**Project\_J : Product\_A & Product\_B Price Elasticity Study**

**QNR**

**v1**

**Sep 21,2025**

# objectives

Research Objectives:

* Identifying the Missing Features along with the Most Important and Least Important features of Product\_A & Product\_B Concept among target customers with respect to competitor product GoPro.
* Calculate price elasticity to understand optimal price for Product\_A & Product\_B products with strategic/traditional target consumers.

**SAMPLE PLAN**

**GEOGRAPHY**: US

**LOI**: 8-10 MINS

|  |  |  |
| --- | --- | --- |
| RESPONDENT TYPE | Product\_A + COMPETITIVE CONCEPT | Product\_B + COMPETITIVE CONCEPT |
| TECHIES | 75 | 75 |
| EXPRESSIONISTS | 75 | 75 |
| LIVE BROADCASTERS | 75 | 75 |
| **TOTAL = 450** | **225** | **225** |
|  | |  |

**RECRUITING CRITERIA** :-

* + OWN/EXPERIENCE W/”LIVE STREAMING” CAMERA
  + OPEN TO/INTEREST IN “LIVE STREAMING” CAMERA AND/OR “CAMERA FOR CREATING (PRE-RECORDED CONTENT)”
  + MIX OF “BROADCAST/CREATOR”/DESK LIVE STREAMING/PRE-RECORDED USE CASES

# Screener (1-2 min)

**Introduction**

Thank you for agreeing to participate in this online survey.

We will begin by asking a few questions. After answering these questions, you will be informed of your eligibility to participate in a 8-10-minute survey.

Please click **'Next' (>>)** to continue...

SQ01. Please let us know if you or any of your immediate family members are employees or have been employed in the past 12 months at any of the following?

*(Please select all that apply)*

1. Accounting
2. Education
3. Marketing research [Thank & Terminate]
4. Advertising or public relations [Thank & Terminate]
5. Video content service website [Thank & Terminate]
6. Restaurant
7. Insurance company or brokerage
8. Financial services provider
9. Automotive manufacturer or retailer
10. Non-Profit organization
11. Hospital or physician's office
12. Technology Company [Thank & Terminate]
13. None of the above [Anchor to bottom, Exclusive]

SQ02. What is your gender?

*(Please select one)*

1. Male
2. Female
3. Non-Binary
4. Other, please specify
5. Prefer not to answer

SQ03. What is your age?

*(Please select one)*

1. 17 years or younger [Thank & Terminate]
2. 18-25 years old
3. 26-35 years old
4. 36-45 years old
5. 46-55 years old
6. 56-70 years old [Quota – 15% of the sample]
7. 71 years or older [Thank & Terminate]

SQ05. On an average, how often do you do each of the following?

*(Please select one per row)*

[RANDOMIZE ORDER]

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | [1]Never | [2]Once a year | [3]Once in 6 months | [4]Once every 3 months | [5]Monthly | [6]Weekly | [7]Several times a week | [8]Daily | [9] Several times a day |
| 1. Live stream your own original **video** content (that you yourself created) online |  |  |  |  |  |  |  |  |  |
| 1. Live stream your own **audio** content (that you yourself created) online |  |  |  |  |  |  |  |  |  |
| 1. Upload / Share your own pre-recorded **video** content (that you yourself created) online |  |  |  |  |  |  |  |  |  |
| 1. Upload / Share your own pre-recorded **audio** content (that you yourself created) online |  |  |  |  |  |  |  |  |  |
| 1. **Broadcast** live concerts, events, conventions, sports, House of Worship events, weddings, local events - that you yourself streamed and / or recorded |  |  |  |  |  |  |  |  |  |
| 1. Travel Domestically |  |  |  |  |  |  |  |  |  |
| 1. Watch movies at home with friend and family |  |  |  |  |  |  |  |  |  |
| 1. Go to live concerts |  |  |  |  |  |  |  |  |  |

**[ IF SQ05 any of 1,2,3, 4  >=6, CLASSIFY AS GENERAL S&C**

**IF ALL SQ05 1,2,3 and 4 >=3 and <6 and SQ05 5 >=3 CLASSIFY AS LIVE BROADCASTERS**

**Remaining CLASSIFY AS NONE and TERMINATE ]**

*QUOTAS:*

*Live Broadcasters- 150*

*General S&C- 300*

[ Add typing tool Questions weblink for **ALL** ]

Include Quotas: **150** **Techies & 150 Expressionists**

TERMINATE the remaining segments]

SQ06. Which of the following statements describes your camera ownership?

