

MARKETING
RESEARCH

SURVIVAL KITS



PREPARED BY

ALEXIS TAPIA

LIFE+GEAR.

National University
MKT 634

LETTER OF TRANSMITTAL

October 25, 2019

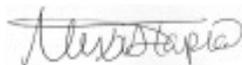
Dear Dr. Kristy Nunez,

It is indeed a great pleasure for me to be able to hand over my marketing research analysis and report of the Life+Gear findings in regard to Survival Kits. This report is the result of my understanding and knowledge which has been acquired from the Marketing Research course (MKT 634) at National University.

I have worked hard and diligently preparing this report. The information of this report is mainly based on Life+Gear's quantitative marketing research and my application of what I have learned from MKT 634.

I ardently hope that you will find this plan worth reading. I hope you will appreciate my hard work and excuse the minor errors considering the limited of time and experience to construct this report. Thank you for your cooperation.

Sincerely,



Alexis Tapia

MBA Student

LETTER OF AUTHORIZATION

October 25, 2019

To Whom It May Concern:

Life+Gear authorizes National University's Marketing Research (MKT 634), student, Alexis Tapia, to utilize our Survival Kits marketing research data and information. The focus of the Survival Kits is based on quantitative research. Therefore, we authorize the student to present and analyze the Survival Kits findings for the purpose of the MKT 634 course in order to fulfill her MBA at National University.

Signed by:

Life+Gear Marketing/Marketing
Research Team

TABLE OF CONTENTS

Executive Summary 01

Problem Definition 02

02 Background of the Problem

02 Problem Statement

Approach to the Problem 03

Research Objectives 04

Research Design 05

05 Type of research design

05 Information needed

06 Data collection from secondary sources

07 Data collection from primary sources

07 Scaling techniques

07 Questionnaire development and pretesting

10 Sampling techniques

11 Fieldwork

Data Analysis 12

Methodology 13

Results / Findings 15

Limits & Caveats 22

Conclusion 23

Recommendations 24

References 25

Appendix 26

26 Questionnaire

LIST OF FIGURES

- 06** Figure 1. Secondary sources research
- 18** Figure 2. Respondents prefer online
- 20** Figure 3. Respondents emphasize online

LIST OF GRAPHS

- 15** Graph 1. Heard about Survival Kits before taking survey
- 16** Graph 2. Who owns a Survival Kits
- 17** Graph 3. Survival Kits given as a gift
- 19** Graph 4. Survival Kits container
- 21** Graph 5. Respondents' residency

EXECUTIVE SUMMARY

The company Life+Gear provides safety gear such as Survival Kits. This report examines how consumers around the world perceive Survival Kits. More specifically, this report studied how customers are informed and use Survival Kits, where consumers purchase Survival Kits (online vs. offline), what consumers expect in a Survival Kit, where consumers find their information about Survival Kits, and the segment of these consumers.

The major findings emphasize how consumers seek convenience in their lives. People like to have easy quick access to information through online sources. This includes being able to find, learn, and purchase Survival Kits with ease. This also includes being able to obtain, purchase, and know about Survival Kits through convenient means. The most convenient form of storage for a Survival Kit would be as a backpack. Consumers perceive Survival Kits as a product for natural disaster survival, when there are other events that may require a Survival Kit (mass shooting, blackout, etc.). Middle aged consumers, both men and women, serve as their main household decision maker.

Based on the findings, it is recommended for Life+Gear to create a convenient, backpack Survival Kit. In doing so, Life+Gear should also redesign their brand to appeal to middle aged consumers who want convenience at their fingertips.



