

# Postal Scale Study

*Report*

[Client Name]

June 2006



# **Executive Summary**

# Background and Purpose

- [Client name] requested a market research study to determine the best branding strategy for postal scale products: [Client Brand 1], [Client Brand 2], or some combination of the two brands.
- In addition, opinions from the [Client Brand 2] customer list were to be compared to those from an Independent List of stand alone postal scale users and buyers.

# Research Objectives

- This study is designed to explore the following information areas:
- What is the optimum branding strategy and why?
  - Single-branded
    - [Client Brand 2]
    - [Client Brand 1]
  - Co-branded
    - [Client Brand 2] by [Client Brand 1]
    - [Client Brand 1] by [Client Brand 2]
- What is reaction to concepts for mechanical or digital postal scale/meter?
- Where will these products be shopped?
- Which postal scale attributes are the most important buying considerations?

# Methodology

- An internet study was conducted with two samples.
- One sample represented 249 [Client Brand 2] customers randomly selected from the [Client Brand 2] database.
- The other sample (the Independent List) consisted of 300 respondents who met the following screening criteria:
  - Ages 22-60
  - No industry affiliation
  - Use of stand alone postal scale (91%)
  - Purchase of stand alone postal scale (71%)
  - Use stand alone postal scale and affix stamps or use stand alone postal scale and separate postage meter in conjunction
  - Use digital scale (70%)
  - Use mechanical scale (30%)

# Product Images and Descriptions

Respondents were shown the concept appropriate to their office: either mechanical or digital scales for those identifying themselves as users/buyers of that type of scale, or the digital scale and meter (shown on next page) for those respondents using or buying these items.

## Mechanical Postal Scale

Mechanical Postal Scale is great for small or large envelopes or small packages. It will calculate United States Postal Service 1st class, express and priority mail. You can purchase a replaceable dial when rates go up. Versions are available in 1 lb., 2 lb., and 5 lb. capacity.



## Digital Postal Scale

Digital Postal Scale is great for small or large envelopes or small packages. The scale will weigh in pounds and kilograms. The tare/zero feature will weigh contents of a container. Portable, works off a 9V battery. Auto-shut off preserves the life of the battery. Digital display is easy to read.



# Product Images and Descriptions

Respondents were shown the concept appropriate to their office: either mechanical or digital scales for those identifying themselves as users/buyers of that type of scale, or the digital scale and meter (shown on this page) for those respondents using or buying these items.

## **Digital Postal Scale and Postage Meter**

Postage Meter is able to print postage from your office or home. No need to go to the post office. The user will need to weigh package to get the weight before printing postage. Contract required to use system. Digital Postal Scale is great for small or large envelopes or small packages. The scale will weigh in pounds and kilograms. The tare/zero feature will weigh contents of a container. Portable, works off a 9V battery. Auto-shut off preserves the life of the battery. Digital display is easy to read.



# **Summary of Findings**

# [Client Brand 2] List Summary: Brands

- Favored brand name differed between the two samples:
  - [Client Brand 2] List: [Client Brand 2] Postal Scale (82%)
  - Independent List: [Client Brand 1] Postal Scale (59%)
- Impact of [Client Brand 2] name change:  
1/3 (33%) of [Client Brand 2] List indicated less interest in purchasing
- Top phrase that would most influence purchase:  
“Quality for over 120 years”
  - 43% [Client Brand 2]
  - 36% Independent
- Brand considerations are significantly more important to the [Client Brand 2] sample than to the Independent sample:
  - Trusted Brand: 78% [Client Brand 2] List, 59% Independent List
  - Familiar Brand: 64% [Client Brand 2] List, 39% Independent List

# Preferred Brand Names

## Procedure:

- Respondents first gave preference to two single-branded names. Next they indicated preference between the two co-branded names. Finally, they were shown their single-branded choice and co-branded choice and asked which the preferred most, thus indicating preference among all four choices.

## [Client Brand 2] List

- Overall, the single-branded name [Client Brand 2] is preferred by 82% of respondents when choosing between all four names (single and co-branded). The co-branded names are on the second tier (17%), encompassing [Client Brand 1] by [Client Brand 2] (11%), and [Client Brand 2] by [Client Brand 1] (6%). Only 2% preferred [Client Brand 1].

## Independent List

- [Client Brand 1] is preferred by 59%, followed by [Client Brand 2] at 18% and [Client Brand 1] by [Client Brand 2] at 15%.
- Only 8% selected [Client Brand 2] by [Client Brand 1].

# Brand Descriptor

- The descriptor “quality for over 120 years” was the most popular descriptor among both samples.
  - 36% (Independent List) - 43% ([Client Brand 2] List) chose this descriptor as their favorite among four choices.
  - The next most popular descriptor was “accuracy” (16% Independent List and 28% [Client Brand 2] List).
  - About a fourth of the Independent List thought none of the phrases would influence them to buy.

The descriptor was paired with the brand name chosen. For example, those who preferred the [Client Brand 2] Brand name chose from: [Client Brand 2], quality for over 120 years; [Client Brand 2] Accuracy; [Client Brand 2] Technology; and [Client Brand 2] Precision. The others chose from the same descriptors but for [Client Brand 1] by [Client Brand 2].

