What is your email address? (Please note: email addresses will only be used to notify winners of the contest.)

Before we start the survey we need to ask you a few questions to see if you qualify.

Section 1:

These questions will indicate whether or not you are eligible to complete the survey...

Please indicate which of the following age groups apply to you:

- Less than 18 years old
- 18-30 years old
- 31-40 years old
- More than 40 years old

In the past three months, how much shampoo have you purchased?

<table>
<thead>
<tr>
<th>Family Size Bottle (24oz or more)</th>
<th>Medium Size Bottle (12oz - 24oz)</th>
<th>Travel/Trial Size Bottle (Less than 12oz)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>3 or more</td>
<td>3 or more</td>
<td>3 or more</td>
</tr>
<tr>
<td>Don't Know</td>
<td>Don't Know</td>
<td>Don't Know</td>
</tr>
</tbody>
</table>

Reset  Continue
Thank you for taking the time to fill out our survey. Your contest entry has been received and winners will be notified via email.

 IF they don't pass
 the qualifying questions,
 they are directed to
 this page.
Section 2:

This section will indicate your shampoo preferences...

Please indicate your favorite brand(s): (check all that apply)
- Pantene
- L'oreal
- Pert/Pert Plus
- Don't Know
- Suave
- Herbal Essence
- Paul Mitchell
- Other (please specify)

Why is it your favorite brand? (check all that apply)
- Value
- Scent
- Uniqueness
- Don't Know
- Availability
- Cleanliness
- Variety of Product Lines
- Other

Brands that you used to purchase, but no longer do: (check all that apply)
- Pantene
- L'oreal
- Pert/Pert Plus
- Don't Know
- Suave
- Herbal Essence
- Paul Mitchell
- Other

Why did you stop purchasing this brand? (check all that apply)
- Too Expensive
- Poor Performance
- Can't Find it
- Don't Know
- Poor Quality
- Limited Selection
- Didn't Exceed Expectations
- Other

Section 3:

This section will help us to understand your future buying decisions...
What brand(s) do you intend on purchasing in the future: (check all that apply)

☐ Pantene  ☐ Suave
☐ L'oreal  ☐ Herbal Essence
☐ Pert/Pert Plus  ☐ Paul Mitchell
☐ Don't Know  ☐ Other

Expected amount:

<table>
<thead>
<tr>
<th>Family Size Bottle (24oz or more)</th>
<th>Medium Size Bottle (12oz - 24oz)</th>
<th>Travel/Trial Size Bottle (Less than 12oz)</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ 0</td>
<td>☐ 0</td>
<td>☐ 0</td>
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<tr>
<td>☐ 1</td>
<td>☐ 1</td>
<td>☐ 1</td>
</tr>
<tr>
<td>☐ 2</td>
<td>☐ 2</td>
<td>☐ 2</td>
</tr>
<tr>
<td>☐ 3 or more</td>
<td>☐ 3 or more</td>
<td>☐ 3 or more</td>
</tr>
<tr>
<td>☐ Don't Know</td>
<td>☐ Don't Know</td>
<td>☐ Don't Know</td>
</tr>
</tbody>
</table>

Please indicate where you currently find information about your shampoo: (check all that apply)

☐ Television Ads  ☐ Radio Ads
☐ Internet Ads  ☐ Newspaper Ads
☐ Magazine Ads  ☐ Friends/Family
☐ Don't Know  ☐ Other

Section 4:

You're almost done!!! This section will identify shampoo characteristics that you find important...

Please rate these 3 brands (Suave, L'oreal, Pantene) on the following 5 shampoo characteristics:

<table>
<thead>
<tr>
<th>Value</th>
<th>Suave</th>
<th>L'oreal</th>
<th>Pantene</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Please Select</td>
<td>Please Select</td>
<td>Please Select</td>
</tr>
</tbody>
</table>
Section 5:

Final Section!!! This section will help us understand your demographics...

Please Indicate Your Gender:

- Male
- Female

Please Indicate Your Race:

- White (Non-Hispanic)
- Hispanic/Latino
- African-American
- Native-American
- Asian/Pacific Islander
- Other
Please Indicate Your Marital Status:

- Single
- Married
- Divorced
- Widowed

[ ] [ ] [ ] [ ] [ ]
Thank you for taking the time to fill out our survey. Your contest entry has been received and winners will be notified via email.

Oxygen energized formulas contain 300% more oxygen than standard hair care products.

Oxygen infused ingredients are more effective and deeper penetrating.

Hair is enriched with vigorously active nutrients for noticeably healthier hair.