

IDENTIFIED

7637
February, 1977

BABY POWDER PRODUCT TEST

IN-HOME PLACEMENT

Hello, I'm (INTERVIEWER'S NAME) from Hase-Schannen Research Associates of Princeton, New Jersey. We are conducting a study about baby care products among mothers in this area and I would like ask you a few questions.

1a. Do you have any children in diapers?

9-1

1 YES → ASK Q. 1b

2 NO → TERMINATE AND "X"

10-

1	2	3	4	5	6	7	8	9	0
---	---	---	---	---	---	---	---	---	---

b. In months, what is the age of your youngest child?

MONTHS

(11/12)

2a. Which of the following types of products do you currently use on your baby? (READ LIST AND CIRCLE BELOW UNDER Q. 2a.)

(IF "YES" TO "BABY OIL" OR "BABY LOTION," ASK):

b. What brand?

Q. 2a
CURRENTLY USE
YES NO

Baby Oil----- 1 1

Baby Lotion----- 2 2

Baby Powder----- 3 3

Q. 2b
WHAT BRAND

3 → TERMINATE AND "X"

16-

1	2	3	4	5	6	7	8	9	0
---	---	---	---	---	---	---	---	---	---

3a. Let's talk only about baby powder. About how often do you use baby powder on your baby? Would you say you use it several times a day, once a day, several times a week, or just how often? (PROBE): Just exactly how many times was that?

(17/18) TIMES A DAY

TIMES A WEEK

TIMES A MONTH

(IF "ONCE A DAY" OR MORE OFTEN, CONTINUE. IF LESS OFTEN THAN ONCE A DAY, TERMINATE AND "X.")

19-

1	2	3	4	5	6	7	8	9	0
---	---	---	---	---	---	---	---	---	---

b. What brand of baby powder are you currently using?

1 JOHNSON'S

2 OTHER → TERMINATE AND "X"

20-

1	2	3	4	5	6	7	8	9	0
---	---	---	---	---	---	---	---	---	---

4. As far as you know, do you expect to be away from home during the next four to five weeks, that is, are you going to be out of town or on vacation?

1 YES → We are asking women to use some products for us, but as you are going to be away, I can't ask you to use them. (TERMINATE AND "X.")

2 NO → CONTINUE

21-

1	2	3	4	5	6	7	8	9	0
---	---	---	---	---	---	---	---	---	---

5. The reasons for these questions is that I have with me two different JOHNSON'S baby powders that we are giving to women in order to learn their opinions of them. Each of these products are to be used for a two week period of time. I would like you to set aside the JOHNSON'S baby powder that you are now using and use one of these products for two weeks and then at the end of two weeks, change over and use the other product for two weeks. At the end of four weeks, I'll return to talk to you and ask you what you think of the two products and which of the two you like better. Would you like to do this for me?

1 YES

2 NO → TERMINATE AND "X"

22-

1	2	3	4	5	6	7	8	9	0
---	---	---	---	---	---	---	---	---	---

(OVER)

SKIP 23

J&J-0056153

JNJ 000278428

*not excluding
household workers
for competition*

5. (HAND RESPONDENT TWO PRODUCTS AND SAY): Here are the two products. For the first to use the product marked K. Then, at the end of two weeks, change over and use the product marked R for the following two weeks. As you can see, the product you are to use is in a plastic bag to help you remember the order of use. Please be sure that only use these products since it is only your opinion in which we are interested.
- Now, would you please get your own JOHNSON'S baby powder so that I can put it into a plastic bag. (PLACE RESPONDENT'S PRODUCT IN A PLASTIC BAG AND SEAL WITH THE "DO NOT OPEN" LABEL.
- When I call back on you at the end of four weeks, would you rather I come in the morning or in the afternoon?

CALLBACK DATE: _____ DAY: _____ TIME: _____

Now, just a few questions for classification purposes only.

