy products, regardless of their place of production

**3.**I choose dairy products produced away from the city, in some eco-friendly place/area

**4.**I give preference to regional manufacturers

**5.**I don't pay attention to the place of production, the main thing is that I like the product

*The only choice. Variant Rotation*

**11. What types of promotions in the dairy category have you participated in in the last six months?**

**1.**Discount from the original unit price of the product

**2.**Discount from the original price for the purchase of 2 products or more

3. Extra volume for the same price (e.g. 20% free)

**4.**Two packs for the price of one (three for the price of two, etc.)

**5.**Gift immediately upon purchase (mug, spoon, etc.)

**6.**An additional product as a gift

**7.**Points on the bonus card

**8.**In-store tasting

**9.**A promo campaign with the opportunity to win interesting prizes for you

**10.**Other Promotions

**11.**I don't pay attention to stocks, I almost don't use them - exclusionary

*MULTIPLE CHOICE*

*ROTATION OF VARIANTS EXCEPT 10, 11*

**12. Which of the following statements best describes your attitude to price promotions in the store when buying MILK, BUTTER, SOUR CREAM?**

Rotation – 2 options from "1" to "5" or from "5" to "1"

1. Most often, I buy the brand for which there is a favorable price offer. If there is no promotion, I buy my standard brand

**2.**I take a product on sale if a brand that I already know is sold at a discount, or an unfamiliar brand that inspires confidence

**3.**I take a product on sale only if a brand I already know is sold at a discount

**4.**I take a product on sale only if the brand (one of the brands) that I buy most often is sold at a discount

**5.**I don't buy products on promotions

*The only choice.*

13. **Please take a look at the MILK packages below.**

**These are 1-liter milk packages of foreign brands. Without paying attention to the names and properties, please choose 2-3 of them that you would buy in the store if they were sold at your usual price.**

**Clicking on a package is the choice of that package.**

*PICTURE 1 IS SHOWN*.

*Zonal Click Test*

*2-3 picks*

14. **Please look again at these MILK packages below.**

**Mark 2-3 of them that you would definitely never buy or would buy last.**

**Clicking on a package is the choice of that package.**

*IMAGE 1 SHOWN, Do not exclude 13*

*Zonal Click Test*

*2-3 picks*

**15. Which of the following statements best describes your attitude towards IVF products in the dairy category?**

1. "Eco products" are higher in quality than ordinary products. I try to buy them mostly

2. "Eco products" are of higher quality than regular products, but I don't buy them because of their high cost

3. "Eco products" are of higher quality than regular products, but they are difficult to find on sale

4. "Eco products" do not differ in quality from conventional dairy products

5. There are a lot of fakes for "eco products" now. There is no point in paying attention to these words

6. "Eco products" are just a way to cover up low-quality production. Avoiding them

*The only choice.*

Rotation – 2 options from "1" to "6" or from "6" to "1"

**MAIN RESEARCH: 3. STAMPS**

**16. Which brands of MILK have you bought in the last 3 months and which of them do you buy most often?**

**You can choose a maximum of 3 brands that you "BUY THE MOST".**

*Mechanics: Rotation of variants, except for the last 2 on the list. Multiple Choice*

*For "Bought in the last 3 months" - there is no limit in options*

*For "Buy most often" - a choice of a maximum of 3 options.*

*Each city has its own list of stamps: if there is no city mark, it is shown to everyone, if there is a city mark, only for this city.*

**17. What brands of BUTTER have you bought in the last 3 months, and which of them do you buy most often?**

**You can choose a maximum of 3 brands that you "BUY THE MOST".**

*Mechanics: Rotation of variants from 16, except for the last 2 on the list. Multiple Choice*

*For "Bought in the last 3 months" - there is no limit in options*

*For "Buy most often" - a choice of a maximum of 3 options.*

*Each city has its own list of stamps: if there is no city mark, it is shown to everyone, if there is a city mark, only for this city.*

**18. Which brands of sour cream have you bought in the last 3 months, and which of them do you buy most often?**

**You can choose a maximum of 3 brands that you "BUY THE MOST".**

*Mechanics: Rotation of variants from 16, except for the last 2 on the list. Multiple Choice*

*For "Bought in the last 3 months" - there is no limit in options*

*For "Buy most often" - a choice of a maximum of 3 options.*

*Each city has its own list of stamps: if there is no city mark, it is shown to everyone, if there is a city mark, only for this city.*

