**PACKFLASH™ 360 QUESTIONNAIRE**

**NUMBER OF CELLS:**

|  |
| --- |
| **Phase 1** |
| Current Design |

**SAMPLE GROUPS:**

|  |  |
| --- | --- |
| **Category Shoppers** | **Super Premium Buyers** |

|  |
| --- |
| Overview |

|  |  |  |
| --- | --- | --- |
| **June, 2025** | **C for Charmin / AI011** |  |
| **Phase** | 1 | ***N=300(plus boost which needs to be figured out once super premium brands are defined)*** |
| **Gender** | Male  Female  Non-Binary  Gender Non-Conforming  Gender Fluid  Prefer to self-identify |  |
| **Brand Usage**  **(Past Purchased)** | Charmin  Relevant Competitor Brands | ***N=150 Brand Buyers***  ***N=150 Non-Brand Buyers*** |
| **Brand Usage**  **(BUMO)** | Charmin  Relevant Competitor Brands |  |
| **Age** | 18-34  35-54  55-65 | ***Track & Balance*** |
| **Sample** | Category Shoppers  Super Premium Buyers | ***N=300 cat rep***  ***N=75 Super Premium Buyers (XX fallout from cat rep; XX boost)*** |

|  |
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| Screening Questionnaire |

**Hello and welcome to our survey!**

Thank you in advance for your participation. This study is very important to us and we ask that you answer each question carefully and completely.

While going through the survey, please use the scroll bar on the right and bottom of your screen to move up and down through questions and images. Please remember that there are no right or wrong answers. We are only interested in your opinions.

Thank you again! Let’s begin…

**[S\_PastParticipation]** Have you participated in a market research study within the past 2 weeks, on any of the following topics?

*Select all that apply.*

|  |  |
| --- | --- |
| Frozen Meal products |  |
| **Toilet Paper products** | TERMINATE |
| Beauty products |  |
| None of these |  |

**[S\_Industry]** Do you, or does anyone in your immediate family work for any of the following industries?

*Select all that apply.*

|  |  |
| --- | --- |
| Market research or marketing | TERMINATE |
| Advertising agency or public relations firms | TERMINATE |
| A graphic design or packaging firm | TERMINATE |
| A company involved in the manufacturing, distribution or sale of **Frozen Meal** products |  |
| A company involved in the manufacturing, distribution or sale of **Beauty** products |  |
| A company involved in the manufacturing, distribution or sale of **Toilet Paper products** | TERMINATE |
| None of these |  |

**[S\_GroceryShop]** How much of the household’s grocery shopping do you, yourself, do?

*Select one response.*

|  |  |
| --- | --- |
| All of it |  |
| Half of it or more |  |
| Less than half of it | TERMINATE |
| None of it | TERMINATE |

**[S\_Gender]**

**Which of the following best describes how you identify? Select one response.    
(Programming randomize responses)**

[r1] Male

[r2] Female

[r3] Non-Binary

[r4] Gender Non-Conforming

[r5] Gender Fluid

[r6] Prefer to self-identify \_\_\_\_\_\_\_\_\_\_\_ *(last)*

GENDER SPLIT:  T&B male / T&B female / T&B other

**[S\_Age]** Please type in your age below.

[\_\_] years old

**[STANDARD\_ETHNICITY]** Which of the following best describes you?*Select one response.*

Asian or Pacific Islander

Black or African American, or Black British

Hispanic or Latino

Native American or Alaskan Native

White or Caucasian

Multiracial or Biracial (ASK FOLLOWUP)