1. What is your age, please?

____ YEARS
(24/25)

2. What was the last grade or class that you, yourself, completed in school?

26- 1 GRAMMAR SCHOOL

2 SOME HIGH SCHOOL

3 COMPLETED HIGH SCHOOL

4 SOME COLLEGE

5 COMPLETED COLLEGE

3. Do you, yourself, work at a job away from your home, or not?

27- 1 YES → D. Is that . . .

2 NO

28- 1 FULL-TIME OR

2 PART-TIME?

____ CHILDREN
(29)

4. How many children do you have in diapers?

IF ONLY "ONE," ASK:

5. Is this your first baby, or not?

30- 1 YES

2 NO

NAME: _____

ADDRESS: _____

CITY: _____

PHONE NO.: _____

STATE: _____

THANK YOU VERY MUCH FOR YOUR COOPERATION.

INTERVIEWED BY: _____

DATE: _____

(31/32)

4c. How does it happen that you used another baby powder?

Proof
R K
 1 better protection
 1 better on rash
 liked the head dusting
 1 better protection from sun
 better in the

5a. Now, we would like you to compare the two products you have used for us. Considering everything about the two products, which one did you like better for use on your baby?

- 20- 1 PREFER PRODUCT R
 2 PREFER PRODUCT-K
 3 NO PREFERENCE

b. In what ways do you like the (PRODUCT PREFERRED IN Q. 5a) better than the (PRODUCT NOT CIRCLED IN Q. 5a)?

c. What else do you like better about the (PRODUCT PREFERRED IN Q. 5a)?

d. Is there any other way you liked the (PRODUCT PREFERRED IN Q. 5a)?

6. I realize that you liked the (PRODUCT PREFERRED IN Q. 5a) better than the (PRODUCT NOT CIRCLED IN Q. 5a) but is there anything about the (PRODUCT NOT CIRCLED IN Q. 5a) which you liked better than the (PRODUCT PREFERRED IN Q. 5a)?

21-
 22-
 23-

(SKIP 24)

7a. (HAND RESPONDENT THERMOMETER RATING CARD.) Here is a rating scale with various grades. Considering everything about the Product R you used first, how would you rate it as a product for use on your baby, that is, what number grade would you give it? (DO NOT ACCEPT VERBAL ANSWER. PROBE FOR A NUMERIC ANSWER: "WHAT NUMBER IS THAT?")

NUMBER
 (26/27/28)

b. What didn't you like so well about the product? (IF RESPONDENT SAYS "NOTHING DISLIKED," PROBE): I realize that you rated the product (RATING IN Q. 7a), but what was it about the product that kept you from giving the product a higher rating?

The product seemed to have weaker fragrance than I used to
Talk - more comfort powder rather than preventative
Talk - like fragrance better but not so important

Smell - too much came out

don't powder
super clean
good for rash

SKIP 29

7c. What else didn't you like so well about it?

- 3 -

8a. (HAND RESPONDENT THERMOMETER RATING CARD AGAIN.) Considering everything about Product you used second, how would you rate it as a product for use on your baby, that is, number grade would you give it? (DO NOT ACCEPT VERBAL ANSWER, PROBE FOR A NUMERIC "WHAT NUMBER IS THAT?")

(32/33/34) NUMBER

b. What didn't you like so well about the product? (IF RESPONDENT SAYS "NOTHING DISLIKE! PROBE): I realize that you rated the product (RATING IN Q. 8a), but what was it about the product that kept you from giving the product a higher rating?

c. What else didn't you like so well about it?

9. Although you may have preferred one of the products overall, we would now like you to compare them on certain specific qualities.

a. Which of the two products gave your baby longer lasting protection?

37-

1 PRODUCT R

2 PRODUCT K

3 NO PREFERENCE

→ SKIP TO Q. 9c

b. Why does that product provide longer lasting protection?

R good in naps - but from the bottom side. K - cream skin lotion

c. Which product did you like better from the standpoint of smooth feel on baby's skin?

40-

1 PRODUCT R

2 PRODUCT K

3 NO PREFERENCE

d. Which product was more soothing to your baby?

41-

1 PRODUCT R

2 PRODUCT K

3 NO PREFERENCE

e. Which of the two products was better for absorbing moisture and keeping baby dry?

