

IMPORTANT! PLEASE READ:

PLEASE PUT THE LABEL REPLICA YOU USED DURING THE PHONE INTERVIEW ASIDE UNTIL INSTRUCTED TO LOOK AT IT AGAIN. THE FOLLOWING QUESTIONS ARE ABOUT INFORMATION ON THE PACKAGING OF ALL HOUSEHOLD CLEANER PRODUCTS THAT ARE AVAILABLE.

WHEN ANSWERING THESE QUESTIONS, PLEASE ONLY THINK ABOUT THE INFORMATION THAT IS ON THE PACKAGING OF HOUSEHOLD CLEANER PRODUCTS. WHEN I REFER TO HOUSEHOLD CLEANER PRODUCTS, I MEAN ALL PURPOSE CLEANERS, TOILET BOWL CLEANERS, BATHROOM CLEANERS AND MOLD AND MILDEW REMOVERS.

1. Please indicate how satisfied you are **OVERALL** with the information currently available on the packaging of household cleaner products. **(X ONE Box)**

- 1 Extremely satisfied
- 2 Very satisfied
- 3 Somewhat satisfied
- 4 Not very satisfied
- 5 Not at all satisfied

NOW I HAVE SOME QUESTIONS ABOUT SPECIFIC INFORMATION FOUND ON THE PACKAGING OF ANY HOUSEHOLD CLEANER PRODUCTS.

2a. In **Column "A"** below, please indicate how often, if ever, you read each type of information listed on the package while you are **in the store**. **(X ONE Box For EACH Type Of Information In Column "A")**

2b. In **Column "B"** below, please indicate how often, if ever, you read each type of information listed on the package just before or while you are **using the product at home**. **(X ONE Box For EACH Type Of Information In Column "B")**

2c. For **EACH** type of information you said you **NEVER** read at all (in **Column "A"** and **"B"**), please indicate in **Column "C"** all the reasons that you **NEVER** read that type of information. **(X ALL That Apply In Column "C" For EACH Type Of Information You NEVER Read)**

	"A"				"B"				"C"					
	Frequency Of Reading In Store				Frequency of Reading Just Before Or While Using				Reasons Why Never Read (In Store And Just Before/While Using)					
	Every Time	Occasionally	First Time Only	Never	Every Time	Occasionally	First Time Only	Never	I Just Don't	I Don't Understand What The Information/ Language Means	It Is Information I Already Know	It Is Information I Don't Need To Know	I Don't Have Time	The Print Is Too Small
Brand name.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Name of manufacturer	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Phone number for information.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Directions on how to use the product	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Description of what product does	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Information about where the product should not be used.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Information about effects on personal and children's health or safety	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Product contents or ingredients	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Information on how to store product..	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Information on how to dispose of product packaging.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Information on what to do in an emergency or in case of accident	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Statement that the product contains no phosphates	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>

- 3a. Please continue to think about the types of information found on the packaging of household cleaner products. In **Column "A"** below, read each type of information listed, and then please "X" the four types that are **most important** to you. (**X Four Boxes In Column "A"**)
- 3b. Now, in **Column "B"**, please indicate the four types of information found on the packaging of household cleaner products that are **least important** to you. (**X Four Boxes In Column "B"**)
- 3c. In **Column "C"**, please indicate the **four** types of information you want to be able to find most easily on the packaging of a household cleaner **when you are shopping** for a household cleaner. (**X Up To FOUR Boxes In Column "C"**)

