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| Res Name: | Res No. | Int Name: |

**Baby Sleep Study - Nappies - Recruitment Questionnaire: JN 5759**

Q.1. Hello I am from SMS Market Research, a market research company. We are conducting a survey among mothers with babies. Do you have a baby aged between 8-12 months wearing disposable nappies?

Yes ❑ **Continue**

No ❑ Thank & close

Q.2. Do you, yourself, or someone in your family, or any of your close friends, work in one of the following types of occupation? INTERVIEWER: READ LIST AND SELECT ALL THAT APPLY – **SHOW CARD A**

**If' yes' response to any other than the 'car industry' occupations: ask for age and thank & close by saying that age quota has been filled.**

Advertising ❑ Thank & close

Journalism ❑ Thank & close

Car Industry ❑ **Continue**

Marketing ❑ Thank & close

Market Research ❑ Thank & close

Manufacturer or retailer of disposable nappies, paper kitchen towels, paper

handkerchiefs, baby wipes etc.. ❑ Thank & close

None of these areas ❑ **Continue**

Q.3. Have you, yourself, participated in any market research survey(s) within the past 3 months, or not?

Yes ❑ Thank & close

No ❑ **Continue**

Q.4. May I have your age please? **(Please indicate one answer only)**

Please write in age and tick below: \_\_\_\_\_\_\_\_\_\_\_\_ N (120-121) /

Under 18 ❑a Thank & Close (122)

**18-24** ❑b

**25-34** ❑c

**35-44** ❑d **Continue & ensure a good mix of AGES**

**45-49** ❑e

**50+** ❑f

Refused ❑g Thank & Close

Q.5. How many children do you have living at home with you, that you are the primary care taker for?

**(Please indicate one answer only)**

(123)

One ❑a **Continue & ensure a good mix of**

Two or more ❑b **first time / non first time mums**

Q.6. Do you have any babies aged between 8 - 12 months old that are currently wearing disposable nappies, or not? **(Please indicate one answer only)**

Yes ❑ **Continue**

No ❑ Thank & Close

Q.7. What is the age of the baby wearing disposable nappies? **(Please indicate one answer only)**

(124)

8 months ❑a

9 months ❑b

10 months ❑c **Continue & ensure a good mix of**

11 months ❑d **baby ages**

12 months ❑e

Q.8. Please tell me the gender of the baby that is 8-12 months? **(Please indicate one answer only)**

(125)

Boy ❑a **Check Quota & Continue**

Girl ❑b **Check Quota & Continue**

Q.9. Are you responsible for taking care of your baby’s nappy changing needs during the following stages of the day? **(Please select all that apply)**

(126)

First thing in the morning when baby first wakes ❑a **Continue**

During the day time ❑b

During the evening time ❑c

During the night time when baby is sleeping ❑d **Continue**

**Please NOTE: respondents must select “first thing in the morning” & “during night time” to continue otherwise thank and close**

Q.10. Have you changed your baby’s nappy at **least twice** in the past 24 hours, or not?

**(Please indicate one answer only)**

**Yes** ❑ **Continue**

No ❑ Thank & Close

Q.11. In just the past 3 months, what types of nappies have you used for your baby? That is, cloth only, disposable only, or both cloth and disposable? **(Please indicate one answer only)**

Disposable only ❑ **Continue**

Cloth only ❑ Thank & close

Cloth mostly ❑ Thank & close

Disposable mostly ❑ Thank & close

Both cloth and disposable equally ❑ Thank & close

Q.12. Currently, what ONE size of disposable nappy do you use MOST OF THE TIME for your baby.

**(Please indicate one answer only)** (127)

Newborn/ 1 ❑a Thank & close

Mini/ 2 ❑b Thank & close

Midi/ 3 ❑c Thank & close

Midi/ 3+ ❑d Thank & close

**Maxi/ 4** ❑e **Continue**

Maxi plus/ 4+ ❑f Thank & close

Junior/ 5 ❑g Thank & close

Q.13. What are all the brands of disposable nappies that have been used for your baby in the past 3 months?

**SHOW CARD B**. **(Please select all that apply)**

Pampers Baby Dry (green) ❑a (128)

Pampers New Baby (yellow) ❑b

Pampers Active Fit (violet) ❑c

Pampers Sensitive ❑d

Pampers unspecified ❑e

Asda Little Angels Newborn ❑f

ASDA Little Angels Newborn Dreamskin ❑g

ASDA Little Angels Super fit ❑h

ASDA Little Angels Supreme Protection ❑i

ASDA Little Angels Comfort Dry ❑0 (129)

Boots ❑a

Tesco Newborn ❑b

Tesco Ultra Dry ❑c

Tesco SuperFit ❑d

Tesco unspecified ❑e

Sainsbury's Little Ones ❑f

Superdrug (Snugglers) ❑g

Mamia Newborn(Aldi) ❑h

Mamia Ultra Dry (Aldi) ❑i

Other Easy up/ Pull up/ Trainer Products ❑0 (130)

Other Own Label (Please write in)\_\_\_\_\_\_\_\_\_\_\_\_\_ ❑a

Other Chemist (Please write in)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ❑b

Other (Please write in)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ❑c

Q.14. Which ONE of the following brands of disposable nappies have been used most often for your baby in the past 3 months? **SHOW CARD B. (Please select all that apply)**