*(Please select one)*

1. I currently own a camera and **do not plan to upgrade/replace/buy another** in the next 24 months [Quota – 10% of the sample]
2. I currently own a camera and **plan to upgrade/replace/buy another** in the next 24 months
3. I currently do not own a camera, but **plan to buy** one in the next 24 months
4. I currently do not own a camera and **do not plan on buying** one in the next 24 months [Thank & TERMINATE]

[Show for SQ06=1,2]

SQ07b. Please tell us how much you spent on the camera that you own.

1. Less than $60
2. $61- $100
3. $101- $150
4. $151-$200
5. $201-$300
6. $301-$600
7. $601-$1000
8. $1001 and above

[IF SQ07a > 7, CLASSIFY AS PREMIUM\_CAMERA\_OWNERS, ELSE NON\_PREMIUM\_OWNERS ]

[Show for SQ06=2,3]

SQ07b. What do you think you will pay for the next camera that you plan to purchase?

1. Less than $60
2. $61- $100
3. $101- $150
4. $151-$200
5. $201-$300
6. $301-$600
7. $601-$1000
8. $1001 and above

SQ08a.[Show only if SQ05= Live Broadcasters]

For which types of events do you usually live stream or record content?

*(Please select all that apply)* [Randomize List]

1. Worship
2. Sports
3. Classrooms/ Education
4. Music / DJ
5. Fitness Instruction
6. IRL Events
7. Small Business-related Occasions
8. Government related Occasions
9. Conferences/ Conventions
10. Concerts
11. Weddings / Celebrations
12. Others(please specify)\_\_\_\_\_\_\_\_ [Anchor to bottom]

SQ08b. [Show only if SQ05= Live Broadcasters]

Amongst the above chosen events, how often have you live-streamed / recorded each one of them in the past 6 months?

*(Please specify a Number for each)*

|  |  |
| --- | --- |
| Events | Range [0-50] |
| Show all options selected in SQ08b | \_\_\_\_\_\_ [Number Text] |

SQ09.**Confidentiality Agreement**

I understand that I am being asked to participate in a market research study and that my participation is voluntary.  I understand that I will be presented with information during the research which may or may not be factual or true and that I may be asked to accept certain representations or make certain assumptions about new products to answer various questions for the market research study.  I understand that such representations have been made for research purposes and no other purposes.

I acknowledge that I may receive information during the market research study which is confidential information belonging to the study sponsor.  I agree that I will not disclose or use this confidential information, nor discuss with any party, any of the information with which I have been provided or been made aware in connection with my participation in this market research study.  The term of this non-disclosure agreement will continue until such time, if ever, the information becomes publicly available.

1. I Agree [RECRUIT]
2. I Disagree [TERMINATE]

[for Eligible Respondents]

Thank you for your responses so far.

You are eligible to take part in this survey. We expect that this survey will take about 10 minutes to complete.

Please click **'Next' (>>)** to continue…

[TERMINATING SCREEN: SHOW WHEN RESPONDENT IS TERMINATED]

Thank you for taking the time to fill out the screening section of the survey. Unfortunately, you did not meet the screening criteria and are not eligible to continue to the main survey. Thank you once again for your time.

## SECTION A- CURRENT USAGE & AWARENESS

AQ00. What kind of content do you usually stream or create?

*(Please Select All that apply)*

1. Animation
2. ASMR
3. Beauty
4. Comedy
5. Conspiracy
6. Cooking
7. Daily Vlog
8. Design / Art
9. Digital / Online Events
10. DIY
11. Education / Classroom
12. Family
13. Fashion
14. Gaming
15. Health and Fitness
16. Just Chatting
17. Learning
18. Lifestyle
19. Live Events at venues- conferences, concerts, team sports
20. Live events - House of Worship
21. Live events - Weddings and celebrations
22. Live events - local sports games, local events, etc...
23. Makers / Crafting
24. Music
25. Dance
26. Pranks / Challenges
27. Politics
28. Podcast
29. Spirituality
30. Sports
31. Tech
32. Travel
33. Unboxing
34. Other, please specify **\_\_\_\_\_\_\_\_\_\_\_** [Anchor at bottom]

AQ01. What products/devices do you generally use for recording and uploading or live streaming your own original content?

