Personal Care Product Survey

Final Results Report

Survey Research Lab

Portland State
UNIVERSITY

This report was prepared for

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Introduction

The Portland State University (PSU) Survey Research Lab (SRL) conducted a web survey of female undergraduate students on their use of personal care products, on behalf of the Metro Regional Government (Metro) and the Oregon Environmental Council (OEC). The goal of the survey was to better understand the number and types of personal care products that female students were using, as well as their general attitudes about such products. The survey was implemented from May 1st to May 31st, 2011, and a total of 1,008 eligible respondents completed the questionnaire online.

Methodology

Prior to conducting the survey, the SRL assisted with finalizing the survey instrument to ensure the collected data would address the overarching research questions to the extent possible. The research questions that guided development of the survey and analysis are:

- What do female undergraduates at PSU use as personal care products?
- What are their beliefs about product safety, government responsibility, and manufacturer responsibility?
- Is there an association between respondents' beliefs about personal care products and the number or type of products that they use?
- Is there an association between respondents' beliefs and demographic characteristics?
- Is there an association between respondents' beliefs, label reading, and product use?

The survey included questions about the specific products the respondent used; questions regarding how often they used certain types of products; how they felt about the safety, regulation, and impacts of personal care products; and demographics. The final survey script can be found in Appendix A of this report. The final survey instrument was programmed into Qualtrics[1] web survey software, and testing was conducted to ensure appropriate wording of questions, correct functioning of all skip patterns, and the accurate recording of data. The survey went live on May 1st, 2011, and concluded on May 31st, 2011, for a data collection period of one month. A total of 1,062 people responded to the survey. Of those, 54 were screened out as ineligible because they indicated either that they were male or were no longer enrolled as undergraduate students at PSU, resulting in a final count of 1,008 completed surveys.

Respondent Sampling and Recruitment

The target population for the survey included all females currently enrolled at PSU as undergraduate students. This included students who were freshmen, sophomores, juniors, seniors, and undergraduate post-baccalaureates, but excluded individuals taking undergraduate courses who were not formally admitted to a degree program. Contact emails and information on class standing for all female undergraduates enrolled as of April 2011 was obtained from the PSU Office of Institutional Research and Planning. This original file included 9,882 records.

Subject recruitment was also managed using the Qualtrics web survey software, which allows automated tracking of respondents to prevent duplicate responses and allow follow-up reminder emails. It was determined that an initial random sample of 62% of the 9,882 emails would be drawn, allowing for the minimum target of 370

[1] http://qualtrics.com

completed surveys to be achieved with an estimated 6% response rate. Emails for this initial sample were drawn proportionally from each of the five classes – freshman, sophomore, junior, senior, and post-baccalaureate. The decision was made to email the remaining 38% of students two weeks into the survey, to help ensure the data was as representative of all female undergraduates as possible. A total of three emails were sent to potential respondents in both the first sample and the second sample, with a link to take the survey. Everyone in the samples was sent an initial email invitation, while two follow-up reminders were subsequently sent only to those who had not yet completed the survey. Emails were sent on the dates as follows:

First Survey Sample

Initial Invitation: Sunday, May 1st, 2011
First Reminder: Thursday, May 5th, 2011
Second Reminder: Wednesday, May 11th, 2011

Second Survey Sample

Initial Invitation: Monday, May 16th, 2011
First Reminder: Thursday, May 19th, 2011
Second Reminder: Tuesday, May 24th, 2011

To help maximize the response rate, potential respondents were offered the opportunity to enter a drawing to win an Apple iPad 2 upon completion of the survey. When a respondent completed their survey, they were automatically redirected to a separate form where they could enter their contact information to be entered in the drawing. A total of 958 respondents provided their information for the iPad 2 drawing.

Response Rates

The survey program used to send the invitation emails also tracks the outcomes, marking each email as a completed survey, incomplete survey, unsubscribed, or a non-response. Because the assigned PSU emails remain active even if they are not used regularly, it is not possible to track the number of accounts that were in valid use through a bounce rate. Only email accounts set up to forward to a second email address that was invalid resulted in bounced messages, and could reasonably be excluded from the response rate calculations. The response rate is calculated by dividing the final number of eligible surveys by the total number of respondents in the sample who were not ineligible or had bounced emails. A total of 91 email addresses returned bounced messages, and 54 respondents were screened out as ineligible, resulting in a final eligible sample size of 9,737, and a final response rate of 10.35%. In addition to a response rate, it is also possible to calculate a click-through rate, and a survey completion rate. The click-through rate represents the percentage of all valid emails for which the recipient clicked on the link and viewed at least one page of the survey online. Out of the 9,791 emails that did not bounce, 1,564 recipients clicked on the link, for a click-through rate of 15.97%. Of those individuals, 1,062 went on to complete the survey as either ineligible or eligible respondents, resulting in a completion rate of 67.9%. Table 1 lists the final dispositions for all records included in the survey.

Table 1: Final Record Dispositions

Disposition	Count	Percent
Completed Survey	1,008	10.2%
Incomplete Survey	502	5.1%
Ineligible	54	0.5%
Unsubscribed	41	0.4%
No Response	8,186	82.8%
Bounced Email	91	0.9%
Total	**9,882**	**100%**

Sampling Error

When estimating the sample size needed for a survey, one of the criteria included is the sampling error, also known as the margin of error. The sampling error is the level of accuracy we would like to have in the results. In the case of a web survey, the cost effectiveness makes it possible to email a much larger sample than is necessary to achieve the desired level of confidence. In this survey, the entire population, rather than a random sample, was emailed, in order to maximize results. Once the survey is completed, though, the actual sampling error can be calculated. For this calculation, we used a confidence interval of 95%, maximum variation (50/50), and the sample sizes achieved. Based on those figures and the size of the population, the sampling error for this web survey was ±2.9%.

Respondent Demographic Characteristics

As noted above in the Methodology section, all female undergraduate students were recruited for this survey. Table 2 itemizes the demographic characteristics for the 1,008 women who responded to the survey and were included in the analyses.

Table 2: Respondent Demographics (N=1,008)

Age	Count	Percent
17 - 22 years old	358	35.5%
23 - 30 years old	401	39.8%
31 - 40 years old	154	15.3%
41 - 50 years old	64	6.3%
51 years old or older	25	2.5%
Refused or Missing	6	0.6%
Race or Ethnicity (Select all that apply)	Count	Percent
White or Caucasian	784	77.8%
Asian	139	13.8%
Hispanic or Latina	64	6.3%
Black or African American	48	4.8%
American Indian or Alaska Native	36	3.6%
Native Hawaiian or Other Pacific Islander	26	2.6%
Arabic	9	0.9%
Other	18	1.8%
Don't Know or Refused	20	2.0%
Type of Student (Select all that apply)	Count	Percent
Freshman	66	6.5%
Sophomore	106	10.5%
Junior	317	31.4%
Senior	419	41.6%
Undergraduat Post-Baccalaureate	206	20.4%
Non-Degree or Continuing Education	6	0.6%

Table 2: Respondent Demographics (N=1,008)		
Non-traditional	154	15.3%
International	30	3.0%
Out-of-State	80	7.9%
Distance Learner not currently in Portland	16	1.6%
Other	8	0.8%
Missing or Refused	2	0.2%
Native Language (Select all that apply)	Count	Percent
English	906	89.9%
Chinese	30	3.0%
Spanish	29	2.9%
Vietnamese	20	2.0%
Japanese	13	1.3%
Russian	13	1.3%
Hindi	10	1.0%
Korean	9	0.9%
Arabic	4	0.4%
Other	53	5.3%
Missing or Refused	9	0.9%
Were you a resident of U.S Prior to attending PSU?	Count	Percent
Yes	970	96.2%
No	32	3.2%
Missing or Refused	6	0.6%
Financial resources relying on to pay for living expenses and bills	Count	Percent
Federal student loans	622	61.7%
Grants	455	45.1%
Part-time emplyment [not work study]	426	42.3%
Support from parents	357	35.4%
Scholarships	234	23.2%
Prior personal savings	208	20.6%
Support from spouse or partner	177	17.6%
Full-time employment [not work study]	151	15.0%
Work Study Student	92	9.1%
Other	77	7.6%
Missing or Refused	7	0.7%
Approximate yearly income	Count	Percent
$5,000 or less	317	31.4%
$5,001 - $10,000	168	16.7%
$10,001 - $15,000	140	13.9%

Table 2: Respondent Demographics (N=1,008)		
$15,001 - $20,000	104	10.3%
$20,001 - $40,000	137	13.6%
$40,001 or more	120	11.9%
Missing or Refused	22	2.2%

Usage of Personal Care Products

One of the goals of this survey was to identify the personal care products used by female undergraduates at PSU. The survey included a series of items that gathered detailed information about respondents' use of personal care products, which were defined as over-the-counter hygienic, skin-care and cosmetic items. These were further defined in the following manner: **Hygienic** products include items like toothpaste, shampoo and condintioner, deoderant, body and face wash, and so on. **Skin-care** products include things such as moisturizing lotions, lip-balm, acne treatments, and facial treatments. **Cosmetics** include makeup like lipstick, mascara, perfumes, nail-care items, and other related products. Respondents were encouraged to have the products accessible in order to provide specific information about them.

Most Commonly Used Products

First, respondents were asked to list the 10 personal care porducts they most commonly use every day. For each product, they were asked to provide the brand, the specific name of the product, and the shade or color, if applicable. Respondents were encouraged to think about what they use each morning, during the day and before bed.

The data gathered from this item ended up being extraodinarily rich and much more complex and detailed than ever imagined. Each respondent could list up to 10 different personal care products in the survey, resulting in 10,080 possible products across all 1,008 respondents. Of those 10,080 possible products listed, 8,015 individual products were identified by respondents, with the remaining 2,065 (20.5%) left blank (i.e., not all respondents filled in all 10 products in the survey table).

Overall, respondents identified 765 unique brands that they use on a daily basis. It is possible that some of the brand names identified are product lines within another brand also identified; however, those were not researched and identified at this time. The majority of brands were identified very infrequently, with 637 (83%) of the brands being listed fewer than 10 times. Of all the brands listed, 389 (51%) were identfied only once. A complete list of all 765 brands identified and their respective frequencies can be found in Appendix B.

Table 3 includes the most frequently identified products. The counts and percentages included are relative to the total 10,080 possible products. The products listed represented all of those above a frequency of 99 (at least 1.0%). As can be seen from the brands in this table, three of them are primarily oral hygiene product lines, eight are primarily skin or hair care product lines, and three are primarily cosmetic product lines; however, many of the brands offer skin, hair and cosmetic products.