PROBLEM DEFINITION

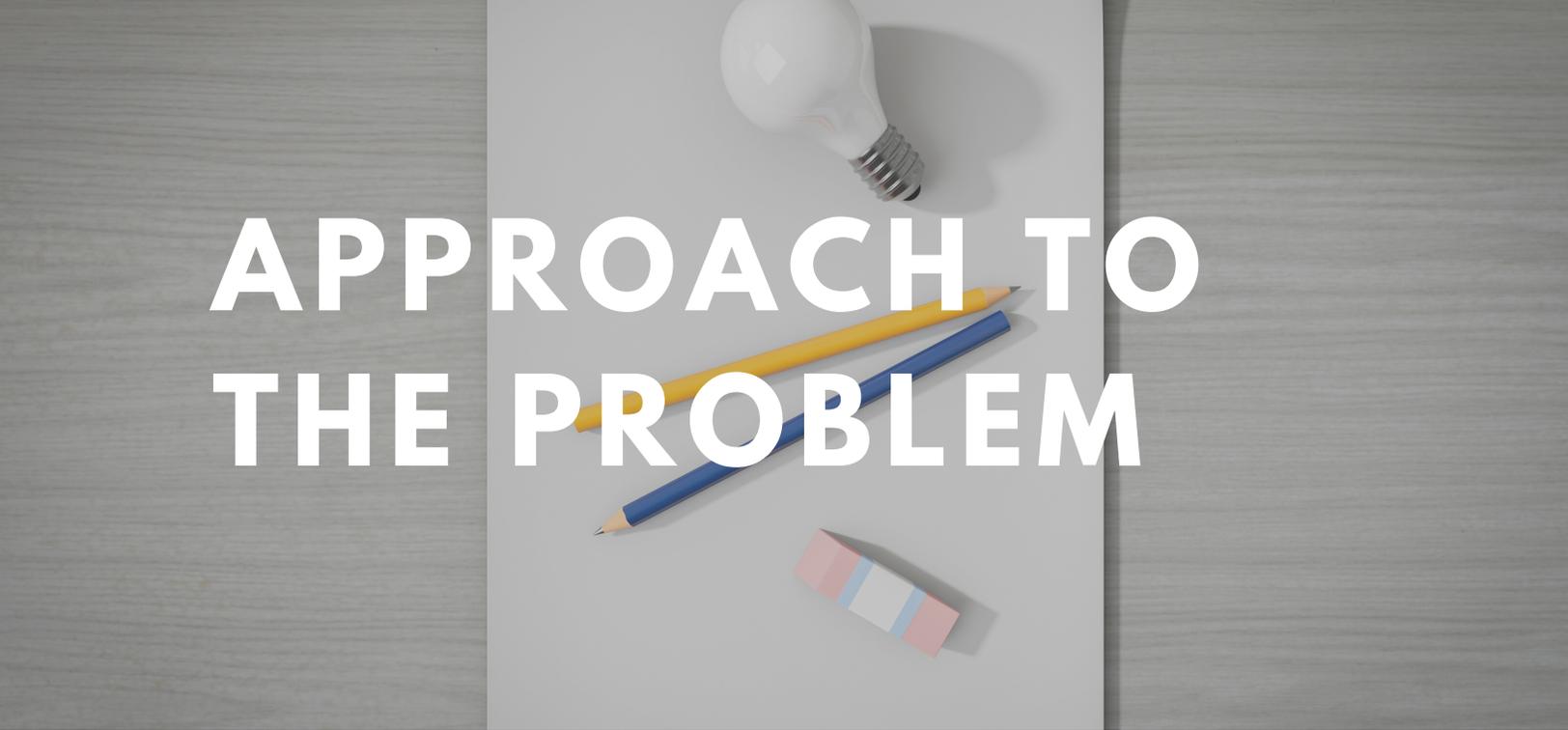
The decision makers at Life+Gear believed it was time to reach out to consumers and study how they perceive Survival Kits. It has been a while since the company thought about reinventing their main product and brand. Their innovative culture of providing everyday products engineered with lifesaving capabilities feel it is opportune to profile a potential new market segment. It is also essential Life+Gear keeps up to date with any market trends in order to continue manufacturing and providing for national retailers Home Depot, Wal-Mart, Costco, Sports Authority, and more.

Background of the Problem

Since Life+Gear is a national brand, they needed a way to get strong feedback from consumers all around the world on how they view Survival Kits. Sending out marketing researchers around the world to conduct direct in person interviews was too time consuming and costly. The idea of utilizing our social media website for this research was proposed by the marketing department.

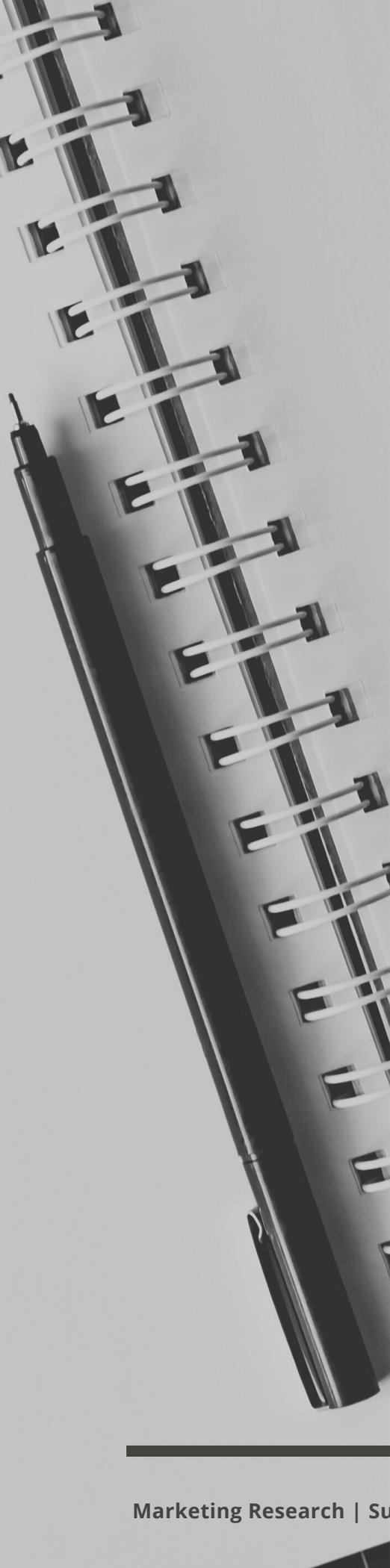
Problem Statement

The research presented here addresses the problem of how consumers perceive Survival Kits.



APPROACH TO THE PROBLEM

The marketing research department designed a survey questionnaire that would provide quantitative results. Cultural barriers would be solved by using internet translation services. Also, this allowed for real time data as respondents replied to the survey. The report lays out how we directed the problem of Survival Kits.



RESEARCH OBJECTIVES

The objectives of this research are to:

1. Determine the awareness and usage of Survival Kits and how they are obtained.
2. Explore how and where consumers purchase Survival Kits.
3. Examine what consumers expect in a Survival Kit and what form of storage they prefer.
4. Outline where consumers find Survival Kit information.
5. Categorize and segment consumers who have a Survival Kit.

RESEARCH DESIGN

The blueprint for conducting the marketing research will be the following.

