Q1 1. personal opinion - rating of the fragrance -

* scale of 1 to 7
* 7 (likely) and 1 (dislike)

Q3 1. strength - strength of the smell

* scale of 1 to 5
* 1(too weak), 7(too strong)

Q5 Deodorant is addictive (5. How much do you agree or disagree that this fragrance is addictive?)

* + - 1. DISAGREE COMPLETELY
      2. DISAGREE SOMEWHAT
      3. NEITHER AGREE NOR DISAGREE
      4. AGREE SOMEWHAT
      5. AGREE COMPLETELY

Q9 would you buy this deodorant?

* scale of 1 to 5
* 1 (Nope, definitely not buying), 5 (definitely buy)

Q 10 Do you prefer this fragrance or your usual fragrance?

* scale of 1 to 5
* 1 - not prefer 5 - very much prefer

Q13 how do you like it after 30 minutes first smelling this deodorant

* scale of 1 to 7
* 1(extremely dislike), 7(extremely like)

Q14 Overall scale of deodorant

* scale of 1 to 10
* 1(worst), 10(best)

s8 ethnic background

Which category best describes your ethnic background?

1. White Caucasian (non-Hispanic)
2. Hispanic or Latino
3. African-American (non-Hispanic)
4. Asian (non-Hispanic)
5. Other (e.g. other race non-Hispanic, multiple races non-Hispanic)

s9 education

Which of the following best describes the last level of education you completed to date?

* 1. Less than High School
  2. High School Graduate
  3. Some College
  4. College Graduate
  5. Graduate School
  6. Professional/Technical Certification
  7. Other

s10 income

Would you please tell me which of the following best describes your total household income before taxes?

* 1. Under $ 20,000
  2. $ 20,000 - $ 29,999
  3. $ 30,000 - $ 39,999
  4. $ 40,000 - $ 49,999
  5. $ 50,000 - $ 59,999
  6. $ 60,000 - $69,999
  7. $ 70,000 - $ 79,999
  8. $ 80,000 - $ 89,999
  9. $ 90,000 - $ 99,999
  10. More than $ 100,000

s11 marital status

Which of the following best describes your marital status?

* 1. Single
  2. Married
  3. Separated/Divorced
  4. Widowed
  5. Other

s12 working status

Please tell me your working status.

* 1. Working full time
  2. Working part time
  3. Homemaker
  4. Student
  5. Retired
  6. Unemployed/looking for a job
  7. Other (specify)