Table 3: Most Frequently Identified Personal Care Product Brands Used on a Daily Basis

Personal Care Product Brand	Count	Percent
Crest	385	3.8%
Dove	360	3.6%
Neutrogena	290	2.9%
CoverGirl	231	2.1%
Clinique	209	2.1%
Maybelline	200	2.0%
Burt's Bees	198	2.0%
Colgate	181	1.8%
MAC	178	1.8%
Suave	178	1.8%
Tom's of Maine	162	1.6%
Olay	141	1.4%
Pantene	122	1.2%
L'Oreal	118	1.2%
Secret	116	1.2%
Aveeno	114	1.1%
Total Products out of 10,080 Total Products Possible	**3,165**	**31.4%**

Although both product name and shade/color for each of these brands were also provided by the respondents, the degree of detail makes the data extremely complicated to present. It will be necessary to recode the product name data into general categories of product types (e.g., shampoo, toothpaste, mascara, face lotion, etc.) in order for the analysis and summarizing of those data to be manageable. Due to the scope and budget of the current project and the unaticipated complexity of this data, that recoding was not done for this report. All of the data found within the 30 variables (i.e., 10 possible brands, product names and shades/colors) has been reviewed and cleaned (e.g., corrections for spelling, capitalization, content structure) to the degree possible without doing extensive research to verify the content.

In order for the recoding of product types to be possible, Internet or other product research will be necessary to accurately categorize many of the product names listed by the respondents. In addition, some of the products listed will need to be excluded because some respondents provided descriptive labels that could be aligned with different product types within a given brand. For example, some respondents identified ***Crest*** as the brand and ***Whitening*** as the name without any further description. Looking at the Crest Whitening products, this could be recoded as toothpaste, rinse, whitestrips or an entire whitening system. It is possible that it could take between 40 and 80 hours to recode the product names that are paired with the 8,015 products identified by the respondents.

Frequency of Use

Overall, the average number of personal care products used by PSU undergraduate women each day was 10.05 (SD=5.98). The total number of products used ranged from 0 to 50, with the largest proportion of women using 15 products on a daily basis (n=134, 13.4%).

A set of three survey items were presented to respondents to determine how often they use various hygienic, skin-care and cosmetic products. For each of the products, respondents were asked to identify frequency of use on the following scale:

1) Never
2) Once each month or less often
3) A few times each month
4) Once each week
5) Multiple times each week
6) Once each day
7) Multiple times each day

For ease of reporting these data, those response options were collapsed into four categories: ***Never*** (original code 1), ***Monthly*** (original codes 2 and 3), ***Weekly*** (original codes 4 and 5) and ***Daily*** (original codes 6 and 7). [Frequencies including the original seven response options are included in Appendix C.] Figures 1, 2 and 3 present the distribution of responses for each of the three categories of products. Overall, female PSU undergrads more commonly use hygienic and skin care products than cosmetic products.

Figure 1: Frequency of Use of Hygienic Products (N=1,008)

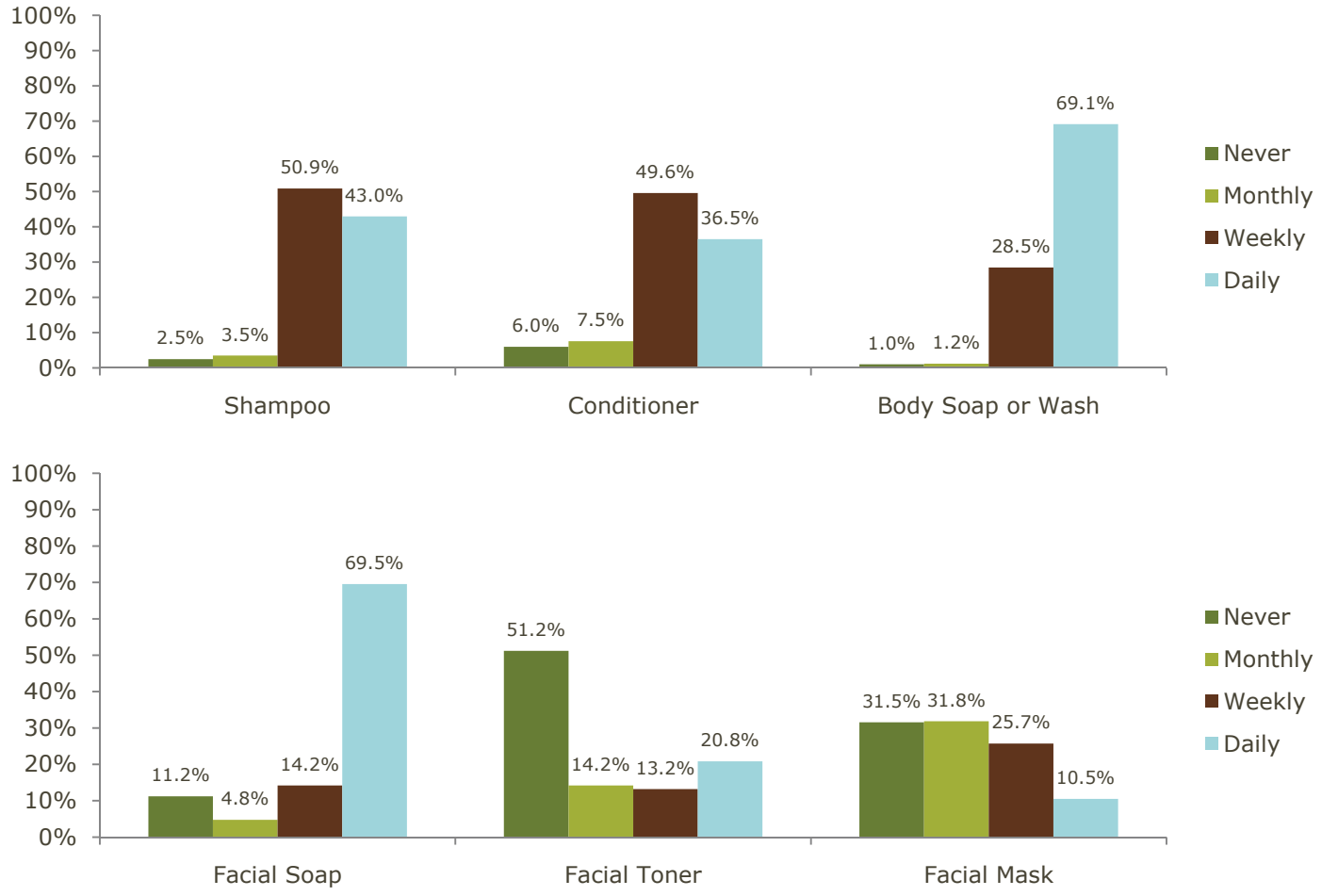


Figure 1: Frequency of Use of Hygienic Products (N=1,008) *(continued)*

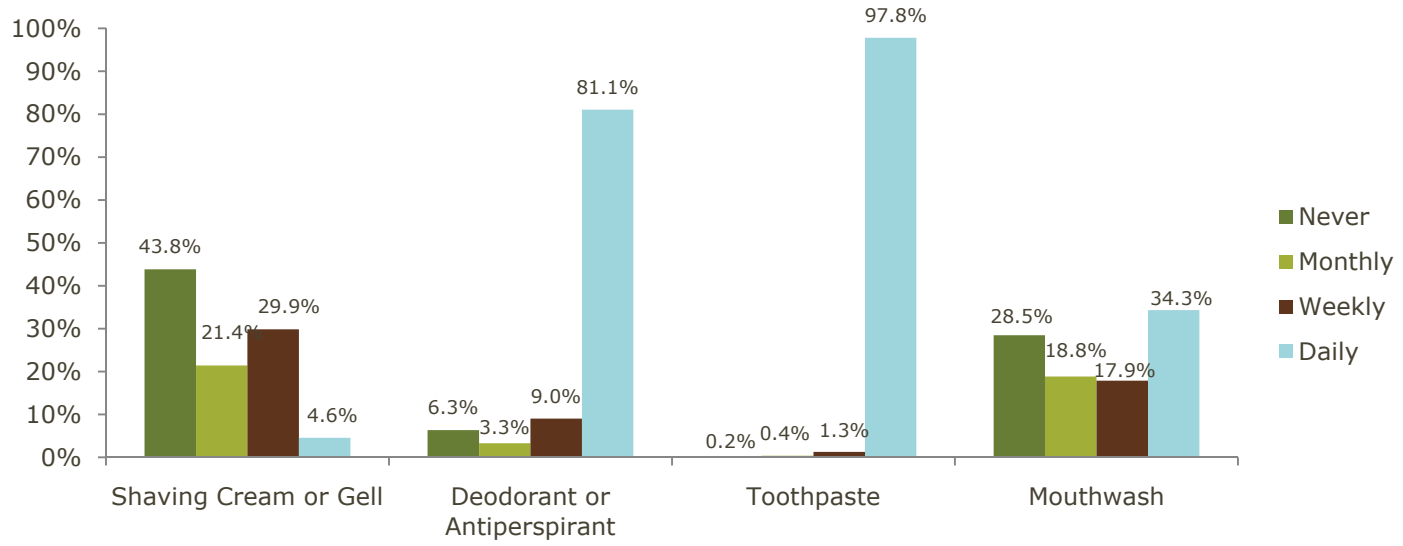
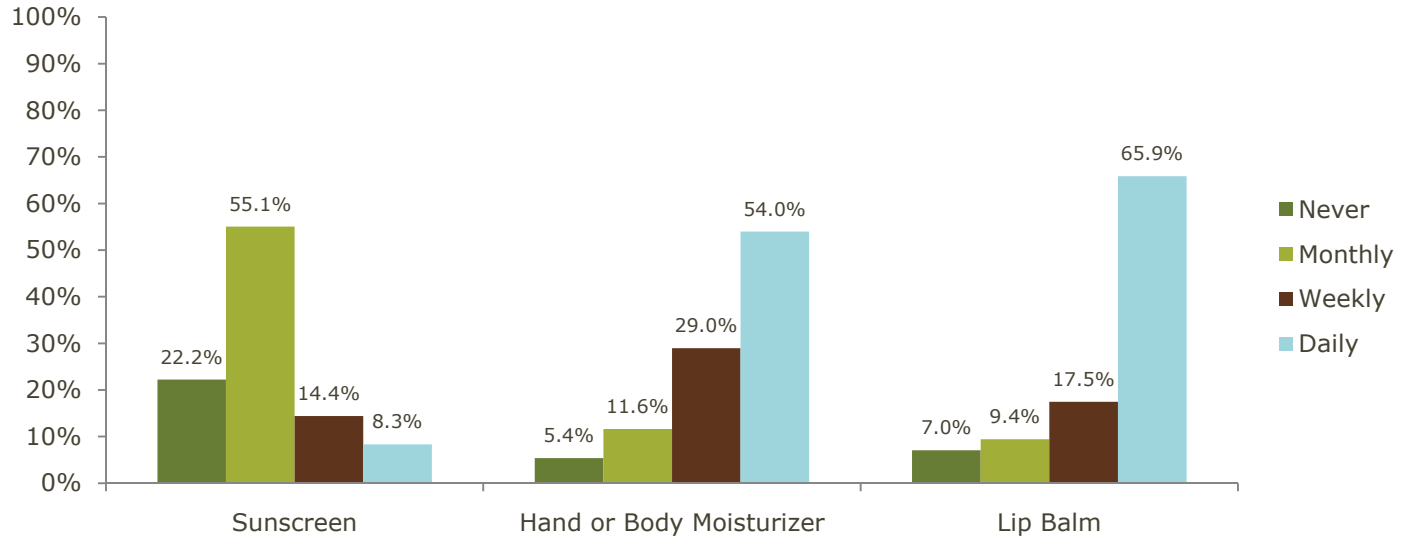