	Four Most Important	Four Least Important	Four Types Of Information Want To Find Most Easily
Brand name	01 <input type="checkbox"/>	01 <input type="checkbox"/>	01 <input type="checkbox"/>
Name of manufacturer	02 <input type="checkbox"/>	02 <input type="checkbox"/>	02 <input type="checkbox"/>
Phone number for information	03 <input type="checkbox"/>	03 <input type="checkbox"/>	03 <input type="checkbox"/>
Directions on how to use the product	04 <input type="checkbox"/>	04 <input type="checkbox"/>	04 <input type="checkbox"/>
Description of what product does	05 <input type="checkbox"/>	05 <input type="checkbox"/>	05 <input type="checkbox"/>
Information about where the product should not be used	06 <input type="checkbox"/>	06 <input type="checkbox"/>	06 <input type="checkbox"/>
Information about effects on personal and children's health or safety	07 <input type="checkbox"/>	07 <input type="checkbox"/>	07 <input type="checkbox"/>
Product contents or ingredients	08 <input type="checkbox"/>	08 <input type="checkbox"/>	08 <input type="checkbox"/>
Information on how to store product.....	09 <input type="checkbox"/>	09 <input type="checkbox"/>	09 <input type="checkbox"/>
Information on how to dispose of product packaging	10 <input type="checkbox"/>	10 <input type="checkbox"/>	10 <input type="checkbox"/>
Information on what to do in an emergency or in case of accident	11 <input type="checkbox"/>	11 <input type="checkbox"/>	11 <input type="checkbox"/>
Statement that the product contains no phosphates	12 <input type="checkbox"/>	12 <input type="checkbox"/>	12 <input type="checkbox"/>

3d. What specific information, if any, would you like to see on the label of household cleaner products that is not currently available on the label? (**Write In Below, Please Be As Specific As Possible**)

+ None → (**Skip To Qu. 4a**)

4a. When shopping for or using a household cleaner product, do you look for information about the ingredients?

1 Yes → (**Continue**)

2 No → (**Skip To Qu. 4c**)

4b. Why do you look for information about ingredients? (**X ALL That Apply**)

1 I'm looking for the name of a specific ingredient

2 I want to know the scientific names of the ingredients

3 I want to compare different products

4 I or other household member want to avoid using certain chemicals because of allergies or other health related reasons

Other (Specify): _____

4c. If a household cleaner label were to provide you with additional information about ingredients, which of the following would you prefer? (**X ONE Box**)

NOTE: These lists represent what might be on an actual label in the ingredient section. On a real label, the "X's" would be actual numbers.

1 OPTION 1

Active Ingredients:

Alkyl (C12 40%; C14 50%; C16 10%) dimethyl benzyl ammonium chloride 1.55%

Other Ingredients:

Deionized water xx.x%

Ethylene glycol monobutyl ether xx.x%

Polyoxyethylene octadecylphenol x.x%

N,N,-Dimethylcapramide x.x%

Sodium Ethylenetriaminetetraacetate x.x%

Perfume x.x%

C.I. Direct Blue 86 x.x%

TOTAL 100%

2 OPTION 2

Active Ingredients:

Alkyl (C12 40%; C14 50%; C16 10%) dimethyl benzyl ammonium chloride 1.55%

Other Ingredients: 98.45%

Other ingredients are: Deionized water, solvent (to dissolve grease), surfactants (cleaning agents), Sodium EDTA (aids cleaning in hard water), perfume, blue colorant

TOTAL 100%

3 OPTION 3

Active Ingredients:

Alkyl (C12 40%; C14 50%; C16 10%) dimethyl benzyl ammonium chloride 01.55%

Other Ingredients: 98.45%

TOTAL 100%

4 OPTION 4

Active Ingredients:

Alkyl (C12 40%; C14 50%; C16 10%) dimethyl benzyl ammonium chloride 01.55%

Other Ingredients:

Solvents (including water) xx.x%

Surfactants x.x%

Water conditioner x.x%

Perfume x.x%

Dye x.x%

TOTAL 100%

4d. If you need to get additional information about product ingredients beyond that already found on the product packaging, where do you prefer to get this information? (X ALL That Apply)

- 1 I do not need additional information
- 2 Through the manufacturer by mail or by phone
- 3 From an 800 telephone number
- 4 From the product packaging
- 5 On the Internet/Web
- 6 Poison Control Center
- 7 In a product brochure
- 8 From a government agency
- Other (Specify): _____

4e. When you are in the store shopping for a household cleaner product, do you look for information on the product packaging to determine the possible harmful effects of the product?

