THANK YOU AGAIN FOR YOUR WILLINGNESS TO COMPLETE OUR SURVEY.

THE FOLLOWING ARE A COUPLE OF THINGS WE WOULD LIKE YOU TO KEEP
IN MIND AS YOU ANSWER THE SURVEY QUESTIONS.

IN THE MULTIPLE CHOICE SECTIONS,
PLEASE SELECT THE OPTION THAT BEST FITS YOUR ANSWER.

IN THE FILL-IN-THE-BLANK SECTIONS,
PLEASE RECORD YOUR ANSWER IN THE SPACE PROVIDED.

**PLEASE RESPOND AS ACCURATELY AS YOU CAN**
Thank you for taking your time to complete this survey.
Please fill in the appropriate circle for your answer.

1.) During the last three months have you or a member of your residence purchased hair shampoo?
   - Yes
   - No  **IF YOUR ANSWER IS NO YOU MAY STOP**

2.) What size shampoo do you most regularly purchase?
   - Travel
   - Standard (16-20 oz.)
   - Economy Size (30 oz. Or more)

3.) On average how often do you make shampoo purchases of this nature?
   - Once a month
   - Every other month
   - Once every three months
   - More than once a month **IF SO HOW OFTEN?**

3.) How many individuals do you purchase shampoo for?
   - Yourself only.
   - Yourself and one other.
   - Three to five people.
   - More than five people. **IF SO HOW MANY?**

4.) Where would you typically buy your shampoo?
   - Convenience Store (Gas Station)
   - Drug Store (Grocery)
   - Professional Salon (Barbershop)
   - Warehouse Store (Department/Wholesale)

Did not measure future purchase intentions.
5.) Please specify your gender

   - Male
   - Female

6.) What is your marital status?
   - Married
   - Single
   - Divorced or separated
   - Widowed

7.) What is your approximate age?
   - 24 or under
   - 25 to 34
   - 35 to 49
   - 50 to 64
   - 65 to 74
   - 75 or over

8.) What is your racial background?
   - White
   - Black/African American
   - Native American/Native Alaskan
   - Asian Indian
   - Asian Oriental
   - Hispanic American

9.) What brand of shampoo do you normally use?
   - Biolage
   - Suave
   - Herbal Essence
   - Other _______

Didn't ask favorite brand, why what dislike about...
10. How did you hear about your chosen brand of shampoo?
   (Check all that apply)
   - In store ads
   - Point of purchase/In-store decision
   - Word of mouth
   - Television/Media
   - Coupon/Promotion
   - Other ________.

Please rank the following brands on the qualities listed below using a scale of one to three. Be sure to circle your answer.

Circle the #1 if you feel the product is disagreeable
Circle the #2 if you feel the product is average
Circle the #3 if you feel the product is exceptional

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What if "my Brand" is Suave?

What about "Don't know?" Don't use the Brand?

No ending! Thank you, etc.