



**Findings From**  
**The JAWS Cleaning Kit**  
**Concept-To-Use Test**

**Prepared for:**

**Canberra Corporation  
And GameChangerProducts**

**Prepared by:**

**Russell Marketing Research, Inc.  
1775 Broadway, Ste 630  
New York, NY 10019-1903**

**January 10, 2008**

## **JAWS Cleaning Kit Concept-To-Use Test**

### **Background:**

Canberra Corporation has been successfully selling the JAWS Cleaning Products into institutional markets for several years, and it wishes to evaluate the suitability of these products and formulas for sales in the consumer market. Previous research by Canberra has indicated that consumers who are heavy users of cleaning products have a high interest in the JAWS concept.

### **Purpose:**

The purpose of this research was to determine how the JAWS Cleaning Kit performs during actual in-home use (and over a two-week trial period), and whether or not the product satisfies the expectations generated by its positioning.

### **Decision To Be Made:**

Based on response to this product, including the level of consumer satisfaction with its performance, Canberra will decide whether or not to consider this idea further.

### **Criteria For Evaluating Research:**

With consumers screened into the study based on being open to the idea (i.e., having positive or at least neutral interest in the idea), we expected to see widespread consumer satisfaction with performance and a bias toward future purchase, in order to recommend that this idea be pursued further.

### **Limitations/Assumptions:**

This is limited-sample concept/product testing conducted in only four markets, so caution in projecting these results to all US consumers.

### **Overall Findings & Implications**

After two weeks of trial among 77 consumers in four markets (Houston, Milwaukee, Seattle & New York), results indicate that Canberra should **proceed** in its development of the JAWS Cleaning Kit. From Russell's experience in new product development, JAWS generated strong levels of Future Purchase Intent Ratings (with Triers reporting clearly higher purchase interest after trial than before), and the product had high Overall Kit Satisfaction (with the Glass and Bathroom Cleaner components generating the highest levels of Satisfaction.). The Kit met or exceeded Performance Expectations among the vast majority of consumers, with about 6 out of every 10 consumers feeling these products were superior to what they currently use for the same cleaning tasks (and with most of the balance rating the products at parity with current products.) In addition, the individual Kit components (the cartridge, trigger, and bottle) were all perceived as high quality.

Virtually all consumers volunteered a specific advantage and/or benefit of the products – with Ease of Use, Product Effectiveness, and Packaging being mentioned most often. While one-third of all consumers volunteered a criticism, this is not atypical for a concept-to-use test and there was no single area of concern which was mentioned by more than 6% of all consumers.

## Detailed Findings

- At the concept stage where price was initially not mentioned (and based on the concept/positioning alone), this product had modest appeal among target consumers with 61% top-2-box interest (23% top-box). When a \$19.99 price point was introduced, the T2B appeal dropped only slightly to 57% (with a slight increase in Top-Box to 26%.) The vast majority of all other ratings for these two concept metrics were neutral (i.e., Might/Might Not Buy). *(See Exhibit 1)*
- After use at home, the product generated strong purchase interest – 43% Top-Box and 79% Top-2-Box (Definitely/Probably Would Buy), with the pre-post PI scores of Triers showing clear movement from undecided pre-trial to positive purchase interest post-trial. In addition, the Overall Satisfaction rating after trial was strong as well – 35% Top-Box and 78% Top-2-Box (Extremely/Very Satisfied). Each of the four cleaning products that made up the kit generated Top-2-Box Satisfaction scores ranging from 74% to 87%. *(See Exhibit 2)*
- Nearly 6 out of every 10 Triers of the Glass Cleaner said the product worked better than they expected (highest among the four cleaning products). 43-54% of consumers rated the remaining three products better than expected. Only 7-10% of Triers indicated that any one of the four products did not work as well as expected. In addition, about 6 out of every 10 Triers said any one of the four products was either much or somewhat better compared to the product(s) usually used for the same cleaning purpose. When asked how much of the product was used during the two-week trial period, the amount was one half of one bottle for each cleaner. *(See Exhibit 3)*
- Using a 10-Point Rating Scale (where “10” meant “Extremely High Quality”), consumers were asked to rate the quality level of different components of the product. 74% rated the bottle a “9” or “10”. 64% rated the cartridge Top-2-Box, and 61% rated the trigger Top-2-Box. Top-4-Box scores on these measures (a rating of “7” – “10”) were very strong – 92-94% for these three components. *(See Exhibit 4)*
- Volunteered Likes from Triers focused primarily on the product’s Ease/Convenience (e.g., refillable, easy to mix, easy to store) and Effectiveness (e.g., works well, removes stains, no streaks). Just one-third of all Triers volunteered a specific Dislike. These mentions tended to be dispersed and unfocused. In addition, just 6% of consumers found something confusing or difficult about using the Kit. *(See Exhibit 5-6)*
- There were very few differences on key measures between the two sub-groups in the sample – Heavy Cleaners (purchased 3+ spray cleaners in the past month) and Non-Heavy Cleaners.
- Additional data – Product Usage and Demographics – can be found in Exhibits 7 and 8, respectively.