# [Client Brand 2] Brand Perception

[Client Brand 2] rated highest for the following attributes:

## [Client Brand 2] List

- Familiar brand (76%)
- Easy to use (67%)
- Reliable (64%)
- Trusted brand (59%)
- Good value (58%)
- Useful (55%)
- Durable (54%)
- Accurate (49%)

## Independent List

- Easy to use (33%)
- Good value (29%)
- Useful (29%)
- Accurate (27%)
- Reliable (25%)
- High Quality (21%)
- Durable (21%)
- High Tech (18%)

# [Client Brand 1] Brand Perception

[Client Brand 1] rated highest for the following attributes:

## [Client Brand 2] List

- Familiar brand (29%)
- Easy to use (24%)
- Good value (22%)
- Useful (21%)
- Reliable (15%)
- Trusted brand (15%)
- Durable (15%)
- High Quality (10%)

## Independent List

- Easy to use (45%)
- Useful (43%)
- Reliable (38%)
- Good value (36%)
- Durable (33%)
- Accurate (29%)
- Familiar Brand (29%)
- High Quality (25%)

# Postal Scale Unaided Brand Awareness

## **[Client Brand 2]**

- The [Client Brand 2] brand was mentioned by 92% of those from the [Client Brand 2] List when asked what brands of postal scales they have heard of (unaided awareness).
- Only 7% of those from the Independent List named [Client Brand 2].

## **[Competitor]**

- The [Competitor] brand was mentioned by 43% of the [Client Brand 2] List and 37% of the Independent List, when asked what brands of postal scales they have heard of (unaided awareness).

# Aided Brand Awareness and Use

- 93% of those from the [Client Brand 2] List said they had used the [Client Brand 2] brand, while only 17% from the Independent List said they had used the [Client Brand 2] brand.
- [Competitor] had been used by more than half of respondents from the [Client Brand 2] List and the Independent List.
  - 59% of those from the Independent List and 56% of those from the [Client Brand 2] List said they had used the [Competitor] brand.

## Seen/Heard [Client Brand 1] Advertising in Past Month

- Some (15% of [Client Brand 2] List and 8% of Independent List) had seen or heard [Client Brand 1] advertising.
- The [Client Brand 2] List was not influenced by [Client Brand 1] advertising to select [Client Brand 1] as the preferred name (preference the same for those not seeing the ads as for the total [Client Brand 2] List).
- However, in the total Independent List, overall preference for the [Client Brand 1] brand name increased from 56% to 59%, apparently from [Client Brand 1] advertising.

# Key Learnings

# Postal Scale Purchase Intent and Liking

- The [Client Brand 2] List is strongly oriented toward mechanical scales.
  - The [Client Brand 2] List's interest was stronger for mechanical in both liking (83% versus 45% like extremely or very much) and buying intent (57% definitely/probably would buy pictured mechanical at \$26.99 versus 32% for pictured digital scale at \$39.99)
  - The Independent List was equally interested in mechanical and digital scales (60-63% like extremely/very much and 38% definitely/probably would buy)

# Reasons for Buying Intent

## **Reasons to Buy:**

- The Independent List is more price oriented:
  - 46% of the Independent List interested in buying mentioned price as a reason to buy the mechanical scale and 31% the digital scale.
  - The [Client Brand 2] List who might buy is equally driven by price (22-27%) and product features (25-28%), particularly size (14-17%).

## **Reasons Not to Buy:**

- Price was also a barrier to purchase for some (26-35% of the mechanical scale users/buyers who did not say they would buy). Few digital scale users/buyers mentioned price.
- Since all of the respondents already used/bought postal scales, it is not surprising that “lack of need” was the key reason not to purchase (30-47% range).
- The [Client Brand 2] List also mentioned features (28-37% vs. 13-14% for Independent List).

# Channels of Distribution

- The office superstore is the number one place consumers expect to shop for postal scales or postal scales and postage meters, whether via retail or catalog.
  - 45% of the Independent List and 42% of the [Client Brand 2] List expect to shop for these postal products at an office superstore.
  - 26% of the Independent List and 23% of the [Client Brand 2] List expect to shop for these products in the office superstore catalog.
- The internet is shopped by more of the [Client Brand 2] List (26%) than the Independent List (12%) when looking for postal products.

# Purchase Considerations

- The following considerations were most important in the purchase decision for a postal scale:
  - Weight capacity fits my needs (98% [Client Brand 2], 91% Independent)
  - Product features I want (96% [Client Brand 2], 87% Independent)
  - Will last a long time (95% [Client Brand 2], 94% Independent)
  - Easy to use (92% [Client Brand 2], 93% Independent)
  - Calculates rates (91% [Client Brand 2], 82% Independent)

Top two box

# Purchase Considerations

- These considerations were least important in the purchase decision:
  - New technology (37% [Client Brand 2], 43% Independent)
  - Style/Appearance (33% [Client Brand 2], 28% Independent)
  - New and different (17% [Client Brand 2], 25% Independent)

# **Detailed Findings**

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# Technical Note

- The following are technical notes for the tables and charts throughout the rest of the report:
  - Net %'s = The net, unduplicated percentage of people with similar answers (note that the open end questions invite multiple responses).
  - A-H = Significantly higher than lettered column at 90% level of confidence.
  - In some cases, numbers add to more than 100% due to multiple responses.
  - – = <.5%.
  - The report is based on the study sample and screening criteria.
  - Product image and description can be found on page 6.

# **Brand Name Preferences and** **Perceptions**

# Preferred Brand Names

- Procedure: Respondents first gave preference to two single-branded names. Next they indicated preference between the two co-branded names. Finally, they were shown their single-branded choice and co-branded choice and asked which they preferred the most, thus indicating preference among all four choices.
- The single-branded name [Client Brand 2] is preferred by 82% of the [Client Brand 2] List when choosing between all four names (single and co-branded). The co-branded names are second (17% total): [Client Brand 1] by [Client Brand 2] (11%) and [Client Brand 2] by [Client Brand 1] (6%).
- The single-branded name [Client Brand 1] is preferred by 59% of the Independent List when choosing between all four names (single and co-branded). [Client Brand 2] is second at 18%, along with the co-branded name [Client Brand 1] by [Client Brand 2] (15%).

