

TABLE 20
QUESTIONNAIRE RESPONSES
MALE TEEN AEROSOL USERS

#1) How long have you been using your brand of hair spray?

	#	%	wt%
less than 1 year	5	71.4	92.6
1-4 years	1	14.3	3.7
> 5 years	1	14.3	3.7

#2) What do you particularly like about your brand of hair spray?

	#	%	wt%
hold	6	75.0	57.1
scent	2	25.0	34.0
not too sticky	1	12.5	30.5
long lasting effect	1	12.5	3.6
dries quickly	0	0.0	0.0
easy to style	2	25.0	24.9
recommended by someone	0	0.0	0.0
leaves hair soft, not too stiff	0	0.0	0.0
fairly priced	1	12.5	30.5
other	0	0.0	0.0

#3) What do you particularly dislike about your brand of hair spray?

	#	%	wt%
hold	1	20.0	34.1
wet, stiff looking	0	0.0	0.0
must use alot	0	0.0	0.0
sticky	1	20.0	13.9
itchy scalp	0	0.0	0.0
too much perfume	0	0.0	0.0
scent or smell	2	40.0	17.9
poor packaging	0	0.0	0.0
cost	0	0.0	0.0
other	2	40.0	68.2

#4) What is your main reason for purchasing your brand of hair spray?

	#	%	wt%
hold	4	50.0	23.1
smell or scent	0	0.0	0.0
availability	1	12.5	30.5
advertising	0	0.0	0.0
habit	0	0.0	0.0
cost	0	0.0	0.0
recommended	0	0.0	0.0
minimal damage to hair	0	0.0	0.0
looks natural	0	0.0	0.0
other	3	37.5	46.4

#5) How many brands of hair spray do you currently use?

	#	%	wt%
one	3	37.5	19.5
two	4	50.0	50.0
three or more	1	12.5	30.5

TABLE 20 (continued)
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#6) If your brand was not on the market, which brand would you use?

	#	%	wt%
aerosol to aerosol	5	62.5	53.6
aerosol to pump	3	37.5	46.4

#7) Rate the following attributes according to importance in your decision to purchase a hair spray:

		1*	2*	3*	4*	5*
Holding power	#	6	1	1	0	0
	%	75.0	12.5	12.5	0.0	0.0
	wt%	66.0	30.5	3.6	0.0	0.0
Dispenses from any angle	#	0	1	2	4	1
	%	0.0	12.5	25.0	50.0	12.5
	wt%	0.0	12.4	34.0	50.0	3.6
Leak proof	#	4	4	0	0	0
	%	50.0	50.0	0.0	0.0	0.0
	wt%	50.0	50.0	0.0	0.0	0.0
Easily shampoos out	#	3	3	2	0	0
	%	37.5	37.5	25.0	0.0	0.0
	wt%	37.6	46.4	16.0	0.0	0.0
Explosion proof	#	3	2	1	1	1
	%	37.5	25.0	12.5	12.5	12.5
	wt%	10.7	16.0	30.5	12.4	30.5
Odor free	#	3	3	0	2	0
	%	37.5	37.5	0.0	25.0	0.0
	wt%	19.5	19.5	0.0	60.9	0.0
Safe for the environment	#	4	1	1	1	1
	%	50.0	12.5	12.5	12.5	12.5
	wt%	23.1	30.5	3.6	12.4	30.5
No overcap needed	#	1	3	1	1	2
	%	12.5	37.5	12.5	12.5	25.0
	wt%	3.6	46.4	3.6	3.6	42.9
Price	#	0	3	3	2	0
	%	0.0	37.5	37.5	25.0	0.0
	wt%	0.0	19.5	46.4	34.0	0.0
Combs out easily	#	2	4	1	1	0
	%	25.0	50.0	12.5	12.5	0.0
	wt%	16.0	41.1	30.5	12.4	0.0
Dries quickly	#	2	3	3	0	0
	%	25.0	37.5	37.5	0.0	0.0
	wt%	16.0	46.4	37.6	0.0	0.0

TABLE 20 (continued)
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#7) continued:

Feels natural	#	4	3	0	1	0
	%	50.0	37.5	0.0	12.5	0.0
	wt%	58.9	37.6	0.0	3.6	0.0
Contains no alcohol	#	3	0	2	0	2
	%	42.9	0.0	28.6	0.0	28.6
	wt%	20.3	0.0	35.3	0.0	44.5
Fragrance	#	1	3	2	1	1
	%	12.5	37.5	25.0	12.5	12.5
	wt%	3.6	64.5	16.0	3.6	12.4
Even distribution on hair	#	1	4	1	1	1
	%	12.5	50.0	12.5	12.5	12.5
	wt%	12.4	41.1	12.4	3.6	30.5
Leaves no sticky residue	#	0	4	4	0	0
	%	0.0	50.0	50.0	0.0	0.0
	wt%	0.0	58.9	41.1	0.0	0.0

#8) Rate the performance of YOUR hair spray on the following attributes:

		1**	2**	3**	4**	5**
Holding power	#	2	3	3	0	0
	%	25.0	37.5	37.5	0.0	0.0
	wt%	16.0	37.6	46.4	0.0	0.0
Dispenses from any angle	#	1	3	4	0	0
	%	12.5	37.5	50.0	0.0	0.0
	wt%	30.5	19.5	50.0	0.0	0.0
Leak proof	#	4	1	3	0	0
	%	50.0	12.5	37.5	0.0	0.0
	wt%	76.9	3.6	19.5	0.0	0.0
Easily shampoos out	#	3	1	3	1	0
	%	37.5	12.5	37.5	12.5	0.0
	wt%	73.4	12.4	10.7	3.6	0.0
Explosion proof	#	2	0	4	0	1
	%	28.6	0.0	57.1	0.0	14.3
	wt%	16.6	0.0	51.8	0.0	31.6
Odor free	#	0	1	3	2	2
	%	0.0	12.5	37.5	25.0	25.0
	wt%	0.0	30.5	37.6	24.9	7.1
Safe for the environment	#	0	0	5	0	0
	%	0.0	0.0	100.0	0.0	0.0
	wt%	0.0	0.0	100.0	0.0	0.0

TABLE 20 (continued)
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#8) continued:

No overcap needed	#	2	3	3	0	0
	%	25.0	37.5	37.5	0.0	0.0
	wt%	16.0	64.5	19.5	0.0	0.0
Price	#	0	3	4	1	0
	%	0.0	37.5	50.0	12.5	0.0
	wt%	0.0	46.4	41.1	12.4	0.0
Combs out easily	#	2	1	2	3	0
	%	25.0	12.5	25.0	37.5	0.0
	wt%	42.9	3.6	16.0	37.6	0.0
Dries quickly	#	2	1	5	0	0
	%	25.0	12.5	62.5	0.0	0.0
	wt%	42.9	3.6	53.6	0.0	0.0
Feels natural	#	1	2	1	3	1
	%	12.5	25.0	12.5	37.5	12.5
	wt%	30.5	16.0	30.5	19.5	3.6
Contains no alcohol	#	0	1	4	1	1
	%	0.0	14.3	57.1	14.3	14.3
	wt%	0.0	3.7	51.8	31.6	12.9
Fragrance	#	1	3	2	1	1
	%	12.5	37.5	25.0	12.5	12.5
	wt%	30.5	46.4	16.0	3.6	3.6
Even distribution on hair	#	0	3	5	0	0
	%	0.0	37.5	62.5	0.0	0.0
	wt%	0.0	64.5	35.5	0.0	0.0
Leaves no sticky residue	#	3	0	1	4	0
	%	37.5	0.0	12.5	50.0	0.0
	wt%	46.4	0.0	3.6	50.0	0.0

#9) How many cans of hair spray do you use each month?

	#	%	wt%
<1	1	12.5	12.4
1	5	62.5	71.6
2	2	25.0	16.0
3	0	0.0	0.0
4	0	0.0	0.0
5	0	0.0	0.0

TABLE 20 (continued)
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#10) How much do you pay for your brand of hair spray?

	#	%	wt%		#	%	wt%
less than \$1.00	0	0.0	0.0	\$5.01-\$5.50	0	0.0	0.0
\$1.01-\$1.50	0	0.0	0.0	\$5.51-\$6.00	0	0.0	0.0
\$1.51-\$2.00	2	25.0	7.1	\$6.01-\$6.50	0	0.0	0.0
\$2.01-\$2.51	1	12.5	3.6	\$6.51-\$7.00	0	0.0	0.0
\$2.51-\$3.00	2	25.0	34.0	\$7.01-\$7.50	0	0.0	0.0
\$3.01-\$3.50	0	0.0	0.0	\$7.51-\$8.00	0	0.0	0.0
\$3.51-\$4.00	2	25.0	42.9	\$8.01-\$8.50	0	0.0	0.0
\$4.01-\$4.50	0	0.0	0.0	\$8.51-\$9.00	0	0.0	0.0
\$4.51-\$5.00	1	12.5	12.4	over \$9.00	0	0.0	0.0

#10a) Who decides the brand of hair spray you use?

	#	%	wt%
self	5	62.5	71.6
mother	3	37.5	28.4
father	0	0.0	0.0
spouse	0	0.0	0.0
hairstylist	0	0.0	0.0
other	0	0.0	0.0

#12) What do you like about your alternate hair spray?

	#	%	wt%
hold	4	50.0	14.2
dispenser itself	0	0.0	0.0
even coverage	1	12.5	30.5
scent	1	12.5	3.6
leak proof	0	0.0	0.0
other	4	50.0	58.9

#13) What do you dislike about your alternate hair spray?

	#	%	wt%
leaks	1	14.3	4.1
uneven spray	0	0.0	0.0
scent	4	57.1	57.1
scalp irritation	0	0.0	0.0
dulls hair	0	0.0	0.0
hold	3	42.9	53.0
wet or sticky	0	0.0	0.0
other	2	28.6	38.8

#14) Rate your satisfaction with this alternate form on the following attributes:

		1**	2**	3**	4**	5**
Holding power	#	3	3	0	1	0
	%	42.9	42.9	0.0	14.3	0.0
	wt%	22.3	42.9	0.0	34.8	0.0

TABLE 20 (continued)
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#14) continued:

Dispenses from any angle	#	2	2	4	0	0
	%	25.0	25.0	50.0	0.0	0.0
	wt%	24.9	34.0	41.1	0.0	0.0
Leak proof	#	1	2	2	2	1
	%	12.5	25.0	25.0	25.0	12.5
	wt%	12.4	16.0	34.0	7.1	30.5
Easily shampoos out	#	2	1	3	2	0
	%	25.0	12.5	37.5	25.0	0.0
	wt%	42.9	12.4	37.6	7.1	0.0
Explosion proof	#	3	1	1	2	0
	%	42.9	14.3	14.3	28.6	0.0
	wt%	48.2	12.9	3.7	35.3	0.0
Odor free	#	1	1	2	2	2
	%	12.5	12.5	25.0	25.0	25.0
	wt%	12.4	3.6	7.1	42.9	34.0
Safe for the environment	#	0	3	3	2	0
	%	0.0	37.5	37.5	25.0	0.0
	wt%	0.0	28.4	37.6	34.0	0.0
No overcap needed	#	2	3	3	0	0
	%	25.0	37.5	37.5	0.0	0.0
	wt%	16.0	19.5	64.5	0.0	0.0
Price	#	1	1	6	0	0
	%	12.5	12.5	75.0	0.0	0.0
	wt%	3.6	12.4	84.0	0.0	0.0
Combs out easily	#	2	1	2	3	0
	%	25.0	12.5	25.0	37.5	0.0
	wt%	16.0	30.5	42.9	10.7	0.0
Dries quickly	#	3	4	1	0	0
	%	37.5	50.0	12.5	0.0	0.0
	wt%	10.7	58.9	30.5	0.0	0.0
Feels natural	#	1	2	1	3	1
	%	12.5	25.0	12.5	37.5	12.5
	wt%	3.6	16.0	30.5	46.4	3.6
Contains no alcohol	#	1	0	4	0	0
	%	20.0	0.0	80.0	0.0	0.0
	wt%	15.5	0.0	84.5	0.0	0.0
Fragrance	#	1	1	3	2	1
	%	12.5	12.5	37.5	25.0	12.5
	wt%	30.5	3.6	28.4	7.1	30.5

TABLE 20 (continued)
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#14) continued:

Even distribution on hair	#	2	1	4	1	0
	%	25.0	12.5	50.0	12.5	0.0
	wt%	16.0	30.5	50.0	3.6	0.0
Leaves no sticky residue	#	0	3	4	1	0
	%	0.0	37.5	50.0	12.5	0.0
	wt%	0.0	55.3	41.1	3.6	0.0

#15) Comparing your type of dispenser to the alternate, your type is:

		1***	2***	3***	4***	5***
Holding power	#	3	1	1	3	0
	%	37.5	12.5	12.5	37.5	0.0
	wt%	10.7	30.5	3.6	55.3	0.0
Dispenses from any angle	#	1	2	3	1	1
	%	12.5	25.0	37.5	12.5	12.5
	wt%	30.5	34.0	19.5	3.6	12.4
Leak proof	#	1	2	3	2	0
	%	12.5	25.0	37.5	25.0	0.0
	wt%	30.5	7.1	46.4	16.0	0.0
Easily shampoos out	#	0	1	7	0	0
	%	0.0	12.5	87.5	0.0	0.0
	wt%	0.0	12.4	87.6	0.0	0.0
Explosion proof	#	2	1	4	0	0
	%	28.6	14.3	57.1	0.0	0.0
	wt%	35.3	12.9	51.8	0.0	0.0
Odor free	#	1	5	2	0	0
	%	12.5	62.5	25.0	0.0	0.0
	wt%	3.6	62.4	34.0	0.0	0.0
Safe for the environment	#	0	3	4	0	0
	%	0.0	42.9	57.1	0.0	0.0
	wt%	0.0	20.3	79.7	0.0	0.0
No overcap needed	#	2	4	1	1	0
	%	25.0	50.0	12.5	12.5	0.0
	wt%	24.9	41.1	3.6	30.5	0.0
Price	#	1	4	2	1	0
	%	12.5	50.0	25.0	12.5	0.0
	wt%	12.4	23.1	34.0	30.5	0.0
Combs out easily	#	1	1	6	0	0
	%	12.5	12.5	75.0	0.0	0.0
	wt%	3.6	12.4	84.0	0.0	0.0

TABLE 20 (continued)
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#15) continued:

Dries quickly	#	3	1	3	1	0
	%	37.5	12.5	37.5	12.5	0.0
	wt%	10.7	3.6	55.3	30.5	0.0
Feels natural	#	1	3	3	1	0
	%	12.5	37.5	37.5	12.5	0.0
	wt%	3.6	46.4	37.6	12.4	0.0
Contains no alcohol	#	1	1	4	0	0
	%	16.7	16.7	66.7	0.0	0.0
	wt%	3.8	13.4	82.8	0.0	0.0
Fragrance	#	1	4	3	0	0
	%	12.5	50.0	37.5	0.0	0.0
	wt%	30.5	23.1	46.4	0.0	0.0
Even distribution on hair	#	1	2	3	1	1
	%	12.5	25.0	37.5	12.5	12.5
	wt%	12.4	7.1	37.6	30.5	12.4
Leaves no sticky residue	#	1	3	2	2	0
	%	12.5	37.5	25.0	25.0	0.0
	wt%	12.4	37.6	34.0	16.0	0.0

#16) Overall, which type of dispenser do you like best, aerosol or pump

	#	%	wt%
aerosol	5	71.4	92.6
pump	2	28.6	7.4

#17) Rate your satisfaction with PATTERNS on the following attributes

		1**	2**	3**	4**	5**
Holding power	#	2	2	3	0	1
	%	25.0	25.0	37.5	0.0	12.5
	wt%	16.0	34.0	19.5	0.0	30.5
Dispenses from any angle	#	2	4	2	0	0
	%	25.0	50.0	25.0	0.0	0.0
	wt%	16.0	41.1	42.9	0.0	0.0
Leak proof	#	3	3	0	2	0
	%	37.5	37.5	0.0	25.0	0.0
	wt%	37.6	46.4	0.0	16.0	0.0
Easily shampoos out	#	2	3	3	0	0
	%	25.0	37.5	37.5	0.0	0.0
	wt%	34.0	46.4	19.5	0.0	0.0
Explosion proof	#	3	0	2	1	0
	%	50.0	0.0	33.3	16.7	0.0
	wt%	40.4	0.0	26.8	32.8	0.0

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#17) continued:

Odor free	#	1	1	1	5	0
	%	12.5	12.5	12.5	62.5	0.0
	wt%	3.6	12.4	3.6	80.5	0.0
Safe for the environment	#	0	2	5	0	0
	%	0.0	28.6	71.4	0.0	0.0
	wt%	0.0	16.6	83.4	0.0	0.0
No overcap needed	#	2	4	2	0	0
	%	25.0	50.0	25.0	0.0	0.0
	wt%	42.9	23.1	34.0	0.0	0.0
Price	#	0	0	0	0	0
	%	0.0	0.0	0.0	0.0	0.0
	wt%	0.0	0.0	0.0	0.0	0.0
Combs out easily	#	0	4	4	0	0
	%	0.0	50.0	50.0	0.0	0.0
	wt%	0.0	50.0	50.0	0.0	0.0
Dries quickly	#	0	2	4	2	0
	%	0.0	25.0	50.0	25.0	0.0
	wt%	0.0	34.0	58.9	7.1	0.0
Feels natural	#	1	1	3	3	0
	%	12.5	12.5	37.5	37.5	0.0
	wt%	3.6	12.4	64.5	19.5	0.0
Contains no alcohol	#	1	2	3	1	0
	%	14.3	28.6	42.9	14.3	0.0
	wt%	3.7	16.6	66.8	12.9	0.0
Fragrance	#	2	0	2	1	3
	%	25.0	0.0	25.0	12.5	37.5
	wt%	16.0	0.0	16.0	30.5	37.6
Even distribution on hair	#	4	1	2	1	0
	%	50.0	12.5	25.0	12.5	0.0
	wt%	58.9	3.6	34.0	3.6	0.0
Leaves no sticky residue	#	0	1	4	3	0
	%	0.0	12.5	50.0	37.5	0.0
	wt%	0.0	12.4	68.0	19.5	0.0

#18) Rank order of products tested for specified attributes

	own brand			alternate			PATTERNS		
#18a) holding power	#	%	wt%	#	%	wt%	#	%	wt%
liked best	4	16.7	7.7	2	8.3	11.3	2	8.3	14.3
neutral	3	12.5	24.5	1	4.2	1.2	4	16.7	7.7
liked least	1	4.2	1.2	5	20.8	20.8	2	8.3	11.3

TABLE 20 (continued)
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#18) continued:

#18b) dispenses from any angle

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	2	8.3	11.3	2	8.3	5.3	4	16.7	16.7
neutral	4	16.7	16.7	1	4.2	1.2	3	12.5	15.5
liked least	2	8.3	5.3	5	20.8	26.8	1	4.2	1.2

#18c) leak proof

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	2	8.3	9.1	1	4.2	1.0	4	16.7	13.4
neutral	3	12.5	12.4	4	16.7	15.8	3	12.5	5.2
liked least	3	12.5	7.6	3	12.5	26.4	1	4.2	9.1

#18d) easily shampoos out

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	4	19.0	17.3	1	4.8	1.2	1	4.8	10.5
neutral	1	4.8	4.3	5	23.8	27.8	3	14.3	9.8
liked least	2	9.5	11.8	1	4.8	4.3	3	14.3	13.0

#18e) explosion proof

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	0	0.0	0.0	1	5.6	17.8	2	11.1	4.1
neutral	4	22.2	13.5	4	22.2	13.5	4	22.2	29.2
liked least	2	11.1	19.9	1	5.6	2.1	0	0.0	0.0

#18f) odor free

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	5	23.8	30.6	2	9.5	2.7	0	0.0	0.0
neutral	2	9.5	2.7	5	23.8	30.6	0	0.0	0.0
liked least	0	0.0	0.0	0	0.0	0.0	7	33.3	33.3

#18g) safer for environment

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	2	9.5	12.9	0	0.0	0.0	3	14.3	14.3
neutral	3	14.3	7.4	5	23.8	20.4	3	14.3	17.7
liked least	2	9.5	12.9	2	9.5	12.9	1	4.8	1.4

#18h) no overcap needed

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	3	14.3	14.3	1	4.8	1.4	2	9.5	16.3
neutral	2	9.5	12.9	3	14.3	7.4	4	19.0	15.7
liked least	2	9.5	6.1	3	14.3	24.5	1	4.8	1.4

#18i) price

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	2	11.1	13.5	2	11.1	13.5	0	0.0	0.0
neutral	4	22.2	19.8	4	22.2	19.8	2	11.1	6.3
liked least	0	0.0	0.0	0	0.0	0.0	4	22.2	27.0

#18j) combs out easily

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	4	19.0	8.8	1	4.8	11.6	2	9.5	12.9
neutral	1	4.8	11.6	5	23.8	20.4	1	4.8	1.4
liked least	2	9.5	12.9	1	4.8	1.4	4	19.0	19.0

TABLE 20 (continued)
 QUESTIONNAIRE RESPONSES
 MALE TEEN AEROSOL USERS

#18) continued:

#18k) dries quickly

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	5	23.8	20.4	0	0.0	0.0	2	9.5	12.9
neutral	0	0.0	0.0	4	19.0	15.7	3	14.3	17.7
liked least	2	9.5	12.9	3	14.3	17.7	2	9.5	2.7

#18l) feels natural

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	5	23.8	30.6	2	9.5	2.7	0	0.0	0.0
neutral	2	9.5	2.7	2	9.5	6.1	3	14.3	24.5
liked least	0	0.0	0.0	3	14.3	24.5	4	19.0	8.8

#18m) contains no alcohol

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	2	11.1	17.0	1	5.6	12.1	2	11.1	2.8
neutral	1	5.6	1.4	5	27.8	21.2	2	11.1	13.5
liked least	3	16.7	14.9	0	0.0	0.0	2	11.1	17.0

#18n) fragrance

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	6	28.6	32.0	0	0.0	0.0	1	4.8	1.4
neutral	0	0.0	0.0	7	33.3	33.3	0	0.0	0.0
liked least	1	4.8	1.4	0	0.0	0.0	6	28.6	32.0

#18o) even distribution on hair

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	4	19.0	15.7	0	0.0	0.0	3	14.3	17.7
neutral	1	4.8	11.6	4	19.0	8.8	2	9.5	12.9
liked least	2	9.5	6.1	3	14.3	24.5	2	9.5	2.7

#18p) leaves no sticky residue

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	3	14.3	4.1	1	4.8	4.7	2	9.5	23.2
neutral	4	19.0	29.3	2	9.5	2.7	3	14.3	4.1
liked least	0	0.0	0.0	4	19.0	25.9	2	9.5	6.1

#19) Overall, which product did you like most?

