

20 Which of the following best describes the building you live in (include all apartments, flats, etc., even if they are vacant)? ("X" ONLY ONE BOX)

- Mobile home or trailer..... 1
- One-family house detached from any other house..... 2
- One-family house attached to one or more houses..... 3
- A building for two families..... 4
- A building for three or more families..... 5
- Other (specify) _____ 6

21 Are your living quarters...? ("X" ONLY ONE BOX)

- OWNED or being bought by you or someone else in your household..... 1
- RENTED for cash rent..... 2
- Or, Occupied without payment of rent..... 3

22 Please "X" the box which best describes the total yearly income of all members of your household before taxes. Please include any income from all sources—employment, pensions, social security, etc.

- | | | |
|--|---|--|
| Under \$5,000..... <input type="checkbox"/> 1 | \$25,000 to \$27,499..... <input type="checkbox"/> 0 | \$75,000 to \$84,999..... <input type="checkbox"/> 7 |
| \$5,000 to \$7,499..... <input type="checkbox"/> 2 | \$27,500 to \$29,999..... <input type="checkbox"/> X | \$85,000 to \$99,999..... <input type="checkbox"/> 8 |
| \$7,500 to \$9,999..... <input type="checkbox"/> 3 | \$30,000 to \$32,499..... <input type="checkbox"/> R | \$100,000 to \$124,999.. <input type="checkbox"/> 9 |
| \$10,000 to \$12,499..... <input type="checkbox"/> 4 | \$32,500 to \$34,999..... <input type="checkbox"/> -1 | \$125,000 to \$149,999.. <input type="checkbox"/> 0 |
| \$12,500 to \$14,999..... <input type="checkbox"/> 5 | \$35,000 to \$39,999..... <input type="checkbox"/> -2 | \$150,000 to \$174,999.. <input type="checkbox"/> X |
| \$15,000 to \$17,499..... <input type="checkbox"/> 6 | \$40,000 to \$44,999..... <input type="checkbox"/> -3 | \$175,000 to \$199,999.. <input type="checkbox"/> R |
| \$17,500 to \$19,999..... <input type="checkbox"/> 7 | \$45,000 to \$49,999..... <input type="checkbox"/> -4 | \$200,000 to \$249,999.. <input type="checkbox"/> -1 |
| \$20,000 to \$22,499..... <input type="checkbox"/> 8 | \$50,000 to \$59,999..... <input type="checkbox"/> -5 | \$250,000 to \$299,999.. <input type="checkbox"/> -2 |
| \$22,500 to \$24,999..... <input type="checkbox"/> 9 | \$60,000 to \$74,999..... <input type="checkbox"/> -6 | \$300,000 and over..... <input type="checkbox"/> -3 |

23 "X" all of the following that apply to you or anyone else in your household... ("X" ALL THAT APPLY) 0

Own and fed this type of pet food in past 7 days

- Own Dog → Canned Dry Semi-moist Treats
 Own Cat → Canned Dry Semi-moist Treats

- | | | |
|--|---|---|
| Own: | Own: | Subscribe to: |
| Clothes Washer <input type="checkbox"/> | Satellite Dish <input type="checkbox"/> | Cable TV—Basic Service <input type="checkbox"/> |
| Clothes Dryer <input type="checkbox"/> | DVD Player <input type="checkbox"/> | Cable TV—Premium Channels <input type="checkbox"/> |
| Cellular Phone <input type="checkbox"/> | VCR <input type="checkbox"/> | Member of: |
| Personal Computer <input type="checkbox"/> | | Warehouse/Price Club Store <input type="checkbox"/> |

24 Are you or anyone else in your household a do-it-yourselfer (a person handy at or who enjoys making home improvements or repairs)?

- Yes 1 No 2

25 Are you or anyone else in your household regularly receiving questionnaires via mail, telephone or the Internet?

- No 1 Yes 2 → From Whom? _____

Please check to be sure you have filled in all of the questions. Then simply insert the questionnaire in the postage-paid envelope provided, seal and mail. It's that simple to become a member. No postage is necessary. Thank you for your cooperation.

Dear Consumer:

You are invited to become a member of the **Synovate Consumer Opinion Panel**, one of the largest consumer research panels that has been in existence for over 50 years. Many of the major consumer product and service companies use information provided by our Panel members to change and improve their products and services.

All information you provide is **strictly confidential**. This information is combined with other households to answer questions like these...

- What kinds of consumers buy a particular product?
- Are they large or small households?
- What product benefits are important to consumers?

As a member of **Consumer Opinion Panel** your household represents many other households similar to yours. The information collected here is used only to classify your household. Your answers become a part of general statistics. We will **never** try to sell you anything and will **never** sell your name, or any other information, to anyone else.

To become a panel member, simply fill out this questionnaire and return it to me in the enclosed postage-paid envelope. Won't you take a few minutes to complete this questionnaire and return it soon?

If you would like more information about **Synovate Consumer Opinion Panel**, please call **1-800-864-7956** or visit our Panelist website at <http://www.ConsumerOpinionPanel.com>.

Cordially,

Marie
Marie Brighton
Panel Director

Instructions

Please use **BLUE** or **BLACK INK** or **PENCIL** to complete the questionnaire.

Please print in **ALL CAPITAL (UPPER CASE) LETTERS.**

A B C D 1 2 3 4

1 a. Please examine your name and address printed to the right. Is it correct?
 Yes 1 → (SKIP TO Q.1c) No 2 → (SKIP TO Q.1b)

1 b. Please make **CORRECTIONS** to your name and mailing address below:
 Please indicate your title ("X" ONE BOX)

- Mrs. 1 Ms. 2 Miss 3 Mr. 4 Dr. 5 No Title 9

First Name _____ Last Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

1 c. If the address above is a P.O. Box number, please write in your Home Street Address or Rural Route Number since some delivery services we use to send products cannot deliver to a P.O. Box.

Delivery Address _____

Do you live within the limits of the city or town that is your mailing address? Yes 1 No 2

1 d. Occasionally, I may need information quickly and would like to call you. Please write in your home phone number:

Area Code: _____ Telephone Number: _____

1 e. What time of day would be most convenient to you for me to call? ("X" ALL THAT APPLY)

- Morning (8am - 12 Noon) 1 Afternoon (Noon - 5pm) 2 Evening (5pm until 9pm) 3