QUALIFYING QUESTION:

Are you an adult who has purchased shampoo in the last three months?

___ YES  ___ NO

If you answered "no" to the question above, we regret to inform you that you are not eligible for the survey. Thank you for your time. Please return the survey to the administrator.

HOW IMPORTANT ARE THESE ATTRIBUTES? (1 = not important, 5 = very important)

Please rank, on a scale of 1 to 5, with 1 being not important and 5 being very important, the rank you would assign to the following shampoo attributes:

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Not important</th>
<th>Very important</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gets hair clean</td>
<td>1 2 3</td>
<td>4 5</td>
<td>___</td>
</tr>
<tr>
<td>Fragrance</td>
<td>1 2 3</td>
<td>4 5</td>
<td>___</td>
</tr>
<tr>
<td>Damage control</td>
<td>1 2 3</td>
<td>4 5</td>
<td>___</td>
</tr>
<tr>
<td>Performs as advertised</td>
<td>1 2 3</td>
<td>4 5</td>
<td>___</td>
</tr>
<tr>
<td>Price</td>
<td>1 2 3</td>
<td>4 5</td>
<td>___</td>
</tr>
</tbody>
</table>

RATING SPECIFIC PRODUCTS:

Please rate the following brands according to the previously mentioned attributes. Place a 1, 2, or 3 next to the brand, with a 1 meaning it ranks first in that category, and 3 meaning it ranks last in the category:

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Paul Mitchell</th>
<th>Suave</th>
<th>Prell</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gets hair clean</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fragrance</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Damage control</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Performs as advertised to do</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

What is your favorite brand of shampoo?

___ Paul Mitchell
___ Suave
___ Prell
___ Other: Please specify

Please explain why you prefer the brand chosen above brand:
Are there brand(s) of shampoo you do not purchase anymore? YES NO
If YES, please explain why: ____________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

CLASSIFYING INFORMATION

On average, please estimate how many bottles (16 oz equivalent) of shampoo you purchase per month. Note the outline of a 16 oz. bottle on the back of this page:

- 1 or 2
- 3 or 4
- 5+

Would need %’s alsc. (e.g. 50%, 25%) for less than 1-1/2 bottles?

Do you expect to purchase MORE, LESS, or SAME amount of shampoo in the next few months? (circle one)

Which brands do you plan to purchase in the future? ____________________________________________________

Why do you choose these brands? ____________________________________________________

Where do you get most of your information (e.g. price, availability, specials) to decide which brand to purchase based on the above information? (check all that apply)

- Newspapers
- Television Ads
- Radio Ads
- Product Packaging
- Direct Mailings
- Internet/ World Wide Web
- Other ____________________________

DEMOGRAPHICS

Please answer the following questions about yourself:

Age
- 18-29
- 30-50
- 51-70
- 71+

Gender
- Male
- Female
Race
☐ African American
☐ Native American
☐ Asian American
☐ Hispanic American
☐ Caucasian
☐ Other ______________________

Marital Status
☐ Single
☐ Married
☐ Divorced
☐ Widowed/ Separated

Thank you again for your participation in this survey. We hope to use the information gathered to better serve you, the consumer. Please drop the survey off with the administrator who issued it to you. Feel free to contact us with any questions or further comments at 1-800-839-5623. Thank You!