

## STUDY DETAILS

- **Project Name:**
- **Market(s):**
- **Type:** IDI/ FGD-x
- **Length:** min
- **Recruits:** n= (+ ... backups)
- **Additional info/ screening criteria:**
- **Timing:**

## SCREENING QUESTIONS

We are contacting you today from Discuss.io to see if you qualify to participate in a paid online research study taking place within the next week. This research will be conducted online using a webcam and will take no more than **X** minutes of your time for which you will be compensated **\$** through your choice of many gift cards being offered. During this online discussion, you will be able to share your in-depth opinions on a variety of important consumer issues to help guide us in making a better product.

Would you like to continue?

- 1) Yes
- 2) No **TERMINATE**

## STANDARD DEMOGRAPHICS

D1. Are you or any member of your immediate family currently employed in any of the following industries or occupations? (select all that apply)

- 1) An insurance company, insurance agency, or as an insurance broker
- 2) Advertising or public relations **TERMINATE**
- 3) Marketing or market research **TERMINATE**
- 4) A bank or other financial institution
- 5) Company that manufactures or sells **STUDY SPECIFIC** product **TERMINATE**
- 6) Company that manufactures or sells **STUDY SPECIFIC** product **TERMINATE**
- 7) None of the above

D2. What is your gender?

- 1) Male
- 2) Female
- 3) Other (please specify \_\_\_\_\_)

4) Prefer not to say **TERMINATE**

D3. What is your age?

- 1) Less than 18 years old
- 2) 18-24 years old
- 3) 25-34 years old
- 4) 35-45 years old
- 5) 46-54 years old
- 6) 55 years and above **TERMINATE**

D4. Are you a **STUDY SPECIFIC** citizen?

- 1) Yes – By birth
- 2) Yes – By naturalization (not by birth but relocated after birth) **TERMINATE**
- 3) No **TERMINATE**

D5. What is your current employment status?

- 1) Full-time student
- 2) Part-time student
- 3) Full-time employed
- 4) Part-time employed
- 5) Not employed
- 6) Retired
- 7) Homemaker/Housewife

D5.1. What is/was your current occupation? \_\_\_\_\_

**REMOVE THIS QUESTION IF NOT REQUIRED**

This research might potentially include the processing of sensitive personal information (including but not limited to questions around your ethnical backgrounds), in order for us to process this data, we would need your consent, are you okay with this?

- a) Yes
- b) No

D6. What do you consider to be your race or ethnicity? **please adjust based on the country in scope**

- 1) Caucasian/White
- 2) African American
- 3) Asian/Pacific Islander
- 4) Native American
- 5) Other (Please Specify) \_\_\_\_\_
- 6) Don't know
- 7) Prefer not to answer (Go to D7)

D6.2. **[US ONLY]** Are you of Hispanic origin or heritage?

- a) Yes
- b) No

**FOR EUROPE, DO NOT ASK UNLESS THERE IS A SPECIFIC REASON FOR IT**



This research might potentially include the processing of sensitive personal information (including but not limited to questions around your ethnic background) due to the purpose of **[Include a note about why there is a need to capture ethnicity in this project]**, in order for us to process this data, we would need your consent, are you okay with this?

- c) Yes
- d) No

D6. What do you consider to be your race or ethnicity? **please adjust**

- 1) Caucasian/White
- 2) Black
- 3) Asian/Pacific Islander
- 4) Other (Please Specify) \_\_\_\_\_
- 5) Don't know
- 6) Prefer not to answer (Go to D7)

D7. Please mention the languages you speak fluently. **(NOTE: Check quotas to see if session is in local language or in English) - Multiple select please put all in languages in session sheets**

- 1) English
- 2) Spanish
- 3) French
- 4) German
- 5) Portuguese
- 6) Hindi
- 7) Other \_\_\_\_\_

D8. What is your annual household income?

**INSERT INCOME QUESTION PER MARKET -**

D9. What is your Family situation?

- 1) Single living with parents
- 2) Single living with flatmates
- 3) Single living alone
- 4) Single with kids
- 5) Living with significant other (live-in relationship)
- 6) Married/cohabiting, with kids
- 7) Married/cohabiting, without kids
- 8) Other (Please Specify) \_\_\_\_\_

**ADD ONLY IF REQUIRED**

D9a. How many children under 18 do you have living in your home?

- 1) 0
- 2) 1
- 3) 2
- 4) 3
- 5) 4+

D9b. And what are the ages of your children?

- 1) Record numbers: \_\_\_\_\_



- 2) Record numbers: \_\_\_\_\_
- 3) Record numbers: \_\_\_\_\_

D9c. Which of the following best describes your highest level of education?

- 1) Some high school **TERMINATE**
- 2) Graduated high school
- 3) Some college
- 4) College graduate
- 5) Some Post graduate
- 6) Post graduate degree
- 7) Refused **TERMINATE**

D10. Have you ever taken part in a group discussion, a weblog or interview for the purposes of market research?

- 1) Yes **GO TO D11**
- 2) No **GO TO ARTICULATION & CREATIVITY QUESTION**

D11. When was the last time that you took part in such a group discussion, weblog or interview?