	#	%	wt%
my brand	4	50.0	50.0
alternate version	1	12.5	3.6
PATTERNS	3	37.5	46.4

#19a) Why?

	#	%	wt%
hold	4	50.0	50.0
doesn't dry hair	0	0.0	0.0
dispenser	2	25.0	34.0
scent	2	25.0	34.0
other	4	50.0	32.0

TABLE 20 (continued)
 QUESTIONNAIRE RESPONSES
 MALE TEEN AEROSOL USERS

#20) Overall, which product did you like least?

	#	%	wt%
my brand	2	25.0	7.1
alternate version	3	37.5	55.3
PATTERNS	3	37.5	37.6

#20a) Why?

	#	%	wt%
dislike container	0	0.0	0.0
dispensing uneven spray	1	12.5	12.4
scent	6	75.0	57.1
irritated skin	0	0.0	0.0
hold	3	37.5	46.4
sticky	2	25.0	7.1
didn't wash out easily	0	0.0	0.0
other	3	37.5	46.4

#21) Were you aware that PATTERNS was neither an aerosol or pump?

	#	%	wt%
yes	6	75.0	92.9
no	2	25.0	7.1

#22) How likely would you be to purchase PATTERNS at the same price as your own brand?

	#	%	wt%
very likely	1	12.5	3.6
somewhat likely	3	37.5	46.4
neutral	0	0.0	0.0
somewhat unlikely	2	25.0	16.0
definitely not	2	25.0	34.0

#22a) Why?

	#	%	wt%		#	%	wt%
easy to use	0	0.0	0.0	hair condition	0	0.0	0.0
like it	3	37.5	46.4	hold	0	0.0	0.0
container itself	0	0.0	0.0	other	3	37.5	46.4
scent	2	25.0	7.1				

#23) Would you pay more for PATTERNS than your own hair spray?

	#	%	wt%
yes	1	12.5	3.6
no	7	87.5	96.4

#24) If PATTERNS retailed for \$5.00 per container, would you say that price is...

	#	%	wt%
too high	6	75.0	57.1
just about right	2	25.0	42.9
not enough	0	0.0	0.0

TABLE 20 (continued)
 QUESTIONNAIRE RESPONSES
 MALE TEEN AEROSOL USERS

#25) Which type of dispenser do you like best?

	#	%	wt%
pump	1	12.5	3.6
aerosol	2	25.0	34.0
PATTERNS	5	62.5	62.4

KEY TO MULTIPLE CHOICE QUESTIONS

#7	#8, #14, #17	#15
1* Very Important	1** Excellent	1*** Much Better
2* Somewhat Important	2** Very Good	2*** Somewhat Better
3* Important	3** Good	3*** Same
4* Somewhat Unimportant	4** Poor	4*** Somewhat Worse
5* Not at all Important	5** Very Poor	5*** Much Worse

DEMOGRAPHICS

SEX	#	%	wt%
male	8	100.0	100.0
female	0	0.0	0.0

MARITAL STATUS	#	%	wt%
married	0	0.0	0.0
single	6	75.0	84.0
other	2	25.0	16.0

AGE BRACKET	#	%	wt%
18 or under	8	100.0	100.0
19 - 24	0	0.0	0.0
25 - 34	0	0.0	0.0
35 - 44	0	0.0	0.0
45 - 54	0	0.0	0.0
over 55	0	0.0	0.0

NUMBER OF PEOPLE IN HOUSEHOLD	#	%	wt%
one	0	0.0	0.0
two	1	12.5	3.6
three or more	7	87.5	96.4

HIGHEST LEVEL OF EDUCATION COMPLETED	#	%	wt%
some high school or less	8	100.0	100.0
high school graduate, no college	0	0.0	0.0
some college	0	0.0	0.0
trade/vocational school	0	0.0	0.0
college graduate	0	0.0	0.0
post graduate study	0	0.0	0.0
post graduate degree	0	0.0	0.0

POSITION IN FAMILY	#	%	wt%
one person household	0	0.0	0.0
head of family	0	0.0	0.0
spouse of head of family	0	0.0	0.0
son/daughter of head of family	8	100.0	100.0
other	0	0.0	0.0

TABLE 21
QUESTIONNAIRE RESPONSES
MALE ADULT PUMP USERS

#1) How long have you been using your brand of hair spray?

	#	%	wt%
less than 1 year	12	46.2	46.9
1-4 years	11	42.3	43.1
> 5 years	3	11.5	10.0

#2) What do you particularly like about your brand of hair spray?

	#	%	wt%
hold	22	81.5	81.4
scent	8	29.6	32.8
not too sticky	5	18.5	15.1
long lasting effect	4	14.8	16.7
dries quickly	0	0.0	0.0
easy to style	1	3.7	4.6
recommended by someone	0	0.0	0.0
leaves hair soft, not too stiff	5	18.5	17.6
fairly priced	0	0.0	0.0
other	8	29.6	36.9

#3) What do you particularly dislike about your brand of hair spray?

	#	%	wt%
hold	0	0.0	0.0
wet, stiff looking	1	6.3	9.0
must use alot	0	0.0	0.0
sticky	1	6.3	9.0
itchy scalp	2	12.5	12.2
too much perfume	1	6.3	3.2
scent or smell	2	12.5	13.0
poor packaging	1	6.3	9.0
cost	2	12.5	10.6
other	9	56.3	61.1

#4) What is your main reason for purchasing your brand of hair spray?

	#	%	wt%
hold	8	30.8	32.4
smell or scent	4	15.4	18.7
availability	3	11.5	12.8
advertising	2	7.7	4.2
habit	0	0.0	0.0
cost	5	19.2	20.8
recommended	1	3.8	4.8
minimal damage to hair	0	0.0	0.0
looks natural	1	3.8	4.8
other	14	53.8	52.7

TABLE 21 (continued)
QUESTIONNAIRE RESPONSES
MALE ADULT PUMP USERS

#5) How many brands of hair spray do you currently use?

	#	%	wt%
one	21	80.8	81.6
two	5	19.2	18.4
three or more	0	0.0	0.0

#6) If your brand was not on the market, which brand would you use?

	#	%	wt%
pump to pump	20	83.3	84.6
pump to aerosol	4	16.7	15.4

#7) Rate the following attributes according to importance in your decision to purchase a hair spray:

		1*	2*	3*	4*	5*
Holding power	#	21	3	3	0	0
	%	77.8	11.1	11.1	0.0	0.0
	wt%	71.7	12.6	15.7	0.0	0.0
Dispenses from any angle	#	2	6	4	10	5
	%	7.4	22.2	14.8	37.0	18.5
	wt%	4.0	25.2	13.6	36.2	21.1
Leak Proof	#	17	3	4	2	1
	%	63.0	11.1	14.8	7.4	3.7
	wt%	61.3	6.9	18.7	7.5	5.6
Easily shampoos out	#	16	4	4	1	2
	%	59.3	14.8	14.8	3.7	7.4
	wt%	56.3	17.7	16.5	2.0	7.5
Explosion Proof	#	10	2	5	5	3
	%	40.0	8.0	20.0	20.0	12.0
	wt%	42.1	9.5	19.5	11.3	17.5
Odor Free	#	10	5	6	4	2
	%	37.0	18.5	22.2	14.8	7.4
	wt%	40.3	19.6	20.6	15.0	4.4
Safe for the environment	#	12	3	7	1	4
	%	44.4	11.1	25.9	3.7	14.8
	wt%	45.8	8.5	24.5	5.6	15.6
No Overcap Needed	#	3	3	6	6	8
	%	11.5	11.5	23.1	23.1	30.8
	wt%	10.6	13.9	23.9	21.3	30.3
Price	#	6	7	8	3	3
	%	22.2	25.9	29.6	11.1	11.1
	wt%	17.5	29.1	32.2	11.1	10.0

TABLE 21 (continued)
 QUESTIONNAIRE RESPONSES
 MALE ADULT PUMP USERS

#7) Rate the following attributes according to importance in your decision to purchase a hair spray (continued):

		1*	2*	3*	4*	5*
Combs out easily	#	11	9	6	1	0
	%	40.7	33.3	22.2	3.7	0.0
	wt%	37.7	31.1	26.6	4.6	0.0
Dries Quickly	#	9	10	6	2	0
	%	33.3	37.0	22.2	7.4	0.0
	wt%	30.6	42.9	21.6	4.9	0.0
Feels Natural	#	17	6	2	1	1
	%	63.0	22.2	7.4	3.7	3.7
	wt%	61.9	20.0	8.0	4.6	5.6
Contains No Alcohol	#	6	6	4	9	2
	%	22.2	22.2	14.8	33.3	7.4
	wt%	18.0	19.5	16.7	34.7	11.1
Fragrance	#	6	5	6	5	4
	%	23.1	19.2	23.1	19.2	15.4
	wt%	24.8	14.6	26.9	15.1	18.5
Even distribution on hair	#	11	8	5	2	0
	%	42.3	30.8	19.2	7.7	0.0
	wt%	42.2	31.6	18.4	7.8	0.0
Leaves no sticky residue	#	17	4	3	1	1
	%	65.4	15.4	11.5	3.8	3.8
	wt%	58.4	19.6	11.5	4.8	5.8

#8) Rate the performance of YOUR hair spray on the following attributes:

		1**	2**	3**	4**	5**
Holding power	#	13	11	2	0	0
	%	50.0	42.3	7.7	0.0	0.0
	wt%	47.5	48.0	4.6	0.0	0.0
Dispenses from any angle	#	4	10	9	3	0
	%	15.4	38.5	34.6	11.5	0.0
	wt%	17.1	39.3	30.2	13.4	0.0
Leak Proof	#	9	5	7	3	1
	%	36.0	20.0	28.0	12.0	4.0
	wt%	31.1	18.6	29.5	18.1	2.7
Easily shampoos out	#	11	10	4	0	1
	%	42.3	38.5	15.4	0.0	3.8
	wt%	42.4	38.7	16.4	0.0	2.5

TABLE 21 (continued)
QUESTIONNAIRE RESPONSES
MALE ADULT PUMP USERS

#8) Rate the performance of YOUR hair spray on the following attributes (continued):

		1**	2**	3**	4**	5**
Explosion Proof	#	11	9	3	0	2
	%	44.0	36.0	12.0	0.0	8.0
	wt%	44.3	37.4	9.9	0.0	8.4
Odor Free	#	9	7	4	3	2
	%	36.0	28.0	16.0	12.0	8.0
	wt%	35.7	33.1	9.5	13.0	8.6
Safe for the environment	#	8	7	7	0	1
	%	34.8	30.4	30.4	0.0	4.3
	wt%	34.0	31.1	28.6	0.0	6.4
No Overcap Needed	#	4	3	10	6	0
	%	17.4	13.0	43.5	26.1	0.0
	wt%	19.5	15.3	35.6	29.5	0.0
Price	#	1	8	13	2	1
	%	4.0	32.0	52.0	8.0	4.0
	wt%	4.9	35.2	49.6	8.1	2.1
Combs out easily	#	5	13	6	2	0
	%	19.2	50.0	23.1	7.7	0.0
	wt%	19.1	43.1	30.0	7.7	0.0
Dries Quickly	#	10	9	6	1	0
	%	38.5	34.6	23.1	3.8	0.0
	wt%	40.9	29.8	27.3	2.0	0.0
Feels Natural	#	10	5	7	3	1
	%	38.5	19.2	26.9	11.5	3.8
	wt%	41.9	12.8	29.8	13.4	2.0
Contains No Alcohol	#	2	3	13	2	3
	%	8.7	13.0	56.5	8.7	13.0
	wt%	7.7	15.3	59.6	5.7	11.7
Fragrance	#	6	5	10	2	2
	%	24.0	20.0	40.0	8.0	8.0
	wt%	25.0	23.2	38.9	8.1	4.8
Even distribution on hair	#	9	7	6	1	2
	%	36.0	28.0	24.0	4.0	8.0
	wt%	34.1	30.3	24.8	6.0	4.8
Leaves no sticky residue	#	9	5	5	3	2
	%	37.5	20.8	20.8	12.5	8.3
	wt%	34.9	23.2	19.8	13.3	8.8

TABLE 21 (continued)
QUESTIONNAIRE RESPONSES
MALE ADULT PUMP USERS

#9) How many cans of hair spray do you use each month?

	#	%	wt%
<1	12	46.2	46.3
1	9	34.6	32.1
2	5	19.2	21.6
3	0	0.0	0.0
4	0	0.0	0.0
5	0	0.0	0.0

#10) How much do you pay for your brand of hair spray?

	#	%	wt%		#	%	wt%
less than \$1.00	0	0.0	0.0	\$5.01-\$5.50	1	3.8	5.9
\$1.01-\$1.50	0	0.0	0.0	\$5.51-\$6.00	0	0.0	0.0
\$1.51-\$2.00	1	3.8	5.9	\$6.01-\$6.50	2	7.7	9.7
\$2.01-\$2.51	2	7.7	9.0	\$6.51-\$7.00	0	0.0	0.0
\$2.51-\$3.00	8	30.8	31.4	\$7.01-\$7.50	0	0.0	0.0
\$3.01-\$3.50	5	19.2	13.2	\$7.51-\$8.00	0	0.0	0.0
\$3.51-\$4.00	5	19.2	20.8	\$8.01-\$8.50	1	3.8	2.1
\$4.01-\$4.50	1	3.8	2.1	\$8.51-\$9.00	0	0.0	0.0
\$4.51-\$5.00	0	0.0	0.0	over \$9.00	0	0.0	0.0

#10a) Who decides the brand of hair spray you use?

	#	%	wt%
self	27	100.0	100.0
mother	0	0.0	0.0
father	0	0.0	0.0
spouse	0	0.0	0.0
hairstylist	0	0.0	0.0
other	0	0.0	0.0

#12) What do you like about your alternate hair spray?

	#	%	wt%
hold	3	18.8	22.3
dispenser itself	2	12.5	10.7
even coverage	1	6.3	4.1
scent	3	18.8	21.5
leak proof	0	0.0	0.0
other	10	62.5	68.7

#13) What do you dislike about your alternate hair spray?

	#	%	wt%
leaks	0	0.0	0.0
uneven spray	2	10.0	9.6
scent	2	10.0	12.9
scalp irritation	0	0.0	0.0
dulls hair	0	0.0	0.0
hold	4	20.0	17.9
wet or sticky	1	5.0	5.8
other	17	85.0	83.4

TABLE 21 (continued)
 QUESTIONNAIRE RESPONSES
 MALE ADULT PUMP USERS

#14) Rate your satisfaction with this alternate form on the following attributes:

		1**	2**	3**	4**	5**
Holding power	#	5	8	8	5	1
	%	18.5	29.6	29.6	18.5	3.7
	wt%	15.5	32.2	33.2	13.4	5.6
Dispenses from any angle	#	5	4	12	3	2
	%	19.2	15.4	46.2	11.5	7.7
	wt%	19.2	18.7	44.0	13.9	4.2
Leak Proof	#	9	6	11	1	0
	%	33.3	22.2	40.7	3.7	0.0
	wt%	39.4	19.5	35.5	5.6	0.0
Easily shampoos out	#	9	7	8	2	1
	%	33.3	25.9	29.6	7.4	3.7
	wt%	37.8	26.7	23.4	7.5	4.6
Explosion Proof	#	4	2	11	5	4
	%	15.4	7.7	42.3	19.2	15.4
	wt%	18.5	7.2	34.6	22.7	17.0
Odor Free	#	4	5	11	5	1
	%	15.4	19.2	42.3	19.2	3.8
	wt%	18.5	17.3	42.6	16.9	4.7
Safe for the environment	#	3	3	9	4	6
	%	12.0	12.0	36.0	16.0	24.0
	wt%	9.9	13.6	30.2	17.3	28.9
No Overcap Needed	#	2	4	7	11	2
	%	7.7	15.4	26.9	42.3	7.7
	wt%	7.4	18.7	22.2	44.7	6.9
Price	#	4	1	13	4	2
	%	16.7	4.2	54.2	16.7	8.3
	wt%	16.8	2.8	52.5	20.3	7.5
Combs out easily	#	5	4	10	7	0
	%	19.2	15.4	38.5	26.9	0.0
	wt%	23.2	12.2	37.9	26.7	0.0
Dries Quickly	#	4	10	12	1	0
	%	14.8	37.0	44.4	3.7	0.0
	wt%	13.6	41.7	42.7	2.0	0.0
Feels Natural	#	4	6	11	5	1
	%	14.8	22.2	40.7	18.5	3.7
	wt%	17.1	18.5	39.1	19.6	5.6
Contains No Alcohol	#	2	0	15	5	2
	%	8.3	0.0	62.5	20.8	8.3
	wt%	7.8	0.0	66.7	14.3	11.2

TABLE 21 (continued)
 QUESTIONNAIRE RESPONSES
 MALE ADULT PUMP USERS

#14) Rate your satisfaction with this alternate form on the following attributes (continued):

		1**	2**	3**	4**	5**
Fragrance	#	3	4	14	4	2
	%	11.1	14.8	51.9	14.8	7.4
	wt%	11.6	12.4	54.3	11.5	10.1
Even distribution on hair	#	5	4	9	9	0
	%	18.5	14.8	33.3	33.3	0.0
	wt%	21.7	12.0	33.7	32.6	0.0
Leaves no sticky residue	#	5	3	11	5	2
	%	19.2	11.5	42.3	19.2	7.7
	wt%	23.2	6.6	45.7	14.2	10.3

#15) Comparing your type of dispenser to the alternate, your type is:

		1***	2***	3***	4***	5***
Holding power	#	10	10	5	1	1
	%	37.0	37.0	18.5	3.7	3.7
	wt%	32.5	41.9	14.5	5.6	5.6
Dispenses from any angle	#	7	6	10	2	1
	%	26.9	23.1	38.5	7.7	3.8
	wt%	23.2	23.1	41.3	6.7	5.7
Leak Proof	#	3	7	12	4	1
	%	11.1	25.9	44.4	14.8	3.7
	wt%	12.1	24.5	41.1	16.7	5.6
Easily shampoos out	#	6	4	15	1	0
	%	23.1	15.4	57.7	3.8	0.0
	wt%	23.8	11.8	58.7	5.7	0.0
Explosion Proof	#	9	5	8	4	0
	%	34.6	19.2	30.8	15.4	0.0
	wt%	36.3	18.1	24.8	20.8	0.0
Odor Free	#	6	5	15	1	0
	%	22.2	18.5	55.6	3.7	0.0
	wt%	21.6	19.6	53.2	5.6	0.0
Safe for the environment	#	9	5	11	1	1
	%	33.3	18.5	40.7	3.7	3.7
	wt%	30.7	21.6	36.6	5.6	5.6
No Overcap Needed	#	4	6	11	1	0
	%	18.2	27.3	50.0	4.5	0.0
	wt%	15.9	23.7	54.9	5.5	0.0

TABLE 21 (continued)
 QUESTIONNAIRE RESPONSES
 MALE ADULT PUMP USERS

#15) Comparing your type of dispenser to the alternate, your type is:

		1***	2***	3***	4***	5***
Price	#	4	5	12	2	1
	%	16.7	20.8	50.0	8.3	4.2
	wt%	17.5	19.2	47.6	9.1	6.7
Combs out easily	#	5	3	12	2	0
	%	22.7	13.6	54.5	9.1	0.0
	wt%	22.0	14.7	49.8	13.5	0.0
Dries Quickly	#	4	10	12	1	0
	%	14.8	37.0	44.4	3.7	0.0
	wt%	13.6	40.8	43.7	2.0	0.0
Feels Natural	#	6	5	13	3	0
	%	22.2	18.5	48.1	11.1	0.0
	wt%	21.1	20.1	46.7	12.1	0.0
Contains No Alcohol	#	1	6	18	0	0
	%	4.0	24.0	72.0	0.0	0.0
	wt%	4.9	17.2	77.8	0.0	0.0
Fragrance	#	6	1	15	1	0
	%	26.1	4.3	65.2	4.3	0.0
	wt%	28.1	6.6	58.8	6.6	0.0
Even distribution on hair	#	10	8	8	1	0
	%	37.0	29.6	29.6	3.7	0.0
	wt%	38.3	30.1	26.1	5.6	0.0
Leaves no sticky residue	#	7	5	12	3	0
	%	25.9	18.5	44.4	11.1	0.0
	wt%	23.6	21.2	38.5	16.7	0.0

#16) Overall, which type of dispenser do you like best, aerosol or pump?

