



This flexible, fast, and affordable tool uses the proven Omnibus survey tool to collect insights and perceptions on topics, products, or trends from moms and parents across the U.S.

Baby Products Market Pulse Omnibus Survey

PROGRAM OVERVIEW

The Baby Market Pulse VOC (Voice of Customer) uses a shared cost Omnibus survey, where questions are submitted to the Key Group from multiple companies to collect customer insights. This survey provides baby product manufacturers, with timely customer insights and perceptions on topics, products, and trends.

- Geography:** United States
- Sample Size:** 1,000
- Audience:** Mothers and parents
- Children:** Newborns, infants, and toddlers in household
- Screener:** Primary purchaser
- Frequency:** Quarterly or Monthly
- Method:** Online survey

HOW IT WORKS

1. Submit your draft questions
2. Our team works with you to optimize your questions and ensure actionable results
3. Questions are programmed and tested
4. Survey is fielded to a random sample of moms and parents
5. Report link provides real time results during data collection
6. Dashboard of final results and insights available at conclusion

QUESTION GUIDELINES

Companies can design their own survey questions and survey or the Key Group research consultants will design your survey questions using our best of breed approach and market research knowledge to meet your customer insight objectives. The flexible survey structure allows you to ask a wide variety of question types and include images, audio, or video stimuli. There is no minimum or limit to the number of questions. All study results remain confidential to the company that submitted the questions.

RESEARCH TOPICS

- Below are typical areas to consider for market research:
- Concept, message, and ad testing
 - New product concept testing
 - Establishing competitive positioning
 - Measuring and tracking attitudes, awareness, and usage
 - Buying behavior, attitude & perception
 - Size and define markets
 - Track changes or trends
 - Brand awareness and usage
 - Consumer perceptions
 - Pricing optimization
 - Market share analysis

DELIVERABLES

- Online Real-Time Report** – Clients have access to a real time report link when fielding begins providing to date results instantly while the data is being collected.
- Dashboard Final Report** - Once fielding is complete, the results are compiled in a dashboard report output allowing for easy interpretation of customer insights.