- 1 Yes → (Continue)
- 2 No → (Skip To Qu. 5)

4f. What information on the product packaging do you use to determine the possible harmful effects of the product? (Please Be As Specific As Possible)

5. When deciding which household cleaner product to purchase, which of the following types of information, if any, do you look for? (X ALL That Apply)

- 1 Container or packaging characteristics (such as made of recycled plastic, recyclable, etc.)
- 2 Product characteristics such as non-staining, non-corrosive, won't scratch surface, low odor, etc.
- 3 Water-based
- 4 No CFC's
- 5 No phosphates
- 6 Botanical (if product is derived from plant extracts)
- 7 Non-flammable
- 8 None of the above

6a. What level of risk or personal hazard, if any, do you associate with a household cleaner product that has the following words on the label? Use a scale from 1 to 5 where "1" means no slight risk and "5" means a high risk. (X ONE Box For EACH Word)

Risk/Personal Hazard Associated With . . .	No Risk					← 3 →	High Risk					Don't Know
	1	2	3	4	5		6					
The word "Caution"	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>		6 <input type="checkbox"/>					
The word "Danger"	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>		6 <input type="checkbox"/>					
The word "Warning"	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>		6 <input type="checkbox"/>					
A label where none of these words are required	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>		6 <input type="checkbox"/>					

6b. What level of germ killing potential do you associate with household cleaner products that have the following words on the label? (X ONE Box For EACH Word)

	High Potential				← 3 →	Low Potential			
	1	2	3	4		5			
Deodorizer	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>		5 <input type="checkbox"/>			
Disinfectant	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>		5 <input type="checkbox"/>			
Cleaner	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>		5 <input type="checkbox"/>			
Antibacterial	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>		5 <input type="checkbox"/>			
Sanitizer	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>		5 <input type="checkbox"/>			

7. Besides the packaging, where else do you get information about household cleaner products you use? (X ALL That Apply)

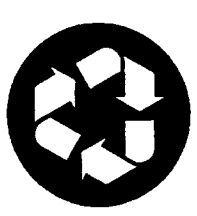
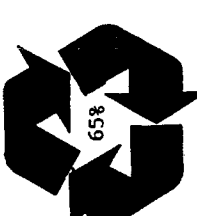



- 01 Store display
- 02 Store salesperson
- 03 Product manufacturer (800#)
- 04 Friend/family member/co-worker
- 05 Newspaper ad
- 06 Magazine ad
- 07 TV ad
- 08 TV infomercial
- 09 "How-to" TV program or video
- 10 TV News story
- 11 Newspaper or magazine story
- 12 Product brochure
- 13 Poison Control Center
- 14 University or county extension service
- 15 Library
- 16 Environmental group
- 17 Consumer group
- 18 City government agency
- 19 County government agency
- 20 State government agency
- 21 Federal government agency
- 22 Consumer Reports
- 23 Yellow Pages
- 24 Fire department
- 25 Internet website
- Other (Specify): _____
- + Do not get additional information

