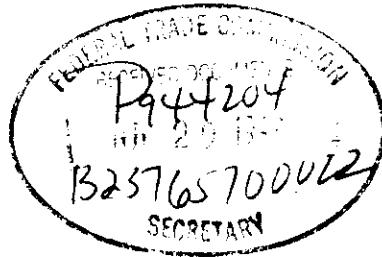


ORIGINAL

022

"16 CFR Part 423"

Secretary
Federal Trade Commission
Room 159
Sixth Street and Pennsylvania Ave., NW
Washington, D.C. 20580



THE CLOROX COMPANY HAS A LONG HISTORY OF ACTIVE INVOLVEMENT IN CARE LABELING PROCEEDINGS

Clorox has been a primary industry participant throughout the history of the care labeling rule making process since the original proposal for public comment in November, 1996. Clorox was appointed the industry's representative in the initial proceeding to amend the rule. Since then Clorox has accepted the responsibility of representing the consumer bleach industry before the Commission.

Clorox has maintained records tracking compliance with the Rule since 1983 when the final Amended Care labeling Trade Regulation Rule was published in the Federal Register. Clorox has also conducted several major research projects on specific care labeling issues. Throughout, Clorox has shared all findings and conclusions with the Commission in the spirit of Government-Industry cooperation.

CLOROX SUPPORTS THE REQUIREMENT FOR PROVIDING HOME LAUNDERING INSTRUCTIONS FOR ALL ITEMS THAT CAN BE SAFELY CLEANED AT HOME

The Clorox Company has conducted research to address this issue. At a cost of more than \$10,000 Clorox contracted with Market Facts research to conduct a three day, nation-wide survey of consumer attitudes and habits when garments are labeled "Dry Clean". Key findings are that:

1. Three out of four adult consumers report garments labeled "Dry Clean" are owned in their household.
2. Over half (52.5%) of all consumers who are primary household launderers report laundering items labeled "Dry Clean".
 - 37% report machine washing such items
 - 15% report hand washing such items
3. Among launderers who have washed "Dry Clean" items, two-fifths have *not* been satisfied with the results at least some of the time.
4. Nearly nine in 10 consumers would prefer care instructions include washing instructions.

Clearly, that majority of consumers who own garments labeled "Dry Clean" are not getting the apparel care information they need to properly care for their apparel. The overwhelming preference with respect to care instructions is for washing rather than dry cleaning.

CLOROX SUPPORT STRENGTHENING THE REQUIREMENTS FOR ESTABLISHING A "REASONABLE BASIS" FOR CARE INSTRUCTIONS

In previous comments submitted to the Commission Clorox has established that consumer harm due to inaccurate bleach care instructions exceeds \$266 Million per year. This is a minimal figure based on very restrictive calculations. An only slightly more liberal approach would indicate that figure could easily exceed \$600 Million per year. And these figures are for inaccurate bleach labeling only. Certainly, the figure is much higher if inaccuracies in other procedures are included.

One of the means available to the Commission to address this consumer harm is a strengthening of the reasonable basis requirements. The provisions of the Reasonable Basis clause need to be clarified and strengthened. Consumers may hold the manufacturer accountable for damage caused by inaccurate care instructions, but the job of ensuring accuracy remains with the Commission.

The goal of ensuring the accuracy of each instruction can reasonably be achieved by requiring actual test results as documentation. Tests performed on a representative sample of each garment are the most reliable evidence of care instruction accuracy. Published tests on specific fabric and dye combinations are already shared among the trade and this enhancement to the Rule places very little, if any, additional expense on the trade.

Textbooks, manuals, etc. should not be allowed as evidence of a reasonable basis. The rapidly changing nature of the industry and the wide variety of fabric/dye combinations make most such publications out of date by the time they are available.

Since there is no burden of proof for accuracy placed on textile producers, apparel manufacturers should be required to maintain their own documentation for care instructions. This requirement simplifies the task of the Commission by avoiding the Cathch-22 of having the mill and manufacturers shunting accountability back and forth.

The benefits to the consumer and to the Commission of clearly defined and well enforced provisions of reliable evidence far outweigh the minimal incremental expense, if any, to the trade.

Finally, we strongly recommend that the Commission consider extending the Rule to include regularly washed non-apparel textile items such as sheets and towels. This extension would ensure that all consumer textile items typically found in the wash load are covered by the Rule and subject to the same requirement for accuracy.

IN CONCLUSION

- ♦ THE CARE LABEL RULE IS POPULAR. The Care Label Rule is one of the most popular Rules ever promulgated by the Commission. Consumers believe the FTC delivered what they had asked for by creating the amended Rule.

- ◆ CARE LABEL INSTRUCTIONS ARE LARGEY INACCURATE. Compliance with the Rule is very high in terms of providing a care label with instructions. However, compliance is very low in terms of providing accurate instructions supported by reliable evidence. Clorox has fifteen years of tracking data documenting large scale low-labeling.
- ◆ CONSUMERS PREFER HOME LAUNDERING TO DRY CLEANING. Accompanying research documents that consumers prefer home laundering to the extent that they will attempt to home launder garments labeled "Dry Clean". Without the proper instructions for home laundering, over 40% of those who attempt home laundering are not satisfied with the results.
- ◆ A STRENGTHENED REASONABLE BASIS PROVISION IS NEEDED. Consumers expect prior substantiation of the instructions on care labels. The onus for reliability should be fairly and squarely on the manufacturer and be documented with truthful testing.
- ◆ THE RULE SHOULD INCLUDE ALL TEXTILE PRODUCTS NORMALLY FOUND IN HOME LAUNDRY. The consumer deserves the same protections in the home laundering of sheets and towels that the Rule provides them for apparel.

Respectfully,



Eric J. Essma, Mgr.
Textile Industry Affairs
The Clorox Company

EJE:omo

Encl.

MARKET FACTS, INC.
TELEVISION

DATA COLLECTED
JUNE 19-21, 1998

TeleNation Methodology

An Overview

SAMPLE

Each week TeleNation completes 2 national telephone surveys. Each survey (wave of TeleNation) consists of a minimum of 1,000 interviews with adults 18 years of age or older; 500 male and 500 female. TeleNation uses a single-stage, random digit-dial (RDD) sample technique to select each sample from all available residential telephone numbers in the contiguous United States. This non-clustered approach insures true random selection among all telephone numbers and provides a truly independent sample for each wave. Up to three attempts are made on the selected telephone numbers.

INTERVIEW

TeleNation interviews are conducted over a 3 day period via Market Facts' CATI network in its National Telephone Centers. TeleNation employs AUTOQUEST[®], Market Facts' computer assisted telephone interviewing system, to conduct telephone interviews. This CATI software insures consistent execution of the questionnaire and efficient sample management. The interview, itself, consists of non-competing client-specific questions and a shared set of standard demographic questions. TeleNation provides transitional phrases between survey segments to insure smooth interview flow.

TABULATION

TeleNation survey results are tabulated by two standard demographic banners.

- A. GENDER, AGE, INCOME, MARITAL STATUS, CHILD IN HOUSEHOLD
- B. REGION, RACE, EDUCATION, EMPLOYMENT STATUS, PRIMARY GROCERY SHOPPER, HOME OWNERSHIP

TeleNation's standard data tabulations are provided in a weighted format. The data are weighted on an individual multi-dimensional basis to give appropriate representation of the interaction between various demographic factors. The multi-dimensional array covers gender, within age, within household income within the four National Census Regions, resulting in 144 different cells. The current Population Survey from the U.S. Census Bureau is used to determine the weighting targets for each of these 144 cells.

**THE CLOROX COMPANY
DRY CLEANING AND LAUNDRY STUDY**

1. Do you ever have occasion to do any of your household's laundry?

Yes 1
No 2
Don't know X
Refused R

2. Does your household own any clothing labeled "Dry Clean"?

Yes 1
No 2
Don't know X
Refused R

3. When the care instruction on an article of clothing reads "Dry Clean" what does that mean to you? (PROBE:) How would you care for clothing like that? (PROBE:) Any other ways? (RECORD VERBATIM. PROBE FOR CLARIFICATION. PROBE TO EXHAUSTION)
-
-

4. Have you EVER washed or laundered any clothing labeled "Dry Clean"?

Yes 1
No 2] → (SKIP TO QU. 9)
Don't know X
Refused R]

5. Did you machine wash or hand wash those items? (DO NOT READ LIST. ENTER SINGLE RESPONSE..)

Machine wash only 1
Hand wash only 2] → (SKIP TO QU. 8)
Both/Depends 3
(DO NOT [Don't know X] → (SKIP TO QU. 8)
READ)→ [Refused R]

ASK QU. 6 & 7 IF "MACHINE" OR "BOTH" IN QU. 5; OTHERWISE, SKIP TO QU. 8.

6. What wash cycle did you use? (DO NOT READ LIST. ENTER MULTIPLE RESPONSES.)

Regular 1
Permanent-Press 2
Gentle 3
Delicate 4
Pre-soak 5
Other (SPECIFY) _____ 6
Don't know X
Refused R

7. What water temperature for the wash cycle did you use? (DO NOT READ LIST. ENTER MULTIPLE RESPONSES.)

Hot 1
Warm 2
Cold 3
Don't know X
Refused R

ASK QU. 8 IF "YES" TO QU. 4.

8. Were you satisfied with the results of washing or laundering "Dry Clean" items?

Yes.....	1
No.....	2
Sometimes.....	3
Don't know.....	X
Refused.....	R

ASK EVERYONE

9. For clothing items that can be either washed or dry cleaned if the label can only show one instruction, which instruction would you prefer to see included on the label? (READ LIST. ENTER SINGLE RESPONSE. IF UNSURE ENCOURAGE BEST GUESS.)

Washing instructions, or.....	1
Dry cleaning instructions.....	2
(DO NOT [READ) → [Don't know	X
Refused.....	R

WEIGHTED DATA

The Clorox Company -- Dry Cleaning And Laundry Study

Whether have occasion to do any of household's laundry.

