GfK

INSTRUCTIONS FOR THE INTERVIEWERS. PLEASE, READ CAREFULLY

Main objective of the investigation

The main objective of this research is to collect the opinion among the visitors (buyers and non-buyers) of the Dufry stores of 28 airports over the world.

Main variables to be tested along the survey are:

- Customer profile/habits of the visitors:
- Frequency of the trips (flights/year)
- Purpose of the travel (leisure/business)
- Destination (country of destination)
- Reason for visiting the store (main reasons for buying or main reasons for browsing if the customer is not a buyer)
- Level of satisfaction of their visit.
- Total expenditure at the store and by category

Guide of the research

From Gfk Spain, we have done a master questionnaire with Dufry (the client of this market research).

We have done the questionnaire in English and translated into different languages depending on the country. The language of the survey will depend on the interviewer.

Please, the **interviewer should approach all kind of passengers as we need to get a representative sample**. We will control the quotas every day in order to transmit to the interviewers where do they have to focus their efforts on. Therefore, it is important that you have into account our indications about quotas and control variables.
VERY IMPORTANT: Buyer/Browser quota, as well as nationalities, MUST BE achieved well compensated during the whole fieldwork. Do not approach any target in particular unbalancing the rest of them.

The interviewer will have to pay attention to all the notes indicated in each question, where they can check if they have to read the options or if it is a spontaneous answer.

Interviewers **may NOT carry out the interview to a passenger whilst walking them to their gate**, the interviewers must remain at the store exit.

Guide for the interviewer

IMPORTANT:

- All interviewers have to read this document before the beginning of the fieldwork (surveys) and all the details included in it. Please, if you had doubts or questions about the questionnaire, let us know as soon as possible.
- Interviewers are expected to follow the following behaviour code:
  o Interviewers must not chew gum when carrying out the interviews.
  o Interviewers must not play on their phones or check other apps (i.e: Whatsapp) during their shift.
  o Interviewers must not chat with the staff.
  o Interviewers must not ask for the passenger's nationality at the store's check out.

- o Interviewers must present good appearance in terms of clothing during their shifts.
- **Please the prior days before arriving to the airport check the link of the survey in your device (Tablet Android or Apple) to be sure you understand the flow of the survey.**
- You must use <u>Interviewer code "nº 200"</u> to do all the trials you need.
- Regarding questions that contain code lists: please we recommend if you try to memorize the answer options so you could select the response as soon as traveller answers.
- Also, you could indicate the option **"Others (specify___)"** and write details of his/her answers, please always write them down in English or Spanish.
- The devices you can use for the interview are:
  - o If you are doing the survey **Offline**: Smartphone or Tablet with Operative system: **ANDROID version 5.0 or higher (YOU HAVE TO SYNCRONIZE THE DEVICE AT LEAST TWICE A DAY)**
  - o If you are doing the survey **Online**: Any device with internet connexion.

- If you decide to work without an internet connection (offline), you will have to download the Confirmit Software for working in the airport.
- We have prepared a manual that explains how you can install the software in your devices.
- **Interviewers are asked to achieve the set quotas in a balanced way, in other words, trying to distribute the business-leisure, nationality and buyer-browser proportion throughout the fieldwork duration. If the proportion in the buyer-browser quota continues to present great unbalance by the third day of fieldwork, interviews will be subject to elimination and may not be paid to the provider (if headquarters decide not to pay for such).**

Details

The 3 first questions that will appear on screen will be:

- Interviewer number: each interviewer will have some codes. You must use the codes we have assigned you. Please, you can use the <u>code nº 200 for doing any trial</u>.
- Airport and Terminal: select the airport and terminal where you are doing the interview. Please do not ask to the respondent.
- Language of the survey: should be according to the respondent language and the country where interview is taking part.
- All the answers for open questions must be submitted in **English** or **Spanish**.

INTRODUCTION

Filters to understand the base for some questions:
- **NVDU=1: only airports with Non-Visitors** → I02= 81, 102, 302, 601, 602, 1401, 1801, 1802, 2001, 2002, 2201, 4401
- **DEPDU=1: only departure airports** → I02= 15, 46, 53, 60, 74, 81, 82, 83, 101, 102, 103, 104, 201, 202, 301, 403, 601, 602, 801, 802, 803, 804, 805, 903, 904, 1301, 1302, 1401, 1701, 1801, 1802, 1805, 1901, 2001, 2002, 2003, 2201, 2602, 2603, 4401, 4702, 4801, 6201, 6801
- **SELFCHEDU=1: airports with self-checkout tills** → I02= 15, 74, 101, 102, 103, 104, 201, 202, 301, 601, 602, 801, 802, 803, 804, 1401, 2001, 2002, 2003, 4401, 6801, 6802
- **USADU=1: airports in the USA** → I02= 46, 4702, 4801

