

PREFERENCE STUDY FOR HOUSEHOLD DETERGENTS

We are interested in your opinion on which household detergents are most appealing to you. In this page, you will find information on several different detergents. These detergents differ in five attributes: their **brand**, **scent**, whether they have **softener**, **size**, and **price**.

Please rate each of the following detergents by assigning them a score from 1 to 7, where 1 indicates the lowest preference for a detergent, and 7 indicates the highest preference. You can rate more than one detergent with the same score.

DETERGENT 1

Brand: 

Scent: **Fresh**


Softener: **No**

Size: **32oz.**

Price: **\$2.99**

Your rating: _____ out of 7

DETERGENT 2

Brand: 

Scent: **Lemon**

Softener: **Yes**

Size: **48oz.**

Price: **\$3.99**

Your rating: _____ out of 7

DETERGENT 3

Brand: 

Scent: **Unscented**

Softener: **No**

Size: **64oz.**

Price: **\$4.99**

Your rating: _____ out of 7

DETERGENT 4

Brand: 

Scent: **Unscented**

Softener: **No**

Size: **64oz.**

Price: **\$2.99**

Your rating: _____ out of 7

DETERGENT 5

Brand: 

Scent: **Fresh**

Softener: **Yes**

Size: **64oz.**

Price: **\$3.99**

Your rating: _____ out of 7

DETERGENT 6

Brand: 

Scent: **Fresh**

Softener: **Yes**

Size: **32oz.**

Price: **\$4.99**

Your rating: _____ out of 7

(survey continues on next page)