	#	%	wt%
aerosol	5	18.5	24.8
pump	22	81.5	75.2

#17) Rate your satisfaction with PATTERNS on the following attributes

		1**	2**	3**	4**	5**
Holding power	#	4	9	9	5	0
	%	14.8	33.3	33.3	18.5	0.0
	wt%	20.2	32.6	26.5	20.6	0.0
Dispenses from any angle	#	5	11	8	3	0
	%	18.5	40.7	29.6	11.1	0.0
	wt%	20.6	40.8	21.8	16.7	0.0

TABLE 21 (continued)
QUESTIONNAIRE RESPONSES
MALE ADULT PUMP USERS

#17) Rate your satisfaction with PATTERNS on the following attributes
(continued)

		1**	2**	3**	4**	5**
Leak proof	#	5	9	9	3	1
	%	18.5	33.3	33.3	11.1	3.7
	wt%	22.2	35.2	23.5	16.7	2.5
Easily shampoos out	#	3	9	10	4	1
	%	11.1	33.3	37.0	14.8	3.7
	wt%	12.1	36.2	29.5	16.7	5.6
Explosion proof	#	5	5	11	2	0
	%	21.7	21.7	47.8	8.7	0.0
	wt%	25.3	25.3	40.9	8.6	0.0
Odor free	#	0	5	9	6	6
	%	0.0	19.2	34.6	23.1	23.1
	wt%	0.0	18.9	34.4	28.8	17.9
Safe for the environment	#	2	10	12	3	0
	%	7.4	37.0	44.4	11.1	0.0
	wt%	9.1	39.7	38.1	13.1	0.0
No overcap needed	#	1	3	12	7	2
	%	4.0	12.0	48.0	28.0	8.0
	wt%	6.0	12.5	37.8	31.6	12.0
Price	#	0	0	8	1	0
	%	0.0	0.0	88.9	11.1	0.0
	wt%	0.0	0.0	88.4	11.6	0.0
Combs out easily	#	2	7	8	8	2
	%	7.4	25.9	29.6	29.6	7.4
	wt%	10.1	26.0	28.2	26.6	9.1
Dries quickly	#	2	6	11	7	1
	%	7.4	22.2	40.7	25.9	3.7
	wt%	11.1	25.6	31.0	27.7	4.6
Feels natural	#	2	3	13	7	2
	%	7.4	11.1	48.1	25.9	7.4
	wt%	5.4	13.1	48.3	23.1	10.1
Contains no alcohol	#	0	3	11	5	4
	%	0.0	13.0	47.8	21.7	17.4
	wt%	0.0	14.1	42.5	27.6	15.8
Fragrance	#	3	3	7	5	7
	%	12.0	12.0	28.0	20.0	28.0
	wt%	13.1	14.1	23.3	24.6	25.0
Even distribution on hair	#	3	9	12	3	0
	%	11.1	33.3	44.4	11.1	0.0
	wt%	15.7	38.9	28.7	16.7	0.0

TABLE 21 (continued)
 QUESTIONNAIRE RESPONSES
 MALE ADULT PUMP USERS

#17) Rate your satisfaction with PATTERNS on the following attributes
 (continued)

		1**	2**	3**	4**	5**
Leaves no sticky residue	#	3	4	11	6	3
	%	11.1	14.8	40.7	22.2	11.1
	wt%	15.7	16.0	33.0	19.6	15.7

#18) Rank order of products tested for specified attributes

	own brand			alternate			PATTERNS		
#18a) holding power									
	#	%	wt%	#	%	wt%	#	%	wt%
liked best	15	18.5	14.9	4	4.9	6.2	7	8.6	10.4
neutral	9	11.1	13.6	13	16.0	14.9	8	9.9	9.2
liked least	3	3.7	4.9	10	12.3	12.2	12	14.8	13.7
#18b) dispenses from any angle									
	#	%	wt%	#	%	wt%	#	%	wt%
liked best	8	9.9	8.7	5	6.2	6.9	13	16.0	17.0
neutral	13	16.0	17.5	14	17.3	16.1	4	4.9	4.0
liked least	6	7.4	7.2	8	9.9	10.4	10	12.3	12.4
#18c) leak proof									
	#	%	wt%	#	%	wt%	#	%	wt%
liked best	8	9.9	8.4	7	8.6	11.0	8	9.9	8.5
neutral	12	14.8	16.6	14	17.3	15.1	8	9.9	10.8
liked least	7	8.6	7.8	6	7.4	9.5	11	13.6	12.3
#18d) easily shampoos out									
	#	%	wt%	#	%	wt%	#	%	wt%
liked best	15	18.5	15.4	4	4.9	5.2	9	11.1	12.6
neutral	10	12.3	14.9	13	16.0	14.9	7	8.6	8.9
liked least	2	2.5	3.0	10	12.3	13.3	11	13.6	11.8
#18e) explosion proof									
	#	%	wt%	#	%	wt%	#	%	wt%
liked best	9	11.8	11.1	3	3.9	4.5	12	15.8	15.4
neutral	11	14.5	14.3	11	14.5	14.4	5	6.6	8.2
liked least	6	7.9	8.3	11	14.5	14.2	8	10.5	9.5
#18f) odor free									
	#	%	wt%	#	%	wt%	#	%	wt%
liked best	16	20.5	18.4	4	5.1	5.7	6	7.7	8.0
neutral	6	7.7	8.9	13	16.7	15.7	8	10.3	11.8
liked least	4	5.1	6.0	9	11.5	12.0	12	15.4	13.5
#18g) safer for environment									
	#	%	wt%	#	%	wt%	#	%	wt%
liked best	12	15.4	14.9	3	3.8	4.3	12	15.4	14.1
neutral	9	11.5	11.8	11	14.1	12.6	10	12.8	15.1
liked least	5	6.4	6.7	12	15.4	16.4	4	5.1	4.1

TABLE 21 (continued)
 QUESTIONNAIRE RESPONSES
 MALE ADULT PUMP USERS

#18) Rank order of products tested for specified attributes

	own brand			alternate			PATTERNS		
#18h) no overcap needed									
	#	%	wt%	#	%	wt%	#	%	wt%
liked best	11	14.1	11.6	4	5.1	6.9	7	9.0	9.6
neutral	10	12.8	13.2	14	17.9	17.2	8	10.3	9.7
liked least	5	6.4	8.6	8	10.3	9.2	11	14.1	14.0
#18i) price									
	#	%	wt%	#	%	wt%	#	%	wt%
liked best	15	21.1	18.8	3	4.2	4.7	4	5.6	6.2
neutral	9	12.7	14.2	14	19.7	19.8	7	9.9	9.8
liked least	1	1.4	1.7	7	9.9	9.4	11	15.5	15.5
#18j) combs out easily									
	#	%	wt%	#	%	wt%	#	%	wt%
liked best	15	19.0	15.6	4	5.1	5.6	8	10.1	12.6
neutral	10	12.7	15.1	10	12.7	10.1	8	10.1	10.4
liked least	2	2.5	3.1	12	15.2	17.3	10	12.7	10.1
#18k) dries quickly									
	#	%	wt%	#	%	wt%	#	%	wt%
liked best	15	19.0	16.6	5	6.3	6.6	7	8.9	9.7
neutral	8	10.1	11.2	11	13.9	14.1	10	12.7	12.1
liked least	4	5.1	6.0	10	12.7	12.4	9	11.4	11.4
#18l) feels natural									
	#	%	wt%	#	%	wt%	#	%	wt%
liked best	12	15.2	15.3	3	3.8	5.0	9	11.4	11.4
neutral	9	11.4	11.9	16	20.3	19.9	6	7.6	6.3
liked least	5	6.3	6.0	7	8.9	8.3	12	15.2	16.1
#18m) contains no alcohol									
	#	%	wt%	#	%	wt%	#	%	wt%
liked best	11	15.3	16.4	4	5.6	6.7	7	9.7	8.5
neutral	12	16.7	14.8	10	13.9	13.7	6	8.3	10.5
liked least	1	1.4	2.1	10	13.9	12.9	11	15.3	14.3
#18n) fragrance									
	#	%	wt%	#	%	wt%	#	%	wt%
liked best	16	20.3	18.1	5	6.3	8.7	4	5.1	4.2
neutral	8	10.1	12.1	15	19.0	16.2	6	7.6	8.3
liked least	2	2.5	2.9	6	7.6	8.2	17	21.5	21.2
#18o) even distribution on hair									
	#	%	wt%	#	%	wt%	#	%	wt%
liked best	11	13.9	11.5	5	6.3	7.7	11	13.9	16.2
neutral	11	13.9	13.9	10	12.7	11.3	8	10.1	9.7
liked least	5	6.3	8.4	11	13.9	14.1	7	8.9	7.2

TABLE 21 (continued)
 QUESTIONNAIRE RESPONSES
 MALE ADULT PUMP USERS

#18) Rank order of products tested for specified attributes

	own brand			alternate			PATTERNS		
#18p) leaves no sticky residue	#	%	wt%	#	%	wt%	#	%	wt%
liked best	15	19.0	16.8	5	6.3	6.5	10	12.7	12.9
neutral	8	10.1	11.4	12	15.2	14.9	8	10.1	10.5
liked least	4	5.1	5.6	9	11.4	11.7	8	10.1	9.7

#19) Overall, which product did you like most?

	#	%	wt%
my brand	16	59.3	50.1
alternate version	4	14.8	20.2
PATTERNS	7	25.9	29.6

#19a) Why?

	#	%	wt%
hold	9	33.3	30.6
doesn't dry hair	0	0.0	0.0
dispenser	4	14.8	15.6
scent	8	29.6	28.6
other	20	74.1	79.5

#20) Overall, which product did you like least?

	#	%	wt%
my brand	1	3.7	2.0
alternate version	12	44.4	50.8
PATTERNS	14	51.9	47.2

#20a) Why?

	#	%	wt%
dislike container	0	0.0	0.0
dispensing uneven spray	3	12.0	14.5
scent	9	36.0	37.8
irritated skin	1	4.0	2.1
hold	6	24.0	22.1
sticky	7	28.0	26.8
didn't wash out easily	2	8.0	8.6
other	16	64.0	72.3

#21) Were you aware that PATTERNS was neither an aerosol or pump?

	#	%	wt%
yes	17	63.0	68.5
no	10	37.0	31.5

TABLE 21 (continued)
QUESTIONNAIRE RESPONSES
MALE ADULT PUMP USERS

#22) How likely would you be to purchase PATTERNS at the same price as your own brand?

	#	%	wt%
very likely	4	14.8	16.0
somewhat likely	8	29.6	33.8
neutral	2	7.4	7.5
somewhat unlikely	2	7.4	6.5
definitely not	11	40.7	36.1

#22a) Why?

	#	%	wt%		#	%	wt%
easy to use	1	3.7	5.6	hair condition	3	11.1	14.7
like it	2	7.4	7.5	hold	5	18.5	13.4
container itself	1	3.7	2.0	other	13	48.1	56.4
scent	6	22.2	20.6				

#23) Would you pay more for PATTERNS than your own hair spray?

	#	%	wt%
yes	5	18.5	24.2
no	22	81.5	75.8

#24) If PATTERNS retailed for \$5.00 per container, would you say that price is...

	#	%	wt%
too high	21	77.8	75.8
just about right	6	22.2	24.2
not enough	0	0.0	0.0

#25) Which type of dispenser do you like best?

	#	%	wt%
pump	11	40.7	36.1
aerosol	1	3.7	5.6
PATTERNS	15	55.6	58.4

KEY TO MULTIPLE CHOICE QUESTIONS

#7	#8, #14, #17	#15
1* Very Important	1** Excellent	1*** Much Better
2* Somewhat Important	2** Very Good	2*** Somewhat Better
3* Important	3** Good	3*** Same
4* Somewhat Unimportant	4** Poor	4*** Somewhat Worse
5* Not at all Important	5** Very Poor	5*** Much Worse

TABLE 21 (continued)
 QUESTIONNAIRE RESPONSES
 MALE ADULT PUMP USERS

DEMOGRAPHICS

SEX	#	%	wt%	MARITAL STATUS#	%	wt%
male	27	100.0	100.0	married	5	18.5 11.3
female	0	0.0	0.0	single	19	70.4 75.6
				other	3	11.1 13.1

AGE BRACKET	#	%	wt%	NUMBER OF PEOPLE IN HOUSEHOLD	#	%	wt%
18 or under	0	0.0	0.0	one	7	25.9	26.2
19 - 24	5	18.5	23.8	two	9	33.3	35.2
25 - 34	11	40.7	30.9	three or more	11	40.7	38.6
35 - 44	6	22.2	28.3				
45 - 54	3	11.1	13.1				
over 55	2	7.4	4.0				

HIGHEST LEVEL OF EDUCATION COMPLETED	#	%	wt%
some high school or less	0	0.0	0.0
high school graduate, no college	1	3.7	5.6
some college	5	18.5	19.1
trade/vocational school	2	7.4	7.5
college graduate	13	48.1	40.0
post graduate study	1	3.7	4.6
post graduate degree	5	18.5	23.2

POSITION IN FAMILY	#	%	wt%
one person household	11	50.0	52.8
head of family	8	36.4	29.7
spouse of head of family	0	0.0	0.0
son/daughter of head of family	3	13.6	17.5
other	5	22.7	19.1

TABLE 22
QUESTIONNAIRE RESPONSES
MALE TEEN PUMP USERS

#1) How long have you been using your brand of hair spray?

	#	%	wt%
less than 1 year	3	100.0	100.0
1-4 years	0	0.0	0.0
> 5 years	0	0.0	0.0

#2) What do you particularly like about your brand of hair spray?

	#	%	wt%
hold	3	100.0	100.0
scent	1	33.3	15.1
not too sticky	1	33.3	55.3
long lasting effect	0	0.0	0.0
dries quickly	0	0.0	0.0
easy to style	0	0.0	0.0
recommended by someone	0	0.0	0.0
leaves hair soft, not too stiff	1	33.3	29.6
fairly priced	0	0.0	0.0
other	2	66.7	84.9

#3) What do you particularly dislike about your brand of hair spray?

	#	%	wt%
hold	0	0.0	0.0
wet, stiff looking	0	0.0	0.0
must use alot	0	0.0	0.0
sticky	1	50.0	33.8
itchy scalp	0	0.0	0.0
too much perfume	0	0.0	0.0
scent or smell	1	50.0	66.2
poor packaging	0	0.0	0.0
cost	0	0.0	0.0
other	1	50.0	33.8

#4) What is your main reason for purchasing your brand of hair spray?

	#	%	wt%
hold	0	0.0	0.0
smell or scent	0	0.0	0.0
availability	0	0.0	0.0
advertising	0	0.0	0.0
habit	0	0.0	0.0
cost	0	0.0	0.0
recommended	0	0.0	0.0
minimal damage to hair	0	0.0	0.0
looks natural	0	0.0	0.0
other	3	100.0	100.0

#5) How many brands of hair spray do you currently use?

	#	%	wt%
one	2	66.7	84.9
two	0	0.0	0.0
three or more	1	33.3	15.1

TABLE 22 (continued)
QUESTIONNAIRE RESPONSES
MALE TEEN PUMP USERS

#6) If your brand was not on the market, which brand would you use?

	#	%	wt%
pump to pump	3	100.0	100.0
pump to aerosol	0	0.0	0.0

#7) Rate the following attributes according to importance in your decision to purchase a hair spray:

		1*	2*	3*	4*	5*
Holding power	#	2	1	0	0	0
	%	66.7	33.3	0.0	0.0	0.0
	wt%	84.9	15.1	0.0	0.0	0.0
Dispenses from any angle	#	1	1	0	1	0
	%	33.3	33.3	0.0	33.3	0.0
	wt%	55.3	29.6	0.0	15.1	0.0
Leak proof	#	3	0	0	0	0
	%	100.0	0.0	0.0	0.0	0.0
	wt%	100.0	0.0	0.0	0.0	0.0
Easily shampoos out	#	3	0	0	0	0
	%	100.0	0.0	0.0	0.0	0.0
	wt%	100.0	0.0	0.0	0.0	0.0
Explosion proof	#	2	0	1	0	0
	%	66.7	0.0	33.3	0.0	0.0
	wt%	70.4	0.0	29.6	0.0	0.0
Odor free	#	1	2	0	0	0
	%	33.3	66.7	0.0	0.0	0.0
	wt%	55.3	44.7	0.0	0.0	0.0
Safe for the environment	#	1	2	0	0	0
	%	33.3	66.7	0.0	0.0	0.0
	wt%	55.3	44.7	0.0	0.0	0.0
No overcap needed	#	1	0	1	0	1
	%	33.3	0.0	33.3	0.0	33.3
	wt%	55.3	0.0	15.1	0.0	29.6
Price	#	1	1	1	0	0
	%	33.3	33.3	33.3	0.0	0.0
	wt%	55.3	15.1	29.6	0.0	0.0
Combs out easily	#	2	1	0	0	0
	%	66.7	33.3	0.0	0.0	0.0
	wt%	70.4	29.6	0.0	0.0	0.0
Dries quickly	#	1	2	0	0	0
	%	33.3	66.7	0.0	0.0	0.0
	wt%	55.3	44.7	0.0	0.0	0.0

TABLE 22 (continued)
 QUESTIONNAIRE RESPONSES
 MALE TEEN PUMP USERS

#7) CONTINUED:

Feels natural	#	2	0	1	0	0
	%	66.7	0.0	33.3	0.0	0.0
	wt%	84.9	0.0	15.1	0.0	0.0
Contains no alcohol	#	1	1	0	1	0
	%	33.3	33.3	0.0	33.3	0.0
	wt%	55.3	15.1	0.0	29.6	0.0
Fragrance	#	0	2	1	0	0
	%	0.0	66.7	33.3	0.0	0.0
	wt%	0.0	44.7	55.3	0.0	0.0
Even distribution on hair	#	1	1	1	0	0
	%	33.3	33.3	33.3	0.0	0.0
	wt%	15.1	29.6	55.3	0.0	0.0
Leaves no sticky residue	#	2	1	0	0	0
	%	66.7	33.3	0.0	0.0	0.0
	wt%	70.4	29.6	0.0	0.0	0.0

#8) Rate the performance of YOUR hair spray on the following attributes:

		1**	2**	3**	4**	5**
Holding power	#	1	2	0	0	0
	%	33.3	66.7	0.0	0.0	0.0
	wt%	55.3	44.7	0.0	0.0	0.0
Dispenses from any angle	#	1	1	1	0	0
	%	33.3	33.3	33.3	0.0	0.0
	wt%	55.3	29.6	15.1	0.0	0.0
Leak proof	#	2	0	0	0	0
	%	100.0	0.0	0.0	0.0	0.0
	wt%	100.0	0.0	0.0	0.0	0.0
Easily shampoos out	#	1	2	0	0	0
	%	33.3	66.7	0.0	0.0	0.0
	wt%	55.3	44.7	0.0	0.0	0.0
Explosion proof	#	2	1	0	0	0
	%	66.7	33.3	0.0	0.0	0.0
	wt%	84.9	15.1	0.0	0.0	0.0
Odor free	#	2	0	0	0	1
	%	66.7	0.0	0.0	0.0	33.3
	wt%	70.4	0.0	0.0	0.0	29.6
Safe for the environment	#	3	0	0	0	0
	%	100.0	0.0	0.0	0.0	0.0
	wt%	100.0	0.0	0.0	0.0	0.0

TABLE 22 (continued)
 QUESTIONNAIRE RESPONSES
 MALE TEEN PUMP USERS

#8) CONTINUED:

No overcap needed	#	1	1	0	1	0
	%	33.3	33.3	0.0	33.3	0.0
	wt%	29.6	15.1	0.0	55.3	0.0
Price	#	0	0	2	0	1
	%	0.0	0.0	66.7	0.0	33.3
	wt%	0.0	0.0	44.7	0.0	55.3
Combs out easily	#	1	1	1	0	0
	%	33.3	33.3	33.3	0.0	0.0
	wt%	55.3	29.6	15.1	0.0	0.0
Dries quickly	#	1	2	0	0	0
	%	33.3	66.7	0.0	0.0	0.0
	wt%	55.3	44.7	0.0	0.0	0.0
Feels natural	#	1	1	0	1	0
	%	33.3	33.3	0.0	33.3	0.0
	wt%	55.3	29.6	0.0	15.1	0.0
Contains no alcohol	#	1	0	1	0	0
	%	50.0	0.0	50.0	0.0	0.0
	wt%	78.5	0.0	21.5	0.0	0.0
Fragrance	#	1	2	0	0	0
	%	33.3	66.7	0.0	0.0	0.0
	wt%	55.3	44.7	0.0	0.0	0.0
Even distribution on hair	#	1	1	1	0	0
	%	33.3	33.3	33.3	0.0	0.0
	wt%	55.3	29.6	15.1	0.0	0.0
Leaves no sticky residue	#	1	1	0	1	0
	%	33.3	33.3	0.0	33.3	0.0
	wt%	55.3	29.6	0.0	15.1	0.0

#9) How many cans of hair spray do you use each month?