The first part of the questionnaire relates to the visitor profile:

- **S01:** Nationality. If the respondent does not know or does not want to say his nationality: do not continue with the interview (end of interview). In case that the respondent is Spanish, please, specify if they are from The Canaries or not.
- **A33.1**: Spontaneous answer. Select the country of residence. Please in case the respondent resides in Spain, specify Canary Islands or Peninsula/Balearics.
- **S02:** Gender (do not ask. Just note)
- **S03**: Age (if the respondent is under 18 -> end of interview)
- **S03INT**: (Prefer not to answer their age) Age range (fill with approximate age. If the respondent is under 18 -> end of interview)
- **BCN1:** (Only in I02=9 → BCN) Returning to the DF store
- **S040:** Purpose of the travel (leisure and/or business).
- **BTY1:** Luggage management (Check-in / Carry-on / No luggage)
- **BTY1b:** Sense of relief after check-in and security (Being 1 "Strongly disagree" and 5 "Strongly agree")
- **A34**: Number of flights in the last 12 months.
- **A34_INT**: (Only for I02=76 →) Indicate number of international flights regarding question A34. The answer must be between [0- number of flights mentioned in A34].
- **A33** (Buyer, Browser and Non-Visitor): Spontaneous answer. Ask the country of destination. Firstly, the continent will appear followed by the different countries. Please, do not ask the continent, only the country. In case that the respondent´s final destination is Spain, please, specify if the Canaries or not.
- **A38.** (Only in I02= 4, 4, 7, 7, 15, 15, 15, 16, 16, 16, 22, 22, 22, 44, 46, 46, 46, 46, 47, 94, 94, 94, 94, 94, 115, 137 → APAC Buyer, Browser and Non-Visitor): We want to know whether the flight the respondent is taking is to return home, arrive at or return from his or her travel destination.
- SEGM: Degree of agreement with the purpose of the trip
- **A14.1.** (Buyer and browser): We ask how often the respondent purchases in DF Stores at the airport when he / she flies.
- **S05** – filter question: This question is very important. The answer will determine the interview (filters, survey flow…). Please, pay attention to the definitions of the 3 groups:

TARGETS OF THE RESEARCH:

- S05=1: **BUYERS** (Quota: Buyers): Travelers who have visited the store and have bought some products.
- S05=2: **BROWSERS** (Quota: Browsers): Travelers who have visited the store, they have taken a look to some products (touch, see the price...) but they have not bought any product.
- S05=4: **NON VISITOR** (Quota Non Visitors): travellers who have visited the store because they have to do it to continue their ways. (Walkthrough shops, i.e. shops in which you have to walk though compulsory). No gender, age or nationality quotas are be applied to this customer profile.

TARGET NON VISITORS (At the airports where it applies)

MAIN QUESTIONNAIRE (1)

NON VISITORS:
A limited number of interviews will be done to this kind of travellers. You should ask the next questions:
- **NAI1.** (Only in I02=81 and NVDU=1 and Non Visitors) Ask the respondent if he / she knows the DF store in Terminal 1A
- **NAI1.** (Only in I02=81 and NVDU=1 and Non Visitors and NAI1=1) Ask the respondent if he / she knows the DF Store is accessible from Terminal 1B and 1C in a 5-minute walk
- **NAI3.** (Only in I02=81 and NVDU=1 and Non Visitors and NAI1=1) Ask the respondent how did he / she know about the DF Store in Terminal 1A

- **A01.** (NVDU=1 and Non Visitors and I02=/=81) Ask the respondent why he / she did not buy or browse on any section at the DF store. (Only for I02=81) Ask for the reasons for not visiting the DF store today. DO NOT READ OPTIONS. INSIST.
- **NAI4** (Only in I02=81 and NVDU=1 and Non Visitors and NAI1=2) Ask if they have seen any communication about the DF store before or while at the airport
- **NAI5.** (Only in I02=81 and NVDU=1 and Non Visitors) Ask the respondent what would it take to walk a few extra minutes to visit the DF store
- **NAI6.** (Only in I02=81 and NVDU=1 and Non Visitors) Ask the respondent if he / she would be willing to visit the DF store if they offered exclusive promotion for passengers from Terminals 1B and 1C
- **NV6**. (NVDU=1 and Non Visitors) Ask if in their opinion, the prices in the DF store SEEM cheaper, the same or more expensive than High Street stores, and if they are cheaper or more expensive ask how much in %. "In your own country" should be interpreted as your residence country /
- **NV7.** (NVDU=1 and Non Visitors) Ask the respondent if any staff member tried to approach him / her.
- **NV8.** (NVDU=1 and Non-Visitors) Ask how often the respondent purchase in DF Stores at the airport when he / she flies.
- **A10.CAT.0** (Only for I02= 79, 80, 81, 82, 83 and Non Visitors): Ask which products he / she would most like to buy in the DF store. READ THE OPTIONS.