June 19-21, 1998

Question 1

Page 1

	AGE				HOUSEHOLD				INCOME				MARITAL STATUS				
	18 to 25	25 to 35	35 to 45	45 to 55	Under \$15K	\$15K-\$25K	\$25K-\$40K	\$40K-\$50K	\$50K+	Married	In Child	Childless	Other	House	Ruled		
Total	Male	Male	Male	Male	Under \$15K	\$15K-\$25K	\$25K-\$40K	\$40K-\$50K	\$50K+	Married	In Child	Childless	Other	House	Ruled		
Analyzed	1013	507	508	109	184	217	196	121	180	109	165	226	110	283	587	437	
Unweighted																	359
Respondents	1000	482	518	127	208	224	168	109	163	93	148	193	91	381	574	422	380
Yes	877	379	499	107	187	203	148	92	137	85	131	178	78	332	492	383	341
No	87.7%	78.5%	98.3%	84.2%	90.8%	90.6%	88.3%	84.5%	84.5%	80.6%	88.0%	91.2%	85.8%	87.2%	85.7%	90.8%	89.7%
Don't know	122	104	19	20	19	21	20	18	25	8	18	18	13	49	82	39	39
	12.2%	21.5%	3.6%	15.8%	9.2%	9.4%	11.7%	15.0%	15.5%	9.1%	12.0%	8.5%	14.2%	12.8%	14.2%	9.2%	10.3%
	1	-	1	-	-	-	-	1	-	-	-	-	1	-	1	-	-
	0.1%	-	0.1%	-	-	-	-	0.5%	-	-	-	-	0.3%	-	0.1%	-	-

The Clorox Company -- Dry Cleaning And Laundry Study

June 19-21, 1998

Question 2

		* - GENDER - *				AGE				* - HOUSEHOLD - *				* - MARITAL * STATUS - *				
		18	25	35	45	55												
		Female	to	to	to	to	to	to	to	to								
		Total	Male	Male	24	34	44	54	64	65+	Under \$15K	\$15K- \$25K	\$25K- \$40K	\$40K- \$55K	\$55K+	Married	In Child Other House	
		*****	****	***	**	*	*	*	*	*	*****	*****	*****	*****	*****	Child	In Child Other House	
Analyzed Unweighted Respondents		1013	507	508	109	184	217	198	121	180	109	165	226	110	283	587	437	359
Analyzed Weighted Respondents		1000	482	518	127	208	224	168	109	183	93	148	193	91	381	574	422	380
Yes		749	338	413	95	158	174	134	74	111	52	80	147	68	327	440	308	302
No		74.9%	69.7%	78.7%	74.4%	78.9%	77.9%	80.1%	67.4%	68.4%	58.0%	60.7%	78.1%	72.7%	88.0%	78.7%	72.9%	79.4%
Don't know		241	137	103	31	45	48	33	35	48	41	55	45	24	50	129	109	74
		24.1%	28.5%	20.0%	24.6%	21.9%	21.3%	19.6%	32.0%	29.7%	44.0%	37.1%	23.4%	26.6%	13.1%	22.6%	25.8%	19.4%
		10	8	1	1	2	2	1	1	3	-	3	1	1	3	4	3	5
		1.0%	1.8%	0.3%	1.0%	1.2%	0.8%	0.4%	0.6%	1.9%	-	2.2%	0.5%	0.7%	0.9%	0.7%	1.4%	1.2%

The Clorox Company -- Dry Cleaning And Laundry Study

What "Dry Clean" on the care instruction of an article of clothing means.

June 19-21, 1998
Question 3
Page 3

	AGE					HOUSEHOLD					MARITAL						
	* - GENDER - *		* - AGE - *			* - INCOME - *		* - HOUSEHOLD - *			* - STATUS - *		* - MARITAL - *				
	Total	Male	Female	to 18	19 to 25	26 to 35	36 to 45	46 to 55	56+	Under \$15K	\$15K-\$25K	\$25K-\$40K	\$40K-\$50K	\$50K+	Married	Other	House
Analyzed Unweighted Respondents	1013	507	506	109	184	217	198	121	180	109	185	228	110	283	587	437	359
Analyzed Weighted Respondents	1000	482	518	127	208	224	168	109	163	93	148	193	91	381	574	422	380
<u>Requires special care (Net)</u>	809	398	411	106	171	185	135	81	130	85	118	158	71	325	472	336	316
-Must be dry cleaned/ professionally cleaned/specialty taken care of	732	385	368	97	149	170	117	75	122	82	106	145	65	293	424	307	283
-Can't be washed/ should not be laundered/ it/avoid washing machine	70	36	34	5	12	18	9	9	4	11	14	7	25	48	25	28	28
-Will be ruined if not dry cleaned/will shrink	32	15	17	2	7	8	11	2	4	1	4	2	3	18	20	12	15
-Dry clean certain fabrics/for delicate material/for certain items	18	7	11	5	1	3	5	3	1	2	6	1	1	8	15	3	9
-Depends on fabric as some can be washed	17	1	17	1	8	3	2	2	3	-	-	5	-	10	12	5	7
<u>Alternative Cleaning Methods (Net)</u>	133	33	101	25	25	29	18	17	20	10	20	28	7	57	89	84	44
-Wash by hand/hand wash in cold water	35	2	33	5	9	10	3	2	8	4	5	7	1	18	19	18	14
-Wash it myself/wash it (unsp)	29	14	15	4	5	8	8	5	3	4	4	7	3	10	15	14	7

What "Dry Clean" on the care instruction of an article of clothing means.

Analyzed Weighted Respondents	AGE										HOUSEHOLD				MARRITAL						
	* -GENDER-					* -INCOME-					* STATUS *		* STATUS *		* STATUS *		* STATUS *				
	Total	Male	Female	to 24	25 to 34	35 to 44	45 to 54	55+ 65+	Under \$15K	\$15K-\$25K	\$25K-\$40K	\$40K-\$55K	\$55K+ Married	1n Other	House Ried Other House	Ried Other House	House Ried Other House	Ried Other House			
Analyzed Weighted Respondents	1000	482	518	127	208	224	168	109	183	93	148	193	91	381	574	422	380				
-Wash in Woolite/ product similar to Woolite	20 1.6%	5 1.0%	16 0.9%	2 0.3%	3.0%	1.4%	8 0.7%	0.6%	5 0.7%	2.8%	4.8%	0.6%	1 0.4%	1 1.3%	5 2.9%	2.6%	1.0%	2.0%	2.1%	1.8%	1.7%
-Hang dry/don't dry	18 1.4%	5 0.3%	11 2.5%	2 1.7%	7.7%	1.7%	2 2.1%	1.1%	2 1.1%	-	-	0.4%	1 1.2%	1 1.2%	5 4	5 2.4%	0.8%	1.1%	4 2.7%	0.9%	
-Wash on gentle cycle/ gentle cycle in cold water	14 2.4%	1 1.8%	13 2.8%	2 2.0%	7.7%	1.7%	4 3.7%	2.1%	5 2.1%	2 1.1%	2 1.5%	-	1 1.2%	2 1.2%	4 1.8%	1 0.9%	1 1.8%	1 2.1%	0.4%	2.2%	
-Wash in cold water	7 0.7%	-	7 1.3%	1 0.6%	-	-	1 0.3%	1.3%	1 0.3%	1 1.3%	4 2.3%	-	1 0.7%	1 0.7%	1 0.5%	1 0.6%	1 1.0%	-	2 0.3%	5 1.1%	1 0.2%
-Other alternative cleaning methods	24 2.4%	9 1.8%	15 2.8%	3 2.0%	-	-	8 3.7%	0.8%	5 4.2%	7 4.3%	5 2.4%	7 2.4%	4 2.4%	4 3.0%	4 2.0%	2 1.7%	2 2.4%	9 2.3%	13 2.6%	11 1.8%	
<u>Limited wear/Limited purchasing of dry clean clothing (Net)</u>	69 8.9%	22 4.5%	47 9.1%	2 1.5%	8 2.8%	15 8.8%	18 10.5%	10 9.0%	18 11.3%	10 8.6%	18 12.0%	5 2.4%	11 12.2%	19 4.5%	19 8.4%	37 7.7%	32 4.4%	17 4.4%			
-Don't buy dry clean only clothes/never had any	59 5.9%	18 3.8%	41 7.8%	1 1.1%	4 1.8%	14 6.3%	9 6.6%	16 8.1%	10.0%	8 8.1%	18 11.0%	4 2.1%	9 10.2%	15 3.8%	18 5.5%	31 6.5%	27 3.2%	12 3.2%			
-Don't wear item much/ wear item very little	12 4.5%	3 3.5%	8 5.4%	* 5.2%	2 5.2%	1 5.2%	4 4.3%	1 6.0%	1 2.0%	1 3.3%	1 10.0%	1 4.6%	1 4.6%	2 4.0%	1 0.3%	2 2.0%	4 1.0%	5 0.3%	6 1.0%	5 1.2%	
<u>Expense/Cost Issues (Net)</u>	45 3.7%	17 2.8%	28 4.1%	7 4.8%	11 3.4%	10 5.0%	10 5.0%	2 2.0%	5 3.3%	9 10.0%	7 4.6%	11 5.7%	3 3.3%	11 2.8%	1 4.2%	24 4.8%	21 5.1%	19 4.0%			
-Dry cleaning is expensive/will cost money to have item cleaned	37 3.7%	13 2.8%	24 4.6%	5 4.1%	10 4.8%	8 3.4%	8 5.0%	2 2.0%	4 2.4%	2 10.0%	9 3.3%	5 4.5%	9 3.3%	3 2.3%	20 3.4%	18 4.2%	15 4.0%				

What "Dry Clean" on the care instruction of an article of clothing means.

	AGE					HOUSEHOLD					MARITAL								
	--GENDER--	18	25	35	45	55	*--INCOME--*	Under \$15K	\$15K-\$25K	\$25K-\$40K	\$40K-\$50K	\$50K+	*--STATUS--*	Child	In Mar- ried	Other House hold			
Total	Male	15	25	35	45	55	Under \$15K	\$15K-\$25K	\$25K-\$40K	\$40K-\$50K	\$50K+	Child	In Mar- ried	Other House hold					
Male	Male	24	34	44	54	64	Under \$15K	\$15K-\$25K	\$25K-\$40K	\$40K-\$50K	\$50K+	Child	In Mar- ried	Other House hold					
Female	Female	11	18	28	38	48	Under \$15K	\$15K-\$25K	\$25K-\$40K	\$40K-\$50K	\$50K+	Child	In Mar- ried	Other House hold					
Analyzed																			
Weighted																			
Respondents		1000	482	518	127	208	224	168	109	163	93	148	183	91	381	574	422	380	
-Other references to expense/cost		7	3	4	1	1	2	2	2	2	2	4	3	4	3	4	3	4	
Hassle/inconvenient to take to cleaners		0.7%	0.7%	0.7%	1.1%	0.5%	0.8%	1.0%	-	1.0%	-	1.3%	1.2%	-	0.5%	0.7%	0.7%	1.0%	
Don't go to the cleaners		1.5%	3	12	*	2	8	3	2	-	2.4%	4	1	-	6	8	7	8	
Wife's responsibility/have wife take care of		0.8%	0.5%	0.8%	-	0.5%	1.2%	0.2%	0.8%	0.8%	-	0.2%	1.1%	0.7%	0.9%	0.3%	0.7%		
Other		8	2	4	-	1	3	*	1	1	-	*	1	3	5	1	3		
Nothing		5	5	-	-	1	1	2	-	1	-	2	2	1	5	-	1		
Don't know		0.5%	1.0%	-	-	0.5%	0.3%	1.2%	-	0.8%	-	1.2%	2.2%	0.2%	0.9%	-	0.3%		
Refused/no answer		48	24	24	3	10	11	7	9	8	10	7	8	3	17	30	17	17	
		4.8%	4.9%	4.6%	2.3%	4.7%	4.8%	4.1%	8.4%	5.0%	11.0%	4.7%	3.9%	3.2%	4.4%	5.2%	4.0%	4.5%	
		1.1%	1.4%	0.9%	1.8%	0.6%	0.3%	1.4%	2.2%	1.0%	2.3%	1.0%	1.2%	-	4	7	3	3	
		13	10	3	4	1	-	2	4	2	3	-	-	1	8	7	8	5	
		1.3%	2.0%	0.6%	3.0%	0.6%	-	1.1%	3.4%	1.1%	3.3%	-	-	0.8%	2.0%	1.2%	1.5%	1.4%	
		1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	
		0.1%	0.1%	-	-	-	0.2%	-	-	-	-	0.3%	-	-	-	0.1%	-	-	

Whether EVER washed or laundered any clothing labeled "Dry Clean".