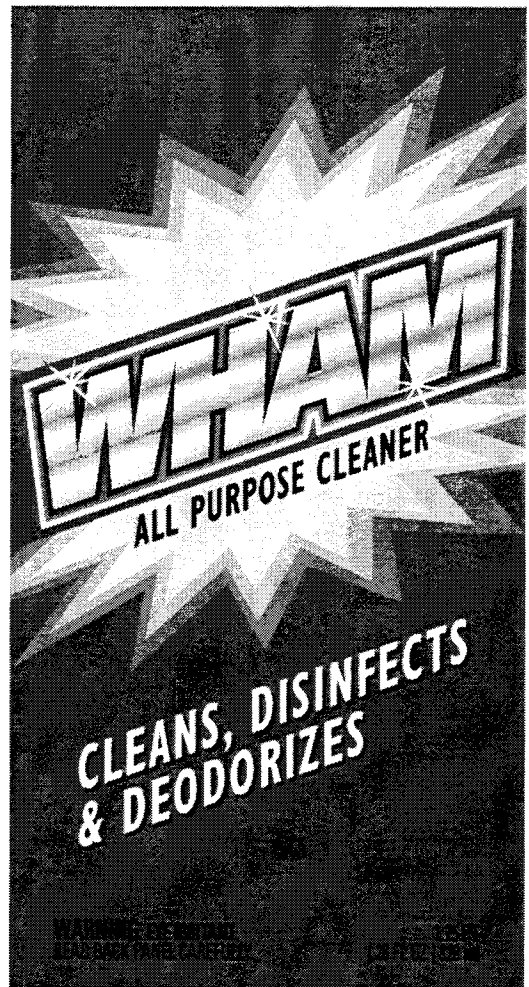
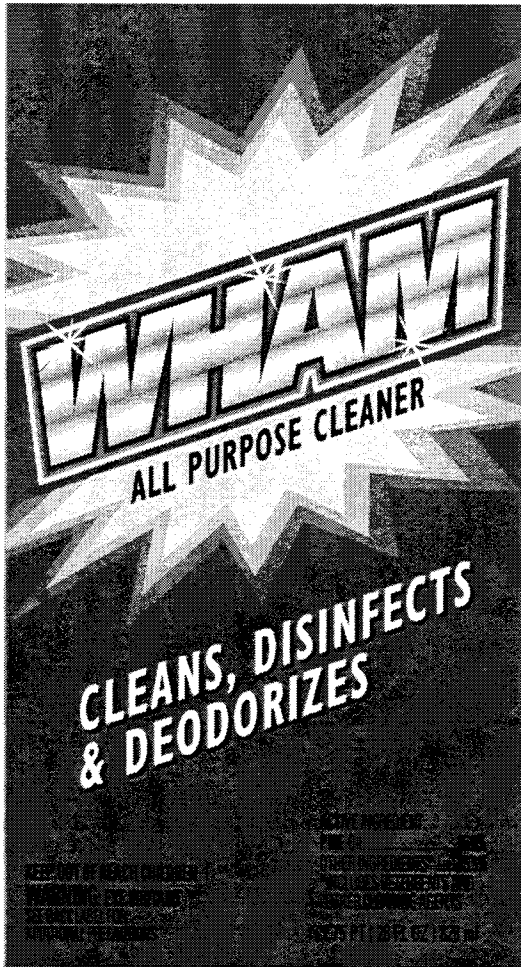
8. Some products show selected information in the same way and place on the packaging. If household cleaners were to do this, which of the following ways, if any, would you most like to see the information shown? (X ONE Box)

- 1 Does not make a difference to me
- 2 Would not change the current format
- 3 A format with sentences and headings to highlight key items
- 4 A box format, like the nutrition facts box found on food packages, that presents information consistently among household cleaner products
- 5 None of the above

9.

Illustrated below are five icons/pictures you might see on the packaging of a household cleaner product. Under each one, "X" all the boxes that describe what that icon/picture means to you.
(X ALL That Apply Under EACH Icon/Picture)