42-

1 PRODUCT R

2 PRODUCT K

3 NO PREFERENCE

9f. From the standpoint of being a gentle, mild product, which one did you like better?

- 47- 1 PRODUCT R // //
2 PRODUCT K /
3 NO PREFERENCE /

g. Why do you say that?

_____ 4
_____ 45

h. Which of the two product's was softer on your baby's skin?

- 50- 1 PRODUCT R //
2 PRODUCT K //
3 NO PREFERENCE //

10a. Did either product tend to lump or cake on your baby's skin or not?

- 51- 1 YES → ASK Q. 10b // *not skin*
2 NO → SKIP TO Q. 11a //

b. Which product tended to lump or cake on your baby's skin?

- 52- 1 PRODUCT R /
2 PRODUCT K //
3 BOTH /

11a. Was either product easier to spread on your baby's skin, or not?

- 53- 1 YES → ASK Q. 11b //
2 NO → SKIP TO Q. 12a /

b. Which product was easier to spread on your baby's skin?

- 54- 1 PRODUCT R /
2 PRODUCT K //
3 BOTH

12a. Did you notice any differences between the two products from the standpoint of purity of the powder, or not?

- 55- 1 YES → ASK Q. 12b/c //
2 NO → SKIP TO Q. 13a //

b. What difference did you notice? (BE SURE TO IDENTIFY WHICH POWDER SHE IS REFERRING TO BY PRINTING IN CODE LETTER.)

_____ 56-

c. And just from the standpoint of purity of the powder, which did you like better?

- 57- 1 PREFER PRODUCT R
2 PREFER PRODUCT K /
3 NO PREFERENCE

*Can stand
soft granular feel*

inty = softness

13a. Did you notice any difference in the appearance of the two powders on your baby's skin or not?

- 59- 1 YES → ASK Q. 13b/c //
- 2 NO → SKIP TO Q. 14a)

b. What difference did you notice? (BE SURE TO IDENTIFY WHICH POWDER SHE IS REFERRING TO BY PRINTING IN CODE LETTER.)

R much finer

c. Which product did you like better for its appearance on your baby's skin?

- 60- 1 PRODUCT R //
- 2 PRODUCT K //
- 3 NO PREFERENCE

14a. Did you notice any differences in the fragrance of the two powders, or not?

- 61- 1 YES → ASK Q. 14b/c ///
- 2 NO → SKIP TO Q. 15a

b. What difference did you notice? (BE SURE TO IDENTIFY WHICH POWDER SHE IS REFERRING TO BY PRINTING IN CODE LETTER.)

R has less fragrance (again) (again)
K has more fragrance

c. Which product did you like better for its fragrance?

- 62- 1 PRODUCT R
- 2 PRODUCT K 441 /
- 3 NO PREFERENCE

15a. Did either product tend to have a silky feel on your baby's skin, or not?

- 63- 1 YES → ASK Q. 15b/c xxx /
- 2 NO → SKIP TO Q. 16a

b. Which product was that?

- 64- 1 PRODUCT R ///
- 2 PRODUCT K //
- 3 BOTH

c. And which product did you like better from this standpoint?

- 65- 1 PRODUCT R //
- 2 PRODUCT K //
- 3 NO PREFERENCE

SKIP 68

16a. (HAND RESPONDENT CARD 2.) How likely are you to accept Product R in place of your current baby powder?

- 69- 1 EXTREMELY LIKELY
2 VERY LIKELY
3 SOMEWHAT LIKELY
4 SOMEWHAT UNLIKELY
5 VERY UNLIKELY
6 EXTREMELY UNLIKELY

b. How likely are you to accept Product K in place of your current baby powder?

- 70- 1 EXTREMELY LIKELY
2 VERY LIKELY
3 SOMEWHAT LIKELY
4 SOMEWHAT UNLIKELY
5 VERY UNLIKELY
6 EXTREMELY UNLIKELY

THANK YOU VERY MUCH FOR YOUR COOPERATION.

INTERVIEWED BY: _____ DATE: _____

Used Constant