## Questionnaire Toilet Soap

*Adjust this questionnaire to your need.*

1. What is the first brand you think of when you think about toilet soap?
2. Do you buy blocks or liquid toilet soap?

|  |  |
| --- | --- |
| * + Solid soap blocks | * Liquid Soap |

1. Why soap blocks?
2. Why Liquid Soap
3. Where do you buy your toilet soap?

|  |  |  |
| --- | --- | --- |
| * + Super market   + Petrol station | * Wholesaler (big volumes) * Market | * Small shop * Other: ………………………….. |

1. Which size of packaging do you buy?

|  |  |  |
| --- | --- | --- |
| * + Small | * Medium | * Large |

1. How much money do you spend on toilet soap per month?

…………………………….. USD or local currency

1. Which brand do you buy?

|  |  |  |
| --- | --- | --- |
| * + *add existing brand names here.* |  | * Other…………………… |

1. When do you use your toilet soap? (Multiple options possible)

|  |  |
| --- | --- |
| * + Early morning (05h00 – 07h00)   + Morning (07h00 – 09h00) * Late morning (09h – 11h) * Lunch (11h00 – 14h00) | * Afternoon (14h00 -16h00) * Evening (16h00 – 18h00) * Night (18h00 – 22h00) |

1. Where do you use toilet soap?

|  |  |  |
| --- | --- | --- |
| * + Home   + Kitchen   + Restaurant | * Work * Bar | * Friend * Other: ………………………….. |

1. How often do you use toilet soap per day?

……………………………………… times per day

1. What is most important when you buy toilet soap? *(Please pick 5 and order from 1 to 5 )*

|  |  |
| --- | --- |
| Priority | Description |
|  | Brand |
|  | Smell |
|  | Attractiveness of packaging |
|  | Price |
|  | Good experience with the soap (foamy) |
|  | The claims on the packaging |
|  | Story behind the brand |
|  | Color of soap |

1. What is quality soap for you?

|  |  |  |
| --- | --- | --- |
| * + Good smell | * very foamy | * white color |

1. Which packaging is most attractive and why ? (*Write down number and reason )*
2. Which soap block do you think is the best quality if you look at the packaging and why? *(Write down number and reason )*
3. Which logo for a new soap brand do you like most and why? *(Write down number and reason )*
4. What is most important for you to read on package and why ? *(order 1 to 5)*

|  |  |
| --- | --- |
| Priority | Description |
|  | Soap is hygienic |
|  | Soap is desinfectant |
|  | Soap is locally made |
|  | Soap is for a specific purpose (like hair, babies, women) |