**Example 13**

Shampoo Survey

We Value Your Opinion!

We are conducting a survey to determine consumer’s perceptions of various brands of shampoo. The results of this survey will assist in the marketing and advertising of a new brand of shampoo. With your input, we will be able to tailor our product to best serve the customer. Please complete the survey with the most accurate information possible. Upon completion, please return the survey to our representatives. Thank you very much for taking the time to complete our survey.

**PLEASE PLACE AN “X” ON THE LINE PROVIDED BY THE APPROPRIATE RESPONSE**

Getting to Know You:

1. How often do you use shampoo?
   - _____More than once a day
   - _____Once a day
   - _____2-3 times a week
   - _____4-6 times a week
   - _____Once a week
   - _____Don’t know

2. On average, how many bottles of shampoo do you purchase in one month?

Using the examples on the representative’s table, please indicate by number how many bottles of each size of shampoo that you have purchased in the last month.

**Bottle A:**

- _____Less than 1 bottle
- _____1 bottle
- _____2 bottles
- _____3 bottles
- _____4 or more bottles
- _____Don’t know

**Bottle B:**

- _____Less than 1 bottle
- _____1 bottle
- _____2 bottles
- _____3 bottles
- _____4 or more bottles
- _____Don’t know

**Bottle C:**

- _____Less than 1 bottle
- _____1 bottle
- _____2 bottles
- _____3 bottles
- _____4 or more bottles
- _____Don’t know
3. How much shampoo do you plan to purchase in the next 3 months?

Using the examples on the representative’s table, please indicate by number how many bottles of each size of shampoo that you plan to purchase. If you do not know, please write, “Don’t know” in the appropriate blank.

<table>
<thead>
<tr>
<th>Brand</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suave</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aveda</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pantene</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salon Selectives</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vidal Sassoon</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Physique</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Herbal Essence</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Biolage</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Daily Defense</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back to Basics</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Finesse</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White Rain</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thermasilk</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paul Mitchell</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regis</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>L’ Oreal</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revlon</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4. What is your favorite brand of shampoo?

**Please circle the appropriate brand.**

<table>
<thead>
<tr>
<th>Suave</th>
<th>Herbal Essence</th>
<th>ThermaSilk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aveda</td>
<td>Biolage</td>
<td>Paul Mitchell</td>
</tr>
<tr>
<td>Pantene</td>
<td>Daily Defense</td>
<td>Regis</td>
</tr>
<tr>
<td>Salon Selectives</td>
<td>Back to Basics</td>
<td>L' Oreal</td>
</tr>
<tr>
<td>Vidal Sassoon</td>
<td>Finesse</td>
<td>Revlon</td>
</tr>
<tr>
<td>Physique</td>
<td>White Rain</td>
<td>Other: __________</td>
</tr>
</tbody>
</table>

5. Why is this your favorite brand? *(Place an “x” next to all that apply)*

- [ ] Price is reasonable
- [ ] Fragrance is appealing
- [ ] Image is desirable
- [ ] Widely available
- [ ] Satisfactory results
- [ ] Don’t know
- [ ] Other: ______________________________________________________________________

6. Is there anything you would change about your favorite brand? *(Place an “x” next to all that apply)*

- [ ] Price
- [ ] Fragrance
- [ ] Image
- [ ] Availability
- [ ] Results
- [ ] Don’t know
- [ ] Nothing
- [ ] Other: ______________________________________________________________________
Tell Us What is Important to You:

In order to further develop a product that best meets all of your needs, we need to know what you value in shampoo.

1. Please rate the importance of each attribute on the following scale. Circle the appropriate number.

<table>
<thead>
<tr>
<th></th>
<th>Not Important</th>
<th>Somewhat Important</th>
<th>Important</th>
<th>Extremely Important</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Fragrance</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Image</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Availability</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Results</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

2. Please list any brands that you have previously purchased, but no longer do so. Please place an “X” next to any and all reasons why you no longer purchase this brand.

Brand 1: ________________ | Brand 2: ________________ | Brand 3: ________________

_____ Price  | _____ Price  | _____ Price
_____ Fragrance | _____ Fragrance | _____ Fragrance
_____ Image | _____ Image | _____ Image
_____ Availability | _____ Availability | _____ Availability
_____ Results | _____ Results | _____ Results
_____ Other | _____ Other | _____ Other
You are almost done...😊

How Do You Feel About These Brands?