VERY IMPORTANT. TARGET: NON VISITORS:
- Sample to reach **n=150** respondents. This extra target (n=150) only should be done in the specific shops or terminals where it applies. We have already noted you previously about this target.
- Please, the **maximum of surveys done is: 30 by day** (all team is considered).

TARGET BUYERS AND BROWSERS:

MAIN QUESTIONNAIRE

Questions **A03-A04-A05**: ask those products and sub-products that the traveller:
- HAS BOUGHT
- HAS VISITED or TOOK A CLOSER LOOK at the category (touch, taste…).
- HAS TAKEN A LOOK BUT HAS NOT WANTED MORE INFORMATION ABOUT IT.
- HAS NOT VISITED: has not seen that kind of product / category.

IMPORTANT:

- Just 1 Answer in each category or sub-category
- Buyer: at least, the respondent should buy 1 product of the 4 key categories (BEAUTY, ALCOHOL, TOBACCO, and CONFECTIONERY) to continue the interview. If not: End of interview.
- Browser: at least, the respondent must have looked to a product of one of the 4 key categories (BEAUTY, ALCOHOL, TOBACCO, and CONFECTIONERY) to continue the interview. If not: End of interview.
- If the respondent has **only bought** local food (Except Busan) or sunglasses or luxury: END OF INTERVIEW.

Next questions:

- **Q03.** (NOWAVEW1'24DU=1 and DEPDU=1): Specify in minutes how far in advance of their flight they arrive at the airport.
- **Q03.2**. (NOWAVEW1'24DU=1 and DEPDU=1): Specify in minutes when their flight takes off.
- **Q04**: (Buyer or browser): Specify in minutes the time spent in DF store that day.
- **Q05**: (Buyer, browser and NOWAVEW1'24DU=1 and DEPDU=1): We ask if the respondent plans to go to the boarding gate and return to the DF store.
- **Q01**: (Only for Spanish airports): Ask if the respondent has visited this DF store before, not counting the actual visit.

- **Q02**: (Have visited this DF store before): Ask when was the last time the respondent visited this DF store.
- **Q01**.1: (Have visited this DF store): Ask if they have noticed any changes in this DF store since the previous visit.
- **Q01.1.a:** (Have noticed changes in this DF store): Ask to specify the specific changes they noticed.
- **Q01.1.b:** (Only for Spanish airports): Ask what they think about this store overall. Open answer.
- **SPN1:** (Only for Spanish airports): Ask if they have seen any gastronomic spaces inside the store.
- **SPN2:** (Only for Spanish airports and SPN1=1): Ask which gastronomic spaces have they seen.
- **SPN3:** (Only for Spanish airports and SPN1=1): Ask which of the options describes best what they did at those establishments
- **SPN4:** (Only for Spanish airports and SPN1=1 and bought from the establishment): Ask what they bought from the establishment
- **SPN5:** (Only for Spanish airports and SPN1=1): Ask what motivated them to buy or consume at those establishments. Open answer.
- **SPN6:** (Only for Spanish airports and SPN1=2): Ask why they did not buy or consume at those establishments. Open answer.
- **Q10.** (SELFCHEDU=1 and buyers): Ask if the respondent used the self-checkout when paying for the products purchased.
- **A06.1.** (Buyers and Browser): Read items and scale where 0 is "Not satisfied at all" and 10 "Extremely satisfied". In the item "Quick to pay at the tills", if the respondent is a browser, you have to ask just perception.
  - One item related to self-checkout are added, which will appear for those who have answered yes in the previous question.
  - Two statements are added for ARN (I02 = 17)

