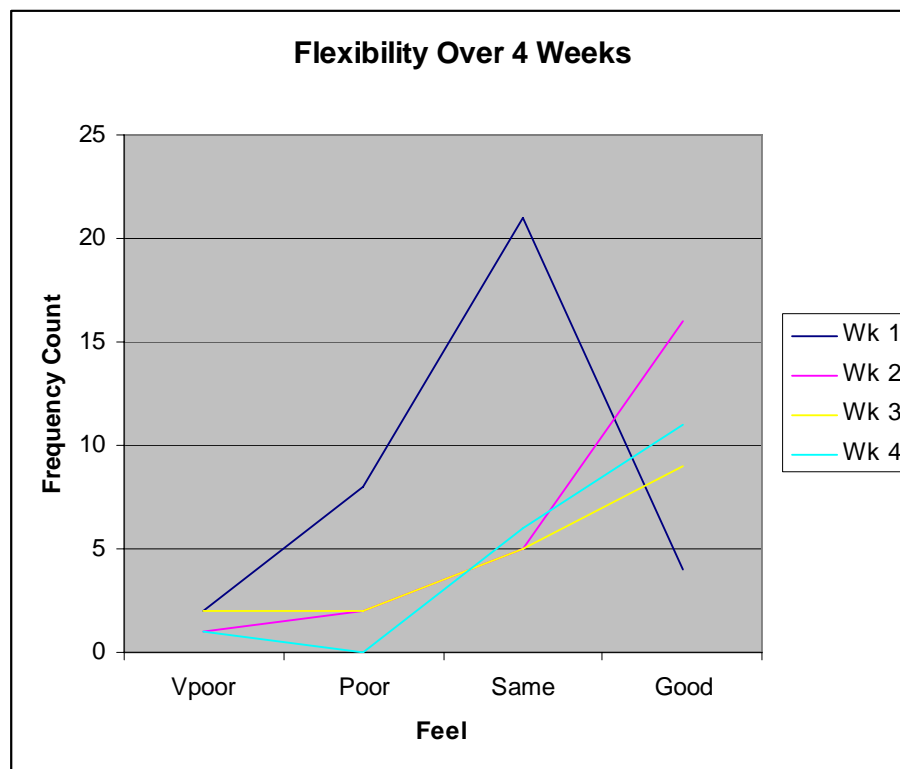


**PRELIMINARY RESEARCH TRENDS EMERGING
 SAFETY BOOT RESEARCH CONDUCTED BY PIHC
 By Savill L, Nguyen A, Hunter J & Wee, I (2006)**

Terms and Conditions:

1. Frequency count not total
2. Trends should be interpreted as generalised only and not specific due to the incompleteness of Count;
3. Time line of research currently skewed due to unavailability of 17 pairs which has pushed the time line a further 5-6 weeks.
4. Data extrapolated here only represents Laced up boots.

1. Flexibility Trends Over Four Weeks – Interim Indicators



Preliminary Interpretations:

- a. Perception of participants over a duration of 2 weeks from commencement is that the laced up boots appear to have better acceptance of flexibility.
- b. Though Very Poor perception decreases over time, the appreciation factor appears skewed at the present time due to lack of complete data gleaned over Weeks 3 and 4.

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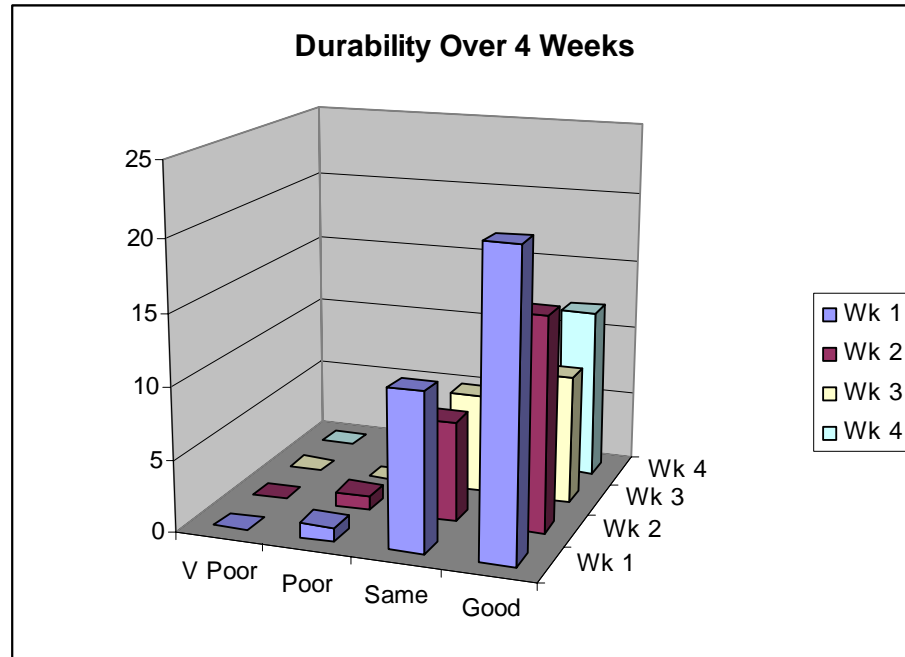
- c. Manufacturer may wish to commence exploring trend of expectation that it takes between 2-3 weeks for flexibility comfort level to be perceived to create a known market expectation.

