

If you prefer to take this survey online you may do so by going to 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?