Prefer to self-identify \_\_\_\_\_\_\_\_\_\_\_

I prefer not to answer

**[STANDARD\_ETHNICITY2]** Please select all of the following that describe you.**Select all that apply.**

Asian or Pacific Islander

Black or African American, or Black British

Hispanic or Latino

Native American or Alaskan Native

White or Caucasian

Prefer to self-identify \_\_\_\_\_\_\_\_\_\_\_

I prefer not to answer

**[S\_Frequency]** How often have you purchased products in each of the following categories?

*Select one response per category.**PROGRAMMER: RANDOMIZE CATEGORIES*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Once a week** | **Once every 2 weeks** | **Once a month** | **Once every 2 or 3 months** | **Once every 6 months** | **Once a year** | **Never** |
| Frozen Meal products | £ | £ | £ | £ | £ | £ | £ |
| **Toilet Paper products** | £ | £ | £ | £ | £**\*** | £ **\*** | £ **\*** |
| Beauty products | £ | £ | £ | £ | £ | £ | £ |

**\* TERMINATE**

**[Q\_Retailer]** Where do you typically buy **Toilet Paper products**?

*Select all that apply.*

Amazon

Instacart

Target

Walmart

Costco

Sam’s Club

BJ’s Wholesale Club

Kroger

Albertsons

Publix

Meijer

Wegmans

Whole Foods Market

Dollar General

Other – Other Store

**[Q1]** Which one statement best describes how you think about the price and value of toilet tissue products in general? **Programmer:** Do not randomize

1. I buy the lowest priced toilet tissue products
2. I routinely buy the lowest priced toilet tissue products from among a limited set of acceptable brands I trust
3. I found a toilet tissue product that is better than other brands and it costs less, so I stick to it
4. I occasionally pay a little extra for toilet tissue products I like or think are a little better
5. I routinely pay a little extra for toilet tissue products I like or think are a little
6. Price is not something I think about when buying a toilet tissue product - I buy what I want and don’t worry about price

**[Q2]** Please provide an answer for each of the following statements

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly Agree**  **[c1]** | **Agree**  **[c2]** | **Neither Agree Nor Disagree**  **[c3]** | **Disagree**  **[c4]** | **Strongly Disagree**  **[c5]** |
| [r1] I like to treat myself to little luxuries | £ **5** | £ **4** | £ **3** | £ **2** | £ **1** |
| [r2] All toilet tissue for the home is pretty much the same | £ **5** | £ **4** | £ **3** | £ **2** | £ **1** |

**[S\_Brand\_PastPurchased]** Which brand or brands of **Toilet Paper Products** have you purchased in the past **3** months?

*Select all that apply.*

Angel Soft

Charmin \* *Ask Q\_SubBrand if selected*

Cottonelle

Quilted Northern

Scott

Seventh Generation

Dollar General Home or Family Dollar Home

Great Value Soft & Strong (Walmart brand)

Great Value Ultra Soft or Ultra Strong (Walmart brand)

Home Sense Strong & Soft (Kroger brand)

Home Sense Ultra Soft or Ultra Strong (Kroger brand)

Up & Up Soft & Strong (Target brand)

Up & Up Ultra Soft or Ultra Strong (Target brand)

Berkley & Jensen (BJ’s Club brand)

Kirkland Signature (Costco brand)

Member’s Mark (Sam’s Club brand)

Other brand (please specify)

**\* Track as Brand Buyers**

**[S\_Brand\_BUMO]** And which one brand of **Toilet Paper Products** have you purchased most often in the past **3** months? *Select one response.*

1. Angel Soft
2. Charmin
3. Cottonelle
4. Quilted Northern
5. Scott
6. Seventh Generation
7. Dollar General Home or Family Dollar Home
8. Great Value Soft & Strong (Walmart brand)
9. Great Value Ultra Soft or Ultra Strong (Walmart brand)
10. Home Sense Strong & Soft (Kroger brand)
11. Home Sense Ultra Soft or Ultra Strong (Kroger brand)
12. Up & Up Soft & Strong (Target brand)
13. Up & Up Ultra Soft or Ultra Strong (Target brand)
14. Berkley & Jensen (BJ’s Club brand)
15. Kirkland Signature (Costco brand)
16. Member’s Mark (Sam’s Club brand)
17. Other brand (please specify)

**[Q\_SubBrand]** You mentioned you purchased **Charmin** in the past 3 month. Which of the following have you purchased specifically? **Programmer: Only ask if ‘Charmin’ is selected at S\_Brand\_PastPurchased**

