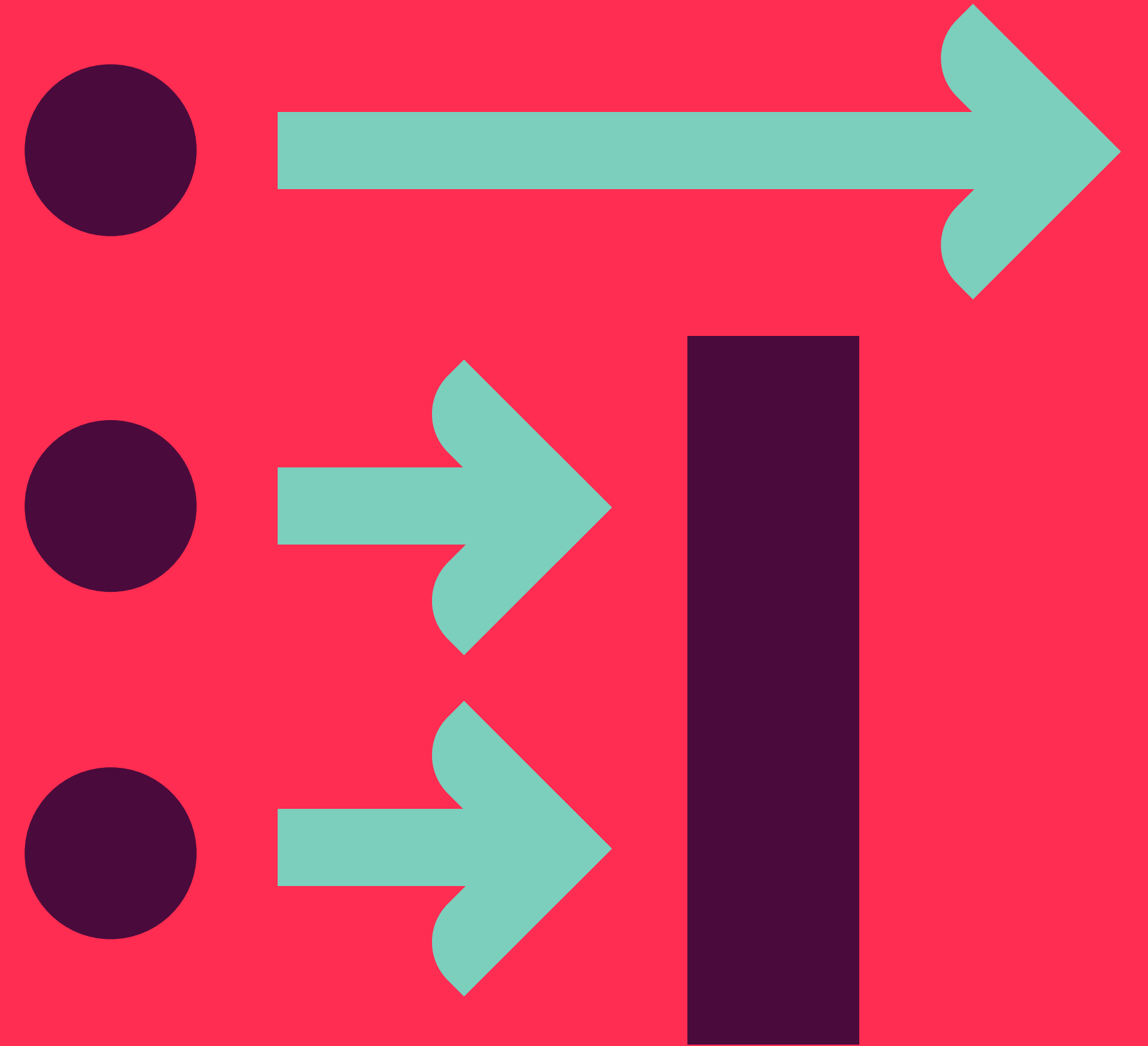


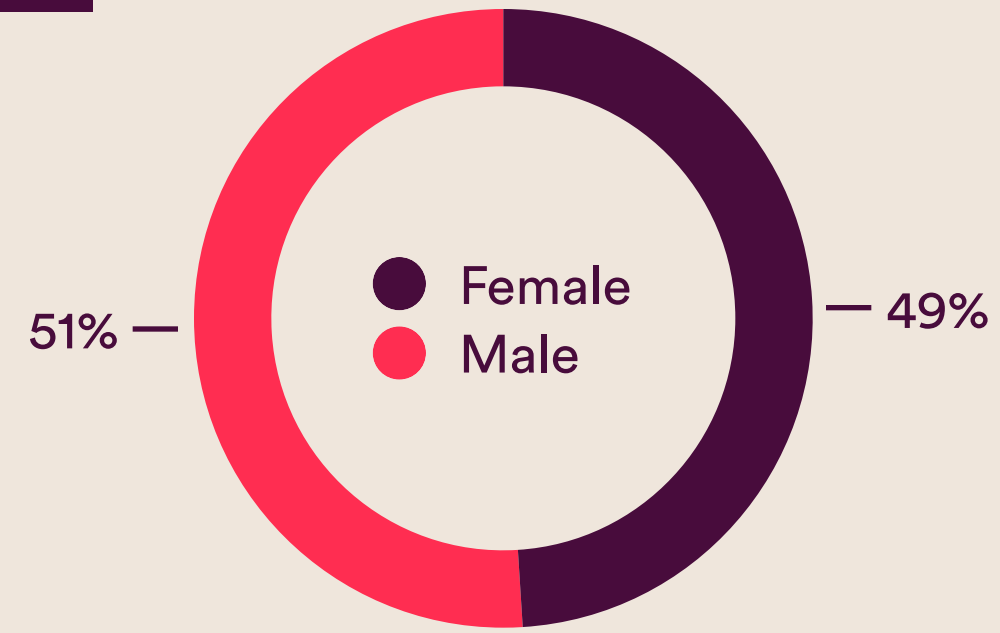
Date: March, 2023
Brand: Brand A
Project: Triggers & Barriers
Sample: n=500
Visualisation: Standard
Analysis: No
Presentation: No