Question 4

	-GENDER-		AGE					HOUSEHOLD INCOME			MARITAL STATUS		
	Female	Male	18 to 25	25 to 35	35 to 45	45 to 55	55+	Under \$15K	\$15K-\$25K	\$25K-\$40K	\$40K-\$50K	\$50K+	Child
Total	24	24	34	44	54	64	65+	287	222	194	175	152	Married
Analyzed Unweighted Respondents	1013	507	508	109	164	217	198	121	180	109	165	226	In Ried Other House
Analyzed Weighted Respondents	1000	482	518	127	206	224	188	109	183	83	148	193	91
Yes	491	155	338	61	105	105	83	62	73	47	60	108	181
No	492	313	179	65	98	117	84	47	82	45	82	83	42
Don't know	17	14	3	1	4	2	1	-	8	1	8	2	1

49.1%	32.2%	64.8%	48.2%	51.1%	48.9%	49.5%	57.0%	44.7%	50.8%	40.4%	56.0%	53.1%	47.5%
49.2%	64.9%	34.6%	51.1%	48.8%	52.3%	50.0%	43.0%	50.2%	48.5%	55.3%	42.8%	48.3%	51.0%
1.7%	2.9%	0.6%	0.7%	2.1%	0.8%	0.5%	-	5.2%	0.8%	4.3%	1.2%	0.7%	1.4%

The Clorox Company -- Dry Cleaning And Laundry Study
 Whether machine wash or hand wash items.
 (Base: Have laundered clothing labeled "Dry Clean".)

	* - GENDER - *		AGE					* - HOUSEHOLD - *			* - MARITAL - *																							
	Total	Male	Female		to 18		to 25		to 35		to 45		to 55		Under \$15K		\$15K-\$25K		\$25K-\$40K		\$40K-\$50K		\$50K+		Married		In R1ed Other House		Child					
			Male	Female	to 18	19-24	25-34	35-44	45-54	55-64	65+	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**						
Analyzed Unweighted Respondents	488	157	331	51	87	98	97	65	82	55	64	124	58	130	278	206	182	181	293	197	202	150	99	111	89	53	55							
Analyzed Weighted Respondents	491	155	338	51	105	105	83	62	73	47	60	108	43	181	293	197	202	150	99	111	89	53	55	89	53	55	89	53	55					
Machine wash only	249	110	140	35	57	50	47	32	28	28	27	49	28	102	150	99	111	50.8%	70.7%	41.6%	58.3%	54.0%	47.9%	58.2%	51.6%	38.9%	59.2%	44.7%	45.5%	58.2%	58.3%	51.3%	50.2%	54.7%
Hand wash only	143	27	115	10	29	35	24	15	30	13	17	39	11	41	89	53	55	29.1%	17.6%	34.4%	18.9%	27.3%	33.2%	28.5%	23.7%	40.8%	27.8%	27.6%	38.0%	22.3%	22.7%	30.5%	27.2%	27.1%
Both/Depends	94	15	79	18	19	20	13	13	13	8	14	19	9	37	48	45	38	19.1%	9.7%	23.4%	28.8%	17.9%	18.9%	15.3%	21.1%	17.4%	12.8%	24.1%	17.7%	19.4%	20.3%	16.4%	22.7%	17.8%
Don't know	5	3	2	-	1	-	-	-	-	2	2	-	1	-	1	5	-	1.1%	2.0%	0.6%	-	0.8%	-	3.6%	0.8%	-	0.7%	1.8%	-	0.4%	-	-		

The Clorox Company -- Dry Cleaning And Laundry Study

Page 8

Mash cycle used.

(Base: Have Machine washed clothing labeled "dry Clean".)

June 19-21, 1998
Question 6

	* - GENDER - *		* - AGE - *		* - HOUSEHOLD INCOME - *		* - MARITAL STATUS - *				
	Total	Male	Fe-male	to 24	25-34	35-44	45-54	55+	Under \$15K-\$25K-\$40K-\$50K+\$50K+	\$15K-\$25K-\$40K-\$50K+\$50K+	Married Other House
Analyzed Unweighted Respondents	328	121	207	39	80	85	89	47	45	38	40
Analyzed Weighted Respondents	343	125	218	51	75	70	59	45	41	34	41
Gentle				128	27	100	11	28	25	19	18
Regular				36.8%	21.4%	45.6%	21.3%	37.0%	37.5%	42.2%	42.7%
Delicate				80	47	44	18	23	17	13	11
Permanent-Press				28.4%	37.6%	19.8%	32.3%	30.6%	23.7%	22.5%	24.8%
Pre-soak				68	13	53	9	17	16	14	4
Other				19.3%	10.1%	24.5%	17.8%	22.1%	23.0%	22.9%	9.0%
Don't know				3	-	3	-	-	-	-	-

The Clorox Company -- Dry Cleaning And Laundry Study

Water temperature used for wash cycle.
 (Base: Have Machine washed clothing labeled "Dry Clean".)

	AGE					HOUSEHOLD					MARITAL					* - MARITAL - *				
	* - GENDER - *		* - AGE - *			* - INCOME - *		* - HOUSEHOLD - *			* - STATUS - *		* - MARITAL - *			* - MARITAL - *				
	Total	Male	Female	to 18	19 to 25	26 to 35	36 to 45	46 to 55	56+	Under \$15K	\$15K-\$25K	\$25K-\$40K	\$40K-\$50K	\$50K+	Married	Divorced	Other	Husband	Wife	Child
Analyzed Unweighted Respondents	328	121	207	39	80	65	69	47	45	38	40	81	45	97	181	145	127			
Analyzed Weighted Respondents	343	125	218	51	75	70	59	45	41	34	41	68	37	139	198	143	147			
Cold	211	58	152	33	47	43	23	20	22	27	41	24	86	121	88	87				
Warm	81.5%	48.9%	69.9%	65.0%	62.1%	61.9%	72.4%	51.8%	49.7%	65.2%	66.7%	59.8%	64.2%	61.8%	61.1%	61.8%	59.1%			
Hot	108	49	58	13	24	25	13	17	15	10	10	22	8	48	65	43	56			
Don't know	13	12	1	4	4	-	1	4	1	2	1	-	3	2	5	5	7	4		
Refused/No answer	18	8	8	3	5	-	1.2%	9.7%	7.2%	5.2%	9.1%	7.4%	8.2%	1.2%	4.7%	4.6%	3.3%			
	0.2%	0.6%	-	-	-	-	-	-	-	-	-	-	-	-	-	0.5%	-	0.5%	-	

June 19-21, 1998

Question 8

The Clorox Company -- Dry Cleaning And Laundry Study
 Whether satisfied with the results of washing or laundering "dry clean" items.
 (Base: Have laundered clothing labeled "dry clean".)

	AGE										HOUSEHOLD					MARITAL					* STATUS - *															
	--GENDER--		18		25		35		45		55		to		to		Under \$15K-		\$15K-		INCOME		* STATUS - *													
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Married	Other	House																				
Analyzed Unweighted	488	157	331	51	87	98	97	65	82	55	84	124	58	130	279	206	182																			
Respondents	491	155	336	61	105	105	83	82	73	47	60	108	48	181	293	197	202																			
Analyzed Weighted																																				
Respondents																																				
Yes	311	110	201	42	62	61	48	48	46	53	34	47	61	30	108	181	130	120	63.4%	70.7%	60.0%	68.5%	58.7%	58.4%	55.4%	73.2%	72.8%	71.4%	78.8%	58.7%	63.2%	58.8%	61.5%	65.9%	59.2%	
No	124	39	86	11	31	32	28	12	12	9	7	34	14	55	82	42	52																			
Sometimes	55	8	49	8	13	10	11	5	7	4	6	13	4	18	30	25	20	19.9%	24.8%	25.5%	18.7%	29.3%	30.8%	19.0%	17.0%	19.9%	11.8%	31.1%	28.6%	30.3%	28.0%	21.4%	30.5%			
Don't Know	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0.2%	0.7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

For clothing items that can be either washed or dry cleaned if the label can only show one instruction, which instruction would you prefer to see included on the label.

Question 9

	AGE					HOUSEHOLD					MARITAL						
	GENDER		AGE			INCOME		SIZE			STATUS		CHILD				
	Total	Male	Female	to 18	19 to 25	26 to 35	36 to 45	46 to 55	56 to 65+	66+	Under \$15K	\$15K-\$25K	\$25K-\$40K	\$40K-\$50K	\$50K+	MARRIED	IN OTHER HOUSE
Analyzed Unweighted Respondents	1013	507	506	109	164	217	196	121	180	109	165	228	110	283	587	437	359
Analyzed Weighted Respondents	1000	482	518	127	208	224	168	109	183	83	148	193	91	381	574	422	380
Washing Instructions	873	409	465	111	178	193	152	101	130	79	138	170	75	332	504	385	323
Dry cleaning instructions	87.3%	84.7%	89.8%	88.8%	85.5%	88.2%	90.9%	92.1%	85.6%	84.7%	91.8%	88.1%	82.8%	87.4%	87.8%	88.6%	84.9%
Don't know	104	80	44	15	28	25	14	8	14	13	9	19	11	44	58	45	50
Refused/No answer	19	13	7	1	2	4	1	1	8	1	3	3	3	4	12	8	5
	1.8%	2.6%	1.3%	1.2%	1.0%	2.0%	0.7%	0.5%	5.3%	1.4%	2.0%	3.7%	1.0%	2.0%	1.8%	1.3%	
	0.4%	0.3%	0.4%	-	-	0.8%	-	-	0.5%	-	-	0.7%	1.6%	-	-	0.9%	0.5%

The Clorox Company -- Dry Cleaning And Laundry Study
Whether have occasion to do any of household's laundry.

