

Initial Survey Results

Girls' first cosmetic set

Last Modified: 04/22/2014

1. You're

#	Answer	Response	%
1	Male	12	24.00%
2	Female	38	76.00%
	Total	50	100.00%

Statistic	Value
<i>Min Value</i>	1
<i>Max Value</i>	2
<i>Mean</i>	1.76
<i>Variance</i>	0.19
<i>Standard Deviation</i>	0.43
<i>Total Responses</i>	50

2. When was the first time you want to wear a make-up?

#	Answer	Response	%
1	<i>Under 5 years old</i>	1	3.00%
2	<i>5 - 8 years old</i>	8	21.00%
3	<i>8- 12 years old</i>	2	5.00%
4	<i>Not until 12 years old</i>	28	72.00%
	<i>Total</i>	39	100.00%

Statistic	Value
<i>Min Value</i>	1
<i>Max Value</i>	4
<i>Mean</i>	3.46
<i>Variance</i>	0.83
<i>Standard Deviation</i>	0.91
<i>Total Responses</i>	39

3. When did you own your first cosmetics kit? (Not steal your Mom's)

#	Answer	Response	%
1	<i>Under 5 years old</i>	1	3.00%
2	<i>5 - 8 years old</i>	1	3.00%
3	<i>8- 12 years old</i>	4	10.00%
4	<i>Not until 12 years old</i>	33	85.00%
	<i>Total</i>	39	100.00%

Statistic	Value
<i>Min Value</i>	1
<i>Max Value</i>	4
<i>Mean</i>	3.77
<i>Variance</i>	0.39
<i>Standard Deviation</i>	0.63
<i>Total Responses</i>	39

4. What do you want most in your first Cosmetic Pack?

#	Answer	Response	%
1	<i>Mascara</i>	12	31.00%
2	<i>Eye-liner</i>	6	15.00%
3	<i>Lip gloss</i>	16	41.00%
4	<i>Lipstick</i>	15	38.00%
5	<i>Foundation</i>	5	13.00%
6	<i>Eyebrow Pencil</i>	4	10.00%
7	<i>Concealer</i>	3	8.00%
8	<i>Mineral</i>	2	5.00%
9	<i>Eye shadow</i>	14	36.00%
10	<i>Blush</i>	10	26.00%

Statistic	Value
<i>Min Value</i>	1
<i>Max Value</i>	10
<i>Total Responses</i>	39

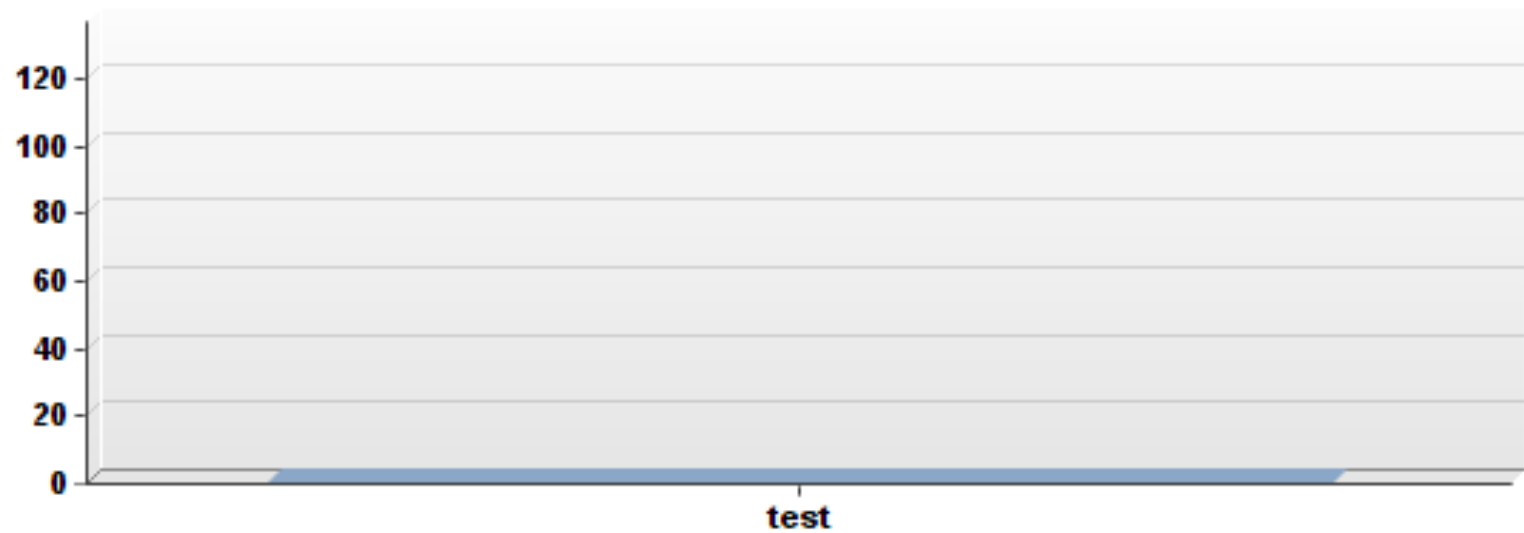
5. Rank the following attributes in terms of importance in a girl's first cosmetic set:

#	Answer	1	2	3	4	5	6	Total Responses
1	<i>The fun of using the pack</i>	5	10	13	4	6	1	39
2	<i>Safety, intoxicating products</i>	13	6	3	2	9	6	39
3	<i>Instructions on how to do makeup</i>	4	8	3	10	5	9	39
4	<i>Glamorous look after using the pack</i>	5	8	6	9	6	5	39
5	<i>Ease of both putting up and remove</i>	1	5	5	9	11	8	39
6	<i>Cute and shiny package</i>	11	2	9	5	2	7	36
	<i>Total</i>	39	39	39	39	39	36	-

5. Rank the following attributes in terms of importance in a girl's first cosmetic set:

Statistic	The fun of using the pack	Safety, intoxicated products	Instructions on how to do makeup	Glamorous look after using the pack	Ease of both putting up and remove	Cute and shiny package
<i>Min Value</i>	1	1	1	1	1	1
<i>Max Value</i>	6	6	6	6	6	6
<i>Mean</i>	2.97	3.15	3.79	3.46	4.23	3.17
<i>Variance</i>	1.76	3.92	2.9	2.57	1.97	3.46
<i>Standard Deviation</i>	1.33	1.98	1.7	1.6	1.4	1.86
<i>Total Responses</i>	39	39	39	39	39	36

6. What factors influence you most on your choice of cosmetics?(choose all answers that apply to you)



Statistic	Value
<i>Min Value</i>	1
<i>Max Value</i>	6
<i>Total Responses</i>	39

6. What factors influence you most on your choice of cosmetics?(choose all answers that apply to you)

- Your parents
- Your friends/classmates
- TV commercials
- Display in store
- Online videos
- Movies and TV series



#	Answer	Response	%
2	<i>Your friends/ classmates</i>	34	87.00%
3	<i>TV commercials</i>	13	33.00%
4	<i>Display in store</i>	12	31.00%
5	<i>Online videos</i>	10	26.00%
1	<i>Your parents</i>	9	23.00%
6	<i>Movies and TV series</i>	6	15.00%

6. What factors influence you most on your choice of cosmetics?(choose all answers that apply to you)

#	Answer	Response	%
2	<i>Your friends/ classmates</i>	34	87.00%
3	<i>TV commercials</i>	13	33.00%
4	<i>Display in store</i>	12	31.00%
5	<i>Online videos</i>	10	26.00%
1	<i>Your parents</i>	9	23.00%
6	<i>Movies and TV series</i>	6	15.00%

Statistic	Value
<i>Min Value</i>	1
<i>Max Value</i>	6
<i>Total Responses</i>	39

7. Rank the following attributes in terms of importance regarding your daughter's first cosmetic set:

#	Answer	1	2	3	4	Total Responses
1	<i>Trusted Brand</i>	7	33	5	4	50
2	<i>Safe Ingredients</i>	38	7	4	1	50
3	<i>Reasonable Price</i>	4	5	26	15	50
4	<i>Good look after using</i>	1	4	15	30	50
	<i>Total</i>	50	49	50	50	-

Statistic	Trusted Brand	Safe Ingredients	Reasonable Price	Good look after using
<i>Min Value</i>	1	1	1	1
<i>Max Value</i>	5	4	4	4
<i>Mean</i>	2.18	1.36	3.04	3.48
<i>Variance</i>	0.72	0.52	0.73	0.54
<i>Standard Deviation</i>	0.85	0.72	0.86	0.74
<i>Total Responses</i>	50	50	50	50

8. Where do you prefer to buy cosmetics for your daughter?

#	Answer	Response	%
2	<i>Trustworthy Brand Specialty Store</i>	29	57.00%
4	<i>I want to buy my kid's cosmetics where I buy mine (cosmetics/skin care products)</i>	22	43.00%
1	<i>Convenience Stores/Drug Stores</i>	21	41.00%
3	<i>High-end Beauty Products Store like Sephora</i>	16	31.00%
5	<i>Department Stores</i>	13	25.00%
6	<i>Online</i>	10	20.00%

Statistic	Value
<i>Min Value</i>	1
<i>Max Value</i>	6
<i>Total Responses</i>	51

9. What is your age?

#	Answer	Response	%
1	<i>Under 20</i>	1	0.02
2	<i>21 to 30</i>	36	0.71
3	<i>31 to 40</i>	12	0.24
4	<i>40 and over</i>	2	0.04
	<i>Total</i>	51	1