<div style="border: 1px solid black; padding: 10px; width: 150px; margin: 0 auto;">  </div> <p style="text-align: center;">A</p>	<div style="border: 1px solid black; padding: 10px; width: 150px; margin: 0 auto;">  </div> <p style="text-align: center;">B</p>	<div style="border: 1px solid black; padding: 10px; width: 150px; margin: 0 auto;">  </div> <p style="text-align: center;">C</p>	<div style="border: 1px solid black; padding: 10px; width: 150px; margin: 0 auto;">  </div> <p style="text-align: center;">D</p>	<div style="border: 1px solid black; padding: 10px; width: 150px; margin: 0 auto;">  </div> <p style="text-align: center;">E</p>
<p>9a. What do you think this icon/picture means? (X ALL That Apply For EACH Icon/Picture)</p> <p>Not really sure 1 <input type="checkbox"/></p> <p>This product is environmentally preferable to those products just like it 2 <input type="checkbox"/></p> <p>This package is recyclable 3 <input type="checkbox"/></p> <p>This package is not recyclable 4 <input type="checkbox"/></p> <p>The package that the product comes in is made of recycled steel 5 <input type="checkbox"/></p> <p>This package that the product comes in is made of recycled paper 6 <input type="checkbox"/></p> <p>This package that the product comes in is made of recycled plastic 7 <input type="checkbox"/></p> <p>This package contains 100% recycled material 8 <input type="checkbox"/></p> <p>This package contains X% recycled material 9 <input type="checkbox"/></p>	<p>1 <input type="checkbox"/></p> <p>2 <input type="checkbox"/></p> <p>3 <input type="checkbox"/></p> <p>4 <input type="checkbox"/></p> <p>5 <input type="checkbox"/></p> <p>6 <input type="checkbox"/></p> <p>7 <input type="checkbox"/></p> <p>8 <input type="checkbox"/></p> <p>9 <input type="checkbox"/></p>	<p>1 <input type="checkbox"/></p> <p>2 <input type="checkbox"/></p> <p>3 <input type="checkbox"/></p> <p>4 <input type="checkbox"/></p> <p>5 <input type="checkbox"/></p> <p>6 <input type="checkbox"/></p> <p>7 <input type="checkbox"/></p> <p>8 <input type="checkbox"/></p> <p>9 <input type="checkbox"/></p>	<p>1 <input type="checkbox"/></p> <p>2 <input type="checkbox"/></p> <p>3 <input type="checkbox"/></p> <p>4 <input type="checkbox"/></p> <p>5 <input type="checkbox"/></p> <p>6 <input type="checkbox"/></p> <p>7 <input type="checkbox"/></p> <p>8 <input type="checkbox"/></p> <p>9 <input type="checkbox"/></p>	<p>1 <input type="checkbox"/></p> <p>2 <input type="checkbox"/></p> <p>3 <input type="checkbox"/></p> <p>4 <input type="checkbox"/></p> <p>5 <input type="checkbox"/></p> <p>6 <input type="checkbox"/></p> <p>7 <input type="checkbox"/></p> <p>8 <input type="checkbox"/></p> <p>9 <input type="checkbox"/></p>
<p>9b. When you buy a product with this icon/picture, what does it ask you to do when the container is empty? (X ALL That Apply For EACH Icon/Picture)</p> <p>Not really sure 1 <input type="checkbox"/></p> <p>I am encouraged to recycle this package 2 <input type="checkbox"/></p> <p>I am required to recycle this package 3 <input type="checkbox"/></p> <p>It does not say anything about recycling this package . 4 <input type="checkbox"/></p>	<p>1 <input type="checkbox"/></p> <p>2 <input type="checkbox"/></p> <p>3 <input type="checkbox"/></p> <p>4 <input type="checkbox"/></p>	<p>1 <input type="checkbox"/></p> <p>2 <input type="checkbox"/></p> <p>3 <input type="checkbox"/></p> <p>4 <input type="checkbox"/></p>	<p>1 <input type="checkbox"/></p> <p>2 <input type="checkbox"/></p> <p>3 <input type="checkbox"/></p> <p>4 <input type="checkbox"/></p>	<p>1 <input type="checkbox"/></p> <p>2 <input type="checkbox"/></p> <p>3 <input type="checkbox"/></p> <p>4 <input type="checkbox"/></p>
<p>9c. Where is this icon/picture found? (X ALL That Apply For EACH Icon/Picture)</p> <p>Back of the package 1 <input type="checkbox"/></p> <p>Front of the package 2 <input type="checkbox"/></p> <p>Bottom of the package 3 <input type="checkbox"/></p> <p>Top of the package 4 <input type="checkbox"/></p> <p>Don't know 5 <input type="checkbox"/></p> <p>I don't expect to see it on the package 6 <input type="checkbox"/></p>	<p>1 <input type="checkbox"/></p> <p>2 <input type="checkbox"/></p> <p>3 <input type="checkbox"/></p> <p>4 <input type="checkbox"/></p> <p>5 <input type="checkbox"/></p> <p>6 <input type="checkbox"/></p>	<p>1 <input type="checkbox"/></p> <p>2 <input type="checkbox"/></p> <p>3 <input type="checkbox"/></p> <p>4 <input type="checkbox"/></p> <p>5 <input type="checkbox"/></p> <p>6 <input type="checkbox"/></p>	<p>1 <input type="checkbox"/></p> <p>2 <input type="checkbox"/></p> <p>3 <input type="checkbox"/></p> <p>4 <input type="checkbox"/></p> <p>5 <input type="checkbox"/></p> <p>6 <input type="checkbox"/></p>	<p>1 <input type="checkbox"/></p> <p>2 <input type="checkbox"/></p> <p>3 <input type="checkbox"/></p> <p>4 <input type="checkbox"/></p> <p>5 <input type="checkbox"/></p> <p>6 <input type="checkbox"/></p>



WHAM!
ALL PURPOSE CLEANER

- Removes tough grease and dirt
- Kills household germs

WHERE TO USE: Use WHAM! to clean, disinfect, and deodorize hard, non-porous household surfaces. Not recommended on wood floors.