1. Charmin Essentials Soft
2. Charmin Essentials Strong
3. Charmin Ultra Gentle
4. Charmin Ultra Soft
5. Charmin Ultra Strong
6. Charmin Forever Roll

**Programmer: Qualify Super Premium Buyers based on the definition below**

((Q1.r5 or Q1.r6) **AND** (Q2.r1.c1 or Q2. r1.c2) **AND** (Q2.r2.c4 or Q2. R2.c5) **AND** ((S\_Brand\_BUMO.r4 or S\_Brand\_BUMO.r5 or S\_Brand\_BUMO.r9 or S\_Brand\_BUMO.r11 or S\_Brand\_BUMO.r13 or S\_Brand\_BUMO.r14 or S\_Brand\_BUMO.r15 or S\_Brand\_BUMO.r16) **or** (Q\_SubBrand.r3 or Q\_SubBrand.r4 or Q\_SubBrand.r5 or Q\_SubBrand.r6)))

**Respondent Confidentiality Disclosure Agreement (RCDA)**

***Congratulations!***

Thank you for agreeing to participate in this consumer study on behalf of **Behaviorally**. Before you can participate in this research, we would like you to understand that it will involve Confidential Information and you must agree to these terms and conditions. If you do not agree, you will not be eligible to participate in this study. By signing this agreement, you agree as follows:

* You will use information or material disclosed to you or which may be available as part of this study only for the purpose of participating in this study, and you will not otherwise use the information or material for your own benefit or the benefit of any third party.
* You agree to keep confidential and not disclose, copy, transmit, or use for any purpose other than your participation in this study any information or material disclosed or made available to you as part of the study, including about products or packaging that may be disclosed to you directly or indirectly by participating in this study. Any disclosure, copying, transmitting or misuse of any information or material in any form (including hard copy and/or electronic/data) whether intentional or unintentional may subject you to disqualification, and any other remedies available to Behaviorally or its study partners in law or equity.
* You agree that Behaviorally [and its partners] will be irreparably harmed and monetary damages may not be adequate compensation if you fail to meet your obligations under this agreement, and that, in addition to other remedies, Behaviorally [or its partners] shall be entitled to seek injunctive relief to prevent any threatened or continued breach. The parties hereby waive any requirements for security for obtaining any provisional relief.
* Each of Behaviorally’s partners is an intended third-party beneficiary of this agreement and each partner may enforce the terms of this agreement.

As further detailed in our privacy policy (https://www.behaviorally.com/privacy-policy), we take reasonable precautions to protect the privacy and security of your information during the market research survey. All information collected as part of this survey is treated in accordance with our online privacy policy and is destroyed 2 months after you have taken this survey.

You will be compensated for your time, commitment, and confidential obligation.  
**Please confirm your acceptance of these terms by checking the agreement below.**

I hereby acknowledge and agree to the terms.

Electronic Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |
| --- |
| Gabor Granger |

**PROGRAMMER:** Show stimuli [Phase 1 = PACK1] at all times to respondent

**GABOR GRANGER EXERCISE:**

**[GGIntro]** For the next few questions, please focus your attention on the **Charmin** packaging you see here.

**Programming Note:** Please randomize the first Q\_GG# question shown

**Price List**

1. HP5 (Highest Price)- $35.00

2. HP4- $34.00

3. HP4 - $33.00

4. HP2- $32.00

5. HP1- $31.00

6. **CURRENT PRICE - $30.00**

7. LP1 - $29.00

8. LP2 - $28.00

9. LP3 - $27.00

10. LP4 - $26.00

11. LP5 (Lowest Price) - $25.00

**Set up the sequence as follow:**

| **Response Option** | **Next Price Direction** |
| --- | --- |
| Definitely would buy | Go **up** |
| Probably would buy | Go **up** |
| Might or might not buy | Go **down** |
| Probably would not buy | Go **down** |
| Definitely would not buy | Go **down** |

**[Q\_GG]** How likely would you be to buy this **Charmin** product, if it were available for the price you see below? *Select one response.*

