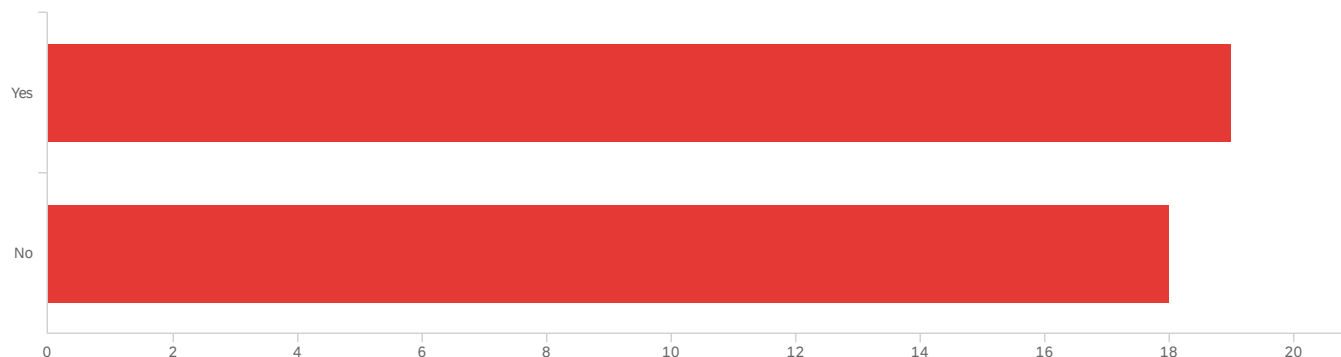


Default Report

Marketing engineering group 3 Laundry survey

March 2, 2020 5:51 PM MST

Q1 - Have you used bleach in the past 3 months?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you used bleach in the past 3 months?	1.00	2.00	1.49	0.50	0.25	37