	REGION			RACE			EDUCATION			EMPLOYMENT			STATUS					
	North	Mid-	East	West	South	White	Non-	High	Some	Coll.	Post-	Full	Part	Re-	Not	Pri-	Mary	
							White	Sch1	/less	/Coll.	/Grad	Time	Time	tired	Emp.	Groc.	Shop-	
Total																		
Analyzed Unweighted	1013	214	259	344	198	837	151	454	458	86	533	104	233	133	644	707		
Respondents	1000	198	234	354	214	835	149	411	491	93	553	110	207	127	621	711		
Analyzed Weighted																		
Respondents																		
Yes	877	176	199	322	180	739	128	349	439	84	488	92	178	119	587	821		
	87.7%	89.0%	85.3%	80.8%	83.9%	88.5%	84.3%	84.9%	89.4%	90.4%	88.2%	82.8%	88.1%	93.7%	94.6%	87.3%		
No	122	22	34	32	34	95	23	61	52	9	65	19	28	8	33	89		
	12.2%	11.0%	14.4%	9.1%	18.1%	11.4%	15.7%	14.9%	10.8%	9.6%	11.8%	17.1%	13.7%	8.3%	5.4%	12.6%		
Don't know	1	-	1	-	-	0.1%	-	1	-	-	-	-	1	-	-	1	0.1%	
	0.1%	-	0.2%	-	-	0.1%	-	0.1%	-	-	-	0.3%	-	-	-	0.1%		

The Clorox Company -- Dry Cleaning And Laundry Study
 Whether household owns any clothing labeled "Dry Clean".

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 June 19-21, 1998
 Question 2

	REGION				RACE				EDUCATION				EMPLOYMENT				STATUS			
	North	Mid-	West	South	White	Non-	White	White	Some	High	Schl.	Post-	Full	Part	Not	Groc.	Own	Shop-	Own	
	East	West	South	West	White	White	White	White	/less	Schl.	/less	Grad	Time	Time	tired	Empl.	Home	Home	per	home
Total	214	259	344	198	837	151	454	458	80	269	397	84	533	104	233	133	644	707		
Analyzed Unweighted Respondents	1013																			
Analyzed Weighted Respondents	1000	198	234	354	214	835	149	411	481	93	553	110	207	127	621	711				
Yes	749	155	181	280	154	630	107	269	397	84	438	87	135	91	489	549				
	74.9%	78.0%	77.6%	73.4%	71.7%	75.5%	71.7%	85.3%	80.8%	89.8%	78.7%	79.2%	65.4%	71.1%	75.5%	77.2%				
No	241	42	50	91	57	198	39	138	89	10	114	20	69	36	148	155				
	24.1%	21.0%	21.6%	25.9%	26.8%	23.7%	26.3%	33.6%	18.1%	10.2%	20.7%	18.2%	33.1%	28.4%	23.9%	21.8%				
Don't Know	10	2	2	3	3	7	3	4	8	-	0.6%	1.1%	-	3	3	1	4	7	0.6%	0.9%
	1.0%	1.0%	0.9%	0.8%	1.5%	0.6%	2.1%	1.0%	1.1%	-	0.6%	2.6%	1.5%	0.5%	1	4	7	0.6%	0.9%	

The Clorox Company -- Dry Cleaning And Laundry Study

What "Dry Clean" on the care instruction of an article of clothing means.

	REGION				RACE				EDUCATION				EMPLOYMENT STATUS				Primary Groc. Shopper				Own Home											
	North	Mid- East	West	South	White	Non- White	Black	Some Schi. Coll.	Post- less /Grad	Grad	Full Time	Part Time	Re-tired	Not Employ.	104	133	844	707	104	133	844	707	104	133	844	707						
Total	1013	214	259	344	198	837	151	454	458	88	533	104	233	133	844	707	104	133	844	707	104	133	844	707								
Analyzed Unweighted Respondents	1000	198	234	354	214	835	149	411	491	93	553	110	207	127	821	711	104	133	844	707	104	133	844	707								
Analyzed Weighted Respondents																																
Requires special care (Net)	809	167	183	292	187	877	122	317	407	81	481	90	154	104	493	582	80.9%	84.0%	78.3%	82.6%	78.0%	81.1%	81.9%	77.0%	82.8%	80.9%	83.3%	81.8%	74.1%	81.9%	79.4%	81.8%
-Must be dry cleaned/professionally cleaned/speciically taken care of	732	147	168	289	148	815	109	293	382	73	410	81	148	98	443	525	73.2%	74.2%	72.1%	75.8%	69.2%	73.6%	73.1%	71.3%	73.7%	77.8%	74.1%	73.2%	70.5%	75.0%	71.5%	73.8%
-Can't be washed/should not be laundered/avoid washing machine	70	18	13	27	12	58	14	27	38	7	47	2	13	8	48	53	7.0%	9.3%	5.6%	7.7%	5.5%	8.7%	9.4%	8.7%	7.4%	7.1%	8.6%	2.0%	6.2%	6.2%	7.4%	7.4%
-Will be ruined if not dry cleaned/will shrink	32	7	7	12	6	27	3	10	20	2	23	8	1	2	19	24	3.2%	3.3%	3.1%	3.4%	2.7%	3.3%	2.3%	4.2%	2.0%	4.2%	5.1%	0.5%	1.5%	1.5%	3.0%	3.3%
-Dry clean certain fabrics/for delicate material/for certain items	18	7	5	6	1	18	2	10	8	2	17	6	1	4	15	14	1.8%	3.4%	2.2%	1.6%	0.3%	1.9%	1.6%	2.5%	1.2%	2.3%	1.3%	5.7%	0.7%	2.8%	2.4%	1.9%
-Depends on fabric as soon can be washed	17	3	7	2	5	18	1	3	12	2	12	* 12	4	4	1	18	1.7%	1.4%	3.2%	0.7%	2.2%	1.9%	0.8%	0.8%	2.5%	2.1%	2.1%	0.3%	2.0%	1.0%	2.6%	1.8%
Alternative Cleaning Methods (Net)	133	28	30	51	24	120	13	50	75	9	76	14	26	18	93	106	13.3%	14.2%	12.7%	14.4%	11.4%	14.4%	8.5%	12.1%	15.2%	9.8%	13.7%	12.5%	14.3%	15.0%	15.0%	15.0%
-Wash by hand/hand wash in cold water	35	12	7	11	5	33	2	11	23	1	19	4	5	6	32	28	3.5%	8.3%	2.8%	3.0%	2.5%	4.0%	1.3%	4.7%	1.1%	3.5%	3.9%	2.6%	4.6%	5.2%	3.9%	
-Wash it myself/wash it (unsp)	29	5	7	9	9	28	3	14	12	3	13	5	7	4	15	20	2.9%	2.3%	3.1%	2.4%	4.0%	3.2%	1.7%	3.4%	2.5%	3.4%	4.2%	3.5%	3.0%	2.4%	2.8%	

The Clorox Company -- Dry Cleaning And Laundry Study

What "Dry Clean" on the care instruction of an article of clothing means.

	REGION				RACE				EDUCATION				EMPLOYMENT				PRIM. STATUS				
	North	Mid-	East	West	Non-	White	White	High	Schi.	Coll.	Post-	Full	Part	Not	Shop-	Groc.	Own	Shop-	Per-	Home	
Total	198	234	354	214	835	149	411	491	93	563	110	207	127	821	711						
Analyzed Weighted Respondents	1000	198	234	354	214	835	149	411	491	93	563	110	207	127	821	711					
-Wash in Woolite/ product similar to Woolite	2.0%	1.4%	2.9%	2.1%	1.5%	2.2%	1.0%	1.9	2	1.4%	2.6%	2.1%	1.3	2	1.2	1	4	13	16	2.2%	
-Hang dry/don't dry	18	1	2	10	3	14	2	4	11	1.0%	2.3%	0.5%	2.4%	1.4%	-	1	0.8%	0.6%	4	14	2.0%
-Wash on gentle cycle/ gentle cycle in cold water	14	3	3	5	3	11	3	7	7	1.7%	1.4%	-	1.6%	1.8%	0.5%	1.4%	2	12	11	1.6%	
-Wash in cold water	7	2	1	2	2	7	7	-	2	0.5%	0.6%	1.9%	0.2%	1	-	5	1	6	0.9%	0.8%	
-Other alternative cleaning methods	24	8	5	10	4	21	3	11	12	1	2.4%	0.7%	2.2%	1.5%	3.7%	1.9%	2	19	3.1%	20	2.8%
Limited year/Limited purchasing of dry clean clothing (Net)	69	14	12	27	18	85	2	25	41	3	8.4%	3.6%	5.5%	5.8%	8.7%	9.5%	20	12	45	52	7.4%
-Don't buy dry clean only clothes/never had any	59	12	9	25	13	55	2	20	37	1	4.8%	7.6%	1.3%	4.6%	3.6%	9.4%	7.9%	10	38	43	6.0%
-Don't wear item much/ wear item very little	12	2	3	3	4	12	1.4%	-	6	0.7%	2.2%	0.9%	2.2%	0.7%	1	3	8	11	1.3%	1.6%	
Expense/Cost Issues (Net)	45	12	18	9	7	41	2	25	16	2	3.3%	2.3%	4.8%	5.2%	2.9%	5.1%	7	32	29	4.0%	
-Dry cleaning is expensive/will cost money to have item cleaned	37	10	12	8	7	35	1	20	15	1	4.9%	3.0%	1.3%	4.1%	4.0%	4.6%	4	28	24	3.3%	

The Clorox Company -- Dry Cleaning And Laundry Study
 What "Dry Clean" on the care instruction of an article of clothing means.

	REGION			RACE		EDUCATION			EMPLOYMENT			PRIMARY STATUS			GROC. SHOP- PER			OWN HOME		
	North	Mid-	West	Non-	White	High	Sch.	Coll.	Post-	Full	Part	Re-	Not	Time	tired	Esp.	Shop-	per	Own	Home
Total	15	2	4	4	5	13	2	5	1	8	5	1	8	1	-	6	12	1.8%	0.7%	0.7%
Analyzed Respondents	1000	198	234	354	214	835	149	411	491	93	853	110	207	127	821	711				
-Other references to expense/cost	7	2	4	1	-	7	1	5	1	1	4	1	2	1	-	4	4	4	5	
Hassle/Inconvenient to take to cleaners	1.5%	1.1%	1.8%	1.1%	2.1%	1.6%	1.0%	2.1%	1.1%	1.4%	1.4%	1.0%	-	-	4.9%	-	1.8%	1.8%	1.8%	
Don't go to the cleaners	6	-	3	3	-	6	-	1	6	-	0.2%	1.1%	-	0.4%	1.8%	2	2	-	4	5
Wife's responsibility/ have wife take care of	5	2	1	1	2	4	1	2	3	-	4	-	1	-	-	1	-	0.1%	0.5%	
Other	48	5	15	19	9	38	8	22	21	5	21	3	17	7	-	37	31			
Nothing	11	1	5	4	2	6	5	5	4.2%	5.8%	3.7%	2.9%	8.1%	5.6%	-	6	4	4.4%		
Don't know	13	1	2	7	3	10	2	8	5	-	4	2	4	-	-	6	4	4.4%		
Refused/No answer	1	1	-	-	-	1	-	-	0.1%	-	1	-	0.1%	-	-	-	-	1		
	0.1%	0.3%	-	-	-	0.1%	-	-	0.1%	-	0.6%	1.8%	2.6%	-	-	1.0%	1.3%	1.0%	-1.3%	
																-	-	0.1%		

The Clorox Company -- Dry Cleaning And Laundry Study
 Whether EVER washed or laundered any clothing labeled "Dry Clean".