**[Pipe: FEImage]**

**[Price= $30.00]**

Definitely would buy

Probably would buy

Might or might not buy

Probably would not buy

Definitely would not buy

**[Q\_GG1]** You mentioned you **(Pipe: Response from Q\_GG)** this **Charmin** product for the price that was shown. How likely would you be to buy this **Charmin** product, if it were available for the new price you see below? **Programmer: Show if Bottom 2 Box is chosen from Q\_GG**

**[Pipe: FEImage]**

**[Pipe: $29.00]**

Definitely would buy

Probably would buy

Might or might not buy

Probably would not buy

Definitely would not buy

**[Q\_GG2]** You mentioned you **(Pipe: Response from Q\_GG1)** this **Charmin** product for the price that was shown. How likely would you be to buy this **Charmin** product, if it were available for the new price you see below? **Programmer: Show if Bottom 2 Box is chosen from Q\_GG1**

**[Pipe: FEImage]**

**[Pipe: $28.00]**

Definitely would buy

Probably would buy

Might or might not buy

Probably would not buy

Definitely would not buy

**[Q\_GG3]** You mentioned you **(Pipe: Response from Q\_GG2)** this **Charmin** product for the price that was shown. How likely would you be to buy this **Charmin** product, if it were available for the new price you see below? **Programmer: Show if Bottom 2 Box is chosen from Q\_GG2**

**[Pipe: FEImage]**

**[Pipe: $27.00]**

Definitely would buy

Probably would buy

Might or might not buy

Probably would not buy

Definitely would not buy

**[Q\_GG4]** You mentioned you **(Pipe: Response from Q\_GG3)** this **Charmin** product for the price that was shown. How likely would you be to buy this **Charmin** product, if it were available for the new price you see below? **Programmer: Show if Bottom 2 Box is chosen from Q\_GG3**

**[Pipe: FEImage]**

**[Pipe: $26.00]**

Definitely would buy

Probably would buy

Might or might not buy

Probably would not buy

Definitely would not buy

**[Q\_GG5]** You mentioned you **(Pipe: Response from Q\_GG4)** this **Charmin** product for the price that was shown. How likely would you be to buy this **Charmin** product, if it were available for the new price you see below? **Programmer: Show if Bottom 2 Box is chosen from Q\_GG4**

**[Pipe: FEImage]**

**[Pipe: $25.00]**

Definitely would buy

Probably would buy

Might or might not buy

Probably would not buy

Definitely would not buy

**[Q\_GG6]** You mentioned you **(Pipe: Response from Q\_GG)** this **Charmin** product for the price that was shown. How likely would you be to buy this **Charmin** product, if it were available for the new price you see below? **Programmer: Show if Top 3 box is chosen from Q\_GG**

**[Pipe: FEImage]**

**[Pipe: $31.00]**

Definitely would buy

Probably would buy

Might or might not buy

Probably would not buy

Definitely would not buy

**[Q\_GG7]** You mentioned you **(Pipe: Response from Q\_GG6)** this **Charmin** product for the price that was shown. How likely would you be to buy this **Charmin** product, if it were available for the new price you see below? **Programmer: Show if Top 3 box is chosen from Q\_GG6**

**[Pipe: FEImage]**

**[Pipe: $32.00]**

Definitely would buy

Probably would buy

Might or might not buy

Probably would not buy

Definitely would not buy

**[Q\_GG8]** You mentioned you **(Pipe: Response from Q\_GG7)** this **Charmin** product for the price that was shown. How likely would you be to buy this **Charmin** product, if it were available for the new price you see below? **Programmer: Show if Top 3 box is chosen from Q\_GG7**

**[Pipe: FEImage]**

**[Pipe: $33.00]**

Definitely would buy

Probably would buy

Might or might not buy

Probably would not buy

Definitely would not buy

**[Q\_GG9]** You mentioned you **(Pipe: Response from Q\_GG7)** this **Charmin** product for the price that was shown. How likely would you be to buy this **Charmin** product, if it were available for the new price you see below? **Programmer: Show if Top 3 box is chosen from Q\_GG7**