#	Field	Choice Count
1	Yes	51.35% 19
2	No	48.65% 18

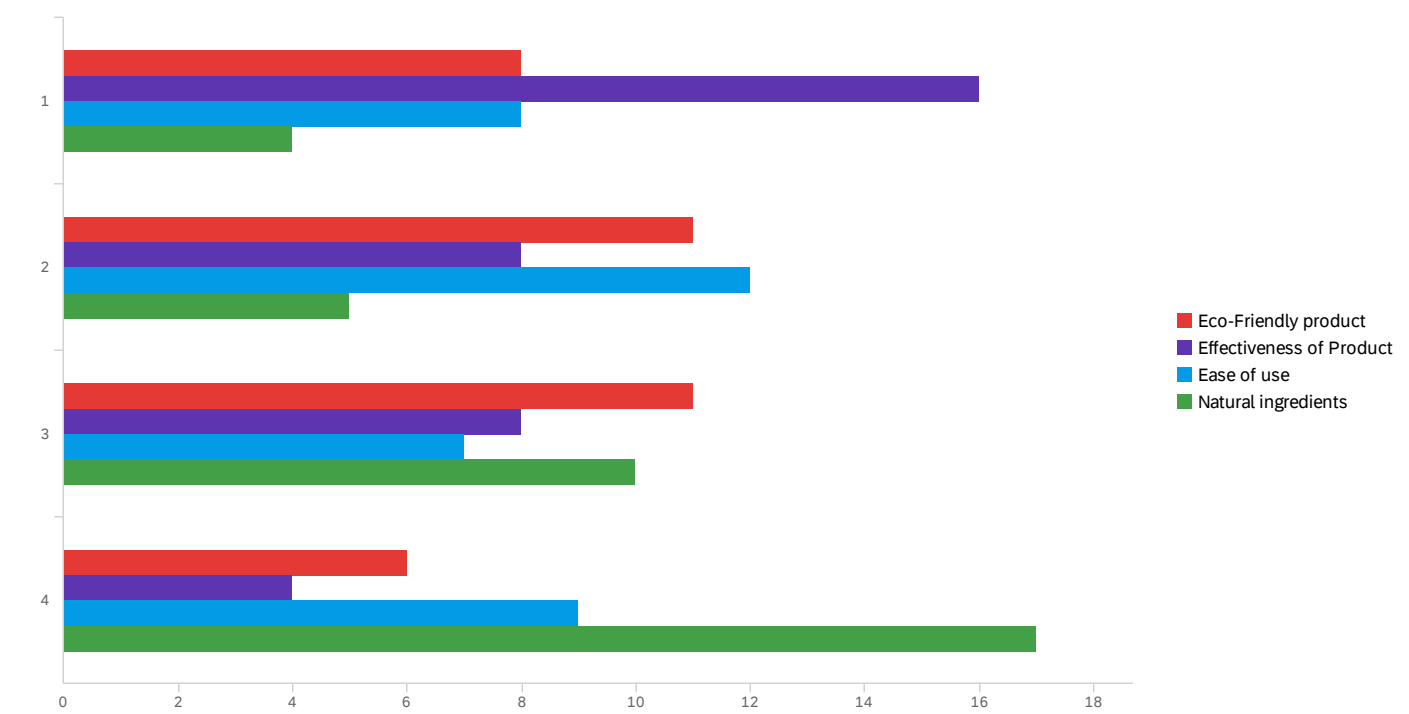
37

Showing rows 1 - 3 of 3

Q15 - How often do you perform these activities?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Laundry	0.00	5.00	3.59	1.25	1.56	41
2	Clean the kitchen surfaces	1.00	5.00	4.65	0.79	0.63	40
3	Clean Bathroom surfaces	1.00	5.00	3.83	1.14	1.29	40
4	Remove mold	0.00	5.00	2.44	1.46	2.14	36

Q14 - What is most important to you in a cleaning product? Click and drag to change the ranking.



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Eco-Friendly product	1.00	4.00	2.42	1.01	1.02	36
2	Effectiveness of Product	1.00	4.00	2.00	1.05	1.11	36
3	Ease of use	1.00	4.00	2.47	1.09	1.19	36
4	Natural ingredients	1.00	4.00	3.11	1.02	1.04	36

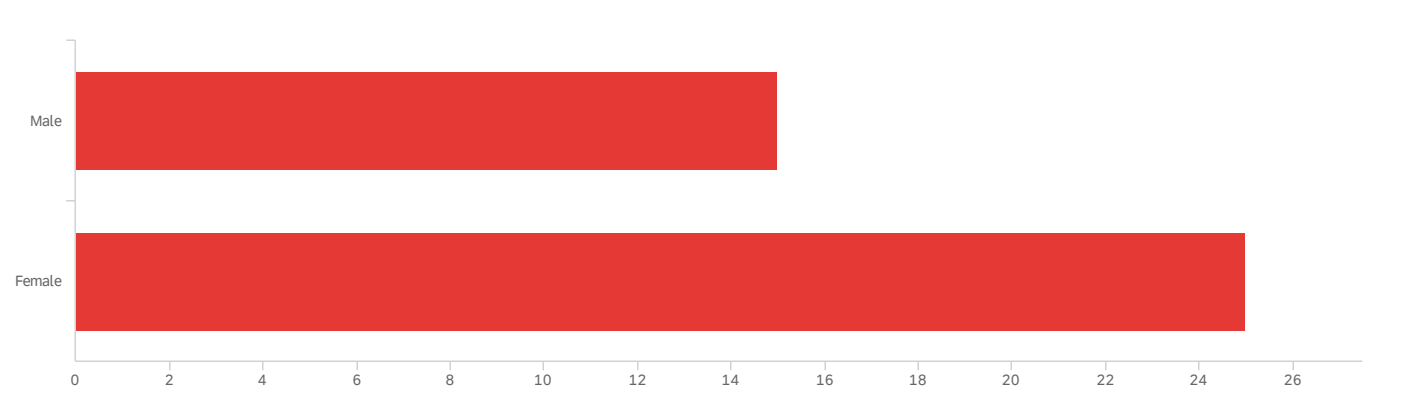
#	Field	1		2		3		4		Total
1	Eco-Friendly product	22.22%	8	30.56%	11	30.56%	11	16.67%	6	36
2	Effectiveness of Product	44.44%	16	22.22%	8	22.22%	8	11.11%	4	36
3	Ease of use	22.22%	8	33.33%	12	19.44%	7	25.00%	9	36
4	Natural ingredients	11.11%	4	13.89%	5	27.78%	10	47.22%	17	36

