

The Benecol lifestyle questionnaire / McNeil Consumer Nutritionals UK Ltd.

Contributors

McNeil Consumer Nutritionals. Benecol Information Service.

Publication/Creation

Croydon : McNeil Consumer Nutritionals UK, 2000.

Persistent URL

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The Benecol Lifestyle Questionnaire

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In order to ensure that the information we provide is appropriate to you personally, we would be very grateful if you would take a few moments to complete the questionnaire below. Please post it to us in the pre-paid envelope provided.

The information provided in response to this questionnaire will be collected and held by McNeil Consumer Nutritionals UK Ltd. and may be used to provide you with marketing information about the Benecol range of foods and other related products and for other marketing purposes. The information provided may be made available to other companies related to McNeil Consumer Nutritionals UK Ltd. You have the right to access and correct any inaccuracies in information held by McNeil Consumer Nutritionals Ltd. about yourself. You also have the right to object to the use of information provided by yourself for direct marketing purposes by contacting McNeil Consumer Nutritionals at PO Box 1052, Croydon CR9 4WZ. If you do not want to receive further information please tick box

1. Where did you hear about Benecol?

TV advertising Press advertising Magazine article Radio In-store
 Doctor Healthcare Professional Other (please state) _____

2. Do you currently buy Benecol?

Yes, for myself Yes, for someone else in household both Other: (please state) _____

3. If yes, which products:

Regular spread Light spread Cream cheese style spread Garlic & Herb cream cheese style spread Yogurt

4. How often do you eat Benecol foods?

3 times a day Twice a day Once a day Other (please state) _____

5. What do you consider the most important benefits of Benecol to be?

Actually reduces blood cholesterol levels Versatile Is a low cholesterol food
 Fits easily into your daily eating routine Tastes great Is a range of mainstream foods

(please Indicate order of priority 1 = most important 6 = least important)

6. At which retailer do you shop most often?

Tesco Sainsbury's Asda Waitrose Safeway Morrisons Somerfield Other (please state) _____

7. Your age group 25-34

35-44

45-54

55-64

64+

8. Your telephone number _____

Your e-mail address _____

9. Do you have internet access?

At home: Yes No

At work: Yes No

Mr S R Lowther

30724922/LETTER/LA48

If your personal details shown are incorrect, please amend them as necessary and return the whole questionnaire in the envelope provided.



121231801307249228

Mr S R Lowther
30724922/LETTER/LA48

Mr S R Lowther

30724922/LETTER/LA48

50p OFF

YOUR NEXT PURCHASE OF ANY BENECOL PRODUCT
VALID UNTIL 31/12/00

To the consumer: This coupon can be used in part payment for any Benecol product. Only one coupon may be used per purchase. Please do not attempt to redeem against any other product as refusal to accept may cause embarrassment. Coupon valid until 31.12.00.



To the retailer: McNeil Consumer Nutritionals will redeem this coupon at its face value provided that it has been accepted in part payment against any Benecol product. McNeil Consumer Nutritionals reserve the right to refuse payment against misredeemed coupons.

Please submit coupons to: Dept 1167 INCH, Corby, Northants NN17 1NN.



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McN code: 1212 00208

INTRODUCE A FRIEND TO THE BENEFITS OF BENECOL

If you know anyone who may be interested in the Benecol range of foods, please pass this form to them and ask them to complete their personal details. They can send it to us free at: Benecol Information Service, Freepost SEA 6937, Croydon CR9 4WZ or alternatively ask them to phone us free on 0800 018 4010. In return we will send them their personal information pack.

Title: Mr Mrs Miss Ms Other _____

Surname: _____ Initials: _____

Address: _____

Town: _____

County: _____

Postcode: _____

Telephone: _____

E-mail Address _____

Benecol