Statistic	Value
<i>Min Value</i>	1
<i>Max Value</i>	4
<i>Mean</i>	2.29
<i>Variance</i>	0.33
<i>Standard Deviation</i>	0.58
<i>Total Responses</i>	51

10. What will motivate you most to buy cosmetics for your daughter?

#	Answer	Response	%
3	<i>There's special occasion that she needs to do makeup.</i>	23	45.00%
1	<i>She wants it.</i>	21	41.00%
4	<i>You want to make her look beautiful.</i>	7	14.00%
2	<i>Her friends/classmates have it.</i>	0	0.00%
	<i>Total</i>	51	100.00%

Statistic	Value
<i>Min Value</i>	1
<i>Max Value</i>	4
<i>Mean</i>	2.31
<i>Variance</i>	1.34
<i>Standard Deviation</i>	1.16
<i>Total Responses</i>	51

11. What's the age that you think a girl could have her own cosmetics?

#	Answer	Response	%
1	<i>Under 5 years old</i>	1	2.00%
2	<i>5 - 8 years old</i>	2	4.00%
3	<i>8 - 12 years old</i>	7	14.00%
4	<i>Not until 12 years old</i>	41	80.00%
	<i>Total</i>	51	100.00%

Statistic	Value
<i>Min Value</i>	1
<i>Max Value</i>	4
<i>Mean</i>	3.73
<i>Variance</i>	0.4
<i>Standard Deviation</i>	0.63
<i>Total Responses</i>	51

12. If there is a cosmetic set designed specially for kids, including eye shadow, lip gloss and blush, that cost about \$35, are you willing to buy it? If not, why?

Text Response
\$ 50 - 70
\$50- -70\$
60
50
yes
yes
Probably not because I would think if you don't start using makeup until you are a teenager you can use regular makeup at that point and not kid-specified makeup.
yes
yes
Yes
no. The price can be lowered
yes
probably not. The price is kinda high.

Yes, it's not expensive.

No idea if it is reasonable. Would ask her mom.

depends on quality of that cosmetic set

Yes

Yes.

No, way too expensive.

Yes

No, kids don't need something that expensive

yes

y

no

yes

Yes

I will not buy for her unless she beg me too much.

Yes I am

I'd have to look at competitors

I might depending on competitors prices

mnm

no too expensive

No, thats too much to spend for a child

yes

yes

yes

yes

yesyes

Yes

yes

Yes

Yes

No. Still consider if the quality is good

yes

no too expensive

maybe if i need it

Yes

13. What kind of media do you pay most attention to? (choose all answers that apply to you)

#	Answer	Response	%
2	<i>Social media (Facebook, Twitter, Pinterest etc)</i>	42	82.00%
3	<i>Magazine</i>	19	37.00%
1	<i>Television</i>	14	27.00%
5	<i>Physical store promotion</i>	13	25.00%
4	<i>Online videos</i>	11	22.00%

Statistic	Value
<i>Min Value</i>	1
<i>Max Value</i>	5
<i>Total Responses</i>	51

14. Have you used or heard of any children cosmetics brand before, ifso, what's the name of the brand?

Text Response
not really
no
no
neutrogena
no
Does Smuckers count?
no
No
No
No
nope
Nope.
No.
No

no

Covergirl?

I don't know

No

No

Wet n wild is for young teens

No.

n

no

no

No

Nope

Nope

no

m ,

no

No

No
Johnson and Johnson
not really...
no
曼休雷登
nope
No
No
Benifit
no
no
no
No

14. Have you used or heard of any children cosmetics brand before, ifso, what's the name of the brand?

Statistic	Value
<i>Total Responses</i>	44

15. If there is a professional service provided in nearby salons that do makeup for your daughter for special events, such as school prom, birthday party, are you willing to pay for it? If not, why?

Text Response
yes
yes
Yes for certain occasions. Usually the way they work is getting the makeup done is free and you buy the products they used, and I'm not opposed to that if they're already wearing makeup anyway.
yes
no, I can do that myself with better quality cosmetics
Yes
Yes. It is convenient and they are professionals
yes
Yes.
Yes, if my daughter doesn't know how to make up.
Yes.

yes

yes

Yes.

If it's reasonable.

Yes

If they were in jr high or high school maybe for a special occasion

yes,because she need it

n

no

yes

Yes

Yes. For this event, I can pay for that.

No. Donnot trust salons

Sure if she was in to it

Yes I think it would be fun for birthday parties

mnk

no I can help my kids

No, too young

yes

yes

maybe

yes

yes

Yes

yes

Yes

Yes

Yes! Convient and great look for my daughter

yes

yes

yes

Yes

15. If there is a professional service provided in nearby salons that do makeup for your daughter for special events, such as school prom, birthday party, are you willing to pay for it? If not, why?

Statistic	Value
<i>Total Responses</i>	43