*(Select all that apply)* [Randomize Categories A,B,C,D,E,F & G]

1. **CAMERA**
2. Action Camera
3. External Webcam
4. DSLR Camera
5. Live streaming camera
6. Other\_\_\_\_\_(please specify)
7. **Headset**
8. Gaming Headset
9. Non-Gaming Headset
10. **Microphones /Audio Equipment**
11. Audio Interface
12. Audio mixer
13. Boom Mic
14. Lavalier Microphone
15. Microphone - USB
16. Microphone – XLR
17. Shotgun Mic
18. Speakers
19. Wireless Mic
20. **Lighting**
21. Ring Light
22. Soft or Key Light
23. Umbrella Light
24. Other\_\_\_\_\_(please specify)
25. **Accessories**
26. Capture Card
27. Green Screen
28. Keyboard
29. Mouse
30. Stream Deck
31. Other\_\_\_\_\_(please specify)
32. **Devices**
33. Dual Monitor
34. Monitor
35. **Software**
36. Post-production software
37. Streaming Software
38. Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_(Please specify)[ANCHOR TO BOTTOM]

AQ02a.Thinking about your streaming and / or content creating setup, how much do you think you spent on the **peripherals / hardware equipment** of your setup? (Please **ONLY THINK ABOUT hardware equipment** - peripherals, such as lighting, mics, cameras, monitors, capture cards, etc).

***DO NOT INCLUDE software,*** *like video game titles, editing software, and* ***DO NOT INCLUDE computers or Laptops, OR Furniture****, etc.)*

*(Please select one)*

1. Less than $99
2. Between $100-299
3. Between $300-499
4. Between $500-749
5. Between $750-999
6. Between $1000-1999
7. Between $2000-2999
8. Between $3000-4999
9. More than $5000
10. I don’t remember

AQ02b. How much did you spend on your **computer and / or Laptop** used for Streaming and/or Content creation**?**

*(Please select one)*

1. Less than $99
2. Between $100-299
3. Between $300-499
4. Between $500-749
5. Between $750-999
6. Between $1000-1999
7. Between $2000-2999
8. Between $3000-4999
9. More than $5000
10. I don’t remember

AQ03a.When you think about **“live streaming or broadcasting cameras”,** list the top 3 brands that come to mind. [Do not restrict them to 3 Brands] [Let them move ahead after answering ATLEAST 1]

1. \_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_

AQ03. **Thinking ONLY about cameras**, indicate your awareness and use of thebrandslisted in the table below.

*(Only Select One Preferred Option Per Brand)*

[Alphabetize List]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | [1] **Not aware** | [2] **Aware of, but never bought /used** | [3] **Aware and have bought / used in the past** | [4] **Currently using** | [5] **Currently using, and consider my “preferred product “[**ALLOW ONLY ONE SELECTION IN THIS COLUMN] |
| 1. Logitech |  |  |  |  |  |
| 1. Panasonic |  |  |  |  |  |
| 1. Razer |  |  |  |  |  |
| 1. Mevo |  |  |  |  |  |
| 1. Nikon |  |  |  |  |  |
| 1. Canon |  |  |  |  |  |
| 1. Microsoft |  |  |  |  |  |
| 1. Sony |  |  |  |  |  |
| 1. GoPro |  |  |  |  |  |
| 1. Intel |  |  |  |  |  |
| 1. Kandao |  |  |  |  |  |
| 1. SpyPoint |  |  |  |  |  |
| 1. AVerMedia |  |  |  |  |  |
| 1. Olympus |  |  |  |  |  |
| 1. Go Pro |  |  |  |  |  |
| 1. Black Magic |  |  |  |  |  |
| 1. Others (please specify) \_\_\_\_\_\_\_\_ |  |  |  |  |  |

AQ04. Using a scale of 1 to 5, where 1 is ‘Completely Dissatisfied’ and 5 is ‘Completely Satisfied’, indicate your overall satisfaction with the brandsof “**Cameras” you own or have used in the past**?

Please use a scale of 1 to 5, where 1 is ‘Completely Dissatisfied’ and 5 is ‘Completely Satisfied’.

*(Please select one per row)*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | [1]  1=Completely Dissatisfied | [2]  2=Somewhat Dissatisfied | [3]  3=Neither Satisfied nor Dissatisfied | [4]  4=Somewhat Satisfied | [5]  5=Completely Satisfied |
| [SHOW ALL BRANDS WITH AQ03>=3] | O | O | O | O | O |

## SECTION B -CONCEPT EXPOSURE (2-3 min)

[DIVIDE THE SAMPLE INTO 2 GROUPS RANDOMLY, as **START 1** and **START 2**]

**[SHOW ONLY TO START 1]**

[RANDOMIZE EXPOSURE TO “Product\_A 1” AND ‘’GoPro HERO BLACK 9’’: 50% SAMPLE TO SEE Product\_A-1 FIRST, 50% SAMPLE TO SEE GoPro HERO BLACK 9 FIRST]

Now we would like to share with you a product description of a **Camera*.*** We will refer to this camera as **Product\_A.**

Please take some time to review **Product\_A** and answer the questions that follow. After you finish reading the concept, please click ‘NEXT’ to advance to the next screen.

