

Dr. Bronner's Intercepts Frequency Questionnaire

March 9-12, 2008

453 Organic Product Shoppers

Q.5 In the past year, have you purchased natural personal care products that you consider to be organic, such as soap, shampoo, body wash or lotion?

	Total
Yes	100
No.....	-
(Don't know/refused)	-
(ref:SCREEN2)	

Q.6 Record respondent's gender (INTERVIEWER CODE -- DO NOT ASK)

	Total
Male.....	34
Female	66
(ref:GENDER)	

Q.7 Would you say you purchase these items on a regular basis, occasionally, or hardly ever?

	Total
On a regular basis	41
Occasionally	45
Hardly ever	14
(Don't know/refused)	-
(ref:USEAMT)	

Q.8 Do you consider most of the personal care products you purchase to be organic, or are there just a few specific such products you purchase?

	Total
Most are organic.....	43
Just a few specific items.....	54
(Don't know/refused)	2
(ref:QUANTORG)	

Q.9 Do you regularly purchase liquid soap among the personal care items you consider organic?

	Total
Yes	69
No.....	29
(Don't know/refused)	2
(ref:SOAP)	

Q.10 (BLUE SKY TEST) Now, which of these products would you consider organic?

	Org- anic	Not Org- anic	(DK/ Ref)	Org anic - Not
10 Blue Sky Organics, Liquid Soap	75	15	9	60
11 Blue Sky, Obsessively Organic, Liquid Soap.....	72	19	9	53
12 Blue Sky Liquid Soap, Made with Organic Oils.....	61	29	10	32
13 Blue Sky, Pure Natural and Organic, Liquid Soap	77	15	7	62
14 Blue Sky, 100% Organic Active Ingredients, Liquid Soap	81	11	8	70
15 Blue Sky Natural Soap..... (ref:ORGANIC)	44	43	13	1

Q.16 (BLUE SKY TEST) Now I would like you to compare the labels of these products to each other. Please rank the six labels below in order, from "1" to "6" in terms of which you think is the "most organic" liquid soap, with "1" as the most organic, and "6" as the least organic. Each must have a number in order and you cannot give any the same number.

	Mean	% 1	% 2	% 3	% 4	% 5	% 6
16 Blue Sky Organics, Liquid Soap	3.6	13	13	20	26	16	12
17 Blue Sky, Obsessively Organic, Liquid Soap.....	3.6	11	19	15	18	26	11
18 Blue Sky Liquid Soap, Made with Organic Oils.....	4.0	9	11	17	20	22	21
19 Blue Sky, Pure Natural and Organic, Liquid Soap.....	3.0	17	26	25	14	12	6
20 Blue Sky, 100% Organic Active Ingredients, Liquid Soap	2.3	44	21	12	8	10	5
21 Blue Sky Natural Soap..... (ref:MSTORG)	4.6	5	10	12	14	13	45

Q.22 Here is a set of liquid soap products. Are you familiar with:

	Yes	No	(DK/ Ref)	Yes - No
22 Avalon Organics.....	62	36	2	27
23 Dr. Bronner's Magic Soap.....	43	53	4	-9
24 JASON.....	50	46	4	4
25 Nature's Gate Organics.....	53	44	3	9
26 Kiss My Face "Obsessively Organic".....	49	47	4	2
27 Burt's Bees.....	58	38	4	21
28 SoftSoap..... (ref:PRODUCT)	79	19	2	61

Q.29 (SHOW ALL PRODUCTS) Do you currently use this product? (IF NO) Have you ever used this product?

	No, Used Yes	No, Never Before Used	(DK/ Ref)	Use or Used
29 Avalon Organics.....	40	24	35	1 64
30 Dr. Bronner's Magic Soap.....	21	22	55	2 42
31 JASON.....	27	22	48	2 49
32 Nature's Gate Organics.....	28	24	47	1 52
33 Kiss My Face "Obsessively Organic".....	29	20	48	3 49
34 Burt's Bees.....	30	25	43	2 55
35 SoftSoap..... (ref:PRODUCE)	56	22	21	1 78

Q.36 Now, which of these products do you consider "organic" or "not organic."

	Org- anic	Not Org- anic	(DK/ Ref)	Org anic - Not
36 Avalon Organics.....	85	12	3	72
37 Dr. Bronner's Magic Soap	64	24	12	40
38 JASON	56	33	11	23
39 Nature's Gate Organics.....	77	16	6	61
40 Kiss My Face "Obsessively Organic"	75	18	7	57
41 Burt's Bees.....	59	30	11	29
42 SoftSoap	26	63	11	-36
(ref:PRODORG)				

Q.43 Now I would like you to compare these products to each other. Please rank the seven products in order, from "1" to "7" in terms of which you consider the "most organic" liquid soap, with "1" as the most organic, and "7" as the least organic of these soaps. Each must have a number in order and you cannot give any the same number.