	#	%	wt%
<1	1	33.3	55.3
1	0	0.0	0.0
2	1	33.3	29.6
3	1	33.3	15.1
4	0	0.0	0.0
5	0	0.0	0.0

TABLE 22 (continued)
 QUESTIONNAIRE RESPONSES
 MALE TEEN PUMP USERS

#10) How much do you pay for your brand of hair spray?

	#	%	wt%		#	%	wt%
less than \$1.00	0	0.0	0.0	\$5.01-\$5.50	0	0.0	0.0
\$1.01-\$1.50	0	0.0	0.0	\$5.51-\$6.00	0	0.0	0.0
\$1.51-\$2.00	1	50.0	78.5	\$6.01-\$6.50	0	0.0	0.0
\$2.01-\$2.51	0	0.0	0.0	\$6.51-\$7.00	0	0.0	0.0
\$2.51-\$3.00	1	50.0	21.5	\$7.01-\$7.50	0	0.0	0.0
\$3.01-\$3.50	0	0.0	0.0	\$7.51-\$8.00	0	0.0	0.0
\$3.51-\$4.00	0	0.0	0.0	\$8.01-\$8.50	0	0.0	0.0
\$4.01-\$4.50	0	0.0	0.0	\$8.51-\$9.00	0	0.0	0.0
\$4.51-\$5.00	0	0.0	0.0	over \$9.00	0	0.0	0.0

#10a) Who decides the brand of hair spray you use?

	#	%	wt%
self	1	33.3	29.6
mother	2	66.7	70.4
father	0	0.0	0.0
spouse	0	0.0	0.0
hairstylist	0	0.0	0.0
other	0	0.0	0.0

#12) What do you like about your alternate hair spray?

	#	%	wt%
hold	1	100.0	100.0
dispenser itself	0	0.0	0.0
even coverage	0	0.0	0.0
scent	0	0.0	0.0
leak proof	0	0.0	0.0
other	0	0.0	0.0

#13) What do you dislike about your alternate hair spray?

	#	%	wt%
leaks	0	0.0	0.0
uneven spray	0	0.0	0.0
scent	1	50.0	34.9
scalp irritation	0	0.0	0.0
dulls hair	0	0.0	0.0
hold	1	50.0	34.9
wet or sticky	0	0.0	0.0
other	2	100.0	100.0

#14) Rate your satisfaction with this alternate form on the following attributes:

		1**	2**	3**	4**	5**
Holding power	#	1	0	2	0	0
	%	33.3	0.0	66.7	0.0	0.0
	wt%	15.1	0.0	84.9	0.0	0.0

TABLE 22 (continued)
 QUESTIONNAIRE RESPONSES
 MALE TEEN PUMP USERS

#14) CONTINUED:

Dispenses from any angle	#	1	0	2	0	0
	%	33.3	0.0	66.7	0.0	0.0
	wt%	55.3	0.0	44.7	0.0	0.0
Leak proof	#	2	1	0	0	0
	%	66.7	33.3	0.0	0.0	0.0
	wt%	84.9	15.1	0.0	0.0	0.0
Easily shampoos out	#	2	0	1	0	0
	%	66.7	0.0	33.3	0.0	0.0
	wt%	70.4	0.0	29.6	0.0	0.0
Explosion proof	#	2	0	0	0	1
	%	66.7	0.0	0.0	0.0	33.3
	wt%	70.4	0.0	0.0	0.0	29.6
Odor free	#	1	0	0	1	1
	%	33.3	0.0	0.0	33.3	33.3
	wt%	15.1	0.0	0.0	29.6	55.3
Safe for the environment	#	0	0	1	0	2
	%	0.0	0.0	33.3	0.0	66.7
	wt%	0.0	0.0	15.1	0.0	84.9
No overcap needed	#	0	2	0	0	1
	%	0.0	66.7	0.0	0.0	33.3
	wt%	0.0	44.7	0.0	0.0	55.3
Price	#	0	0	1	1	1
	%	0.0	0.0	33.3	33.3	33.3
	wt%	0.0	0.0	15.1	29.6	55.3
Combs out easily	#	0	1	1	1	0
	%	0.0	33.3	33.3	33.3	0.0
	wt%	0.0	15.1	29.6	55.3	0.0
Dries quickly	#	1	1	0	0	1
	%	33.3	33.3	0.0	0.0	33.3
	wt%	15.1	29.6	0.0	0.0	55.3
Feels natural	#	0	1	1	0	1
	%	0.0	33.3	33.3	0.0	33.3
	wt%	0.0	29.6	15.1	0.0	55.3
Contains no alcohol	#	0	0	1	0	1
	%	0.0	0.0	50.0	0.0	50.0
	wt%	0.0	0.0	21.5	0.0	78.5
Fragrance	#	1	1	1	0	0
	%	33.3	33.3	33.3	0.0	0.0
	wt%	55.3	15.1	29.6	0.0	0.0

TABLE 22 (continued)
 QUESTIONNAIRE RESPONSES
 MALE TEEN PUMP USERS

#14) CONTINUED:

Even distribution on hair	#	1	1	0	0	1
	%	33.3	33.3	0.0	0.0	33.3
	wt%	15.1	29.6	0.0	0.0	55.3
Leaves no sticky residue	#	0	2	0	0	1
	%	0.0	66.7	0.0	0.0	33.3
	wt%	0.0	44.7	0.0	0.0	55.3

#15) Comparing your type of dispenser to the alternate, your type is:

		1***	2***	3***	4***	5***
Holding power	#	2	0	0	1	0
	%	66.7	0.0	0.0	33.3	0.0
	wt%	70.4	0.0	0.0	29.6	0.0
Dispenses from any angle	#	0	0	2	0	0
	%	0.0	0.0	100.0	0.0	0.0
	wt%	0.0	0.0	100.0	0.0	0.0
Leak proof	#	0	1	2	0	0
	%	0.0	33.3	66.7	0.0	0.0
	wt%	0.0	29.6	70.4	0.0	0.0
Easily shampoos out	#	1	0	1	1	0
	%	33.3	0.0	33.3	33.3	0.0
	wt%	55.3	0.0	29.6	15.1	0.0
Explosion proof	#	0	0	1	1	1
	%	0.0	0.0	33.3	33.3	33.3
	wt%	0.0	0.0	55.3	15.1	29.6
Odor free	#	0	0	2	0	1
	%	0.0	0.0	66.7	0.0	33.3
	wt%	0.0	0.0	70.4	0.0	29.6
Safe for the environment	#	1	1	0	0	1
	%	33.3	33.3	0.0	0.0	33.3
	wt%	55.3	15.1	0.0	0.0	29.6
No overcap needed	#	1	0	2	0	0
	%	33.3	0.0	66.7	0.0	0.0
	wt%	55.3	0.0	44.7	0.0	0.0
Price	#	0	1	2	0	0
	%	0.0	33.3	66.7	0.0	0.0
	wt%	0.0	15.1	84.9	0.0	0.0
Combs out easily	#	1	0	1	1	0
	%	33.3	0.0	33.3	33.3	0.0
	wt%	55.3	0.0	29.6	15.1	0.0

TABLE 22 (continued)
 QUESTIONNAIRE RESPONSES
 MALE TEEN PUMP USERS

#15) CONTINUED:

Dries quickly	#	1	0	0	1	1
	%	33.3	0.0	0.0	33.3	33.3
	wt%	55.3	0.0	0.0	29.6	15.1
Feels natural	#	1	0	1	1	0
	%	33.3	0.0	33.3	33.3	0.0
	wt%	55.3	0.0	29.6	15.1	0.0
Contains no alcohol	#	1	0	1	0	0
	%	50.0	0.0	50.0	0.0	0.0
	wt%	78.5	0.0	21.5	0.0	0.0
Fragrance	#	1	0	1	0	1
	%	33.3	0.0	33.3	0.0	33.3
	wt%	55.3	0.0	15.1	0.0	29.6
Even distribution on hair	#	1	0	1	1	0
	%	33.3	0.0	33.3	33.3	0.0
	wt%	55.3	0.0	29.6	15.1	0.0
Leaves no sticky residue	#	1	0	1	0	1
	%	33.3	0.0	33.3	0.0	33.3
	wt%	55.3	0.0	29.6	0.0	15.1

#16) Overall, which type of dispenser do you like best, aerosol or pump?

	#	%	wt%
aerosol	1	33.3	15.1
pump	2	66.7	84.9

#17) Rate your satisfaction with PATTERNS on the following attributes

		1**	2**	3**	4**	5**
Holding power	#	1	2	0	0	0
	%	33.3	66.7	0.0	0.0	0.0
	wt%	55.3	44.7	0.0	0.0	0.0
Dispenses from any angle	#	2	0	1	0	0
	%	66.7	0.0	33.3	0.0	0.0
	wt%	84.9	0.0	15.1	0.0	0.0
Leak proof	#	1	0	0	1	1
	%	33.3	0.0	0.0	33.3	33.3
	wt%	29.6	0.0	0.0	15.1	55.3
Easily shampoos out	#	0	1	1	1	0
	%	0.0	33.3	33.3	33.3	0.0
	wt%	0.0	29.6	15.1	55.3	0.0
Explosion proof	#	0	1	2	0	0
	%	0.0	33.3	66.7	0.0	0.0
	wt%	0.0	15.1	84.9	0.0	0.0

TABLE 22 (continued)
 QUESTIONNAIRE RESPONSES
 MALE TEEN PUMP USERS

#17) CONTINUED:

Odor free	#	0	1	0	1	1
	%	0.0	33.3	0.0	33.3	33.3
	wt%	0.0	15.1	0.0	29.6	55.3
Safe for the environment	#	1	0	1	1	0
	%	33.3	0.0	33.3	33.3	0.0
	wt%	29.6	0.0	55.3	15.1	0.0
No overcap needed	#	1	0	1	1	0
	%	33.3	0.0	33.3	33.3	0.0
	wt%	29.6	0.0	55.3	15.1	0.0
Price	#	0	0	0	1	0
	%	0.0	0.0	0.0	100.0	0.0
	wt%	0.0	0.0	0.0	100.0	0.0
Combs out easily	#	0	1	0	2	0
	%	0.0	33.3	0.0	66.7	0.0
	wt%	0.0	29.6	0.0	70.4	0.0
Dries quickly	#	0	1	0	1	1
	%	0.0	33.3	0.0	33.3	33.3
	wt%	0.0	29.6	0.0	55.3	15.1
Feels natural	#	1	0	0	1	1
	%	33.3	0.0	0.0	33.3	33.3
	wt%	29.6	0.0	0.0	15.1	55.3
Contains no alcohol	#	0	0	1	1	1
	%	0.0	0.0	33.3	33.3	33.3
	wt%	0.0	0.0	29.6	15.1	55.3
Fragrance	#	0	0	2	0	1
	%	0.0	0.0	66.7	0.0	33.3
	wt%	0.0	0.0	44.7	0.0	55.3
Even distribution on hair	#	1	0	1	1	0
	%	33.3	0.0	33.3	33.3	0.0
	wt%	29.6	0.0	15.1	55.3	0.0
Leaves no sticky residue	#	0	1	2	0	0
	%	0.0	33.3	66.7	0.0	0.0
	wt%	0.0	29.6	70.4	0.0	0.0

#18) Rank order of products tested for specified attributes

	own brand			alternate			PATTERNS		
#18a) holding power	#	%	wt%	#	%	wt%	#	%	wt%
liked best	2	22.2	28.3	1	11.1	5.0	0	0.0	0.0
neutral	1	11.1	5.0	1	11.1	18.4	1	11.1	9.9
liked least	0	0.0	0.0	1	11.1	9.9	2	22.2	23.5

TABLE 22 (continued)
 QUESTIONNAIRE RESPONSES
 MALE TEEN PUMP USERS

#18) CONTINUED:

#18b) dispenses from any angle

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	2	22.2	23.5	0	0.0	0.0	1	11.1	9.9
neutral	0	0.0	0.0	3	33.3	33.3	0	0.0	0.0
liked least	1	11.1	9.9	0	0.0	0.0	2	22.2	23.5

#18c) leak proof

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	1	11.1	14.4	2	22.2	11.6	0	0.0	0.0
neutral	1	11.1	3.9	1	11.1	14.4	1	11.1	7.7
liked least	1	11.1	15.4	0	0.0	0.0	2	22.2	32.7

#18d) easily shampoos out

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	3	33.3	33.3	0	0.0	0.0	0	0.0	0.0
neutral	0	0.0	0.0	2	22.2	23.5	1	11.1	9.9
liked least	0	0.0	0.0	1	11.1	9.9	2	22.2	23.5

#18e) explosion proof

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	2	22.2	28.3	1	11.1	5.0	0	0.0	0.0
neutral	1	11.1	5.0	1	11.1	18.4	1	11.1	9.9
liked least	0	0.0	0.0	1	11.1	9.9	2	22.2	23.5

#18f) odor free

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	2	22.2	28.3	1	11.1	5.0	0	0.0	0.0
neutral	1	11.1	5.0	1	11.1	18.4	1	11.1	9.9
liked least	0	0.0	0.0	1	11.1	9.9	2	22.2	23.5

#18g) safer for environment

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	1	11.1	18.4	1	11.1	5.0	1	11.1	9.9
neutral	2	22.2	14.9	1	11.1	18.4	0	0.0	0.0
liked least	0	0.0	0.0	1	11.1	9.9	2	22.2	23.5

#18h) no overcap needed

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	2	22.2	23.5	0	0.0	0.0	1	11.1	9.9
neutral	1	11.1	9.9	1	11.1	18.4	1	11.1	5.0
liked least	0	0.0	0.0	2	22.2	14.9	1	11.1	18.4

#18i) price

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	1	16.7	26.2	1	16.7	7.2	0	0.0	0.0
neutral	0	0.0	0.0	1	16.7	26.2	1	16.7	7.2
liked least	1	16.7	7.2	0	0.0	0.0	1	16.7	26.2

#18j) combs out easily

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	2	22.2	28.3	1	11.1	5.0	0	0.0	0.0
neutral	1	11.1	5.0	1	11.1	18.4	1	11.1	9.9
liked least	0	0.0	0.0	1	11.1	9.9	2	22.2	23.5

TABLE 22 (continued)
 QUESTIONNAIRE RESPONSES
 MALE TEEN PUMP USERS

#18) CONTINUED:

#18k) dries quickly

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	1	11.1	18.4	2	22.2	14.9	0	0.0	0.0
neutral	1	11.1	5.0	1	11.1	18.4	1	11.1	9.9
liked least	1	11.1	9.9	0	0.0	0.0	2	22.2	23.5

#18l) feels natural

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	2	22.2	28.3	0	0.0	0.0	1	11.1	5.0
neutral	1	11.1	5.0	1	11.1	18.4	1	11.1	9.9
liked least	0	0.0	0.0	2	22.2	14.9	1	11.1	18.4

#18m) contains no alcohol

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	3	33.3	33.3	0	0.0	0.0	0	0.0	0.0
neutral	0	0.0	0.0	1	11.1	18.4	2	22.2	14.9
liked least	0	0.0	0.0	2	22.2	14.9	1	11.1	18.4

#18n) fragrance

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	2	22.2	28.3	1	11.1	5.0	0	0.0	0.0
neutral	1	11.1	5.0	1	11.1	18.4	1	11.1	9.9
liked least	0	0.0	0.0	1	11.1	9.9	2	22.2	23.5

#18o) even distribution on hair

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	1	11.1	18.4	1	11.1	5.0	1	11.1	9.9
neutral	1	11.1	9.9	1	11.1	18.4	1	11.1	5.0
liked least	1	11.1	5.0	1	11.1	9.9	1	11.1	18.4

#18p) leaves no sticky residue

	#	%	wt%	#	%	wt%	#	%	wt%
liked best	3	33.3	33.3	0	0.0	0.0	0	0.0	0.0
neutral	0	0.0	0.0	2	22.2	23.5	1	11.1	9.9
liked least	0	0.0	0.0	1	11.1	9.9	2	22.2	23.5

#19) Overall, which product did you like most?

	#	%	wt%
my brand	2	66.7	84.9
alternate version	1	33.3	15.1
PATTERNS	0	0.0	0.0

#19a) Why?

	#	%	wt%
hold	2	66.7	44.7
doesn't dry hair	0	0.0	0.0
dispenser	0	0.0	0.0
scent	2	66.7	44.7
other	3	100.0	100.0

TABLE 22 (continued)
 QUESTIONNAIRE RESPONSES
 MALE TEEN PUMP USERS

#20) Overall, which product did you like least?

	#	%	wt%
my brand	0	0.0	0.0
alternate version	1	33.3	29.6
PATTERNS	2	66.7	70.4

#20a) Why?

	#	%	wt%
dislike container	0	0.0	0.0
dispensing uneven spray	1	33.3	29.6
scent	1	33.3	15.1
irritated skin	0	0.0	0.0
hold	0	0.0	0.0
sticky	0	0.0	0.0
didn't wash out easily	0	0.0	0.0
other	3	100.0	100.0

#21) Were you aware that PATTERNS was neither an aerosol or pump?

	#	%	wt%
yes	2	66.7	44.7
no	1	33.3	55.3

#22) How likely would you be to purchase PATTERNS at the same price as your own brand?

	#	%	wt%
very likely	0	0.0	0.0
somewhat likely	0	0.0	0.0
neutral	2	66.7	84.9
somewhat unlikely	0	0.0	0.0
definitely not	1	33.3	15.1

#22a) Why?

	#	%	wt%		#	%	wt%
easy to use	0	0.0	0.0	hair condition	0	0.0	0.0
like it	0	0.0	0.0	hold	0	0.0	0.0
container itself	0	0.0	0.0	other	2	66.7	44.7
scent	0	0.0	0.0				

#23) Would you pay more for PATTERNS than your own hair spray?

	#	%	wt%
yes	0	0.0	0.0
no	3	100.0	100.0

#24) If PATTERNS retailed for \$5.00 per container, would you say that price is...

	#	%	wt%
too high	2	66.7	44.7
just about right	1	33.3	55.3
not enough	0	0.0	0.0

TABLE 22 (continued)
 QUESTIONNAIRE RESPONSES
 MALE TEEN PUMP USERS

#25) Which type of dispenser do you like best?

