About The Shampoo You Use...

Example 12

Hello, we are with Callie's Research Inc. We are conducting a survey about shampoos and are interested in obtaining your opinions regarding shampoo products. This survey is being conducted to help create a shampoo product which will further satisfy your needs. In the following questions, please express your attitudes regarding shampoo purchases and experiences.

Section 1  Identifying these as screeners

As you begin the survey, we would like to ask you some questions. IF YOU ANSWER "NO" TO ANY OF QUESTIONS 1-5, PLEASE SKIP TO QUESTION 20. IF YOU ANSWER "YES" OR "DON'T KNOW" FOR EACH QUESTION, PLEASE CONTINUE WITH THE QUESTIONS IN SECTION 2.

1- Do you or any member of your family work for a manufacturer, seller, or a marketing research firm of shampoo products?

   ___ Yes    ___ No  ___ Don't Know

2- Do you purchase shampoo?

   ___ Yes    ___ No

3- Do you use shampoo?

   ___ Yes    ___ No

4- Are you 18 years of age or older?

   ___ Yes    ___ No

5- Are you familiar with any of the following products: Herbal Essences, Suave, or Pantene?

   ___ Yes    ___ No

   Didn't Screen for all
   (see research request)
Section 2

Next, the following section pertains to your general attitudes and behaviors regarding shampoo.

Please think about the most recent shampoo purchase you made for questions 6 and 7.

6-What was the brand of shampoo? (IF ANSWER "DON'T KNOW", SKIP TO QUESTION 8)

___ Herbal Essences  
___ Suave  
___ Pantene  
___ Other (SPECIFY) ____________________  
___ Don't Know

7-How likely are you to purchase this brand again?

___ Highly likely  
___ Slightly likely  
___ Not at all

Please keep in mind your shampoo purchases in general for the rest of Section 2.

8-What size of bottle do you use most often? PLEASE REFER TO BOTTLE SIZE SHEETS ON PAGES 7 AND 8. (PLEASE CHECK ONLY ONE SIZE)

___ 2oz (Travel size)  
___ 12oz  
___ 25oz (Family size)  
___ Other (SPECIFY) ____________________  
___ Don't Know

9-What is the total number of shampoo bottles you consume during a typical month? (PLEASE RESPOND IN BLANK PROVIDED) Don't you need this big size? Can you need to refer the subject to use the same size as indicated in #8.

10-How long does it take to use the size bottle you selected for question 8?

___ Less than 2 weeks  
___ 2-4 weeks  
___ More than 4 weeks  
___ Don't Know
11-What is your most preferred brand? (PLEASE SPECIFY) _____________________________

12-Why do you prefer the brand chosen in question 11 over other brands? _____________________________

13-What do you dislike, if anything, about the brand chosen in question 11? _____________________________

For questions 14 and 15, we would like to elaborate on our meanings of the attributes. Please consider these definitions when replying to those questions.

Price- The amount paid for the product
Availability- How easily accessible the product is to you
Effectiveness- The products ability to clean your hair
Scent- How the product smells
Packaging- The overall appeal of the container

14-Here is a list of various attributes of shampoos. Please check one level of importance, regarding your purchase decisions, for each attribute.

<table>
<thead>
<tr>
<th></th>
<th>Extremely Important</th>
<th>Slightly Important</th>
<th>Not at all Important</th>
<th>Slightly Unimportant</th>
<th>Extremely Unimportant</th>
<th>Don't/Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
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<td>______</td>
<td>______</td>
<td>______</td>
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<td>Availability</td>
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<td>Scent</td>
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<td>Packaging</td>
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</tr>
</tbody>
</table>
15-Using each number only once for each brand, rank each of the following brands according to their product attributes. Please rank from 1 to 5, with 1 being the most important and 5 being the least important in your purchase decisions. (USE EACH NUMBER ONLY ONCE PER BRAND.)

<table>
<thead>
<tr>
<th></th>
<th>Herbal Essences</th>
<th>Suave</th>
<th>Pantene</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
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<tr>
<td>Availability</td>
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<td>Effectiveness</td>
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<td>Scent</td>
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<td>Packaging</td>
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</table>

This shouldn't be importance. It should be ratings of each attribute by brand. Otherwise, #19 is this one getting the same issue.

16-If you were buying a shampoo today, what brand would you purchase?

- Herbal Essences
- Suave
- Pantene
- Other (SPECIFY)

17-If you were buying a shampoo today, what size bottle would you purchase? (PLEASE REFER TO BOTTLE SIZE SHEETS ON PAGE 7 AND 8)

- 2oz (Travel size)
- 12oz
- 25oz (Family size)
- Other (SPECIFY)

18-List any brand(s) you used to purchase, but no longer do.

Provide a list

19-Why do you no longer purchase the brand(s) listed in question 18?
Section 3

Finally, there are just a few questions to help us classify your responses. Confidentiality...

20. What is your gender?

- Male
- Female

21. Which of the following best describes your current marital status?

- Single/never married
- Divorced
- Married
- Separated
- Widowed
- Other (SPECIFY)

22. Which of the following categories includes your age?

- 18-24
- 25-34
- 35-44
- 45-54
- 55 or over (Confusing, otherwise)

23. What ethnicity are you?

- African-American/Black
- Hispanic
- Caucasian/White
- American-Indian/Alaskan Native
- Asian/Pacific Islander
- Other (SPECIFY)

24. Where do you currently get information about shampoos? (PLEASE CHECK ALL THAT APPLY)

- Friends
- Family
- TV
- Magazine
- Radio
- Internet
- Newspapers
- Other (SPECIFY)
If you have any thoughts or comments that may be relevant and/or aid us in our study, please use the space below to write your answer.


Thank you for sharing this information with us and completing the survey. Your contribution to this research is greatly appreciated. Please be sure to have your completed survey postmarked by November 2, 2001.