**Exhibit 1**  
**Reaction To Product At Concept Stage**

|  | <u>Total<br/>Sample</u> | <u>Non-<br/>Heavy<br/>Cleaners</u> | <u>Heavy<br/>Cleaners</u> |
|--|-------------------------|------------------------------------|---------------------------|
| <b><u>Q9 (SCR)—Interest In Purchasing JAWS</u></b>             |                         |                                    |                           |
| <b><u>After Concept Exposure (No Price Point Included)</u></b> |                         |                                    |                           |
| Total Consumers Exposed To Concept                             | (95)<br>100%            | (55)<br>100%                       | (40)<br>100%              |
| <u>Extremely/Very Interested</u>                               | <u>61</u>               | <u>52</u>                          | <u>73</u>                 |
| Extremely Interested   | 23                      | 25                                 | 20                        |
| Very Interested  | 38                      | 27                                 | 53                        |
| Might Or Might Not Be Interested                               | 31                      | 33                                 | 27                        |
| <u>Probably/Definitely Would Not Be Interested</u>             | <u>8</u>                | <u>15</u>                          | -                         |
| Probably Would Not Be Interested                               | 6                       | 11                                 | -                         |
| Definitely Would Not Be Interested                             | 2                       | 4                                  | -                         |

**Not  
Interviewed  
Further**

|   |              |              |              |
|---|--------------|--------------|--------------|
| <b><u>Q10 (SCR)—Interest In Purchasing JAWS</u></b>                 |              |              |              |
| <b><u>After Concept Exposure (\$19.99 Price Point Included)</u></b> |              |              |              |
| Total Consumers Exposed To Concept                                  | (87)<br>100% | (47)<br>100% | (40)<br>100% |
| <u>Extremely/Very Interested</u>                                    | <u>57</u>    | <u>60</u>    | <u>55</u>    |
| Extremely Interested  | 26           | 30           | 23           |
| Very Interested   | 31           | 30           | 33           |
| Might Or Might Not Be Interested                                    | 34           | 29           | 39           |
| <u>Probably/Definitely Would Not Be Interested</u>                  | <u>8</u>     | <u>11</u>    | <u>11</u>    |
| Probably Would Not Be Interested                                    | 7            | 9            | 9            |
| Definitely Would Not Be Interested                                  | 1            | 2            | 2            |