The screen will remain open on the concept for 40 seconds to give you the opportunity to read through the concept before you can proceed. If you need more than 40 seconds to read through the concept, you will have as much time as you need. Simply click Next when you are finished reading the concept.

The concept description will be available as a hyperlink in the following screens and will open on a separate window to review. Please open the hyperlink, so you can reference it at any time during this survey.

SHOW Product\_A 1 Profile– **CONCEPT BOARD 1** [SHOW ONLY TO Product\_A 1]

[Screen must stay open at least 40 Secs before respondent can Proceed]

[Capture concept being shown]

[BQ01] On a scale of 1 to 5 where 1 is ‘Poor’ and a 5 is ‘Excellent’, what is your **overall impression** of **Product\_A**?

*Click here to review Product\_A .* [HYPERLINK TO Product\_A I]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **1= Poor** | **2= Fair** | **3= Average** | **4= Good** | **5= Excellent** |
| Overall impression of Product\_A | ᴑ | ᴑ | ᴑ | ᴑ | ᴑ |

[BQ02] Please highlight the MOST IMPORTANT and the LEAST IMPORTANT Features in the Product\_A description.

[SHOW CONCEPT TO ALLOW RESPONDENTS TO HIGHLIGHT WORDS/PHRASES]

[BQ03] What, if any Features would you like this camera to have that do not appear in the current concept ? *Click here to review Product\_A .* [HYPERLINK TO Product\_A I]

\_\_\_\_\_\_\_\_ [TEXT BOX] [COLLECT OE] [Let them move further without answering]

[BQ04] On a scale of 1 to 5 where 1 is ‘Completely Unlikely’ and 5 is ‘Completely Likely’, how likely would you be to **follow up** and **learn more** about  **Product\_A**?

*If you need, click here to view the Product\_A concept profile again.*[HYPERLINK TO Product\_A 1]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **1= Completely Unlikely** | **2= Somewhat Unlikely** | **3= Neither Likely nor Unlikely** | **4= Somewhat Likely** | **5= Completely Likely** |
| **Likelihood to follow up and learn more about**  Product\_A | ᴑ | ᴑ | ᴑ | ᴑ | ᴑ |

[BQ05] On a scale of 1 to 5 where 1 is ‘Completely Unlikely’ and 5 is ‘Completely Likely’, how likely would you be to **buy**  **Product\_A**?

*If you need, click here to view the Product\_A concept profile again.*[HYPERLINK TO Product\_A I]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **1= Completely Unlikely** | **2= Somewhat Unlikely** | **3= Neither Likely nor Unlikely** | **4= Somewhat Likely** | **5= Completely Likely** |
| **Likelihood to buy**  Product\_A | ᴑ | ᴑ | ᴑ | ᴑ | ᴑ |

[BQ06a] On a scale of 1 to 5 where 1 is ‘Completely Disagree’ and 5 is ‘Completely Agree, how new and different is  **Product\_A**?

*If you need, click here to view the Product\_A concept profile again.*[HYPERLINK TO Product\_A I]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **1= Completely Disagree** | **2= Somewhat Disagree** | **3= Neither Agree nor Disagree** | **4= Somewhat Agree** | **5= Completely Agree** |
| Product\_A is **New and Different** | ᴑ | ᴑ | ᴑ | ᴑ | ᴑ |

[BQ06b] On a scale of 1 to 5 where 1 is ‘Completely Disagree’ and 5 is ‘Completely Agree,’ how much does  **Product\_A** meet the needs for you as a creator / streamer?