	[Brand 2] List	Independent List
N=	(249)	(300)
%		
A		B
<b>Single-Branded Name</b>		
[Brand 1] Postal Scale	4	78A
[Brand 2] Postal Scale	96B	22
<b>Co-Branded Name</b>		
[Brand 1] Postal Scale by [Brand 2]	57	73A
[Brand 2] Postal Scale by [Brand 1]	43B	27
<b>Overall Name</b>		
[Brand 2] Postal Scale	82B	18
[Brand 1] Postal Scale	2	59A
[Brand 2] Postal Scale by [Brand 1]	6	8
[Brand 1] Postal Scale by [Brand 2]	11	15

# Preferred Brand Names

- As shown, the brand name preferences described in the previous page hold true across different usage categories.

N=	[Brand 2] List				Independent List			
	Use or Purchase		Use		Use or Purchase		Use	
	Scale Only	Scale & Meter	Mechanical	Digital	Scale Only	Scale & Meter	Mechanical	Digital
	(203)	(83)	(105)	(136)	(220)	(120)	(73)	(182)
	%	%			%	%		
	A	B	C	D	E	F	G	H
<b>Single-Branded Name</b>								
[Brand 1] Postal Scale	5	2	5	4	74	79	74	79
[Brand 2] Postal Scale	95	98	95	96	26	21	26	21
<b>Co-Branded Name</b>								
[Brand 1] Postal Scale by [Brand 2]	61B	45	63	54	72	72	74	73
[Brand 2] Postal Scale by [Brand 1]	39	55A	37	46	28	28	26	27
<b>Overall Name</b>								
[Brand 2] Postal Scale	81	84	78	84	18F	11	14	19
[Brand 1] Postal Scale	2	–	1	2	55	61	62	59
[Brand 2] Postal Scale by [Brand 1]	6	7	8	4	9	9	4	9
[Brand 1] Postal Scale by [Brand 2]	11	9	13	10	18	19	21	13

# Reactions to Change of [Client Brand 2] Name

- 1/3 (33%) of [Client Brand 2] users indicate that a name change (from [Client Brand 2] to some other brand name) would make them less likely to purchase [Client Brand 2] products.
  - Few (3%) said they would be more interested.
- 3/4 (75%) of the Independent List said it would make no difference.
  - Feelings are mixed among the others on whether it would make them more (15%) or less (10%) interested.

	[Brand 2] Users	
	[Brand 2] List	Independent List
N=	216	41
	%	%
	A	B
<b>Top 2 Box</b>	<b>3</b>	<b>15A</b>
Much more interested	1	5
Somewhat more interested	2	10A
No difference	65	75
Somewhat less interested	28B	5
Much less interested	4	5
<b>Bottom 2 Box</b>	<b>33B</b>	<b>10</b>

# Brand Descriptor that Would Most Influence Purchase of Postal Scale

- The descriptor “quality for over 120 years” is the most popular descriptor among both samples.
  - 34-43% chose this descriptor as their favorite among four choices.
  - The next most popular descriptor among the [Client Brand 2] List was “accuracy.”
  - “Technology” was comparable to “accuracy” among the Independent List.

	[Brand 2] List	Independent List
N=	249	300
	%	%
	A	B
...Quality for over 120 years	43B	36
...Accuracy	28B	16
...Technology	9	18A
...Precision	9	7
None of these	11	23A

*If [Client Brand 1] / [Client Brand 1] by [Client Brand 2] preferred (Q. 22), statements read “[Client Brand 1] by [Client Brand 2]...”*

*If [Client Brand 2] / [Client Brand 2] by [Client Brand 1] preferred (Q. 22), statements read “[Client Brand 2]...”*

# Perceptions of [Client Brand 1] and [Client Brand 2] Brand Names

- The [Client Brand 2] List perceives the [Client Brand 2] brand as significantly more positive than [Client Brand 1] in nearly every way mentioned.
- Conversely, the Independent List perceives the [Client Brand 1] brand name more favorably than [Client Brand 2].

	[Brand 2] List		Independent List	
	Perceptions of [Brand 2] Brand Name	Perceptions of [Brand 1] Brand Name	Perceptions of [Brand 2] Brand Name	Perceptions of [Brand 1] Brand Name
N=	(249)	(249)	(300)	(300)
	%	%	%	%
	A	B	C	D
Familiar brand	76 <sup>b</sup>	29	10	29 <sup>c</sup>
Easy to use	67 <sup>b</sup>	24	33	45 <sup>c</sup>
Reliable	64 <sup>b</sup>	15	25	38 <sup>c</sup>
Trusted brand	59 <sup>b</sup>	15	16	23 <sup>c</sup>
Good value	58 <sup>b</sup>	22	29	36 <sup>c</sup>
Useful	55 <sup>b</sup>	21	29	43 <sup>c</sup>
Durable	54 <sup>b</sup>	15	21	33 <sup>c</sup>
Accurate	49 <sup>b</sup>	7	27	29
High Quality	39 <sup>b</sup>	10	21	25
Leader	21 <sup>b</sup>	5	10	16 <sup>c</sup>
High-tech	10	8	18	22
Innovative	8	9	15	20

# Brand Perceptions

- These differences in brand perception cross all usage categories.
- However, the differences between [Client Brand 2] and [Client Brand 1] among the Independent List using mechanical scales is smaller than among other usage categories.