Type of research design

The type of research design for this study is classified as descriptive. This research design is aimed at determining the perceptions of product characteristics and describing the characteristics of relevant consumers (Malhotra, 2019, p. 70).

Furthermore, a single cross-sectional design was utilized. Only one sample of respondents, 226 national and international, was drawn from the target population, and information was gathered from this sample only once (Malhotra, 2019, p. 71). A 15-question survey was designed to conduct this market research, where responses will be analyzed on the respondents' preferences in selecting and obtaining a Survival Kit, how they perceive the purpose of a Survival Kit, and what they actually desire in a Survival Kit. From this, the variables which should be included in the study have been acknowledged. Descriptive research will attempt to define the problem in a manner that research can provide consumers' opinion or attitude on this specific topic.

Information needed

The information needed from the questionnaire is who and how they perceive Survival Kits. The target population is very diversified considering the respondents are national and international, but a simple, general questionnaire design gives researches the applicable study and information needed. Broad results will aid in studying how Survival Kits are considered around the world, not just nationally. Survival Kits present itself

as an urgent needed product that may save many lives and this study aims to examine how exactly consumers know about Survival Kits. Life+Gear seeks to understand what exactly a Survival Kit means to consumers globally and how they can reach and educate them in order to offer an optimal product.

Data collection from secondary sources

The only secondary research conducted was from online sources. Online retail websites such as Costco and Wal-Mart, sell Survival Kits. The form of presenting this product online was used to gather a general idea of how consumers might perceive Survival Kits.

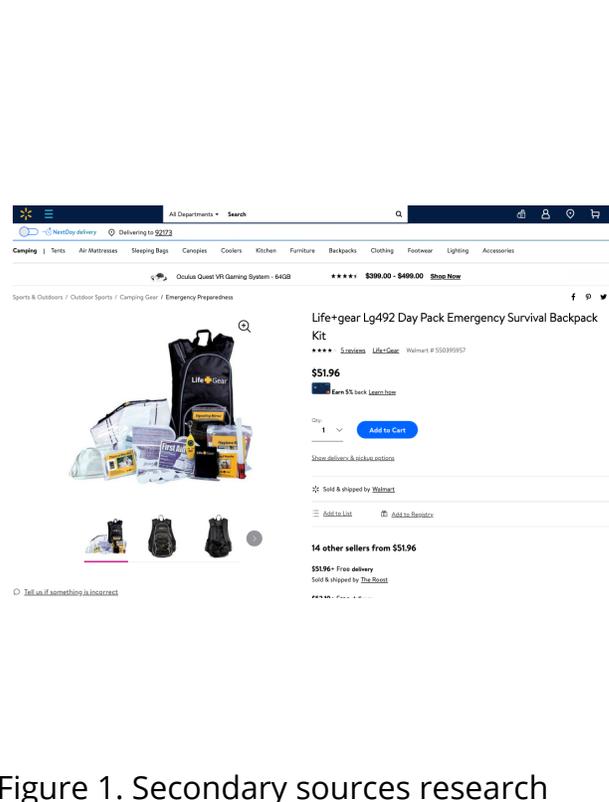
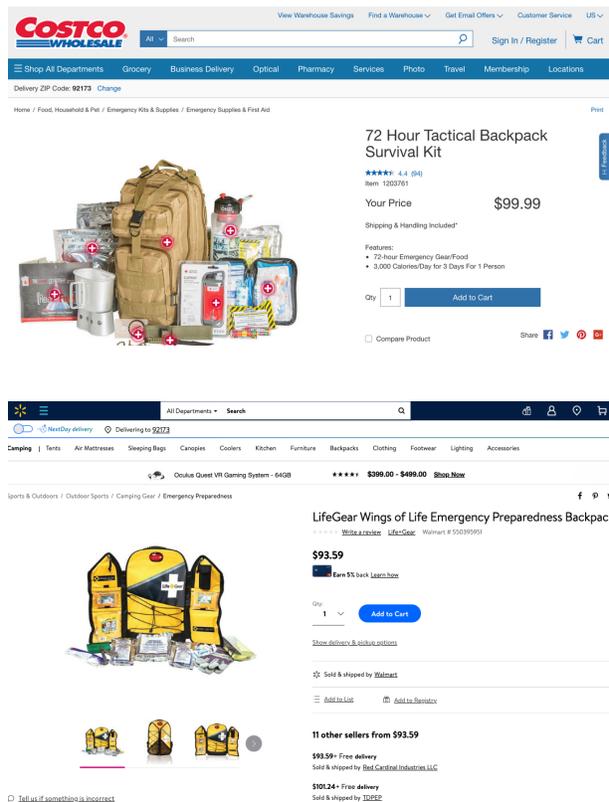


Figure 1. Secondary sources research

Data collection from primary sources

The data collection from primary sources gives us first-hand evidence about how consumers around the world feel about Survival Kits. The quantitative research method, online surveys, apply mathematical and statistical techniques on identifying the relationship between variables and testing hypothesis. The survey designed highlights easy to answer questions and predetermined response options in questionnaires administered to 226 participants. The ten-minute quantitative survey has been constructed around the research objectives.

Scaling techniques

The type of scaling used in the questionnaire design was Nominal Scale. A figurative labeling scheme was used in which numbers serve only as labels or tags for identifying and classifying objects (Malhotra, 2019, p. 243). This scaling technique has been used to analyze respondents and their attitude towards Survival Kits. The Nominal Scale creates a simple and common form to study the relationship between two variables. Additionally, numbers are nothing but labels and are used specifically to examine different categories of responses. The assignment of choices falls under many alternative categories which are mainly exhaustive as well as mutually exclusive.