*If you need, click here to view the Product\_A concept profile again.*[HYPERLINK TO Product\_A I]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **1= Completely Disagree** | **2= Somewhat Disagree** | **3= Neither Agree nor Disagree** | **4= Somewhat Agree** | **5= Completely Agree** |
| Product\_A **Meets the Need** | ᴑ | ᴑ | ᴑ | ᴑ | ᴑ |

[BQ07] How soon after  **Product\_A** [HYPERLINK TO Product\_A 1] becomes available in the market, would you be likely to buy this product**?** Please assume the concept performs as described in the profile. [SHOW ONLY IF BQ05=3,4,5]

|  |
| --- |
| **# of Months** |
| \_\_\_\_\_\_\_\_\_ [0-72] |
| Will not consider buying Product\_A [EXCLUSIVE] |
| I’m not sure |

**[SHOW ONLY TO START2]**

[RANDOMIZE EXPOSURE TO “ Product\_A 2” AND ‘’GoPro HERO BLACK 9’’: 50% SAMPLE TO SEE Product\_A-2 FIRST, 50% SAMPLE TO SEE GoPro HERO BLACK 9 FIRST]

[INTRODUCTION SCREEN]

Now we would like to share with you a product description of a **Camera*.*** We will refer to this camera as  **Product\_B.**

Please take some time to review  **Product\_B** and answer the questions that follow. After you finish reading the concept, please click ‘NEXT’ to advance to the next screen.

The screen will remain open on the concept for 40 seconds to give you the opportunity to read through the concept before you can proceed. If you need more than 40 seconds to read through the concept, you will have as much time as you need. Simply click Next when you are finished reading the concept.

The concept description will be available as a hyperlink in the following screens and will open on a separate window to review. Please open the hyperlink, so you can reference it at any time during this survey.

[SHOW Product\_A 2 Profile– **CONCEPT BOARD 2** [SHOW ONLY TO Product\_A 2]

[Screen must stay open at least 40 Secs before respondent can Proceed]

[Capture concept being shown]

[EQ01] On a scale of 1 to 5 where 1 is ‘Poor’ and a 5 is ‘Excellent’, what is your **overall impression** of  **Product\_B**?

*Click here to review Product\_B .* [HYPERLINK TO Product\_A 2]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **1= Poor** | **2= Fair** | **3= Average** | **4= Good** | **5= Excellent** |
| **Overall impression** of Product\_B | ᴑ | ᴑ | ᴑ | ᴑ | ᴑ |

[EQ02] Please highlight the MOST IMPORTANT and the LEAST IMPORTANT Features in the Product\_B description.

[SHOW CONCEPT TO ALLOW RESPONDENTS TO HIGHLIGHT WORDS/PHRASES]

[EQ03] What, if any Features would you like this camera to have that do not appear in the current concept ? *Click here to review Product\_B .* [HYPERLINK TO Product\_A 2]

\_\_\_\_\_\_\_\_ [TEXT BOX] [COLLECT OE] [Let them move further without answering]

[EQ04] On a scale of 1 to 5 where 1 is ‘Completely Unlikely’ and 5 is ‘Completely Likely’, how likely would you be to **follow up** and **learn more** about  **Product\_B**?

*If you need, click here to view the Product\_B concept profile again.*[HYPERLINK TO Product\_A 2]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **1= Completely Unlikely** | **2= Somewhat Unlikely** | **3= Neither Likely nor Unlikely** | **4= Somewhat Likely** | **5= Completely Likely** |
| **Likelihood to follow up and learn more about**  Product\_B | ᴑ | ᴑ | ᴑ | ᴑ | ᴑ |

[EQ05] On a scale of 1 to 5 where 1 is ‘Completely Unlikely’ and 5 is ‘Completely Likely’, how likely would you be to **buy**  **Product\_B**?

*If you need, click here to view the Product\_B concept profile again.*[HYPERLINK TO Product\_A 2]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **1= Completely Unlikely** | **2= Somewhat Unlikely** | **3= Neither Likely nor Unlikely** | **4= Somewhat Likely** | **5= Completely Likely** |
| **Likelihood to buy**  Product\_B | ᴑ | ᴑ | ᴑ | ᴑ | ᴑ |

[EQ06a] On a scale of 1 to 5 where 1 is ‘Completely Disagree’ and 5 is ‘Completely Agree, how new and different is  **Product\_B**?

*If you need, click here to view the Product\_B concept profile again.*[HYPERLINK TO Product\_A 2]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **1= Completely Disagree** | **2= Somewhat Disagree** | **3= Neither Agree nor Disagree** | **4= Somewhat Agree** | **5= Completely Agree** |
| Product\_B **is New and Different** | ᴑ | ᴑ | ᴑ | ᴑ | ᴑ |

[EQ06b] On a scale of 1 to 5 where 1 is ‘Completely Disagree’ and 5 is ‘Completely Agree,’ how much does  **Product\_B** meet the needs for you as a creator / streamer?