KITCHEN	APPLIANCES	BATHROOM	TOUGH JOBS
Floors, walls, sinks, range hoods	Stoves, refrigerators, microwaves, and more	Tubs, showers, floors, and toilet bowls	Garbage cans, pet areas, diaper pails

DIRECTIONS FOR USE: It is a violation of Federal Law to use this product in a manner inconsistent with its labeling. **GENERAL CLEANING AND FLOORS:** Use 1/4 cup per gallon of water. No rinsing required, except on rubber or asphalt tile. For no-wax floors, only use diluted and rinse. For extra tough jobs, use full strength and rinse immediately. Also try our Professional Strength WHAM! **GENERAL DISINFECTING:** Apply WHAM! with a sponge or cloth full-strength. Wet surfaces, let stand 5 minutes, then remove excess. For highly soiled areas, clean excess dirt first. **TOILET BOWLS:** Pour 2 1/2 oz in bowl and brush thoroughly, including under the rim.

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS & DOMESTIC ANIMALS

WARNING: EYE IRRITANT. Do not get in eyes. For sensitive skin or prolonged use, wear gloves. Avoid contact with food. **FIRST AID:** If eye contact occurs, immediately flush eyes with plenty of water. If irritation persists, call a physician. If swallowed, do not induce vomiting. Promptly drink a large amount of milk or water, call a physician. **PHYSICAL OR CHEMICAL HAZARD:** Keep away from heat, sparks and open flame. Do not use or mix with other household cleaners. **STORAGE/DISPOSAL:** STORAGE: Store in a cool dry area. CONTAINER DISPOSAL: Do not reuse empty container. Wrap container in several layers of newspaper and discard in trash. **PRODUCT DISPOSAL:** Use up, give away, or pour unused product down drain and flush with water. Do not mix products when disposing.

• BOTTLE IS MADE FROM PLASTIC THAT CONSUMERS RECYCLE (90% POST CONSUMER RESIN)

* CONTAINS BIODEGRADABLE CLEANING AGENTS

QUESTIONS? COMMENTS? Call 1-800-555-5555
Mfd by THE WHAM COMPANY, 100 Main Street
Anywhere, USA, 12345. Made in the U.S.A.
EPA Reg. No. 5555-55 EPA Est. No. 555-XX-5

44600 00628

Package #R24

WHAM!
ALL PURPOSE CLEANER

- Removes tough grease and dirt
- Kills household germs

DIRECTIONS FOR USE: Add 1/4 cup per gallon of water. For no-wax floors, only use diluted. For extra tough jobs, use full strength and rinse immediately. Not recommended for use on wood. For painted surfaces, test a small area first. **GENERAL CLEANING:** Add 1/4 cup per gallon of water. Usually no rinsing required.

KITCHEN	APPLIANCES	BATHROOM	TOUGH JOBS
Floors, walls, sinks, range hoods	Stoves, refrigerators, microwaves, and more	Tubs, showers, floors, and toilet bowls	Garbage cans, pet areas, diaper pails

WARNING: EYE IRRITANT. Do not get in eyes. For sensitive skin or prolonged use, wear gloves. **FIRST AID: EYES** - Immediately rinse with water for 15 minutes. If irritation persists, call a physician. **IF SWALLOWED** - Drink a glassful of water. Call a physician. **KEEP OUT OF REACH OF CHILDREN.**

CONTAINS: Nonionic and anionic surfactants, cleaning solvents. Contains no phosphorus. Cleaning agents are biodegradable. TO DISPOSE: Use up, give away or pour unused product down drain and flush with water.

QUESTIONS? COMMENTS?
Call 1-800-555-5555
Mfd by THE WHAM COMPANY, Anywhere, USA, 12345. Made in the U.S.A.

44600 00628

Package #T31

These labels are a representation of the information seen on real products but do not accurately duplicate a real brand.