Questionnaire development and pretesting

Type of interviewing method:

The interviewing method is electronic in which the survey is self-administered by the respondent. The survey will be available through Life+Gear's social media and in the Web Survey from the instructor's social platforms.

Individual Question Content:

Based on the information needed, the researcher has fixated on whether that information is being appropriately attained by questions already framed. The data generated by the questions address the information needed. The questions that have been selected to obtain the information needed has pushed for a formulation of questions to be short, sweet, straightforward, and universal. The factor this survey would be answered by national and international participants required the question content to be common.

Overcoming inability to answer:

In order to overcome the inability of respondents to answer, the marketing research team made sure to promote the survey through online platforms. This indicates consumers follow or are familiar with Life+Gear's products and brand, making it easier to overcome the inability to answer. People's memory can be manipulated or vague, therefore, the questions have been designed to answer easy to remember questions and events. The questionnaire provides aides that help participants articulate their responses. All of the questions provide a list of descriptions or possible answers that can assist the respondent in articulating (Malhotra, 2019, p. 298).

Overcoming unwillingness to answer:

To overcome the unwillingness to answer, participants were offered a drawing for one of three Life+Gear Survival Kits as an incentive to participate in the survey. The questionnaire does not require much effort from respondents. The questionnaire was also designed to not promote any sensitive or illegitimate purpose.

Choosing question structure:

The questions are structured which means questions stipulate the answer options and the response layout. Respondents may find structured questions to be easier to answer and follow. Several of the questions also offered an “other” option where respondents may input an answer not provided.

Choosing question wording:

Like stated before, the survey would be taken by people all over the world. The wording of the questions was formed to be easy to understand and did not require further interpretation. The questions avoided ambiguity, leading questions, implicit alternatives, implicit assumptions, generalizations, and estimates.

Order of the questions:

The questions were ordered in a hierarchal format in order to avoid biased responses. The opening question presented the purpose of the survey and was simple yet interesting to attract the respondent. The questions strictly avoided any sensitive, complex, irrelevant, and dull tone to lead the questions in a nice flow. The ending questions asked the respondent for their demographic information signifying the end of the questionnaire.

Form and layout:

Because this survey was conducted online, one question was presented at a time on the screen. This way, respondents focused only on that question and moved on to the next question with ease. At the top left corner of the screen, the respondent could see how many questions were left to complete the survey.

Reproduction of the questionnaire:

The instructions for each question were positioned as close as possible to the designated question. The questionnaire was reproduced with one color, orange. The font size and ability to select answers was made big enough and easy to follow. The overall quality of the survey was tested to provide the best survey possible to conduct the best results possible.

Pretesting:

A small pool of Life+Gear Facebook followers (about 10) were contacted to pretest the questionnaire. Those who responded and took the pretest were awarded a 50% coupon for their next purchase at Life+Gear. This enabled the market research team to make sure all of the design elements of the questionnaire were appropriate and optimal. It also allowed for any adjustments and clarifications for the finalization of the actual survey.

Sampling techniques

This research study selected the traditional sampling technique—the entire sample is selected before the research is conducted. The sampling technique was also convenient in which participants were chosen based on their availability of answering the online survey. This is a non-probability sampling. The sample was drawn from the closest population.

Due to a time constraint, the sample size was 226. The sample size was in a range that would provide a decent analysis. A sample size too large would be too difficult to analyze and segment. The research's results were generalized from this type of sampling since the sample is intended to represent the general population.

Fieldwork

Life+Gear conducted and gathered all of the marketing research. Therefore, Life+Gear's marketing department served as fieldworkers. The researchers for this project are well educated, with some college credit. They are experienced with computer and software programs. The chosen fieldworkers know how to work with internet websites, social media websites, e-mail, and databases. The fieldworkers were required to be ethical at all times and when in doubt ask questions about procedures or concerns. The training to conduct this marketing research was low in cost. By having Life+Gear's own employees do the research, employees already knew the culture and significance of the purpose of the research. Supervisors kept daily records of the surveys answered or attempted. The validation of the fieldwork was verified through e-mail. Supervisors e-mailed 10 to 25 percent of the respondents to inquire whether the fieldworkers actually received the completed questionnaire (Malhotra, 2019, p. 397). The evaluation of fieldworkers and their work was based on the criteria of time, response rates, and quality of data.

DATA ANALYSIS

The data was analyzed through Life+Gear's online database. Once respondents completed the questionnaire, their answers were submitted to a database and sorted into a downloadable Excel file. The Excel file allowed analysts to construct charts and graphs to visually study the findings. Those visuals were not only used to analyze the findings but also as supporting material for this report.

Data analysis for this report includes the evaluation of two variables and their relationships. The bar graphs help analyze demographics and respondents' answers. Bar graphs easily allow researchers and decision makers to explore the findings based on the mode. For instance, the bar graph (Graph 12) clearly illustrates the most preferred container for a Survival Kit is backpack.

A simple format of data provides valuable insights about demographics, lifestyles, preferences, desires, needs, demands, and perceptions about Survival Kits. Advanced statistical methods were not applied for the sake of time and urgency to prepare and present this report.