Sample:	[Brand 2] List				Independent List			
	Use Mechanical Scale		Use Digital Scale		Use Mechanical Scale		Use Digital Scale	
	[Brand 2]	[Brand 1]	[Brand 2]	[Brand 1]	[Brand 2]	[Brand 1]	[Brand 2]	[Brand 1]
Perception of Brand:	(105)	(105)	(136)	(136)	(73)	(73)	(182)	(182)
	%	%	%	%	%	%	%	%
	A	B	C	D	E	F	G	H
Familiar brand	78B	31	76D	29	7	26E	10	30G
Easy to use	71B	26	63D	23	36	47	32	41G
Reliable	66B	11	65D	17	19	36E	25	37G
Good value	64B	22	52D	23	29	29	30	35
Useful	61B	22	50D	21	32	45	29	41G
Durable	56B	12	54D	16	25	32	21	32G
Trusted brand	54B	12	63D	18	10	16	19	25
Accurate	50B	7	49D	7	26	32	26	27
High Quality	34B	8	43D	13	10	12	25	29
Leader	21B	5	21D	6	3	16E	13	17
Innovative	5	9	11	10	7	11	15	23G
High-tech	4	8	15	9	7	8	21	29G

# **Brand Familiarity and Usage**

# Unaided Brand Awareness

- Not surprisingly, brand awareness of [Client Brand 2] was extremely high among the [Client Brand 2] sample (92%).
  - [Client Brand 2] is less top of mind among the Independent List (only 7%).
- The [Competitor] brand was mentioned by 43% of the [Client Brand 2] List and 37% of the Independent List.
- Other brands received little mention.
- For the Independent List, postal scale brands are not always top of mind: unprompted, 45% were not able to write in a brand they had heard of.

	[Brand 2] List	Independent List
N=	(249)	(300)
%	A	B
[Brand 2]	92B	7
[Competitor]	43	37
[Competitor]	2	7A
[Competitor]	2	2
[Competitor]	2	2
[Competitor]	2B	–
[Competitor]	–	1A
Other	10	13
None mentioned	1	45A

# Unaided Brand Awareness

- Brand awareness of [Client Brand 2] in the [Client Brand 2] sample is higher among users/purchasers of scale only (vs. scale and meter).
- [Client Brand 2] brand awareness is slightly higher for mechanical scale users than digital, though difference may not be statistically significant.
- Awareness of [Competitor] is significantly higher among scale and meter users/purchasers vs. scale only (both samples), and among digital scale users vs. mechanical scale users ([Client Brand 2] sample)
- These findings suggest that [Client Brand 2] awareness may skew toward mechanical scale and scale only users/purchasers, while [Competitor] awareness may skew toward digital scale and scale/meter users/purchasers.

N=	[Brand 2] List				Independent List			
	Use or Purchase		Use		Use or Purchase		Use	
	Scale Only	Scale & Meter	Mechanical	Digital	Scale Only	Scale & Meter	Mechanical	Digital
	(203)	(83)	(105)	(136)	(220)	(120)	(73)	(182)
	%	%			%	%	%	%
	A	B	C	D	E	F	G	H
[Brand 2]	95B	84	95	90	9	5	12	7
[Competitor]	39	61A	36	49c	30	48E	29	39
[Competitor]	3	1	1	2	8	5	4	8
[Competitor]	3	2	3	2	3	2	–	3G
[Competitor]	2B	–	1	2	–	–		
[Competitor]	1	6A	0	4c	1	5E	–	3G
[Competitor]	1	–	–	–	1	1	1	1
Other	9	17A	5	13c	16F	9	18	12
None mentioned	1	2	1	1	48	42	47	45

# Aided Brand Awareness and Use

- 93% of those from the [Client Brand 2] List say they have used the [Client Brand 2] brand, while only 17% from say Independent List said they had used the [Client Brand 2] brand.
- [Competitor] has been used by more than half of respondents from the [Client Brand 2] List and the Independent List.
  - 59% of those from the Independent List and 56% of those from the [Client Brand 2] List said they have used the [Competitor] brand.

	[Brand 2] List	Independent List
N=	249	300
	%	%
	A	B
<b>[Brand 2]</b>		
Used this brand	93B	17
Heard of this brand only	7	17A
Never heard of this brand	–	66A
<b>[Brand 1]</b>		
Used this brand	35B	28
Heard of this brand only	22	24
Never heard of this brand	43	48
<b>[Competitor]</b>		
Used this brand	56	59
Heard of this brand only	42B	31
Never heard of this brand	2	11A

# Aided Brand Awareness and Use (continued)

- Among the Independent List, previous brand usage of [Competitor] is comparable to [Client Brand 2] and brand familiarity with [Competitor] is significantly higher than [Client Brand 2].

	[Brand 2] List	Independent List
N=	249	300
	%	%
	A	B
[Competitor]		
Used this brand	2	6A
Heard of this brand only	14	16
Never heard of this brand	84	78A
[Competitor]		
Used this brand	10	18A
Heard of this brand only	45	43
Never heard of this brand	45	39
[Competitor]		
Used this brand	2	2
Heard of this brand only	5	14A
Never heard of this brand	93	84A

# Seen/Heard Advertising in Past Month

- 15% of the [Client Brand 2] List and 8% of the Independent List have seen or heard [Client Brand 1] ads in the past month.
- The [Client Brand 2] List is significantly more likely to report having seen or heard advertising for all brands in the past month.