**Not  
Interviewed  
Further**

|   |              |              |              |
|---|--------------|--------------|--------------|
| New Base: Total Exposed To Concept & Top-3-Box Interest | (80)<br>100% | (42)<br>100% | (38)<br>100% |
|---|--------------|--------------|--------------|

|  |           |           |            |
|--|-----------|-----------|------------|
| <b><u>Q11 (SCR)—Likelihood To Use The<br/>Test Product During Trial Period</u></b> |           |           |            |
| <u>Extremely/Very Likely to Use</u>  | <u>96</u> | <u>93</u> | <u>100</u> |
| Extremely Likely to Use  | 54        | 60        | 47         |
| Very Likely to Use   | 43        | 33        | 53         |
| Might/Might Not Use  | 0         | 7         | 0          |
| Probably Would Not Use   | 0         | 0         | 0          |
| Definitely Would Not Use   | 0         | 0         | 0          |

**Not  
Interviewed  
Further**

**TOTAL PLACEMENTS AFTER SCREENING = 80**

**TOTAL COMPLETED CALLBACK INTERVIEWS = 77**

**Exhibit 2**  
**Reaction After Trial – JAWS Kit Purchase Interest & Satisfaction**

|  | Total Sample<br>PRE-Trial | Total Sample<br>POST-Trial | Non-Heavy<br>Cleaners | Heavy<br>Cleaners |
|--|---------------------------|----------------------------|-----------------------|-------------------|
| Total Completed Product Trial & Callback Interview | (77)<br>100%              | (77)<br>100%               | (39)<br>100%          | (38)<br>100%      |

**Change in PI Among Just Those Completing Trial**

**Q6—Purchase Intent – No Price Specification**

|   |           |           |           |           |
|---|-----------|-----------|-----------|-----------|
| <u>Definitely/Probably Would Buy It</u>     | <u>65</u> | <u>79</u> | <u>77</u> | <u>82</u> |
| Definitely Would Buy It                     | 30        | 43        | 46        | 39        |
| Probably Would Buy It                       | 35        | 36        | 31        | 42        |
| Might Or Might Not Buy It                   | (35)      | 14        | 18        | 11        |
| <u>Probably/Definitely Would Not Buy It</u> | -         | <u>6</u>  | <u>5</u>  | <u>8</u>  |
| Probably Would Not Buy It                   | -         | 6         | 5         | 8         |
| Definitely Would Not Buy It                 | -         | -         | -         | -         |

**Q1—Overall Satisfaction With JAWS Products**

|                                      |           |           |           |
|--------------------------------------|-----------|-----------|-----------|
| <u>Extremely/Very Satisfied</u>      | <u>78</u> | <u>79</u> | <u>76</u> |
| Extremely Satisfied                  | 35        | 36        | 34        |
| Very Satisfied                       | 43        | 44        | 42        |
| Somewhat Satisfied                   | 18        | 18        | 18        |
| <u>Not Very/Not At All Satisfied</u> | <u>4</u>  | <u>3</u>  | <u>5</u>  |
| Not Very Satisfied                   | 4         | 3         | 5         |
| Not At All Satisfied                 | -         | -         | -         |

|   | Glass<br>Cleaner | All Purpose<br>Cleaner | Bathroom<br>Cleaner | Degreaser/<br>Disinfectant |
|---|------------------|------------------------|---------------------|----------------------------|
| Respondents Who Tried Each Specific Product In Kit                      | (70)<br>100%     | (67)<br>100%           | (70)<br>100%        | (59)<br>100%               |
| <b><u>Q2-5—Overall Satisfaction With Each Specific JAWS Product</u></b> |                  |                        |                     |                            |
| <u>Extremely/Very Satisfied</u>   | <u>86</u>        | <u>81</u>              | <u>87</u>           | <u>74</u>                  |
| Extremely Satisfied   | 43               | 33                     | 31                  | 47                         |
| Very Satisfied  | 43               | 48                     | 56                  | 27                         |
| Somewhat Satisfied  | 10               | 15                     | 7                   | 19                         |
| <u>Not Very/Not At All Satisfied</u>                                    | <u>4</u>         | <u>4</u>               | <u>6</u>            | <u>5</u>                   |
| Not Very Satisfied  | 4                | 4                      | 3                   | 3                          |
| Not At All Satisfied  | -                | -                      | 3                   | 2                          |