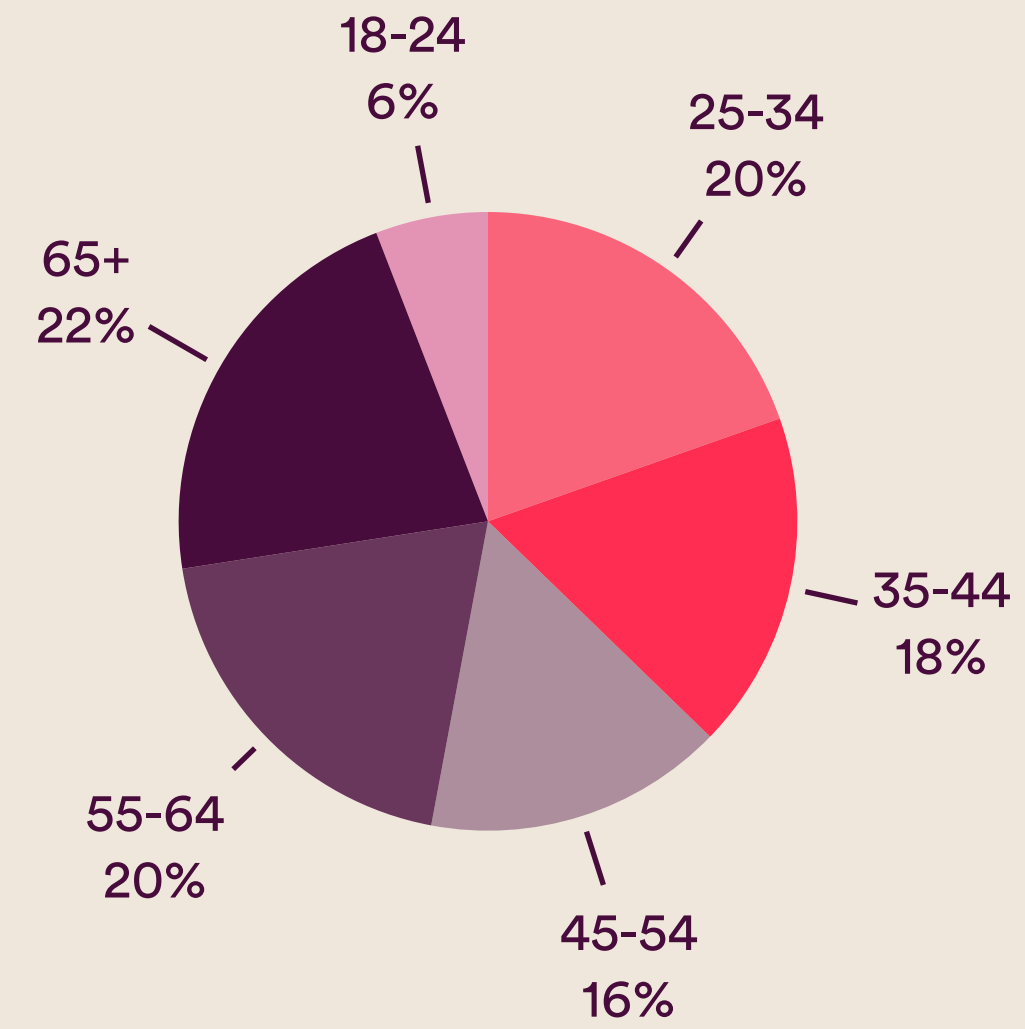
Triggers & Barriers

Demographic Profile

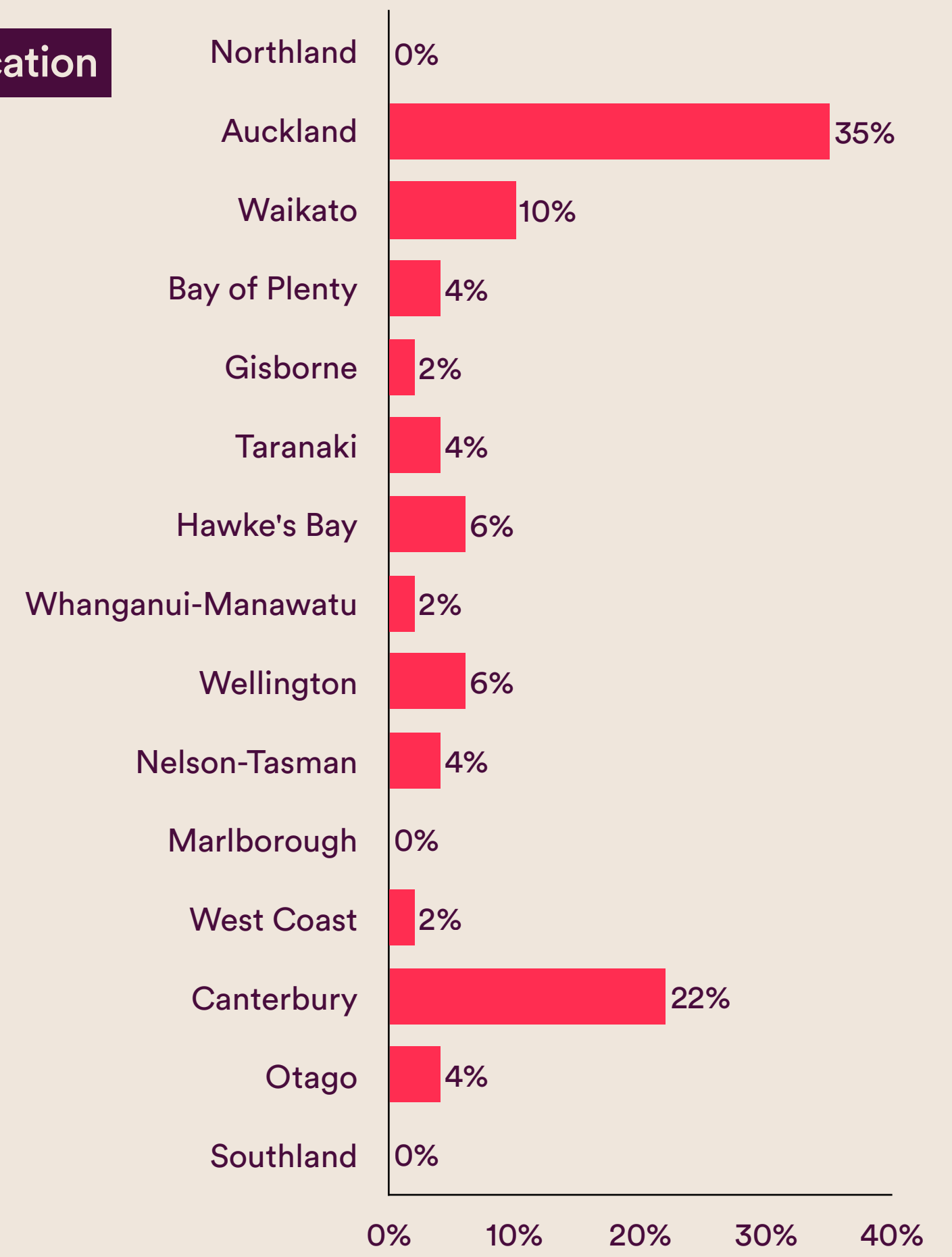
Gender



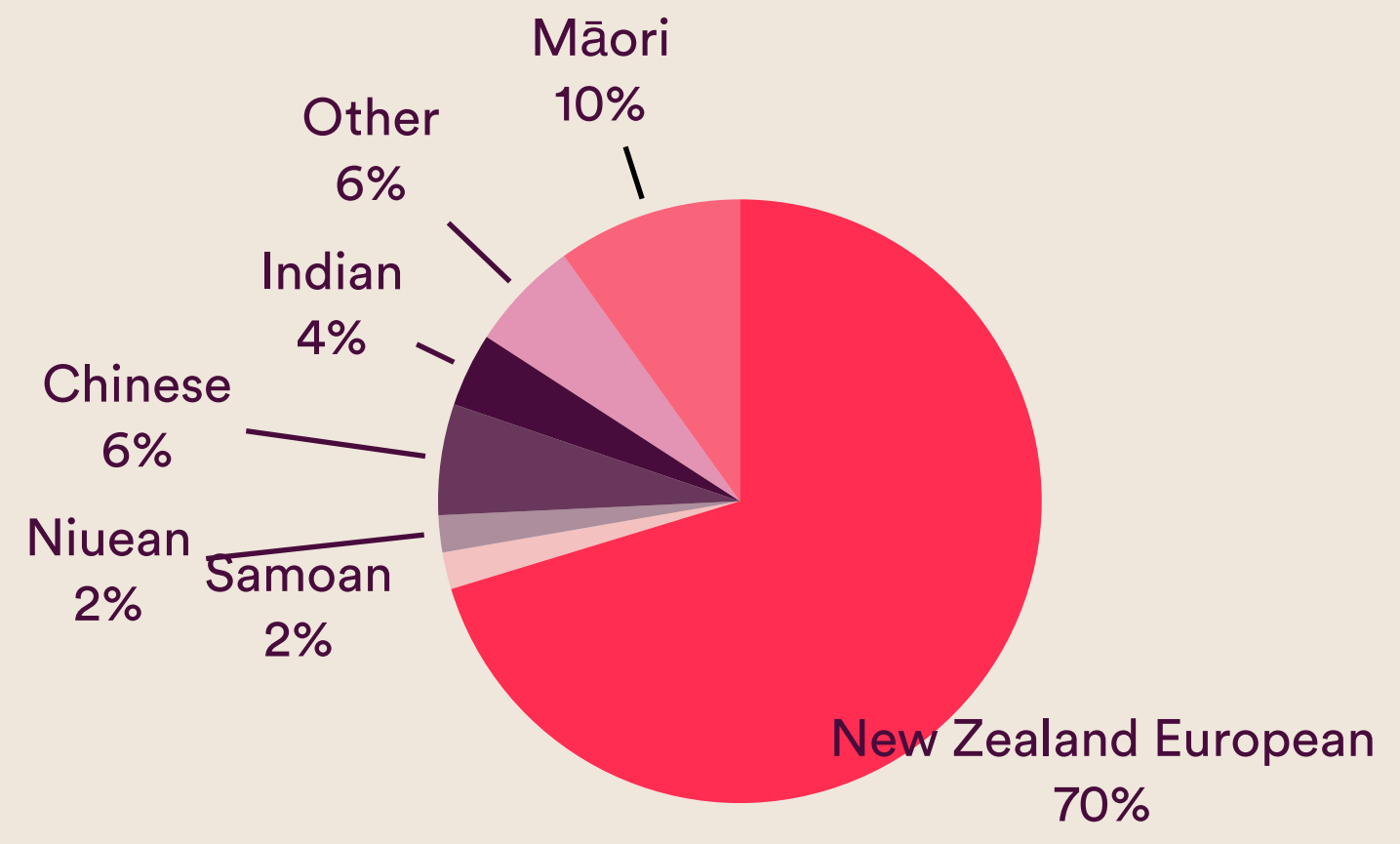
Age



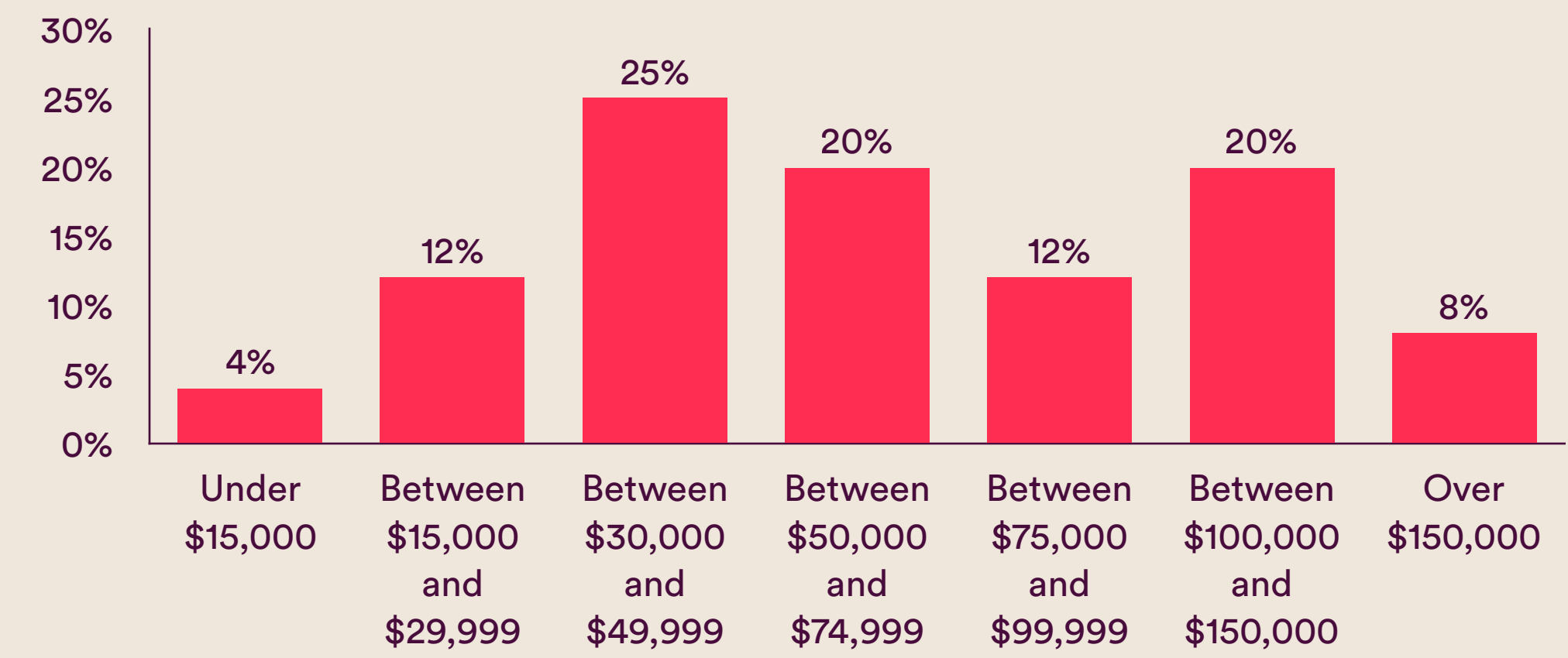
Location



Ethnicity



Household Income