	REGION			RACE			EDUCATION			EMPLOYMENT			STATUS			Pri- mary Groc. Shop- per Own Home
	North	Mid-	East	South	West	Non- White	High Schi.	Some Coll.	Post- less /Grad	Post- Grad	Full Time	Part Re- tired Emp.	Not in Work	Employer	====	====
Total	North	Mid-	East	South	West	Non- White	High Schi.	Some Coll.	Post- less /Grad	Post- Grad	Full Time	Part Re- tired Emp.	Not in Work	Employer	====	====
Analyzed Unweighted Respondents	1013	214	259	344	198	837	151	454	458	88	533	104	233	133	844	707
Analyzed Weighted Respondents	1000	198	234	354	214	835	149	411	491	93	553	110	207	127	821	711
Yes	491 49.1%	104 52.8%	123 47.1%	187 45.0%	96 48.8%	75 50.1%	408 48.8%	250 51.0%	48 49.7%	280 45.2%	68 61.5%	97 47.1%	76 59.2%	382 58.3%	373 52.5%	
No	492 49.2%	89 45.1%	107 45.6%	186 52.7%	110 51.4%	74 49.2%	411 49.9%	209 47.4%	48 49.5%	297 53.7%	43 38.5%	100 48.5%	50 39.5%	253 40.8%	321 45.2%	
Don't Know	17 1.7%	5 2.3%	4 1.6%	1 0.2%	8 3.6%	17 2.0%	- -	8 2.0%	1 1.6%	6 0.8%	1 1.1%	- -	8 4.4%	2 1.3%	8 0.9%	16 2.3%

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Question 5

The Clorox Company -- Dry Cleaning And Laundry Study

Whether machine wash or hand wash items
 (Base: Have laundered clothing labeled "Dry Clean".)

	REGION		RACE		EDUCATION		EMPLOYMENT		STATUS		Pri- mary Groc.	Own Home ****
	North	Mid- West	East	South	Non- White	High Schi.	Some Coll.	Post- less /Grad	Full Time	Part Re- tired Emp1.	Not Work ****	Shop- per *****
Total	249	49	80	94	48	205	40	107	118	24	137	33
	50.8%	47.2%	48.8%	58.4%	47.5%	50.2%	54.0%	55.1%	47.1%	52.4%	54.7%	48.3%
Analyzed Unweighted Respondents	488	103	125	168	94	402	74	208	232	44	240	61
Analyzed Weighted Respondents	491	104	123	167	98	408	75	194	250	48	250	68
Machine wash only	29.1%	31.7%	28.9%	26.7%	30.7%	28.9%	27.8%	29.2%	28.7%	30.6%	25.1%	29.5%
Hand wash only	143	33	36	45	30	118	21	57	72	14	63	20
Both/Depends	94	21	26	28	19	81	13	29	57	8	49	15
Don't know	5	1	1	2	2	4	1	2	3	-	2	3
	1.1%	1.1%	-	1.3%	1.9%	1.1%	1.2%	1.0%	1.3%	-	0.7%	-

TELENATION

A SERVICE OF MARKET FACTS, INC.

The Clorox Company -- Dry Cleaning And Laundry Study
 Wash cycle used.
 (Base: Have Machine washed clothing labeled "Dry Clean".)

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 Question 6

	REGION				RACE				EDUCATION				EMPLOYMENT				PRI-MARY			
	North	Mid-West	South	West	Non-White	White	Less than High School	Coll. Post-Grad	High School	Some Schl.	Coll. Post-less / Grad	Full Time	Part Time	Not tired	Emp 1	Shopper	Groc. Shopper	Own House	Own Home	
Total	328	87	86	111	64	273	50	138	157	31	177	38	86	46	237	244	42.4%	38.6%		
Analyzed Unweighted Respondents	343	70	88	120	65	285	53	139	175	32	188	48	83	47	241	288				
Analyzed Weighted Respondents																				
Gentle	128	17	38	48	28	113	11	37	73	18	70	17	23	18	102	103				
Regular	90	19	25	31	15	78	11	38	48	5	51	13	14	13	52	59				
Delicate	86	19	12	20	15	55	11	28	31	7	39	11	8	8	55	49				
Permanent-Press	28	7	7	10	3	18	11	10	15	3	15	3	8	2	19	24				
Pre-soak	3	-	3	-	-	3	-	2.3%	-	-	-	-	-	3	-	3				
Other	11	0.9%	3.5%	-	-	1.1%	-	-	-	-	-	-	-	6.6%	-	1.2%				
Don't Know	22	8	4	8	2	14	7	13	8	1	3	2	2	5	6	6	2.3%			

The Clorox Company -- Dry Cleaning And Laundry Study

Water temperature used for wash cycle.
 (Base: Have Machine washed clothing labeled "Dry Clean".)

	REGION				RACE		EDUCATION			EMPLOYMENT			STATUS			
	North	Mid-	West	South	Non-	White	High Schi.	Schi. Coll.	Post- less /Grad	Full Time	Part Time	Re- tired	Not in Work	Own Home		
Total	North	Mid-	West	South	Non-	White	High Schi.	Schi. Coll.	Post- less /Grad	Full Time	Part Time	Re- tired	Not in Work	Own Home		
Analyzed Unweighted Respondents	328	67	86	111	84	273	50	138	157	31	177	38	66	46	237	244
Analyzed Weighted Respondents	343	70	88	120	85	285	53	138	175	32	188	48	63	47	241	268
Cold	211 61.5%	42 59.5%	55 62.9%	78 65.2%	38 55.1%	178 82.6%	30 58.1%	81 59.8%	106 60.4%	24 74.9%	119 64.1%	31 64.5%	29 46.0%	32 69.2%	152 63.1%	170 64.0%
Warm	108 31.4%	22 31.5%	30 34.0%	32 28.3%	24 37.4%	87 30.4%	18 35.9%	42 31.1%	59 33.9%	8 19.5%	53 28.0%	16 33.5%	26 41.9%	12 28.5%	71 29.7%	84 31.6%
Hot	13 3.8%	3 4.4%	4 4.4%	2 3.1%	2 3.5%	11 3.9%	2 3.1%	7 5.2%	4 2.6%	1 4.1%	6 3.2%	3 7.2%	2 2.6%	2 4.1%	6 2.4%	7 2.7%
Don't Know	18 4.7%	3 4.6%	2 2.0%	7 6.0%	4 5.9%	12 4.2%	4 7.5%	9 7.0%	6 3.5%	1 1.5%	9 4.8%	- -	7 11.3%	- -	13 5.5%	9 3.4%
Refused/No answer	1 0.2%	- -	1 0.9%	- -	- -	0.3% -	- -	- -	0.4% -	- -	- -	- -	1 1.6%	1 0.3%	- -	- -

The Clorox Company -- Dry Cleaning And Laundry Study
 Whether satisfied with the results of washing or laundering "Dry Clean" items.
 (Base: Have laundered clothing labeled "Dry Clean".)

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 Question 8

	REGION				RACE		EDUCATION			EMPLOYMENT			PRI-MARY GROC. OWN HOME		
	North	Mid-	East	West	Non-	White	High Schl.	Some Coll.	Post-less /Grad	Full Time	Part Time	Not tired	EMP1	Shopper	Homeper
Total															
Analyzed Respondents	488	103	125	186	94	402	74	208	232	44	240	61	108	75	384
Analyzed Weighted Respondents	491	104	123	187	98	408	75	194	250	48	250	68	97	76	382
Yes	311	61	80	104	87	252	55	138	150	28	146	42	72	50	224
No	124	33	24	48	21	109	13	45	68	13	74	15	18	19	81.8%
Sometimes	55	11	19	18	27.7%	21.5%	28.8%	17.5%	23.1%	28.4%	28.1%	29.6%	21.9%	18.2%	25.7%
Don't know	1	-	-	1	-	-	1	14	34	7	29	11	9	6	44
	0.2%	-	0.7%	-	-	1.5%	-	-	-	2.4%	0.5%	-	-	-	43

TELENATION

A SERVICE OF MARKET FACTS, INC.

The Clorox Company -- Dry Cleaning And Laundry Study
 For clothing items that can be either washed or dry cleaned if the label can only show one instruction, which instruction would prefer to see included on the label.

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June 19-21, 1998

Question 9

	REGION			RACE		EDUCATION			EMPLOYMENT			PRI-MARY		
	North	Mid-West	South	White	Non-White	High Schi.	Some Coll.	Post-less /Grad	Full Time	Part Time	Not tired	Expt.	Shopper	Own Home
Total	214	259	344	196	837	151	454	458	86	533	104	233	133	644
Analyzed Unweighted Respondents	1013	1214	174	835	149	411	491	93	553	110	207	127	621	707
Analyzed Weighted Respondents	1000	1198	234	354	214	835	149	411	491	93	553	110	207	621
														711
Washing Instructions	873	174	209	310	181	747	117	384	427	78	475	101	180	116
Dry cleaning instructions	87.3%	87.8%	89.3%	87.6%	84.3%	89.5%	78.1%	88.4%	87.0%	83.7%	85.8%	91.1%	87.1%	91.1%
Don't know	104	18	21	38	28	72	27	38	53	13	68	9	19	10
Refused/No answer	1.9%	3.1%	1.3%	1.9%	1.5%	1.6%	3.3%	2.0%	1.9%	1	12	1	6	-
	4	1	1	2	3	1	1	1	1	1	2.2%	0.7%	3.1%	-
	0.4%	0.3%	0.2%	1.0%	0.3%	0.8%	0.3%	0.3%	0.9%	0.1%	-	0.8%	1.1%	0.6%
												4	2	0.3%

TELENATION

A SERVICE OF MARKET FACTS, INC.

The Clorox Company -- Dry Cleaning And Laundry Study
 (FILTERED BY: HAVE OCCASION TO DO HOUSEHOLD LAUNDRY.)

Whether have occasion to do any of household's laundry.

Question 1

June 19-21, 1998

	* - GENDER - *		* - AGE - *		* - HOUSEHOLD - *		* - MARITAL - *		* - STATUS - *								
	Total	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$15K	\$15K-\$25K	\$25K-\$40K	\$40K-\$55K	\$55K+	Married Other House	Child in House		
Analyzed Unweighted Respondents	887	402	485	91	150	184	173	103	154	98	144	205	98	244	477	403	317
Analyzed Weighted Respondents	877	379	499	107	187	203	148	92	137	85	131	176	78	332	492	383	341
Yes	877	379	499	107	187	203	148	92	137	85	131	176	78	332	492	383	341
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

The Clorox Company -- Dry Cleaning And Laundry Study
 (FILTERED BY: HAVE OCCASION TO DO HOUSEHOLD LAUNDRY.)

