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Job Name: Xmas Chocolate Displays 50 visits per store

Start: 15 Dec 2025 at 8 a.m. BST/GMT
End: 22 Dec 2025 at 3:33 p.m. BST/GMT

What

Agent Instructions:

This job is for people who are planning to buy chocolate for Xmas as a gift or just to enjoy at home with friends and family. Please don't accept this job if you are not planning to buy Chocolate this Xmas

We would like you to **go to the store listed** and give us some feedback on what you think of the Xmas displays for chocolate for buying for sharing and also as gifts.

Please take a look around the store and photograph any interesting Xmas Chocolate displays you spot, then we'd like to know what you think is really special and would be most likely to buy and why

In this job we'd like you to take some photographs and a short video so please do not accept this job unless you're happy to do so.

And please remember to take your headphones and mic with you to use when you are doing the video.

There are quite a lot of Photos in this job so when you finish the job please make sure you have a good wifi or 4g/5g data connection when you upload the job.

Please remember, as always it's your honest feedback we're looking for, there are no right or wrong answers. If asked to give your opinion it will be helpful if you could tell us as much as possible - more than one word answers :)

And be assured (in line with the Market Research Society code of conduct) your personal data will not be shared with any third party.

Happy Xmas from the Field Agent UK Team

Q1
Instructions A few questions before you enter the store
Question: Message: A few questions before you enter the store...

Question Type: Message

Q2

Instructions

Question: What sort of occasion are you planning to buy Xmas Chocolates for? (please tick all that apply)

Question Type: Choose Multiple, answers randomized

Answer Options

- Not buying Chocolate for Christmas
- Sharing with friends
- Sharing with family
- TV Nights
- Party/Gathering
- Specific Occasion (e.g. Christmas Day)
- As a present/gift
- Stocking Filler
- Other

Explanation Type: Optional
If "Other" please specify

Skip Logic



1. If answer is not equal to "Not buying Chocolate for Christmas", jump to question #4

Q3

Instructions

Question: Why are you not planning to buy Chocolate this Xmas ?

Question Type: Free Form

Skip Logic



1. Always jump to end

Q4

Instructions

Question: How much do you expect to spend this year compared to last year in buying chocolate for Christmas either as a gift or for sharing ?

Question Type: Matrix

Questions: Choose One

- Sharing with family/friends
- Gifting

Answer Options

- Less than last year
- About the same
- More than last year

Q5

Instructions

Question: Which of the following best describes your attitude to shopping for Chocolates at Xmas, before you go into the store?

Question Type: Choose One

Answer Options

- Know what you will buy - type of product and brand
- Know what you will by type of product but open to which brand
- Look for spontaneous and impulsive ideas

Explanation Type: Required
Tell us why you answered the way you did.

Q6

Instructions

Question: How important are the following factors in choosing what chocolate to buy as a CHRISTMAS gift ? (Please choose your top 5)

Question Type: Choose Multiple, answers randomized

Answer Options

- Price
- Promotional Offers
- Assortment/ variety of chocolate
- Packaging style/design
- Type of Chocolate
- Taste
- Size of Box/Tin/Tub
- Environmentally friendly packaging
- Brand Name
- Organic
- Plant-Based
- Low-Fat/Healthier
- New Product
- Special for Christmas

Q7

Instructions

When you enter the store please head towards the **Seasonal Gifting** Aisle and have a general look arround for **any Stand Alone displays** selling Chocolate

Question: Before you head into the store please take a photo of the front of the store

Question Type: Picture
Minimum Pictures Required: 1
Maximum Pictures Allowed: 1

Q8

Instructions

When you enter the store please take a look around the store and see if you spot any **standalone displays of Xmas Chocolates like examples below**







Question: Can you see any stand alone Xmas CHOCOLATE displays like the example above? (Do not include chocolates in the main Chocolate display area or seasonal displays)

Question Type: Yes / No

Skip Logic

1. If answer is equal to "N", jump to question #19

Q9

Instructions

Examples of stand alone Xmas CHOCOLATE displays like the example below. Do not include chocolates in the main Chocolate display area or Seasonal Aisles



Question: Please take photos of all the STAND ALONE Xmas Chocolate displays you see arround the store

Question Type: Picture
Minimum Pictures Required: 1
Maximum Pictures Allowed: 10

Q10

Instructions

Question: Did you see any products on a STAND ALONE display that you would be likely to buy for Christmas?