*If you need, click here to view the Product\_B concept profile again.*[HYPERLINK TO Product\_A 2]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **1= Completely Disagree** | **2= Somewhat Disagree** | **3= Neither Agree nor Disagree** | **4= Somewhat Agree** | **5= Completely Agree** |
| Product\_B **Meets the Need** | ᴑ | ᴑ | ᴑ | ᴑ | ᴑ |

[EQ07] How soon after  **Product\_B** [HYPERLINK TO Product\_A 2] becomes available in the market, would you be likely to buy this product**?** Please assume the concept performs as described in the profile. [SHOW ONLY IF EQ05=3,4,5]

|  |
| --- |
| **# of Months** |
| \_\_\_\_\_\_\_\_\_ [0-72] |
| Will not consider buying Product\_B [EXCLUSIVE] |
| I’m not sure |

**[ SHOW TO ALL ]**

[INTRODUCTION SCREEN]

Now we would like to share with you a product description of a new **Camera*.*** We will refer to this system as **GoPro HERO BLACK 9.**

Please take some time to review **GoPro HERO BLACK 9** and answer the questions that follow. After you finish reading the concept, please click ‘NEXT’ to advance to the next screen.

The screen will remain open on the concept for 40 seconds to give you the opportunity to read through the concept before you can proceed. If you need more than 40 seconds to read through the concept, you will have as much time as you need. Simply click Next when you are finished reading the concept.

The concept description will be available as a hyperlink in the following screens and will open on a separate window to review. Please open the hyperlink, so you can reference it at any time during this survey.

SHOW GoPro HERO BLACK 9 Profile– **CONCEPT BOARD 3**

[Screen must stay open at least 40 Secs before respondent can Proceed]

[Capture concept being shown]

[FQ01] On a scale of 1 to 5 where 1 is ‘Poor’ and a 5 is ‘Excellent’, what is your **overall impression** of **GoPro HERO BLACK 9**?

*Click here to review GoPro HERO BLACK 9 .* [HYPERLINK TO GoPro HERO BLACK 9]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **1= Poor** | **2= Fair** | **3= Average** | **4= Good** | **5= Excellent** |
| **Overall impression of GoPro HERO BLACK 9** | ᴑ | ᴑ | ᴑ | ᴑ | ᴑ |

[FQ02] Please highlight the MOST IMPORTANT and the LEAST IMPORTANT Features in the GoPro HERO BLACK 9 description.

[SHOW CONCEPT TO ALLOW RESPONDENTS TO HIGHLIGHT WORDS/PHRASES]

[FQ03] What, if any Features would you like this camera to have that do not appear in the current concept ? *Click here to review GoPro HERO BLACK 9.* [HYPERLINK TO GoPro HERO BLACK 9]

\_\_\_\_\_\_\_\_ [TEXT BOX] [COLLECT OE] [Let them move further without answering]

[FQ04] On a scale of 1 to 5 where 1 is ‘Completely Unlikely’ and 5 is ‘Completely Likely’, how likely would you be to **follow up** and **learn more** about **GoPro HERO BLACK 9**?

*If you need, click here to view the GoPro HERO BLACK 9 concept profile again.*[HYPERLINK TO GoPro HERO BLACK 9]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **1= Completely Unlikely** | **2= Somewhat Unlikely** | **3= Neither Likely nor Unlikely** | **4= Somewhat Likely** | **5= Completely Likely** |
| **Likelihood to follow up and learn more about GoPro HERO BLACK 9** | ᴑ | ᴑ | ᴑ | ᴑ | ᴑ |

[FQ05] On a scale of 1 to 5 where 1 is ‘Completely Unlikely’ and 5 is ‘Completely Likely’, how likely would you be to **buy** **GoPro HERO BLACK 9**?

*If you need, click here to view the GoPro HERO BLACK 9 concept profile again.*[HYPERLINK TO GoPro HERO BLACK 9]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **1= Completely Unlikely** | **2= Somewhat Unlikely** | **3= Neither Likely nor Unlikely** | **4= Somewhat Likely** | **5= Completely Likely** |
| **Likelihood to buy GoPro HERO BLACK 9** | ᴑ | ᴑ | ᴑ | ᴑ | ᴑ |

[FQ06a] On a scale of 1 to 5 where 1 is ‘Completely Disagree’ and 5 is ‘Completely Agree, how new and different is **GoPro HERO BLACK 9**?