	[Brand 2] List	Independent List
N=	249	300
	%	%
	A	B
<b>Seen or Heard Advertising for Brand in Past Month</b>		
[Competitor]	52B	29
[Brand 2]	20B	1
Dymo	15B	8

# Preferred Brand Names by Seen [Client Brand 1] Advertising in Past Month

- Although the number of respondents who have seen the [Client Brand 1] commercial is too small to test for significance, it does appear that seeing [Client Brand 1] ads has influenced some of the Independent List to choose the [Client Brand 1] brand name over [Client Brand 2].
- In the Independent List, it appears that advertising for [Client Brand 1] caused the preference of the brand name to increase from 56% (among respondents not seeing the advertising) to 59% overall (including those who have seen [Client Brand 1] advertising in the total).

	[Brand 2] List			Independent List		
	Total	Past Month: Seen [Brand 1] Ads	Past Month: Not Seen [Brand 1] Ads	Total	Past Month: Seen [Brand 1] Ads	Past Month: Not Seen [Brand 1] Ads
N=	(249)	(23)	(119)	(300)	(19)	(191)
%	%	%	%	%	%	%
<b>Single-Branded Name</b>						
[Brand 1] Postal Scale	4	13	3	78	95	78
[Brand 2] Postal Scale	96	87	98	22	5	22
<b>Co-Branded Name</b>						
[Brand 1] Postal Scale by [Brand 2]	57	74	50	73	79	72
[Brand 2] Postal Scale by [Brand 1]	43	26	50	27	21	28
<b>Overall Name</b>						
[Brand 2] Postal Scale	82	74	86	18	5	13
[Brand 1] Postal Scale	2	4	2	59	85	56
[Brand 2] Postal Scale by [Brand 1]	6	4	5	8	5	9
[Brand 1] Postal Scale by [Brand 2]	11	18	7	15	5	22

# **Purchase Interest in Pictured** **Mechanical and Digital Postal** **Scales**

# Postal Scale Purchase Intent and Liking

- [Client Brand 2] List respondents using mechanical scales were significantly more likely to express positive liking and purchase intent than digital scale users.
- In contrast, both the mechanical and digital products were of equal interest to the Independent List.

Use scale of type:	[Brand 2] List		Independent List	
	Mechanical	Digital	Mechanical	Digital
N=	(105)	(136)	(73)	(182)
	%	%	%	%
	A	B	C	D
<b>Liking Based on Description and Picture</b>				
Like it extremely	13B	5	11	17
Like it very much	70B	40	52	43
<b>Total Positive:</b>	<b>83B</b>	<b>45</b>	<b>63</b>	<b>60</b>
<b>Buying Intent at \$26.99 (mechanical) / \$39.99 (digital)</b>				
Definitely would buy	22B	6	11	10
Probably would buy	35	26	27	28
<b>Total Positive:</b>	<b>57B</b>	<b>32</b>	<b>38</b>	<b>38</b>

# Positive Reasons for Purchase Intent

- Among [Client Brand 2] respondents with positive purchase intent, Features and Price/Cost were the leading reasons.
  - Digital scale users were more likely to mention small size than mechanical scale users.
- Among the Independent List, Price/Cost was the leading reason for purchase intent. Features and Ease of Use followed.

	[Brand 2] List		Independent List	
	Mechanical Scale	Digital Scale	Mechanical Scale	Digital Scale
N (definitely/probably would buy)=	(60)	(44)	(33)	(81)
	%	%	%	%
	A	B	C	D
<b>POSITIVE:</b>				
<b>Features (NET)</b>	<b>28</b>	<b>25</b>	<b>19</b>	<b>14</b>
<b>Size (SUBNET)</b>	<b>17</b>	<b>14</b>	<b>14</b>	<b>8</b>
Size / the right size	8	2	3	–
Small machine / compact	2	11A	12	7
Would support large envelopes / large platform for large envelopes	7B	–	–	–
<b>Other Features:</b>				
Replaceable dial	12B	–	3	–
Like the features	2	11A	–	4c
<b>Price / Cost (NET)</b>	<b>22</b>	<b>27</b>	<b>46</b>	<b>31</b>
<b>Ease of Use (NET)</b>	<b>13</b>	<b>14</b>	<b>6</b>	<b>17c</b>
Easy to use / simple interface	7	14	3	12c
Easy to read	7B	–	3	3
Portable / looks portable	–	2	–	5c
<b>Scale Performance (NET)</b>	<b>3</b>	<b>7</b>	<b>3</b>	<b>–</b>
Accurate	3	7	3	–

# Negative/Neutral Reasons for Purchase Intent

- Among respondents with neutral or negative purchase intent, lack of need for a new scale was the most common reason.
- Mechanical scale users from both groups were significantly more likely than digital scale users to indicate Price/Cost as a reason for negative purchase intent.

	[Brand 2] List		Independent List	
	Mechanical Scale	Digital Scale	Mechanical Scale	Digital Scale
N (might or might not / probably would not / definitely would not buy) =	(47)	(98)	(57)	(129)
%	%	%	%	%
A	B	C	D	
<b>NEGATIVE:</b>				
<b>No Need (NET)</b>	<b>45</b>	<b>38</b>	<b>30</b>	<b>47c</b>
Don't need it / don't need one currently / already have one / don't need a new one now	28b	15	21	31
My current scale works well / is sufficient	13	21	9	10
<b>Features (NET)</b>	<b>28</b>	<b>37</b>	<b>14</b>	<b>13</b>
<b>Size / Package Weight Capability (SUBNET)</b>	<b>9</b>	<b>13</b>	<b>9</b>	<b>6</b>
Too small for our business needs / need a scale to weigh larger / heavier packages	–	7A	5	4
Too large for my use	9	2	4	1
Surface to place packages on is too small / need a larger platform	–	3A	4	4

# Negative/Neutral Reasons for Purchase Intent (continued)

- Some mechanical scale users from both samples expressed an interest in purchasing a digital scale as an alternative to their current scale.
- Some digital scale users indicated a preference for a scale that plugs in, rather than one that is battery-operated.
- A few digital scale users were concerned about scale capacity.

