

Po Campo Survey

Part 1: Brand Impressions

This first section of the survey is about your impression of the Po Campo brand. Your answers are anonymous and confidential.

*How familiar are you with Po Campo?

- ☐ Pretty familiar: I own their product(s) and know what they do
- ☐ Somewhat familiar: I don't own any of their products but I have a general idea of what they do
- ☐ Vaguely familiar: I have heard of them but don't know much about what they do
- ☐ Not familiar at all; I have never heard of them.

*Where did you get your bag(s) from?

- ☐ I bought it from pocampo.com
- ☐ I bought it on an online store other than pocampo.com
- ☐ I bought it at a physical store
- ☐ I bought it from Po Campo at an event or market
- ☐ It was a gift

Other (please specify)

*How do you use your Po Campo bag?

- ☐ I only use it as a bike bag (i.e. attached to a bicycle)
- ☐ I use it both as a bike bag and as a purse
- ☐ I use it more as a purse than as a bike bag
- ☐ I have never used it as a bike bag

Anything else you want to share about your experience with your Po Campo bag?

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***Please rank these statements about Po Campo from what is MOST meaningful to you (#1) to what is LEAST meaningful to you (#6). You can drag and drop the responses or change the number in the drop down menu.**

We use a portion of our sales to donate bicycles to girls in rural Africa so that they can get to school.

We're a female owned and operated company in an industry where fewer than 5% of companies share that distinction.

We were one of the first to make stylish bags that can be attached to bicycles.

Our bags have a lifetime guarantee and feature vegan, weatherproof fabrics and reflective details.

Our company was founded by an industrial designer, resulting in products that combine style and function in an inventive way.

We develop new patterns every season for our bags by collaborating with the coolest textile designers.

***Which of these statements do you think sums up Po Campo the best?**

- ☐ Po Campo makes bags for all of life's adventures.
- ☐ Po Campo makes bags that fit your life.
- ☐ Po Campo makes bags for living life without compromise.
- ☐ Your suggestion (please specify) or "none"

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***Which of these store environments would be the best fit for Po Campo?**



☐

☐



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☐

☐ None of these or I'm not sure

*Finish this thought: When I think of Po Campo, I picture a brand that is all about...

☐

...living life to the fullest

☐

...not being afraid to do your own thing

☐

...being down-to-earth, reliable and trustworthy

☐

...using out-of-the-box thinking to solve problems

☐

None of these or I'm not sure

*Complete this sentence: I would buy more Po Campo bags for myself or for others if... (check any and all that apply)

☐

...the bags were available in more stores in my area

☐

...there were more options of colors and print patterns to choose from

☐

...I biked more

☐

...the bags cost less

☐

...the bags had more technical features, like waterproof zippers, etc

☐

...the bags were available in more styles and sizes

☐

...there were more bags for guys

☐

...I had a better understanding of how and where the bags were made

☐

None of these or Other (please specify)

Part 2: All About You

This second section of the survey is to know the people in our audience.
Your answers are anonymous and confidential.

*On a scale of 1- 5, how important is it to you to live a healthy lifestyle?

1 (not very important)

2

3

4

5 (very important)

☐

☐

☐

☐

☐

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*Which of these things do you do to maintain a healthy lifestyle? Check all that apply.

- ☐ I try to sleep at least 8 hours each night
- ☐ I prefer to eat locally grown and/or organic food
- ☐ I meditate to manage my stress
- ☐ I make an effort to spend quality time with friends and family each week
- ☐ None of these
- ☐ I make sure to have regular medical check-ups
- ☐ I aim to exercise for at least 30 minutes 3 times a week
- ☐ I strive to use up all my vacation days each year
- ☐ I try to stay active, even if it's just walking the dog or taking the stairs
- ☐ I try to eat vegetables at every meal

*Do you practice yoga?

- ☐ Yes, regularly
- ☐ Yes, sometimes
- ☐ Yes, but pretty rarely
- ☐ No, never

*Do you ever use a bicycle for transportation?

- ☐ Yes, regularly
- ☐ Yes, sometimes
- ☐ Yes, but pretty rarely
- ☐ No, never

*Which of the following best describes how easy it is to travel short distances (less than 3 miles) by walking or bicycling in your city?

Extremely easy

Somewhat easy

Neither easy nor difficult

Somewhat difficult

Extremely difficult



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***If you could quickly find out the safest and most pleasant way to get from Point A to Point B by bike, do you think you would bike more often?**

- ☐ Yes, I think so
- ☐ No, I don't think that would make a difference
- ☐ I'm not sure

***What is your age?**

- ☐ Under 18
- ☐ 19-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65 or above
- ☐ Prefer Not to Answer

***Which gender do you identify as?**

- ☐ Female
- ☐ Male
- ☐ Prefer Not to Answer

***Are you fluent in a language other than English?**

- ☐ Yes
- ☐ No
- ☐ Prefer Not to Answer

If Yes, which one?

***Do you have children, or do you plan to within the next 2 years?**

- ☐ Yes
- ☐ No
- ☐ Prefer Not to Answer

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If yes, how old are your children? Select all that apply.

- ☐ Not born yet!
- ☐ Infants (0-1 year of age)
- ☐ Toddlers (1-3 years of age)
- ☐ Preschoolers (3-5 years of age)
- ☐ Middle Childhood (6-12 years of age)
- ☐ 13 years of age or older
- ☐ Prefer Not to Answer

***Did you attend to a day-long or weekend-long music festival this past summer, or do you plan to attend one next year?**

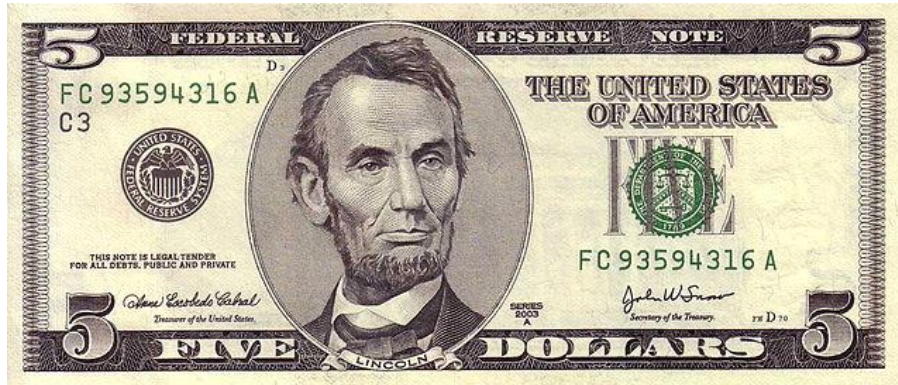
- ☐ Yes
- ☐ No
- ☐ Not sure

Which of these websites/apps do you use frequently? Select all that apply.

- ☐ Snapchat
- ☐ Facebook
- ☐ Pinterest
- ☐ Instagram
- ☐ Twitter
- ☐ Tumblr
- ☐ Reddit
- ☐ Other (please specify)

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That's it, you're finished!
Here is \$5 to thank you for your help.



Please use coupon code **SURVEY** to get \$5 off your next purchase at pocampo.com
or pocampo.com.au (Australasia/Asia Pacific)

This coupon code is valid until Dec 31, 2014.

THANK YOU AGAIN AND HAVE A HAPPY HOLIDAY SEASON!