Baby Products Market Pulse Omnibus Survey
Example Survey Questions by Type of Study

AWARENESS & PERCEPTION

1. Please indicate your <u>awareness and usage</u> of car seats from the following <u>brands</u>. Note: Please think of both your <u>infant</u> and <u>convertible</u> car seats if you have used both types. *(Check one per row)*

	Currently using car seat(s) from brand	Used car seat(s) from brand in the past, but NO longer use them	Familiar with brand and its car seats, but NEVER tried them	Aware of brand, but NOT familiar with its car seats	NEVER heard of brand
Baby Trend	☐	☐	☐	☐	☐
Britax	☐	☐	☐	☐	☐
Chicco	☐	☐	☐	☐	☐
Clek	☐	☐	☐	☐	☐
Cybex	☐	☐	☐	☐	☐
Diono	☐	☐	☐	☐	☐
Evenflo	☐	☐	☐	☐	☐
GB	☐	☐	☐	☐	☐
Graco	☐	☐	☐	☐	☐
Kids Embrace	☐	☐	☐	☐	☐
Maxi-Cosi	☐	☐	☐	☐	☐
Nuna	☐	☐	☐	☐	☐
Peg Perego	☐	☐	☐	☐	☐
Safety 1st	☐	☐	☐	☐	☐
Summer Infant	☐	☐	☐	☐	☐

If your car seat brand is missing from this list, please specify: _____

2. Please indicate your <u>perception</u> of the <u>quality</u> of car seats from the following <u>brands</u>. *(Check one per row)* *(Programmer Note: Show brands respondents have at least heard of)*

	Poor 1	Fair 2	Good 3	Very Good 4	Excellent 5
Baby Trend	☐	☐	☐	☐	☐
Britax	☐	☐	☐	☐	☐
Chicco	☐	☐	☐	☐	☐
Clek	☐	☐	☐	☐	☐
Cybex	☐	☐	☐	☐	☐
Diono	☐	☐	☐	☐	☐
Evenflo	☐	☐	☐	☐	☐

GB	☐	☐	☐	☐	☐
Graco	☐	☐	☐	☐	☐
Kids Embrace	☐	☐	☐	☐	☐
Maxi-Cosi	☐	☐	☐	☐	☐
Nuna	☐	☐	☐	☐	☐
Peg Perego	☐	☐	☐	☐	☐
Safety 1st	☐	☐	☐	☐	☐
Summer Infant	☐	☐	☐	☐	☐

MARKET SHARE

3. **Which baby clothing brands do you currently use?**
   ☐ Brand list TBD
   ☐ …
   ☐ …
   ☐ Other (please specify): _____

4. **Of your total baby clothing, approximately what percent is each of the following brands?** *(Total must be equal to 100%)*
   _____% Brand list TBD
   _____% …
   _____% …
   100% TOTAL

USAGE/SATISFACTION

5. **How many times per week do you typically use your INFANT car seat?**
   # of Times per Week = _____

6. **Which INFANT car seat brand do you currently use? If you have older children, which INFANT car seat brand did you use most recently?** *(Check only one) (Programmer Note: Show brands currently used or used in the past)*
   ☐ I have never used an infant car seat *(show always)* → SKIP to end of section
   ☐ Baby Trend
   ☐ Britax
   ☐ Chicco
   ☐ Clek
   ☐ Cybex
   ☐ Diono

☐ Evenflo
☐ GB
☐ Graco
☐ Kids Embrace
☐ Maxi-Cosi
☐ Nuna
☐ Peg Perego
☐ Safety 1st
☐ Summer Infant
☐ Other (please specify): _____

7. **Overall, how <u>satisfied</u> are you with your INFANT** car seat**?**

Not at all Satisfied 1	Slightly Satisfied 2	Moderately Satisfied 3	Very Satisfied 4	Extremely Satisfied 5
☐	☐	☐	☐	☐

8. **How <u>satisfied</u> are you with the following <u>aspects</u> of your INFANT** car seat**?** *(Check one per row)* *(Programmer Note: Rotate answer options)*