	#	%	wt%
pump	3	100.0	100.0
aerosol	0	0.0	0.0
PATTERNS	0	0.0	0.0

KEY TO MULTIPLE CHOICE QUESTIONS

#7	#8, #14, #17	#15
1* Very Important	1** Excellent	1*** Much Better
2* Somewhat Important	2** Very Good	2*** Somewhat Better
3* Important	3** Good	3*** Same
4* Somewhat Unimportant	4** Poor	4*** Somewhat Worse
5* Not at all Important	5** Very Poor	5*** Much Worse

DEMOGRAPHICS

SEX	#	%	wt%
male	3	100.0	100.0
female	0	0.0	0.0

MARITAL STATUS	#	%	wt%
married	0	0.0	0.0
single	3	100.0	100.0
other	0	0.0	0.0

AGE BRACKET	#	%	wt%
18 or under	3	100.0	100.0
19 - 24	0	0.0	0.0
25 - 34	0	0.0	0.0
35 - 44	0	0.0	0.0
45 - 54	0	0.0	0.0
over 55	0	0.0	0.0

NUMBER OF PEOPLE IN HOUSEHOLD	#	%	wt%
one	0	0.0	0.0
two	1	33.3	55.3
three or more	2	66.7	44.7

HIGHEST LEVEL OF EDUCATION COMPLETED	#	%	wt%
some high school or less	2	100.0	100.0
high school graduate, no college	0	0.0	0.0
some college	0	0.0	0.0
trade/vocational school	0	0.0	0.0
college graduate	0	0.0	0.0
post graduate study	0	0.0	0.0
post graduate degree	0	0.0	0.0

POSITION IN FAMILY	#	%	wt%
one person household	0	0.0	0.0
head of family	0	0.0	0.0
spouse of head of family	0	0.0	0.0
son/daughter of head of family	3	100.0	100.0
other	0	0.0	0.0

TABLE 23
Performance Comparison of Aerosol, Pump, and Patterns

Attribute	FAA*	FAP	FTA	FTP	MAA	MAP	MTA	MTP
1	**0.68	0.50	1.31	0.45	0.87	0.39	1.22	0.15
	***0.65	0.64	1.43	0.37	1.11	0.55	0.93	1.00
2	0.68	1.31	0.44	0.52	0.72	0.67	1.18	0.65
	1.05	1.75	1.75	1.15	1.23	1.09	1.14	1.00
3	0.65	1.14	0.34	1.34	0.57	1.19	0.35	1.00
	0.90	1.34	0.99	1.51	0.94	1.15	1.04	0.30
4	0.74	0.78	0.70	0.65	0.86	0.80	0.64	0.70
	0.92	0.80	1.16	0.65	0.83	0.60	0.94	0.30
5	1.16	0.22	0.80	0.43	1.68	0.31	3.68	0.70
	1.02	0.79	1.38	0.80	1.02	0.62	2.43	0.15
6	0.68	0.43	2.16	0.94	0.93	0.52	0.52	0.21
	0.75	0.62	1.78	0.31	0.96	0.27	0.52	0.21
7	1.78	0.34	3.29	0.93	1.44	0.36	0.00	0.00
	1.69	0.84	3.29	1.16	0.95	0.75	0.00	0.30
8	1.01	0.49	0.87	0.44	1.13	0.75	0.97	1.00
	1.58	0.86	3.50	0.34	1.28	0.53	0.82	0.66
9	0.47	0.42	0.39	0.00	0.53	0.49	0.34	0.00
	0.34	0.33	0.90	0.65	0.23	0.00	0.00	0.00
10	0.51	0.54	0.49	0.00	0.88	0.57	1.00	0.18
	0.78	0.67	1.42	0.45	1.05	0.58	1.08	0.35
11	0.49	0.95	0.68	0.63	1.11	0.78	1.50	0.45
	0.68	0.52	0.66	0.31	0.75	0.52	0.73	0.30
12	0.39	0.63	0.44	0.00	0.82	0.65	0.42	0.35
	0.74	0.87	0.78	0.69	0.81	0.34	0.34	0.35
13	1.00	0.46	0.45	1.69	2.61	0.34	4.05	0.00
	1.10	1.21	0.94	1.69	1.86	0.61	5.49	0.00
14	0.65	0.43	0.85	0.94	0.81	0.50	0.44	0.70
	0.83	0.52	1.07	0.31	1.11	0.56	0.21	0.00
15	0.42	0.81	1.13	1.63	0.43	0.52	0.72	0.53
	0.82	0.98	1.24	0.52	0.90	0.85	0.97	0.35
16	0.46	0.46	0.84	0.52	0.57	0.51	1.19	0.53
	0.71	1.01	1.08	0.00	0.79	0.55	0.27	0.35

*Key:

FAA = Female Adult Aerosol Users

FAP = Female Adult Pump Users

FTA = Female Teen Aerosol Users

TABLE 23
Performance Comparison of Aerosol, Pump, and Patterns
(Continued)

Key: (Continued)

FTP = Female Teen Pump Users
MAA = Male Adult Aerosol Users
MAP = Male Adult Pump Users
MTA = Male Teen Aerosol Users
MTP = Male Teen Pump Users

** Performance index of alternate form to current form

*** Performance index of Patterns to current form

TABLE 24
AEROSOL PROC CONTENT

Product	PROC Percent
All Set DNF/XF/A	98.1
All Set/F/A	98.1
All Set/MAX/A	95.4
All Set/X/A	97.5
AquaNet/AP/A	98.0
AquaNet/AP/U/A	98.0
AquaNet/S/A	97.0
AquaNet/XS/A	94.6
Atune/PERM/A	98.4
Breck/R/A	90.8
Breck/S/A	89.2
Breck/S/U/A	89.2
Consort/R/A	97.7
Consort/X/A	97.2
DepMen/SH/A	97.2
Final Net/R/A	98.1
Final Net/R/A/U	98.1
Final Net/U/A	95.1
Final Net/SFT/A	98.4
Finesse/X/A	96.7
Flexnet/R/A	94.6
Flexnet/X/A	93.5
Gillette/R/A	98.5
Gillette/X/A	97.8
Jhirmack/R/A	97.5
Jhirmack/X/A	95.2
LaCoupeFixpl/XFA	94.7
Mink/R/A	97.4
Mink/X/A	96.2
Nexus/CT/A	97.5
Pantene/F/A	92.9
Pantene/N/A	97.8
ProLine/R/A	94.8
Rave/MAX/A	95.9
Rave/Soft/R/A	96.6

TABLE 24 (Continued)
AEROSOL PROC CONTENT

Product	PROC Percent
Rave/Soft/X/A	96.3
Rave/Soft/Unsc/A	96.6
Sassoon/R/A	98.8
Sassoon/X/A	96.8
SebastShaper/A	95.7
Silkience/kR/A	97.6
Silkience/X/A	96.0
Style/N/A	96.8
Style/S/U/A	96.4
TCB/A	97.5
Vitalis/N/A	98.2
Vitalis/X/A	97.5
V05 OrigHold/B/A	94.4
V05 OrigHold/H/A	97.6
V05 OrigHold/R/A	94.4
V05 OrigHold/U/A	94.4
V05 R/A	94.4
White Rain/R/A	97.5
White Rain/X/A	96.5

Average: 96.2%
Standard Deviation: 2.1
Sample Size: 54

TABLE 25
PUMP PROC CONTENT

Product	PROC Percent
AquaNet/R/P	89.3
AquaNet/S/P	89.2
Atune/R/P	95.5
Breck/R/P	86.5
ClairMist/R/P	90.5
ClairMist/X/P	90.1
Consort/X/P	83.3
DeptMen/S/P	87.5
Final Net/R/P	94.3
Final Net/U/P	94.9
Finesse/X/P	90.7
Flexnet/R/P	91.9
Flexnet/U/X/P	88.8
Flexnet/X/P	88.8
Gillette/R/P	98.6
Gillette/X/P	96.9
Jhirmack/R/P	92.3
Jhirmack/X/P	89.9
KMS/F/P	92.6
LaCoupeFixpl/X/P	88.3
Mink/R/P	93.9
Mink/X/P	92.8
Mitchell/FS/P	92.8
Mitchell/SCU/P	94.0
NexusMaxi/HP/P	86.5
Pantene/F/P	94.5
Pantene/N/P	96.9
Pantene/U/REIN/P	93.8
Pantene/NT/P	96.9
Rave/MAX/P	87.8
Rave/X/P	89.3
Rave/Soft/U/P	89.4

TABLE 25 (Continued)
PUMP PROC CONTENT

Product	PROC Percent
Sassoon/R/P	96.8
Sassoon/X/P	96.9
SebastForte/P	77.3
SebastShpritz/P	0.0
Silkience/R/P	91.8
Sta-So-Fro/R/P	0.0
Sta-So-Fro/XD/P	0.0
Style/S/P	87.7
Style/S/U/P	87.7
Style/N/P	93.3
Vitalis/N/P	95.6
Vitalis/S/P	94.6
VO5/P	94.7
VO5/R/GR/P	94.7
VO5/R/P	94.7
Wellaflex/X/P	87.0
White Rain/R/P	91.4
White Rain/X/P	88.9

Average: 86.0
Standard Deviation: 22.1
Sample Size: 50

APPENDIX C. MARKET RESEARCH DATA



USAGE AND DEMOGRAPHIC DATA: HAIR SPRAY

USAGE AND DEMOGRAPHIC DATA: HAIR SPRAY

I. ADULT WOMEN

Overall Usage

By Type Used

By Frequency Of Use

Brand Usage

Demographic Profile: All Users

Demographic Profile: Heavy Users

Demographic Profile: Medium Users

Demographic Profile: Light Users

Demographic Profile: Aerosol Spray

Demographic Profile: Manual Spray Pump

MRI Data

II. ADULT MEN

Overall Usage

By Type Used

By Frequency Of Use

Brand Usage

Demographic Profile: All Users

Demographic Profile: Heavy Users

Demographic Profile: Medium Users

Demographic Profile: Light Users

Demographic Profile: Aerosol Spray

Demographic Profile: Manual Spray Pump

-- continued on next page --

USAGE AND DEMOGRAPHIC DATA: HAIR SPRAY

(Continued)

III. FEMALE TEENS

- Overall Usage
- By Type Used
- By Frequency Of Use
- Brand Usage

IV. MALE TEENS

- Overall Usage
- By Type Used
- By Frequency Of Use
- Brand Usage

* * * * *

I. ADULT WOMEN

ADULT WOMEN

USAGE:

	Number (000)	Percentage
Number Of Adult* Women In U.S.	89,573	100.0%
Those Who Use Hair Spray**	54,727	61.1

TYPE USED:

	Percentage Who Use	Share Among Users
Those Who Use Aerosol Sprays	28.0%	62.6%
Those Who Use Manual Pump Sprays	16.7	37.4

FREQUENCY OF USE:
(In A One-Week Period)

	Percentage Who Use	Share Among Users (I)	Share Among Users (II)	Share Of Volume
None	7.1%	11.6%		
One time	5.8	9.5	31.5%	5.8%
Two Times	6.4	10.4		
Three Times	5.7	9.3		
Four Times	3.7	6.0		
Five Times	3.2	5.2	55.2	60.3
Six Times	1.6	2.6		
Seven Times	19.5	31.9		
Eight Times	0.6	1.0		
Nine Or More Times	7.6	12.4	13.3	33.9
TOTAL***	28.6%	100.0%	100.0%	100.0%

Adapted from MRI data
(Spring 1986)

* Defined as women 18 years and older.

** Defined as having used at least once within the previous 6 months.

*** Percentage adds up to more than percentage of users due to fact some men use both types

Note: Because of rounding, subtotals do not always add up exactly to totals.

ADULT WOMEN

BRAND USAGE

Brand/Mfr.	Share Of Users	Share Of Volume
Aqua-Net (Rayette) (Faberger)	11.2%	12.0%
Clairol Final Net (Bristol-Myers)	10.0	11.4
Miss Breck (Shulton)	9.9	9.6
White Rain (Gillette)	6.2	5.8
Alberto VO-5 (Alberto-Culver)	4.1	4.8
Style (Lamaur Inc.)	4.4	4.8
Rave (Chesebrough-Pond's)	4.5	4.1
Adorn (Gillette)	3.1	3.3
Finesse (Helene Curtis)	3.4	3.0
Mink Difference (Gillette)	4.2	2.9
All-Set (Demert & Daughtery)	2.4	2.9
Clairmist (Clairol)	2.4	2.6
Jhirmack (Jhirmack)	2.3	2.3
Sassoon (Sassoon)	1.5	1.7
Flex Net (Revlon)	2.0	1.4
Silkience (Gillette)	1.8	1.2
Revlon (Revlon)	1.4	1.0
Just Wonderful (Faberger)	1.1	1.0
Brands With Shares 0.2% to 0.9%*	9.8	7.0
Brands With Shares Under 0.2%	14.3	17.2
TOTAL	100.0%	100.0%

*Includes: Afro Sheen (Johnson Products); Avon (Avon); Brut (Faberger); Other Clairol (Bristol-Myers); Command; Consort (Alberto-Culver); English Leather (Mem); Get Set ((Albert-Culver); Gillette Dry Look; Helene Curtis; Hold (Lamaur); L'Oreal; Pantene (Richardson-Vicks); Protein 21 (Mennen); Suave (Helene Curtis); Sudden Beauty (Whitehall); Vaseline (Chesebrough-Pond's); Vitalis Dry Control (Bristol-Myers); and Atune (Helene Curtis).

Adapted from MRI Data

ADULT WOMEN

ALL USERS

(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0 %	61.1%	100

Household Heads	28.7	59.2	97
Homemakers	88.6	61.1	100

Graduated College	13.1	57.4	94
Attended College	17.4	61.6	101
Graduated High School	42.9	62.2	102
Did Not Graduate High School	26.7	61.0	100

18-24	16.3	62.9	103
25-34	21.2	55.9	91
35-44	16.9	59.8	98
45-54	13.2	62.1	102
55-64	14.4	66.5	109
65 & Over	18.0	62.8	103

Employed Full Time	43.1	61.0	100
Employed Part Time	8.3	63.2	103
Not Employed	48.7	60.9	100

Adapted from MRI data
(Spring 1986)

*Adult women are defined as women 18 years & over.

**Users are defined as those adult females who have used hair spray in the past six months. The adult female population is considered to be approximately 89.5 million. (Continued on next page)

ADULT WOMEN (Continued)

ALL USERS

(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0	61.1%	100

Professional	7.0	54.8	90
Executive/Admin./ Managerial	5.0	63.5	104
Clerical/Sales/ Technical	23.6	62.0	101
Precision/Crafts/ Repair	1.1	55.5	91
Other Employed	14.6	63.6	104

Hhld Income \$50,000 Or More	17.8	64.1	105
\$40,000-\$49,000	12.9	62.5	102
\$35,000-\$39,999	7.9	61.3	100
\$30,000-\$34,999	18.7	62.1	102
\$25,000-\$29,999			
\$15,000-\$24,999	19.9	60.4	100
Less than \$15,000	22.8	57.6	94

Adapted from MRI data
(Spring 1986)

*Adult women are defined as women 18 years & over.

**Users are defined as those adult females who have used hair spray within the past six months. The adult female population is considered to be approximately 81 million.

(Continued on
the next page)

ADULT WOMEN* (Continued)

ALL USERS

(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0%	61.1	100

Census Region: Northeast	20.2	56.3	92
North Central	24.1	60.7	99
South	36.8	65.6	107
West***	18.4	59.1	97

Marketing Region: New England	4.5	48.8	80
Middle Atlantic	17.7	54.9	96
East Central	14.2	62.3	102
West Central	15.5	58.9	96
South East	20.2	67.9	111
South West	11.6	62.8	103
Pacific****	16.3	60.3	99

Adapted From MRI Data
(Spring 1986)

*Adult women are defined as women 18 years & over.

**Users are defined as those adult females who have used hair spray within the past six months. The adult female population is considered to be about 89.6 million. (Continued on the next page)

*** Adult women in the West region number about 17.1 million.

**** Adult women in the Pacific number about 14.8 million.

ADULT WOMEN* (Continued)

ALL USERS

(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0%	61.1%	100

County Size A	40.7	59.6	98
County Size B	29.0	60.3	99
County Size C	15.5	63.7	104
County Size D	14.1	64.7	106

MSA Central City	33.5	57.7	94
MSA Suburban	41.9	62.0	101
Non-MSA	24.5	64.7	106

Single	16.9	57.8	95
Married	59.2	62.2	102
Other	23.9	60.8	100
Parents	35.6	58.4	96
Working Parents	21.4	60.8	99

Adapted from MRI data
(Spring 1986)

* Adult women are defined as women 18 years & over.

** Users are defined as those adult females who have used hair spray within the past six months. The adult female population is considered to be approximately 81 million.

(Continued on
the next page)

ADULT WOMEN* (Continued)

ALL USERS

(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0%	61.1%	100
Household Size:			
1 Person	14.2	62.4	102
2 Persons	30.0	63.0	103
3 Persons Or More	55.8	59.8	98
Any Child In Household	41.6	58.8	96
Under 2 Years	7.2	51.0	83
2-5 Years	14.6	56.0	92
6-11 Years	17.0	57.1	93
12-17 Years	21.3	62.7	103
White	90.1	63.6	104
Black	7.7	41.7	68
Own Home	72.6	63.8	104

Adapted from MRI data
(Spring 1986)

*Adult women are defined as women 18 years & over.

**Users are defined as those adult females who have used hair spray within the past six months. The adult female population is considered to be approximately 81 million.

(Continued on
the next page)

ADULT WOMEN

HEAVY USERS: MORE THAN 7 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0%	8.1	100

Household Heads	28.7	7.9	97
Homemakers	83.4	7.7	94

Graduated College	13.5	7.9	97
Attended College	19.9	9.4	115
Graduated High School	44.3	8.6	105
Did Not Graduate High School	22.4	6.8	84

18-24	16.9	8.7	107
25-34	20.7	7.3	89
35-44	20.6	9.8	120
45-54	11.5	7.7	89
55-64	13.7	8.4	103
65 & Over	16.6	7.7	95

Employed Full Time	47.2	8.9	109
Employed Part Time	7.8	8.0	98
Not Employed	45.0	7.5	92

Adapted from MRI data
(Spring 1986)

*Adult women are defined as women 18 years & over.

**Users are defined as those adult females who have used hair spray in the past six months. The adult female population is considered to be approximately 89.5 million. (Continued on next page)

ADULT WOMEN (Continued)

HEAVY USERS: MORE THAN 7 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0 %	8.1	100

Professional	8.0	8.3	102
Executive/Admin./ Managerial	5.6	9.5	116
Clerical/Sales/ Technical	27.4	9.6	118
Precision/Crafts/ Repair	0.8	5.4	67
Other Employed	13.2	7.7	94

Hhld Income \$50,000 Or More	19.8	9.5	117
\$40,000-\$49,000	12.2	7.9	97
\$35,000-\$39,999	7.7	8.0	98
\$30,000-\$34,999	20.7	9.2	112
\$25,000-\$29,999			
\$15,000-\$24,999	19.1	7.8	95
Less than \$15,000	20.5	6.9	85

Adapted from MRI data
(Spring 1986)

*Adult women are defined as women 18 years & over.

**Users are defined as those adult females who have used hair spray within the past six months. The adult female population is considered to be approximately 81 million.

(Continued on
the next page)

ADULT WOMEN* (Continued)

HEAVY USERS: MORE THAN 7 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0%	8.1	100

Census Region: Northeast	18.1	6.7	83
North Central	24.8	8.2	100
South	39.2	9.3	114
West***	17.9	7.6	94

Marketing Region: New England	3.2	4.6	57
Middle Atlantic	16.9	7.5	92
East Central	17.8	10.4	128
West Central	12.8	6.5	80
South East	18.2	8.2	100
South West	15.3	11.1	136
Pacific****	15.7	7.7	95

Adapted From MRI Data
 (Spring 1986)

*Adult women are defined as women 18 years & over.

**Users are defined as those adult females who have used hair spray within the past six months. The adult female population is considered to be about 89.6 million. (Continued on the next page)

*** Adult women in the West region number about 17.1 million.

**** Adult women in the Pacific number about 14.8 million.

ADULT WOMEN* (Continued)

HEAVY USERS: MORE THAN 7 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0 ⁹	8.1	100

County Size A	39.0	7.6	93
County Size B	30.9	8.4	103
County Size C	13.6	7.4	91
County Size D	16.5	10.1	123

MSA Central City	34.7	8.0	98
MSA Suburban	40.1	7.9	97
Non-MSA	25.1	8.8	108

Single	22.6	10.3	127
Married	55.0	7.7	94
Other	22.5	7.6	93
Parents	35.9	7.9	97
Working Parents	24.4	9.2	113

Adapted from MRI data
(Spring 1986)

* Adult women are defined as women 18 years & over.

** Users are defined as those adult females who have used hair spray within the past six months. The adult female population is considered to be approximately 81 million.

(Continued on
the next page)

ADULT WOMEN* (Continued)

HEAVY USERS: MORE THAN 7 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0%	8.1	100
Household Size:			
1 Person	14.8	8.7	107
2 Persons	27.5	7.7	94
3 Persons Or More	57.7	8.2	101
Any Child In Household	44.1	8.3	102
Under 2 Years	5.7	5.4	66
2-5 Years	12.8	6.5	80
6-11 Years	15.8	7.1	87
12-17 Years	26.0	10.2	125
White	91.4	8.6	106
Black	6.7	4.8	59
Own Home	73.5	8.6	106

Adapted from MRI data
(Spring 1986)

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(Continued on
the next page)

ADULT WOMEN

MEDIUM USERS: 3-7 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0 ⁹	33.7	100

Household Heads	27.9	31.7	94
Homemakers	88.5	33.7	100

Graduated College	12.7	30.9	92
Attended College	16.5	32.3	96
Graduated High School	43.6	34.9	104
Did Not Graduate High School	28/2	34/2	102

18-24	16.2	34.4	102
25-34	19.3	28.0	83
35-44	17.8	34.8	103
45-54	13.7	35.5	105
55-64	15.3	38.9	116
65 & Over	17.8	34.2	101

Employed Full Time	44.0	34.3	102
Employed Part Time	8.2	34.8	103
Not Employed	47.8	33.0	98

Adapted from MRI data
(Spring 1986)

*Adult women are defined as women 18 years & over.

**Users are defined as those adult females who have used hair spray in the past six months. The adult female population is considered to be approximately 89.5 million. (Continued on next page)

ADULT WOMEN (Continued)

MEDIUM USERS: 3-7 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0 ⁹	33.7	100

Professional	7.1	30.5	90
Executive/Admin./ Managerial	5.5	38.7	115
Clerical/Sales/ Technical	24.7	35.8	106
Precision/Crafts/ Repair	1.3	35.8	106
Other Employed	13.6	32.7	97

Hhld Income \$50,000 Or More	18.6	37.0	110
\$40,000-\$49,000	14.1	37.5	111
\$35,000-\$39,999	7.8	33.4	99
\$30,000-\$34,999	18.6	34.0	101
\$25,000-\$29,999			
\$15,000-\$24,999	19.2	32.4	96
Less than \$15,000	21.7	36.8	90

Adapted from MRI data
(Spring 1986)

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(Continued on
the next page)

ADULT WOMEN* (Continued)

MEDIUM USERS: 3-7 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0%	33.7	100

Census Region: Northeast	20.0	30.8	91
North Central	23.7	32.3	96
South	36.7	38.1	113
West***	17.5	30.4	92

Marketing Region: New England	4.8	28.9	86
Middle Atlantic	17.1	31.4	93
East Central	14.1	33.9	101
West Central	15.1	31.6	94
South East	21.9	46.8	121
South West	11.3	33.8	100
Pacific****	15.7	32.0	95

Adapted From MRI Data
(Spring 1986)

*Adult women are defined as women 18 years & over.