Figure 2: Frequency of Use of Skin Care Products (N=1,008)



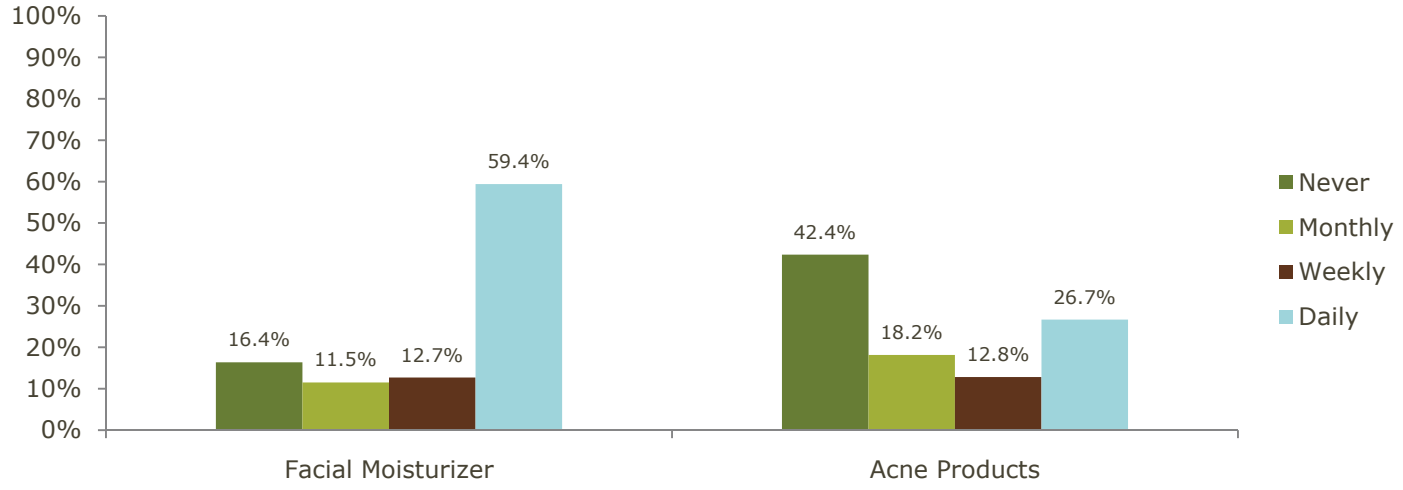
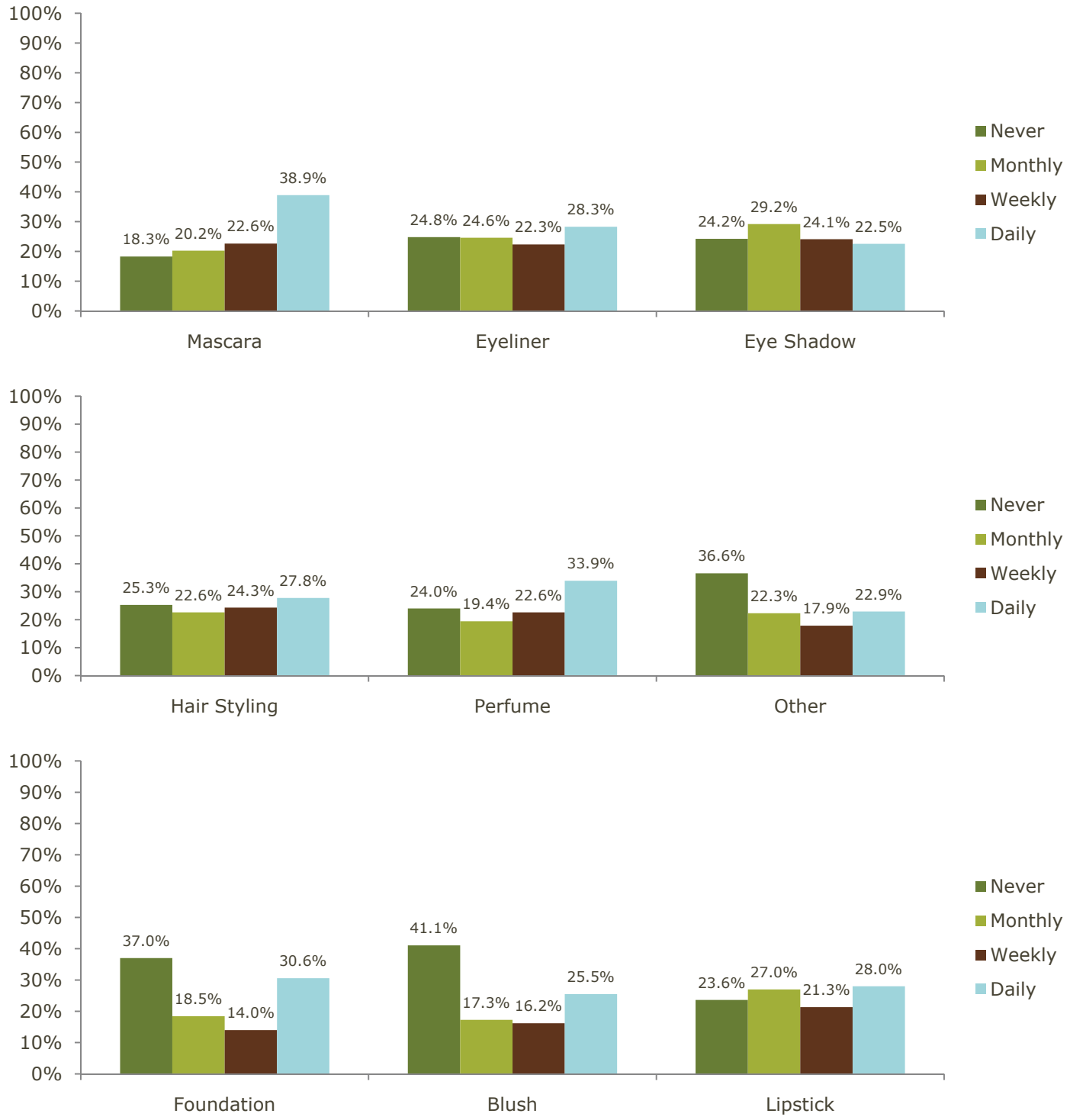


Figure 3: Frequency of Use of Cosmetic Products (N=1,008)



Looking across all of the products, it's possible to identify those that are used most frequently and those that are never used. As can be seen in Table 4, toothpaste (97.8%) and deoderant/antiperspirant (81.1%) are by far the most common products to be ***used on a daily basis***, followed by facial soap (69.5%), body soap (69.1%), lip balm (65.9%), facial moisturizer (59.4%) and hand/body moisturizer (54.0%). As shown in Table 5, the products most commonly ***never used*** are facial toner (51.2%), shaving cream/gel (43.8%), acne products (42.4%), blush (41.1%), foundation (37.0%) and other makeup (36.6%). All other products were used to some degree by at least two-thirds of the students surveyed.

Table 4: Daily Use of Personal Care Products (N=1,008)

Hygienic, Skin Care and Cosmetic Products	Count	Percent
Toothpaste	986	97.8%
Deoderant or antiperspirant	817	81.1%
Facial soap or wash	701	69.5%
Body soap or wash	697	69.1%
Lip balm	664	65.9%
Facial moisturizer	599	59.4%
Hand or body moisturizer	544	54.0%
Shampoo	433	43.0%
Mascara	392	38.9%
Hair Conditioner	368	36.5%
Mouthwash	346	34.3%
Perfume, cologne, body spray	342	33.9%
Foundation	308	30.6%
Eyeliner	285	28.3%
Lipstick or lip gloss	282	28.0%
Hair styling products	280	27.8%
Acne products	269	26.7%
Blush	257	25.5%
Other makeup	231	22.9%
Eye shadow	227	22.5%
Facial toner	210	20.8%
Facial mask or scrub	106	10.5%
Sunscreen for body	84	8.3%
Shaving cream or gel	46	4.6%

Table 5: Personal Care Products NEVER Used (N=1,008)

Hygienic, Skin Care and Cosmetic Products	Count	Percent
Facial toner	516	51.2%
Shaving cream or gel	442	43.8%
Acne products	427	42.4%
Blush	414	41.1%
Foundation	373	37.0%
Other makeup	369	36.6%
Facial mask or scrub	318	31.5%
Mouthwash	287	28.5%
Hair styling products	255	25.3%
Eyeliner	250	24.8%
Eye shadow	244	24.2%

Table 5: Personal Care Products NEVER Used (N=1,008)		
Perfume, cologne, body spray	242	24.0%
Lipstick or lip gloss	238	23.6%
Sunscreen for body	224	22.2%
Mascara	184	18.3%
Facial moisturizer	165	16.4%
Facial soap or wash	113	11.2%
Lip balm	71	7.0%
Deoderant or antiperspirant	64	6.3%
Hair Conditioner	60	6.0%
Hand or body moisturizer	54	5.4%
Shampoo	25	2.5%
Body soap or wash	10	1.0%
Toothpaste	2	0.2%

Resondents were also asked how often they use personal care services, whether those services are provided professionally or the respondents treat themselves at home. The services included in the survey were:

Facial	Massage with oils and/or lotion
Manicure	Hair coloring
Pedicure	Hair straightening, perm, or other styling treatment
Wax	Acrylic nails

The results of those items are presented in **Figure 5**. Overall, these services were not commonly used by the female PSU students surveyed. From 45% to 88% of the women reported never having those treatments. To identify the most commonly used personal care services, it makes sense to combine the three most frequent ratings: weekly, multiple times each month and monthly. Doing that, the most commonly usde personal care services are manicure (19.0%), pedicure (18.9%), hair styling (14.3%) and wax (13.1%).

