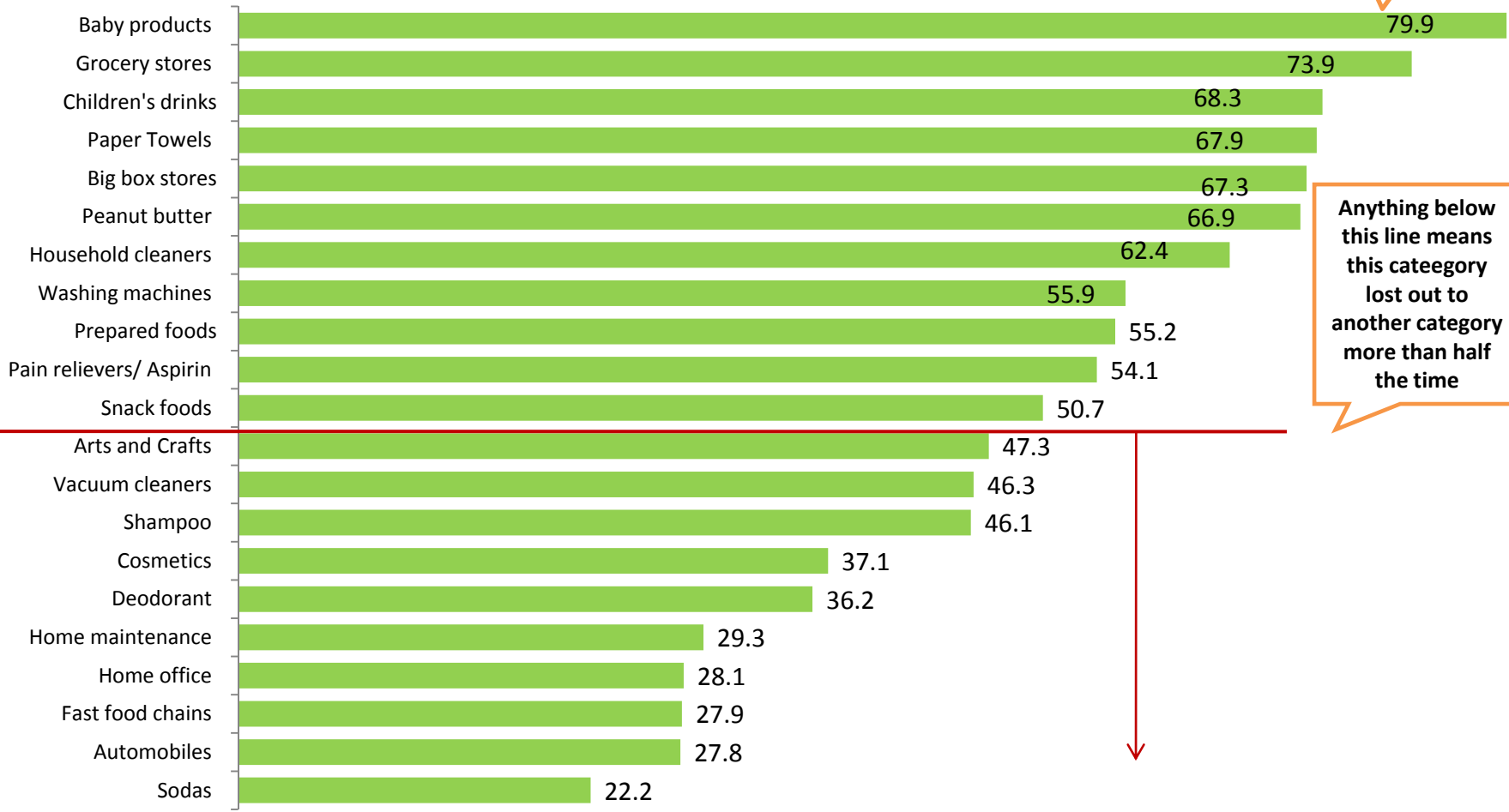


Mean Summary of Max Diff Scores Moms



79.9% of the time, moms chose baby product advertising as portraying them best

Anything below this line means this category lost out to another category more than half the time

QA3. Now think of your own role of mom and what your day is like, or the moms you know and what their day is like. Please indicate which of the following four product categories portray moms the best in their advertising and which portray them the worst.