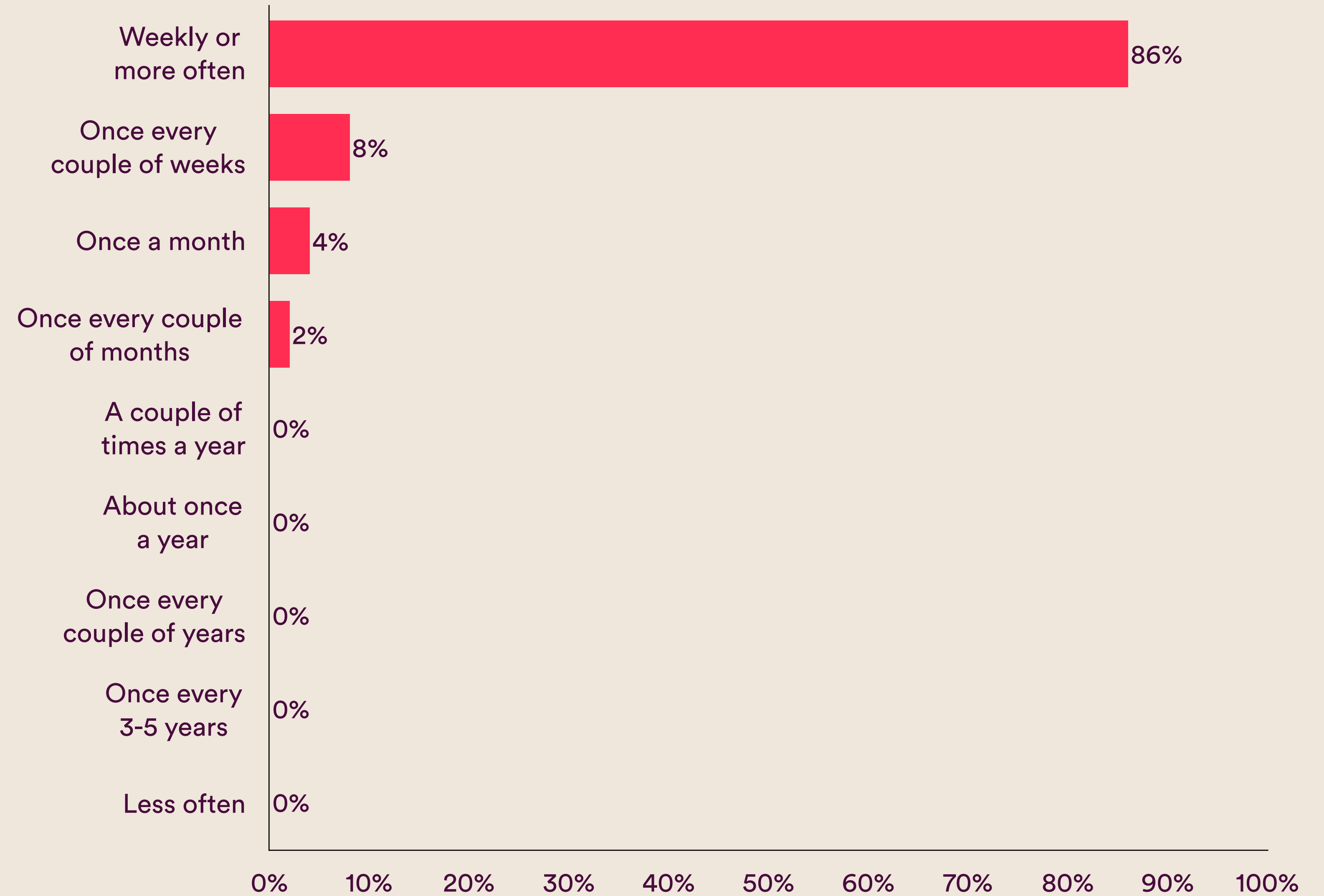


Date: March, 2023
 Brand: Brand A
 Project: Triggers & Barriers
 Sample: n=500
 Visualisation: Standard
 Analysis: No
 Presentation: No

Category Purchase Frequency

How frequently do you purchase from within this category?