**Users are defined as those adult females who have used hair spray within the past six months. The adult female population is considered to be about 89.6 million. (Continued on the next page)

*** Adult women in the West region number about 17.1 million.

**** Adult women in the Pacific number about 14.8 million.

ADULT WOMEN* (Continued)

MEDIUM USERS: 3-7 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0 ⁹	33.7	100

County Size A	39.4	31.8	94
County Size B	29.7	33.4	99
County Size C	16.6	37.5	111
County Size D	14.3	36.1	107

MSA Central City	31.3	29.8	88
MSA Suburban	43.2	35.2	104
Non-MSA	25.5	37.1	110

Single	16.4	31.0	92
Married	60.1	34.9	103
Other	23.5	32.9	98
Parents	34.2	31.0	92
Working Parents	21.7	33.7	100

Adapted from MRI data
(Spring 1986)

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** Users are defined as those adult females who have used hair spray within the past six months. The adult female population is considered to be approximately 81 million.

(Continued on
the next page)

ADULT WOMEN* (Continued)

MEDIUM USERS: 3-7 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0%	33.7	100

Household Size: 1 Person	13.8	33.5	99
2 Persons	31.3	36.2	107
3 Persons Or More	55.0	32.5	96

Any Child In Household	40.7	31.7	94
Under 2 Years	6.4	24.8	74
2-5 Years	13.7	29.0	86
6-11 Years	16.4	36.3	90
12-17 Years	21.9	35.5	105

White	90.3	35.2	104
Black	7.5	27.3	66

Own Home	74.4	76.6	107
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Adapted from MRI data
(Spring 1986)

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(Continued on
the next page)

ADULT WOMEN

LIGHT USERS: LESS THAN 3 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0%	19.2	100

Household Heads	30.2	19.6	102
Homemakers	91.1	19.8	103

Graduated College	13.4	18.6	96
Attended College	17.8	19.9	103
Graduated High School	41.1	18.8	98
Did Not Graduate High School	27.7	19.9	103

18-24	16.3	19.8	103
25-34	24.9	20.6	107
35-44	13.6	15.2	79
45-54	13.0	19.3	100
55-64	13.1	19.1	99
65 & Over	19.0	20.9	109

Employed Full Time	39.8	17.7	92
Employed Part Time	8.5	20.5	106
Not Employed	51.8	20.4	106

Adapted from MRI data
(Spring 1986)

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**Users are defined as those adult females who have used hair spray in the past six months. The adult female population is considered to be approximately 89.5 million. (Continued on next page)

ADULT WOMEN (Continued)

LIGHT USERS: LESS THAN 3 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.09	19.2	100

Professional	6.5	16.0	83
Executive/Admin./ Managerial	3.8	15.3	79
Clerical/Sales/ Technical	20.1	16.0	83
Precision/Crafts/ Repair	0.9	14.3	74
Other Employed	16.9	23.2	121

Hhld Income \$50,000 Or More	15.5	17.6	91
\$40,000-\$49,000	11.2	17.1	89
\$35,000-\$39,999	8.2	20.0	104
\$30,000-\$34,999	18.1	18.9	98
\$25,000-\$29,999			
\$15,000-\$24,999	21.4	20.7	107
Less than \$15,000	25.6	20.4	106

*Adult women are defined as women 18 years & over.

Adapted from MRI data
(Spring 1986)

**Users are defined as those adult females who have used hair spray within the past six months. The adult female population is considered to be approximately 81 million.

(Continued on
the next page)

ADULT WOMEN* (Continued)

LIGHT USERS: LESS THAN 3 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0%	19.2	100

Census Region: Northeast	21.4	18.8	98
North Central	26.0	20.2	105
South	32.3	18.1	94
West***	20.3	20.5	107

Marketing Region: New England	4.4	15.3	79
Middle Atlantic	19.1	20.1	104
East Central	13.0	17.9	93
West Central	17.4	20.8	108
South East	17.9	19.0	99
South West	10.4	17.8	93
Pacific****	17.6	20.5	106

Adapted From MRI Data
(Spring 1986)

*Adult women are defined as women 18 years & over.

**Users are defined as those adult females who have used hair spray within the past six months. The adult female population is considered to be about 89.6 million. (Continued on the next page)

*** Adult women in the West region number about 17.1 million.

**** Adult women in the Pacific number about 14.8 million.

ADULT WOMEN* (Continued)

LIGHT USERS: LESS THAN 3 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0%	19.2	100

County Size A	43.8	20.2	105
County Size B	28.9	18.5	96
County Size C	14.5	18.7	97
County Size D	12.8	18.5	96

MSA Central City	36.8	20.0	104
MSA Suburban	40.6	18.9	98
Non-MSA	22.6	18.7	97

Single	15.3	16.5	86
Married	59.4	19.7	102
Other	25.3	20.3	105
Parents	37.7	19.5	101
Working Parents	19.6	17.4	90

Adapted from MRI data
(Spring 1986)

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(Continued on
the next page)

ADULT WOMEN* (Continued)

LIGHT USERS: LESS THAN 3 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0%	19.2	100

Household Size:			
1 Person	14.6	20.2	105
2 Persons	28.9	19.1	99
3 Persons Or More	56.5	19.1	99

Any Child In Household	42.2	18.8	98
Under 2 Years	9.4	20.8	108
2-5 Years	17.0	20.5	107
6-11 Years	18.6	19.7	102
12-17 Years	18.4	17.0	88

White	89.2	19.8	103
Black	8.6	14.6	76

Own Home	69.1	19.1	99
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Adapted from MRI data
(Spring 1986)

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(Continued on
the next page)

ADULT WOMEN

AEROSOL SPRAY

(Those Who Use At Least Once In Six Months)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0%	28.09	100

Household Heads	27.7	26.1	93
Homemakers	87.2	27.6	98

Graduated College	10.1	20.4	73
Attended College	16.9	27.5	98
Graduated High School	43.8	29.1	104
Did Not Graduate High School	29.2	30.1	109

18-24	17.4	30.7	110
25-34	19.6	23.7	85
35-44	17.3	28.2	101
45-54	13.3	28.7	102
55-64	15.7	33.2	118
65 & Over	16.7	26.7	95

Employed Full Time	42.5	21.6	98
Employed Part Time	8.3	29.3	104
Not Employed	49.2	28.2	101

Adapted from MRI data
(Spring 1986)

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ADULT WOMEN (Continued)

AEROSOL SPRAY

(Those Who Use At Least Once In Six Months)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0%	28.0	100

Professional	5.6	20.0	71
Executive/Admin./ Managerial	4.7	27.4	98
Clerical/Sales/ Technical	23.7	28.6	102
Precision/Crafts/ Repair	1.2	27.1	97
Other Employed	15.6	31.2	111

Hhld Income \$50,000 Or More	16.4	27.1	97
\$40,000-\$49,000	12.4	27.6	99
\$35,000-\$39,999	8.2	29.2	104
\$30,000-\$34,999	19.5	29.8	106
\$25,000-\$29,999	20.6	29.0	100
\$15,000-\$24,999	22.7	26.4	94

Adapted from MRI data
(Spring 1986)

*Adult women are defined as women 18 years & over.

**Users are defined as those adult females who have used hair spray within the past six months. The adult female population is considered to be approximately 81 million.

(Continued on
the next page)

ADULT WOMEN* (Continued)

AEROSOL SPRAY

(Those Who Use At Least Once In Six Months)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0%	28.0	100

County Size A	37.6	25.2	90
County Size B	29.4	27.5	98
County Size C	17.5	32.8	117
County Size D	15.6	32.7	117

MSA Central City	32.7	25.9	92
MSA Suburban	40.2	27.2	97
Non-MSA	27.1	32.7	117

Single	16.8	26.5	94
Married	59.9	28.9	103
Other	23.2	27.1	97
Parents	35.4	26.9	96
Working Parents	21.0	27.2	97

Adapted from MRI data
(Spring 1986)

* Adult women are defined as women 18 years & over.

** Users are defined as those adult females who have used hair spray within the past six months. The adult female population is considered to be approximately 81 million.

(Continued on
the next page)

ADULT WOMEN* (Continued)

AEROSOL SPRAY

(Those Who Use At Least Once In Six Months)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0%	28.0	100

Census Region: Northeast	20.8	26.6	95
North Central	25.1	28.4	101
South	38.2	31.3	112
West***	15.9	23.4	83

Marketing Region: New England	4.4	22.0	78
Middle Atlantic	18.7	28.6	102
East Central	14.4	28.8	103
West Central	15.8	27.5	98
South East	20.6	31.9	114
South West	11.9	29.7	106
Pacific****	14.1	23.9	85

Adapted From MRI Data
(Spring 1986)

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*** Adult women in the West region number about 17.1 million.

**** Adult women in the Pacific number about 14.8 million.

ADULT WOMEN* (Continued)

AEROSOL SPRAY

(Those Who Use At Least Once In Six Months)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0%	28.0	100
Household Size:			
1 Person	13.1	26.5	95
2 Persons	50.9	29.7	106
3 Persons Or More	56.0	21.5	98
Any Child In Household	43.3	28.0	100
Under 2 Years	6.5	21.0	75
2-5 Years	14.9	26.1	93
6-11 Years	17.4	26.8	96
12-17 Years	23.4	31.5	113
White	90.6	29.3	105
Black	7.0	17.5	62
Own Home	74.2	29.9	107

Adapted from MRI data
(Spring 1986)

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(Continued on
the next page)

ADULT WOMEN

MANUAL SPRAY PUMP

(Those Who Use At Least Once In Six Months)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0%	16.7	100

Household Heads	22.2	21.0	75
Homemakers	85.8	20.8	97

Graduated College	18.6	19.3	134
Attended College	21.5	16.5	125
Graduated High School	44.1	14.0	105
Did Not Graduate High School	15.8	6.9	59

18-24	20.0	19.7	126
25-34	28.9	22.5	125
35-44	19.9	13.0	116
45-54	12.8	20.9	99
55-64	11.1	22.5	84
65 & Over	7.3	6.9	41

Employed Full Time	51.1	19.7	118
Employed Part Time	10.7	22.5	135
Not Employed	38.2	13.0	78

Adapted from MRI data
(Spring 1986)

*Adult women are defined as women 18 years & over.

**Users are defined as those adult females who have used hair spray in the past six months. The adult female population is considered to be approximately 89.5 million. (Continued on next page)

ADULT WOMEN (Continued)

MANUAL SPRAY PUMP

(Those Who Use At Least Once In Six Months)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0 %	16.7	100

Professional	9.8	20.9	125
Executive/Admin./ Managerial	6.5	22.5	135
Clerical/Sales/ Technical	31.0	22.2	133
Precision/Crafts/ Repair	1.1	14.5	87
Other Employed	13.5	16.0	96

Hhld Income \$50,000 Or More	24.9	24.5	147
\$40,000-\$49,000	15.8	20.9	125
\$35,000-\$39,999	8.7	18.4	110
\$30,000-\$34,999	17.8	16.2	97
\$25,000-\$29,999			
\$15,000-\$24,999	20.5	17.1	102
Less than \$15,000	12.3	8.5	51

*Adult women are defined as women 18 years & over.

Adapted from MRI data
(Spring 1986)

**Users are defined as those adult females who have used hair spray within the past six months. The adult female population is considered to be approximately 81 million.

(Continued on
the next page)

ADULT WOMEN* (Continued)

MANUAL SPRAY PUMP

(Those Who Use At Least Once In Six Months)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0%	16.7	100

Census Region: Northeast	20.5	15.6	93
North Central	26.0	17.5	105
South	30.9	15.0	90
West***	22.6	19.8	119

Marketing Region: New England	5.3	15.8	95
Middle Atlantic	16.8	15.3	92
East Central	15.4	18.4	111
West Central	16.2	16.7	100
South East	16.6	15.3	91
South West	10.1	15.0	90
Pacific****	19.5	19.7	118

Adapted From MRI Data
(Spring 1986)

*Adult women are defined as women 18 years & over.

**Users are defined as those adult females who have used hair spray within the past six months. The adult female population is considered to be about 89.6 million. (Continued on the next page)

*** Adult women in the West region number about 17.1 million.

**** Adult women in the Pacific number about 14.8 million.

ADULT WOMEN* (Continued)

MANUAL SPRAY PUMP

(Those Who Use At Least Once In Six Months)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0%	16.7	100

County Size A	45.7	18.2	109
County Size B	30.5	17.0	102
County Size C	13.7	15.3	92
County Size D	10.1	12.6	76

MSA Central City	33.8	15.9	95
MSA Suburban	47.0	19.0	114
Non-MSA	19.2	13.8	83

Single	21.4	20.0	120
Married	61.9	17.7	106
Other	16.8	11.6	70
Parents	43.0	19.3	116
Working Parents	26.7	20.6	124

Adapted from MRI data
(Spring 1986)

* Adult women are defined as women 18 years & over.

** Users are defined as those adult females who have used hair spray within the past six months. The adult female population is considered to be approximately 81 million.

(Continued on
the next page)

ADULT WOMEN* (Continued)

MANUAL SPRAY PUMP

(Those Who Use At Least Once In Six Months)

	Percent Of Category	Percent Of Users**	User Index
All Women*	100.0%	16.7	100
Household Size:			
1 Person	8.4	10.1	60
2 Persons	25.2	14.4	87
3 Persons Or More	66.4	19.4	116
Any Child In Household	48.0	18.5	111
Under 2 Years	9.1	17.6	105
2-5 Years	18.0	18.8	113
6-11 Years	19.9	18.2	109
12-17 Years	24.1	19.5	116
White	93.3	18.0	108
Black	4.5	6.6	40
Own Home	73.5	17.6	106

Adapted from MRI data
(Spring 1986)

*Adult women are defined as women 18 years & over.

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(Continued on
the next page)

II. ADULT MEN

ADULT MEN

USAGE:

	Number (000)	Percentage
Number Of Adult* Men In U.S.	81,025	100.0%
Those Who Use Hair Spray**	23,169	28.6

TYPE USED:

	Share Of Users	Share Among Users
Those Who Use Aerosol Sprays	13.2%***	63.5%
Those Who Use Manual Pump Sprays	17.6%***	36.5

FREQUENCY OF USE:
(In A One-Week Period)

	Percentage Of Users	Share Among Users (I)	Share Among Users (II)	Share Of Volume
None	3.2%	11.1%		
One time	2.6	9.1	30.4%	5.3%
Two Times	2.9	10.1		
Three Times	1.9	6.6		
Four Times	1.3	4.6		
Five Times	1.4	4.9	54.7%	58.8%
Six Times	0.9	3.1		
Seven Times	10.1	35.3		
Eight Times	0.3	1.0	14.9%	35.9%
Nine Or More Times	4.0	14.0		
TOTAL***	28.6%	100.0%	100.0%	100.0%

Adapted from MRI data
(Spring 1986)

* Defined as men 18 years and older.

** Defined as having used at least once within the previous 6 months.

*** Percentage adds up to more than percentage of users due to fact some men use both types

Note: Because of rounding, subtotals do not always add up exactly to totals.

BRAND USAGE

Brand. (Mfr)	Share Of Users	Share Of Volume
Aqua-Net (Rayette) (Faberge)	10.3%	11.4%
Miss Breck (Shulton)	7.3	7.4
Clairol Final Net (Bristol-Myers)	6.7	6.8
Alberto VO-5 (Alberto-Culver)	4.6	5.3
Gillette Dry Look (Gillette)	4.3	4.7
Consort (Alberto-Culver)	4.1	4.5
Vitalis Dry Control (Bristol-Myers)	3.7	4.1
White Rain (Gillette)	4.7	3.7
Style (Lamaur Inc.)	3.1	3.2
Sassoon (Sassoon)	2.7	2.6
Jhirmack (Jhirmack)	2.6	2.3
Clairmist (Clairol)	1.9	2.3
Adorn (Gillette)	2.9	2.2
Mink Difference (Gillette)	2.1	2.2
Afro-Sheen (Johnson Products)	1.9	2.1
Rave (Chesebrough-Pond's)	2.7	1.9
Brut (Faberge)	1.6	1.7
Flex Net (Revlon)	2.2	1.5
Finesse (Helene Curtis)	2.2	1.5
All-Set (Demert & Daughtery)	1.1	1.3
Command (Alberto-Culver)	0.8	1.1
Suave (Helene Curtis)	1.1	1.0
Brands With Shares 0.2% to 0.9%*	10.5	7.3
Brands With Shares Under 0.2%	14.9	18.9
TOTAL	100.0%	100.0%

*Includes: Avon; English Leather (Mem); Other Clairol (Bristol-Myers); Pantene (Richardson & Vicks); Protein 21 (Mennen); Revlon; Silkiene (Gillette); Sudden Beauty (Whitehall); Vaseline (Chesebrough-Pond's); Just Wonderful (Helene Curtis); Hold (Lamaur); L'Oreal (L'Oreal); and Attune (Helene Curtis).

Adapted from MRI Data

ADULT MEN*

ALL USERS

(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Men	100.0	28.6	100

Household Heads	85.0	29.6	104
Homemakers	10.7	17.9	63

Graduated College	17.4	25.0	87
Attended College	16.6	27.2	95
Graduated High School	38.9	30.8	108
Did Not Graduate High School	27.1	29.2	102

18-24	14.6	24.5	86
25-34	19.6	22.7	79
35-44	22.0	33.8	118
45-54	16.7	35.7	125
55-64	14.1	31.0	109
65 & Over	13.0	28.0	98

Employed Full Time	69.9	28.9	101
Employed Part Time	2.8	21.2	74
Not Employed	27.3	28.8	101

Adapted from MRI data
(Spring 1986)

*Adult males are defined as males 18 years & over.

**Users are defined as those adult males who have used in the past six months. The adult male population is considered to be approximately 81 million.

(Continued on
the next page)

ADULT MEN* (Continued)

ALL USERS

(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Men	100.0	28.6	100

Professional	7.6	24.9	87
Executive/Admin./ Managerial	11.0	32.4	113
Clerical/Sales/ Technical	15.0	29.3	103
Precision/Crafts/ Repair	14.7	28.0	98
Other Employed	24.4	28.1	98

Hhld Income \$50,000 Or More	21.0	29.9	105
\$40,000-\$49,000	15.4	30.2	106
\$35,000-\$39,999	7.8	24.9	87
\$30,000-\$34,999	20.1	28.2	98
\$25,000-\$29,999			
\$15,000-\$24,999	19.4	28.4	99
Less than \$15,000	16.2	28.3	99

Adapted from MRI data
(Spring 1986)

*Adult males are defined as males 18 years & over.

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the next page)

ADULT MEN* (Continued)

ALL USERS

(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Men	100.0	28.6	100

Census Region: Northeast	21.7	29.5	103
North Central	19.3	22.2	78
South	41.0	34.3	120
West***	18.1	25.8	90

Marketing Region: New England	5.1	27.2	95
Middle Atlantic	18.6	30.1	105
East Central	13.9	28.4	99
West Central	12.3	21.2	74
South East	21.1	33.7	118
South West	14.0	35.4	124
Pacific****	15.1	25.0	88

Adapted From MRI Data
(Spring 1986)

* Adult males are defined as males 18 years & over.

** Users are defined as those adult males who have used (Continued on the next page)
in the past six months. The adult male population was considered to be approximately 81 million.

*** Adult males in the West region number about 16.22 million.

**** Adult males in the Pacific number about 13.07 million.

ADULT MEN* (Continued)

ALL USERS

(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Men:	100.0	28.6	100

County Size A	38.3	26.7	93
County Size B	31.1	29.9	105
County Size C	16.4	30.4	106
County Size D	14.3	29.4	103

MSA Central City	35.2	28.1	98
MSA Suburban	41.1	29.0	101
Non-MSA	23.8	28.7	100

Single	19.1	22.2	78
Married	71.3	51.6	111
Other	9.7	25.3	89
Parents	32.5	29.9	105
Working Parents	30.6	30.5	107

Adapted from MRI data
(Spring 1986)

* Adult males are defined as males 18 years & over.

** Users are defined as those adult males who have used in the past six months. The adult male population was considered to be approximately 81 million. (Continued on the next page)

ADULT MEN* (Continued)

ALL USERS —

(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Men	100.0	28.6	100
Household Size:			
1 Person	5.8	17.8	62
2 Persons	52.6	29.8	104
3 Persons Or More	61.6	29.7	104
Any Child In Household			
Under 2 Years	40.3	29.0	102
2-5 Years	6.7	28.6	100
6-11 Years	13.0	27.8	97
12-17 Years	15.6	26.8	94
	21.8	30.6	107
White	89.3	29.2	102
Black	8.7	23.6	82
Own Home	75.3	36.3	106

Adapted from MRI data
(Spring 1986)

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** Users are defined as those adult males who have used in the past six months. The adult male population was considered to be approximately 81 million.

(Continued on
the next page)

ADULT MEN*

HEAVY USERS: MORE THAN 7 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Men	100.0%	4.3	100

Household Heads	85.9	85.9	105
Homemakers	9.3	2.3	54

Graduated College	15.9	3.4	8
Attended College	17.4	4.2	106
Graduated High School	39.5	4.7	109
Did Not Graduate High School	27.2	4.4	103

18-24	16.2	4.0	95
25-34	15.5	2.7	63
35-44	25.7	5.9	138
45-54	21.0	6.7	156
55-64	13.7	4.5	106
65 & Over	7.9	2.5	59

Employed Full Time	70.8	4.4	103
Employed Part Time	1.7	1.9	44
Not Employed	27.5	4.3	102

Adapted from MRI data
(Spring 1986)

*Adult males are defined as males 18 years & over.