  A06. (Buyers and Browser except in MXP & LIN): Do not read the categories if the respondent answers "Yes" he planned to buy something before arriving to the airport.
- **A08.** (Buyers except in MXP & LIN): Ask if the respondent has bought any products that he did not plan to buy and what kind of products. Do not read the product categories if the respondent answers "Yes" he bought any product that he had not planned.
  - **Questions A06 and A08 related to the only 2 kinds of purchases considered, either you are planned or impulse. If someone answers NO in A06 (meaning that they did not planned the purchase for a particular category), please remind them in A08 that most presumably the purchase was impulsive.**
- **A09.** (Buyers): The interviewer will have to write down the amount of money the respondent have spent. **In some airports, the interviewer will be able to select the currency, make sure that you select the currency said by the respondent**. If not, you will have to ask the local currency to mark it on the list. If local currency is not in the list, please try to convert it and write down. Write the amount with 2 decimals (ex:15.38 CHF/ 14.00 CHF). Please select "Others" and specify the local currency.
- **A10.** (Buyers): Ask the amount of money the respondent has spent by category. The sum of all the categories must be the quantity said before. If the quantity is not the same, a message is noted.
- **A10b.** (Buyers who spent money on Beauty): Asked the respondents to break down the Beauty spending by product types
- **A10.1.** (Buyers): Brands bought. **VERY IMPORTANT TO COLLECT ALL THE DETAILS POSSIBLE AS WE NEED TO KNOW THE EXACT BRAND.** Inside of the category, please select the brand from the list or specify it in Others. Please if you are not sure if the brand corresponds with one on the list, just specify in Other the name and characteristics of it inside the category. (E.g. HAVANA CLUB aged rhum special 5 years). If it is category that is not on the list, just select other and specify the brand (E.g. Luxury, Souvenirs).
- **A10.2** (Buyer and Browser): Missing products. Ask if the respondent was looking for any product but could not find it
- **A10.2A** (Buyer and Browser who did not find a product) Specify the subcategories in which the respondent look for a product and did not find it.
- **A13**: (buyers and browsers) Ask if the respondent if he / she compare prices while shopping at DF shop. READ OPTIONS

- **A14.2:** (Buyer and browser that compared prices): Ask the channel they compared the prices with between the options you read. READ OPTIONS. Emphasize that High Street stores include all shops located on the street, those that are not in airports and that online retailers are all those internet retailers that don't have physical stores, like Amazon.
- **A14.3:** (Buyer and browser that compared prices with High Street stores, other DF in overseas airports, supermarkets or downtown DF stores): Ask in which country was the channel they compared prices with. READ OPTIONS
- **A14.4:** (Buyer and browser that compared prices to High Street stores, supermarkets or online retailers) Ask to which specific retailer have they compared prices. SPONTANEOUS ANSWER
- **A19.5:** (Buyer and browser that compared prices to any channel, except to other DF stores in overseas airports or to channels in their own countries) Ask if in their opinion, the prices in the DF store SEEM cheaper, the same or more expensive than High Street stores, and if they are cheaper or more expensive ask how much in %. "In your own country" should be interpreted as your residence country.

ROUTES FOR BUYERS AND BROWSERS

From questions A15 to A29.2, you will ask for one random category where the respondent has answered BOUGHT (buyer) or BROWSED (browser). Only for the next core categories: TOBACCO, BEAUTY, CONFECTIONERY and ACOHOL. Situations:

- **BUYER**: just one route. They have to answer questions from A15 to A29.2 only once.
- **BROWSER**: just one route. They have to answer questions from A15 to A29.2 only once.

Therefore, we will have to do just one route per questionnaire depending on respondent's

Categories will be selected randomized.

- **A15** (Buyers): DO NOT READ CODES. Spontaneous answers. Reasons for buying. Single answer. If Others you must specify the reason. Please, check/learn the code lists before starting to do the surveys.
- **A16.1** (Buyers) (Do not ask in I02 = Zurich): Ask for whom was the product bought. READ OPTIONS in the shown order.
- **A17** (Browsers): DO NOT READ CODES. Spontaneous answer. The main objective of this question is to know why the respondent did not buy anything. Single answer. If Others you must specify the reason. Please, check/learn the code lists before starting to do the surveys.
- **A17A31** (They have bought everything they wanted for that trip): Ask where they bought it. READ OPTIONS
- **A17A33** (They will buy in another DF store): Ask where they are planning to buy. READ OPTIONS
- **A17b** (Buyer and browser and bought in High Street stores, other DF stores in overseas airports, supermarkets or downtown DF stores) Ask in which country. READ OPTIONS
- **PRO.1** (Buyers): Ask if the brand bought was in promotion.
- **PRO.3** (Buyers who bought on promotion): We want to know how the promotion influenced the purchase. READ THE OPTIONS
- **PRO.6** (Buyers who bought the product influenced by the promotion): We want to know if they have spent more because of the promotion. READ THE OPTIONS.
- **PRO.6b** (Buyers who spent more or less than expected influenced by promotions): The objective is to know how much more or less they spent, in local currency.
- **A19** (Buyer and Browser): Ask if the prices of their own residence are cheaper, the same or more expensive than High street stores, and if they are cheaper or more expensive ask how much in %.
- **A19.2** (Buyer and Browser): Ask how satisfied respondents are regarding some aspects of the product's prices and promotions in DF shop. Read items and scale. (Being 0 "Not satisfied at all" and 10 "Extremely satisfied").
- **A27.1:** (Buyers and Browsers). Ask how satisfied respondents are regarding the assortment available at the DF shop. Read items and scale. (Being 0 "Not satisfied at all" and 10 "Extremely satisfied"). Five statements are added for ARN & GOT (I02 = 17 & 60).