**Exhibit 3**  
**Performance & Comparison Measures For Each Product**  
**In JAWS Kit & Amount of Product Used During Trial Period**

|  | <u>Glass<br/>Cleaner</u><br>(70) | <u>All Purpose<br/>Cleaner</u><br>(67) | <u>Bathroom<br/>Cleaner</u><br>(70) | <u>Degreaser/<br/>Disinfectant</u><br>(59) |
|--|----------------------------------|--|-------------------------------------|--|
| Respondents Who Tried Each Specific Product In Kit | 100%                             | 100%                                   | 100%                                | 100%                                       |

**Q9/11/13/15—Performance Vs. Expectations**  
**For Each Product In JAWS Kit**

|   |    |    |    |    |
|---|----|----|----|----|
| Worked <u>Better</u> Than You Expected            | 59 | 43 | 53 | 54 |
| Worked <u>About The Same</u> As What You Expected | 31 | 49 | 37 | 32 |
| Did <u>Not Work As Well</u> As You Expected       | 9  | 7  | 10 | 10 |
| Don't Know/No Answer                              | 1  | 1  | 0  | 3  |

**Q10/12/14/16— Products In JAWS Kit Compared**  
**To Other Products Used For The Same Purpose**

|  |           |           |           |           |
|--|-----------|-----------|-----------|-----------|
| <u>Much Better/Somewhat Better Than Others</u>     | <u>61</u> | <u>63</u> | <u>63</u> | <u>59</u> |
| Much Better Than Others                            | 39        | 27        | 36        | 32        |
| Somewhat Better Than Others                        | 23        | 36        | 27        | 27        |
| About The Same                                     | 30        | 28        | 29        | 29        |
| <u>Somewhat Worse/Not Nearly As Good As Others</u> | <u>7</u>  | <u>9</u>  | <u>9</u>  | <u>8</u>  |
| Somewhat Worse Than Others                         | 3         | 6         | 7         | 7         |
| Not Nearly As Good As Others                       | 4         | 3         | 1         | 2         |
| Don't Know/No Answer                               | 1         | -         | -         | 3         |

**Q25/26/27/28— Amount of Each Product**  
**Used During Two-Week Trial period**

|                                     |            |            |            |            |
|-------------------------------------|------------|------------|------------|------------|
| About A Quarter Of 1 Bottle         | 37         | 28         | 30         | 41         |
| About A Half Of 1 Bottle            | 43         | 33         | 30         | 31         |
| About Three Quarters Of 1 Bottle    | 13         | 24         | 26         | 15         |
| About 1 Whole Bottle                | 4          | 12         | 10         | 10         |
| About One And A Quarter Bottles     | 1          | 3          | 1          | -          |
| About One And A Half Bottles        | -          | -          | -          | 2          |
| About One And Three Quarter Bottles | -          | -          | -          | -          |
| About 2 Whole Bottle                | 1          | -          | -          | -          |
| Don't Know/No Answer                | -          | -          | 3          | 2          |
| <b>MEAN AMOUNT USED (BOTTLES)</b>   | <b>0.5</b> | <b>0.6</b> | <b>0.6</b> | <b>0.5</b> |

**Exhibit 4**  
**Additional Performance Diagnostics**

|  | <u>Total<br/>Sample</u> | <u>Non-<br/>Heavy<br/>Cleaners</u> | <u>Heavy<br/>Cleaners</u> |
|--|-------------------------|------------------------------------|---------------------------|
| Total Completed Product Trial & Callback Interview | (77)<br>100%            | (39)<br>100%                       | (38)<br>100%              |

**Q19—Quality Attribute Ratings:**

***10 pt. scale 1=Extremely Low Quality; 10=Extremely High Quality***

**Top-2-Box Scores (Rated “9” or “10”)**

|           |    |    |    |
|-----------|----|----|----|
| Cartridge | 64 | 56 | 71 |
| Trigger   | 61 | 64 | 58 |
| Bottle    | 74 | 74 | 74 |

