

If you prefer to take this survey online you may do so by going to [www.howbility.com/survey](http://www.howbility.com/survey)  
Questions marked with an asterisk (\*) are mandatory.

1. How informative did you find the DVD?

- Extremely informative
- Very informative
- Somewhat Informative
- Not at all informative

2. How many people in your home watched the DVD?

- Just me
- 2
- 3
- More than 3

3. What value would you place on this DVD?

- More than \$30
- \$20 - \$30
- \$10 - \$20
- Under \$10

4. What was your favorite DVD chapter?

- |                                             |                                                 |
|---------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> First Things First | <input type="checkbox"/> Cues, Cries, & Comfort |
| <input type="checkbox"/> Baby's Birthday    | <input type="checkbox"/> Feeding                |
| <input type="checkbox"/> Bonding            | <input type="checkbox"/> Sleeping               |
| <input type="checkbox"/> Diapering          | <input type="checkbox"/> Health & Development   |
| <input type="checkbox"/> Bathing            | <input type="checkbox"/> Your New Family        |
|                                             | <input type="checkbox"/> Bonus Content          |

5. Did you find the Diapering chapter helpful?

- Yes
- No

6. Has your opinion of Pampers changed because it was featured in the DVD?

- Yes
- No

7. After watching the video, do you have a more favorable impression of Pampers' line of diapers and wipes?

- Yes
- No

8. How likely are you to use Pampers diapers and wipes for your newborn?

- Very likely
- Likely
- Don't know
- Not very likely
- Not likely at all

9. How likely are you to recommend Pampers to a friend who is expecting or currently has a baby?

- Very likely
- Likely
- Don't know
- Not very likely
- Not likely at all

10. How likely are you to register for the Pampers Village and/or the Gifts to Grow program on Pampers.com?

- Very likely
- Likely
- Don't know
- Not very likely
- Not likely at all

11. Do you have a more favorable opinion of Lansinoh products after watching the DVD?

- Yes
- No
- Don't know

12. Do you plan to use the coupons/discount cards from the DVD's sponsors?

- Yes
- No
- Don't know

13. Have you set up a baby registry yet at a store (including an online store?)

- Yes
- No
- Don't know

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14. Which of the following products/services do you plan to acquire within the next six months? (Check all that apply.)

- Crib
- Stroller
- Car Seat
- Other, please specify
- Swing/Rocker
- Baby Carrier
- Cord Blood Bank

\_\_\_\_\_

\_\_\_\_\_

15. How far along is your pregnancy?

- Less than 4 months
- 4 - 6 months
- 7 - 9+ months
- Baby already born

16. Is this your first newborn?

- Yes
- No

17. Please tell us your age

- Under 20
- 20 - 25
- 26 - 30
- 31 - 40
- Over 40
- Decline to answer

18. Please tell us your annual household income

- Under \$25,000
- \$25,000 - \$40,000
- \$40,000 - 60,000
- \$60,000 - \$90,000
- Over \$90,000
- Decline to answer

19. Please tell us your education

- High School
- Some College
- Graduated College
- Graduate School
- Decline to answer

20. \* Please provide your zip code \_\_\_\_\_

21. \* Please provide the name of the person who gave you the DVD (probably your birth educator)

\_\_\_\_\_

22. Please provide your email address (Optional. Your information will not be shared)

\_\_\_\_\_

23. How can we improve our DVD?

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