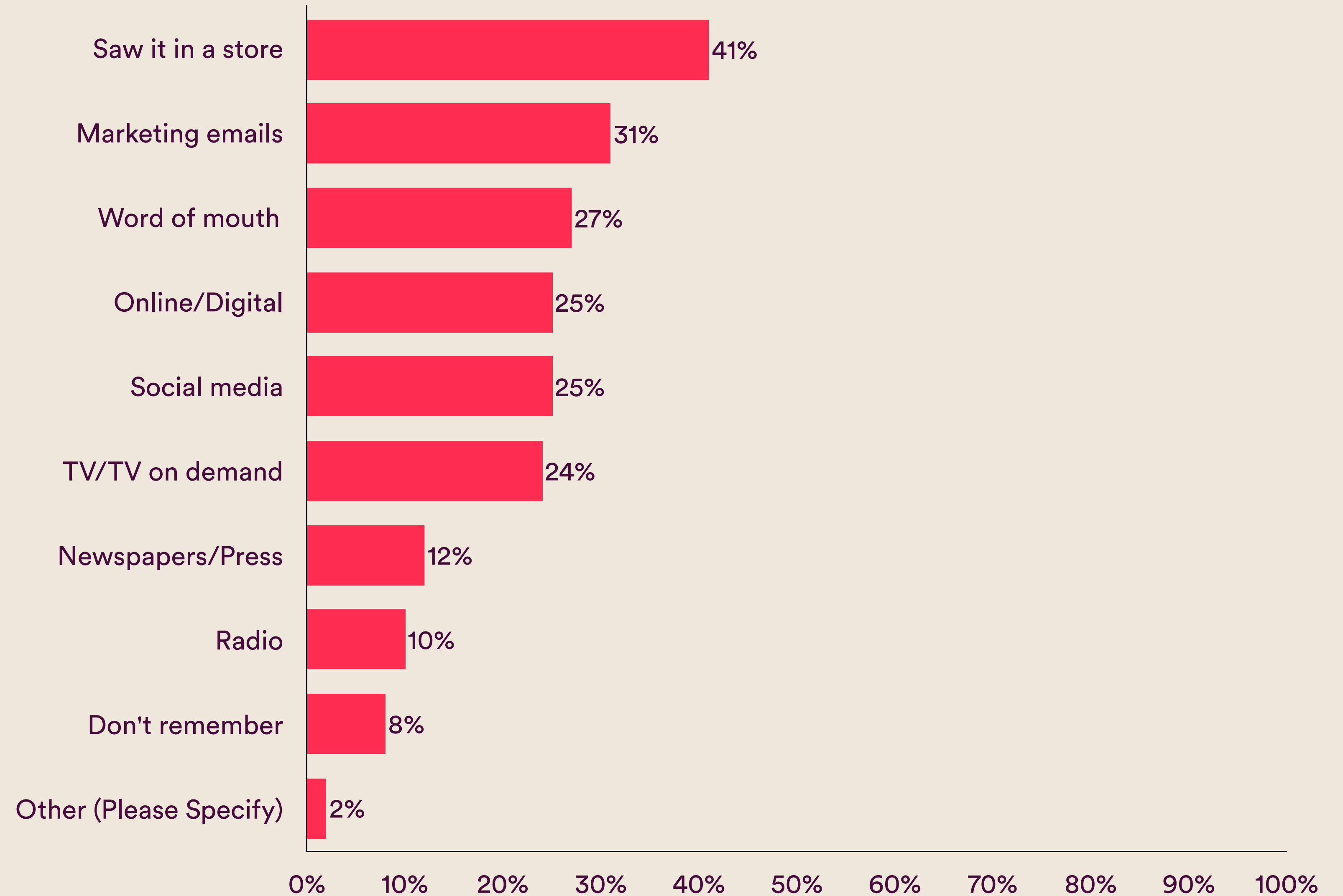
Date: March, 2023
Brand: Brand A
Project: Triggers & Barriers
Sample: n=500
Visualisation: Standard
Analysis: No
Presentation: No



Category Purchase Research

How do you prefer to find out new information about this category?

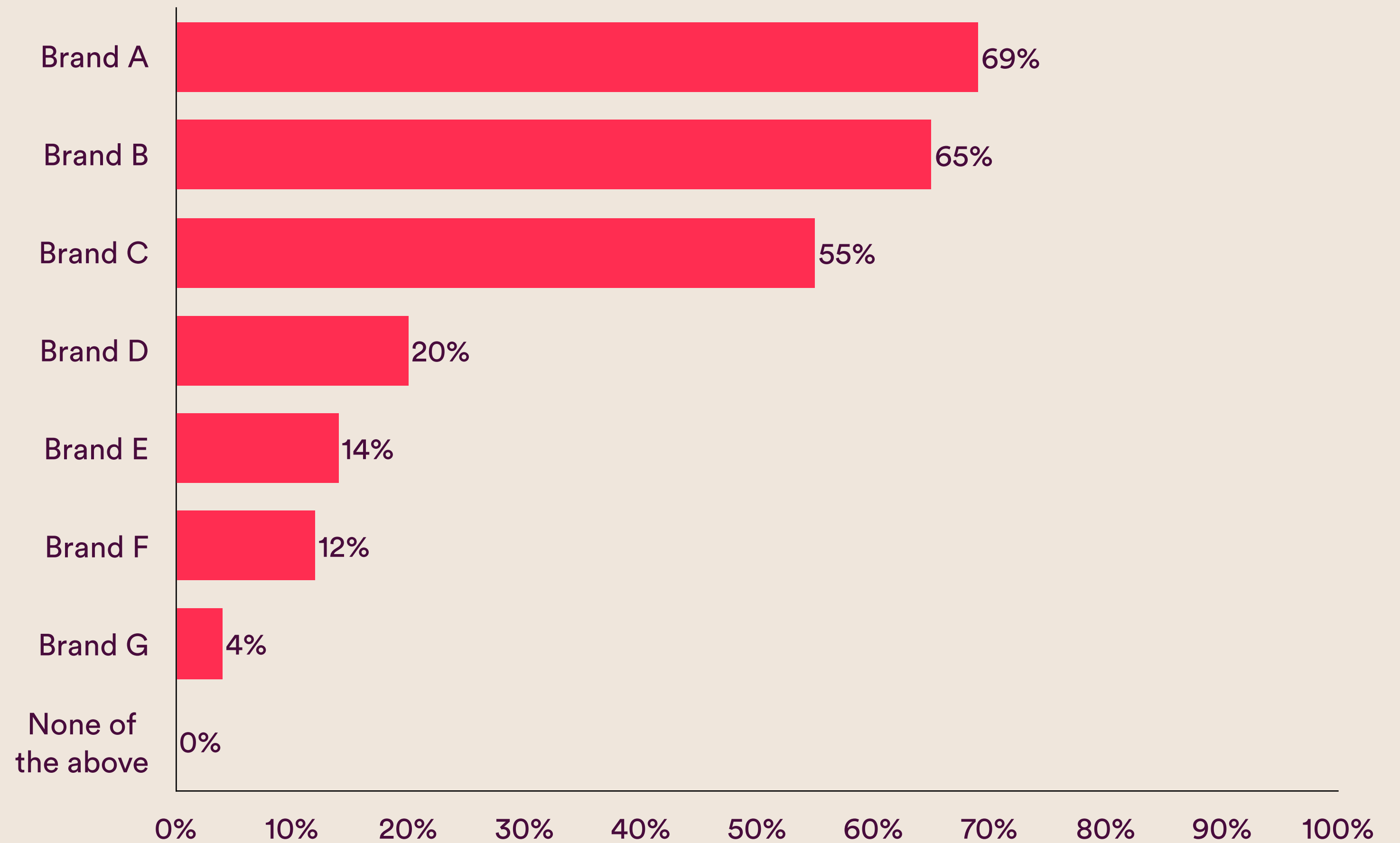
Date: March, 2023
Brand: Brand A
Project: Triggers & Barriers
Sample: n=500
Visualisation: Standard
Analysis: No
Presentation: No



Brand Preference

Which of the following brands do you regularly purchase/use?