**Top-4-Box Scores (Rated “7”, “8”, “9”, or “10”)**

|           |    |    |      |
|-----------|----|----|------|
| Cartridge | 92 | 87 | (97) |
| Trigger   | 94 | 92 | 95   |
| Bottle    | 92 | 96 | 100  |

**Q17—Comparison Of JAWS Kits Compared To Other Products Used For The Same Purpose In Terms Of...**

**SCENT/FRAGRANCE**

|  |           |           |           |
|--|-----------|-----------|-----------|
| <u>Much Better/Somewhat Better Than Others</u>     | <u>61</u> | <u>56</u> | <u>66</u> |
| Much Better Than Others                            | 40        | 41        | 39        |
| Somewhat Better Than Others                        | 21        | 15        | 26        |
| About The Same                                     | 34        | 44        | 24        |
| <u>Somewhat Worse/Not Nearly As Good As Others</u> | <u>5</u>  | -         | (11)      |
| Somewhat Worse Than Others                         | 3         | -         | 5         |
| Not Nearly As Good As Others                       | 3         | -         | 5         |

**SAFETY**

|  |           |           |           |
|--|-----------|-----------|-----------|
| <u>Much Better / Somewhat Better Than Others</u> | <u>66</u> | <u>64</u> | <u>68</u> |
| Much Better Than Others                          | 38        | 33        | 42        |
| Somewhat Better Than Others                      | 29        | 31        | 26        |
| About The Same                                   | 34        | 36        | 32        |
| Somewhat Worse/ Not Nearly As Good As Others     | 0         | 0         | 0         |

**CONVENIENCE/STORAGE**

|  |           |           |           |
|--|-----------|-----------|-----------|
| <u>Much Better / Somewhat Better Than Others</u> | <u>74</u> | <u>72</u> | <u>76</u> |
| Much Better Than Others                          | 49        | 51        | 47        |
| Somewhat Better Than Others                      | 25        | 21        | 29        |
| About The Same                                   | 26        | 28        | 24        |
| Somewhat Worse/ Not Nearly As Good As Others     | 0         | 0         | 0         |