	[Brand 2] List		Independent List	
	Mechanical Scale	Digital Scale	Mechanical Scale	Digital Scale
N (might or might not / probably would not / definitely would not buy) =	(47)	(98)	(57)	(129)
%	%	%	%	%
A	B	C	D	
<b>Other Features (SUBNET)</b>				
Want a scale that plugs in / don't want a battery operated scale	–	11A	–	4c
Prefer a digital scale / would consider something that electronically weighs and adjusts	17B	1	7D	–
<b>Price / Cost (NET)</b>	<b>26B</b>	<b>1</b>	<b>35D</b>	<b>12</b>
<b>NEUTRAL:</b>				
Depends on size / on scale's maximum weight / on size of package it can weigh	–	10A	–	2

# Where Would Expect to Shop for Postal Product(s)

- Most consumers would shop the office superstore, at retail or in the catalogue.
  - 45% of the Independent List and 42% of the [Client Brand 2] List expect to shop for these postal products at an office superstore.
  - 26% of the Independent List and 23% of the [Client Brand 2] List expect to shop for these products in the office superstore catalog.
- The [Client Brand 2] List is more likely to shop via Internet, while the Independent List is more likely to shop via retail.

	[Brand 2] List	Independent List
N=	(249)	(300)
	%	%
	A	B
<b>Retail (NET)</b>	<b>45</b>	<b>54A</b>
Office superstore	42	45
Club store	1	3A
Mass merchandiser	–	3A
Other store	2	3
<b>Catalog (NET)</b>	<b>29</b>	<b>34</b>
Office superstore catalog	23	26
Commercial catalog	4	5
Other catalog	2	2
<b>Internet</b>	<b>26B</b>	<b>12</b>

# Value for the Money at \$26.99 (mechanical) / \$39.99 (digital)

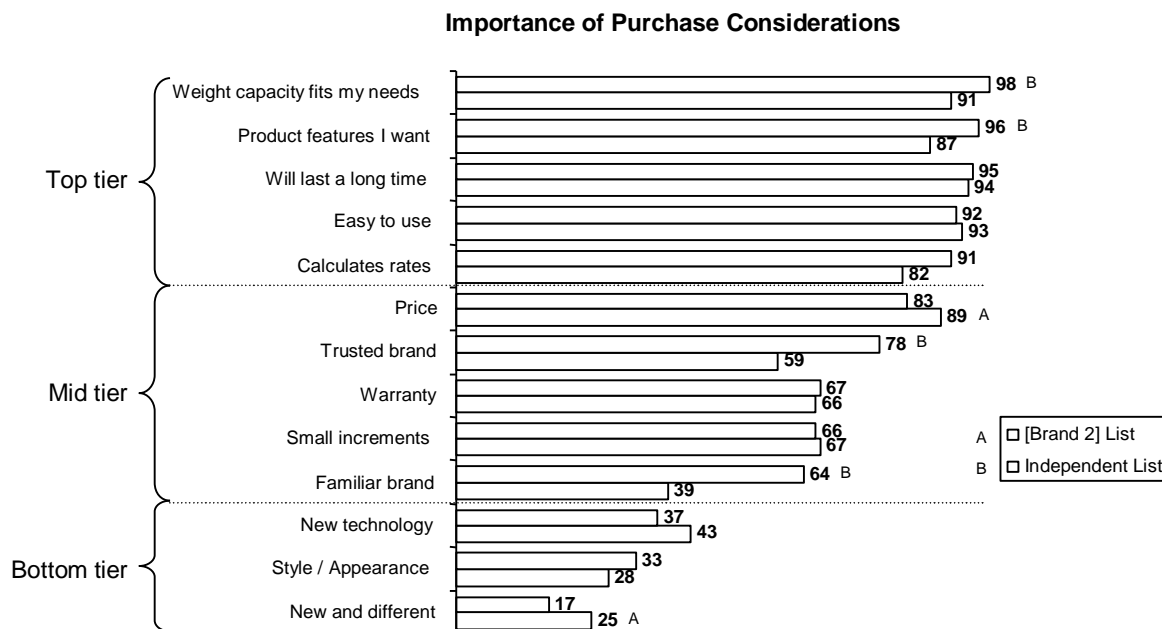
- [Client Brand 2] List:
  - The majority perceived either the mechanical (76%) or digital (64%) scale as a very or fairly good value for the money.
  - They were more likely to rate the mechanical scale as a very or fairly good value (versus digital).
- Independent List:
  - They were more likely to rate the digital scale (65%) as a very or fairly good value.
  - Less than half (44%) of mechanical scale users felt the mechanical scale was a good value.