Figure 4: Frequency of Use of Personal Care Service (N=1,008)

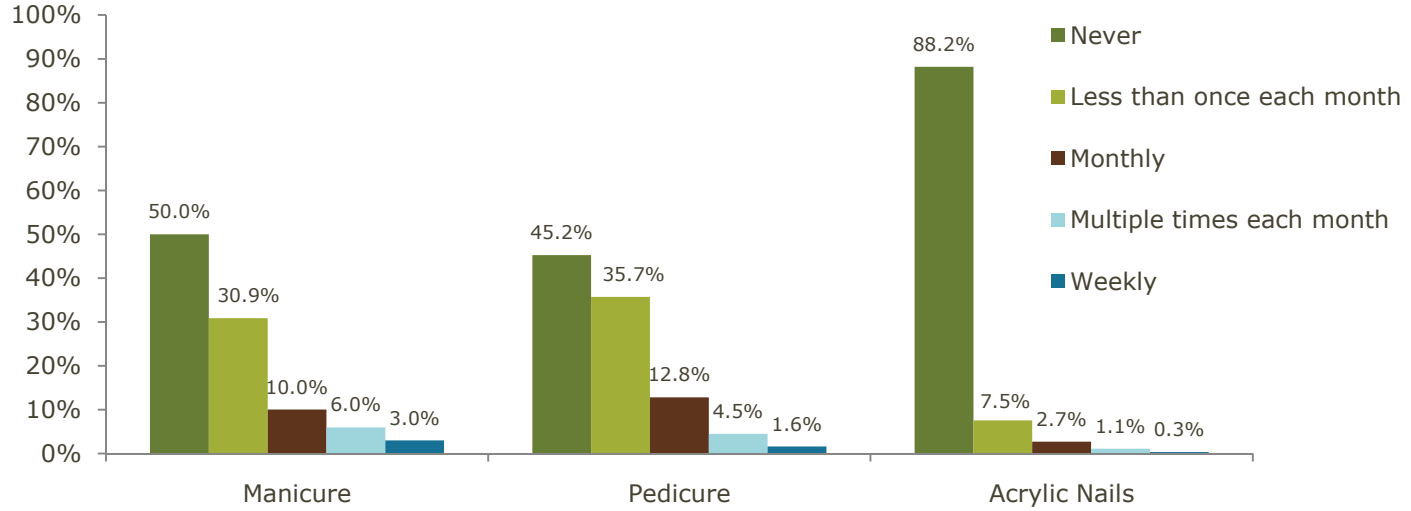
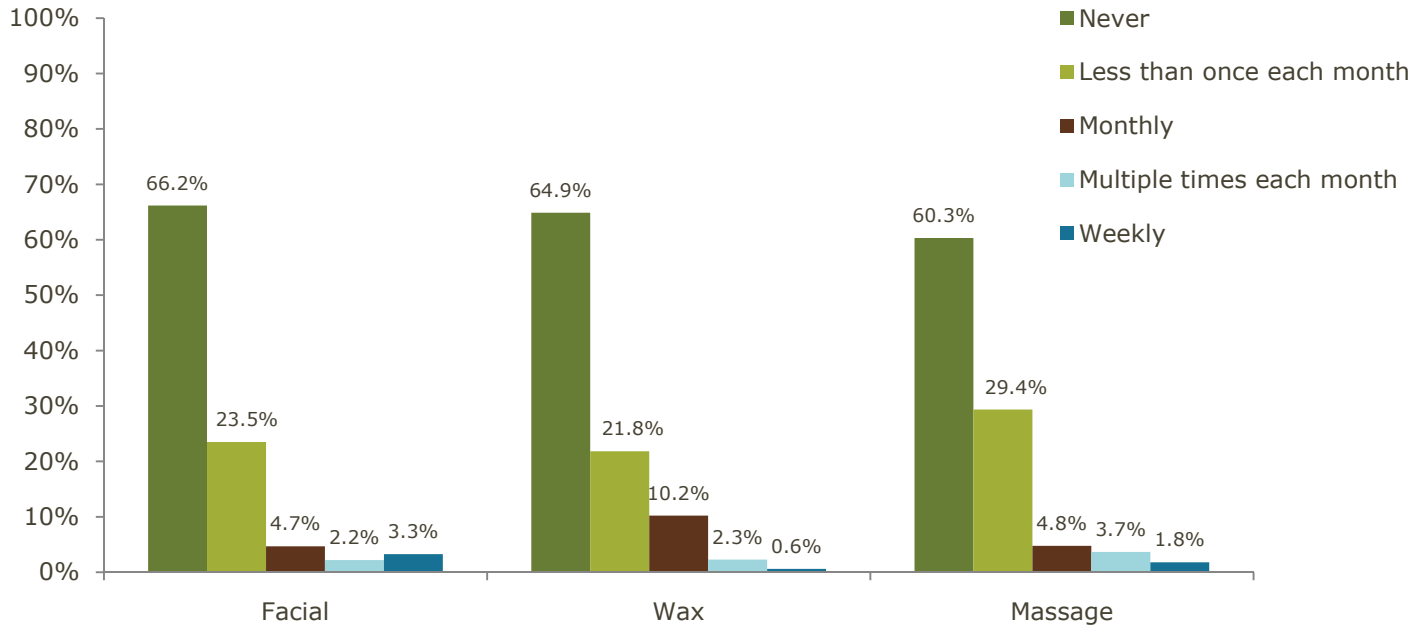
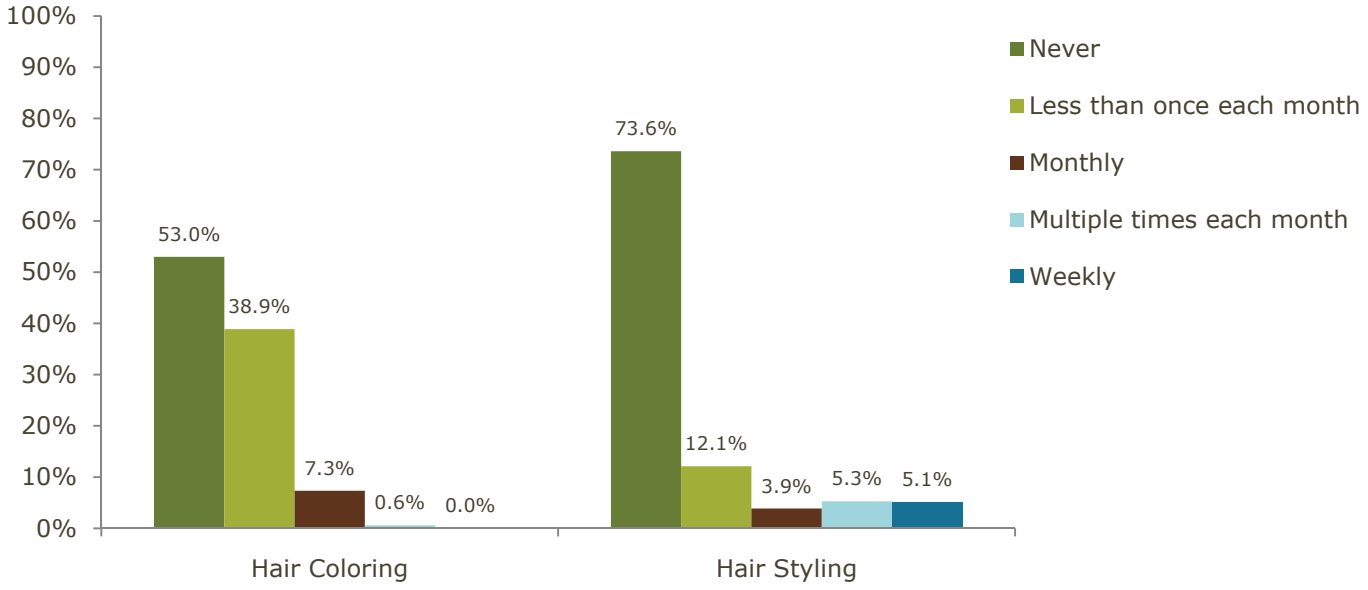


Figure 4: Frequency of Use of Personal Care Service (N=1,008) *(continued)*

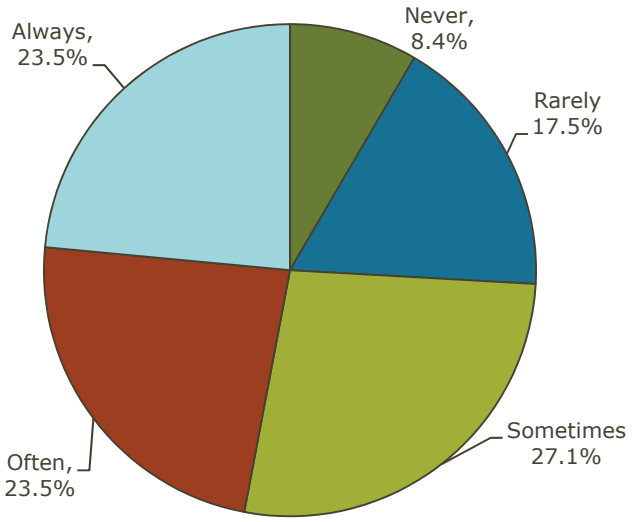




Beliefs about Personal Care Products

One of the goals of this survey was to document the beliefs PSU undergraduate women have about product safety, government responsibility and manufacturer responsibility regarding personal care products. The first survey item in this series asked the women how often they read ingredient lists on personal care products before purchasing them. They were presented with a five-point rating scale of never, rarely, sometimes, often and always. The distribution of responses spread quite broadly across those ratings, with approximately one quarter of the respondents ***always*** reading labels, one quarter ***often*** reading labels, one quarter ***sometimes*** reading labels and one quarter ***rarely or never*** reading labels.

Figure 5: Frequency of Reading Ingredient Lists on Personal Care Products Prior to Purchase (N=1,008)



The next set of items presented statements to the respondents that they were asked to rate regarding their agreement/disagreement. They were given a four-point scale, with 1 being ***strongly disagree*** and 4 being ***strongly agree***. They were also offered the option of reporting that they did not know how to rate a statement. Table 6 presents the breakdown of respondents by each response option, as well as the mean rating for the four-point scale. Also included is the standard deviation (SD) for each item, which represents the amount of variation the responses had around the mean. The smaller the SD, the more tightly the ratings grouped around the mean.

The majority of respondents agreed or strongly agreed that personal care product labels should list all of the ingredients (92.5%), that manufacturers should be responsible for testing all ingredients for health impacts (87.6%), that they trust the safety of personal care products they use (83.1%) and that there are health risks associated with using personal care products (71.3%). Interestingly, nearly half of the respondents do not believe that the government adequately regulates personal care products (45.4%) and over half do not feel that they know all they need to know about the ingredients in the personal care products they use (62.5%).