METHODOLOGY

The research methodology employed by Life+Gear has been simple yet effective to guarantee the quality and the reliability of the information obtained within the report. The methodology can be divided into five principal stages:

Stage 1: Secondary research

The Life+Gear team worked closely to research how competitors market their Survival Kits online and in store. Further research was also carried out from information available internally from internal documentation services and external online findings. Life+Gear employees are well trained to efficiently and productively extract information from existing sources in order to contain a general idea of the Survival Kit industry and consumer awareness.

Stage 2: Primary research—online surveys

The marketing department and its researchers proceeded to develop a questionnaire they found important based on their findings from secondary research such as what should be included in a Survival Kit. The data gathered from the surveys is systematically checked and compared with the secondary data.

Stage 3: Analysis of the gathered data

The data gathered and formed into information during the two previous stages is then analyzed and synthesized. This stage leads researchers to critically put together what consumers think and want of Survival Kits.

Stage 4: Quantitative data

The questionnaire taken by online consumers all around the world provide quantitative data, such as how consumers are informed about Survival Kits. This data is based on the data obtained during stage 3.

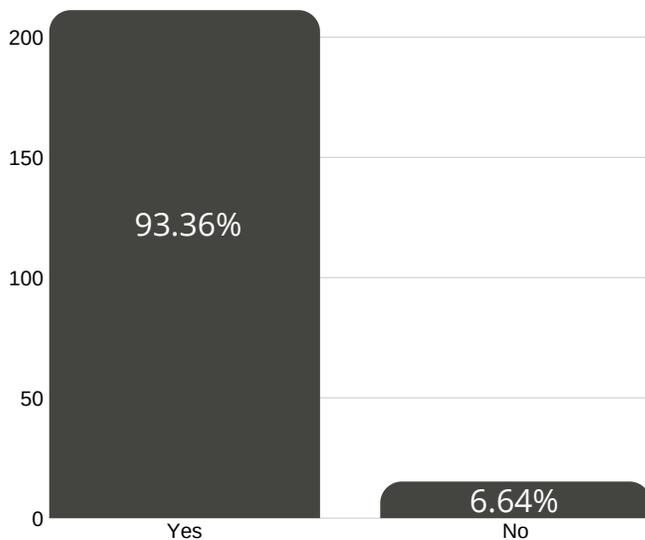
Stage 5: Quality control

Each report is the subject of a rigorous checking and editing process by an experienced research marketing team, to ensure the accuracy and consistency of the data. Each marketing and marketing research employee receive continuous training and support, as part of Life+Gear's internal quality procedures.

RESULTS / FINDINGS

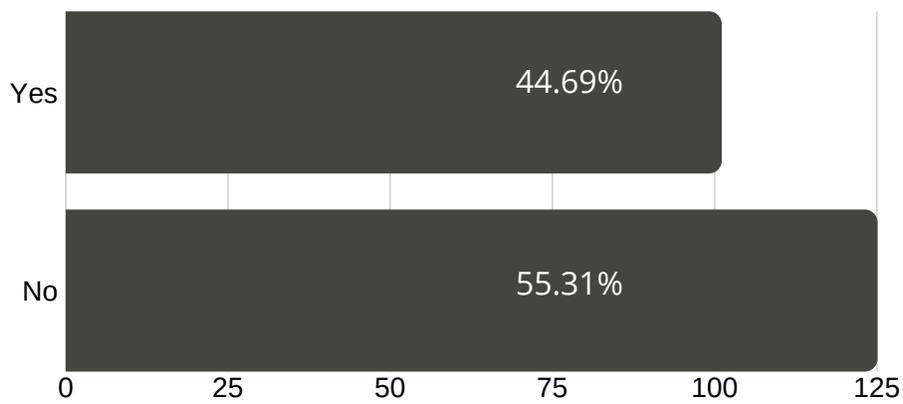
Respondents of the questionnaire disclosed valuable information about Survival Kits. Consumers all around the world delivered data that can support and enhance Life+Gear's Survival Kit product.

The majority of respondents have heard about Survival Kits before taking the survey. Two-hundred eleven out of 226 respondents have heard about Survival Kits before the survey. Graph 1. shows that a small 6.64% of respondents have not heard of Survival Kits before the survey.



Graph 1. 211/226 Respondents have heard about Survival Kits before taking the survey.

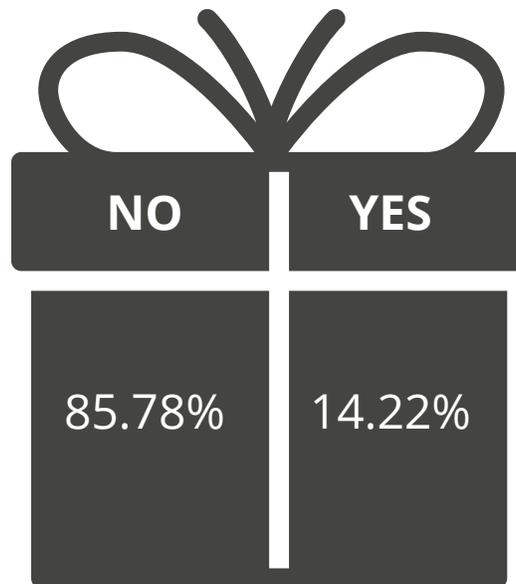
Surprisingly, many of the respondents own some sort of Survival Kit, although more of the respondents do not. Out of the 226 respondents, 125 do not own a Survival Kit. Although not a big difference from those who do own a Survival Kit, one must consider the previous question in the survey may have influenced respondents to answer “Yes”. This may propose false data in which more than 55% of respondents do not own a Survival Kit. This should cautiously be analyzed.