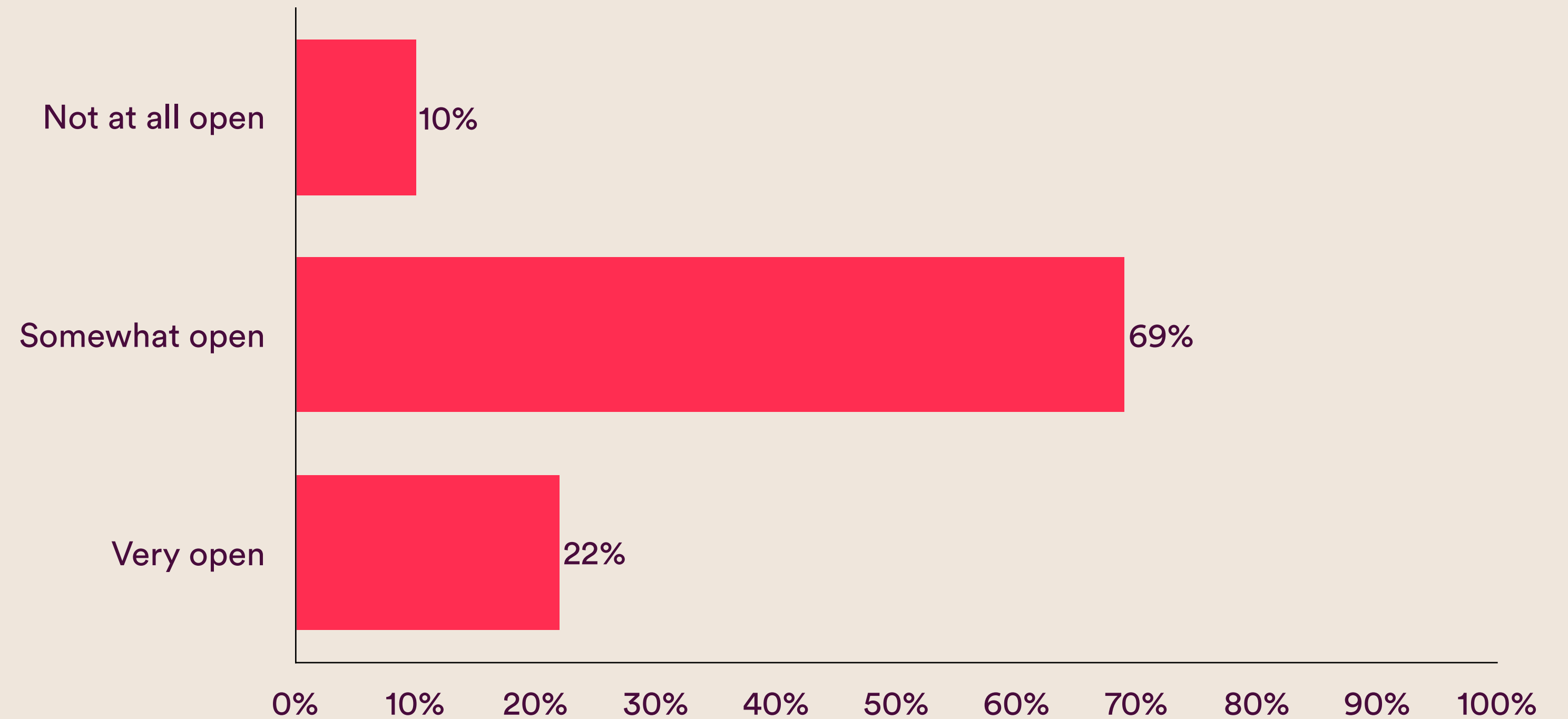
Date: March, 2023
Brand: Brand A
Project: Triggers & Barriers
Sample: n=500
Visualisation: Standard
Analysis: No
Presentation: No



Brand Promiscuity

How open are you to purchasing or using a different brand within this category?

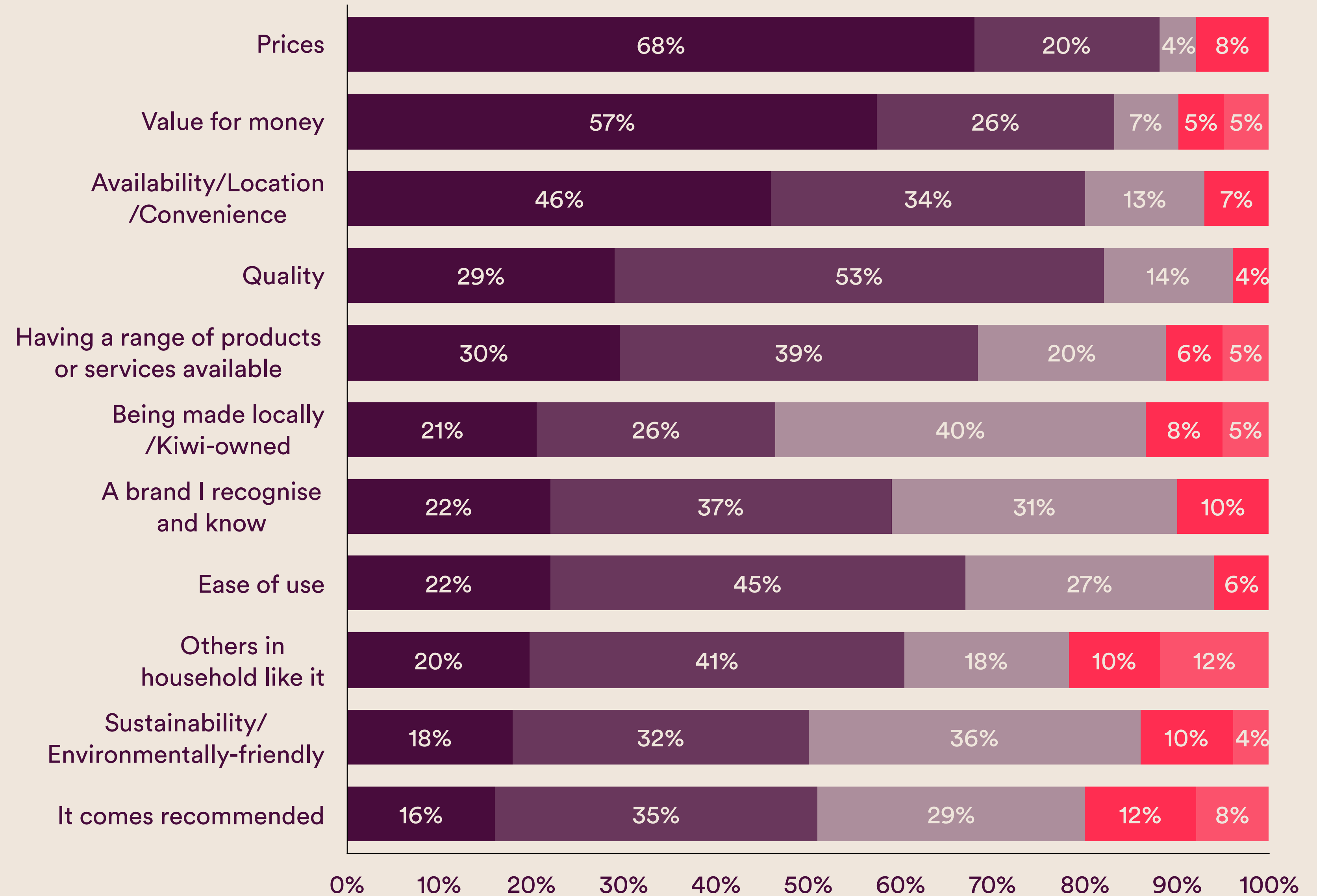
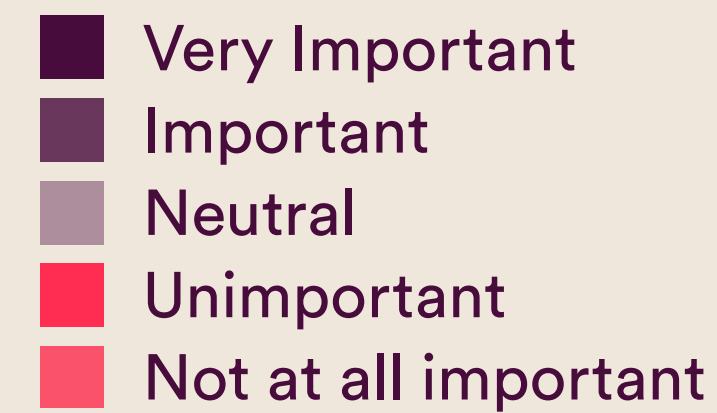
Date: March, 2023
Brand: Brand A
Project: Triggers & Barriers
Sample: n=500
Visualisation: Standard
Analysis: No
Presentation: No



Category Drivers

How important are each of the following when it comes to purchasing/using this category?

