

## **Example Questionnaire**

(1) How old are you?

0-16

17-25

26-35

36-45

45-59

60+

(2) Gender

Male

Female

(3) What is your occupation?

(4) Where do you live

(5) What is your current status?

At school

Working full-time

Working part-time

Unemployed

Retired

(6) Marital status?

Married

Divorced

Single

In a relationship

## **Product**

(7) Would you be interested in trying a new chocolate bar?

Yes

No

(8) How often do you buy chocolate bars?

0-3 times a week

4-6 times a week

7-9 times a week

10+

(9) What's your favourite brand of chocolate bar?

Cadbury

Nestle

Other (please state)

(10) How much would you be willing to pay for a standard size bar of chocolate (eg mars bar)?

0-30p

30-50p

50-70p

70p+

(11) Which of these fillings do you prefer in a chocolate bar?

Toffee

Nuts

Fruit

Biscuit

Chocolate

Other (please specify)

Caramel

(12) Where do you usually buy chocolate bars? (tick all that apply to you)

Newsagents

Supermarkets

Vending machines

Petrol stations

Off licence

Other (please state)

(13) Where do you currently purchase chocolate?

Newsagents

Supermarkets

Vending machines

Petrol stations

Off licence

(14) What chocolate do you buy now?

## **Advertising**

(15) What form of advertising draws your attention most?

TV

Radio

Posters

Free Samples

Leaflets

Newspaper

Other (please state)

(16) What special offers do you prefer?

Buy one get one free (BOGOF)

50% extra free

Buy two for the price of one

Other (please state)

(17) What is it that attracts you to trying a new chocolate bar?

Price

Packaging

Recommendation from friends or family

Picture of the product on an advert (eg TV advert)  
Other (please state) Free samples

(18) Would you be interested in trying a new  
Chocolate bar  
Yes  
No

Extended Questions (allowing for open ended answers)

- (1) You said in the questionnaire that your favourite chocolate bar was ..... Why is this your favourite chocolate bar?
- (2) Do you usually try new chocolate products on the market as a matter of course or do you have to be attracted in some other way?
- (3) Are you adventurous with food generally? Why?
- (4) Do you consider health implications before buying chocolate (ie the fat and sugar content)?
- (5) Does the price dictate what chocolate bar you buy? eg do you go for the cheapest offers or are you prepared to pay more for a better quality product?
- (6) Why is it that the form of advertising you stated on the questionnaire draws your attention most?
- (7) Are you more likely to try a new product from a well established brand name than an un-established brand name? Why?
- (8) Do you tend to stick to buying the products of one brand name or do you buy from several brand names?