	Not at all Satisfied 1	Slightly Satisfied 2	Moderately Satisfied 3	Very Satisfied 4	Extremely Satisfied 5
Safety	☐	☐	☐	☐	☐
Comfort	☐	☐	☐	☐	☐
Reliability	☐	☐	☐	☐	☐
Appearance	☐	☐	☐	☐	☐
Size/footprint	☐	☐	☐	☐	☐
Weight	☐	☐	☐	☐	☐
Ease of setup	☐	☐	☐	☐	☐
Ease of use	☐	☐	☐	☐	☐
Ease of cleaning	☐	☐	☐	☐	☐
Portability	☐	☐	☐	☐	☐
Brand recognition	☐	☐	☐	☐	☐
Price	☐	☐	☐	☐	☐
Compatibility with stroller	☐	☐	☐	☐	☐

PURCHASE INFLUENCE

9. **Please RANK the top 3 factors that influenced your decision to purchase/register for your INFANT car seat.** *(Check one per column)* *(Programmer Note: Rotate answer options)*

	MOST Influential	2nd Most Influential	3rd Most Influential
Safety	☐	☐	☐
Comfort	☐	☐	☐
Reliability	☐	☐	☐
Appearance	☐	☐	☐
Size/footprint	☐	☐	☐
Weight	☐	☐	☐
Ease of setup	☐	☐	☐
Ease of use	☐	☐	☐
Ease of cleaning	☐	☐	☐
Portability	☐	☐	☐
Brand recognition	☐	☐	☐
Price	☐	☐	☐
Compatibility with stroller	☐	☐	☐

10. Considering all the sources you used to make your INFANT car seat decision, please assign 100 points in total based on the influence each source had on your decision. *(NOTE: You can allocate all 100 points to just one feature, or you can distribute the 100 points across multiple features, depending on their value, with more points = more value.)* *(Programmer Note: Rotate answer options)*

_____ Online research
_____ Visit to baby store
_____ Recommendation from family/friend
_____ Other
100 POINTS TOTAL

If you assigned points to 'Other,' please specify: _____

NEW PRODUCT CONCEPT

11. What is your overall interest in this new baby carrier?

Not at all Likely 0	1	2	3	4	Moderately Likely 5	6	7	8	9	Extremely Likely 10
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

12. What do you like most about this new baby carrier?

_____

13. What would you recommend changing about this new baby carrier?

_____

14. How differentiated is this new baby carrier from existing products on the market?

Not at all Differentiated 1	Slightly Differentiated 2	Moderately Differentiated 3	Very Differentiated 4	Extremely Differentiated 5
☐	☐	☐	☐	☐

15. Assuming it were priced appropriately, how likely would you be to try this new baby carrier?

Not at all Likely 1	Slightly Likely 2	Moderately Likely 3	Very Likely 4	Extremely Likely 5
☐	☐	☐	☐	☐

JOURNEY MAPPING

16. Please describe your thoughts regarding your initial attempts at breastfeeding (at the hospital or at home).

_____

17. Which of the following feelings/emotions did you have when you initially attempted breastfeeding? *(Check all that apply)*

☐ Accepting   ☐ Helpless
☐ Apprehensive   ☐ Hopeful
☐ Angry   ☐ Indifferent
☐ Annoyed   ☐ Interested
☐ Confused   ☐ Peaceful
☐ Depressed   ☐ Positive
☐ Disgusted   ☐ Relaxed
☐ Fearful   ☐ Sad
☐ Frustrated   ☐ Surprised
☐ Happy   ☐ Trusting

18. How would you rate your general <u>emotion level</u> regarding your initial attempts at breastfeeding?

19. How would you rate your <u>satisfaction</u> with your initial attempts at breastfeeding?

Very Negative 1	Moderately Negative 2	Neutral 3	Moderately Positive 4	Very Positive 5
☐	☐	☐	☐	☐

20. How did your initial attempts at breastfeeding <u>compare to your expectations</u>?

Much Worse than Expected 1	Somewhat Worse than Expected 2	As Expected 3	Somewhat Better than Expected 4	Much Better than Expected 5
☐	☐	☐	☐	☐

AD TESTING

21. What do you consider to be the <u>MAIN MESSAGE</u> of this ad?

_____

22. What do you <u>LIKE MOST</u> about this ad?

_____

23. Is there anything you would <u>RECOMMEND CHANGING</u> about this ad?

_____

24. Please describe your <u>OVERALL OPINION</u> of this ad.

Dislike a Lot 1	Dislike a Little 2	Neutral 3	Like a Little 4	Like a Lot 5
☐	☐	☐	☐	☐

25. If you saw this ad in a journal, how likely would you be to <u>TAKE the TIME to READ</u> about the product?

Definitely Would NOT 1	Probably Would NOT 2	Might or Might Not 3	Probably Would 4	Definitely Would 5
☐	☐	☐	☐	☐