	Mean	% 1	% 2	% 3	% 4	% 5	% 6	% 7
43 Avalon Organics.....	2.8	30	20	18	12	11	5	4
44 Dr. Bronner's Magic Soap	3.8	18	11	13	19	18	12	8
45 JASON	4.4	8	11	14	15	21	19	13
46 Nature's Gate Organics.....	3.3	14	28	20	15	11	8	5
47 Kiss My Face "Obsessively Organic"	3.7	14	15	21	17	16	11	7
48 Burt's Bees.....	4.4	10	10	8	15	16	33	7
49 SoftSoap	5.6	5	6	6	9	7	11	56
(ref:RANKORG)								

Q.50 Now I am going to read you some types of ingredients. For each, please tell me if, in your opinion, a product branded as "Organics" should or should not contain that ingredient.

	Shld	Shld Not	(De- pends)	(DK/ Ref)
50 Ingredients made with both plant and petroleum compounds	20	64	11	4
51 Petrochemicals	16	66	12	6
52 Synthetic preservatives.....	19	61	16	4
53 Organic oils.....	84	10	4	2
54 Cleansing ingredients based off of organic agriculture, with no pesticides used	70	16	10	3
55 Cleansing ingredients based off of conventional agriculture, that may have used synthetic fertilizers, pesticides or herbicides ...	20	57	18	5
56 Plant-based ingredients that have gone through a hydrogenation process.....	30	42	19	9
57 Plant-based ingredients that have gone through a sulfation process	23	47	19	11

(ref:INGRED)

Q.58 In your opinion, should a product be permitted to be branded "Organics" if its cleansing ingredients are based on conventional agriculture that may use synthetic fertilizers, pesticides or herbicides, or should it not be permitted to be branded or labeled "Organics".

	Total
Should be permitted to be branded "Organics"	33
Should NOT be permitted to be labeled "Organics"	63
(Don't know/refused)	4

(ref:PESTICID)

Q.59 If you were looking to buy a liquid soap you consider organic and you knew that a particular soap contained petrochemical preservatives and that most of its major cleansing ingredients were made from conventional agriculture and not from certified organic agriculture, would you still buy that soap, or would you look for another brand that had cleansing ingredients made from certified organic agriculture?

	Total
Still buy that soap.....	39
Look for another brand with more organic materials.....	58
(Don't know/refused)	3

(ref:AGRIC)

Q.60 Now, I would like to ask you a few questions for statistical purposes only. How often do you go shopping for food and personal care products?

	Total
Every day	9
Several days a week	26
Once or twice a week.....	39
Once or twice a month	23
Less than once a month.....	2
(Don't know/refused)	-
(ref:SHOPPING)	

Q.61 In what year were you born?

	Total
18 - 24	31
25 - 29	17
30 - 34	12
35 - 39	12
40 - 44	8
45 - 49	7
50 - 54	4
55 - 59	4
60 - 64	1
Over 64.....	2
(No answer).....	4
(ref:AGE)	

Q.62 What is your race?

	Total
White	46
Black.....	9
Hispanic/Latino.....	26
Asian	13
(Other)	2
(Mixed)	3
(Don't know/refused)	0
(ref:RACE)	

Q.65 Last year, that is in 2007, what was your total family income from all sources, before taxes? Just stop me when I get to the right category.

	Total
Less than \$10,000.....	5
\$10,000 to under \$20,000	8
\$20,000 to under \$30,000	11
\$30,000 to under \$50,000	20
\$50,000 to under \$75,000	21
\$75,000 to under \$100,000	13
\$100,000 or more	15
(Refused).....	5
(Don't know)	1
(ref:INCOME)	

Intercept location

	Total
Los Angeles.....	46
Orange County	16
San Diego.....	5
San Francisco	33
(ref:LOCATION)	

Store location

	Total
LA-Trader Joes-Sepulveda, West LA.....	4
LA-Whole Food Market-Gayley, LA.....	4
LA-Bristol Farms-Beverly, W Hollywood	1
LA-Whole Foods-3rd, LA.....	5
LA-Trader Joe's-Arroyo Pkwy, Pasadena	4
LA-Trader Joe's-Mission, Pasadena	3
LA-Whole Foods-Arroyo Pkwy, Pasadena	0
LA-Trader Joe's-Lake, Pasadena.....	1
LA-Trader Joe's-Mason, Chatsworth.....	1
LA-Trader Joe's-Sta Monica, W Hollywood.....	3
LA-Trader Joe's-Balboa, Granada Hills.....	5
LA-Whole Foods-National, LA.....	15
OC-Trader Joes-Culver, Irvine	2
OC-Trader Joes-Campus, Irvine	6
OC-Henry's Market-Harbor, Costa Mesa	4
OC-Whole Foods-Park, Tustin	0
OC-Sprouts Farmers Market-Alton Pkwy, Irvine	2
SD-Whole Foods-University, San Diego	1
SD-Trader Joes-Grossmont, La Mesa	4
SF-Rainbow Grocery-Folsom, San Francisco.....	4
SF-Trader Joe's-Bay, San Francisco	11
SF-Mall-Milpitas.....	18
(ref:STORELOC)	