10a. Please refer to the previous page of pictures and tell me which of these two product packages has the type of information you **prefer** overall? (X ONE Box)

- 1 Package #R24
- 2 Package #T31
- 3 No preference

10b. Now for each type of information listed below, please tell me whether you prefer Package #R24, Package #T31, or whether you have no preference. (X ONE Box For EACH Type Of Information)

	<u>Prefer Package #R24</u>	<u>Prefer Package #T31</u>	<u>No Preference</u>
Directions on how to use the product	1 <input type="checkbox"/>	1 <input type="checkbox"/>	1 <input type="checkbox"/>
Information about where the product should not be used	2 <input type="checkbox"/>	2 <input type="checkbox"/>	2 <input type="checkbox"/>
Information about effects on personal and children's health or safety	3 <input type="checkbox"/>	3 <input type="checkbox"/>	3 <input type="checkbox"/>
Product contents or ingredients	4 <input type="checkbox"/>	4 <input type="checkbox"/>	4 <input type="checkbox"/>
Information on how to store product	5 <input type="checkbox"/>	5 <input type="checkbox"/>	5 <input type="checkbox"/>
Information on how to dispose of product packaging	6 <input type="checkbox"/>	6 <input type="checkbox"/>	6 <input type="checkbox"/>
Information on what to do in an emergency or in case of accident	7 <input type="checkbox"/>	7 <input type="checkbox"/>	7 <input type="checkbox"/>

11. Listed below are several statements that may appear on the packaging of a household cleaner product. For each pair, "X" the box next to the statement you prefer. (X ONE Statement For EACH Pair)

<u>Prefer This Statement</u>	– OR –	<u>Prefer This Statement</u>
1 <input type="checkbox"/> "For safe and effective use, read the label first"	– OR –	"Use safely. Read the label before use" 2 <input type="checkbox"/>
1 <input type="checkbox"/> "For safe and effective use, read the label first"	– OR –	"Use only as directed on this label" 2 <input type="checkbox"/>
1 <input type="checkbox"/> "Hazards to humans and animals"	– OR –	"Effects on humans and animals" 2 <input type="checkbox"/>
1 <input type="checkbox"/> "Environmental hazards"	– OR –	"Effects on the environment" 2 <input type="checkbox"/>
1 <input type="checkbox"/> "Avoid contact with eyes"	– OR –	"Protect your eyes during application. Wear safety glasses." 2 <input type="checkbox"/>

12. Please indicate how much you agree or disagree with each of the following statements. (X ONE Box For EACH Statement)

	<u>Agree Completely</u>	<u>Agree Somewhat</u>	<u>Neither Agree Nor Disagree</u>	<u>Disagree Somewhat</u>	<u>Disagree Completely</u>
The level of possible harmful effects of a product plays an important role in deciding which product I purchase	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
I don't worry about chemicals in household cleaner products	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Manufacturers make sure the products they sell are safe to use	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
If I can buy a household cleaner product in the store where I usually shop, it must be safe to use	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
The government ensures that household cleaner products are safe to use	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Using household cleaner products safely and effectively is a matter of common sense	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Information on products is often hard to understand	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
I know how to use household cleaner products so there is no need to read the label	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
In general, products that have fewer possible harmful effects don't work as well as those that have more possible harmful effects	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
I read labels because someone in my household has allergies or health problems	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
When it comes to using products, I rely more on my own experiences than I do on the information on a product	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
When it comes to throwing away products, I rely more on my own experiences than I do on the information on a product	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
It is easy for me to find the information I need on household cleaner products	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
The words "Warning", "Caution" and "Danger" on a product mean the same thing to me	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
I always try to purchase the product with the fewest possible harmful effects available for my purpose	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
It is necessary to wrap household cleaner products in paper or plastic before throwing away	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