**Exhibit 5**  
**Advantages & Disadvantages Of Product**

|  | <u>Total<br/>Sample</u> | <u>Non-<br/>Heavy<br/>Cleaners</u> | <u>Heavy<br/>Cleaners</u> |
|--|-------------------------|------------------------------------|---------------------------|
| Total Completed Product Trial & Callback Interview             | (77)<br>100%            | (39)<br>100%                       | (38)<br>100%              |
| <b><u>Q7—Benefits/Advantages Of Product</u></b>                |                         |                                    |                           |
| <b><u>HAS BENEFITS/ADVANTAGES</u></b>                          | <b><u>99</u></b>        | <b><u>97</u></b>                   | <b><u>100</u></b>         |
| <u>Ease/Convenience (Net)</u>                                  | <u>70</u>               | <u>64</u>                          | <u>76</u>                 |
| Refillable/reuse the same bottle/don't need separate bottles   | 17                      | 21                                 | 13                        |
| Easy to mix/easy to make/can add as much as you want           | 13                      | 5                                  | 21                        |
| Easy to store/convenient to store/good for storage             | 10                      | 8                                  | 13                        |
| Easy to use/convenient (unspecified)                           | 10                      | 5                                  | 16                        |
| Just add water   | 8                       | 10                                 | 5                         |
| All in one kit/contains everything you need                    | 6                       | 3                                  | 11                        |
| <u>Effectiveness (Net)</u>                                     | <u>51</u>               | <u>49</u>                          | <u>53</u>                 |
| Effective/works well/cleans well/does a good job (unspecified) | 26                      | 23                                 | 29                        |
| Stain Removal (subnet)   | 13                      | 8                                  | 18                        |
| No streaks/doesn't leave a film                                | 12                      | 13                                 | 11                        |
| Cleans grease/degreaser/degreases well                         | 10                      | 5                                  | 16                        |
| <u>Packaging (Net)</u>   | <u>21</u>               | <u>23</u>                          | <u>18</u>                 |
| Compact package/small/doesn't take up a lot of room            | 16                      | 13                                 | 18                        |
| Lightweight/lighter to carry                                   | 4                       | (8)                                | -                         |
| <u>Scent/Smell (Net)</u>                                       | <u>14</u>               | <u>15</u>                          | <u>13</u>                 |
| No strong odor/no heavy odors/not an everlasting odor/no odor  | 6                       | 8                                  | 5                         |
| No chemical smell /doesn't smell like a cleaner                | 5                       | 5                                  | 5                         |
| Smells good/like the smell/nice scent (unspecified)            | 5                       | 5                                  | 5                         |
| <u>Price/Cost (Net)</u>  | <u>14</u>               | <u>13</u>                          | <u>16</u>                 |
| Cost efficient/economical                                      | 6                       | 8                                  | 5                         |
| Cheaper/costs less   | 4                       | 5                                  | 3                         |
| Good value/a lot for the money                                 | 3                       | -                                  | 5                         |
| <u>Additional Mentions</u>                                     |                         |                                    |                           |
| Better for the environment/safe for the environment            | 16                      | 18                                 | 13                        |
| Good products/quality products/liked the products              | 10                      | 10                                 | 11                        |
| Like the cartridges/double pack of cartridges                  | 9                       | 10                                 | 8                         |
| <b><u>Q8—Drawbacks/Disadvantages Of Product</u></b>            |                         |                                    |                           |
| <b><u>HAS DRAWBACKS/DISADVANTAGES</u></b>                      | <b><u>34</u></b>        | <b><u>30</u></b>                   | <b><u>27</u></b>          |
| Have to mix it/have to make it yourself/hard to create it      | 6                       | 5                                  | 8                         |
| Ineffective/doesn't work well/doesn't clean well               | 6                       | 5                                  | 8                         |
| Leaves streaks   | 5                       | 5                                  | 5                         |
| Frustrating to use   | 4                       | 5                                  | 3                         |
| Have to scrub hard   | 3                       | 5                                  | -                         |
| Not easy to load/hard to get the cartridge in                  | 3                       | 5                                  | -                         |
| No clean smell/doesn't leave a clean smell                     | 3                       | -                                  | 5                         |
| No scent/not a strong smell/needs a stronger scent             | 3                       | 3                                  | 3                         |

**Exhibit 6**  
**Claimed Confusion/Difficulties In Terms Of Use**

|  | <u>Total<br/>Sample</u> | <u>Non-<br/>Heavy<br/>Cleaners</u> | <u>Heavy<br/>Cleaners</u> |
|--|-------------------------|------------------------------------|---------------------------|
| Total Completed Product Trial & Callback Interview | (77)<br>100%            | (39)<br>100%                       | (38)<br>100%              |

**Q17—Anything Confusing Or Difficult  
About Using Cleaning Products?**

|   |    |    |    |
|---|----|----|----|
| <u>Yes, Found Something Confusing/Difficult About Using Products</u>  | 6  | 8  | 5  |
| <u>Did Not Find Anything Confusing/Difficult About Using Products</u> | 94 | 92 | 95 |

**Confusion Verbatims:**

- *How you had to put it together was weird. Other than that it was ok.*
- *I could have really used a waterline indicator on the bottle so I could accurately put in the needed amount without going over.*
- *The color of the liquid didn't look right so I had to repeat the process to get it to dispense more.*
- *The nozzle was a little hard to connect to the bottle and release the product. There also should be a water line.*
- *You had to make it yourself and it had to dissolve before using it.*

**Exhibit 7**  
**Additional Usage Diagnostics**

|  | Total<br>Sample | Non-<br>Heavy<br>Cleaners | Heavy<br>Cleaners |
|--|-----------------|---------------------------|-------------------|
| Total Completed Product Trial & Callback Interview | (77)<br>100%    | (39)<br>100%              | (38)<br>100%      |