Showing rows 1 - 4 of 4

Q18 - How much do you agree with the following statments?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Bleach will damage my clothes	1.00	6.00	4.46	1.25	1.57	41
2	Bleach will make my clothes cleaner	1.00	6.00	4.35	1.15	1.33	40
3	Color safe bleach is the same as regular bleach	1.00	5.00	3.44	1.19	1.43	39
4	The smell of bleach bothers me	1.00	6.00	4.46	1.43	2.04	39
5	Bleach is environmentally friendly	1.00	5.00	2.66	1.14	1.30	41
6	when considering the purchase of bleach cost is important	1.00	6.00	4.03	1.54	2.37	40

Q13 - What is your gender?

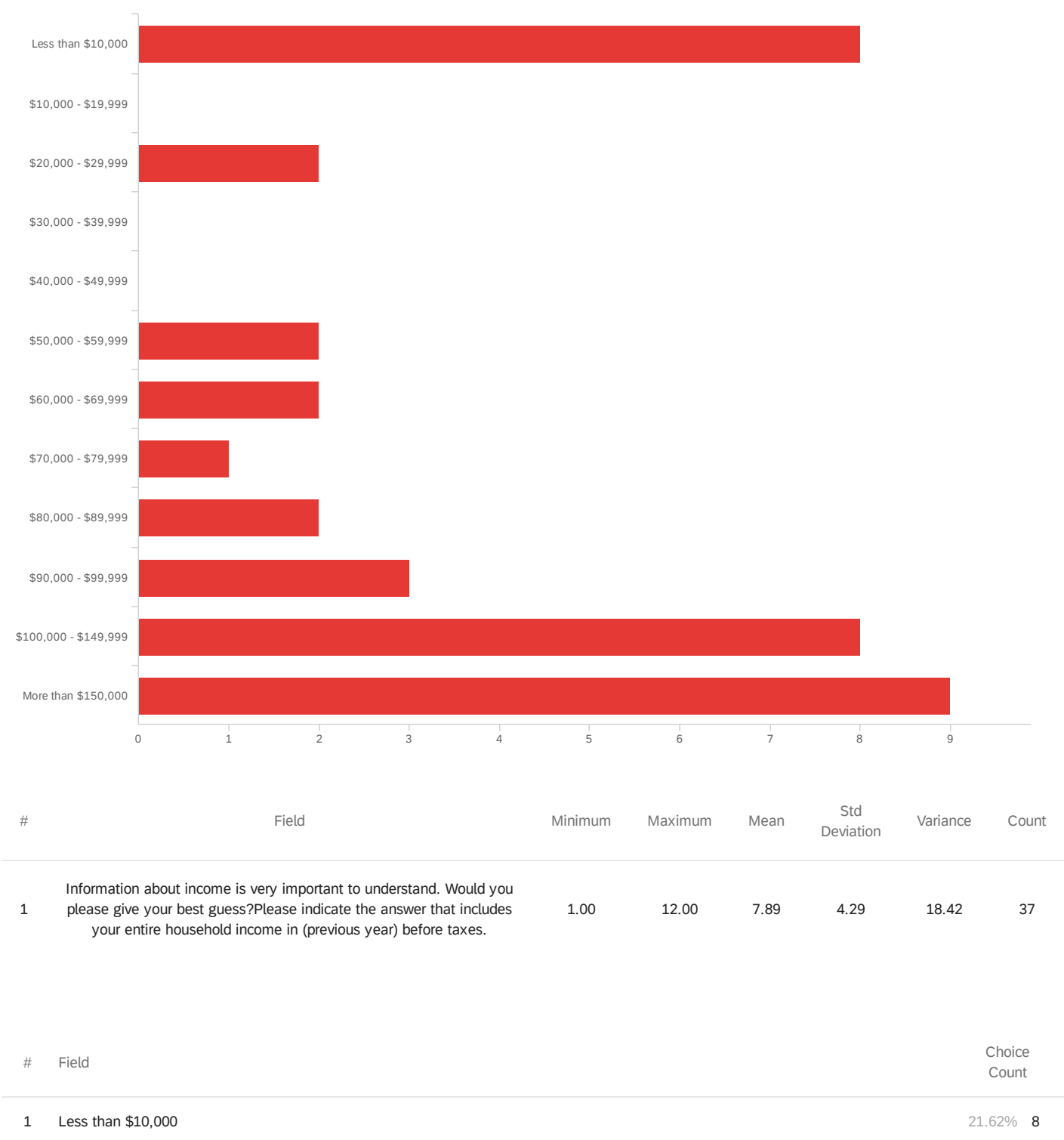


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your gender?	1.00	2.00	1.63	0.48	0.23	40

#	Field	Choice Count
1	Male	37.50% 15
2	Female	62.50% 25

Showing rows 1 - 3 of 3

Q11 - Information about income is very important to understand. Would you please give your best guess?Please indicate the answer that includes your entire household income in (previous year) before taxes.

