

# 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?

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

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

	<b>Total</b>
Male.....	34
Female .....	66
(ref:GENDER)	

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

	<b>Total</b>
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?

	<b>Total</b>
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?

	<b>Total</b>
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?

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

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.

	<b>Mean</b>	<b>% 1</b>	<b>% 2</b>	<b>% 3</b>	<b>% 4</b>	<b>% 5</b>	<b>% 6</b>
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	<b>27</b>
23 Dr. Bronner's Magic Soap.....	43	53	4	<b>-9</b>
24 JASON.....	50	46	4	<b>4</b>
25 Nature's Gate Organics.....	53	44	3	<b>9</b>
26 Kiss My Face "Obsessively Organic".....	49	47	4	<b>2</b>
27 Burt's Bees.....	58	38	4	<b>21</b>
28 SoftSoap..... (ref:PRODUCT)	79	19	2	<b>61</b>

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 <b>64</b>
30 Dr. Bronner's Magic Soap.....	21	22	55	2 <b>42</b>
31 JASON.....	27	22	48	2 <b>49</b>
32 Nature's Gate Organics.....	28	24	47	1 <b>52</b>
33 Kiss My Face "Obsessively Organic".....	29	20	48	3 <b>49</b>
34 Burt's Bees.....	30	25	43	2 <b>55</b>
35 SoftSoap..... (ref:PRODUCE)	56	22	21	1 <b>78</b>

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	<b>72</b>
37 Dr. Bronner's Magic Soap.....	64	24	12	<b>40</b>
38 JASON.....	56	33	11	<b>23</b>
39 Nature's Gate Organics.....	77	16	6	<b>61</b>
40 Kiss My Face "Obsessively Organic".....	75	18	7	<b>57</b>
41 Burt's Bees.....	59	30	11	<b>29</b>
42 SoftSoap ..... (ref:PRODORG)	26	63	11	<b>-36</b>

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 ..... (ref:RANKORG)	5.6	5	6	6	9	7	11	56

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?

	<b>Total</b>
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?

	<b>Total</b>
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?

	<b>Total</b>
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.

	<b>Total</b>
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

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

Store location

	<b>Total</b>
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)	