- **A28** (Buyer and Browser): Interaction with the Staff: YES/NO. SPONTANEOUS ANSWER. Please note that Interact with the staff is **NOT** just "Say Hello" or a negative answer to: "Do you need some help?"
- **A28.NO**: (We ask this to those who have not interacted with the staff) We want to know the reason. READ THE OPTIONS
- **A28.2**: (Buyers and browsers who have interacted with the staff). In the case he / she has more than 1 interaction, could answer for each of them. How was that interaction.
- **A28.1:** (Buyers and browsers who have interacted with the staff). Ask the reason behind the staff interactions carried out. SPONTANEOUS ANSWER. Please, do not read options.
- **A29**: (Buyer and Browser): Ask how satisfied respondents are regarding the staff at the DF shop. Read items and scale. (Being 0 "Not satisfied at all" and 10 "Extremely satisfied). One item only for I02=17 (ARN) & 60 (GOT) was added.
- **A29.1**: (Buyer who interacted with the staff): Ask if the staff interaction had had any influence on their purchase behavior.
- **A29.2**: (Buyers who were influenced by the staff): Kind of influence of the staff interaction in the purchase behaviour.
- **A30**: (Buyer and Browser): Satisfaction scale from 0 to 10. How satisfied is the respondent with his experience in the Dufry store.
- **BYT2**: (Buyer and Browser who interacted with Beauty products): Usage of beauty services at the DF Store in the last 12 months
- **BYT3**: (Buyer and Browser who interacted with Beauty products): Ask for unfulfilled needs in the DF Store beauty services. Open answer.
- **BYT4**: (Buyer and Browser who interacted with Beauty products): Ask about how much time are they willing to spend on beauty services
- **DIG8**: (Buyer, Browser and Non Visitor). Ask if they know about the loyalty program in the DF Store. CLUB AVOLTA. Read the service name.
- **DIG8**: (Buyer, Browser and Non Visitor who knew about the loyalty program). Ask how they first learnt about Club Avolta. Spontaneous, do not read the options.
- **DIG8.0**: (Buyer, Browser and Non Visitor who did not know about the loyalty program). Read the description about the loyalty program and ask if they would be interested in becoming a member of Club Avolta
- **DIG8.1**: (Buyer, Browser and Non Visitor who knew about the loyalty program). Ask if they are a member of Club Avolta
- **DIG8.3**: (Buyer, Browser and Non Visitor who are members of the loyalty program). Ask if they have the Club Avolta App
- **DIG9**: (Buyer who are members of the loyalty program). Ask if they used Club Avolta today (Browsers or Non Visitors) Ask if they have ever used Club Avolta
- **DIG9.2b**: (Buyer who are members of the loyalty program). Ask if the staff at the cash reminded them about the Club Avolta membership
- **DIG9.11**: (Buyers, Browsers and Non Visitors users of Club Avolta app). Ask if they checked the Club Avolta app today
- **DIG9.11.A**: (Buyers, Browsers and Non Visitors who did not checked the Club Avolta app today). Ask if he / she registered in Club Avolta today
- **DIG9.11.B**: (Users of Club Avolta who checked the app before the moment of payment). Ask if the Club Avolta program influenced his / her current purchase
- **DIG9.1** (Users of Club Avolta who did not used the app today) Ask why did they not use the app when purchasing today.
- **DIG9.1B** (Non users of Club Avolta who are not interested in signing up) Ask why are they not interested in signing up for a travel retail loyalty program. Spontaneous answer, please do not read options
- **DIG8.BIS** (Buyers and Browsers) Explain the Reserve and Collect program offered by the DF Store and ask them if they knew about it
- **DIG8.BIS.0** (Buyers and Browsers who did not know about Reserve and Collect) Ask if he / she would be interested in using this service
- **DIG9.BIS** (Not I02=6201 Buyers and Browsers who knew about Reserve and Collect) Ask if they ever used the program from this DF Store