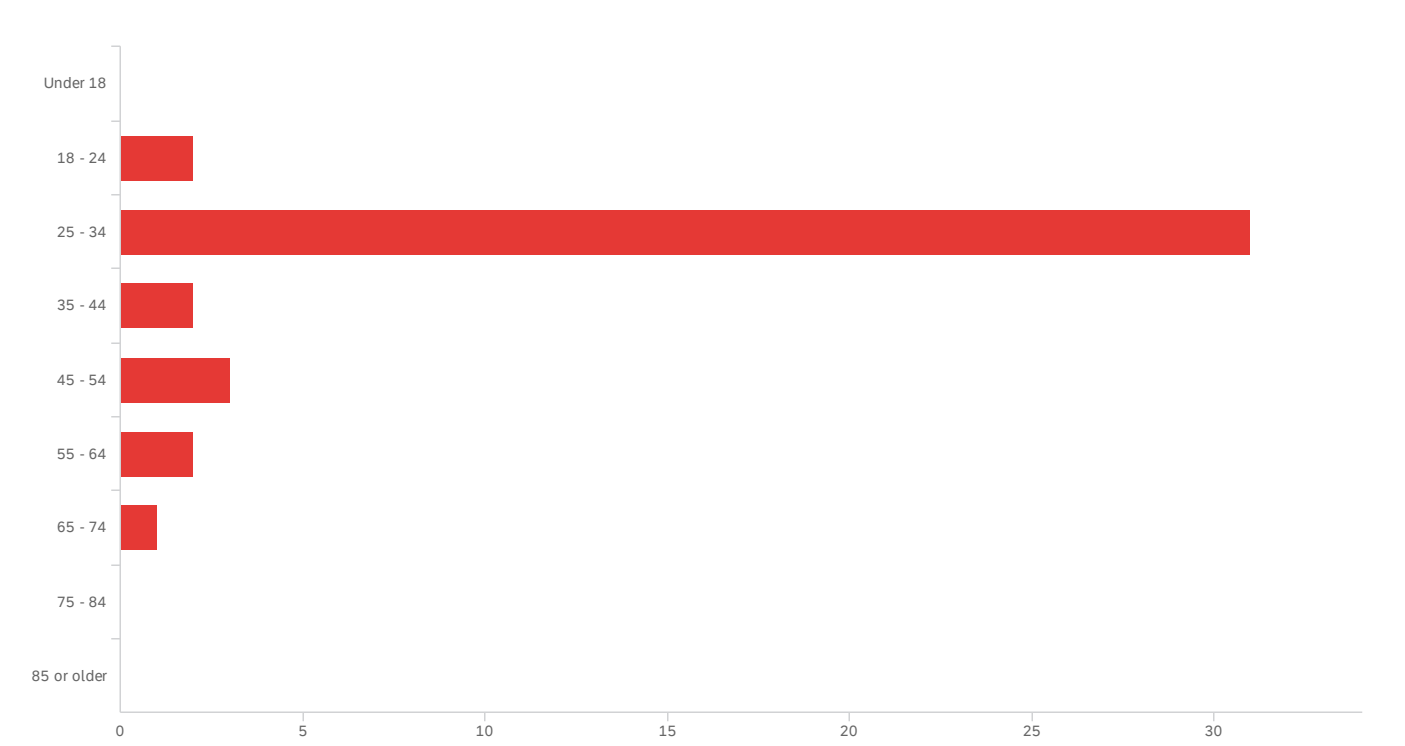


#	Field	Choice Count
2	\$10,000 - \$19,999	0.00% 0
3	\$20,000 - \$29,999	5.41% 2
4	\$30,000 - \$39,999	0.00% 0
5	\$40,000 - \$49,999	0.00% 0
6	\$50,000 - \$59,999	5.41% 2
7	\$60,000 - \$69,999	5.41% 2
8	\$70,000 - \$79,999	2.70% 1
9	\$80,000 - \$89,999	5.41% 2
10	\$90,000 - \$99,999	8.11% 3
11	\$100,000 - \$149,999	21.62% 8
12	More than \$150,000	24.32% 9

37

Showing rows 1 - 13 of 13