Graph 2. About 55% of respondents responded they do not own a Survival Kit.

The next finding did not comfort researchers. More than half of respondents skipped this particular question on the survey. This may be due to respondents not recalling how they obtained a Survival Kit or having concerns of privacy. Almost 90% of those who responded create their own Survival Kit. They do not purchase a retailed Survival Kit.

About 85% of respondents have never given a Survival Kit as a gift. A Survival Kit does not seem like a common or desired gift. Based on this information, consumers do not present a sense of caring or acknowledgement of others when it comes to Survival Kits. More than 10%, though, have given Survival Kits as gifts.



Graph 3. Not very many respondents have given a Survival Kit as a gift.

The respondents felt most of the provided options in the survey (see in Appendix) were reasons for owning a Survival Kit. Many of the options relate to the loss or unavailability of something like water, cellular service, and medical attention. Planning ahead for a possible natural disaster was the highest reason for owning a Survival Kit. Media news outlets may be the influence for these answers. The news specifically notifies viewers of how many people die in earthquakes, wildfires, tornadoes, and other natural disasters.

Hiking and camping, two very related activities are what respondents regularly participate in. "Regularly" may be defined differently by an individual, therefore it is important to analyze this as broadly as possible. Hiking and camping are outdoor activities where many dangers may arise. Such dangers may be wildfires, mudslides, animal attacks, starvation, no cellular service, and more.

Mobile devices like cellular phones that can make phone calls, send texts, and browse the web have become a dependent source for people all around the globe. If someone is having car trouble, for example, one can just look up a nearby mechanic, call them up and have their problem solved. When you want to know if someone is safe, it is easy to dial them up or send them an instant text message. Without cellular data, people may not be able to reach out for help, putting their lives in danger. Although many respondents (27.43%) said they do not travel off the grid out of cellular range, the majority travel once or twice a year off the grid out of cellular range. These may be the respondents who hike or camp regularly. Consumers with these types of lifestyles may be more attracted to Survival Kits.

Online shopping has revolutionized how businesses generate profit. Respondents seem to expect to buy a Survival Kit through online retailers such as Amazon or sporting goods retailers. Those who commented on “other” simply stated “online” or “online store”. Consumers want convenient access to Survival Kits. They want them prepared and directly delivered to their doorstep.



Figure 2. Respondents prefer to purchase Survival Kits from online websites.

The consumers who responded to the questionnaire strongly imply they prefer their Survival Kit to be contained in some sort of bag and/or carrying container. Backpack, as seen below, has a preference of 69%, dry bag 53%, and waterproof plastic pouch 48%. Those who commented other (5%) suggested some sort of bag also. Again, consumers are seeking convenience and efficiency. A box, in times of despair, is not adequate or convenient to carry around when seeking safety.



Graph 4. Backpack and/or containers that have carrying abilities were preferred by most respondents.

Respondents, for the most part, believe all of the choices should be included in a portable Survival Kit for two people for three days. At a high 97.79%, respondents feel a first aid kit should be included in a portable Survival Kit. This entails medical safety and attention. Medical attention is difficult to receive in a natural disaster, for instance. Having some form of medical sup-

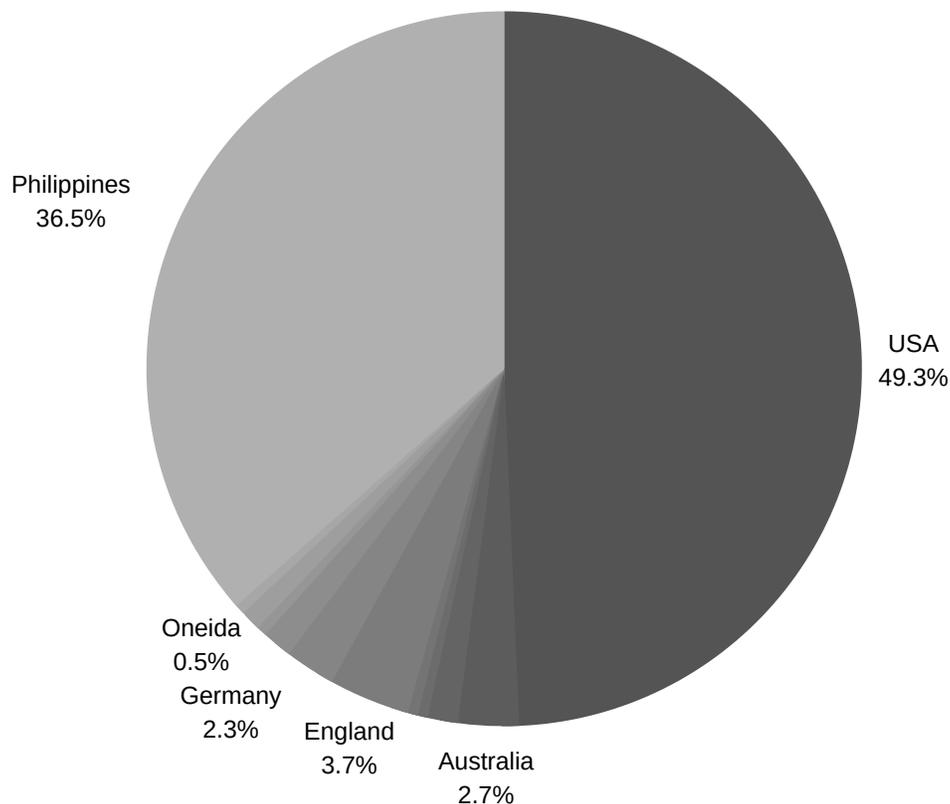
plies may save lives. Again, it is convenient and meets consumers demands, according to the findings. The top three items respondents think should be included in a portable Survival Kit for two people for three days were an all-purpose tool/knife (94.69%), a flashlight (92.92%), and a fire starter and matches (91.59%). Respondents also had their own input. Many respondents thought a map, some sort of weapon, toiletries, cooking utensils, food, and power chargers should be included.



