

## JOURNALISTS

You are invited to participate in a survey to understand the perception and awareness of nutritional supplement companies and direct selling companies.

As a thank you for participating, we will be pleased to make a donation of €50 to the charity of your choice.

The survey is conducted by an independent consultancy ReputationInc. Your answers will be strictly confidential.

Thank you very much for your time.

- 1. Please state to what extent do you agree with these statements about nutritional supplements:** (scale 1-5 where 1=Strongly disagree and 5=Strongly agree + Pass):

a. I generally trust nutritional supplements.	
b. Nutritional supplements are relevant to maintain well-being in hectic lifestyles.	
c. Nutritional supplements can be effective in weight management.	
d. Nutritional supplements help to achieve better sport performance.	
e. Nutritional supplements enhance concentration.	

- 2. Which nutritional supplements providers are you aware of?** Open-ended, aim to get at least 5
- 3. In your opinion, who is the leading food supplements provider? 3a. Which other food supplement providers would you describe as “leading”**
- 4. Why do you think this company is the leading provider of food supplements?** Open-ended
- 5. What do you see as potential risks and threats to companies in the nutritional supplements industry?** Open-ended
- 6. How favourable is your opinion of COMPANIES IN GENERAL that sell their products through direct selling model?** (Scale 1-5 from 1 = Very unfavourable to 5 = Very favourable)
- 7. How favourable is your opinion of FOOD SUPPLEMENT COMPANIES that sell their products through direct selling model?** (Scale 1-5 from Very unfavourable to Very favourable)

**8. Please state to what extent do you agree with these statements about direct selling/multi-level marketing companies:** (Scale 1-5: 1= Strongly disagree to 5- Strongly agree + Pass)

a. Direct selling business model is sustainable.	
b. Direct selling business model is transparent.	
c. Direct selling business model is a business opportunity for young entrepreneurs.	
d. Direct selling companies enable flexible career opportunity for distributors.	
e. Direct selling companies enable distributors to earn sustainable income.	

**9. How would you rate the performance of the following nutritional supplements providers in the following areas?** (Scale of 1-5, where 1 = very poor performance and 5 = very good performance + Pass) – use the LEADING COMPANIES journalist mentioned in QUESTION 3 + probe X (as second or third company)

			X	
They offer good-quality products.				
They are a leading producer of nutritional supplements.				
They are a scientific company.				
They are an ethical company				
They are a trustworthy company.				

**10. What is the first thing that comes to mind when you think of X?** Open-ended + ‘I have never heard of X’ IF ‘Never heard’ GO TO END

**11. Are you aware of X Family Foundation? Yes/No. 11a. If yes, what do you know and think about about the X Family Foundation?**

**12. Are you aware of X sport sponsorship projects? Yes/No. 12a. If yes, what sports do X sponsor?.**

**13. Please state to what extent you agree with these statements** (scale 1-5 from 1=Strongly disagree to 5=Strongly agree + Pass):

a. X has strong leaders.	
b. X is a well-managed company.	
c. X makes a positive social and economic impact in the communities and countries in which it operates.	
d. X is committed to bringing good nutrition to underprivileged children.	
e. X improves the life of orphans around the world.	
f. X is responsive to the concerns of the communities in which they operate.	

**14. Please state to what extent you agree with these statements** (scale 1-5 from Strongly disagree to Strongly agree + Pass):

a. X's products are healthy.	
b. X's products are nutritious.	
c. X's products work.	
d. X's products are backed by scientific research.	
e. X's products are endorsed by doctors.	

**15. Overall, how favourable is your general impression of X?** (scale 1-5 from Very unfavourable to Very favourable)

**16. Can you please describe your impression of X in more detail?**

**THANK AND CLOSE**