



Intro

Welcome to Consumer Survey #80150!

This survey will take you about 5-10 minutes. As always, your individual survey responses are protected by our Privacy Policy.

Rewards

If you qualify for and complete this survey, you will earn 50 Lightspeed Points and one entry into the \$5,000 Lightspeed Sweepstakes.

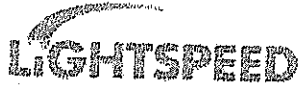
After answering the first few questions, some of you will not qualify to complete this survey. Although you will not earn any points, you will earn an entry into the \$5,000 Lightspeed Sweepstakes

Please Keep In Mind...

Please do not use your Back or Forward browser buttons while you are taking this survey. Once you answer a question, you will not be able to go back and change your answer.

Privacy





qc_agree5

We value your opinions and appreciate your participation.
Your thoughtful attention to this survey is what allows us to
continue offering you opportunities to share your opinions.
Please use care when completing this survey. Take your time,
and think carefully about the questions being asked.

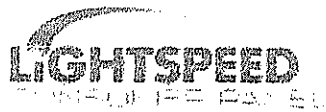
Before proceeding with the survey, we would like you to confirm
that you will take your time and think carefully about the
questions being asked on this survey:

I agree

I disagree

Privacy





s1

Please indicate your gender:

Male

Female

Privacy





s2

Please indicate your age:

Under 18

18-24

25-34

35-44

45-54

☒ 55+[Privacy](#)



s3

Please select all of the listed products that are used in your household. Then for each product used, select whether you or another household member uses that product most often

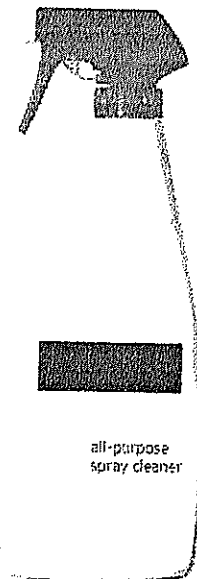
	Used in household	Person who uses it most often	
		I do	Other Household member
Laundry detergent - liquid	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Laundry detergent - powder or tablet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture polish - liquid	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture polish - spray	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
All purpose cleaner - spray	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
All purpose cleaner - liquid	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Fabric softener - liquid	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fabric softener - sheet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soap - liquid	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dishwasher detergent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deodorizing spray	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[Privacy](#)

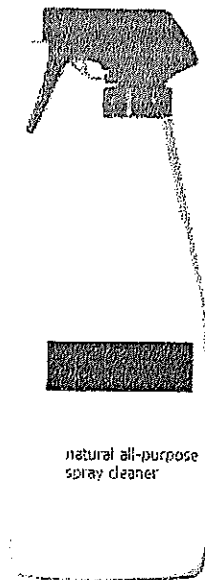



i1

Please assume that you see these two products on the grocery store shelf. On each of the following screens we would like you to indicate what you would expect for each product in regard to the attribute shown.

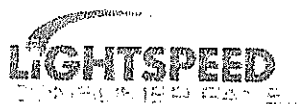


**ALL PURPOSE
SPRAY CLEANER**



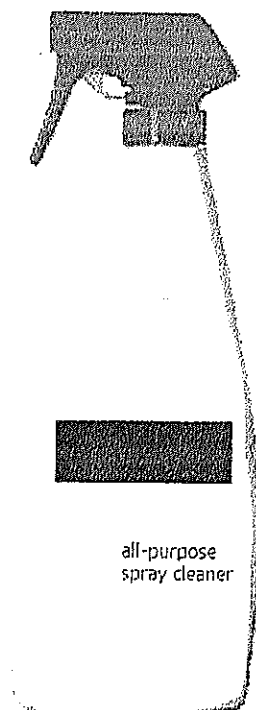
**NATURAL ALL PURPOSE
SPRAY CLEANER**

[Privacy](#)



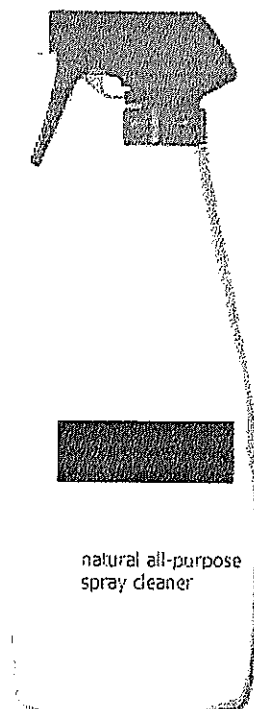
For each product please select one answer that best describes what you would expect for that product.

q3pa



ALL PURPOSE SPRAY CLEANER

- ☐ All of its ingredients come from plants
- ☐ Most of its ingredients come from plants
- ☐ Some of its ingredients come from plants
- ☐ None of its ingredients come from plants
- ☐ Don't know



NATURAL ALL PURPOSE SPRAY CLEANER

- ☐ All of its ingredients come from plants
- ☐ Most of its ingredients come from plants
- ☐ Some of its ingredients come from plants
- ☐ None of its ingredients come from plants
- ☐ Don't know