Table 6: Opinions about Personal Care Products

Statement *[sorted in descending order based on mean ratings]*	Mean	SD	Strongly Disagree 1	2	3	Strongly Agree 4	Dont Know
Personal care product labels should be required to list all the ingredients.	3.82	.51	1.4%	1.1%	10.5%	82.0%	4.8%
Manufacturers should be responsible for testing all ingredients for health impacts.	3.65	.70	2.7%	3.8%	17.5%	70.1%	5.8%
In general, I trust that the personal care	3.21	.76	2.9%	11.%	45.8%	37.3%	2.8%

Table 6: Opinions about Personal Care Products							
products I use are safe.							
There are health risks associated with using personal care products.	3.20	.80	2.4%	13.1%	36.5%	34.8%	12.8%
I am knowledgeable about the ingredients in the personal care products I use.	2.61	.93	12.3%	32.0%	35.1%	18.2%	2.0%
Personal care products are adequately regulated by the government.	2.27	1.0	22.0%	23.4%	24.9%	9.3%	20.1%
I feel that I know all that I need to about the ingredients in the personal care products I use.	2.19	.90	23.1%	39.4%	24.4%	8.4%	4.3%
It is not important to regulate personal care products.	1.51	.94	68.7%	13.7%	5.2%	8.3%	3.9%

Respondents were asked to rate the importance of issues related to personal care products, as well as their concerns about health risks and environmental impacts of personal care product use. Tables 7 and 8 present the breakdown of responses for importance and concern ratings. The majority of respondents believe that ingredients in personal care products they use are important or very important (91.1%), as is government regulation of those products (86.7%). The average ratings of concern over environmental impacts and health risks associated with personal care product use were both above 3.0, suggesting that most of the respondents were concerned or very concerned about those issues.

Table 7: Importance Ratings about Personal Care Products						
Statement *[sorted in descending order based on mean ratings]*	Mean	SD	Not at all Important 1	2	3	Very Important 4
Ingredients in personal care products you use.	3.47	.68	0.9%	7.5%	34.9%	56.2%
Government regulation of personal care products.	3.34	.76	2.3%	10.8%	37.1%	49.6%
Social benefits of using personal care products.	2.82	.95	10.0%	24.7%	37.5%	27.3%

Table 8: Concerns Related to Personal Care Products						
Statement *[sorted in descending order based on mean ratings]*	Mean	SD	Not at all Concerned 1	2	3	Very Concerned 4
Environmental impacts associated with personal care products.	3.22	.80	2.4%	15.9%	38.5%	42.8%
Health risks associated with using personal care products.	3.12	.87	4.3%	19.3%	34.9%	40.0%

Association between Beliefs and Product Use

Based on the information respondents provided about their product use and the ratings related to their beliefs about personal care products, analyses were conducted to determine the associations between those. A correlational analysis was conducted between beliefs and the number of products respondents use (Table 9). The associations that reached statistical significance are noted with asterisks. When interpreting correlations, it is also important to note the direction of the relationship, with a negative correlation indiciating a relationship in which one variable increases while the other decreases. From the data below, we can see that as the ***number of products used increases***, respondents are ***less likely to***:

- agree that they are knowledgeable about the personal care products they use,
- agree that there are health risks associated with using personal care products,
- feel that they know all they need to know about the ingredients in the personal care products they use, and
- be concerned about the environmental impacts associated with personal care products.

The only significant, positive correlation is between the increased number of personal care products and the increased importance of the social benefits of using personal care products.

Table 9: Association between Beliefs and Number of Products

Statement of Agreement	Correlation (*r*) with Number of Products Used
In general, I trust that the personal care products I use are safe.	.06
Personal care products are adequately regulated by the government.	.06
It is not important to regulate personal care products.	-.06
I am knowledgeable about the ingredients in the personal care products I use.	-.11**
There are health risks associated with using personal care products.	-.07*
I feel that I know all that I need to about the ingredients in the personal care products I use.	-.07*
Manufacturers should be responsible for testing all ingredients for health impacts.	.02
Personal care product labels should be required to list all the ingredients.	.04
Importance	Correlation (*r*) with Number of Products Used
Government regulation of personal care products.	.06
Social benefits of using personal care products.	.16**
Ingredients in personal care products you use.	.02
Concern	Correlation (*r*) with Number of Products Used
Health risks associated with using personal care products.	-.03
Environmental impacts associated with personal care products.	-.11**

*p<.05
**p<.01

Another correlational analysis was conducted between beliefs and respondent age (Table 10). Five of the 13 relationships reached statistical significance. Only one negative correlation was found, indicating that as age increases, respondents are less likely to agree that personal care products are adequately regulated by the government. The other significant relationships indicate that as ***age increases***, respondents are more likely to:

- feel knowledgeable about the ingredients in the personal care products they use,
- think that the ingrediencts in personal care products they use are important,
- be concerned about the health risks associated with using personal care products, and
- be concerned about the environmental impacts associated with personal care products.

Table 10: Association between Beliefs and Respondent Age

Statement of Agreement	Correlation (*r*) with Respondent Age
In general, I trust that the personal care products I use are safe.	-.00
Personal care products are adequately regulated by the government.	-.09*
It is not important to regulate personal care products.	.03
I am knowledgeable about the ingredients in the personal care products I use.	.14**
There are health risks associated with using personal care products.	-.03
I feel that I know all that I need to about the ingredients in the personal care products I use.	.04
Manufacturers should be responsible for testing all ingredients for health impacts.	.00
Personal care product labels should be required to list all the ingredients.	.04
Importance	Correlation (*r*) with Respondent Age
Government regulation of personal care products.	-.05
Social benefits of using personal care products.	.02
Ingredients in personal care products you use.	.12**
Concern	Correlation (*r*) with Respondent Age
Health risks associated with using personal care products.	.07*
Environmental impacts associated with personal care products.	.09**

*p<.05
**p<.01

Analyses of variance (ANOVA's) were run to determine the association between beliefs and the types of products respondents use.[2] For the analyses, the frequency of use (i.e., never, monthly, weekly or daily) for each product was used as the grouping variable. The following tables present the average ratings for each of those frequency of use levels for each of the 24 personal care products. Because showing all of the results for the 24 products for all 13 belief items would result in 312 rows of data, only those belief items that resulted in an overall statistically significant difference (represented by the *F* statistic) are presented. Each significant relationship within a given belief statement is denoted by superscript numbers showing which groups differed significantly in their beliefs. For each of the 24 personal care products summary statements are provided to describe how the significant differences can be interpreted.

Shampoo Usage and Beliefs

Table 11 itemizes the significant differences in beliefs for shampoo users. Overall, PSU undergrad women who ***never use shampoo*** are significantly:

- less likely to trust that the personal care products they use are safe than respondents who use shampoo ***daily***.
- less likely to believe that personal care products are adequately regulated by the government than respondents who use shampoo either ***weekly*** or ***daily***.
- more likely to report being knowledgeable about the ingredients in the personal care products they use than respondents who use shampoo ***monthly***, ***weekly*** or ***daily***.
- more likely to believe that there are health risks associated with using personal care products than respondents who use shampoo ***daily***.
- less likely to believe in the importance of the social benefits of using personal care products than respondents who use shampoo ***weekly*** or ***daily***.
- more likely to be concerned about health risks associated with using personal care products than respondents who use shampoo ***daily***.

Also, PSU undergrad women who ***use shampoo weekly*** are significantly less likely to believe in the importance of the social benefits of using personal care products than respondents who use shampoo ***daily***.

For two of the belief statements (importance of ingredients and concern about environmental impacts), although the overall test was statistically significant, the individual comparisons between use frequency (i.e., never, monthly, weekly and daily) did not reach significance at the generally accepted level of $p<.05$.

Table 11: Associations between Shampoo Usage and Beliefs

Belief Statement	Mean Ratings - Shampoo				*F*
	Never	Monthly	Weekly	Daily	
In general, I trust that the personal care products I use are safe.	2.8^{1}	3.2	3.2	3.3^{1}	3.14**
Personal care products are adequately regulated by the government.	$1.5^{1,2}$	2.0	2.2^{1}	2.4^{2}	6.95**

[2] Analyses of variance were selected because product type usage was rated with a categorical scale, for which correlational analysis cannot be used.

Table 11: Associations between Shampoo Usage and Beliefs

Belief Statement	Mean Ratings - Shampoo				
	Never	Monthly	Weekly	Daily	*F*
I am knowledgeable about the ingredients in the personal care products I use.	3.4[1,2,3]	2.7[1]	2.6[2]	2.6[3]	6.21**
There are health risks associated with using personal care products.	3.6[1]	3.2	3.3	3.1[1]	4.08**
Importance of the social benefits of using personal care products.	2.2[1,2]	2.8	2.8[1,3]	3.0[2,3]	6.87**
Importance of the ingredients in personal care products you use.	3.8	3.6	3.5	3.4	3.14*[,A]
Concern about health risks associated with using personal care products.	3.6[1]	3.3	3.1	3.1[1]	2.88*
Concern about the environmental impacts associated with personal care products.	3.6	3.3	3.3	3.2	2.70*[,A]

*p<.05
**p<.01
[A]Although the overall ANOVA was significant, none of the group comparisons reached significance. However, at least one comparison approached significance (p>.05 to p<.10).

Hair Conditioner Usage and Beliefs

Table 12 itemizes the significant differences in beliefs for hair conditioner users. Overall, PSU undergrad women who ***never use hair conditioner*** are significantly:

- less likely to believe that personal care products are adequately regulated by the government than respondents who use shampoo ***daily***.
- more likely to report being knowledgeable about the ingredients in the personal care products they use than respondents who use shampoo ***weekly*** or ***daily***.
- more likely to believe that there are health risks associated with using personal care products than respondents who use shampoo ***monthly*** or ***daily***.

For an additional belief statement (trust in the products they use), although the overall test was statistically significant, the individual comparisons between use frequency (i.e., never, monthly, weekly and daily) did not reach significance at the generally accepted level of p<.05.

Table 12: Associations between Hair Conditioner Usage and Beliefs

Belief Statement	Mean Ratings – Hair Conditioner				
	Never	Monthly	Weekly	Daily	F
In general, I trust that the personal care products I use are safe.	3.0	3.2	3.2	3.3	2.73*[,A]
Personal care products are adequately regulated by the government.	1.9[1]	2.3	2.2	2.4[1]	3.59*

Table 12: Associations between Hair Conditioner Usage and Beliefs					
I am knowledgeable about the ingredients in the personal care products I use.	3.0[1,2]	2.6	2.6[1]	2.6[2]	2.88*
There are health risks associated with using personal care products.	3.5[1,2]	3.1[1]	3.2	3.1[2]	3.79*

*p<.05

[A]Although the overall ANOVA was significant, none of the group comparisons reached significance. However, at least one comparison approached significance (p>.05 to p<.10).