Pampers Baby Dry (green) ❑ a (140)

Pampers New Baby (yellow) ❑ b

Pampers Active Fit (violet) ❑ c **CHECK QUOTA & Continue**

Pampers Sensitive ❑ d

Pampers unspecified ❑ e

Asda Little Angels Newborn ❑ f

ASDA Little Angels Newborn Dreamskin ❑ g

ASDA Little Angels Super fit ❑ h

ASDA Little Angels Supreme Protection ❑ i

ASDA Little Angels Comfort Dry ❑ 0 (141)

Boots ❑ a

Tesco Newborn ❑ b

Tesco Ultra Dry ❑ c **CHECK QUOTA & Continue**

Tesco SuperFit ❑ d

Tesco unspecified ❑ e

Sainsbury's Little Ones ❑ f

Superdrug (Snugglers) ❑ g

Mamia Newborn(Aldi) ❑ h

Mamia Ultra Dry (Aldi) ❑ i

Other Easy up/ Pull up/ Trainer Products ❑ 0 (142)

Other Own Label (Please write in) \_\_\_\_\_\_\_\_\_\_\_\_\_ ❑ a

Other Chemist (Please write in) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ❑ b

Other (Please write in) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ❑ c

Q.15. Is there any brand of disposable nappy that you would never consider using?

SHOW CARD 5

SELECT ALL THAT APPLY (150)

Pampers ❑a Thank & close

Asda ❑ b

Boots ❑ c

Tesco ❑ d

Sainsbury's ❑ e

Superdrug ❑ f

Mamia ❑ g

Other (please write in):\_\_\_\_\_\_­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ❑ h

None of the above ❑ i

Q.16. Thinking about toilet training, which of the following statements best describes you and your baby.

**(Please indicate one answer only)**? **SHOW CARD C** (153)

**I have not even thought about training this child** ❑a **Continue**

**I have begun to prepare this child for toilet training** ❑b **Continue**

**This child has begun toilet training, but stopped for now because child is not ready** ❑c **Continue**

**This child is currently toilet training daytime only** ❑d **Continue**

This child is currently toilet training daytime and overnight ❑e Thank & Close

This child has finished toilet training during daytime, but still working on overnight training ❑f Thank & Close

This child has finished toilet training overnight, but still working on daytime training … ❑g Thank & Close

This child has finished toilet training, but still has occasional accidents ❑h Thank & Close

The child has completely finished toilet training ❑i Thank & Close

None of these steps fit ❑0 Thank & Close

Q.17. What is your TOTAL HOUSEHOLD’S yearly income before taxes?

Less than £9,999 ❑a (154)

£10,000 - £20,000 ❑b

£21,000 - £30,000 ❑c

£31,000 - £40,000 ❑d

£41,000 - £49,999 ❑e

£50,000 OR MORE ❑f

**Please ensure a mixture of incomes within your recruitment**

Q.18. We are asking you these few questions because we are conducting a survey on disposable nappies. We would like to invite you to take part in our research.

This research will last over 3 weeks and you will be given 3 different types of nappy product to use for 1 week each. You will need to complete a daily diary and sign a confidentiality agreement and a consent form. The research will take place as follows;

*NOTE: ALL DATES ARE PROVISIONAL*

**Visit 1 - PRODUCT PLACEMENT 1:** **Tuesday 19th April – 1 week usage.**

* Interviewer administered Demographic questionnaire (Mum will need to take babies measurements).
* Completion of a pre-usage questionnaire. This needs to be take away on the same day.
* Placement of first product, and the diary.
* Interviewer will return to recall on **Tuesday 26th April.**

**Visit 2 - PRODUCT PLACEMENT 2: Tuesday 26th April – 1 week usage.**

* Collection of diaries & questionnaire from 1st product.
* Placement of second product and the diary.
* The diary needs to be filled out every morning for 7 days.
* Interviewer will return to recall on **Tuesday 3rd May.**

**Visit 3 - PRODUCT PLACEMENT 3: Tuesday 3rd May – 1 week usage.**

* Collection of diaries from 2nd product.
* Placement of third product and the diary.
* The diary needs to be filled out every morning for 7 days.
* Interviewer will return to recall on **Tuesday 10th May**

**Visit 4 -: Tuesday 10th May**

* Collection of diaries from 3rd product.

On the first visit we would need to record some measurements of your baby – we will ask you to do this for us.

For your help you will receive an incentive of £20

Are you willing to take part in this research – understanding you will need to fill out a daily diary and sign confidentiality agreement.

Yes ❑ **Continue**

No ❑ Thank & close

*Personal Details*

*NOTE: When taking down the respondent details, please make sure that you COMPLETE all areas indicated by this symbol \* and ensure you take a telephone number where possible. Please also remember to write down the details of the respondents on the recording sheets provided, with the complete address and postcode. PLEASE WRITE IN BLOCK CAPITAL*

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| \*FORENAME: |  |
| \*SURNAME: |  |
| CHILDS NAME |  |
| \*HOUSE NO: |  |
| \*STREET NAME: |  |
| AREA |  |
| \*TOWN / CITY: |  |
| \*COUNTY: |  |
| \*POSTCODE: |  |
|  |  |
| \*HOME TEL: |  |
| \* MOBILE NO: | \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ |

Interviewer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date of recruitment:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_