**Users are defined as those adult males who have used in the past six months. The adult male population is considered to be approximately 81 million.

(Continued on
the next page)

ADULT MEN* (Continued)

HEAVY USERS: MORE THAN 7 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Men	100.0%	4.3	100
Professional	6.8	3.3	78
Executive/Admin./ Managerial	9.6	4.2	99
Clerical/Sales/ Technical	17.6	5.1	120
Precision/Crafts/ Repair	14.6	4.1	97
Other Employed	23.9	4.1	96
Hhld Income \$50,000 Or More	22.7	4.8	112
\$40,000-\$49,000	22.7	6.6	155
\$35,000-\$39,999	5.2	2.4	58
\$30,000-\$34,999	23.8	5.0	117
\$25,000-\$29,999			
\$15,000-\$24,999	11.3	2.5	58
Less than \$15,000	14.4	3.7	88

Adapted from MRI data
(Spring 1986)

*Adult males are defined as males 18 years & over.

**Users are defined as those adult males who have used in the past six months. The adult male population was considered to be approximately 81 million.

(Continued on
the next page)

ADULT MEN* (Continued)

HEAVY USERS: MORE THAN 7 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Men	100.0	4.3	100

Census Region: Northeast	17.2	3.5	82
North Central	16.3	2.8	66
South	49.5	6.2	145
West***	16.9	3.6	85

Marketing Region: New England	3.3	2.6	61
Middle Atlantic	16.1	3.9	91
East Central	10.5	3.2	75
West Central	15.3	3.9	92
South East	23.5	5.6	131
South West	17.6	6.6	156
Pacific****	13.7	3.4	80

Adapted From MRI Data
(Spring 1986)

* Adult males are defined as males 18 years & over.

** Users are defined as those adult males who have used (Continued on the next page)
in the past six months. The adult male population was considered to be approximately 81 million.

*** Adult males in the West region number about 16.22 million.

**** Adult males in the Pacific number about 13.07 million.

ADULT MEN* (Continued)

HEAVY USERS: MORE THAN 7 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Men:	100.0	4.3	100

County Size A	40.6	4.2	99
County Size B	23.7	3.4	80
County Size C	23.3	6.4	151
County Size D	12.4	3.8	89

MSA Central City	32.0	3.8	89
MSA Suburban	43.1	4.5	106
Non-MSA	24.9	4.5	105

Single	17.8	3.1	72
Married	72.5	4.8	112
Other	9.7	3.8	89
Parents	35.3	4.9	114
Working Parents	32.9	4.9	115

Adapted from MRI data
 (Spring 1986)

* Adult males are defined as males 18 years & over.

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ADULT MEN* (Continued)

HEAVY USERS: MORE THAN 7 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Men..	100.0%	4.3	100

Household Size: 1 Person	3.5	1.6	38
2 Persons	29.5	4.0	94
3 Persons Or More	67.0	4.8	113

Any Child In Household	43.0	4.6	108
Under 2 Years	7.5	4.8	112
2-5 Years	11.5	3.7	86
6-11 Years	12.5	3.2	75
12-17 Years	26.1	5.5	128

White	88.5	4.3	101
Black	10.6	4.3	101

Own Home	73.5	4.4	103
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Adapted from MRI data
(Spring 1986)

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the next page)

ADULT MEN*

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MEDIUM USERS: 3-7 TIMES PER WEEK
 (Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Men	100.0%	15.6	100

Household Heads	85.0	16.2	104
Homemakers	10.8	9.9	63

Graduated College	18.5	14.5	93
Attended College	18.7	16.8	107
Graduated High School	36.3	15.7	100
Did Not Graduate High School	26.5	15.6	100

18-24	13.7	12.6	80
25-34	19.6	12.4	80
35-44	23.4	19.7	126
45-54	17.4	20.3	130
55-64	13.4	16.2	103
65 & Over	12.4	14.6	93

Employed Full Time	71.8	16.2	104
Employed Part Time	2.3	9.4	60
Not Employed	26.0	15.0	96

Adapted from MRI data
(Spring 1986)

*Adult males are defined as males 18 years & over.

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(Continued on
the next page)

ADULT MEN* (Continued)

MEDIUM USERS: 3-7 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Men	100.0	15.6	100

Professional	7.8	14.1	90
Executive/Admin./ Managerial	11.2	18.0	115
Clerical/Sales/ Technical	15.6	16.6	106
Precision/Crafts/ Repair	14.4	14.9	96
Other Employed	25.1	15.8	101

Hhld Income \$50,000 Or More	21.5	16.7	107
\$40,000-\$49,000	15.3	16.4	105
\$35,000-\$39,999	8.3	14.5	93
\$30,000-\$34,999	19.7	15.1	97
\$25,000-\$29,999			
\$15,000-\$24,999	21.0	16.8	108
Less than \$15,000	14.2	13.6	87

Adapted from MRI data
(Spring 1986)

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(Continued on
the next page)

ADULT MEN* (Continued)

MEDIUM USERS: 3-7 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Men	100.0	15.6	100

Census Region: Northeast	22.7	16.9	108
North Central	18.7	14.8	75
South	40.2	18.4	118
West***	18.3	14.3	91

Marketing Region: New England	5.6	16.3	104
Middle Atlantic	18.8	16.7	106
East Central	13.9	15.5	99
West Central	11.0	10.4	66
South East	22.3	19.4	124
South West	12.8	17.7	113
Pacific****	15.8	14.3	91

Adapted From MRI Data
(Spring 1986)

* Adult males are defined as males 18 years & over.

** Users are defined as those adult males who have used in the past six months. The adult male population was considered to be approximately 81 million. (Continued on the next page)

*** Adult males in the West region number about 16.22 million.

**** Adult males in the Pacific number about 13.07 million.

ADULT MEN* (Continued)

MEDIUM USERS: 3-7 TIMES PER WEEK

(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Men:	100.0	15.6	100

County Size A	37.4	14.3	91
County Size B	32.8	17.3	111
County Size C	14.9	15.1	97
County Size D	14.9	16.8	107

MSA Central City	35.5	15.5	99
MSA Suburban	40.1	15.5	99
Non-MSA	24.4	16.1	103

Single	19.4	12.3	79
Married	71.6	17.4	111
Other	9.0	12.9	83
Parents	33.6	17.0	109
Working Parents	32.3	17.6	113

Adapted from MRI data
(Spring 1986)

* Adult males are defined as males 18 years & over.

** Users are defined as those adult males who have used in the past six months. The adult male population was considered to be approximately 81 million.

(Continued on
the next page)

ADULT MEN* (Continued)

MEDIUM USERS: 3-7 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Men	100.0	15.6	100

Household Size: 1 Person	6.4	10.6	68
2 Persons	31.7	15.9	101
3 Persons Or More	61.9	16.3	104

Any Child In Household	42.0	16.6	106
Under 2 Years	5.5	12.7	81
2-5 Years	12.7	14.8	95
6-11 Years	17.7	16.6	106
12-17 Years	22.5	17.3	110

White	90.4	16.2	104
Black	7.3	10.9	70

Own Home	75.1	16.5	106
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Adapted from MRI data
(Spring 1986)

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** Users are defined as those adult males who have used in the past six months. The adult male population was considered to be approximately 81 million.

(Continued on
the next page)

ADULT MEN*

·LIGHT USERS: LESS THAN 3 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Men	100.0%	8.7 %	100

Household Heads	94.4	8.9	103
Homemakers	11.0	5.6	65

Graduated College	16.2	7.1	81
Attended College	12.5	6.2	71
Graduated High School	43.4	10.4	120
Did Not Graduate High School	28.0	9.2	106

18-24	15.4	7.9	91
25-34	21.4	7.6	87
35-44	17.5	8.2	94
45-54	13.5	8.7	100
55-64	15.5	10.4	119
65 & Over	16.6	10.9	125

Employed Full Time	66.1	8.3	96
Employed Part Time	4.3	9.9	114
Not Employed	29.6	9.5	109

Adapted from MRI data
(Spring 1986)

*Adult males are defined as males 18 years & over.

**Users are defined as those adult males who have used in the past six months. The adult male population is considered to be approximately 81 million.

(Continued on
the next page)

ADULT MEN*

 (Continued)

LIGHT USERS: LESS THAN 3 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Men	100.0	8.7%	100

Professional	7.4	8.3	96
Executive/Admin./ Managerial	11.4	9.9	114
Clerical/Sales/ Technical	12.8	9.5	109
Precision/Crafts/ Repair	15.3	7.5	86
Other Employed	23.4	10.2	117

Hhld Income \$50,000 Or More	19.5	8.4	97
\$40,000-\$49,000	12.1	7.2	83
\$35,000-\$39,999	8.3	8.0	83
\$30,000-\$34,999	18.9	8.0	93
\$25,000-\$29,999			
\$15,000-\$24,999	20.5	9.1	105
Less than \$15,000	20.8	11.0	127

Adapted from MRI data
(Spring 1986)

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(Continued on
the next page)

ADULT MEN* (Continued)

LIGHT USERS: LESS THAN 3 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Men	100.0%	8.7	100

Census Region: Northeast	21.9	9.1	104
North Central	21.7	7.6	87
South	38.2	9.7	112
West***	18.2	7.9	91

Marketing Region: New England	5.1	8.4	96
Middle Atlantic	19.3	9.5	110
East Central	15.5	9.7	111
West Central	13.2	6.9	80
South East	17.9	8.7	100
South West	14.4	11.0	127
Pacific****	14.5	7.3	84

Adapted From MRI Data
(Spring 1986)

* Adult males are defined as males 18 years & over.

** Users are defined as those adult males who have used in the past six months. The adult male population was considered to be approximately 81 million. (Continued on the next page)

*** Adult males in the West region number about 16.22 million.

**** Adult males in the Pacific number about 13.07 million.

ADULT MEN* (Continued)

LIGHT USERS: LESS THAN 3 TIMES PER WEEK
(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Men:	100.0	8.7	100

County Size A	38.8	8.2	94
County Size B	31.5	9.2	106
County Size C	15.7	8.8	102
County Size D	14.0	8.8	101

MSA Central City	36.1	8.8	101
MSA Suburban	41.8	9.0	103
Non-MSA	22.1	8.1	93

Single	19.1	6.8	78
Married	70.1	9.4	109
Other	10.8	8.6	99
Parents	28.5	8.0	92
Working Parents	26.4	8.0	92

Adapted from MRI data
(Spring 1986)

* Adult males are defined as males 18 years & over.

** Users are defined as those adult males who have used in the past six months. The adult male population was considered to be approximately 81 million. (Continued on the next page)

ADULT MEN* (Continued)

LIGHT USERS: LESS THAN 3 TIMES PER WEEK

(Frequency Of Use In A One-Week Period)

	Percent Of Category	Percent Of Users**	User Index
All Men	100.0	8.7	100

Household Size: 1 Person	6.0	5.5	64
2 Persons	35.7	9.9	114
3 Persons Or More	58.3	8.5	98

Any Child In Household	35.8	7.8	90
Under 2 Years	8.6	11.1	128
2-5 Years	14.4	9.3	107
6-11 Years	13.5	7.6	81
12-17 Years	18.4	7.9	91

White	87.6	8.7	100
Black	10.1	8.3	96

Own Home	76.6	9.4	108
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Adapted from MRI data
(Spring 1986)

* Adult males are defined as males 18 years & over.

** Users are defined as those adult males who have used in the past six months. The adult male population was considered to be approximately 81 million.

(Continued on
the next page)

ADULT MEN*

AEROSOL SPRAY

(Those Who Use At Least Once In Six Months)

	Percent Of Category	Percent Of Users**	User Index
All Men	100.0	13.2	100

Household Heads	83.7	13.5	102
Homemakers	8.0	6.2	47

Graduated College	14.8	9.8	74
Attended College	17.4	13.2	99
Graduated High School	40.0	14.7	111
Did Not Graduate High School	27.9	13.9	105

18-24	16.0	12.4	94
25-34	17.8	9.5	72
35-44	21.8	15.5	117
45-54	18.7	18.4	139
55-64	13.8	14.1	106
65 & Over	11.9	11.9	90

Employed Full Time	69.8	13.4	101
Employed Part Time	2.4	8.5	64
Not Employed	27.7	13.5	102

Adapted from MRI data
(Spring 1986)

*Adult males are defined as males 18 years & over.

**Users are defined as those adult males who have used in the past six months. The adult male population is considered to be approximately 81 million.

(Continued on
the next page)

ADULT MEN* (Continued)

AEROSOL SPRAY

(Those Who Use At Least Once In Six Months)

	Percent Of Category	Percent Of Users**	User Index
All Men	100.0	13.2	100

Professional	5.5	8.4	64
Executive/Admin./ Managerial	11.4	15.6	118
Clerical/Sales/ Technical	14.7	13.3	100
Precision/Crafts/ Repair	14.3	12.6	95
Other Employed	26.4	14.1	106

Hhld Income \$50,000 Or More	20.2	13.3	100
\$40,000-\$49,000	13.8	12.5	94
\$35,000-\$39,999	7.7	11.3	85
\$30,000-\$34,999	23.2	15.1	114
\$25,000-\$29,999			
\$15,000-\$24,999	19.0	12.9	98
Less than \$15,000	16.1	13.0	98

Adapted from MRI data
(Spring 1986)

*Adult males are defined as males 18 years & over.

**Users are defined as those adult males who have used in the past six months. The adult male population was considered to be approximately 81 million.

(Continued on
the next page)

ADULT MEN* (Continued)

AEROSOL SPRAY

(Those Who Use At Least Once In Six Months)

	Percent Of Category	Percent Of Users**	User Index
All Men	100.0	15.2	100

Census Region: Northeast	20.6	13.0	98
North Central	16.3	8.7	66
South	47.1	18.3	138
West***	16.0	10.6	80

Marketing Region: New England	4.9	12.2	92
Middle Atlantic	17.9	13.4	102
East Central	13.9	13.2	100
West Central	10.7	8.5	65
South East	23.9	17.7	134
South West	15.3	18.0	136
Pacific****	13.2	10.2	77

Adapted From MRI Data
(Spring 1986)

- * Adult males are defined as males 18 years & over.
- ** Users are defined as those adult males who have used in the past six months. The adult male population was considered to be approximately 81 million. (Continued on the next page)
- *** Adult males in the West region number about 16.22 million.
- **** Adult males in the Pacific number about 13.07 million.

ADULT MEN* (Continued)

AEROSOL SPRAY

(Those Who Use At Least Once In Six Months)

	Percent Of Category	Percent Of Users**	User Index
All Men:	100.0	13.2	100

County Size A	36.4	11.7	89
County Size B	30.2	13.5	102
County Size C	19.0	16.3	123
County Size D	14.4	15.1	104

MSA Central City	33.3	12.3	93
MSA Suburban	42.0	13.7	104
Non-MSA	24.7	13.8	104

Single	18.8	10.1	77
Married	72.1	14.8	112
Other	9.0	11.0	83
Parents	32.0	13.7	104
Working Parents	30.4	14.0	106

Adapted from MRI data
(Spring 1986)

* Adult males are defined as males 18 years & over.

** Users are defined as those adult males who have used in the past six months. The adult male population was considered to be approximately 81 million.

(Continued on
the next page)

ADULT MEN* (Continued)

AEROSOL SPRAY

(Those Who Use At Least Once In Six Months)

	Percent Of Category	Percent Of Users**	User Index
All Men	100.0	13.2	100

Household Size:			
1 Person	3.6	5.1	38
2 Persons	31.8	13.4	102
3 Persons Or More	64.6	14.4	109

Any Child In Household	40.7	13.6	102
Under 2 Years	5.2	10.2	77
2-5 Years	13.8	13.6	102
6-11 Years	16.1	12.8	97
12-17 Years	23.2	15.1	114

White	90.7	13.7	104
Black	7.1	8.9	68

Own Home	77.3	14.4	109
----------	------	------	-----

Adapted from MRI data
(Spring 1986)

* Adult males are defined as males 18 years & over.

** Users are defined as those adult males who have used in the past six months. The adult male population was considered to be approximately 81 million.

(Continued on
the next page)

ADULT MEN*

MANUAL SPRAY PUMP

(Those Who Use At Least Once In Six Months)

	Percent Of Category	Percent Of Users**	User Index
All Men	100.0	7.6	100

Household Heads	82.3	7.7	100
Homemakers	10.9	4.1	64

Graduated College	23.8	9.1	120
Attended College	18.5	8.0	105
Graduated High School	38.6	8.1	107
Did Not Graduate High School	19.3	5.6	73

18-24	16.0	12.4	94
25-34	17.8	9.5	72
35-44	21.8	15.5	117
45-54	18.7	18.4	139
55-64	15.8	14.1	106
65 & Over	11.9	11.9	90

Employed Full Time	69.8	13.4	101
Employed Part Time	2.4	8.5	64
Not Employed	27.7	13.5	102

Adapted from MRI data
(Spring 1986)

*Adult males are defined as males 18 years & over.

**Users are defined as those adult males who have used in the past six months. The adult male population is considered to be approximately 81 million.

(Continued on
the next page)

ADULT MEN* (Continued)

MANUAL SPRAY PUMP

(Those Who Use At Least Once In Six Months)

	Percent Of Category	Percent Of Users**	User Index
All Men	100.0	7.6	100

Professional	10.8	9.5	124
Executive/Admin./ Managerial	12.4	9.7	128
Clerical/Sales/ Technical	19.2	10.0	131
Precision/Crafts/ Repair	17.7	9.0	117
Other Employed	23.9	7.4	96

Hhld Income \$50,000 Or More	26.4	10.0	131
\$40,000-\$49,000	18.4	9.6	126
\$35,000-\$39,999	7.8	6.6	86
\$30,000-\$34,999	18.3	7.5	90
\$25,000-\$29,999			
\$15,000-\$24,999	19.1	7.5	98
Less than \$15,000	9.9	4.6	61

Adapted from MRI data
(Spring 1986)

*Adult males are defined as males 18 years & over.

**Users are defined as those adult males who have used in the past six months. The adult male population was considered to be approximately 81 million.

(Continued on
the next page)

ADULT MEN* (Continued)

MANUAL SPRAY PUMP

(Those Who Use At Least Once In Six Months)

	Percent Of Category	Percent Of Users**	User Index
All Men	100.0	7.6	100

Census Region: Northeast	21.1	7.7	101
North Central	21.4	6.6	86
South	35.0	7.8	102
West***	22.5	8.6	112

Marketing Region: New England	4.9	7.1	93
Middle Atlantic	18.0	7.8	102
East Central	14.9	8.1	107
West Central	14.1	6.5	85
South East	16.4	7.0	91
South West	12.8	8.6	113
Pacific****	19.0	8.4	110

Adapted From MRI Data
(Spring 1986)

- * Adult males are defined as males 18 years & over.
- ** Users are defined as those adult males who have used in the past six months. The adult male population was considered to be approximately 81 million. (Continued on the next page)
- *** Adult males in the West region number about 16.22 million.
- **** Adult males in the Pacific number about 13.07 million.

ADULT MEN* (Continued)

MANUAL SPRAY PUMP

(Those Who Use At Least Once In Six Months)

	Percent Of Category	Percent Of Users**	User Index
All Men:	100.0	7.6	100

County Size A	39.9	7.4	97
County Size B	32.5	8.3	109
County Size C	15.0	7.4	98
County Size D	12.6	6.9	91

MSA Central City	36.0	7.7	101
MSA Suburban	43.1	8.1	106
Non-MSA	20.9	6.7	88

Single	23.0	7.1	94
Married	69.1	8.21	107
Other	7.9	5.5	72
Parents	38.1	9.4	123
Working Parents	35.8	9.5	125

Adapted from MRI data
(Spring 1986)

* Adult males are defined as males 18 years & over.

** Users are defined as those adult males who have used in the past six months. The adult male population was considered to be approximately 81 million.

(Continued on
the next page)

ADULT MEN* (Continued)

MANUAL SPRAY PUMP

(Those Who Use At Least Once In Six Months)

	Percent Of Category	Percent Of Users**	User Index
All Men	100.0	7.6	100
Household Size:			
1 Person	5.2	4.3	56
2 Persons	27.5	6.7	88
3 Persons Or More	67.3	8.6	115
Any Child In Household	47.1	9.1	119
Under 2 Years	9.6	10.9	143
2-5 Years	14.6	8.3	109
6-11 Years	17.0	7.8	102
12-17 Years	24.1	9.0	119
White	89.4	7.8	102
Black	8.7	6.3	82
Own Home	74.9	8.6	165

Adapted from MRI data
(Spring 1986)

* Adult males are defined as males 18 years & over.