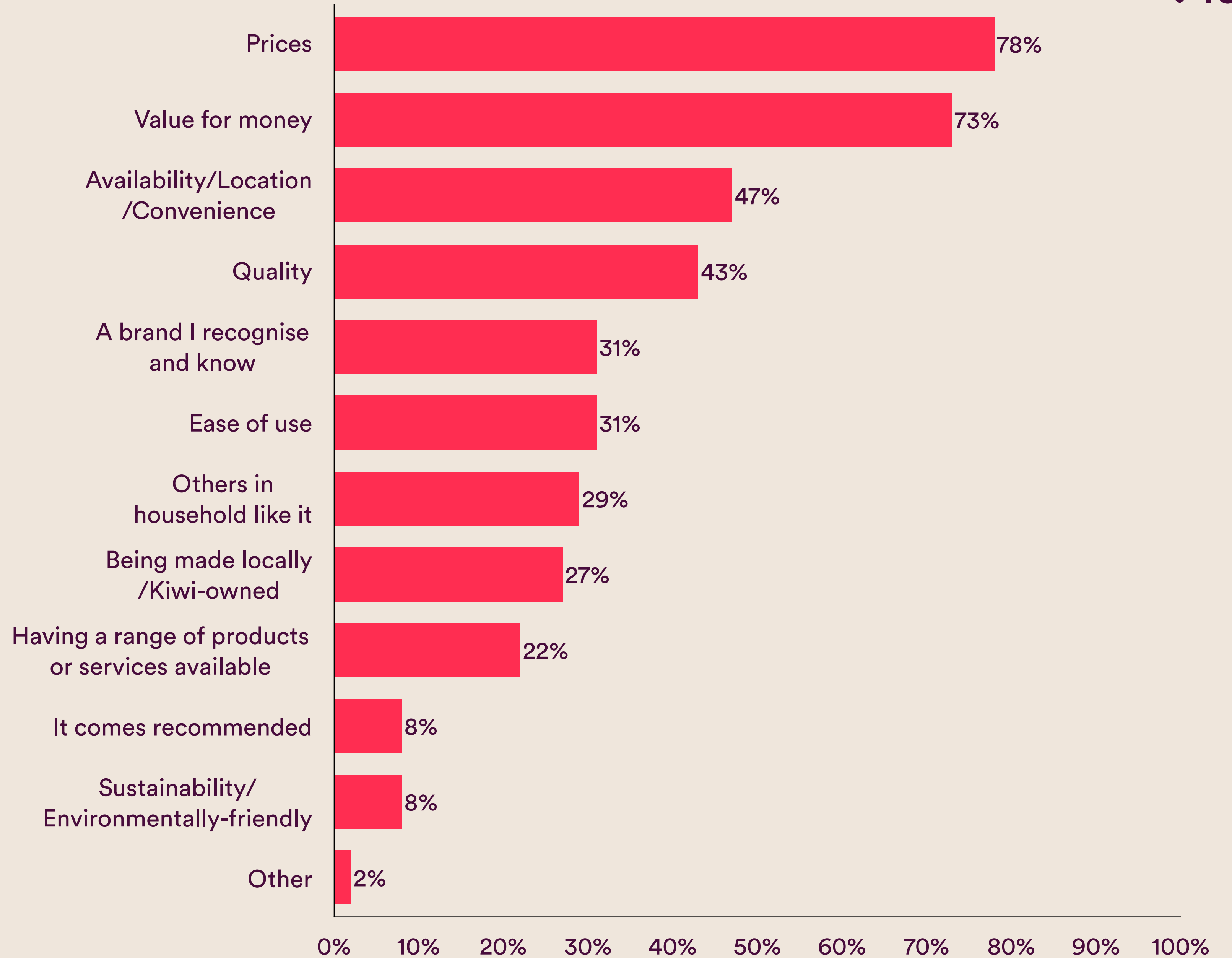
Date: March, 2023
 Brand: Brand A
 Project: Triggers & Banners
 Sample: n=500
 Visualisation: Standard
 Analysis: No
 Presentation: No



Preferred Brand Drivers

Specifically thinking about this category, why do you typically purchase/use the brands you do?

Date: March, 2023
Brand: Brand A
Project: Triggers & Banners
Sample: n=500
Visualisation: Standard
Analysis: No
Presentation: No



Brand Familiarity

How familiar are you with BRAND A?