Figure 3. Respondents findings emphasize online sources as their main form to obtain information on Survival Kits.

A pattern of online presence is emphasized throughout the study. Respondents, again, prefer online sources to obtain information about Survival Kits, specifically search engines such as Google. Online social networking sites—Facebook, Blogs, YouTube, and other similar online sources—were also highly preferred by respondents. The findings also illustrated that friends and family would be the best source from which to obtain information about Survival Kits. This also connects to networking platforms where many people today communicate and connect because it is convenient, easy, and effective.

Those who responded to the questionnaire reside in differing places around the world. Although not as diverse as expected, most reside in the Philippines and U.S.A. A small handful reside in Germany, UK, Australia, Canada, and Japan. The others form as outliers. More males responded than women; but, about half of the respondents were female. This gives a solid idea about how the household decision makers are not just men anymore. Studies show how there are many single mothers who are also the main household decision maker. The bulk of respondents are between the ages of 30 and 50. The middle age range suggests they are more inclined towards online services, convenience due to the high paced technological environment, and are commonly the parent or provider of their home.



Graph 5. Most of the respondents reside in the U.S.A. and Philippines.

LIMITS & CAVEATS



This study has potential limitations within which the findings need to be interpreted cautiously. The timeframe to complete the survey this was limited to two months, May and June. This also means the timeframe to conduct the overall study was limited to less than a year. If the survey were to be administered for a longer period of time, external influences may impact the data and analyses. Additionally, the costs for the primary research was low and a massive online survey saved field test costs. Researchers did not have to physically travel to other countries and administer the survey. This also eliminates cultural barriers such as language and norms. Cultural elements, however, need to be interpreted with caution as well. Respondents who reside in countries where there are more natural disasters or stricter regulations may unbalance the answers of those in other contrasting countries. Lastly, access to the internet may be constrained more in certain areas than others.



CONCLUSION

The data analysis in this report yields three major conclusions that hold implications for Life+Gear's Survival Kit. First, a Survival Kit should be obtained, stored, and informed through convenient means such as online sources. These online sources may be through social network websites where people can purchase and communicate with others about Survival Kits, or retail websites. Once the Survival Kit is purchased online, it would be suitably delivered to the consumer. Secondly, the most fitting form of storage would be a backpack or a similar item with carrying abilities. This will allow the middle-aged segment to carry their Survival Kit and their families towards safety. Thirdly, Survival Kits should be positioned as more than just a necessity for outdoor activities or natural disasters. Survival Kits should be positioned in consumers' minds as a product that will aid them in any time of survival like a mass shooting, a blackout, or flood.

This research aimed to identify how Life+Gear can better market their Survival Kit by studying how consumers perceive a Survival Kit. Based on a quantitative analysis, it is recommended that Life+Gear design a sturdy and convenient backpack packed with the surviving essentials. It is also recommended that Life+Gear target middle-aged parents (female and male) that are seeking to keep their families and themselves safe—no matter the circumstance. Consumers should be educated about Survival Kits. Survival Kits are believed to serve only when there are natural disasters. Survival Kits can aid in other circumstances like mass shootings and blackouts. Lastly, it is recommended that Life+Gear redesign their online presence to appeal to younger, modern customers. They should promote safety as something “cool” rather than “required”. Consumers do not like to be told what do or how to do things. Their Survival Kit backpack should also mirror their brand image. The new convenient look of Life+Gear and their backpack may attract more consumers. This will also differentiate the brand from competitors offering similar products. It will not just look like the typical handyman brand.

A person in a dark suit and a blue and white striped tie is giving a thumbs up gesture. The background is blurred with bokeh light effects.

RECOMMENDATIONS

Survival Kit Web Survey Questionnaire

June 9, 2019

Introduction

Q2 Insights and local university students are conducting a study on Survival Kits as part of a class assignment for a Marketing Research course. We sincerely appreciate your participation in this survey.

This survey will take 10 minutes to complete. Your responses are completely confidential and will be seen by Q2 Insights personnel and Marketing Research students only. All responses will be combined for reporting purposes. You will not be identified by name or in any other way in the project reporting.

Please complete the entire survey.

Awareness

A personal or family Survival Kit, also known as an emergency preparedness kit, is a pack of basic supplies and tools prepared in advance as an aid to survival in an emergency. Survival Kits come in a variety of sizes and contain supplies a person with basic shelter against the elements, help him or her to keep warm, meet basic health and first aid needs, provide food and water, signal to rescuers, and assist in finding the way back to help.