**Q23—Other Products Respondent Would Have Used During Trial period If JAWS Kit Not Available**

**LEADING BRAND MENTIONS**

|                                    |    |      |      |
|------------------------------------|----|------|------|
| Windex (unspecified)               | 56 | 54   | 58   |
| Lysol (unspecified)                | 35 | 33   | 37   |
| Comet                              | 16 | (26) | 5    |
| 409/Formula 409 (unspecified)      | 13 | 13   | 13   |
| Fantastic (unspecified)            | 10 | 10   | 11   |
| Mr. Clean (unspecified)            | 10 | 8    | 13   |
| Scrubbing Bubbles                  | 10 | 3    | (18) |
| Tilex                              | 10 | 13   | 8    |
| Glass Plus                         | 9  | 10   | 8    |
| Clorox/Clorox Bleach (unspecified) | 8  | 10   | 5    |
| BAM                                | 8  | 8    | 8    |
| Pine Sol                           | 8  | 10   | 5    |
| Simple Green                       | 6  | 10   | 3    |
| Soft Scrub                         | 5  | 3    | 8    |
| Windex Glass Cleaner               | 4  | 5    | 3    |
| Oxy Clean                          | 4  | 5    | 3    |
| Spic N' Span                       | 4  | 3    | 5    |

**Q24—Types of Surfaces Respondent Feels Are Inappropriate For JAWS Cleaning Products**

|   |           |           |           |
|---|-----------|-----------|-----------|
| <u>Bathroom Surfaces</u>                            | <u>3</u>  | <u>3</u>  | <u>3</u>  |
| Toilet  | 1         | -         | 3         |
| Bathroom surfaces (unspecified)                     | 1         | 3         | -         |
| <u>Kitchen Surfaces</u>                             | <u>4</u>  | (8)       | -         |
| Kitchen counters                                    | 3         | 5         | -         |
| Kitchen cabinets                                    | 1         | 3         | -         |
| <u>Additional Surfaces</u>                          |           |           |           |
| Wood  | 12        | 5         | (18)      |
| Granite   | 5         | 8         | 3         |
| Fabric  | 3         | -         | 5         |
| Furniture   | 3         | -         | 5         |
| Glass   | 3         | 5         | -         |
| Marble  | 3         | 5         | -         |
| Stone   | 3         | 5         | -         |
| <b>None/Appropriate for all surfaces/Don't Know</b> | <b>69</b> | <b>69</b> | <b>68</b> |

**Exhibit 8**  
**Demographics**

|  | <u>Total<br/>Sample</u> | <u>Non-<br/>Heavy<br/>Cleaners</u> | <u>Heavy<br/>Cleaners</u> |
|--|-------------------------|------------------------------------|---------------------------|
| Total Completed Product Trial & Callback Interview | (77)<br>100%            | (39)<br>100%                       | (38)<br>100%              |
| Q3—Average Age                                     | 42                      | 43                                 | 41                        |
| Q12—% Married                                      | 66                      | 56                                 | (74)                      |
| Q13—Average HH Size                                | 3.4                     | 3.2                                | 3.6                       |
| Q14—% Have Children Present                        | 38                      | 31                                 | 45                        |
| Q15—% w/Some College Education +                   | 57                      | 56                                 | 58                        |
| Q15—% Employed Full/Part Time                      | 71                      | 77                                 | 66                        |
| Q16—Mean HH Income                                 | \$55k                   | \$50k                              | \$61k                     |
| Q2— <u>Ethnicity</u>                               |                         |                                    |                           |
| Caucasian  | 78                      | 79                                 | 76                        |
| Hispanic/Latino                                    | 10                      | 10                                 | 11                        |
| African American                                   | 8                       | 10                                 | 5                         |
| Asian  | 4                       | 0                                  | (8)                       |