Whether household owns any clothing labeled "Dry Clean".

Question 2

June 19-21, 1998

	* - GENDER - *		* - AGE - *		* - HOUSEHOLD - *		* - INCOME - *		* - MARITAL - *							
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$15K	\$15K-\$25K	\$25K-\$40K	\$40K-\$50K	\$50K+	Married	Child in Other House	Status
Total	887	402	24	34	44	54	64	65+	11	12	13	14	15	16	17	18
Analyzed Unweighted Respondents	887	485	91	150	194	173	103	154	98	144	205	98	244	477	403	317
Analyzed Weighted Respondents	877	379	499	107	187	203	148	92	137	85	131	176	78	332	492	383
Yes	675	274	401	82	144	183	122	62	97	48	80	139	58	293	389	285
	78.9%	72.3%	80.4%	76.9%	77.4%	80.4%	82.6%	87.4%	70.8%	58.6%	61.3%	78.9%	71.5%	88.2%	79.1%	74.3%
No	198	101	96	25	41	39	26	30	39	37	49	37	22	38	102	95
	22.5%	26.8%	19.3%	23.1%	21.7%	19.0%	17.4%	32.0%	28.1%	43.4%	37.5%	21.1%	28.5%	11.3%	20.7%	24.8%
Don't know	5	3	1	-	2	1	-	1	-	-	2	-	1.2%	-	1	1
	0.5%	0.9%	0.3%	-	0.8%	0.6%	-	0.7%	1.0%	-	-	-	-	0.4%	0.2%	0.9%

The Clorox Company -- Dry Cleaning And Laundry Study
 (FILTERED BY: HAVE OCCASION TO DO HOUSEHOLD LAUNDRY.)

What "Dry Clean" on the care instruction of an article of clothing means.

Question 3

	* - GENDER - *	AGE			HOUSEHOLD INCOME			* MARITAL STATUS *			
	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	Under \$15K-\$25K	\$25K-\$40K	\$40K-\$50K+	Married Other House	Child in House
Total	Male	24	34	44	54	64	65+	65+	65+	65+	65+
Analyzed Unweighted Respondents		887	402	485	91	150	194	173	103	154	98
Analyzed Weighted Respondents		877	379	499	107	187	203	148	92	137	85
Requires special care (Net)		714	315	399	89	154	170	121	89	110	82
-Must be dry cleaned/professionally cleaned/specially taken care of		848	289	356	81	138	155	106	63	103	59
-Can't be washed/should not launder it/avoid washing machine		63	28	34	4	8	18	16	8	8	4
-Will be ruined if not dry cleaned/will shrink		26	11	15	1	6	4	10	2	4	1
-Dry clean certain fabrics/for delicate materials/for certain items		18	7	11	5	1	3	5	3	1	2
-Depends on fabric as some can be washed		17	1	17	1	6	3	2	2	3	-
Alternative Cleaning Methods (Net)		124	28	96	23	24	18	16	19	20	28
-Wash by hand/hand wash in cold water		3.6%	0.5%	5.9%	3.9%	4.5%	4.2%	1.7%	2.1%	4.1%	4.5%
-Wash it myself/wash it (unsp)		2.7%	2.6%	2.8%	3.7%	1.4%	4.2%	5	3	2.3%	3.4%

TELENATION

A SERVICE OF MARKET FACTS, INC.

The Clorox Company -- Dry Cleaning And Laundry Study
 (FILTERED BY: HAVE OCCASION TO DO HOUSEHOLD LAUNDRY.)

What "Dry Clean" on the care instruction of an article of clothing means.

	* GENDER *			* AGE *			* HOUSEHOLD - INCOME *			* MARITAL STATUS *								
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	Under \$15K	\$15K-\$25K	\$25K-\$50K	\$50K+						
Analyzed Weighted Respondents	877	379	499	107	187	203	148	92	137	85	131	178						
-Wash in Woolite/ product similar to Woolite	20 2.3%	5 1.2%	16 3.1%	2 1.7%	6 3.3%	1 0.6%	5 3.2%	5 5.7%	1 0.7%	-	5 3.9%	5 2.8%	1 1.2%	1 2.3%	8 2.5%	12 2.1%	8 2.5%	6 1.9%
-Hang dry/don't dry	14 1.6%	3 0.8%	11 2.2%	10 9.1%	2 1.0%	-	2 1.2%	-	1 0.5%	1 1.4%	-	6 3.2%	-	7 2.2%	3 0.6%	11 2.8%	12 1.0%	
-Wash on gentle cycle/ gentle cycle in cold water	14 1.6%	1 0.3%	13 2.5%	2 2.0%	4 1.9%	5 2.3%	2 1.2%	2 1.8%	-	1 1.3%	2 1.4%	4 2.0%	1 1.0%	7 2.1%	7 1.7%	12 2.5%	2 0.5%	8 2.5%
-Wash in cold water	7 0.7%	-	7 1.3%	1 0.7%	-	-	1 0.4%	1 1.6%	4 2.8%	0 0.8%	0 0.5%	1 0.7%	1 1.2%	-	2 0.4%	5 1.2%	1 0.4%	1 0.2%
-Other alternative cleaning methods	24 2.7%	9 2.3%	15 3.0%	3 2.4%	-	8 4.0%	1 0.9%	5 5.0%	7 5.1%	2 2.7%	4 3.4%	4 2.2%	2 2.0%	9 2.8%	13 2.6%	11 2.8%	7 2.0%	
<u>Limited wear/Limited purchasing of dry clean clothing (Net)</u>	81 7.0%	16 4.1%	46 9.2%	1 1.3%	6 3.2%	8 8.9%	11 11.1%	11 8.7%	13 11.3%	8 8.9%	17 12.7%	5 2.6%	10 13.3%	17 5.0%	17 5.0%	31 8.2%	31 8.0%	16 4.6%
-Don't buy dry clean only clothes/never had any	52 5.9%	13 3.4%	39 7.8%	1 0.9%	4 2.1%	4 0.6%	13 8.9%	7 7.6%	13 9.7%	6 6.7%	15 11.5%	4 2.3%	8 10.9%	13 3.9%	26 5.2%	26 6.7%	12 3.5%	
-Don't wear item much/ wear item very little/ item never cleaned	11 1.3%	3 0.8%	8 1.6%	4 0.4%	1 1.1%	1 0.3%	4 2.7%	1 1.1%	3 2.1%	3 3.8%	2 1.2%	1 0.3%	2 2.4%	1 1.1%	4 1.0%	6 1.6%	4 1.2%	
<u>Expense/Cost Issues (Net)</u>	41 4.7%	13 4.7%	28 5.6%	5 4.9%	9 5.0%	9 4.4%	10 6.6%	2 2.4%	2 3.8%	5 10.7%	7 5.3%	9 5.1%	3 3.8%	9 2.8%	22 4.4%	19 5.0%	16 4.7%	
-Dry cleaning is expensive/will cost money to have item cleaned	36 4.1%	12 4.8%	24 4.9%	5 4.7%	9 3.7%	8 5.5%	8 2.4%	2 2.8%	4 10.7%	9 3.8%	5 4.9%	3 3.8%	7 2.2%	18 3.7%	16 4.6%	14 4.1%		

The Clorox Company -- Dry Cleaning And Laundry Study
 (FILTERED BY: HAVE OCCASION TO DO HOUSEHOLD LAUNDRY.)

What "Dry Clean" on the care instruction of an article of clothing means.

	* GENDER *		* AGE *		* HOUSEHOLD INCOME *		* MARITAL STATUS *															
	Female	Male	18 to 24	25 to 34	35 to 44	45 to 64	Under \$15K	\$15K-\$25K	\$25K-\$40K	\$40K-\$50K	\$50K+	Child in House	Married Other	House Status								
Total Respondents	877	379	499	107	187	203	148	92	137	85	131	176	78	332	492	383	341					
Analyzed Weighted Respondents																						
-Other references to expense/cost	0.6%	1.3%	4%	-	1	1	2	1.1%	1.2%	-	1.2%	1.5%	0.2%	-	2	4	2	2	0.6%	0.7%	0.4%	0.6%
Hassle/inconvenient to take to cleaners	1.7%	2.5%	2.5%	0.4%	1.2%	2	3	1.8%	2	-	2.0%	3.0%	0.8%	-	6	8	7	5	1.5%	1.8%	1.5%	1.5%
Don't go to the cleaners	0.5%	-	4	-	1	2	*	0.2%	0.9%	-	-	-	0.2%	1.3%	0.6%	0.6%	0.6%	0.6%	0.4%	0.4%	0.6%	0.6%
Wife's responsibility/have wife take care of	0.3%	0.6%	-	-	1	-	1	-	0.5%	-	0.4%	-	-	2	1	-	2	-	0.5%	-	1	0.3%
Other	45	23	3	9	10	7	9	7	8	7	8	3	17	17	29	18	18	18	18	18	18	18
Nothing	7	3	3	1	1	-	2	2	1	1	1	2	-	4	4	4	4	4	4	4	4	4
Don't know	10	7	3	4	1	-	1	2	1	2	2	-	-	6	4	6	4	6	4	6	4	5
Refused/No answer	1	1	-	-	1	-	-	0.2%	-	-	-	1	-	-	-	1	-	-	0.1%	-	-	-

Whether EVER washed or laundered any clothing labeled "Dry Clean".

Question 4

	* - GENDER - *		* - AGE - *		* - HOUSEHOLD - *		* - MARITAL - *		
	Female	Male	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	Under 65+	* STATUS - *
Total	481	410	138	324	54	102	98	80	68
Analyzed Unweighted Respondents	887	877	402	485	91	150	194	173	103
Analyzed Weighted Respondents	877	877	379	499	107	187	203	148	92
Yes	481	410	138	324	54	102	98	80	68
No	410	410	239	171	52	85	108	87	33
Don't Know	6	6	3	3	1	-	1	0.5%	0.5%

* - INCOME - *
\$15K- \$25K- \$40K-
\$15K <\$25K <\$40K <\$50K+
***** ***** ***** *****

* - CHILD IN HOUSE - *
Child In Other House
***** ***** ***** *****

The Clorox Company -- Dry Cleaning And Laundry Study
(FILTERED BY: HAVE OCCASION TO DO HOUSEHOLD LAUNDRY.)

Whether machine wash or hand wash items.

Question 8

The Clorox Company -- Dry Cleaning And Laundry Study
 (FILTERED BY: HAVE OCCASION TO DO HOUSEHOLD LAUNDRY.)

Wash cycle used.

(Base: Have Machine washed clothing labeled "Dry Clean".)