26. If you saw this ad in a journal, how likely would you be to TAKE ACTION to LEARN MORE about the product?

Definitely Would NOT 1	Probably Would NOT 2	Might or Might Not 3	Probably Would 4	Definitely Would 5
☐	☐	☐	☐	☐

27. Please rate the following CHARACTERISTICS of this ad.

	Not at all 1	Slightly 2	Moderately 3	Very 4	Extremely 5
Appealing	☐	☐	☐	☐	☐
Believable	☐	☐	☐	☐	☐
Easy to Understand	☐	☐	☐	☐	☐
Eye Catching	☐	☐	☐	☐	☐
Informative	☐	☐	☐	☐	☐
Memorable	☐	☐	☐	☐	☐
Persuasive	☐	☐	☐	☐	☐
Relevant	☐	☐	☐	☐	☐
Unique	☐	☐	☐	☐	☐

28. Please indicate your FEELINGS for the following ELEMENTS of this ad.

	Dislike a Lot 1	Dislike a Little 2	Neutral 3	Like a Little 4	Like a Lot 5
The Image or Picture	☐	☐	☐	☐	☐
Headline: *TBD.*	☐	☐	☐	☐	☐
Overall Design or Layout	☐	☐	☐	☐	☐

29. How COMPELLING is the HEADLINE for this ad in terms of wanting to learn more about the product?

TBD.

Not at all Compelling 1	Slightly Compelling 2	Moderately Compelling 3	Very Compelling 4	Extremely Compelling 5
☐	☐	☐	☐	☐

POSITIONING

"Statement TBD"

30. Please rate the following <u>CHARACTERISTICS</u> of this positioning statement for the new baby carrier.

	Not at All 1	Slightly 2	Moderately 3	Very 4	Extremely 5
Easy to Understand	☐	☐	☐	☐	☐
Compelling	☐	☐	☐	☐	☐
Believable	☐	☐	☐	☐	☐
Unique	☐	☐	☐	☐	☐

31. What <u>key words or phrases</u> from the statement do you LIKE the most?

_____

SEGMENTATION

32. Which of the following best describes your <u>loyalty</u> towards the baby products you use? *(Check only one)*
☐ I am loyal to the brands I use and rarely change brands
☐ I am loyal to most of the brands I use but do switch brands occasionally
☐ I am not loyal to the brands I use and switch brands often

33. Which statement best describes how you <u>select brands</u> of baby products? *(Check only one)*
☐ I select brands based on the lowest price
☐ I generally use the brand with which I have had the best experience and do not switch often
☐ I generally use the brand with which I have had the best experience, however I will switch if a new and proven product becomes available

PRICING

Van Westendorp

34. Based on the cost comparison above and your understanding of the new next generation baby thermometer, at what price would you consider the new concept to be…?

a) **<u>So inexpensive</u> that you would question its quality**

KEY
GROUP
CONSULTATIVE MARKET RESEARCH

Baby Products
MARKET PULSE
V O C

b) **A bargain** and a good value for the money
c) **Starting to get expensive**, but you would STILL consider purchasing this product
d) **So expensive** that you would not consider purchasing this product

Gabor-Granger

35. Assuming the new **next generation baby thermometer** performs as effectively as your current brand and is priced at **$20.00** how <u>likely would you be to adopt it</u>?

Not at all Likely 1	Slightly Likely 2	Moderately Likely 3	Very Likely 4	Extremely Likely 5
☐	☐	☐	☐	☐

36. (If original question rated 3, 4, or 5) Assuming the new **next generation baby thermometer** performs as effectively as your current brand and is priced at **$25.00** how <u>likely would you be to adopt it</u>?

Not at all Likely 1	Slightly Likely 2	Moderately Likely 3	Very Likely 4	Extremely Likely 5
☐	☐	☐	☐	☐

37. (If original question rated 1 or 2) Assuming the new **next generation baby thermometer** performs as effectively as your current brand and is priced at **$15.00** how <u>likely would you be to adopt it</u>?

Not at all Likely 1	Slightly Likely 2	Moderately Likely 3	Very Likely 4	Extremely Likely 5
☐	☐	☐	☐	☐

Max Diff

38. When considering buying a **baby thermometer**, which of these attributes is the <u>most</u> important and which is the <u>least</u> important? *(Check one per column)* (REPEAT with cycled attributes)

	Most Important	Least Important
TBD	☐	☐
TBD	☐	☐
TBD	☐	☐