*If you need, click here to view the GoPro HERO BLACK 9 concept profile again.*[HYPERLINK TO GoPro HERO BLACK 9]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **1= Completely Disagree** | **2= Somewhat Disagree** | **3= Neither Agree nor Disagree** | **4= Somewhat Agree** | **5= Completely Agree** |
| **GoPro HERO BLACK 9 is New and Different** | ᴑ | ᴑ | ᴑ | ᴑ | ᴑ |

[FQ06b] On a scale of 1 to 5 where 1 is ‘Completely Disagree’ and 5 is ‘Completely Agree,’ how much does **GoPro HERO BLACK 9** meet the needs for you as a creator / streamer?

*If you need, click here to view the GoPro HERO BLACK 9 concept profile again.*[HYPERLINK TO GoPro HERO BLACK 9]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **1= Completely Disagree** | **2= Somewhat Disagree** | **3= Neither Agree nor Disagree** | **4= Somewhat Agree** | **5= Completely Agree** |
| **GoPro HERO BLACK 9 Meets the Need** | ᴑ | ᴑ | ᴑ | ᴑ | ᴑ |

[FQ07] How soon after **GoPro HERO BLACK 9** [HYPERLINK TO GoPro HERO BLACK 9] becomes available in the market, would you be likely to buy this product**?** Please assume the concept performs as described in the profile. [SHOW ONLY IF FQ05=3,4,5]

|  |
| --- |
| **# of Months** |
| \_\_\_\_\_\_\_\_\_ [0-72] |
| Will not consider buying GoPro HERO BLACK 9 [EXCLUSIVE] |
| I’m not sure |

# Section C- Gabor granger (2 min)

**[Show to START-1 only]**

Please consider “ **Product\_A ”**

Simply click Next when you finish reading the concept.

[SHOW HYPERLINK TO  **Product\_A 1 - Concept board 1**]

**CQ01a.** On a scale of 1 to 5 : where 1 is ‘Definitely will not purchase’ and 5 is ‘Definitely will purchase’, how likely would you be to purchase  ***Product\_A ?***

*Please click here to review the concept* [SHOW HYPERLINK TO  **Product\_A 1- Concept board 1]**

[RANDOMIZE WHICH ROW IS SHOWN FIRST]

[IF RESPONSE > 3, SHOW THE NEXT HIGHEST ROW. REPEAT UNTIL RESPONSE <3]

[IF RESPONSE < 4, SHOW THE NEXT LOWEST ROW. REPEAT UNTIL RESPONSE >4]

[CAPTURE SEPARATE VARIABLE OF **DOLLAR VALUE** OF THE ROW NUMBER THAT IS THE HIGHEST FOR WHICH 4 OR 5 IS SELECTED]

**[SELECT ONE OPTION FOR EACH ROW]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 = Definitely will not purchase | 2 = Probably will not purchase | 3 = May or may not purchase | 4 = Probably will purchase | 5 = Definitely will purchase |
| 1. ***Product\_A at $249*** | O | O | O | O | O |
| 1. ***Product\_A at $299*** | O | O | O | O | O |
| 1. ***Product\_A at $349*** | O | O | O | O | O |
| 1. ***Product\_A at $399*** | O | O | O | O | O |
| 1. ***Product\_A at $499*** | O | O | O | O | O |
| 1. ***Product\_A at $499*** | O | O | O | O | O |
| 1. ***Product\_A at $549*** | O | O | O | O | O |
| 1. ***Product\_A at $599*** | O | O | O | O | O |

**[Show to START 2 only ]**

Please consider “ **Product\_B ”**

Simply click Next when you finish reading the concept.

[SHOW HYPERLINK TO  **Product\_A 2 -Concept board 2**]

**CQ01b.** On a scale of 1 to 5 : where 1 is ‘Definitely will not purchase’ and 5 is ‘Definitely will purchase’, how likely would you be to purchase  ***Product\_B ?***

*Please click here to review the concept* [SHOW HYPERLINK TO  **Product\_A 2 - Concept board 2]**

[RANDOMIZE WHICH ROW IS SHOWN FIRST]

[IF RESPONSE > 3, SHOW THE NEXT HIGHEST ROW. REPEAT UNTIL RESPONSE <3]

[IF RESPONSE < 4, SHOW THE NEXT LOWEST ROW. REPEAT UNTIL RESPONSE >4]

[CAPTURE SEPARATE VARIABLE OF **DOLLAR VALUE** OF THE ROW NUMBER THAT IS THE HIGHEST FOR WHICH 4 OR 5 IS SELECTED]