Date: March, 2023

Brand: Brand A

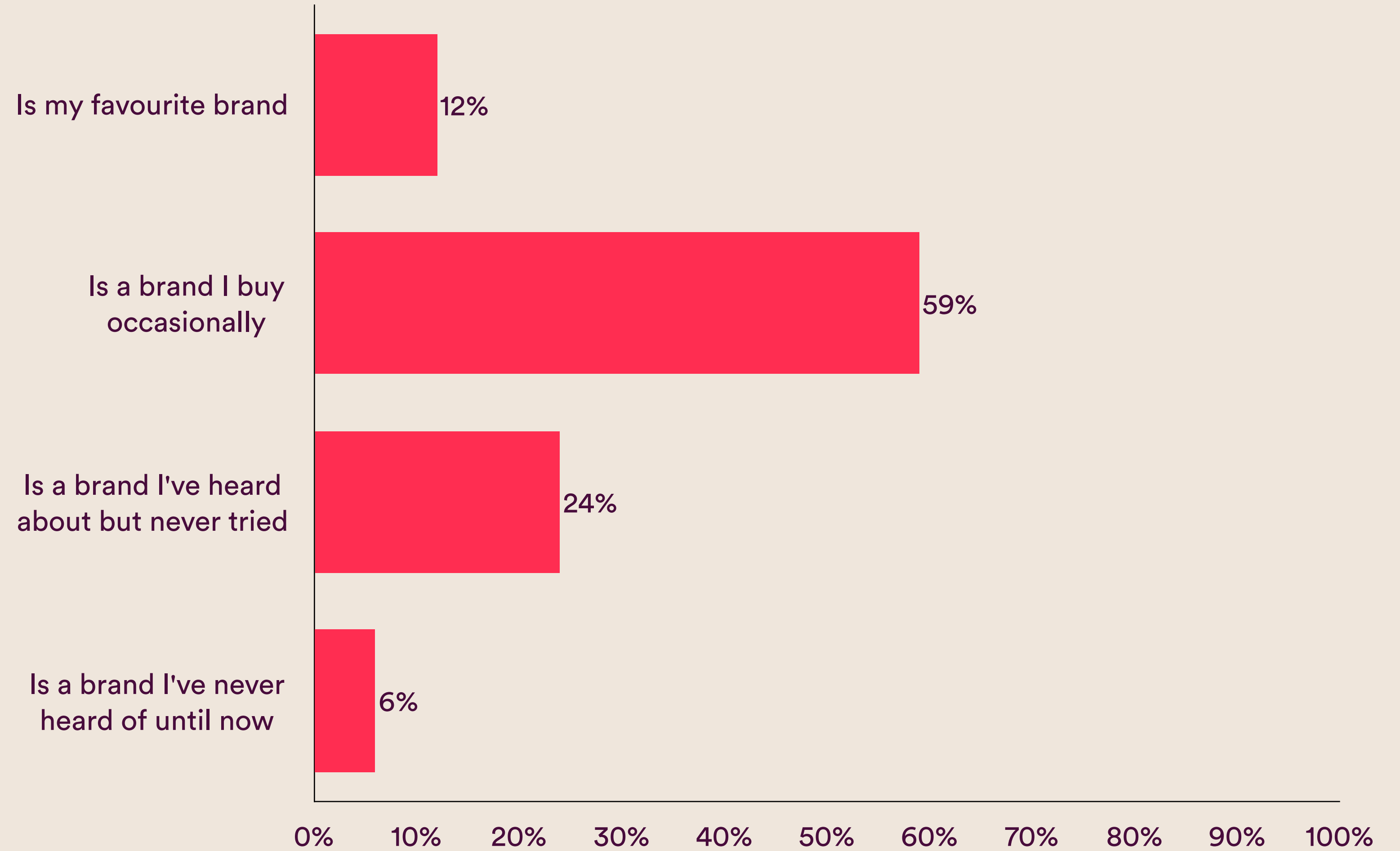
Project: Triggers & Barriers

Sample: n=500

Visualisation: Standard

Analysis: No

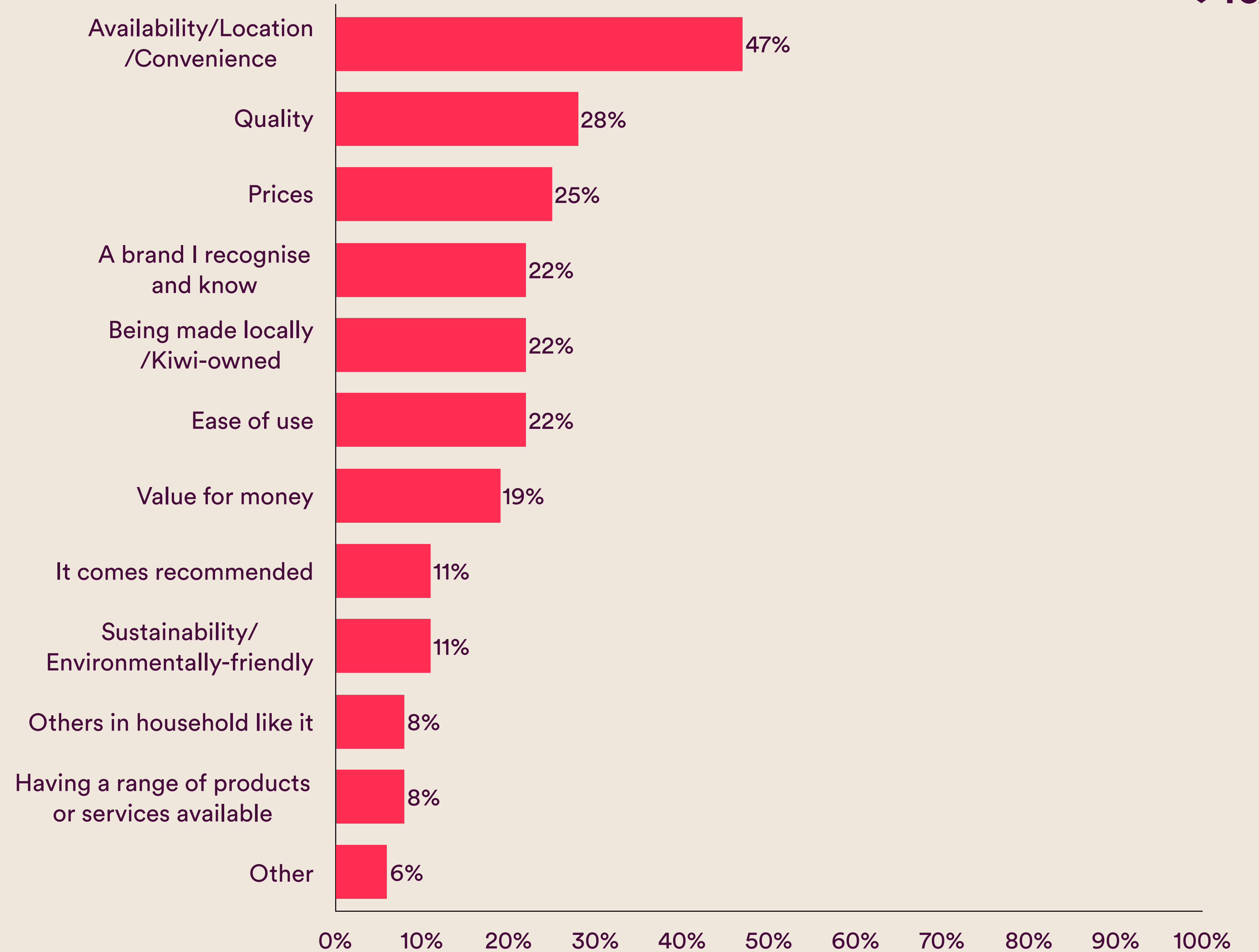
Presentation: No



'Brand A' Drivers

Specifically thinking about BRAND A, why do you typically purchase/use this brand?

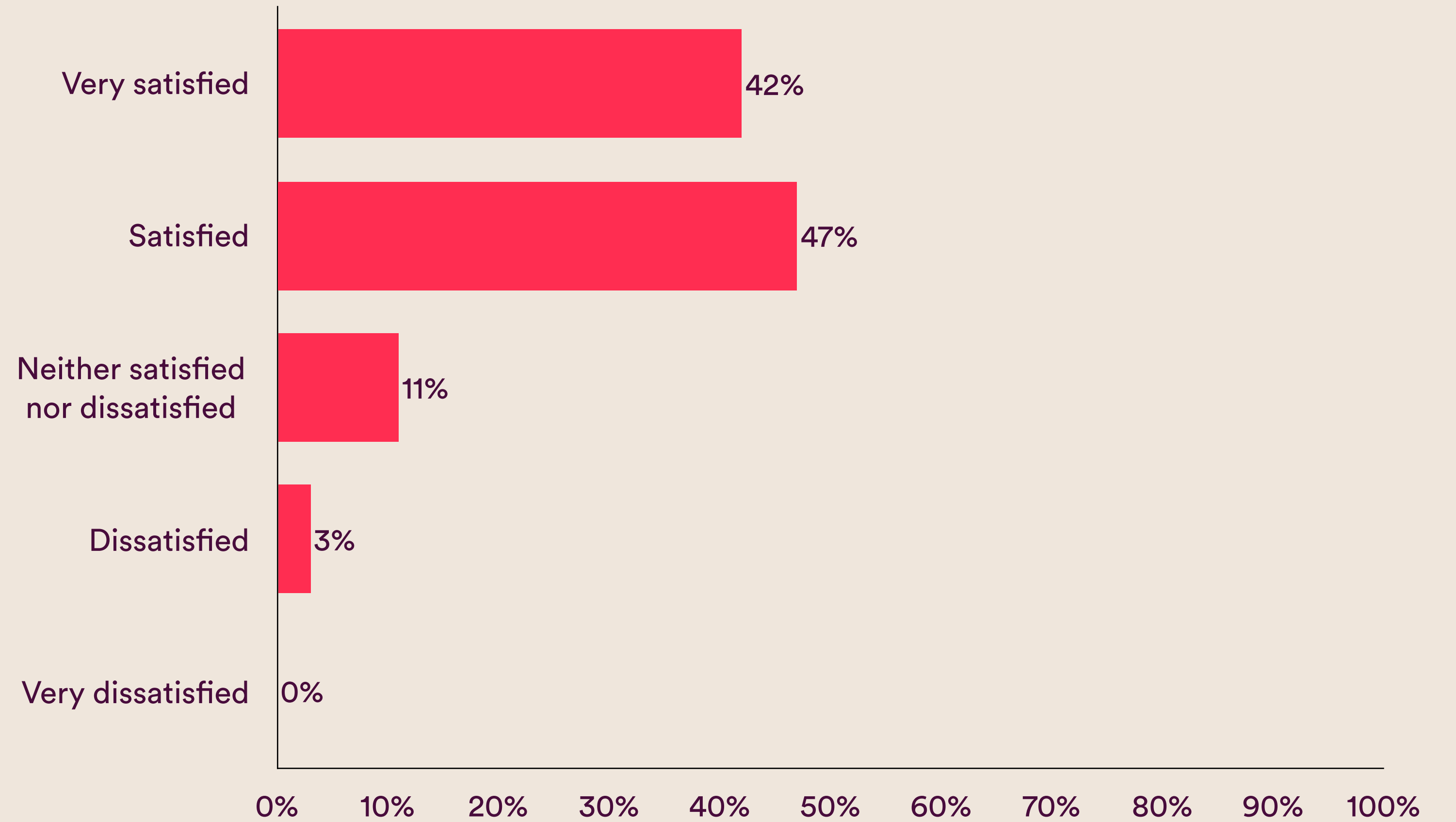
Date: March, 2023
Brand: Brand A
Project: Triggers & Barriers
Sample: n=500
Visualisation: Standard
Analysis: No
Presentation: No



'Brand A' Satisfaction

How satisfied are you
with BRAND A?

