



Part C

Now, I am going to read to you some short phrases about hair. Listen to each phrase carefully and then tell me what single words come to mind when you hear each phrase?

( RECORD UP TO THE FIRST THREE „ASSOCIATIVE-TYPE“ WORDS THE RESPONDENT SAYS AFTER EACH PHRASE IN RESPONSE FORM C.)

RESPONSE FROM C

- a) Hair that has body \_\_\_\_\_
- b) Hair with fullness \_\_\_\_\_
- c) Hair that holds a set \_\_\_\_\_
- d) Bouncy hair \_\_\_\_\_
- e) Hair that's not limp \_\_\_\_\_
- f) Manageable hair \_\_\_\_\_
- g) Zesty hair \_\_\_\_\_
- h) Natural hair \_\_\_\_\_

Part D

At this point I would like to ask you a few questions about your hair.

- 1. Does your hair have enough body?  
Yes \_\_\_\_\_ No \_\_\_\_\_
- 2. Do you have any special problems with your hair?  
Yes \_\_\_\_\_ No \_\_\_\_\_  
If yes, what types of problems?

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- 3. How would you describe your hair?  
My hair type is:  
Dry \_\_\_\_\_ Normal \_\_\_\_\_ Oily \_\_\_\_\_
  - 4. The texture of my hair is:  
Fine \_\_\_\_\_ Normal \_\_\_\_\_ Coarse \_\_\_\_\_
  - 5. My hair style (the way I wear my hair) is:  
Straight \_\_\_\_\_  
Slightly wavy or curly \_\_\_\_\_  
Very wavy or curly \_\_\_\_\_
  - 6. The length of my hair is:  
Short (to ear lobes) \_\_\_\_\_  
Medium (ear lobes to shoulder) \_\_\_\_\_  
Long (below shoulder) \_\_\_\_\_
  - 7. How would you describe the thickness of your hair?  
Thick \_\_\_\_\_ Medium \_\_\_\_\_ Thin \_\_\_\_\_

Part E

Now I would ask you a few background questions.

- 1. Are you working (at least twenty hours per week, for compensation)?  
Yes \_\_\_\_\_ No \_\_\_\_\_
- 2. Are you married?  
Yes \_\_\_\_\_ No \_\_\_\_\_
- 3. What is your level of education?  
Some high school \_\_\_\_\_  
Completed high school \_\_\_\_\_  
Completed college \_\_\_\_\_
- 4. (HAND RESPONDENT INCOME CARD.) Which letter on this card comes closest to describing your total annual family income taxes? (CIRCLE APPROPRIATE LETTER.)  
A. UNDER 9 000      B. 9001 - 15000      C. 15001 - 20000      D. 20001 - 30000  
E. 30000 - 45 000      F. 45001 - 60000      G. Over 60000