Question 12 Continued On Next Page

	Agree Completely	Agree Somewhat	Neither Agree Nor Disagree	Disagree Somewhat	Disagree Completely
I know which product containers to recycle so I do not need to look on the label	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
I've noticed the instructions on the label for throwing away a product or its container don't agree with what my community tells me to do	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Unused household cleaner product should be poured down the drain or toilet to dispose of it rather than throwing it in the trash	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
I feel more comfortable if the label lists every ingredient	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
I don't need the complete list of ingredients that are in a product because I don't know what they are anyway	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
The more household cleaner product I use at one time, the more effective it will be	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Environmentally friendly or natural products often don't work as well as other products	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
I don't have to worry about where I store a product that is in a child-resistant package	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
I would like information on long term health effects to be included on household cleaner products	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Labels should say whether the product should not be used by, or around pregnant women	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Overall, I am satisfied with the type of information on household cleaner products	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

NOW, I'D LIKE YOU TO REFER TO THE REPLICA OF THE LABEL I SENT YOU. PLEASE USE THAT LABEL TO ANSWER QUESTIONS 13a - 13e.

- 13a.** Please look at the part on the front of the label titled "Active Ingredients", and a bit further down, "Other Ingredients". Listed below are some statements that could describe this part of the label. In **Column "A"**, please indicate whether you agree, neither agree nor disagree, or disagree that each statement describes this part of the label. **(X ONE Box For EACH Statement In Column "A")**
- 13b.** Now, please look at the part on the back of the label titled "Directions For Use". The statements listed below could describe this part of the package. In **Column "B"**, please indicate whether you agree, neither agree nor disagree, or disagree that each statement describes this part of the label. **(X ONE Box For EACH Statement In Column "B")**
- 13c.** Now, go to the part of the label titled "Storage", and a bit further down, "Disposal". In **Column "C"**, please indicate whether you agree, neither agree nor disagree, or disagree that each statement describes this part of the label. **(X ONE Box For EACH Statement In Column "C")**
- 13d.** Next, please look at the part of the label titled "Precautionary Statements". Again, in **Column "D"**, please indicate whether you agree, neither agree nor disagree, or disagree that each statement describes this part of the label. **(X ONE Box For EACH Statement In Column "D")**
- 13e.** Finally, refer to the part of the label indicated by the title "First Aid". In **Column "E"**, please indicate whether you agree, neither agree nor disagree, or disagree that each statement describes this part of the label. **(X ONE Box For EACH Statement In Column "E")**

	"A" Active & Other Ingredients			"B" Directions For Use			"C" Storage & Disposal			"D" Precautionary Statements			"E" First Aid		
	Agree	Neither Agree Nor Disagree	Disagree	Agree	Neither Agree Nor Disagree	Disagree	Agree	Neither Agree Nor Disagree	Disagree	Agree	Neither Agree Nor Disagree	Disagree	Agree	Neither Agree Nor Disagree	Disagree
The words in this section could be confusing or difficult to understand	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
The title of this section helps me understand what type of information will be contained in this section	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
This section contains just the right amount of information	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
The information in this section is not specific enough (i.e., is too vague)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
Even after reading this section, I am not sure I would know how to follow the instructions	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>

14a. Which, if any, of the following household cleaner products have you, yourself, used in the past 12 months?
(X ALL That Apply In Column "A")

14b. Which, if any, of the following household cleaner products have you, yourself, purchased in the past 12 months?
(X ALL That Apply In Column "B")

	"A" Used Past 12 Months	"B" Purchased Past 12 Months
All purpose cleaner	1 <input type="checkbox"/>	1 <input type="checkbox"/>
Toilet bowl cleaner	2 <input type="checkbox"/>	2 <input type="checkbox"/>
Bathroom cleaner	3 <input type="checkbox"/>	3 <input type="checkbox"/>
Mold and mildew remover	4 <input type="checkbox"/>	4 <input type="checkbox"/>

15a. Have you, yourself, had an accident with an household cleaner product in the past 12 months?

- 1 Yes → (Continue)
- 2 No → (Skip To Qu. 16)

15b. Please describe the accident you had with the household cleaner product. (Write in Below, Please Be As Specific As Possible)

16. Please describe how you currently dispose of household cleaner products when you are done using them? (Write In Below, Please Be As Specific As Possible)

17. Are there any other general comments on label information that you would like to make? (Write In Below, Please Be As Specific As Possible)

Thank you for your help with this study. Please return your completed questionnaire in the enclosed postage-paid envelope as soon as possible.