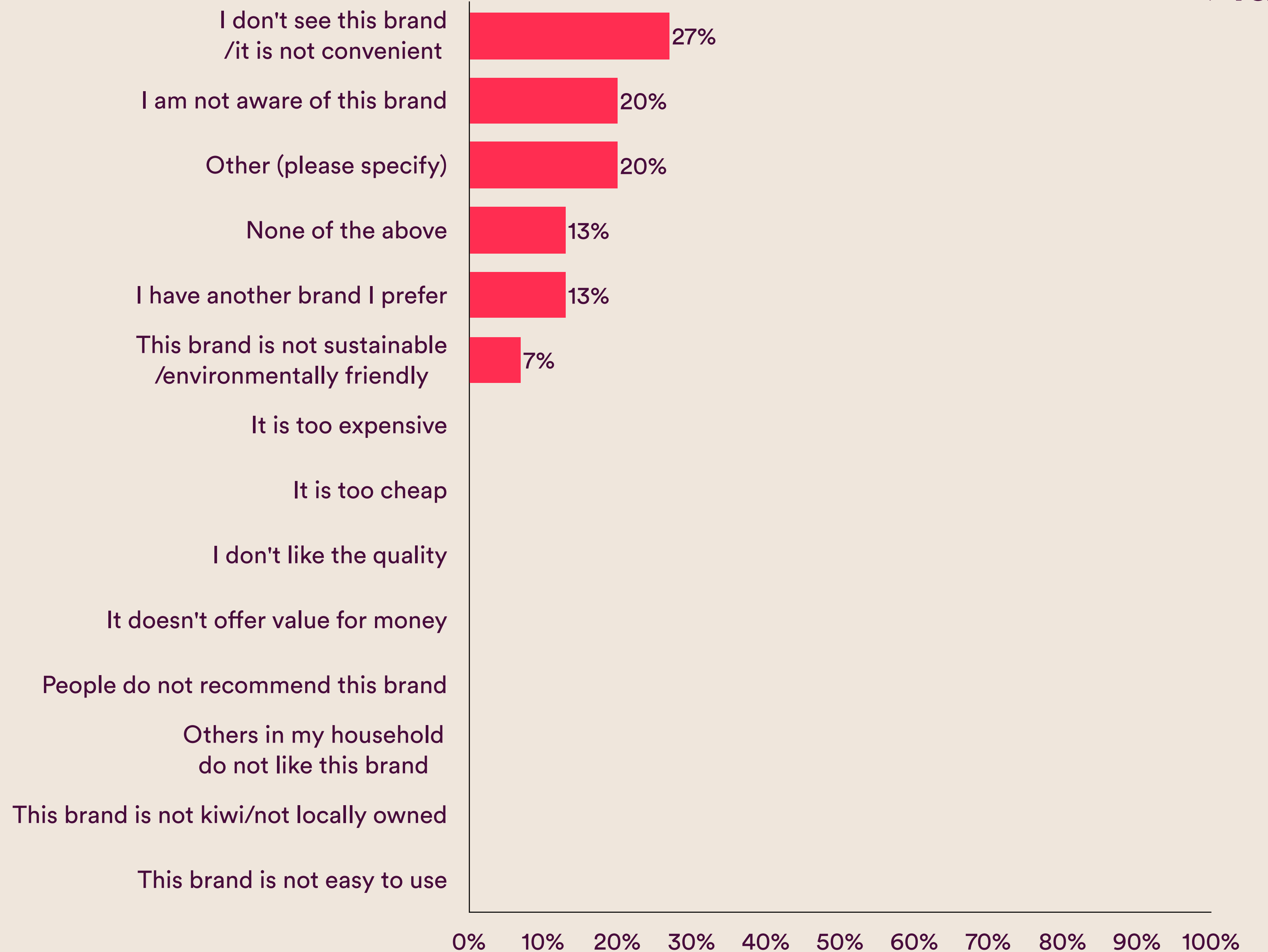
Date: March, 2023
Brand: Brand A
Project: Triggers & Barriers
Sample: n=500
Visualisation: Standard
Analysis: No
Presentation: No



Purchase Barriers

Specifically thinking about BRAND A, why do you typically not purchase/use this brand?

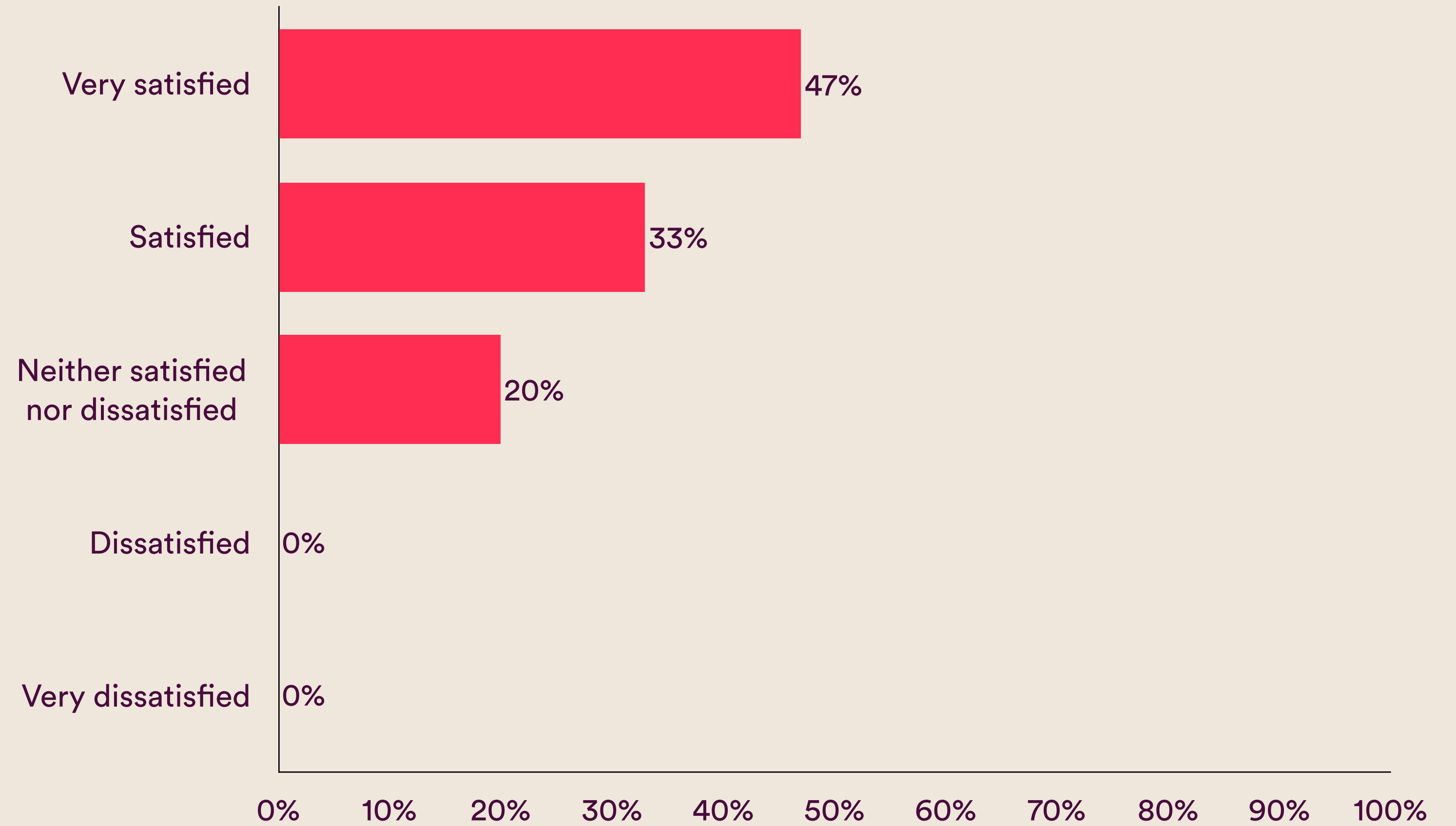
Date: March, 2023
Brand: Brand A
Project: Triggers & Barriers
Sample: n=500
Visualisation: Standard
Analysis: No
Presentation: No



'Other Brand' Satisfaction

How satisfied are you with the brand you usually purchase/use?

Date: March, 2023
Brand: Brand A
Project: Triggers & Barriers
Sample: n=500
Visualisation: Standard
Analysis: No
Presentation: No



Thank you.

For further inquiries and information, contact hello@foxiq.nz