## METHODOLOGY

### Product(s) Evaluated:

#### 1 JAWS KIT, WHICH INCLUDED:

- 1 Bottle Labeled Glass Cleaner
- 1 Bottle Labeled All Purpose Cleaner
- 1 Bottle Labeled Bathroom Cleaner
- 1 Bottle Labeled Degreaser-Disinfectant
  
- 4 Multi-Use Spray Triggers
  
- 2 Glass Cleaner Cartridges
- 2 All Purpose Cleaner Cartridges
- 2 Bathroom Cleaner Cartridges
- 2 Degreaser-Disinfectant Cartridges
  
- Usage Instruction Sheet

**Research Design:** Consumers were recruited in four mall locations – Houston, Milwaukee, New York, and Seattle (20 in each location). They were shown a brief concept description to read and shown a brief instructional video with regards to product usage. All those favorably disposed to the concept (with and without price points) and willing to participate were given the JAWS Cleaning Kit to take home for immediate or near-term use. After two weeks, respondents completed a follow up questionnaire.

**Dates of Interviewing:** Telephone callback interviews December 12<sup>th</sup> – December 19<sup>th</sup>.

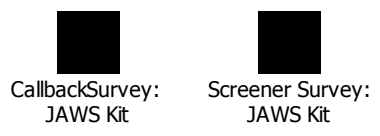
**Sample Composition:** Females 18-64 years of age, primarily responsible for HH grocery shopping, have at least shared responsibility for household cleaning/maintenance. One half defined as “heavy cleaners” (purchase 3+ spray cleaners during a typical month). All had top-3 box reaction to product concept when price point was excluded and included, and had top-2-box intent to use the product over the following two-week trial period.

#### **Statistical Notation:**

- Indicates significant difference pre-post or between sub-groups (e.g., “Non-Heavy” & “Heavy” Cleaners) at the 90% Confidence Level.

#### **Final Screener & Callback Survey Documents:**

*(Click Icons To Open)*



## CONCEPT USED IN TESTING

# Introducing JAWS Cleaners

### *Top quality professional cleaning solutions that save space and money*

I need cleaning products that really work - to get out my tough dirt and stains. I also don't like to waste things.

Introducing JAWS Cleaners – top quality cleaning products, used by the leading professional cleaning services that get out tough dirt and grime and reduce your cleaning costs 50% by reducing wasted plastic.

JAWS stands for “Just Add Water Solution.” Most leading cleaners are 95% water. If you removed all of the water from a typical bottle of spray cleaner, the active cleaning agents could fit in a 1 oz. cartridge. JAWS is a handy cartridge of concentrated cleaner – less than 1 oz. in size - that fits in an empty spray bottle. Just fill the bottle with water and insert the cartridge and trigger. As you screw on the trigger, it breaks a seal on the cartridge - creating a full size bottle of ready to use cleaner. The cartridges are neat, child resistant, and there is no dripping or spilling.

The company that makes JAWS has been making cleaning products for leading Janitorial Suppliers and Professional Cleaning Services for over 40 years. Its products are trusted by restaurants, hotels and cleaning services to get out the toughest dirt, stains and grease. JAWS cartridges have been a big hit with many of these professionals because they provide outstanding cleaning, save money, save space and reduce plastic waste in the environment. Using a JAWS cartridge reduces your “carbon footprint” by 90% versus a conventional bottle of cleaner, due savings in shipping costs, plastic and warehousing. Every 3 lbs. of plastic bottles saved, saves ½ gallon of crude oil.

The JAWS Starter Kit Includes:

- 12 Cartridges (Makes 12 full size 32 oz. bottles)
  - 3 Glass Cleaner Cartridges
  - 3 All Purpose Cleaner Cartridges
  - 3 Bathroom Cleaner Cartridges
  - 3 Degreaser-Disinfectant Cartridges
- 4 Bottles and 4 High Quality multi-use Spray Triggers (one for each product type)

Refills for all 4 products are also available.