1. **Have you heard of Survival Kits before today?**

Yes

No

Consideration and Usage

2. Do you own a Survival Kit?

Yes

No

Go To Q4

3. How did you obtain your Survival Kit?

Purchased offline

Purchased online

Received as a gift

I put my own Survival Kit together

Other (Specify _____)

4. Have you ever given a Survival Kit as a gift?

Yes

No

5. Which of the following are reasons for owning a Survival Kit? *Check all that apply.*

An impending natural disaster (e.g. hurricane, fire)

Medical emergencies

Planning ahead for a possible natural disaster

Preparation for going off the grid with no cellular service

Preparation for loss of utility services such as water, electricity, or gas

Preparation for potential evacuation

Preparation for sporting activities such as camping, fishing, hunting, or backpacking

Other (Specify _____)

6. In which of the following activities do you participate regularly, if any? *Check all that apply.*

All-terrain vehicles (ATV)

Backpacking

Cycling / mountain biking

Boating

Camping

Canyoning

Rock climbing

Ice climbing

Fishing

Hang gliding

Hiking

Hunting

Motorcycling

Off-roading

- Paddle sports (e.g. kayaking, canoeing, paddle boarding)
- Parachuting
- Paragliding
- Powerboat racing
- Sailing
- Piloting small aircraft
- Snowboarding
- Snowmobiling
- Wakeboarding
- Water skiing
- White water rafting
- Other (Specify _____)
- None of the above

7. How many times per year do you travel off the grid out of cellular range, if at all?

- Once or twice a year
- Three to five times a year
- Six to eight times a year
- Nine or more times a year
- I do not travel off the grid out of cellular range

Purchase Location

8. Where would you expect to buy a Survival Kit? Check all that apply.

- Academy Sports and Outdoors
- Amazon
- Bass Pro
- Best Buy
- Cabela's
- Costco
- CVS
- Dick's Sporting Goods Stores
- Home Depot
- Lowe's
- Manufacturer website
- Radio Shack
- REI
- Sam's Club
- Sporting goods store/retailer
- Target
- Walmart
- Other (Specify _____)

9. Which of the following would you prefer as a “container” for a Survival Kit? *Check all that apply.*

- Backpack
- Box
- Cardboard box with handles
- Dry bag
- Dry box
- Hard-sided roller/spinner case (i.e. case with wheels)
- Metal tin box
- Nylon stuff bag
- Plastic storage container
- Waterproof plastic pouch
- Other (Specify _____)

10. Which of the following should be included in a portable Survival Kit for two people for three days? *Check all that apply.*

- All-purpose tool/knife
- Batteries
- Blanket
- Blanket
- Compass for directions
- Firestarter / matches
- First aid kit
- Flare
- Flashlight
- Hand crank radio / emergency radio
- Magnifying glass
- Mirror for signaling
- Playing cards
- Rope
- Sunscreen
- Survival instructions/book
- Tarp
- Three-day supply of food
- Three-day supply of water
- Tourniquet
- Water purification tablets or filtration system
- Whistle
- Other (Specify _____)

Sources

11. Which of the following sources are you likely to use to obtain information about Survival Kits? *Check all that apply.*

- Blogs
- Community newspapers
- Community websites
- Direct mail (regular U.S. mail)
- Email
- Facebook
- Friends and family
- Instagram
- Internet radio
- Online magazines
- Online news sources
- Outdoor (e.g. billboards, buses, and benches)
- Pinterest
- Print magazines
- Radio
- Restaurant website
- Search engines (e.g. Google, Yahoo, Safari, etc.)
- Snapchat
- Television
- Trip Advisor
- Twitter
- Yelp
- YouTube
- Other (Specify _____)

Demographics

12. In which country do you reside?

13. If you live in the United States, what is your zip code?

I do not live in the United States

14. What is your gender?

- Male
- Female

15. Which of the following best describes your age?

- Less than 21 years
- 21 to 29 years
- 30 to 39 years
- 40 to 49 years
- 50 to 59 years
- 60 to 69 years
- 70 to 79 years
- 80 years or more

16. What is the highest level of education you have completed?

- High School or GED
- Attended Vocational / Technical
- Attended College
- Graduated Four-Year College
- Attended Graduate School
- Graduate Degree

17. Which of the following best describes your marital status?

- Married
- Living with Significant Other/Partner
- Single / Divorced / Widowed

18. What is the number of people in your household?

- One
- Two
- Three to four
- Five to six
- Seven to eight
- Nine or more

19. How many children under the age of 18 are living in your household?

- None
- One
- Two
- Three
- Four
- Five
- Six
- Other (Specify _____)

20. Which of the following best describes your occupation? *Single response.*

- Professional/Technical
- Manager/Official/Proprietor
- Clerical
- Sales/Service
- Public Service
- Trade Professional
- Operator
- Laborer
- Self Employed
- Retired
- Homemaker
- Student
- Unemployed
- Other (Specify _____)

21. How long have you lived in your current home?

- Less than two years
- Two to three years
- Four to five years
- Six to fourteen years
- Fifteen or more years

22. Which of the following best describes your ethnicity? *Check all that apply or add a self-description.*

- White/Caucasian
- Black/African American
- Hispanic
- Asian
- Southeast Asian/Indian
- American Indian or Alaskan Native
- Native Hawaiian or Pacific Islander
- Other (Specify _____)

Thank You For Your Time and Opinions

Go To www.q2insights.com

REFERENCES

Malhotra, N. K. (2019). Marketing research: an applied orientation (7th ed.). New York, NY: Pearson.

Nunez, K. (2019). Week four market research report. National University.

Life+Gear. (2019). About us. Retrieved from <https://www.lifegear.com/about-us>