	GENDER		AGE		*HOUSEHOLD INCOME*		*MARRITAL STATUS*	
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Total	307	107	200	35	57	80	66	44
Analyzed Unweighted Respondents	322	110	212	45	73	85	57	42
Analyzed Weighted Respondents	322	110	212	45	73	85	57	42
Gentle	121	25	97	11	28	25	18	16
Regular	84	41	44	13	22	18	13	10
Delicate	63	10	52	9	15	14	4	6
Permanent-Press	26	18	10	7	3	5	8	1
Pre-soak	3	-	3	3	-	-	-	-
Other	9	5	4	1	3	1	1	-
Don't know	19	13	6	1	2	6	1	5

The Clorox Company -- Dry Cleaning And Laundry Study
 (FILTERED BY: HAVE OCCASION TO DO HOUSEHOLD LAUNDRY.)
 Water temperature used for wash cycle.
 (Base: Have Machine washed clothing labeled "Dry Clean".)

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 Question 7

	* - GENDER - *		AGE		* - HOUSEHOLD - *		* - INCOME - *		* - MARITAL - *		* - STATUS - *		
	Total	Male	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	Under \$15K-	\$15K-\$25K-	\$25K-\$40K-	\$40K-\$50K+	Married	Other House
Analyzed Unweighted Respondents	307	107	200	35	57	80	88	44	42	33	39	77	44
Analyzed Weighted Respondents	322	110	212	45	73	65	57	43	38	30	41	65	37
Cold	199	51	148	29	45	40	42	22	20	20	27	40	24
Warm	102	44	58	11	23	23	13	17	13	9	10	20	78
Hot	9	8	1	2	-	1	3	1	2	-	2	4.7%	4.7%
Don't know	15	8	7	2	5	-	1	4	1	4.3%	4.3%	1.9%	1.9%
	4.8%	7.3%	3.4%	5.2%	6.6%	-	1.2%	10.2%	7.8%	5.8%	7.5%	7.7%	8.3%

The Clorox Company -- Dry Cleaning And Laundry Study
 (FILTERED BY: HAVE OCCASION TO DO HOUSEHOLD LAUNDRY.)

Whether satisfied with the results of washing or laundering "dry clean" items.
 (Base: Have laundered clothing labeled "Dry Clean".)

Question 8

June 19-21, 1998

	* GENDER *		AGE		* HOUSEHOLD INCOME *		* MARITAL STATUS *								
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	Under \$15K-\$25K	\$25K-\$40K	\$40K-\$50K	\$50K+ *****	Married *****	Other House *****	Child in House *****	
Total	Male *****	Female *****	24	34	44	54	65+	\$15K *****	\$25K *****	\$40K *****	\$50K+ *****	Married *****	Other House *****	Child in House *****	
Analyzed Unweighted Respondents	457	138	319	45	83	88	93	61	77	48	82	118	56	121	
Analyzed Weighted Respondents	461	138	324	54	102	98	80	68	42	59	101	47	169	277	
Yes	288 62.5%	93 68.3%	195 60.1%	37 59.4%	80 54.4%	52 53.7%	43 72.1%	51 75.3%	29 79.5%	47 84.7%	55 83.8%	30 57.8%	98 50.4%	167 85.6%	
No	121 26.2%	38 27.7%	83 25.6%	10 18.6%	30 29.2%	32 33.6%	28 32.0%	12 19.7%	12 17.0%	9 22.3%	7 12.0%	34 33.2%	14 29.4%	52 30.6%	81 29.3%
Sometimes	51 11.0%	4 3.2%	48 14.3%	7 13.3%	12 11.4%	10 10.8%	11 14.4%	5 8.1%	5 7.7%	4 9.8%	5 8.4%	12 12.1%	3 6.8%	18 10.9%	26 10.0%
Don't Know	1 0.2%	1 0.8%	- -	- -	- 1.2%	- -	- -	- -	- -	- -	- -	- -	1 0.7%	1 0.4%	1 0.6%

The Clorox Company -- Dry Cleaning And Laundry Study
 (FILTERED BY: HAVE OCCASION TO DO HOUSEHOLD LAUNDRY.)

For clothing items that can be either washed or dry cleaned if the label can only show one instruction, which instruction would you prefer to see included on the label?

Question 9

	* - GENDER - *		* - AGE - *			* - HOUSEHOLD - *			* - MARITAL - *		
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	Under 65+	\$15K-\$25K	\$25K-\$40K	\$40K+\$50K+
Total Respondents	887	402	485	91	150	194	173	103	154	98	144
Analyzed Unweighted Respondents	877	379	499	107	187	203	148	92	137	85	131
Analyzed Weighted Respondents	877	379	499	107	187	203	148	92	137	85	131
Washing Instructions	779	328	451	94	164	179	135	88	120	73	120
Dry Cleaning Instructions	83	43	40	12	21	19	13	8	12	12	9
Don't Know	12	7	5	1	2	3	-	1	5	7	0%
Refused/No answer	4	1	2	-	-	2	-	0.6%	3.8%	-	-
	0.4%	0.4%	0.5%	-	-	1.0%	-	-	0.6%	-	-

Question 1

The Clorox Company -- Dry Cleaning And Laundry Study
(FILTERED BY: HAVE OCCASION TO DO HOUSEHOLD LAUNDRY.)

Whether have occasion to do any of household's laundry.

	REGION				RACE		EDUCATION			EMPLOYMENT			PRI- MARY GROC. SHOP- PER			OWN HOME		
	North	Mid- West	South	West	Non- White	White	High Schl.	Some Coll.	Post- less /Grad	Full Time	Part Time	Re- tired	Not tired	Exp1.	*****	*****	*****	
Total	188	219	313	187	740	127	387	408	78	468	89	200	124	808	815	*****	*****	
Analyzed Unweighted Respondents	887	178	199	322	180	739	128	349	439	84	488	92	178	119	587	621	*****	*****
Analyzed Weighted Respondents	877	178	199	322	180	739	128	349	439	84	488	92	178	119	587	621	*****	*****
Yes	877	178	199	322	180	739	128	349	439	84	488	92	178	119	587	621	100.0%	100.0%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Question 2

Whether household owns any clothing labeled "Dry Clean".

	REGION				RACE		EDUCATION			EMPLOYMENT			STATUS			PRI-MARY		
	North	Mid-West	South	West	White	Non-White	High Schl.	Some Coll.	Post-less /Grad	Full Time	Part Time	Not tired	Expl.	Own Shopper	Own Home	Own Bus.		
Total	875	143	313	187	740	127	587	363	78	393	76	122	84	448	491	78.2%	79.0%	
Analyzed Unweighted Respondents	887	188	319	167	740	127	387	408	78	488	89	200	124	808	815			
Analyzed Weighted Respondents	877	178	319	180	739	126	349	439	84	488	92	178	119	587	621			
Yes	76.9%	80.8%	78.2%	74.1%	78.7%	76.7%	587	388	78	393	76	122	84	448	491			
No	22.5%	19.2%	20.8%	25.0%	23.3%	22.9%	169	81	42	112	73	8	94	14	54	35	138	127
Don't know	0.5%	-	1.0%	0.8%	-	0.4%	3	2	0.6%	0.6%	3	-	0.2%	1.7%	1	1	0.2%	0.5%

The Clorox Company -- Dry Cleaning And Laundry Study
 (FILTERED BY: HAVE OCCASION TO DO HOUSEHOLD LAUNDRY.)

What "Dry Clean" on the care instruction of an article of clothing means.

Question 3

	REGION				RACE		EDUCATION		EMPLOYMENT		PRI- MARY GROC. SHOP- PER	
	North	Mid-	West	South	White	Non- White	Some Schi. /less	Post- Grad	Full Time	Part Re- Time	Not tired	Own Home
Total	867	188	219	313	187	740	127	387	408	78	488	89
Analyzed Unweighted Respondents	877	176	199	322	180	739	126	349	439	84	488	92
Analyzed Weighted Respondents	877	176	199	322	180	739	126	349	439	84	488	92
Requires special care (Net)	714	148	158	289	142	802	107	270	368	72	408	78
-Must be dry cleaned/ professionally cleaned/specialty taken care of	848	129	143	247	127	548	95	249	329	84	381	88
-Can't be washed/ should not be laundered/ avoid washing machine	63	17	12	27	7	48	13	28	30	7	40	2
-Will be ruined if not dry cleaned/will shrink	28	4	6	9	6	22	2	8	16	2	20	3
-Dry clean certain fabrics/for delicate material/for certain items	18	7	5	8	1	16	2	10	8	2	7	1
-Depends on fabric as some can be washed	17	3	7	2	5	16	1	3	12	2	12	4
Alternative Cleaning Methods (Net)	124	28	27	49	22	113	11	48	69	9	72	11
-Wash by hand/hand wash in cold water	31	11	5	11	5	31	-	11	19	1	17	3
-Wash it myself/wash it (unsp)	24	5	7	7	6	21	3	10	10	3	13	3

TELENATION

A SERVICE OF MARKET FACTS, INC.

**The Clorox Company -- Dry Cleaning And Laundry Study
(FILTERED BY: HAVE OCCASION TO DO HOUSEHOLD LAUNDRY.)**

What "Dry Clean" on the care instruction of an article of clothing means.

	REGION			RACE			EDUCATION			EMPLOYMENT			PRIMARY GROC.			SHOPPING PERIOD			OWN HOME		
	North	Mid-	East	West	South	White	Some	Coll.	Post-Grad	Full Time	Part Time	Not tired	Empl.	-----	-----	-----	-----	-----	-----		
Total	20	3	7	7	3	19	2	6	13	2	12	1	4	4	13	18	2.2%	2.6%			
Analyzed Respondents	877	178	199	322	180	739	128	349	439	84	488	92	178	119	587	821					
-Wash in Woolite/ product similar to Woolite	2.3%	1.5%	3.4%	2.3%	1.8%	2.5%	1.2%	1.6%	2.9%	2.3%	2.4%	1.3%	2.0%	3.0%							
-Hang dry/don't dry	1.6%	0.5%	0.9%	3.2%	0.6%	1.7%	1.3%	0.7%	2.5%	0.6%	2.7%	-	-	0.8%	0.6%	0.6%	2.0%				
-Wash on gentle cycle/ gentle cycle in cold water	1.6%	1.6%	1.7%	1.6%	1.5%	1.6%	2.0%	2.0%	1.6%	7	7	-	1.9%	2.2%	0.6%	1.5%	2.1%	1.8%			
-Wash in cold water	0.7%	0.9%	0.3%	0.8%	1.0%	0.9%	0.7%	-	0.6%	0.6%	2.1%	0.3%	-	5	1	2	12	11			
-Other alternative cleaning methods	2.7%	3.2%	2.4%	3.0%	4	2.1	3	11	12	1	12	2	8	2	19	20	3.3%	3.2%			
<u>Limited wear/Limited purchasing of dry clean clothing (Net)</u>	6.1	13	9	28	13	57	2	22	36	3	28	6	15	11	45	46					
-Don't buy dry clean only clothes/never had any	5.9%	6.4%	3.2%	7.5%	5.5%	6.4%	1.9%	5.0%	7.5%	1.5%	4.8%	4.3%	8.2%	8.1%	6.5%	5.9%					
-Don't wear item much/ wear item very little	1.3%	0.7%	1.5%	1.0%	2.0%	1.5%	-	5	4	2	5	2	1	2	8	11					
<u>Expense/Cost Issues (Net)</u>	4.1	12	13	8	7	38	2	22	16	2	24	4	8	7	32	25	5.4%	4.1%			
-Dry cleaning is expensive/will cost money to have item cleaned	4.1%	5.8%	5.3%	2.5%	3.9%	4.5%	1.0%	5.4%	3.4%	1.5%	4.4%	4.6%	4.9%	4.7%	28	22	3.6%				

The Clorox Company -- Dry Cleaning And Laundry Study
 (FILTERED BY: HAVE OCCASION TO DO HOUSEHOLD LAUNDRY.)