Use scale of type:	[Brand 2] List		Independent List	
	Mechanical	Digital	Mechanical	Digital
N=	(105)	(136)	(73)	(182)
	%	%	%	%
	A	B	C	D
<b>Top 2 Box</b>	<b>76B</b>	<b>64</b>	<b>44</b>	<b>65c</b>
Very good value	41	37	25	28
Fairly good value	35	27	19	37c
Average value	17	31A	34	26
Somewhat poor value	6	4	16D	6
Very poor value	1	1	6	3

# Importance of Purchase Considerations

## Most important considerations in the purchase decision for a postal scale:

- Weight capacity fits my needs (98% [Client Brand 2], 91% Independent)
- Product features I want (96% [Client Brand 2], 87% Independent)
- Will last a long time (95% [Client Brand 2], 94% Independent)
- Easy to use (92% [Client Brand 2], 93% Independent)
- Calculates rates (91% [Client Brand 2], 82% Independent)
- Price (83% [Client Brand 2], 89% Independent)
- Trusted brand (78% [Client Brand 2], 59% Independent)
- Warranty (67% [Client Brand 2], 66% Independent)
- Small increments (66% [Client Brand 2], 67% Independent)
- Familiar brand (64% [Client Brand 2], 39% Independent)
- New technology (37% [Client Brand 2], 43% Independent)
- Style / Appearance (33% [Client Brand 2], 28% Independent)
- New and different (17% [Client Brand 2], 25% Independent)



# Analyzing Data by Purchase Intent

- Most findings did not vary significantly by purchase intent.
- There were only a few variations in demographics, company data, and brand preferences when comparing respondents with positive purchase intent against respondents with neutral or negative purchase intent.

# Demographics by Purchase Intent

- Among Independent respondents using digital scales:
  - Younger users were more likely to express positive purchase intent
  - Users 35-44 years old were more likely to express neutral/negative purchase intent
- Among [Client Brand 2] respondents using digital scales:
  - Rural users were more likely to express positive purchase intent
  - Urban users were more likely to express neutral/negative purchase intent

Purchase intent:	[Brand 2] List				Independent List			
	Mechanical		Digital		Mechanical		Digital	
	Positive	Neutral/ Negative	Positive	Neutral/ Negative	Positive	Neutral/ Negative	Positive	Neutral/ Negative
N=	(60)	(47)	(44)	(98)	(33)	(57)	(81)	(129)
	%	%	%	%	%	%	%	%
	A	B	C	D	E	F	G	H
<b>Age</b>								
22-34	3	6	7	6	21	19	36 <sup>H</sup>	24
35-44	25	24	20	25	6	16	16	26 <sup>G</sup>
45-60	72	70	73	69	73	65	48	50
Mean	49	48	48	48	46	46	42	43
<b>Population Density</b>								
City	30	47 <sup>A</sup>	27	46 <sup>c</sup>	24	24	30	21
Suburb	45	30	30	35	40	40	34	46 <sup>G</sup>
Town	12	4	18	12	15	11	15	14
Rural	13	19	25 <sup>D</sup>	7	21	25	21	19

# Company Size by Purchase Intent

- Among respondents using mechanical scales:
  - Smaller companies (1-10 employees) were more likely to express neutral/negative purchase intent
  - Mid-size companies ([Client Brand 2] sample) or larger companies (Independent sample) were more likely to express positive purchase intent

Purchase intent: N=  Number of Employees at Location (including self)	[Brand 2] List				Independent List			
	Mechanical		Digital		Mechanical		Digital	
	Positive	Neutral/ Negative	Positive	Neutral/ Negative	Positive	Neutral/ Negative	Positive	Neutral/ Negative
	(60)	(47)	(44)	(98)	(33)	(57)	(81)	(129)
	%	%	%	%	%	%	%	%
	A	B	C	D	E	F	G	H
More than 50	16	19	16	11	55F	23	22	17
11 to 50	22B	4	25	38	36	24	29	28
1 to 10	62	77A	59	51	9	53E	49	55

# Preferred Brand Name by Purchase Intent

- Purchase intent has a small impact overall on brand name preference.
- However, among the Independent List using digital scales:
  - Respondents with positive purchase intent are more likely to prefer the [Client Brand 2] by [Client Brand 1] co-branded option.
  - Respondents with neutral or negative purchase intent are more likely to prefer the [Client Brand 1] by [Client Brand 2] co-branded option.

Purchase intent:	[Brand 2] List				Independent List			
	Mechanical		Digital		Mechanical		Digital	
	Positive	Neutral/ Negative	Positive	Neutral/ Negative	Positive	Neutral/ Negative	Positive	Neutral/ Negative
N=	(60)	(47)	(44)	(98)	(33)	(57)	(81)	(129)
	%	%	%	%	%	%	%	%
	A	B	C	D	E	F	G	H
<b>Overall Name</b>								
[Brand 2] Postal Scale	78	79	89	82	15	25	9	15
Dymo Postal Scale	2	–	–	3c	67	56	62	57
[Brand 2] Postal Scale by Dymo	8	6	2	6	3	5	16H	5
Dymo Postal Scale by [Brand 2]	12	15	9	9	15	14	14	24g

# Respondent Profile

# Respondent Profile

- The Independent List is significantly more likely to use digital scales and postage meters than the [Client Brand 2] List.
- The [Client Brand 2] List is significantly more likely to be both users and purchasers of postal scales.
- The independent list are more likely to be either users or purchasers, but not both.
- Additional recruiting was necessary to achieve 30% mechanical scale users in the Independent sample.

	[Brand 2] List	Independent List
N=	(249)	(300)
	%	%
	A	B
<b>Digital / Mechanical Scale</b>		
Use digital scale	57	70A*
Use mechanical scale	43B	30*
<b>Scale Alone / Scale and Meter</b>		
Use scale alone	67B	60*
Use scale and meter	33	40A*
<b>Use / Purchase Postal Scale</b>		
Use and purchase postal scale	87B	48
Use postal scale, do not purchase	10	37A
Purchase postal scale, do not use	3	15A

\* Based on screening quota criteria.