**[SELECT ONE OPTION FOR EACH ROW]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 = Definitely will not purchase | 2 = Probably will not purchase | 3 = May or may not purchase | 4 = Probably will purchase | 5 = Definitely will purchase |
| 1. ***Product\_B at $249*** | O | O | O | O | O |
| 1. ***Product\_B at $299*** | O | O | O | O | O |
| 1. ***Product\_B at $349*** | O | O | O | O | O |
| 1. ***Product\_B at $399*** | O | O | O | O | O |
| 1. ***Product\_B at $499*** | O | O | O | O | O |
| 1. ***Product\_B at $499*** | O | O | O | O | O |
| 1. ***Product\_B at $549*** | O | O | O | O | O |
| 1. ***Product\_B at $599*** | O | O | O | O | O |

**[ Show to ALL respondents ]**

Now, please consider “**GoPro HERO BLACK 9**”

Simply click Next when you finish reading the concept.

[SHOW HYPERLINK TO **GoPro HERO BLACK 9 - Concept board 3** ]

**CQ02a.** On a scale of 1 to 5 where 1 is ‘Definitely will not purchase’ and 5 is ‘Definitely will purchase’, how likely would you be to purchase ***GoPro HERO BLACK 9*** ***?***

*Please click here to review the concept* [SHOW HYPERLINK TO **GoPro HERO BLACK 9 -Concept board 3** ]

[RANDOMIZE WHICH ROW IS SHOWN FIRST]

[IF RESPONSE > 3, SHOW THE NEXT HIGHEST ROW. REPEAT UNTIL RESPONSE <3]

[IF RESPONSE < 4, SHOW THE NEXT LOWEST ROW. REPEAT UNTIL RESPONSE >4]

[CAPTURE SEPARATE VARIABLE OF **DOLLAR VALUE** OF THE ROW NUMBER THAT IS THE HIGHEST FOR WHICH 4 OR 5 IS SELECTED]

**[SELECT ONE OPTION FOR EACH ROW]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 = Definitely will not purchase | 2 = Probably will not purchase | 3 = May or may not purchase | 4 = Probably will purchase | 5 = Definitely will purchase |
| 1. ***GoPro HERO BLACK 9 at $249*** | O | o | O | O | O |
| 1. ***GoPro HERO BLACK 9 at $299*** | O | o | O | O | O |
| 1. ***GoPro HERO BLACK 9 at $349*** | O | o | O | O | O |
| 1. ***GoPro HERO BLACK 9 at $399*** | O | o | O | O | O |
| 1. ***GoPro HERO BLACK 9 at $449*** | O | o | O | O | O |
| 1. ***GoPro HERO BLACK 9 at $499*** | O | o | O | O | O |
| 1. ***GoPro HERO BLACK 9 at $549*** | O | o | O | O | O |
| 1. ***GoPro HERO BLACK 9 at $599*** | O | O | O | O | O |

# Section D- DEMOGRAPHICS (1 min)

DQ01. Which of the following best describes your current employment status?

*(Please select one)*

1. Employed full-time (30+ hours/week)
2. Employed part-time (less than 30 hours/week)
3. Homemaker
4. Student
5. Retired
6. Full time Content Creator
7. Business Owner
8. Other

[99] Prefer not to answer

DQ02. What social media platforms are you active on?

*(please select all that apply)*

1. YouTube
2. Instagram
3. Facebook
4. Tik Tok
5. Twitter
6. LinkedIn
7. Snapchat
8. Discord
9. Twitch
10. Others (Please specify)\_\_\_\_\_\_\_\_\_\_\_
11. None of the above

DQ03. What is the highest level of education that you completed?

(*Please select one*)

1. Grade school
2. Some high school
3. High school graduate or GED
4. Vocational / Technical training
5. Some college - no degree
6. Graduated college - Associate’s Degree
7. Graduated college - Bachelor’s Degree
8. Post-graduate degree - MS, MA, MBA, MD, DVM, DDS, etc.
9. Doctorate - Ph.D.
10. Prefer not to answer

DQ04. Which of the following best describes your total annual household income?

*(Please select one)*

1. $0-$24,999
2. $25,000-$34,999
3. $35,000-$49,999
4. $50,000-$74,999
5. $75,000-$99,999
6. $100,000-$149,999
7. $150,000 or more

DQ05. Please specify your Ethnicity.

*(Please select one)*

1. Hispanic / Latinx
2. White / Caucasian
3. Black / African American
4. Asian
5. Native Hawa2an or Pacific Islander
6. Native American or Alaska Native
7. Others/ Unknown
8. Prefer not to say

Thank You for taking this Survey. We appreciate your responses.