What "Dry Clean" on the care instruction of an article of clothing means.

Question 3

June 19-21, 1998

	REGION				RACE			EDUCATION			EMPLOYMENT			PRIVACY STATUS		
	North	Mid-East	West	South	White	Non-White	Schl.	Coll. /less	Post-Grad	Full Time	Part Time	Re-tired	Not Emp1.	Shopper	Groc. Own Home	
Total	15	2	4	5	13	2	8	5	1	8	1	-	0.9%	0.5%	0.7%	0.5%
Analyzed Weighted Respondents	877	176	199	322	180	739	126	349	84	488	92	178	119	587	621	
-Other references to expense/cost	0.6%	1.3%	2	1	-	0.8%	0.6%	0.9%	0.2%	1.1%	0.6%	-	2	1	4	3
Hassle/inconvenient to take to cleaners	1.7%	1.0%	2.2%	1.2%	2.5%	1.8%	1.2%	2.3%	1.2%	1.6%	1.6%	1.2%	-	6	12	12
Don't go to the cleaners	0.5%	-	2	2	-	0.6%	-	-	4	-	1	2	1	-	4	3
Wife's responsibility/ have wife take care of	0.3%	0.6%	0.4%	1	-	0.3%	0.3%	0.2	-	-	0.3%	2.1%	0.5%	-	0.7%	0.5%
Other	45	4	13	19	9	36	8	20	20	5	19	3	16	7	37	31
Nothing	0.8%	0.4%	1.9%	0.2%	1.0%	0.7%	0.1%	5.7%	4.5%	8.4%	4.0%	3.5%	9.0%	5.6%	6.2%	4.9%
Don't know	10	1	2	8	1	7	1	7	3	-	3	1	3	-	6	3
Refused/No answer	1	1	-	-	-	0.1%	-	-	1	-	0.1%	-	-	-	1	0.4%
	0.1%	0.3%	-	-	-	0.1%	-	-	0.1%	-	0.1%	-	-	-	1	0.1%

The Clorox Company -- Dry Cleaning And Laundry Study
 (FILTERED BY: HAVE OCCASION TO DO HOUSEHOLD LAUNDRY.)

Wash cycle used.
 (Base: Have Machine washed clothing labeled "Dry Clean".)

Question 8

June 19-21, 1998

	REGION				RACE		EDUCATION			EMPLOYMENT			STATUS					
	North	Mid-	West	South	Non-	White	High	Some	Sch1.	Coll.	Post-	Full	Part	Not	Groc.	Shop-	Own	Hire
	Total	East	West	South	West	White	/less	/Grad	/less	/Grad	Time	Time	Tired	EMP1.	EMP2	EMP3	EMP4	EMP5
Analyzed Unweighted Respondents	307	62	78	108	59	257	46	128	147	30	169	32	81	44	228	230		
Analyzed Weighted Respondents	322	65	80	117	60	288	51	124	168	32	179	39	59	44	234	251		
Gentle	121	15	35	48	25	110	10	35	70	18	87	17	22	16	100	98		
	37.7%	23.5%	44.2%	39.2%	41.9%	41.1%	20.2%	28.3%	42.2%	51.6%	37.1%	44.4%	37.2%	35.1%	42.9%	39.2%		
Regular	84	19	20	31	14	72	11	33	48	5	49	9	14	13	51	84		
	26.3%	29.8%	25.3%	26.3%	23.6%	28.8%	22.4%	27.0%	27.8%	14.7%	27.2%	24.1%	23.4%	28.2%	22.0%	25.3%		
Delicate	83	18	11	20	13	53	10	26	30	7	39	8	8	8	53	47		
	19.5%	28.0%	13.9%	17.3%	22.1%	19.6%	19.9%	20.7%	18.2%	21.6%	21.5%	20.1%	13.3%	19.1%	22.8%	18.5%		
Permanent-Press	26	7	6	9	3	14	11	10	13	3	15	3	6	2	19	22		
	7.9%	11.3%	7.4%	7.8%	5.3%	5.3%	22.4%	7.8%	8.0%	8.4%	8.4%	7.0%	9.5%	4.7%	8.0%	8.7%		
Pre-soak	3	-	3	-	-	3	-	3	-	-	-	-	-	3	-	3		
	1.0%	-	3.9%	-	-	1.2%	-	2.5%	-	-	-	-	-	0.9%	-	1.2%		
Other	9	*	1	5	3	7	2	6	2	1	3	2	2	3	5	6		
	2.8%	0.7%	0.8%	3.9%	5.7%	2.5%	4.6%	5.0%	1.3%	2.2%	1.8%	4.3%	2.6%	5.7%	2.3%	2.5%		
Don't Know	19	6	4	8	1	12	8	12	7	*	9	-	15.1%	1	8	15		
	5.9%	9.7%	4.5%	7.1%	1.5%	4.6%	11.7%	9.3%	4.2%	1.5%	4.9%	-	15.1%	2.9%	3.5%	6.0%		

Question 7

The Clorox Company -- DRY Cleaning And Laundry Study
 (FILTERED BY: HAVE OCCASION TO DO HOUSEHOLD LAUNDRY.)

Water temperature used for wash cycle.
 (Base: Have Machine washed clothing labelled "Dry Clean".)

	REGION			RACE			EDUCATION			EMPLOYMENT			STATUS			Pri-Mary Grocer	Own Home
	North	Mid-West	South	West	White	Non-White	Sch1.	Coll.	Post-Grad	Full Time	Part Time	Not tired	Emp1.	Not emp	Shopper	Per- sonal	
Total																	
Analyzed Unweighted Respondents	307	82	78	108	59	257	48	128	147	30	169	32	81	44	228	230	
Analyzed Weighted Respondents	322	85	80	117	60	268	51	124	168	32	179	39	59	44	234	251	
Cold	199 81.8%	37 57.5%	50 62.6%	77 66.0%	34 57.2%	189 63.1%	29 58.5%	75 80.0%	100 80.3%	24 78.4%	115 84.2%	25 84.3%	28 48.9%	31 69.4%	147 82.8%	182 84.6%	
Warm	102 31.6%	22 33.9%	28 34.9%	30 25.3%	22 38.8%	81 30.3%	18 38.4%	37 34.9%	58 19.9%	6 29.0%	52 33.2%	13 41.3%	24 27.7%	12 12	71 30.8%	78 31.2%	
Hot	9 2.8%	3 4.7%	1 1.7%	4 3.2%	1 1.7%	8 3.0%	1 2.0%	5 3.7%	4 2.3%	1 2.2%	5 2.9%	1 2.4%	1 1.7%	1 4.3%	2 2	5 2.2%	3 1.4%
Don't Know	15 4.8%	3 3.9%	2 2.2%	7 6.2%	4 6.3%	11 4.2%	4 7.8%	9 7.6%	5 3.2%	1.5 1.5%	8 4.6%	- -	7 12.1%	- -	13 5.4%	9 3.6%	

**The Clorox Company -- Dry Cleaning And Laundry Study
(FILTERED BY: HAVE OCCASION TO DO HOUSEHOLD LAUNDRY.)**

**Whether satisfied with the results of washing or laundering "dry clean" items.
(Base: Have laundered clothing labeled "Dry Clean".)**

Question 8

		REGION		RACE		EDUCATION		EMPLOYMENT		PRIM- ARY GROC.							
		North	Mid- West	South	West	Non- White	White	Sch1.	Some Schi.	Coll.	Post- less /Grad	Full Time	Part Re- Time	tired	Not Employ.	Shop- per	Own Home
Total																	
Analyzed Unweighted Respondents	457	98	114	160	87	379	67	190	218	43	227	55	100	71	351	337	
Analyzed Weighted Respondents	461	98	112	161	90	384	69	178	237	46	238	59	91	72	350	350	
Yes	288	57	69	100	82	235	50	121	142	25	136	36	68	48	216	212	
	62.5%	58.3%	61.5%	62.4%	68.6%	61.3%	71.4%	68.4%	59.7%	54.5%	57.1%	60.9%	74.9%	66.1%	61.6%	60.5%	
No	121	30	24	48	21	106	13	43	84	13	74	12	16	19	91	98	
	26.2%	31.0%	21.2%	28.7%	23.0%	27.6%	18.9%	24.5%	27.1%	28.5%	31.1%	20.9%	17.3%	25.9%	26.0%	28.0%	
Sometimes	51	10	19	13	8	43	8	13	31	7	27	11	7	6	43	39	
	11.0%	10.7%	17.4%	8.2%	8.4%	11.2%	8.1%	7.1%	13.2%	14.5%	11.3%	18.2%	7.8%	8.0%	12.1%	11.3%	
Don't Know	1	-	-	1	-	-	1	-	-	1	-	-	-	-	1	1	
	0.2%	-	-	0.7%	-	-	1.6%	-	-	2.5%	0.5%	-	-	-	0.3%	0.3%	

The Clorox Company -- Dry Cleaning And Laundry Study
 (FILTERED BY: HAVE OCCASION TO DO HOUSEHOLD LAUNDRY.)

June 19-21, 1998

For clothing items that can be either washed or dry cleaned if the label can only show one instruction, which instruction would prefer to see included on the label.

Question 9

	REGION			RACE			EDUCATION			EMPLOYMENT			PRIVACY		
	North	Mid-	East	Non-	White	Coll.	Post-	Full	Part	Re-	Not	Shop-	Groc.	Own	
	Total	West	South	White	White	Schl.	/less	Grad	Time	Tired	Time	per	per	Home	
Analyzed Unweighted Respondents	887	188	219	313	187	740	127	387	408	78	466	89	200	124	
Analyzed Weighted Respondents	877	178	199	322	180	739	128	349	439	84	488	92	178	119	
Washing Instructions	779	157	180	283	159	871	100	310	391	74	429	83	158	108	
Dry Cleaning Instructions	88.8%	88.9%	90.4%	87.8%	88.5%	90.8%	79.7%	88.7%	88.9%	87.7%	87.9%	90.5%	88.5%	91.4%	
Don't Know	83	18	18	33	15	58	20	33	41	9	50	8	15	9	
Refused/No answer	1.4%	9.1%	8.9%	10.4%	8.6%	7.8%	15.8%	9.4%	9.3%	10.5%	10.3%	8.6%	7.4%	9.4%	