Body Wash Usage and Beliefs

Table 13 itemizes the significant differences in beliefs for body wash users. Overall, PSU undergrad women who ***use body wash weekly*** are significantly:

- less likely to trust that the personal care products they use are safe than respondents who use body wash ***daily***.
- less likely to believe that personal care products are adequately regulated by the government than respondents who use body wash ***daily***.

For an additional belief statement (importance of social benefits of product use), although the overall test was statistically significant, the individual comparisons between use frequency (i.e., never, monthly, weekly and daily) did not reach significance at the generally accepted level of p<.05.

Table 13: Associations between Body Soap or Wash Usage and Beliefs					
	Mean Ratings – Body Soap or Wash				
Belief Statement	**Never**	**Monthly**	**Weekly**	**Daily**	F
In general, I trust that the personal care products I use are safe.	2.7	3.2	3.1[1]	3.3[1]	5.03**
Personal care products are adequately regulated by the government.	1.8	2.6	2.1[1]	2.4[1]	5.37**
Importance of the social benefits of using personal care products.	2.5	2.8	2.7	2.9	4.63**,[A]

**p<.01

[A]Although the overall ANOVA was significant, none of the group comparisons reached significance. However, at least one comparison approached significance (p>.05 to p<.10).

Facial Soap or Wash Usage and Beliefs

Table 14 itemizes the significant differences in beliefs for facial soap or wash users. Overall, PSU undergrad women who ***never use facial soap or wash*** are significantly:

- less likely to believe that personal care products are adequately regulated by the government than respondents who use facial soap or wash ***daily***.
- less likely to believe in the importance of the social benefits of using personal care products than respondents who use facial soap or wash ***daily***.
- more likely to be concerned about environmental impacts associated with using personal care products than respondents who use face soap or wash ***monthly***.

Also, PSU undergrad women who ***use face soap or wash weekly*** are significantly:

- less likely to trust that the personal care products they use are safe than respondents who use facial soap or wash ***daily***.
- less likely to believe in the importance of the social benefits of using personal care products than respondents who use facial soap or wash ***daily***.

Lastly, PSU undergrad women who ***use face soap or wash monthly*** are significantly:

- less likely to believe in the importance of the ingredients in personal care products they use than respondents who use facial soap or wash ***weekly*** or ***daily***.

Table 14: Associations between Facial Soap or Wash Usage and Beliefs

	Mean Ratings – Facial Soap or Wash				
Belief Statement	**Never**	**Monthly**	**Weekly**	**Daily**	F
In general, I trust that the personal care products I use are safe.	3.1	3.1	3.1[1]	3.3[1]	4.50**
Personal care products are adequately regulated by the government.	1.9[1]	2.4	2.2	2.3[1]	4.79**
Importance of the social benefits of using personal care products.	2.7[1]	2.8	2.6[2]	2.9[1,2]	5.98**
Importance of the ingredients in personal care products you use.	3.5	3.2[1,2]	3.5[1]	3.5[2]	3.00*
Concern about environmental impacts associated with personal care products.	3.3[1]	3.0[1]	3.3	3.2	3.02*

*p<.05
**p<.01

Facial Toner Usage and Beliefs

Table 15 presents the only significant difference in beliefs for facial toner users. PSU undergrad women who ***never use facial toner*** are significantly:

- less likely to believe in the importance of the social benefits of using personal care products than respondents who use facial toner ***monthly***, ***weekly*** or ***daily***.

Table 15: Associations between Facial Toner Usage and Beliefs

Belief Statement	Mean Ratings – Facial Toner				F
	Never	Monthly	Weekly	Daily	
Importance of the social benefits of using personal care products.	2.7[1,2,3]	2.9[1]	3.0[2]	3.0[3]	5.98**

**p<.01

Facial Mask or Scrub Usage and Beliefs

Table 16 itemizes the significant differences in beliefs for facial mask or scrub users. Overall, PSU undergrad women who ***never use facial masks or scrubs*** are significantly:

- less likely to believe that personal care products are adequately regulated by the government than respondents who use facial masks or scrubs ***daily***.
- less likely to believe in the importance of the social benefits of using personal care products than respondents who use facial masks or scrubs ***weekly***.

Table 16: Associations between Facial Mask or Scrub Usage and Beliefs

Belief Statement	Mean Ratings – Facial Mask or Scrub				F
	Never	Monthly	Weekly	Daily	
Personal care products are adequately regulated by the government.	2.2[1]	2.3	2.3	2.5[1]	2.66*
Importance of the social benefits of using personal care products.	2.7[1]	2.8	2.9[1]	2.9	2.80*

*p<.05

Shaving Cream or Gel Usage and Beliefs

Table 17 itemizes the significant differences in beliefs for shaving cream or gel users. Overall, PSU undergrad women who ***never use shaving cream or gel*** are significantly:

- less likely to trust that the personal care products they use are safe than respondents who use shaving cream or gel ***daily***.
- less likely to believe that personal care products are adequately regulated by the government than respondents who use shaving cream or gel ***weekly*** or ***daily***.
- more likely to believe there are health risks associated with using personal care products than

respondents who use shaving cream or gel ***weekly***.

- more likely to believe in the importance of government regulation of personal care products than respondents who use shaving cream or gel ***monthly***.
- less likely to believe in the importance of the social benefits of using personal care products than respondents who use shaving cream or gel ***daily***.
- more likely to believe in the importance of the ingredients in personal care products they use than respondents who use shaving cream or gel ***monthly***.
- more likely to be concerned about health risks associated with using personal care products than respondents who use shaving cream or gel ***monthly*** or ***weekly***.
- more likely to be concerned about environmental impacts associated with using personal care products than respondents who use shaving cream or gel ***monthly*** or ***weekly***.

Also, PSU undergrad women who ***use shaving cream or gel monthly*** are significantly:

- less likely to believe in the importance of government regulation of personal care products than respondents who use shaving cream or gel ***weekly***.
- less likely to believe in the importance of the social benefits of using personal care products than respondents who use shaving cream or gel ***daily***.

Table 17: Associations between Shaving Cream or Gel Usage and Beliefs

	Mean Ratings – Shaving Cream or Gel				
Belief Statement	**Never**	**Monthly**	**Weekly**	**Daily**	F
In general, I trust that the personal care products I use are safe.	3.1[1]	3.2	3.3	3.4[1]	3.35*
Personal care products are adequately regulated by the government.	2.1[1,2]	2.3	2.4[1]	2.7[2]	6.51**
There are health risks associated with using personal care products.	3.3[1]	3.1	3.1[1]	3.0	4.75**
Importance of government regulation of personal care products.	3.4[1]	3.2[1,2]	3.4[2]	3.2	4.41**
Importance of the social benefits of using personal care products.	2.8[1]	2.7[2]	2.9	3.2[1,2]	4.90**
Importance of the ingredients in personal care products you use.	3.6[1]	3.4[1]	3.5	3.4	4.83**
Concern about health risks associated with using personal care products.	3.2[1,2]	3.0[1]	3.1[2]	3.1	4.13**
Concern about environmental impacts associated with personal care products.	3.4[1,2]	3.1[1]	3.1[2]	3.1	7.30**

*p<.05
**p<.01

Deodorant or Antiperspirant Usage and Beliefs

Table 18 itemizes the significant differences in beliefs for deodorant or antiperspirant users. Overall, PSU undergrad women who ***use deodorant or antiperspirant weekly*** are significantly:

- less likely to trust that the personal care products they use are safe than respondents who use deodorant or antiperspirant ***monthly*** or ***daily***.
- less likely to believe that personal care products are adequately regulated by the government than respondents who use deodorant or antiperspirant ***daily***.
- more likely to believe in the importance of the ingredients in personal care products they use than respondents who use deodorant or antiperspirant ***daily***.
- more likely to be concerned about environmental impacts associated with using personal care products than respondents who use deodorant or antiperspirant ***daily***.

For two additional belief statements (both related to knowledge about ingredients), although the overall test was statistically significant, the individual comparisons between use frequency (i.e., never, monthly, weekly and daily) did not reach significance at the generally accepted level of $p<.05$.

Table 18: Associations between Deodorant or Antiperspirant Usage and Beliefs

	Mean Ratings – Deodorant or Antiperspirant				
Belief Statement	**Never**	**Monthly**	**Weekly**	**Daily**	F
In general, I trust that the personal care products I use are safe.	3.2	3.4[1]	3.0[1,2]	3.2[2]	3.93**
Personal care products are adequately regulated by the government.	2.3	2.2	1.9[1]	2.3[1]	4.24**
I am knowledgeable about the ingredients in the personal care products I use.	2.9	2.7	2.7	2.6	2.71*,[A]
I feel that I know all that I need to about the ingredients in the personal care products I use.	2.5	2.4	2.1	2.2	2.70*,[A]
Importance of the ingredients in personal care products you use.	3.6	3.4	3.7[1]	3.5[1]	3.39*
Concern about environmental impacts associated with personal care products.	3.4	3.3	3.4[1]	3.2[1]	3.07*

*p<.05
**p<.01
[A]Although the overall ANOVA was significant, none of the group comparisons reached significance. However, at least one comparison approached significance (p>.05 to p<.10).

Mouthwash Usage and Beliefs

Table 19 itemizes the significant differences in beliefs for mouthwash users. Overall, PSU undergrad women who ***never use mouthwash*** are significantly:

- less likely to believe that personal care products are adequately regulated by the government than respondents who use mouthwash ***daily***.

- more knowledgeable about the ingredients in the personal care products they use than respondents who use mouthwash ***monthly***.
- less likely to believe in the importance of the social benefits of using personal care products than respondents who use mouthwash ***daily***.
- more likely to believe in the importance of the ingredients in personal care products they use than respondents who use mouthwash ***monthly***.
- more likely to be concerned about health risks associated with using personal care products than respondents who use mouthwash ***monthly***.

Also, PSU undergrad women who ***use mouthwash monthly*** are significantly:

- less knowledgeable about the ingredients in the personal care products they use than respondents who use mouthwash ***daily***.
- less likely to believe in the importance of the ingredients in personal care products they use than respondents who use mouthwash ***daily***.
- less likely to be concerned about health risks associated with using personal care products than respondents who use mouthwash ***daily***.

Lastly, PSU undergrad women who ***use mouthwash weekly*** are significantly:

- less knowledgeable about the ingredients in the personal care products they use than respondents who use mouthwash ***daily***.
- less likely to believe in the importance of the social benefits of using personal care products than respondents who use mouthwash ***daily***.