When introducing our new product, we must consider your perception of these well-known brands and the importance of each of their attributes, in order to position our product in the market appropriately.

Please take time to read each of the following statements carefully and let us know how you feel about each brand. Circle the statement which best describes your opinion of each attribute.

1. Please respond to the following statements about Suave brand shampoo. (If you are not familiar with this brand, please skip to question 3.)

I believe that Suave is priced fairly.  

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Don’t Know/No Opinion</th>
</tr>
</thead>
</table>

I believe that Suave has an appealing fragrance.

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Don’t Know/No Opinion</th>
</tr>
</thead>
</table>

I believe that Suave will do what it promises.

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Don’t Know/No Opinion</th>
</tr>
</thead>
</table>

I believe that Suave is widely available.

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Don’t Know/No Opinion</th>
</tr>
</thead>
</table>

I find the image of Suave appealing.

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Don’t Know/No Opinion</th>
</tr>
</thead>
</table>

Where did you learn about Suave brand shampoo?

- [ ] Television Advertising
- [ ] Radio
- [ ] Magazines
- [ ] Hair Stylists/Salon
- [ ] In-Store Advertising
- [ ] Other: ____________________
3. Please respond to the following statements about Aveda brand shampoo. (If you are not familiar with this brand, please skip to question 5.)

I believe that Aveda is priced fairly.  
- Strongly Agree  
- Agree  
- Disagree  
- Strongly Disagree  
- Don’t Know/No Opinion

I believe that Aveda has an appealing fragrance.  
- Strongly Agree  
- Agree  
- Disagree  
- Strongly Disagree  
- Don’t Know/No Opinion

I believe that Aveda will do what it promises.  
- Strongly Agree  
- Agree  
- Disagree  
- Strongly Disagree  
- Don’t Know/No Opinion

I believe that Aveda is widely available.  
- Strongly Agree  
- Agree  
- Disagree  
- Strongly Disagree  
- Don’t Know/No Opinion

I find the image of Aveda appealing.  
- Strongly Agree  
- Agree  
- Disagree  
- Strongly Disagree  
- Don’t Know/No Opinion

4. Where did you learn about Aveda brand shampoo?

- Television Advertising
- Radio
- Magazines
- Hair Stylists/Salon
- In-Store Advertising
- Other: [Blank Space]
5. Please respond to the following statements about Pantene brand shampoo. (If you are not familiar with this brand, please skip to the next page.)

I believe that Pantene is priced fairly.

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Don't Know/No Opinion</th>
</tr>
</thead>
</table>

I believe that Pantene has an appealing fragrance.

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Don't Know/No Opinion</th>
</tr>
</thead>
</table>

I believe that Pantene will do what it promises.

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Don't Know/No Opinion</th>
</tr>
</thead>
</table>

I believe that Pantene is widely available.

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Don't Know/No Opinion</th>
</tr>
</thead>
</table>

I find the image of Pantene appealing.

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Don't Know/No Opinion</th>
</tr>
</thead>
</table>

6. Where did you learn about Pantene brand shampoo?

- [ ] Television Advertising
- [ ] Radio
- [ ] Magazines
- [ ] Hair Stylists/Salon
- [ ] In-Store Advertising
- [ ] Other: ________________________________
JUST A FEW MORE QUESTIONS!!

Please finish the survey by filling out these questions. In order to distribute and market our new product to the appropriate consumers, we would appreciate the following, basic information from you. With this information, we will be able to better serve our customers. All information will be used for grouping purposes only and all information will be kept strictlily confidential. Place an “X” next to the appropriate answer.

Demographic Information:

Gender:  _______Male _________Female

Marital Status:  _______Single, living alone
                   _______Single, living with another adult
                   _______Married
                   _______Divorced
                   _______Widowed

Race (Optional):  _______White/Caucasian
                   _______African American
                   _______Hispanic
                   _______Asian/Pacific Islander
                   _______Native American
                   _______Other: _____________________________

Age (in years):  _______18-24
                   _______25-34
                   _______35-44
                   _______45-59
                   _______60 or older

Thank you for taking the time to fill out our survey. Please return the completed form to our representative. We truly appreciate your input.