** Users are defined as those adult males who have used in the past six months. The adult male population was considered to be approximately 81 million. (Continued on the next page)

III. FEMALE TEENS

FEMALE TEENS: 12-19

USAGE:

	Number (000)	Percentage
Number Of Female Teens In U.S.	14,399	100.0%
Those Who Use Hair Spray	7,860	54.6

TYPE USED:

	Share Of Users	Share Among Users
Those Who Use Aerosol Sprays	38.0%*	66.3%
Those Who Use Manual Pump Sprays	19.3*	33.7

FREQUENCY OF USE:
(In A One-Week Period)

Times Used	Percentage Of Users	Share Among Users
None	5.4%	9.9%
One	5.7	10.4
Two	6.8	12.4
Three	7.6	13.9
Four	4.1	7.5
Five	4.0	7.3
Six	1.7	3.1
Seven	7.8	14.2
Eight Or Nine	4.6	8.4
Ten Or More	7.1	13.0
TOTAL**	54.8%	100.0%

Adapted from Simmons Data
(1984)

* Total percentage is more than the the percentage of users because some female teens use both types.

Note: Because of rounding, subtotals do not always add up exactly to totals.

FEMALE TEENS 12-19

BRAND USAGE

Brand (Mfr)	Share Of Users	Share Among Users
Aqua-Net (Rayette/Faberge)	14.0%	6.6%
Clairol Final Net (Bristol-Myers)	12.8	6.0
Miss Breck (Shulton)	12.2	5.7
Silkience (Gillette)	12.1	5.7
White Rain (Gillette)	10.4	4.9
Alberto VO-5 (Alberto-Culver)	9.5	4.5
Sassoon (Sassoon)	9.4	4.4
Rave (Chesebrough-Pond's)	9.3	4.4
Style (Lamaur Inc.)	8.2	3.8
Jhirmack (Jhirmack)	7.7	3.6
Breck (American Cyanamid)	5.8	2.7
Suave (Helene Curtis)	5.3	2.5
Revlon (Revlon)	5.0	2.3
Afro Sheen (Johnson Products)	4.8	2.3
Other Clairol	4.6	2.2
Avon (Avon)	4.5	2.1
Hold (Lamaur)	4.5	2.1
Clairmist (Clairol)	4.3	2.0
All-Set (Demert & Daughtery)	4.2	2.0
Just Wonderful (Faberge)	4.0	1.9%
Redken (Redken)	3.9	1.8
Adorn Firm'Free (Gillette)	3.9	1.8
Other Adorn (Gillette)	3.7	1.7

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FEMALE TEENS 12-19

(Continued)

BRAND USAGE

Brand (Mfr)	Share Of Users	Share Among Users
Sudden Beauty (Whitehall)	3.5	.1.6
Command Dry & Natural (Alb-Cul)	3.3	1.5
L'Oreal (L'Oreal)	3.3	1.5
English Leather (Mem)	3.1	1.5
Gillette Dry Look (Gillette)	3.1	1.5
Consort (Alberto-Culver)	3.0	1.4
Other Gillette (Gillette)	3.0	1.4
Other Command (Alberto-Culver)	2.9	1.4
Vitalis Super (Bristol-Myers)	2.9	1.4
Vitalis Regular (Bristol-Myers)	2.8	1.3
Protein 21 (Mennen)	2.6	1.2
Helene Curtis (Helene Curtis)	2.6	1.2
Other Brands	13.6	6.4
TOTAL	213.3%*	100.0%*

* Total percentage is higher than percentage of users because some teen girls use more than one brand.

Adapted from Simmons Data (1984)

** Because of rounding, subtotals do not add up exactly to totals.

IV. MALE TEENS

MALE TEENS: 12-19

USAGE:

	Number (000)	Percentage
Number Of Male Teens In U.S.	15,037	100.0%
Those Who Use Hair Spray	3,434	22.8

TYPE USED:

	Share Of Users	Share Among Users
Those Who Use Aerosol Sprays	14.0%*	59.3
Those Who Use Manual Pump Sprays	9.6*	40.7

FREQUENCY OF USE:
(In A One-Week Period)

Times Used	Percentage Of Users	Share Among Users
None	4.9%	21.3%
One	1.9	8.3
Two	3.5	15.3
Three	1.4	6.1
Four	1.0	4.4
Five	4.2	18.3
Six	1.0	4.4
Seven	2.9	12.7
Eight Or Nine	1.5	6.6
Ten Or More	0.6	2.6
TOTAL**	22.9%	100.0%

Adapted from Simmons Data
(1984)

* Total percentage is more than the
the percentage of users because
some male teens use both types.

Note: Because of rounding, subtotals do not
always add up exactly to totals.

MALE TEENS 12-19

BRAND USAGE

Brand (Mfr)	Share Of Users	Share Among Users
Afro Sheen (Johnson Products)	3.5%	6.1%
Clairol Final Net (Bristol-Myers)	3.1	5.4
Aqua-Net (Rayette/Faberge)	2.8%	4.9
All-Set (Demert & Daughtery)	2.6	4.6
Adorn Firm'Free (Gillette)	2.4	4.2
Miss Breck (Shulton)	2.2	3.9
Rave (Chesebrough-Pond's)	2.2	3.9
Breck (American Cyanamid)	2.1	3.7
Alberto VO-5 (Alberto-Culver)	1.9	3.3
Gillette Dry Look (Gillette)	1.9	3.3
Sassoon (Sassoon)	1.8	3.2
Style (Lamaur Inc.)	1.8	3.2
English Leather (Mem)	1.8	3.2
Silkience (Gillette)	1.7	3.0
Vitalis Regular (Bristol-Myers)	1.7	3.0
Jhirmack (Jhirmack)	1.6	2.8
Consort (Alberto-Culver)	1.5	2.6
Suave (Helene Curtis)	1.3	2.2
Other Clairol	1.2	2.1
Redken (Redken)	1.2	1.9
Avon (Avon)	1.1	1.9
White Rain (Gillette)	1.1	1.9
Revlon (Revlon)	1.0	1.8
Hold (Lamaur)	0.7	1.2

--continued in the next page--

MALE TEENS 12-19

(Continued)

Brand (Mfr)	Share Of Users	Share Among Users
Command Dry & Natural (Alb-Cul)	0.7%	1.2%
L'Oreal (L'Oreal)	0.7	1.2
Clairmist (Clairol)	0.7	1.2
Just Wonderful (Faberge)	0.7	1.2
Other Gillette (Gillette)	0.7	1.2
Protein 21 (Mennen)	0.7	1.2
Helene Curtis (Helene Curtis)	0.7	1.2
Other Command (Alberto-Culver)	0.7	1.2
Sudden Beauty (Whitehall)	0.6	1.1
Other Adorn (Gillette)	0.6	1.1
Vitalis Super (Bristol-Myers)	0.6	1.1
Other Brands	6.6	11.6
TOTAL	52.1%*	100.0%

* Total percentage is higher than percentage of users because some teen males use more than one brand.

Adapted from Simmons Data (1984)

** Because of rounding, subtotals do not add up exactly to totals.

APPENDIX D. QUESTIONNAIRE

	<u>OWN PRODUCT</u>	<u>ALTERNATE PRODUCT</u>	<u>EXXEL PATTERNS</u>
BRAND	_____	_____	_____
HOLD	_____	_____	_____
DISPENSER	Aerosol (<input type="checkbox"/>) Pump (<input type="checkbox"/>)	Aerosol (<input type="checkbox"/>) Pump (<input type="checkbox"/>)	
NO. OF APPS	_____	_____	_____
WEIGHT USED	_____	_____	_____
PCT. SOLVENT	_____	_____	_____
SOLVENT RATE	_____	_____	_____
CAN NO.	_____	_____	_____

1. HOW LONG HAVE YOU BEEN USING YOUR BRAND OF HAIR SPRAY?
- LESS THAN A YEAR
- 1 - 4 YEARS
- 5 OR MORE YEARS

2. WHAT DO YOU PARTICULARLY LIKE ABOUT YOUR BRAND OF HAIR SPRAY?

3. WHAT, IF ANYTHING, DO YOU PARTICULARLY DISLIKE ABOUT YOUR HAIR SPRAY?

4. WHAT IS YOUR MAIN REASON FOR PURCHASING YOUR BRAND OF HAIR SPRAY?

5. HOW MANY BRANDS OF HAIR SPRAY DO YOU CURRENTLY USE?
- ONE
- TWO
- THREE OR MORE

6. IF YOUR BRAND OF HAIR SPRAY WAS NOT AVAILABLE IN THE MARKETPLACE WHICH BRAND WOULD YOU USE INSTEAD?

BRAND _____ HOLD _____ Aerosol ()

Pump ()

7. FOLLOWING IS A LIST OF HAIR SPRAY ATTRIBUTES THAT PERHAPS YOU CONSIDER WHEN PURCHASING HAIR SPRAY - PLEASE RATE EACH ONE ON HOW IMPORTANT THEY ARE IN YOUR PURCHASE DECISION?

	VERY IMPORTANT	SOMEWHAT IMPORTANT	IMPORTANT	SOMEWHAT UNIMPORTANT	NOT AT ALL IMPORTANT
HOLDING POWER	()	()	()	()	()
DISPENSES FROM ANY ANGLE	()	()	()	()	()
LEAK PROOF	()	()	()	()	()
EASILY SHAMPOOS OUT	()	()	()	()	()
EXPLOSION PROOF	()	()	()	()	()
ODOR FREE	()	()	()	()	()
NO DANGER TO THE OZONE LAYER	()	()	()	()	()
NO OVERCAP NEEDED	()	()	()	()	()
PRICE	()	()	()	()	()
COMBS OUT EASILY	()	()	()	()	()
DRYS QUICKLY	()	()	()	()	()
FEELS NATURAL (not stiff/sticky)	()	()	()	()	()
CONTAINS NO ALCOHOL	()	()	()	()	()
FRAGRANCE	()	()	()	()	()
EVEN DISTRIBUTION ON HAIR	()	()	()	()	()
LEAVES NO STICKY RESIDUE	()	()	()	()	()

8. PLEASE RATE THE PERFORMANCE OF YOUR HAIR SPRAY ON THE FOLLOWING ATTRIBUTES.

	<u>EXCELLENT</u>	<u>VERY GOOD</u>	<u>GOOD</u>	<u>POOR</u>	<u>VERY POOR</u>
HOLDING POWER	()	()	()	()	()
DISPENSES FROM ANY ANGLE	()	()	()	()	()
LEAK PROOF	()	()	()	()	()
EASILY SHAMPOOS OUT	()	()	()	()	()
EXPLOSION PROOF	()	()	()	()	()
ODOR FREE	()	()	()	()	()
NO DANGER TO OZONE LAYER	()	()	()	()	()
NO OVERCAP NEEDED	()	()	()	()	()
PRICE	()	()	()	()	()
COMBS OUT EASILY	()	()	()	()	()
DRYS QUICKLY	()	()	()	()	()
FEELS NATURAL (not stiff)	()	()	()	()	()
CONTAINS NO ALCOHOL	()	()	()	()	()
FRAGRANCE	()	()	()	()	()
EVEN DISTRIBUTION ON HAIR	()	()	()	()	()
LEAVES NO STICKY RESIDUE	()	()	()	()	()

9. HOW MANY CANS OF HAIR SPRAY DO YOU USE EACH MONTH?

- () LESS THAN ONE () THREE CANS PER MONTH
 () ONE CAN PER MONTH () FOUR CANS PER MONTH
 () TWO CANS PER MONTH () FIVE CANS OR MORE

10. HOW MUCH DO YOU PAY FOR YOUR BRAND OF HAIR SPRAY?

- | | | |
|----------------------|---------------------|---------------------|
| Less than \$1.00 () | \$3.51 - \$4.00 () | \$6.51 - \$7.00 () |
| \$1.01 - \$1.50 () | \$4.01 - \$4.50 () | \$7.01 - \$7.50 () |
| \$1.51 - \$2.00 () | \$4.51 - \$5.00 () | \$7.51 - \$8.00 () |
| \$2.01 - \$2.50 () | \$5.01 - \$5.50 () | \$8.01 - \$8.50 () |
| \$2.51 - \$3.00 () | \$5.51 - \$6.00 () | \$8.51 - \$9.00 () |
| \$3.01 - \$3.50 () | \$6.01 - \$6.50 () | Over \$9.00 () |

WHO IN YOUR HOUSEHOLD DECIDES THE BRAND/S OF HAIR SPRAY YOU USE?

- SELF () SPOUSE ()
 MOTHER () HAIRDRESSER ()
 FATHER () OTHER(specify) _____

11. HOW WOULD YOU DESCRIBE YOUR LENGTH OF HAIR COMPARED TO OTHER PEOPLE OF YOUR SEX?

- () SHORT () MEDIUM () LONG

FOR CLASSIFICATION PURPOSES ONLY, PLEASE TELL US.

ARE YOU: MALE () FEMALE ()

PLEASE CHECK YOUR AGE BRACKET:

- | | |
|--------------------------------------|------------------------------------|
| <input type="checkbox"/> 18 or under | <input type="checkbox"/> 35 - 44 |
| <input type="checkbox"/> 19 - 24 | <input type="checkbox"/> 45 - 54 |
| <input type="checkbox"/> 25 - 34 | <input type="checkbox"/> 55 & over |

ARE YOU: MARRIED () SINGLE () OTHER ()

INCLUDING YOURSELF, HOW MANY PEOPLE ARE THERE IN YOUR HOUSEHOLD? _____
Number

WHAT WAS THE HIGHEST LEVEL OF EDUCATION YOU COMPLETED?

- | | |
|---|--|
| <input type="checkbox"/> Some high school or less | <input type="checkbox"/> College Graduate |
| <input type="checkbox"/> High school graduate, no college | <input type="checkbox"/> Post grad. Study |
| <input type="checkbox"/> Some College | <input type="checkbox"/> Post grad. degree |
| <input type="checkbox"/> Trade/Vocational School | |

WHAT IS YOUR POSITION IN THE FAMILY?

- | | |
|---|---|
| <input type="checkbox"/> One person household | <input type="checkbox"/> Son/daughter of head of family |
| <input type="checkbox"/> Head of family | <input type="checkbox"/> Other |
| <input type="checkbox"/> Spouse of head of family | |

YOU HAVE NOW COMPLETED TWO WEEKS OF SAMPLING HAIRSPRAY
IN BOTH AEROSOL AND PUMP FORMS.

12. WHAT, IF ANYTHING, DO YOU PARTICULARLY LIKE ABOUT YOUR
BRAND OF HAIRSPRAY IN THE ALTERNATE FORM?

13. WHAT, IF ANYTHING, DO YOU PARTICULARLY DISLIKE ABOUT YOUR
BRAND OF HAIRSPRAY IN THE ALTERNATE FORM?

14. PLEASE RATE YOUR SATISFACTION WITH THIS ALTERNATE FORM ON THE
FOLLOWING ATTRIBUTES.

	<u>EXCELLENT</u>	<u>VERY GOOD</u>	<u>GOOD</u>	<u>POOR</u>	<u>VERY POOR</u>
HOLDING POWER	()	()	()	()	()
DISPENSES FROM ANY ANGLE	()	()	()	()	()
LEAK PROOF	()	()	()	()	()
EASILY SHAMPOOS OUT	()	()	()	()	()
EXPLOSION PROOF	()	()	()	()	()
ODOR FREE	()	()	()	()	()
SAFE FOR ENVIRONMENT	()	()	()	()	()
NO OVERCAP NEEDED	()	()	()	()	()
PRICE	()	()	()	()	()
COMBS OUT EASILY	()	()	()	()	()
DRIES QUICKLY	()	()	()	()	()
FEELS NATURAL (not stiff)	()	()	()	()	()
CONTAINS NO ALCOHOL	()	()	()	()	()
FRAGRANCE	()	()	()	()	()
EVEN DISTRIBUTION ON HAIR	()	()	()	()	()
LEAVES NO STICKY RESIDUE	()	()	()	()	()

15. NOW, COMPARING MY TYPE OF DISPENSER TO THE ALTERNATE, MY TYPE IS:

	<u>MUCH BETTER</u>	<u>SOMEWHAT BETTER</u>	<u>THE SAME</u>	<u>SOMEWHAT WORSE</u>	<u>MUCH WORSE</u>
HOLDING POWER	()	()	()	()	()
DISPENSES FROM ANY ANGLE	()	()	()	()	()
LEAK PROOF	()	()	()	()	()
EASILY SHAMPOOS OUT	()	()	()	()	()
EXPLOSION PROOF	()	()	()	()	()
ODOR FREE	()	()	()	()	()
SAFE FOR ENVIRONMENT	()	()	()	()	()
NO OVERCAP NEEDED	()	()	()	()	()
PRICE	()	()	()	()	()
COMBS OUT EASILY	()	()	()	()	()
DRIES QUICKLY	()	()	()	()	()
FEELS NATURAL (not stiff)	()	()	()	()	()
CONTAINS NO ALCOHOL	()	()	()	()	()
FRAGERANCE	()	()	()	()	()
EVEN DISTRIBUTION ON HAIR	()	()	()	()	()
LEAVES NO STICKY RESIDUE	()	()	()	()	()

16. OVERALL, WHICH TYPE OF DISPENSER DO YOU LIKE BEST, AEROSOL OR PUMP?

AEROSOL ()
PUMP ()

17. PLEASE RATE YOUR SATISFACTION WITH PATTERNS ON THE FOLLOWING ATTRIBUTES.

	<u>EXCELLENT</u>	<u>VERY GOOD</u>	<u>GOOD</u>	<u>POOR</u>	<u>VERY POOR</u>
HOLDING POWER	()	()	()	()	()
DISPENSES FROM ANY ANGLE	()	()	()	()	()
LEAK PROOF	()	()	()	()	()
EASILY SHAMPOOS OUT	()	()	()	()	()
EXPLOSION PROOF	()	()	()	()	()
ODOR FREE	()	()	()	()	()
SAFER FOR ENVIRONMENT	()	()	()	()	()
NO OVERCAP NEEDED	()	()	()	()	()
PRICE	()	()	()	()	()
COMBS OUT EASILY	()	()	()	()	()
DRIES QUICKLY	()	()	()	()	()
FEELS NATURAL (not stiff)	()	()	()	()	()
CONTAINS NO ALCOHOL	()	()	()	()	()
FRAGRANCE	()	()	()	()	()
EVEN DISTRIBUTION ON HAIR	()	()	()	()	()
LEAVES NO STICKY RESIDUE	()	()	()	()	()

18. PLEASE RANK ORDER THE THREE PRODUCTS YOU TESTED IN THE FOLLOWING MANNER.

1. LIKE BEST
2. NEUTRAL
3. LIKE LEAST

EXAMPLE: FRAGRANCE
 MY BRAND (3)
 ALTERNATE VERSION (1)
 PATTERNS (2)

	<u>HOLDING POWER</u>	<u>DISPENSES FROM ANY ANGLE</u>	<u>LEAK PROOF</u>	<u>EASILY SHAMPOOS OUT</u>
MY BRAND	()	()	()	()
ALTERNATE VERSION	()	()	()	()
PATTERNS	()	()	()	()

	<u>EXPLOSION PROOF</u>	<u>ODOR FREE</u>	<u>SAFER FOR ENVIRONMENT</u>	<u>NO OVERCAP NEEDED</u>
MY BRAND	()	()	()	()
ALTERNATE VERSION	()	()	()	()
PATTERNS	()	()	()	()

	<u>PRICE</u>	<u>COMBS OUT EASILY</u>	<u>DRIES QUICKLY</u>	<u>FEELS NATURAL (not stiff)</u>
MY BRAND	()	()	()	()
ALTERNATE VERSION	()	()	()	()
PATTERNS	()	()	()	()

	<u>CONTAINS NO ALCOHOL</u>	<u>FRAGRANCE</u>	<u>EVEN DISTRIBUTION ON HAIR</u>	<u>LEAVES NO STICKY RESIDUE</u>
MY BRAND	()	()	()	()
ALTERNATE VERSION	()	()	()	()
PATTERNS	()	()	()	()

19. OVERALL, WHICH PRODUCT DID YOU

LIKE MOST: (check only ONE)

MY BRAND	()
ALTERNATE VERSION	()
PATTERNS	()

WHY?

20. OVERALL, WHICH PRODUCT DID YOU

LIKE LEAST: (check only ONE)

MY BRAND ()
ALTERNATE VERSION ()
PATTERNS ()

WHY?

21. PLEASE EXAMINE THE ATTACHED DESCRIPTION OF "PATTERNS" PACKAGING.
WERE YOU AWARE, WHILE YOU WERE USING IT, THAT PATTERNS WAS NEITHER AN
AEROSOL OR PUMP ?

Yes ()
No ()

22. AT THE SAME PRICE AS YOUR OWN BRAND OF HAIR SPRAY, HOW LIKELY WOULD
YOU BE TO PURCHASE PATTERNS?

VERY LIKELY ()
SOMEWHAT LIKELY ()
NEUTRAL ()
SOMEWHAT UNLIKELY ()
DEFINITELY NOT ()

22a. WHY DO YOU SAY THAT?

23. WOULD YOU PAY MORE FOR PATTERNS THAN YOUR OWN HAIR SPRAY?

YES () HOW MUCH MORE? _____
NO ()

24. IF PATTERNS RETAILED FOR \$5.00 PER CONTAINER WOULD YOU SAY THAT
PRICE IS:

- TOO HIGH ()
- JUST ABOUT RIGHT ()
- NOT ENOUGH ()

THANK YOU VERY MUCH FOR PARTICIPATING IN OUR STUDY.