Q16 - What is your age?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your age?	2.00	7.00	3.39	1.03	1.07	41

#	Field	Choice Count
1	Under 18	0.00% 0
2	18 - 24	4.88% 2
3	25 - 34	75.61% 31
4	35 - 44	4.88% 2
5	45 - 54	7.32% 3
6	55 - 64	4.88% 2
7	65 - 74	2.44% 1
8	75 - 84	0.00% 0
9	85 or older	0.00% 0

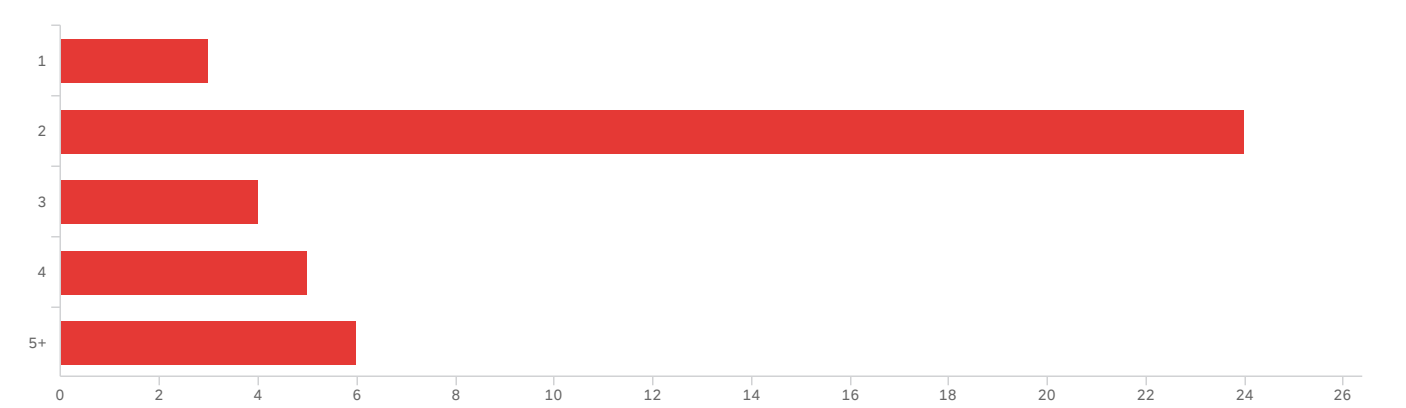
Field

Choice
Count

41

Showing rows 1 - 10 of 10

Q19 - How many people are in your household?

