

Approach: One to one
 Focus: Form filling
 Resources: *Crunchie* bar, recording book

Questions / instructions:

Give one *Crunchie* bar and recording book to the student.

Cadbury's make *Crunchie* bars. Imagine they want to find out what kids think about them.

Eat your *Crunchie* bar then fill out the form to tell *Cadbury's* what you think about it.

Crunchie Survey

1. Age

2. Male Female

3. Town or nearest town where you live _____

4. How often do you eat chocolate?
 every day most days some days never

5. How much do you like the *Crunchie* bar?
 I love it I like it It's okay Yuk

6. Have you eaten a *Crunchie* Bar before? Yes No
Tick the box
 If yes, go to question 7. If no, go to question 9.

7. Where do you usually buy your *Crunchie* bars?

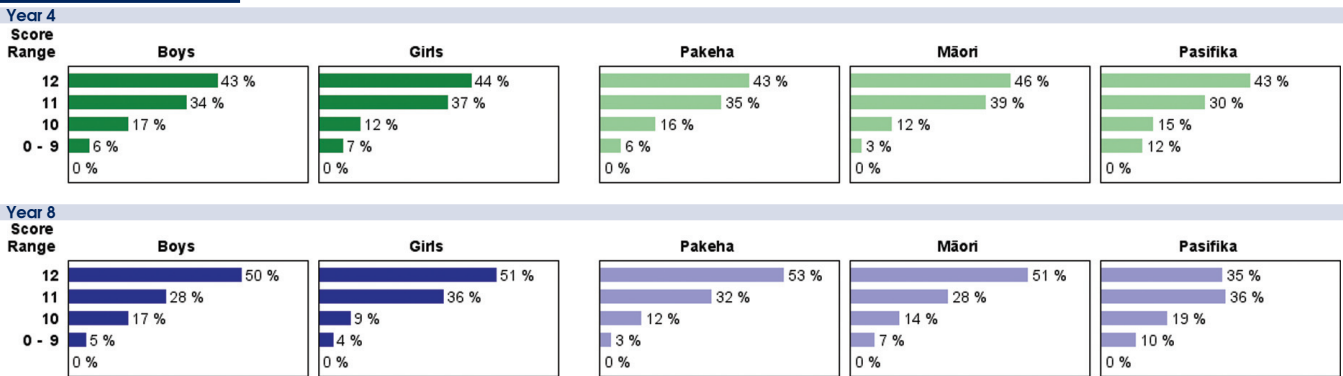
8. Which *Crunchie* Bar do you prefer? Long bars
 Packets of mini-sized bars
 Why do you say that? _____

9. What do you like about the *Crunchie* bar ?
 • _____
 • _____
 • _____



		% response 2006 ('02)	
		year 4	year 8
Clear appropriate response to request for:	age	100 (95)	99 (100)
	gender	100 (96)	100 (99)
	name of apparent town	94 (89)	99 (97)
How often do you eat chocolate?	one response clearly indicated	100 (99)	100 (100)
How much do you like the <i>Crunchie</i> bar?	one response clearly indicated	100 (99)	100 (100)
Have you eaten a <i>Crunchie</i> bar before?	"yes" or "no" clearly indicated	100 (99)	100 (100)
	name of apparent place (or nearest shop)	86 (76)	83 (83)
Which <i>Crunchie</i> bar do you prefer?	one response clearly indicated	98 (97)	100 (98)
Why do you say that?	reason that relates to the choice	94 (88)	98 (98)
What I like about the <i>Crunchie</i> bar...	3 different reasons	54 (55)	59 (70)
	2 different reasons	35 (27)	32 (25)
	1 different reason	9 (13)	8 (5)
	no reasons	2 (5)	1 (0)
	Total score:	12	43 (43)
	11	36 (25)	32 (34)
	10	15 (16)	13 (8)
	0-9	6 (16)	5 (3)

Subgroup Analyses:



Commentary:

High percentages of students scored well on this extremely popular task, with only minor differences between year 4 and year 8 students, and the different subgroups. Between 2002 and 2006 there was a slight improvement for year 4 students and little change for year 8 students.