Question Type: Yes / No

Skip Logic



1. If answer is equal to "Y", jump to question #12

Q11

Instructions

Question: Why would you not buy a product from the Standalone display

Question Type: Free Form

Skip Logic



1. Always jump to question #19

Q12

Instructions

Question: Did you see any products that would encourage you to spend a "little bit extra" because it looked special?

Question Type: Yes / No

Skip Logic



1. If answer is equal to "N", jump to question #15

Q13

Instructions

Question: Please take a photo product that would encourage you to spend a "little bit extra" because it looked so special?

Question Type: Picture

Minimum Pictures Required: 1
Maximum Pictures Allowed: 1

Q14

Instructions

Question: Please describe what made this product special and would encourage you to spend "a little bit extra"

Question Type: Free Form

Q15

Instructions

Thinking about all the products on the display please tell us about the product you would be most likely to buy

Question: Please take a close up photo of the product you would be most likely to buy from a STAND ALONE display

Question Type: Picture
Minimum Pictures Required: 1
Maximum Pictures Allowed: 4

Q16

Instructions



Question: Please take a close up photo of the BAR CODE like the above example of the product you would be most likely to buy

Question Type: Picture

Minimum Pictures Required: 1
Maximum Pictures Allowed: 1

Q17

Instructions

Question: Please name the Brand / product that you have chosen to buy

Question Type: Free Form

Q18

Instructions

Question: Why did you choose to buy this product

Question Type: Free Form

Q19

Instructions

Now, we would like you to head for the **SEASONAL GIFTING** area of the store and look out for chocolate on display, like the examples below.



Question: Message: Now, we would like you to head for the SEASONAL GIFTING area of t...

Question Type: Message

Q20

Instructions

Now we would like you to count the number of bays selling Xmas Chocolate gifts like the example below,

1 bay is the area in the green box



Question: How many bays of XMAS chocolate did you notice in the Seasonal gifting Aisle ?

Question Type: Count

Q21

Instructions

Now we would like you to walk down the **SEASONAL GIFTS** aisle selling Xmas Chocolates and take a photograph of each bay like the examples below please try and **take the full bay** and not include any people in your photo if possible :)

You are about to take pictures of each individual bay selling CHOCOLATE

1. Once you have located the Aisle selling CHOCOLATE for XMAS , you must begin to take pictures of each individual bay.

2. Start from very LEFT of the aisle, and move all the way to the RIGHT (until there are no longer SPIRIT products being sold).

3. Ensure each photograph captures the WHOLE bay. You may have to step back to ensure this. It MUST look something like this:

Your photo MUST be taken HEAD ON . If it isn't, your job may be denied.

5. Once you have taken a picture of the first bay, you should move RIGHT to the next bay and repeat.

6. Each photograph should overlap by around 20 centimetres (this is so we can confirm continuity).

PLEASE be patient and avoid including other Shoppers in your photos

Example of how to take the bay photos



Question: Please take a photo of all the bays selling XMAS Chocolates like the examples above

Question Type: Picture
Minimum Pictures Required: 1
Maximum Pictures Allowed: 25

Q22

Instructions

Question: Please take a photograph of the Xmas Chocolate display that you think has the greatest impact

Question Type: Picture

Minimum Pictures Required: 1
Maximum Pictures Allowed: 3

Q23

Instructions

Question: Which brand had the greatest impact in the seasonal gifting aisle?

Question Type: Free Form

Q24

Instructions

Question: Why did this brand stand out the most ?

Question Type: Free Form

Q25

Instructions

Question: How likely would you be to buy a product for sharing with family and friends

Question Type: Slider

Explanation Type: Required

Please tell us the reason for your score

Skip Logic

1. If answer is greater than or equal to "6", jump to question #27



Q26

Instructions

Question: Why would you not be likely to purchase a product for sharing with familiy and friends

Question Type: Free Form

Skip Logic



1. Always jump to question #35

Q27

Instructions

Question: Can you see any products that would encourage you to spend a "little bit extra" because it looked special?

Question Type: Yes / No

Skip Logic



1. If answer is equal to "N", jump to question #30

Q28

Instructions

Question: Please take a photo product that would encourage you to spend a "little bit extra" because it looked so special?

Question Type: Picture

Minimum Pictures Required: 1
Maximum Pictures Allowed: 1

Q29

Instructions

Question: Please describe what made this product special and would encourage you to spend "a little bit extra"

Question Type: Free Form

Q30

Instructions

Looking at all the products on display please tell us what you would buy and why ?