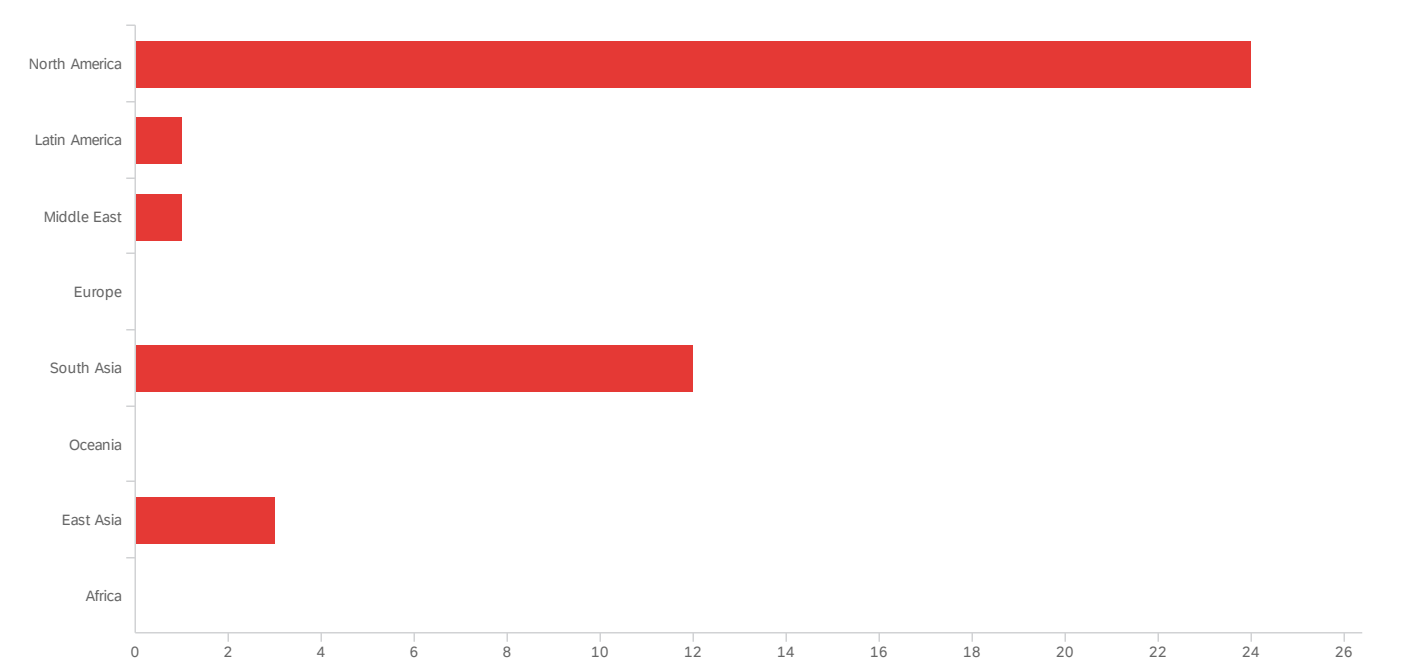


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How many people are in your household?	1.00	5.00	2.69	1.20	1.45	42

#	Field	Choice Count
1	1	7.14% 3
2	2	57.14% 24
3	3	9.52% 4
4	4	11.90% 5
5	5+	14.29% 6
		42

Showing rows 1 - 6 of 6

Q20 - What region are you from?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What region are you from?	1.00	7.00	2.68	2.15	4.61	41

#	Field	Choice Count
1	North America	58.54% 24
2	Latin America	2.44% 1
3	Middle East	2.44% 1
4	Europe	0.00% 0
5	South Asia	29.27% 12
6	Oceania	0.00% 0
7	East Asia	7.32% 3
8	Africa	0.00% 0