- 1) Less than a month ago **TERMINATE**
- 2) 2-3 months ago **TERMINATE**
- 3) 4-6 months ago **TERMINATE**
- 4) More than 6 months ago

D12. What subjects have you been interviewed on before? Write in \_\_\_\_\_

**CLOSE IF RELATED TO STUDY SPECIFIC**

### ARTICULATION AND CREATIVITY QUESTION

D13. Select each of the following statements you agree with:

- 1) I am open about expressing my thoughts
- 2) I enjoy meeting and talking to new people
- 3) I prefer to spend my free time alone **TERMINATE**
- 4) I think I am creative
- 5) When I meet people for the first time, I'm shy and do not talk much **TERMINATE**

**MUST SELECT MINIMUM 1 OF THE 3 REQUIRED STATEMENTS**

### STUDY SPECIFIC QUESTIONS

**ADD YOUR STUDY SPECIFIC QUESTIONS HERE – EG. BELOW:**

Q1. Which...?

- 1) Option A
- 2) Option B



3) Option C **TERMINATE**

**RECRUIT A MIN. OF 2 RECRUITS WHO SELECTS OPTION B**

Q2. ...

Q3. ...

## TECHNICAL QUESTIONS

T1. To successfully participate in this discussion, you must have either a Chrome or Firefox browser installed on your computer. Which browser(s) do you currently have installed on your computer? (MA)

- a) Google chrome **GO TO T3**
- b) Mozilla Firefox **GO TO T3**
- c) Internet explorer
- d) Safari
- e) Opera
- f) Other \_\_\_\_\_

T2. Would you be willing to install either a Chrome or FireFox browser on your computer?

- a) Yes, I would be willing to install Chrome or FireFox
- b) No **TERMINATE**

T3. Because this is a webcam based interview, you will need a webcam. Please let us know if you currently have a webcam.

- a) I have a working webcam built into my computer/laptop
- b) I have a working webcam that can be plugged/attached to my computer/laptop
- c) I do not have a webcam **TERMINATE**

T4. During your discussion, it is recommended that you use a headset or earbuds that include a microphone. Please let us know if you currently have a headset or earbuds.

- a) I have a working headset with a microphone included
- b) I have working earbuds with a microphone included
- c) I do not have a headset or earbuds with a microphone **TERMINATE**

## INVITE

Based on your answers, you sound exactly like the type of person we'd like to include in our study! I'd like to invite you to participate in the upcoming X-minute interview. The conversation would be at your home, so it's more informal and comfortable.

There are a few key things that are needed to make your participation a success. Please review the following information carefully.

F1. Your participation takes place online. Please confirm that you can meet the following technical specifications:



- 1) You will be using a laptop or desktop computer
- 2) You have, or are willing to install, Chrome or Firefox as your browser for the session
- 3) You have a working webcam that is either built in or attached to your computer/laptop
- 4) In addition to accessing by computer, at the same time you might also need to be called into a conference line using a mobile phone or landline
- 5) You will need to be able to participate uninterrupted, and from a quiet place

F2. Are you still willing to participate in our study?

- 1) Yes
- 2) No **TERMINATE**

## ADVERSE EVENTS

**IF APPLICABLE ADD ADVERSE EVENTS HERE**



## Audio/Video Consent

### Confidentiality and Audio/Video Consent – Please read and acquire verbal consent.

Discuss.io is conducting market research on behalf of our client during the period [Insert Time] concerning certain new products and product ideas for the discussion in which you have agreed to participate. In the course of the Market Research, the Agency will disclose to you certain confidential and proprietary information.

The Confidential Information may include, for example, the features, characteristics, look, feel, taste and image of the products and product ideas that the Agency will present to you in the course of the Market Research.

Additionally, as part of the research, during your session, you will be video and/or audio recorded. These recordings will be used by the company commissioning the research for market research purposes only. In addition, some customers may choose to send participant data stored in Discuss.io to third-party integrations such as Big Sofa Technologies Group PLC. Anything you say will be treated confidentially. At no time, will your details be passed on to a third party without your explicit written consent to do so. Furthermore, some clients may opt to move interview recordings to repositories managed by third parties. As part of this process, no contact information is transferred unless explicit permission for such a transfer has been given by you.

By Agreement, you acknowledge and agree:

- to hold all Confidential Information in strict confidence and to refrain from using any Confidential Information for your own or any third party's benefit, or in any other manner;
- not to disclose to any third party that our client is interested in the subject matter of the Market Research; and
- that said client is the proprietary owner of the products and product ideas subject of the Market Research and that you have no indirect or direct right or title therein or thereto

If you agree to participate and **arrive 15 minutes early**, you will receive \$?? in appreciation for your time and opinions. Is this something you are willing and able to do?

- 1) Yes
- 2) No **TERMINATE**

## CHINA ONLY

### Consent for the Cross-Border Data Transfer

Some personal information listed above is systematically recorded in this survey and temporarily stored on the following servers outside of China. The stored personal information shall be used only for the purpose of conducting and administering the survey. The stored personal information shall only be used



to administer the survey and shall not be used for any other purpose or provided to any third party without your prior consent.

Data Processor: **Discuss.io Inc**

Type of Personal / Sensitive Information to be collected on the survey: **Name, Video, Image, Audio, Email Address, IP Address, information collected by tracking technologies such as cookies.**

Location of Server: **United States**

Location of Company that may process the Personal / Sensitive Information: United States

Period of storage of the Personal / Sensitive information: **Up to 3 years.**

If you have any questions about the management of Personal / Sensitive information or other inquiries regarding this survey, please contact us at [privacy@discuss.io](mailto:privacy@discuss.io)

Have you read through and do you accept the declaration above?

-Yes

-No → **Screen Out**