Table 19: Associations between Mouthwash Usage and Beliefs

Belief Statement	Mean Ratings – Mouthwash				F
	Never	Monthly	Weekly	Daily	
Personal care products are adequately regulated by the government.	2.0[1]	2.3	2.3	2.5[1]	9.39**
I am knowledgeable about the ingredients in the personal care products I use.	2.7[1]	2.4[1,2]	2.5[3]	2.7[2,3]	7.58**
Importance of the social benefits of using personal care products.	2.8[1]	2.8	2.7[2]	3.0[1,2]	3.91**
Importance of the ingredients in personal care products you use.	3.6[1]	3.3[1,2]	3.4	3.5[2]	5.15**
Concern about health risks associated with using personal care products.	3.2[1]	2.9[1,2]	3.1	3.2[2]	3.68*

*p<.05
**p<.01

Body Sunscreen Usage and Beliefs

Table 20 itemizes the significant differences in beliefs for body sunscreen users. Overall, PSU undergrad women who ***never use body sunscreen*** are significantly:

- more likely to believe that it is not important to regulate personal care products than respondents who use body sunscreen ***monthly***.
- less knowledgeable about the ingredients in the personal care products they use than respondents who use body sunscreen ***daily***.

Also, PSU undergrad women who ***use body sunscreen monthly*** are significantly:

- less knowledgeable about the ingredients in the personal care products they use than respondents who use body sunscreen ***daily***.
- less likely to believe they know all that they need to know about the ingredients in the personal care products they use than respondents who use body sunscreen ***daily***.

Lastly, PSU undergrad women who ***use body sunscreen weekly*** are significantly:

- less knowledgeable about the ingredients in the personal care products they use than respondents who use body sunscreen ***daily***.

Table 20: Associations between Body Sunscreen Usage and Beliefs

Belief Statement	Mean Ratings – Body Sunscreen				F
	Never	Monthly	Weekly	Daily	
It is not important to regulate personal care products.	1.7[1]	1.5[1]	1.4	1.7	4.09**
I am knowledgeable about the ingredients in the personal care products I use.	2.5[1]	2.6[2]	2.7[3]	3.1[1,2,3]	8.97**
I feel that I know all that I need to about the ingredients in the personal care products I use.	2.2	2.1[1]	2.2	2.5[1]	3.52*

*p<.05
**p<.01

Facial Moisturizer Usage and Beliefs

Table 21 itemizes the significant differences in beliefs for facial moisturizer users. Overall, PSU undergrad women who ***never use facial moisturizer*** are significantly:

- less likely to believe in the importance of government regulation of personal care products than respondents who use facial moisturizer ***daily***.
- less likely to believe in the importance of the social benefits of using personal care products than respondents who use facial moisturizer ***daily***.

Also, PSU undergrad women who ***use facial moisturizer monthly*** are significantly:

- less likely to believe in the importance of the social benefits of using personal care products than respondents who use facial moisturizer ***daily***.

Table 21: Associations between Facial Moisturizer Usage and Beliefs

Belief Statement	Mean Ratings – Facial Moisturizer				F
	Never	Monthly	Weekly	Daily	
Importance of government regulation of personal care products.	3.2[1]	3.3	3.4	3.4[1]	3.25*
Importance of the social benefits of using personal care products.	2.6[1]	2.7[2]	2.8	2.9[1,2]	9.41**

*p<.05
**p<.01

Hand or Body Moisturizer Usage and Beliefs

Table 22 itemizes the significant differences in beliefs for hand or body moisturizer users. Overall, PSU undergrad women who ***never use hand or body moisturizer*** are significantly:

- more knowledgeable about the ingredients in the personal care products they use than respondents who use hand or body moisturizer ***monthly***, ***weekly*** or ***daily***.
- more likely to believe they know all that they need to about the ingredients in the personal care products they use than respondents who use hand or body moisturizer ***weekly*** or ***daily***.
- less likely to believe in the importance of the social benefits of using personal care products than respondents who use hand or body moisturizer ***daily***.
- more likely to believe in the importance of the ingredients in personal care products they use than respondents who use hand or body moisturizer ***monthly***.

Also, PSU undergrad women who ***use hand or body moisturizer monthly*** are significantly:

- less likely to trust that the personal care products they use are safe than respondents who use hand or body moisturizer ***daily***.
- less likely to believe in the importance of the social benefits of using personal care products than respondents who use hand or body moisturizer ***daily***.
- less likely to believe in the importance of the ingredients in personal care products they use than

respondents who use hand or body moisturizer ***daily***.

- less likely to be concerned about health risks associated with using personal care products than respondents who use hand or body moisturizer ***daily***.

Lastly, PSU undergrad women who ***use hand or body moisturizer weekly*** are significantly:

- less likely to believe in the importance of the social benefits of using personal care products than respondents who use hand or body moisturizer ***daily***.
- less likely to be concerned about health risks associated with using personal care products than respondents who use hand or body moisturizer ***daily***.

Table 22: Associations between Hand or Body Moisturizer Usage and Beliefs

Belief Statement	Mean Ratings – Hand or Body Moisturizer				F
	Never	Monthly	Weekly	Daily	
In general, I trust that the personal care products I use are safe.	3.1	3.0[1]	3.2	3.3[1]	3.72*
I am knowledgeable about the ingredients in the personal care products I use.	3.0[1,2,3]	2.5[1]	2.6[2]	2.6[3]	3.68*
I feel that I know all that I need to about the ingredients in the personal care products I use.	2.6[1,2]	2.2	2.1[1]	2.2[2]	3.60*
Importance of the social benefits of using personal care products.	2.5[1]	2.7[2]	2.7[3]	3.0[1,2,3]	9.86**
Importance of the ingredients in personal care products you use.	3.6[1]	3.3[1,2]	3.4	3.5[2]	5.08**
Concern about health risks associated with using personal care products.	3.2	3.0[1]	3.0[2]	3.2[1,2]	6.61**

*p<.05
**p<.01

Acne Product Usage and Beliefs

Table 23 itemizes the significant differences in beliefs for acne product users. Overall, PSU undergrad women who ***never use acne products*** are significantly:

- less likely to trust that the personal care products they use are safe than respondents who use acne products ***weekly*** or ***daily***.
- less likely to believe that personal care products are adequately regulated by the government than respondents who use acne products ***weekly*** or ***daily***.
- more likely to believe they are knowledgeable about the ingredients in the personal care products they use than respondents who use acne products ***weekly*** or ***daily***.
- more likely to believe that there are health risks associated with using personal care products than respondents who use acne products ***daily***.
- less likely to believe in the importance of the social benefits of using personal care products than respondents who use acne products ***daily***.

- more likely to be concerned about environmental impacts associated with using personal care products than respondents who use acne products ***daily***.

Table 23: Associations between Acne Product Usage and Beliefs

Belief Statement	Mean Ratings – Acne Products				F
	Never	Monthly	Weekly	Daily	
In general, I trust that the personal care products I use are safe.	3.1[1,2]	3.2	3.3[1]	3.3[2]	3.76*
Personal care products are adequately regulated by the government.	2.1[1,2]	2.3	2.5[1]	2.4[2]	5.91**
I am knowledgeable about the ingredients in the personal care products I use.	2.7[1,2]	2.6	2.5[1]	2.5[2]	5.53**
There are health risks associated with using personal care products.	3.3[1]	3.3	3.1	3.1[1]	3.44*
Importance of the social benefits of using personal care products.	2.7[1]	2.8	2.9	3.0[1]	6.52**
Concern about environmental impacts associated with personal care products.	3.3[1]	3.2	3.2	3.2[1]	3.45*

*p<.05
**p<.01

Lip Balm Usage and Beliefs

Table 24 itemizes the significant differences in beliefs for lip balm users. Overall, PSU undergrad women who:

- ***use lip balm monthly*** are significantly less likely to trust that the personal care products they use are safe than respondents who use lip balm ***daily***.
- ***never use lip balm*** are significantly more likely to believe that they know all they need to know about the ingredients in the personal care products they use than respondents who use lip balm ***monthly***, ***weekly*** or ***daily***.
- ***use lip balm weekly*** are significantly less likely to believe in the importance of the social benefits of using personal care products than respondents who use lip balm ***daily***.

For an additional belief statement (importance of government regulation of products), although the overall test was statistically significant, the individual comparisons between use frequency (i.e., never, monthly, weekly and daily) did not reach significance at the generally accepted level of p<.05.

Table 24: Associations between Lip Balm Usage and Beliefs

Belief Statement	Mean Ratings – Lip Balm				F
	Never	Monthly	Weekly	Daily	
In general, I trust that the personal care products I use are safe.	3.3	3.0[1]	3.2	3.2[1]	3.10*

Table 24: Associations between Lip Balm Usage and Beliefs					
I feel that I know all that I need to about the ingredients in the personal care products I use.	2.5[1,2,3]	2.1[1]	2.2[2]	2.2[3]	4.00**
Importance of government regulation of personal care products.	3.2	3.3	3.3	3.4	2.81*,[A]
Importance of the social benefits of using personal care products.	2.8	2.8	2.6[1]	2.9[1]	4.26**

*p<.05
**p<.01
[A]Although the overall ANOVA was significant, none of the group comparisons reached significance. However, at least one comparison approached significance (p>.05 to p<.10).

Foundation Usage and Beliefs

Table 25 itemizes the significant differences in beliefs for foundation users. Overall, PSU undergrad women who ***never use foundation*** are significantly:

- less likely to trust that the personal care products they use are safe than respondents who use foundation ***daily***.
- less likely to believe that personal care products are adequately regulated by the government than respondents who use foundation ***monthly*** or ***daily***.
- more knowledgeable about the ingredients in the personal care products they use than respondents who use foundation ***monthly*** or ***daily***.
- more likely to believe that there are health risks associated with using personal care products than respondents who use foundation ***daily***.
- less likely to believe in the importance of the social benefits of personal care products they use than respondents who use foundation ***weekly*** or ***daily***.
- more likely to be concerned about environmental impacts associated with using personal care products than respondents who use foundation ***daily***.

Also, PSU undergrad women who ***use foundation monthly*** are significantly:

- less likely to believe in the importance of the social benefits of using personal care products than respondents who use foundation ***weekly*** or ***daily***.

Lastly, PSU undergrad women who ***use foundation weekly*** are significantly:

- less likely to trust that the personal care products they use are safe than respondents who use foundation ***daily***.
- less likely to believe that personal care products are adequately regulated by the government than respondents who use foundation ***daily***.
- more likely to believe that there are health risks associated with using personal care products than respondents who use foundation ***daily***.
- more likely to be concerned about environmental impacts associated with using personal care products than respondents who use foundation ***daily***.

