

CYCLONE WIZARD: VACUUM CLEANER PERCEPTION SURVEY

INTRO

WELCOME TO THE VACUUM CLEANER PERCEPTION SURVEY. THIS SURVEY IS SPONSORED BY A MAJOR VACUUM CLEANER COMPANY THAT IS SEEKING OPINIONS FROM THOSE WHO USE VACUUM CLEANERS ON A REGULAR BASIS. THE PURPOSE IS TO COLLECT PERCEPTIONS ABOUT VACUUM CLEANER BRANDS AVAILABLE IN TODAY'S MARKET. THE SURVEY SHOULD TAKE NO MORE THAN FIVE MINUTES TO COMPLETE. ALL RESPONSES WILL BE KEPT CONFIDENTIAL. THE DEADLINE FOR COMPLETING THE SURVEY IS ONE WEEK FROM TODAY.

AWARENESS

Q1 :LIST ALL THE VACUUM CLEANER BRANDS OF WHICH YOU ARE AWARE. (THINK OF ALL OF THE VACUUM CLEANER COMPANIES WITH WHICH YOU HAVE EXPERIENCE OR OF WHICH YOU HAVE HEARD.)

Q2: HOW FAMILIAR ARE YOU WITH THE FOLLOWING TECHNOLOGY AND VACUUM CLEANER BRANDS? (BEING FAMILIAR WITH MEANS CURRENTLY OR PREVIOUSLY OWNING A PRODUCT FROM THE BRAND OR HAVING EXPERIENCE USING ONE OF THE BRAND'S PRODUCTS.)

	1	2	3	4	5
	Not at all familiar				
Shark	<input type="radio"/>				
Oreck	<input type="radio"/>				
Dyson	<input type="radio"/>				
Bissell	<input type="radio"/>				
iRobot	<input type="radio"/>				
Cyclone Wizard	<input type="radio"/>				
Eufy	<input type="radio"/>				
Roborock	<input type="radio"/>				
Samsung	<input type="radio"/>				

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BRAND ATTRIBUTES

Q1: FOUR VACUUM BRANDS HAVE BEEN SELECTED FOR THIS NEXT SEQUENCE. WHICH WORDS OR PHRASES WOULD YOU USE TO DESCRIBE [PROGRAMMER, INSERT BRAND: DYSON, IROBOT, BISSELL, CYCLONE WIZARD — REPEAT QUESTION FOR EACH BRAND]? (IF UNSURE, THINK ABOUT WHAT YOU'VE HEARD ABOUT THIS BRAND. WHAT IS YOUR PERCEPTION?)

Q2: INDICATE HOW MUCH YOU AGREE OR DISAGREE WITH THESE STATEMENTS REGARDING [PROGRAMMER, INSERT BRAND: DYSON, iROBOT, BISSELL, CYCLONE WIZARD — REPEAT SEQUENCE FOR EACH BRAND].

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DEMOGRAPHICS

What is your gender?

- Male
- Female
- I do not wish to indicate

What is your age?

In general, how would you describe your attitude toward technology products?

- Early adopter (I love being the first to try out the latest tech products.)
- Average adopter (When I'm sure the tech is solid, then I'll consider an upgrade.)
- Late adopter (It's tough to get me to upgrade to the latest tech. I'm used to what I have.)

What is your five-digit zip code?

What is your ethnicity?

- American Indian or Alaska Native
- Asian
- Black or African American
- Hispanic or Latino
- Native Hawaiian or Pacific Islander
- White
- Other