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2. Durability Trends Over 4 Weeks – Preliminary Data



Preliminary Perceptions

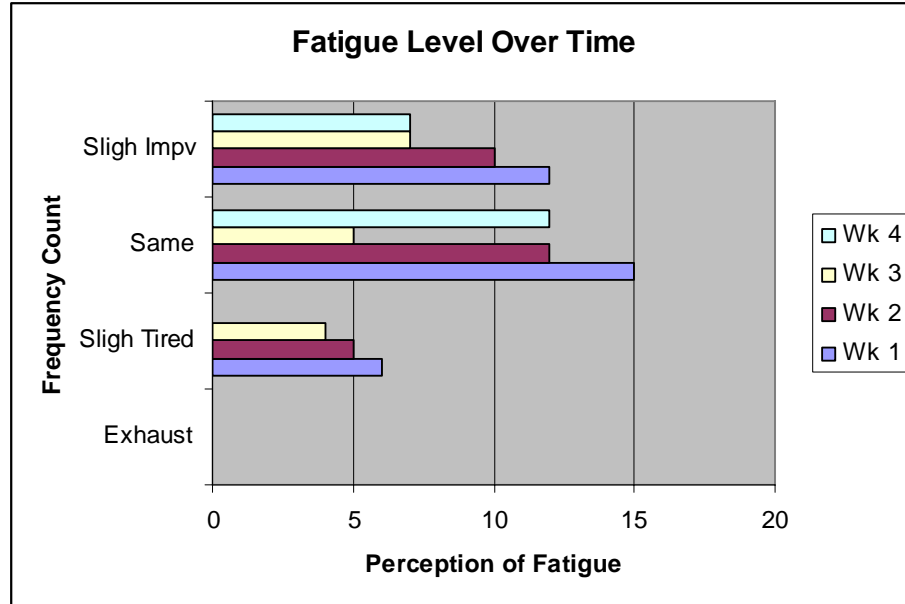
1. General uptake from onset of boots appear to be very favourable and does not diminish over time;
2. Good solid trends from Weeks 1 to 4 allows manufacturer to market the boots as being superior in durability from onset with perception holding over time.

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3. Fatigue Level Over 4 Weeks – Preliminary Indicators



Preliminary perceptions:

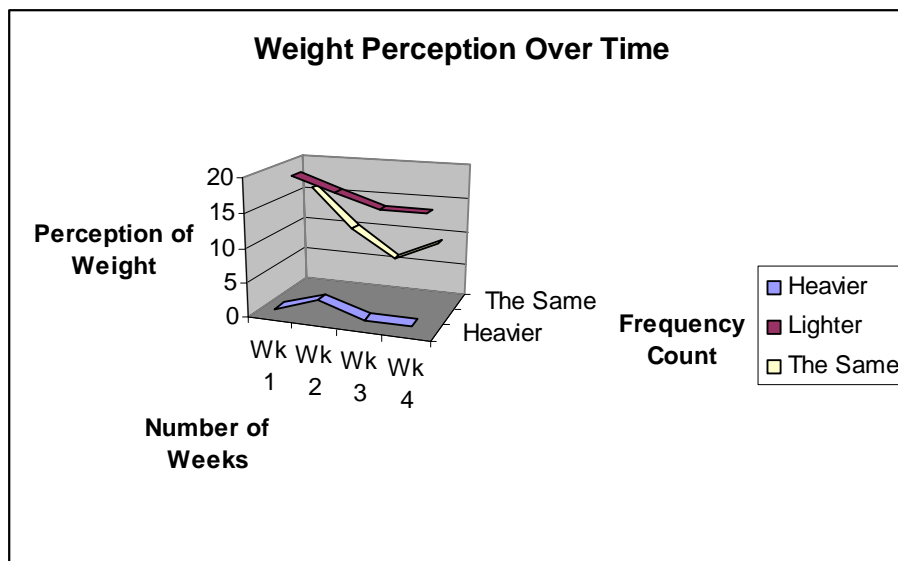
- a. A good trend emerging for manufacturer whereby participants are perceiving that the boot minimises fatigue level of the feet over time or maintains the same feel over a period of 4 weeks;
- b. There is also emerging frequency count that shows that the wearing of these laced up boots appear to assist with decreasing fatigue levels over a longer period of time (4 weeks or more).

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4. Perception of Weight Over 4 Weeks – Preliminary Results

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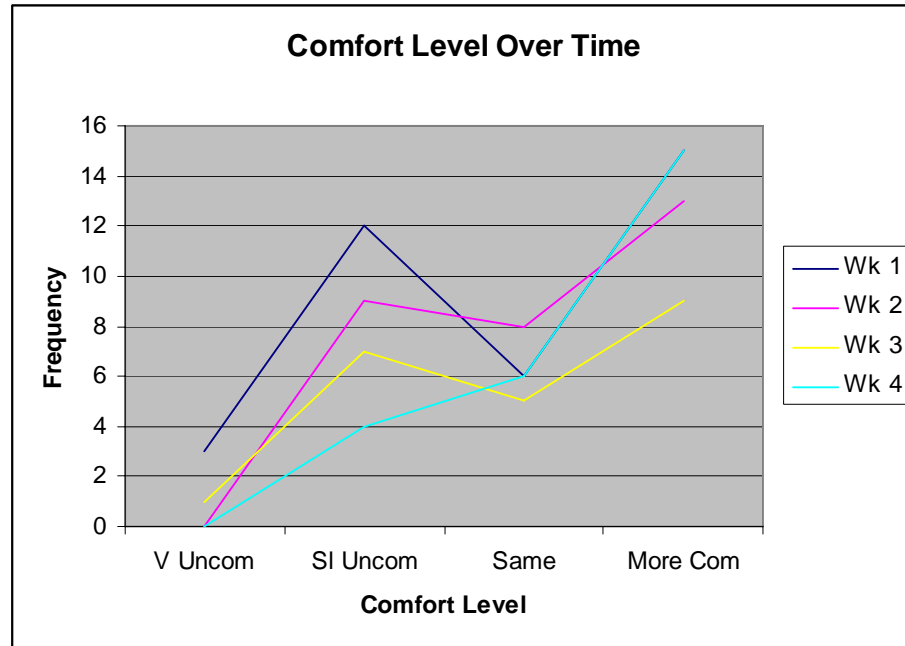
Preliminary perceptions:

- a. Overwhelming feedback from participants indicate that they perceive the laced up boots worn are lighter than their current existing pair which is a good marketing trend for the manufacturer to promote;
- b. Though this perception diminishes somewhat over the 4 weeks, it remains high in perception and interpretation of this data is clear and distinct that the laced up boots are regarded as superior when it comes to its weight factor.

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5. Comfort Levels Over Time – Preliminary Results



Preliminary Analysis:

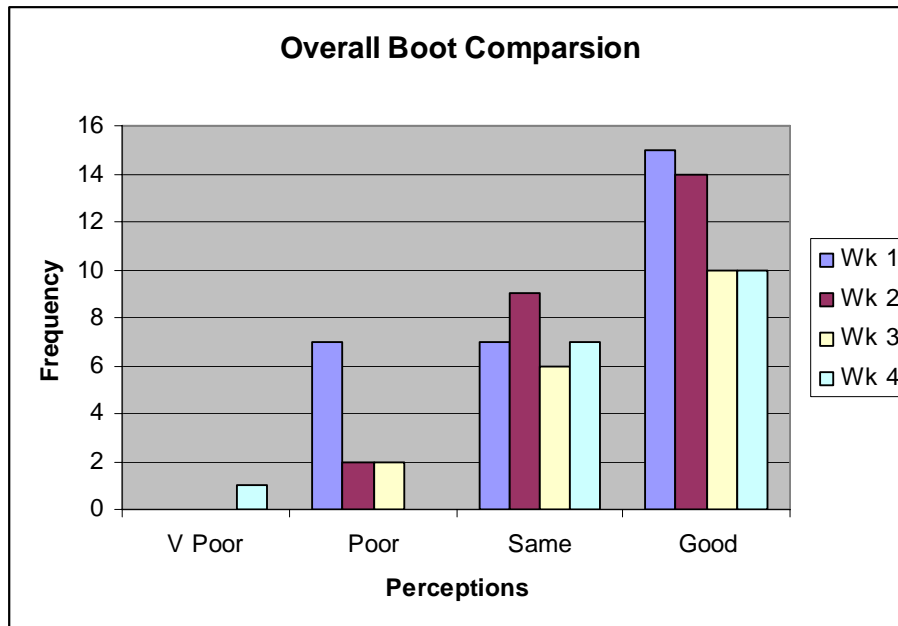
- Comfort levels rises significantly over the period of 2 to 4 weeks;
- Perception of comfort levels by participants remains significantly high throughout the duration of the research;
- Manufacturer should recommend as a consequence of this research that wearers of these boots should persist with the sensation that they have at the onset as comfort levels rise over a period of between 2 to 4 weeks.

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6. Overall Comparison With Other Boots – Preliminary Data



Perceptions emerging from this data:

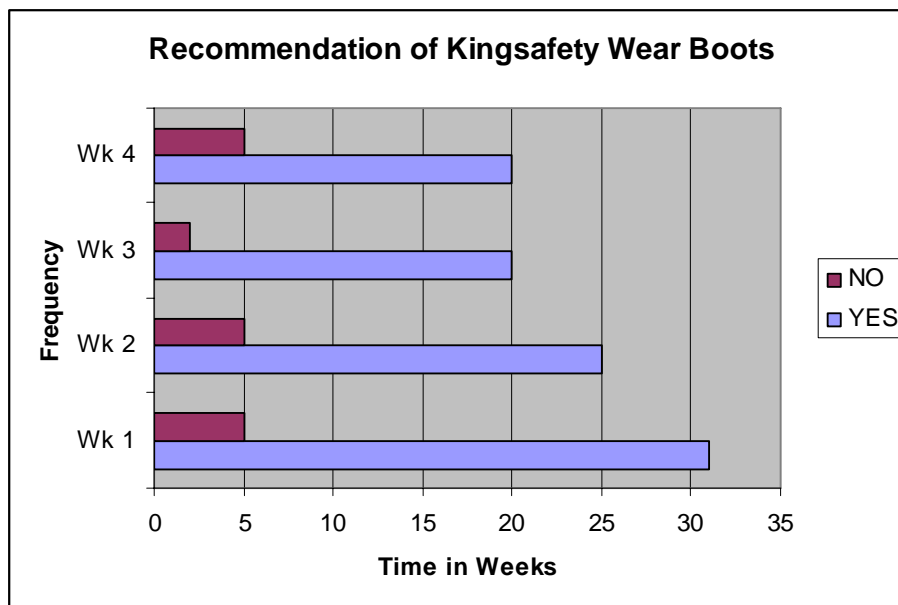
- a. Manufacturer can utilise this data exponential to indicate that their brand of laced up boots receives a better perception compared to over brands consistently and increasing so over time;
- b. This preliminary data consolidates the perception that these laced up boots take time and wearing in for acceptability to become an issue and once the time and wear factor has set in generalised perception of the boots increases exponentially.

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7. Would the participants recommend this laced up boot to others?

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Preliminary trends indicate that the majority of participants will recommend these brand of laced up safety boots to others over a period of 4 weeks. The results show consistency in Weeks 3 and 4 which is once again an interpretation that the perceptions have stabilised over time.

Disclaimer

The data interpreted in this preliminary findings should not at this current time be extrapolated and used for commercialisation as it remains incomplete for a further 5 to 6 weeks from the 27 March 2006.

Research Team

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 Anh Nguyen
 Jill Hunter
 Ian Wee