Privacy



cell 1 (q1pa)**ALL PURPOSE SPRAY CLEANER**

All of its ingredients are natural	8	2.5 %
Most of its ingredients are natural.	16	5.1 %
Some of its ingredients are natural	123	39.2 %
None of its ingredients are natural	117	37.3 %
Don't know	50	15.9 %
Total	314	100.0 %

cell 1 (q1pb)**NATURAL ALL PURPOSE SPRAY CLEANER**

All of its ingredients are natural	188	59.9 %
Most of its ingredients are natural	86	27.4 %
Some of its ingredients are natural	25	8.0 %
None of its ingredients are natural	2	0.6 %
Don't know	13	4.1 %
Total	314	100.0 %

cell 1 (q2pa)**ALL PURPOSE SPRAY CLEANER**

All of its ingredients are chemically altered or processed	56	17.8 %
Most of its ingredients are chemically altered or processed	124	39.5 %
Some of its ingredients are chemically altered or processed	71	22.6 %
None of its ingredients are chemically altered or processed	17	5.4 %
Don't know	46	14.6 %
Total	314	100.0 %

cell 1 (q2pb)**NATURAL ALL PURPOSE SPRAY CLEANER**

All of its ingredients are chemically altered or processed	22	7.0 %
Most of its ingredients are chemically altered or processed	11	3.5 %
Some of its ingredients are chemically altered or processed	69	22.0 %
None of its ingredients are chemically altered or processed	166	52.9 %
Don't know	46	14.6 %
Total	314	100.0 %

cell 1 (q3pa)**ALL PURPOSE SPRAY CLEANER**

All of its ingredients come from plants	10	3.2 %
Most of its ingredients come from plants	10	3.2 %
Some of its ingredients come from plants	96	30.6 %
None of its ingredients come from plants	117	37.3 %
Don't know	81	25.8 %
Total	314	100.0 %

cell 1 (q3pb)**NATURAL ALL PURPOSE SPRAY CLEANER**

All of its ingredients come from plants	117	37.3 %
Most of its ingredients come from plants	100	31.8 %
Some of its ingredients come from plants	50	15.9 %
None of its ingredients come from plants	2	0.6 %
Don't know	45	14.3 %
Total	314	100.0 %

cell 1 (q4pa)**ALL PURPOSE SPRAY CLEANER**

All of its plant-derived ingredients were produced using sustainable agricultural practices	9	7.8 %
Most of its plant-derived ingredients were produced using sustainable agricultural practices	10	8.6 %
Some of its plant-derived ingredients were produced using sustainable agricultural practices	62	53.4 %
None of its plant-derived ingredients were produced using sustainable agricultural practices	15	12.9 %
Don't know	20	17.2 %
Total	116	100.0 %

cell 1 (q4pb)**NATURAL ALL PURPOSE SPRAY CLEANER**

All of its plant-derived ingredients were produced using sustainable agricultural practices	107	40.1 %
Most of its plant-derived ingredients were produced using sustainable agricultural practices	90	33.7 %
Some of its plant-derived ingredients were produced using sustainable agricultural practices	32	12.0 %
None of its plant-derived ingredients were produced using sustainable agricultural practices	5	1.9 %
Don't know	33	12.4 %
Total	267	100.0 %

cell 1 (q5pa)**ALL PURPOSE SPRAY CLEANER**

All of its ingredients are biodegradable	14	4.5 %
Most of its ingredients are biodegradable	31	9.9 %
Some of its ingredients are biodegradable	140	44.6 %
None of its ingredients are biodegradable	56	17.8 %
Don't know	73	23.2 %
Total	314	100.0 %

cell 1 (q5pb)**NATURAL ALL PURPOSE SPRAY CLEANER**

All of its ingredients are biodegradable	184	58.6 %
Most of its ingredients are biodegradable	79	25.2 %
Some of its ingredients are biodegradable	15	4.8 %
None of its ingredients are biodegradable	2	0.6 %
Don't know	34	10.8 %
Total	314	100.0 %

cell 1 (q6pa)**ALL PURPOSE SPRAY CLEANER**

This product has been tested on animals	46	14.6 %
This product has not been tested on animals	98	31.2 %
Don't know	170	54.1 %
Total	314	100.0 %

cell 1 (q6pb)**NATURAL ALL PURPOSE SPRAY CLEANER**

This product has been tested on animals	40	12.7 %
This product has not been tested on animals	175	55.7 %
Don't know	99	31.5 %
Total	314	100.0 %

cell 1 (q7pa)**ALL PURPOSE SPRAY CLEANER**

Is extremely safe for my family to use	25	8.0 %
Is generally safe for my family to use	123	39.2 %
May or may not be safe for my family to use	131	41.7 %
Is not very safe for my family to use	20	6.4 %
Don't know	15	4.8 %
Total	314	100.0 %

cell 1 (q7pb)**NATURAL ALL PURPOSE SPRAY CLEANER**

Is extremely safe for my family to use	152	48.4 %
Is generally safe for my family to use	126	40.1 %
May or may not be safe for my family to use	18	5.7 %
Is not very safe for my family to use	2	0.6 %
Don't know	16	5.1 %
Total	314	100.0 %

cell 1 (q8pa)**ALL PURPOSE SPRAY CLEANER**

Has a positive effect on the environment	13	4.1 %
Has a neutral effect on the environment	104	33.1 %
Has a negative effect on the environment	142	45.2 %
Don't know	55	17.5 %
Total	314	100.0 %

cell 1 (q8pb)**NATURAL ALL PURPOSE SPRAY CLEANER**

Has a positive effect on the environment	158	50.3 %
Has a neutral effect on the environment	123	39.2 %
Has a negative effect on the environment	3	1.0 %
Don't know	30	9.6 %
Total	314	100.0 %