Hello. Thank you for taking the time to participate in our shampoo analysis. Your answers will assist us in developing our newest brand of hair product that will fit your needs. We understand that your time is valuable, but it would be greatly appreciated if you take the 10 minutes or so to complete our survey. Please keep in mind that your answers will remain confidential, so please answer the questions as best you can.

Please note that these questions are all necessary to fully understand all the different components that go into developing the newest brand of hair products to meet your needs.

_Screener Questions (must be answered)_

1. Are you age 18 or over?
   ___ Yes
   ___ No

1b. Have you purchased or have had someone purchase shampoo on your behalf in the last 3 months?
   ___ Yes
   ___ No

_WE’RE SORRY, BUT YOU ARE NOT AT LEAST 18 YEARS OF AGE, AND HAVE NOT BOUGHT SHAMPOO (OR HAD SOMEONE PURCHASE IT FOR YOU) IN THE LAST THREE MONTHS, YOU CANNOT PARTICIPATE IN THE SURVEY. WE ASK AT THIS TIME IF YOU ANSWERED NO TO EITHER OF THE PREVIOUS QUESTIONS PLEASE RETURN THE SURVEY TO THE REPRESENTATIVE AT THE TABLE._

_IF YOU ANSWERED ‘YES’ TO THE TWO PREVIOUS QUESTIONS, YOU QUALIFY TO PARTICIPATE IN THE SURVEY._

Now let’s get started

The following group of questions is intended to find out the level of use and consumption in a given time. This responses given in this section will help us determine how much shampoo the average user consumes; based on the given information, our company will be able to produce ample amount to supply the estimated demand.
Average amount of product purchased (or consumed monthly)

2. How many bottles of shampoo have been purchased in your household in the past 3 months, and specify the size as well (if unsure, please observe the display bottles on the representative’s table to help you determine the sizes you use)?

<table>
<thead>
<tr>
<th>Size</th>
<th>Number of Bottles</th>
<th>How Long Ago? (within last 3 months)</th>
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3. How many bottles of shampoo, on average, does your household consume in a 3-month period? ________________

4. What brand(s) did you purchase?

In this next section, we would like to find out more about your current purchasing patterns. How individuals react to different characteristics concerning shampoo is extremely vital in the success of a hair care corporation.

Our team has found that Herbal Essence, Suave, and Pantene to be the top selling brands of shampoo. We would like to ask for your input on these three, popular brands.

5. Do you purchase Herbal Essence?
   __Yes
   __No (skip to question 6).
   __Not sure? (  )

5a. When purchasing Herbal Essence, how do rank the following criteria? (1 being the most important, 5 being the least)
   ______ Price (value)
   ______ Accessibility (availability)
   ______ Variety of scents
   ______ Hair-Type Specific (dandruff, curly, straight, etc.)
   ______ Effectiveness (cleanliness, softness, etc.)

6. Do you purchase Suave?
   __Yes
   __No (skip to question 7)
6a. When purchasing Suave, how do you rank the following criteria? (1 being most important, 5 being the least)
   ___ Price (value)
   ___ Accessibility (availability)
   ___ Variety of scents
   ___ Hair-Type Specific (dandruff, curly, straight, etc.)
   ___ Effectiveness (cleanliness, softness, etc.)

7. Do you purchase Pantene?
   ___ Yes
   ___ No (skip to question 8)

7a. When purchasing Pantene, how do you rank the following criteria? (1 being the most important, 5 being the least)
   ___ Price (value)
   ___ Accessibility (availability)
   ___ Variety of scents
   ___ Hair-Type Specific (dandruff, curly, straight, etc.)
   ___ Effectiveness (cleanliness, softness, etc.)

8. What is your favorite brand of shampoo? ______

9. Do you use your favorite brand all the time, or do you like to try new varieties?
   ___ I use it all the time
   ___ I like to switch (please explain) __________________________

10. Do you dislike anything about your favorite brand?
    ___ No
    ___ Yes (please explain) ______

Past Purchase Information

11. Do you consistently purchase different brands of shampoo (more than 3 different brands per year)?
    ___ Yes
    ___ No

12. If yes, why (list brand and reason)

<table>
<thead>
<tr>
<th>Brand</th>
<th>Reason(s)</th>
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</table>
13. How do you rank the following criteria when purchasing shampoo? (1 being most important, 5 being least important.)
   ______ Price (value)
   ______ Accessibility (availability)
   ______ Variety of scents
   ______ Hair-Type Specific (dandruff, curly, straight, etc.)
   ______ Effectiveness (cleanliness, softness, etc.)

**Current Purchasing Information**

14. How do you find out about the different brands of shampoo? (Check all that apply)
   ______ Television
   ______ Newspaper
   ______ Magazine
   ______ Radio
   ______ Friend
   ______ Coupon
   ______ Other (please specify) _______________________

**Future Purchasing Intentions**

15. Do you expect to continue purchasing your current shampoo of choice?
   ______ Yes, indefinitely
   ______ Maybe
   ______ No, never again
   ______ Don't Know

16. Please give the most dominant reason why you would or wouldn’t continue using your current shampoo. _______________________

The following questions are used to research demographics – information used to classify individuals based on gender, race, and marital status. The information given will help us to determine which group of individuals will most likely try our product.

17. What is your gender?
   ______ Female
   ______ Male
   ______ Transgender
18. Please select your age group (check one)
   ___18 to 21
   ___22 to 30
   ___31 to 40
   ___41 to 50
   ___51 to 65
   ___65 and over

19. How would you best describe your ethnicity? (Check all that apply)
   ___Caucasian
   ___African American
   ___Asian
   ___Hispanic
   ___Native American
   ___Pacific Island
   ___Other (please specify)__________________

20. How many individuals live in your household? _________

21. If 2 or more, are you married?
   ___Yes, with children
   ___Yes, without children
   ___No, with children
   ___No, without children

Congratulations, you have completed our shampoo survey. At this time we at Castleberry’s Research Committee would like to thank you for taking the time and participating in our survey. Please return the completed survey to one of the representatives. The information collected will be very beneficial in supplying shampoo users with the best possible hair care products. If you have any questions concerning any of the questions or answers, please feel free to ask any of the company’s representatives issuing the survey. Again, Thank you!