

Respondent Name: _____ Group: _____

Baby Gear
001-502
Jerry Hansen
(612) 436-4273

RESPONDENT IDENTIFICATION		
Name _____		
Address _____		
City _____	State _____	Zip Code _____
Phone Number: Day: _____	-- _____	
Phone Number Eve: _____	-- _____	
Phone Number Cell: _____		
Email: _____		
Fax Number: _____ -- _____		
INTERVIEWER: _____		DATE: _____

Recruit 10 to seat 8 to 10

Thursday June 23rd

Group 1: 4:00-6:00pm

Group 2: 6:15-8:15pm

Incentive \$75.00

Hello, I'm _____ with MRA in Minneapolis, an independent market research company. I'm calling today because we are conducting a survey with mom's and expectant moms and would like to include your opinions. I need to speak to the mom of the household.

[WHEN CORRECT PERSON ON PHONE, REPEAT INTRODUCTION, ASK IF SHE IS THE MOM OF THE HOUSEHOLD, AND ADD] Do you have a few minutes to answer a few questions?

- 1) Do you have a child under one year of age, or are you currently expecting a child?
- 1 Child under one year of age [CONTINUE]
 - 2 Expecting a child [CONTINUE]
 - 3 No [THANK AND TERMINATE]

NQ 1

- 2) Can you tell me if you have shopped/registered for baby gear at any of these places?

READ LIST--CIRCLE ALL THAT APPLY

- 1 Babies R Us [CONTINUE]
- 2 Toys R Us [CONTINUE]
- 3 USA Baby [CONTINUE]
- 4 Target [CONTINUE]
- 5 Wal-Mart if only mention, [THANK AND TERMINATE]
- 6 K-Mart if only mention, [THANK AND TERMINATE]
- 7 Other _____ [HOLD]

NQ 2

- 3) We are speaking to people in a variety of occupations. Are **you** or **any member of your household or family** currently employed or been employed in the past in any of the following types of businesses or occupations? (**READ**)

- 1 Advertising
- 2 Market Research or Survey Company
- 3 Marketing or Public Relations
- 4 A company that manufactures or distributes baby gear

NQ3

IF YES TO ANY ABOVE, THANK AND TERMINATE

- 4a) When market research studies are conducted, it is sometimes important for us to talk with individuals who have already participated in a prior research study because they have experience talking about certain topics. Other times it is important that we talk with individuals who have never participated in a market research study.

Have you ever participated in a market research group discussion or one-on-one in-depth interview either at (name of research company) or another research company?

- 1 No [SKIP TO 3]
- 2 Yes [ASK Q2b, c, d]

4b) When was the last time you participated in a market research group discussion or one-on-one in-depth interview?

IF WITHIN PAST "3" MONTHS, THANK AND TERMINATE

NQ4

4c) What was/were the subject(s) of the market research group discussion(s) or one-on-one in-depth interviews in which you have participated? What others? (**ASK FOR ALL**)

NQ5

IF TOPIC IS RELATED TO BABY PRODUCTS THANK AND TERMINATE

4d) Are you currently scheduled to participate in an up-coming focus group or one-on-one interview?

- 1 No [CONTINUE]
- 2 Yes [**THANK AND TERMINATE**]

NQ6

5) Please tell me which category best describes your annual household income?
READ LIST

- 1 49K or less [**THANK AND TERMINATE**]
- 2 Between 50K and 75K [**HOLD**]
- 3 75K or more [**CONTINUE**]

NQ7

6) For my last question, I am going to ask you something a bit different. There is no right or wrong answer, just use your imagination. If you could re-invent any baby product out there, what would it be, and why would you change it, and how could you make it better?

What _____

Why _____

How _____

**RESPONDENT MUST BE ARTICULATE AND CREATIVE
PUT RESPONDENT ON HOLD AND GIVE TO SUPERVISOR FOR INVITATION**

NQ8