**[Pipe: FEImage]**

**[Pipe: $34.00]**

Definitely would buy

Probably would buy

Might or might not buy

Probably would not buy

Definitely would not buy

**[Q\_GG10]** You mentioned you **(Pipe: Response from Q\_GG9)** this **Charmin** product for the price that was shown. How likely would you be to buy this **Charmin** product, if it were available for the new price you see below? **Programmer: Show if Top 3 box is chosen from Q\_GG9**

**[Pipe: FEImage]**

**[Pipe: $35.00]**

Definitely would buy

Probably would buy

Might or might not buy

Probably would not buy

Definitely would not buy

**PROGRAMMER:** Show stimuli [Phase 1 = PACK1] for Q\_Value

**[Q\_Value]** Thinking about the prices you saw, which of the following best describes how you feel about this product’s price overall? *Select one response.*

A great deal for the value

A reasonable price

Slightly expensive, but acceptable

Too expensive for what it is

I’m unsure

**Programming Note:** Please track the following

1. The final price / last price shown in the Gabor Granger exercise
2. The Response from Q\_Value

|  |
| --- |
| Classification |

Now, just a few questions for classification purposes…

**[S\_STATE]** Please select the US state in which you currently live:

*Select one response.*

[AL] Alabama

[AK] Alaska

[AZ] Arizona

[AR] Arkansas

[CA] California

[CO] Colorado

[CT] Connecticut

[DE] Delaware

[DC] District of Columbia

[FL] Florida

[GA] Georgia

[HI] Hawaii

[ID] Idaho

[IL] Illinois

[IN] Indiana

[IA] Iowa

[KS] Kansas

[KY] Kentucky

[LA] Louisiana

[ME] Maine

[MD] Maryland

[MA] Massachusetts

[MI] Michigan

[MN] Minnesota

[MS] Mississippi

[MO] Missouri

[MT] Montana

[NE] Nebraska

[NV] Nevada

[NH] New Hampshire

[NJ] New Jersey

[NM] New Mexico

[NY] New York

[NC] North Carolina

[ND] North Dakota

[OH] Ohio

[OK] Oklahoma

[OR] Oregon

[PA] Pennsylvania

[RI] Rhode Island

[SC] South Carolina

[SD] South Dakota

[TN] Tennessee

[TX] Texas

[UT] Utah

[VT] Vermont

[VA] Virginia

[WA] Washington

[WV] West Virginia

[WI] Wisconsin

[WY] Wyoming

**[C\_Employment]** Which of the following best describes your current employment status?

*Select one response.*

Working full-time

Working part-time

Looking for work, temporarily unemployed

Full-time student

Full-time homemaker

Retired

Not employed

I prefer not to answer

**[STANDARD\_RELATIONSHIP]** What is your relationship status?

*Select one response.*

Single, never married

Married

Separated, divorced or widowed

Domestic partnership/living with someone

Prefer not to answer

**[STANDARD\_EDUCATION]** What is the highest level of education you have completed?

*Select one response.*

3rd Grade or less

Middle School - Grades 4 - 8

Completed some high school

High school graduate

Other post high school vocational training

Completed some college, but no degree

Associate Degree

College Degree (such as B.A., B.S.)

Completed some graduate, but no degree

Masters degree

Doctorate degree

None of the above

**[STANDARD\_INCOME]** Please select the range that best represents your total annual household income.

*Select one response.*

Less than $15 000

$15 000 to $19 999

$20 000 to $24 999

$25 000 to $29 999

$30 000 to $34 999

$35 000 to $39 999

$40 000 to $44 999

$45 000 to $49 999

$50 000 to $59 999

$60 000 to $74 999

$75 000 to $84 999

$85 000 to $99 999

$100 000 to $124 999

$125 000 to $149 999

$150 000 to $174 999

$175 000 to $199 999

$200,000 or more

Prefer not to answer

***Thank you for your time and cooperation!***