

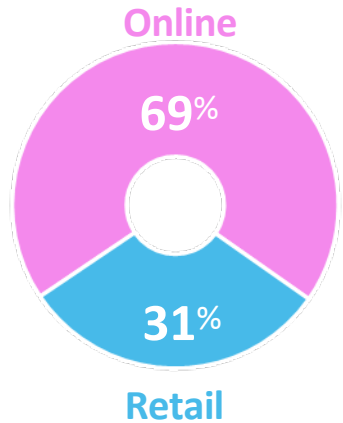


# DASHBOARD SURVEY RESULTS

(n = 1,000 Mothers/Parents)

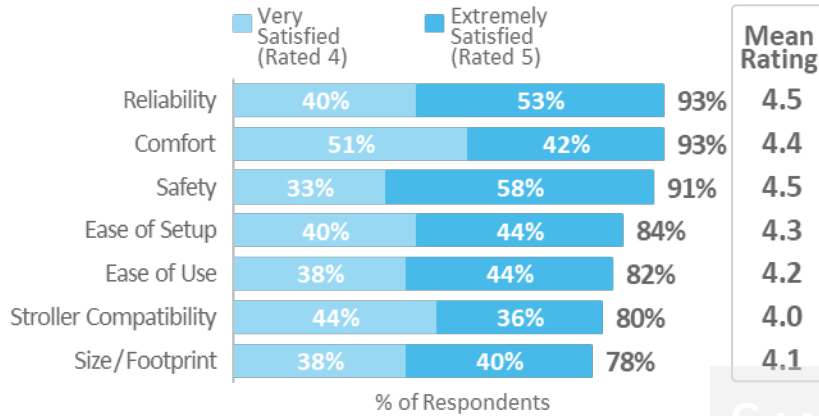
## PURCHASE BY METHOD

% of Respondents



## SATISFACTION WITH ATTRIBUTES

Top 2 Box & Mean Ratings | Scale: 1 = Not at all Satisfied, 5 = Extremely Satisfied

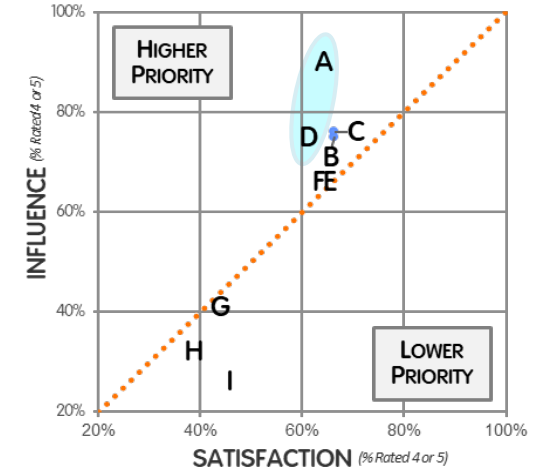


## INFLUENCE ON BRAND SELECTION

Mean # of Points  
100 Point Allocation



## GAP ANALYSIS



## LIKELIHOOD TO RECOMMEND BRAND

Net Promoter Score & Mean Ratings | Scale: 0 = Not at all Likely, 5 = Extremely Likely

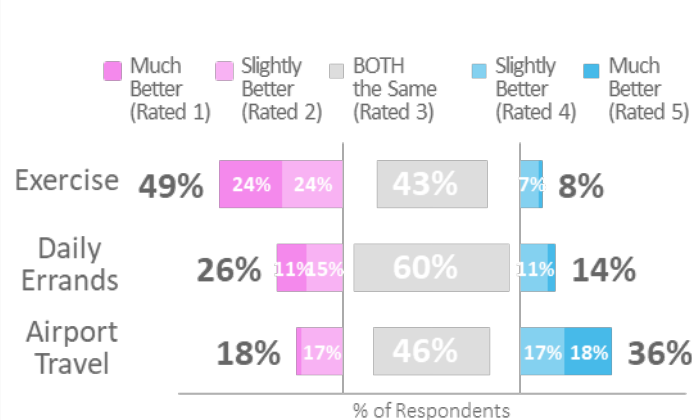
	% Promoters (Rated 9 or 10)	% Detractors (Rated 0 - 6)	Net Promoter Score	Mean Rating
OVERALL (n=1,000)	73%	4%	69	9.0
<i>by Top ^ Primary Brands</i>				
Brand A (n=75)	83%	0%	83	9.3
Brand B (n=33)	71%	0%	71	9.0
Brand C (n=46)	70%	0%	70	9.1
Brand D (n=55)	22%	56%	-34	7.2

<sup>A</sup> Respondents only asked about primary brand & brands selected as primary by < 30 respondents were excluded from this cross tabulation analysis.

## SAMPLE

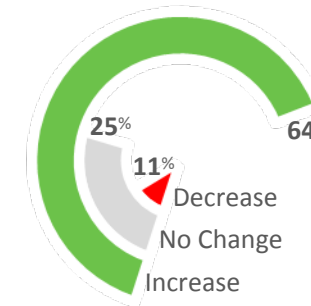
## STROLLER COMPARISON

% Distribution



## ANTICIPATED CHANGE IN PURCHASES OVER NEXT YEAR

% OF MOMS BY TYPE OF CHANGE ANTICIPATED



AVERAGE % CHANGE ANTICIPATED

▲ 3.8%

FORECASTED TOTAL EXPENDITURE