Question: Please take a CLOSE UP photograph of the product you would buy for sharing with family and friends

Question Type: Picture
Minimum Pictures Required: 1
Maximum Pictures Allowed: 3

Q31

Instructions



Question: Please take a close up photo of the BAR CODE like the above example of the product you would be most likely to buy

Question Type: Picture

Minimum Pictures Required: 1
Maximum Pictures Allowed: 1

Q32

Instructions

Question: Please confirm what brand/ product would you choose to buy for sharing with FAMILY and FRIENDS ?

Question Type: Free Form

Q33

Instructions

Question: Why did you choose to buy this brand /product

Question Type: Free Form

Q34

Instructions

Question: How important are the following factors in choosing what chocolate to buy for SHARING with FAMILY and FRIENDS at Xmas ? (Please choose your top 5)

Question Type: Choose Multiple, answers randomized

Answer Options

- Price
- Promotional Offers
- Assortment/ variety of chocolate
- Packaging style/design
- Type of Chocolate
- Taste
- Size of Box/Tin/Tub
- Environmentally friendly packaging
- Brand Name
- Organic
- Plant-Based
- Low-Fat/Healthier
- New Product
- Special for Christmas

Q35

Instructions

Question: How likely would you be to buy a product for "Gifting"

Question Type: Slider

Skip Logic



1. If answer is greater than or equal to "6", jump to question #37

Q36

Instructions

Question: Why would you not be likely to buy a product for gifting

Question Type: Free Form

Skip Logic

1. Always jump to question #46

Q37

Instructions

Question: Can you see any products that would encourage you to spend a "little bit extra" because it looked special?

Question Type: Yes / No

Skip Logic

1. If answer is equal to "N", jump to question #40

Q38

Instructions

Question: Please take a photo product that would encourage you to spend a "little bit extra" because it looked so special?

Question Type: Picture

Minimum Pictures Required: 1
Maximum Pictures Allowed: 1

Q39

Instructions

Question: Please describe what made this product special and would encourage you to spend "a little bit extra"

Question Type: Free Form

Q40

Instructions

Now we'd like you to choose an Xmas Chocolate for a GIFT considering all the products you can see on display

Question: Please take a close up photograph of the brand/product you would buy as a GIFT

Question Type: Picture
Minimum Pictures Required: 1
Maximum Pictures Allowed: 3

Q41

Instructions



Question: Please take a close up photo of the BAR CODE like the above example of the product you would be most likely to buy

Question Type: Picture

Minimum Pictures Required: 1
Maximum Pictures Allowed: 1

Q42

Instructions

Question: Please confirm what brand/product would you choose to buy as a Christmas GIFT

Question Type: Free Form

Q43

Instructions

Question: Why would you choose this brand to buy ?

Question Type: Free Form

Q44

Instructions

Question: How important are the following factors in choosing what chocolate to buy as a CHRISTMAS gift ? (Please choose your top 5)

Question Type: Choose Multiple, answers randomized

Answer Options

- Price

- Promotional Offers
- Assortment/ variety of chocolate
- Packaging style/design
- Type of Chocolate
- Taste
- Size of Box/Tin/Tub
- Environmentally friendly packaging
- Brand Name
- Organic
- Plant-Based
- Low-Fat/Healthier
- New Product
- Special for Christmas

Q45

Instructions

Question: How easy was it to choose a particular chocolate to buy for as a Christmas GIFT

Question Type: Slider

Explanation Type: Required

Tell us why you answered the way you did.

Q46

Instructions

Question: Overall how could the displays for Chocolate for Christmas be improved and make you more likely to buy more chocolate for Xmas

Question Type: Free Form

Q47

Instructions

Finally we would like to invite you to do a short video, giving us some feedback on the Xmas Chocolate Displays you have **seen in any part of the store.** Please go to the best display and tell us :-

- Displays you particularly like and tempt you to buy Chocolate for Xmas
- What product you would choose to buy as a **gift or for sharing with friends and family** and why
- How could the Xmas Chocolate gifts on display be improved and be more tempting to buy

Please point the camera at items you are highlighting and talk us through what you think, **and remember to use your headset and mic :)**

Question: Please take a video of the best Chocolate display you have seen anywhere in the store answer the above questions

Question Type: Video