- **ACT1**. (DEPDU=1 and NOWAVEW1'24DU=1): We want to know how the interviewee will spend his / her time until her flight takes off. Spontaneous answer do not read options.
- **ESG1.** We want to know if the interviewee thinks he / she is influenced by the social corporate responsibilities efforts when making a purchase (Where 0 = Not important at all and 10 = Very important)
- **TRMP1** (Browsers) We want to know how worried they feel about the tariff war initiated by Trump (Where 0 = Not worried at all and 10 = Very worried)
- **TRMP2** (Browsers) We want to know if the interviewee feels financially impacted by the tariff war
- **TRMP3** (Browsers) We want to know the projected impact the interviewee thinks the tariff war might have in his / her spending behaviour at the airport
- **Q13:** (I02 = ARN): Ask them which sections or services of the store have pleased them the most. Please INSIST on a complete answer.

DEMOGRAPHICS

- **S01.1** (Chinese residents) Select the city of residence.
- **A33.3**: (Buyer, Browser and Non-Visitor and i02=1,3,8,13,18,20,43,48,71): Ask if they are Arriving or doing a transfer flight.
- **A37** (DEPDU=1 and i02=1,3,8,13,18,20,43,48,71): Ask if they are Departing or doing a transfer flight.
- **S04.1**: (Buyer, Browser and Non-Visitor): Ask if the respondent is travelling alone or not. Codes 1 and 2 are multiple answer (he / she can travel with other adults and kids under 16). Code 3 is simple. Read options.
- **S04a**: (Travelling for leisure): Ask which type of trip is he / she doing?
- **INCOME**: (Buyer, Browser and Non-Visitor): Ask the monthly household income. Read the options. Convert currency according to country of residence.

FAREWELL

Please, try to be kind and polite. Thank them for their collaboration in the survey when the interview is finished.

OTHER ISSUES:

If the interviewer detects some anomalies that could concern the course of the surveys, please, notify them to your manager, or person in charge and he/she will contact to GfK Spain.

Then, we (GfK Spain) will contact to the responsible of the duty-free store at Airport, if necessary. We will be pleased to solve the situation or problem.

Some anomalies:

- Strikes of Airlines, problems with workers of the airport or similar.
- Other company doing interviews close to the Dufry store.
- Link of the survey does not work properly.
- Medical time off from work of interviewers
- A warning from Dufry staff.
- Renovations in store.
- Presence of out-of-stock products.
- Temporary closure of the store.
- Cleanliness and conditions of the store: Many boxes in the halls, staff restocking shelves, etc.

No problem about these cases: This kind of situations does not usually happen so you can work without pressure.

When finishing the first day of fieldwork we would like to get some feedback on what happened, even if there is nothing important to highlight.

LOCATION OF THE INTERVIEWER:

Please, you should be in the exit of the store, next to the till, but it is important that you do not disturb the customers or workers (4-5 metres max. from de exit of the store) and also to maintain the location always.

Totally forbidden:
- Looking for / Going after travellers (respondents) along the store.
- Interview travellers at the boarding gate.
- More than 2 interviewers working at the same time in the same store. Dufry allows 2 interviewers as max.

SCHEDULE OF INTERVIEWS:

It is important to balance the quotas we have to accomplish. For example, do not complete all the buyers' objective in the first days, and complete the browsers in the last fieldwork days, try, as much as possible to keep on doing surveys from both buyers and browsers at the same extent.

We will not say the interviewers when they have to work, they can do interviews when they want, but it is important to pay attention to the schedule of the store (when it is open or closed). Try to do the maximum of interviews each day for reaching the objective.

We have to, at least, collect data from as many hours as possible, do not concentrate shifts only in the morning or afternoon.
Please, once you have defined the schedule, share it to us.

MAP OF THE STORE:

If you have some question about the location of the store, please, contact with GfK Spain and we will give you maps of the Dufry stores for interviewers.

OBJECTIVE (TIMINGS):

The length of the fieldwork is 7-10 days.
It is important to pay attention to the timings and our recommendations to do all the interviews on time.

Thank you,

GfK Spain