# Respondent Profile (continued)

- Not surprisingly, the [Client Brand 2] List is much more likely to use [Client Brand 2] postal scales (86%) than the Independent List (14%).
- 50% of the Independent List and 13% of the [Client Brand 2] List use [Competitor] scales.
- The [Client Brand 2] List is significantly more likely to use label makers.
  - Brother is the leading brand of label maker among respondents (55% [Client Brand 2] sample / 48% Independent).

	[Brand 2] List	Independent List
N=	(249)	(300)
	%	%
	A	B
<b>Brand usage (postal scale)</b>		
[Brand 2]	86B	14
[Competitor]	13	50A
[Competitor]	1	1
[Competitor]	–	7A
[Competitor]	–	6A
[Competitor]	–	2A
<b>Use label maker</b>	<b>41B</b>	<b>29</b>
<b>Brand usage (label maker)</b>		
	(N = 103)	(N = 86)
[Competitor]	55	48
[Brand 1]	34	29
[Competitor]	–	9A
[Fictitious Brand]	–	1

# Respondent Profile (continued)

- 60% of the [Client Brand 2] List works for small companies (1 to 10 employees).
- The [Client Brand 2] List tends to weigh more packages than the Independent List.
  - Almost half of the [Client Brand 2] List weighs at least 1 package per day.
  - More than a third of the Independent List weighs 2 or fewer packages per week.

	[Brand 2] List	Independent List
N=	(249)	(300)
	%	%
	A	B
<b>Number of Employees at Location (including self)</b>		
More than 50	15	19
11 to 50	25	29
1 to 10	60B	52
<b>Number of packages / letters weighed in a week</b>		
7 or more	48B	40
3 to 6	25	24
2 or less	27	36A

# Demographics

- The [Client Brand 2] List skews significantly older than the Independent List.
- They are also more likely to be employed full-time.

	[Brand 2] List	Independent List
N=	(249)	(300)
	%	%
	A	B
<b>Age</b>		
22-24	–	5
25-34	6	21A
35-44	24	19
45-60	71B	55
<u>Mean</u>	<u>48</u>	<u>44</u>
<b>Gender</b>		
Male	46B	30*
Female	54	70A*
<b>Employed</b>		
Full-time	91B	80
Part-time	9	20A

\* Based on screening quota criteria.

# Demographics (continued)

- The [Client Brand 2] List is significantly more likely to be married, tends to have higher levels of education, and is more likely to live in urban areas.
- The Independent List is more likely to live in rural areas.

	[Brand 2] List	Independent List
N=	(249)	(300)
	%	%
	A	B
<b>Marital Status</b>		
Married	73B	61
Single / Widowed / Divorced / Separated	27	39A
<b>Education</b>		
High School Graduate	8	12
Some College	23	29
College Graduate	41	37
Graduate School	25B	16
Trade/Technical School	3	6A
<b>Population Density</b>		
City	39B	24
Suburb	35	41
Town	12	14
Rural	14	21A

\* Based on screening quota criteria.

# Demographics (continued)

- The [Client Brand 2] List is much more affluent on the average than the Independent List.

	[Brand 2] List	Independent List
N=	(249)	(300)
	%	%
	A	B
<b>Ethnicity</b>		
Caucasian	84	85
Hispanic	1	5A
African American	1	3A
Native American	–	1
Asian	3	2
Multiracial	1	2
Other	–	2A
<b>Income</b>	(N = 177)	(N = 277)
Under \$35,000	8	21A
\$35,000 to \$49,999	11	21A
\$50,000 to \$74,999	21	28A
\$75,000 to \$99,999	24B	16
\$100,000 or more	36B	14
<b>Mean</b>	<b>\$84,400<sup>B</sup></b>	<b>\$62,500</b>

\* Based on screening quota criteria.

# Appendix

# Profession

- The [Client Brand 2] List tends to have more senior positions within their organizations than the Independent List.

	[Brand 2] List	Independent List
N=	(249)	(300)
	%	%
	A	B
<b>Job Title</b>		
Business owner	32B	15
Administrator/manager	24B	14
Office manager	23B	13
Administrative assistant	20	25
Consultant	10B	4
Purchasing agent	9B	4
Sales person	8	8
Information technology professional	8B	3
Meeting or event planner	5B	2
Government employee	4	4
Engineer	4B	1
HR professional	3	2
Team leader	2	4
Trainer	2	4
Professor (college/grad student)	2	2
Facilitator	2	1
Project planner	2	1
Community leader	2B	–
Marketing professional	1	2
Teacher (high school or less)	–	5A
Advertising professional	–	1
Lab technician	–	–

# Role in Evaluating/Purchasing Postal Scale

- The [Client Brand 2] List is more likely to have made the purchase of a postal scale.
- The Independent List is more likely to have had very little or no influence in the purchase of a postal scale.

	[Brand 2] List	Independent List
N=	(249)	(300)
	%	%
	A	B
I made the purchase	81B	45
I selected the item and someone else purchased it	6	6
I made suggestions about the product and somebody else purchased it	4	10A
I determined the need and somebody else purchased it	5	5
Very little/No influence	4	34A

# Role in Evaluating/Purchasing Postage Meter

- Roles in purchasing postage meters mirror roles in purchasing postal scales
  - The [Client Brand 2] List is more likely to make the purchase
  - The Independent List is more likely to have very little/no influence

	<u>[Brand 2] List</u>	<u>Independent List</u>
N =	(83)	(120)
	%	%
	A	B
I made the purchase	63B	28
I selected the item and someone else purchased it	7	8
I made suggestions about the product and somebody else purchased it	12	10
I determined the need and somebody else purchased it	6	6
Very little/No influence	12	48A