**GENERAL LIST OF STAMPS for questions 16-18**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Bought in the last 3 months | I buy it most often | Geography |
| 1. Prostokvashino |  |  |  |
| 2. Cottage in the Country |  |  |  |
| 3. New Village |  |  |  |
| 4. 36 kopecks |  |  |  |
| 5. M (Lionozovsky Steel Plant) |  |  |  |
| 6. 33 cows |  |  |  |
| 7. Vkusnoteevo |  |  |  |
| 8. Dmitrovskiy MK |  |  | *(Moscow) (St. Petersburg)* |
| 9. Brest-Litovsk |  |  |  |
| 10. Ruzskoye |  |  |  |
| 11. Savushkin product |  |  |  |
| 12. Vologda |  |  |  |
| 13. Milava |  |  |  |
| 14. Valio |  |  |  |
| 15. Selo Zelenoe |  |  |  |
| 16. Arsenyevskaya Farm |  |  | *(Moscow)* |
| 17. Thousand Lakes |  |  |  |
| 19. Arla Natura |  |  |  |
| 20. Yasny lug |  |  |  |
| 21. Parmalat |  |  |  |
| 22. Ostankino |  |  |  |
| 23. White City |  |  |  |
| 24. Our milking |  |  | *(Moscow)* |
| 25. Alpine Cow |  |  |  |
| 26. President |  |  |  |
| 27. Blagoda |  |  |  |
| 28. Korovka iz Korenovka |  |  | *(Moscow)* |
| 29. Kremlyovskoye |  |  |  |
| 30. Ecomilk |  |  |  |
| 31. Veselyj molochnik |  |  |  |
| 32. Dairy Culture |  |  | *(Moscow)* |
| 33. Bratya Cheburashkin |  |  | *(Moscow)* |
| 34. Irbitskoye |  |  | *(Ekaterinburg)* |
| 35. Kungur |  |  | *(Ekaterinburg)* |
| 36. Milky Grace |  |  | *(Ekaterinburg)* |
| 37. PermMoloko |  |  | *(Ekaterinburg)* |
| 38. Cool |  |  | *(Ekaterinburg)* |
| 39. Zolotye Luga |  |  | *(Ekaterinburg)* |
| 40. Maslodel |  |  | *(Ekaterinburg)* |
| 41. Syrobogatov |  |  |  |
| 42. Belebey |  |  | *(Ekaterinburg)* |
| 43. Talitskoe |  |  | *(Ekaterinburg)* |
| 44. Village Compound |  |  |  |
| 45. Polyanka |  |  | *(Ekaterinburg)* |
| 46. First Taste |  |  | *(Ekaterinburg)* |
| 47. Sudarynya |  |  | *(St. Petersburg)* |
| 48. Losevo |  |  | *(St. Petersburg)* |
| 49. Big Mug |  |  | *(St. Petersburg)* |
| 50. Piskarevskoye |  |  | *(St. Petersburg)* |
| 51. Alantal |  |  | *(St. Petersburg)* |
| 52. Prosto |  |  | *(St. Petersburg)* |
| 53. Danke Anke |  |  | *(St. Petersburg)* |
| 54. Baba Valya |  |  | *(St. Petersburg)* |
| 55. Miscellaneous | *\_\_\_\_* | *\_\_\_\_* |  |
| 56. Miscellaneous | *\_\_\_\_* | *\_\_\_\_* |  |

**MAIN RESEARCH: 4. BRND**

**19. Which phrase best describes your attitude to the BRND brand??**

1. I try to buy products mainly of this brand

2. Sometimes I buy products of this brand

3. I usually don't pay attention to the products of this brand

4. I try to avoid the products of this brand

5. I don't know anything about this brand

*The Only Choice*

show either from "1" to "5" or from "5" to "1"

**20. Have you seen any of these BRND products in the store?**

**Check the ones that are familiar to you.**

1. Figure 2

2. Figure 3

3. Figure 4

4. Figure 5

5. Figure 6

6. Figure 7

7. Haven't come across any of these products – exclusive

*Multiple choice.*

**21. What do you think about the name "BRND""?**

*Multiple choice.*

1. Small Manufacturer

2. Large Manufacturer

3. Eco-Friendly Products

4. A Russian company

5. Foreign company

6. A new, modern company

7. Time-tested manufacturer

8. Delicious Dairy Products

9. High Quality Dairy Products

10. Low-quality dairy products

11. Unnatural, chemical composition

*drag&drop*

*Multiple choice. Rotation of variants. The only choice of paired amonymic characteristics: 1 and 2; 4 and 5; 6 and 7; 9 and 10; 9 and 11.*

**MAIN RESEARCH: 5. ABOUT ME**

**E1. In conclusion, we would like to ask a few questions about you.**

**How many people, including YOU, live in the same apartment/house with you?**

\_\_\_\_\_\_\_\_\_

*Input limit: 15, only numbers can be entered.*

**E2. Do you have children under the age of 18?**

**1. Yes**

**2. None**

**D 2.1. How many children under the age of 18 do you have?**

Quantity:\_\_\_\_\_\_\_

(Set if there are children, no limitations, only numbers)

**D 2.2 Please indicate the age of the youngest child.**

\_\_\_\_\_\_\_years\_\_\_\_\_\_\_months

(Set if the value in 2.1 is greater than 0, only digits, no limitations)

**D3.Do you have pets at home?**

**3.1 Cat/Cat**

**3.2 Dog**

**3.3 Other \_\_\_\_\_**

**3.4 No Pets**

*Multiple choice for options 3.1, 3.2, 3.3. If 3.4 is selected, no other options can be selected.*