Table 25: Associations between Foundation Usage and Beliefs

Belief Statement	Mean Ratings – Foundation				F
	Never	Monthly	Weekly	Daily	
In general, I trust that the personal care products I use are safe.	3.2[1]	3.2	3.0[2]	3.4[1,2]	6.27**
Personal care products are adequately regulated by the government.	2.1[1,2]	2.4[1]	2.2[3]	2.5[2,3]	10.73**
I am knowledgeable about the ingredients in the personal care products I use.	2.7[1,2]	2.5[1]	2.7	2.5[2]	4.85**
There are health risks associated with using personal care products.	3.3[1]	3.1	3.3[2]	3.0[1,2]	6.82**
Importance of the social benefits of using personal care products.	2.7[1,2]	2.6[3,4]	3.0[1,3]	3.1[2,4]	14.57**
Concern about environmental impacts associated with personal care products.	3.3[1]	3.2	3.3[2]	3.1[1,2]	7.27**

**p<.01

Blush Usage and Beliefs

Table 26 itemizes the significant differences in beliefs for blush users. Overall, PSU undergrad women who ***never use blush*** are significantly:

- less likely to believe that personal care products are adequately regulated by the government than respondents who use blush ***daily***.
- less likely to believe in the importance of the social benefits of personal care products they use than respondents who use blush ***daily***.
- more likely to be concerned about environmental impacts associated with using personal care products than respondents who use blush ***daily***.

Also, PSU undergrad women who ***use blush monthly*** are significantly:

- less likely to believe in the importance of the social benefits of using personal care products than respondents who use blush ***daily***.

Table 26: Associations between Blush Usage and Beliefs

Belief Statement	Mean Ratings – Blush				F
	Never	Monthly	Weekly	Daily	
Personal care products are adequately regulated by the government.	2.1[1]	2.3	2.3	2.5[1]	6.64**
Importance of the social benefits of using personal care products.	2.7[1]	2.7[2]	2.9	3.0[1,2]	7.78**
Concern about environmental impacts associated with personal care products.	3.3[1]	3.2	3.3[2]	3.1[1,2]	4.50**

**p<.01

Mascara Usage and Beliefs

Table 27 itemizes the significant differences in beliefs for mascara users. Overall, PSU undergrad women who ***never use mascara*** are significantly:

- less likely to believe that personal care products are adequately regulated by the government than respondents who use mascara ***daily***.
- more knowledgeable about the ingredients in the personal care products they use than respondents who use mascara ***daily***.
- more likely to be concerned about environmental impacts associated with using personal care products than respondents who use mascara ***daily***.

Also, PSU undergrad women who ***use mascara monthly*** are significantly:

- less likely to believe that personal care products are adequately regulated by the government than respondents who use mascara ***daily***.
- less likely to believe in the importance of the social benefits of using personal care products than respondents who use mascara ***daily***.
- more likely to be concerned about health risks associated with using personal care products than respondents who use mascara ***daily***.

Table 27: Associations between Mascara Usage and Beliefs

	Mean Ratings – Mascara				
Belief Statement	**Never**	**Monthly**	**Weekly**	**Daily**	F
Personal care products are adequately regulated by the government.	2.1[1]	2.1[2]	2.3	2.4[1,2]	4.06**
I am knowledgeable about the ingredients in the personal care products I use.	2.8[1]	2.6	2.7	2.5[1]	5.04**
Importance of the social benefits of using personal care products.	2.8	2.7[1]	2.8	2.9[1]	2.77*
Concern about health risks associated with using personal care products.	3.2	3.2[1]	3.2	3.0[1]	3.08*
Concern about environmental impacts associated with personal care products.	3.3[1]	3.3	3.3	3.1[1]	4.10**

*p<.05
**p<.01

Eyeliner Usage and Beliefs

Table 28 itemizes the significant differences in beliefs for eyeliner users. Overall, PSU undergrad women who ***never use eyeliner*** are significantly:

- less likely to believe that personal care products are adequately regulated by the government than respondents who use eyeliner ***daily***.
- more knowledgeable about the ingredients in the personal care products they use than respondents who use eyeliner ***daily***.
- less likely to believe in the importance of the social benefits of using personal care products than respondents who use eyeliner ***daily***.
- more likely to be concerned about environmental impacts associated with using personal care products than respondents who use eyeliner ***daily***.

Also, PSU undergrad women who ***use eyeliner monthly*** are significantly:

- less likely to believe that personal care products are adequately regulated by the government than respondents who use eyeliner ***daily***.
- less likely to believe in the importance of the social benefits of using personal care products than respondents who use eyeliner ***daily***.

Lastly, PSU undergrad women who ***use eyeliner weekly*** are significantly:

- more likely to be concerned about environmental impacts associated with using personal care products than respondents who use eyeliner ***daily***.

Table 28: Associations between Eyeliner Usage and Beliefs

Belief Statement	Mean Ratings – Eyeliner				F
	Never	Monthly	Weekly	Daily	
Personal care products are adequately regulated by the government.	2.1[1]	2.1[2]	2.4	2.5[1,2]	5.99**
I am knowledgeable about the ingredients in the personal care products I use.	2.8[1]	2.6	2.6	2.5[1]	4.40**
Importance of the social benefits of using personal care products.	2.7[1]	2.7[2]	2.9	3.0[1,2]	8.11**
Concern about environmental impacts associated with personal care products.	3.3[1]	3.2	3.3[2]	3.1[1,2]	4.21**

**p<.01

Eye Shadow Usage and Beliefs

Table 29 itemizes the significant differences in beliefs for eye shadow users. Overall, PSU undergrad women who ***never use eye shadow*** are significantly:

- less likely to trust that the personal care products they use are safe than respondents who use eye shadow ***daily***.
- less likely to believe that personal care products are adequately regulated by the government than respondents who use eye shadow ***weekly*** or ***daily***.
- more likely to believe there are health risks associated with using personal care products than respondents who use eye shadow ***daily***.
- less likely to believe in the importance of the social benefits of using personal care products than respondents who use eye shadow ***daily***.
- more likely to be concerned about environmental impacts associated with using personal care products than respondents who use eye shadow ***monthly*** or ***daily***.

Also, PSU undergrad women who ***use eye shadow monthly*** are significantly:

- less likely to trust that the personal care products they use are safe than respondents who use eye shadow ***daily***.
- less likely to believe that personal care products are adequately regulated by the government than respondents who use eye shadow ***daily***.
- less likely to believe that they know all that they need to know about the ingredients in the personal care products they use than respondents who use eye shadow ***daily***.
- less likely to believe in the importance of the social benefits of using personal care products than respondents who use eye shadow ***daily***.

Lastly, PSU undergrad women who ***use eye shadow weekly*** are significantly:

- less likely to believe that they know all that they need to know about the ingredients in the personal care products they use than respondents who use eye shadow ***daily***.
- less likely to believe in the importance of the social benefits of using personal care products than respondents who use eye shadow ***daily***.

Table 29: Associations between Eye Shadow Usage and Beliefs

Belief Statement	Mean Ratings – Eye Shadow				F
	Never	Monthly	Weekly	Daily	
In general, I trust that the personal care products I use are safe.	3.1[1]	3.2[2]	3.2	3.4[1,2]	4.63**
Personal care products are adequately regulated by the government.	2.0[1,2]	2.2[3]	2.4[1]	2.6[2,3]	10.23**
There are health risks associated with using personal care products.	3.3[1]	3.2	3.2	3.1[1]	3.10*

Table 29: Associations between Eye Shadow Usage and Beliefs					
I feel that I know all that I need to about the ingredients in the personal care products I use.	2.2	2.1[1]	2.1[2]	2.3[1,2]	3.48*
Importance of the social benefits of using personal care products.	2.7[1]	2.7[2]	2.7[3]	3.1[1,2,3]	10.00**
Concern about environmental impacts associated with personal care products.	3.4[1,2]	3.2[1]	3.2	3.1[2]	5.39**

*p<.05
**p<.01

Lipstick or Lip Gloss Usage and Beliefs

Table 30 itemizes the significant differences in beliefs for lipstick or lip gloss users. Overall, PSU undergrad women who ***never use lipstick or lip gloss*** are significantly:

- less likely to believe that personal care products are adequately regulated by the government than respondents who use lipstick or lip gloss ***weekly*** or ***daily***.
- more knowledgeable about the ingredients in the personal care products they use than respondents who use lipstick or lip gloss ***monthly***.
- more likely to believe there are health risks associated with using personal care products than respondents who use lipstick or lip gloss ***daily***.
- less likely to believe in the importance of the social benefits of using personal care products than respondents who use lipstick or lip gloss ***daily***.
- more likely to be concerned about environmental impacts associated with using personal care products than respondents who use lipstick or lip gloss ***monthly*** or ***daily***.

Also, PSU undergrad women who ***use lipstick or lip gloss monthly*** are significantly:

- less likely to trust that personal care products they use are safe than respondents who use lipstick or lip gloss ***daily***.
- less likely to believe that personal care products are adequately regulated by the government than respondents who use lipstick or lip gloss ***daily***.
- less likely to believe that they know all that they need to know about the ingredients in the personal care products they use than respondents who use lipstick or lip gloss ***daily***.
- less likely to believe in the importance of the social benefits of using personal care products than respondents who use lipstick or lip gloss ***daily***.

Lastly, PSU undergrad women who ***use lipstick or lip gloss weekly*** are significantly:

- less likely to believe in the importance of the social benefits of using personal care products than respondents who use lipstick or lip gloss ***daily***.

For an additional belief statement (importance of ingredients), although the overall test was statistically significant, the individual comparisons between use frequency (i.e., never, monthly, weekly and daily) did not reach significance at the generally accepted level of p<.05.

Table 30: Associations between Lipstick or Lip Gloss Usage and Beliefs

Belief Statement	Mean Ratings – Lipstick or Lip Gloss				F
	Never	Monthly	Weekly	Daily	
In general, I trust that the personal care products I use are safe.	3.2	3.1[1]	3.3	3.3[1]	3.15*
Personal care products are adequately regulated by the government.	2.0[1,2]	2.2[3]	2.4[1]	2.5[2,3]	10.10**
I am knowledgeable about the ingredients in the personal care products I use.	2.8[1]	2.5[1]	2.5	2.6	2.86*
There are health risks associated with using personal care products.	3.3[1]	3.2	3.2	3.1[1]	3.99**
I feel that I know all that I need to about the ingredients in the personal care products I use.	2.2	2.1[1]	2.2	2.3[1]	2.86*
Importance of the social benefits of using personal care products.	2.7[1]	2.7[2]	2.8[3]	3.1[1,2,3]	10.55**
Importance of the ingredients in personal care products you use.	3.5	3.4	3.4	3.5	2.96*[,A]
Concern about environmental impacts associated with personal care products.	3.4[1,2]	3.2[1]	3.3	3.2[2]	3.65*

*p<.05
**p<.01
[A]Although the overall ANOVA was significant, none of the group comparisons reached significance. However, at least one comparison approached significance (p>.05 to p<.10).

Other Makeup Usage and Beliefs

Table 31 itemizes the significant differences in beliefs for other makeup users. Overall, PSU undergrad women who ***never use other makeup*** are significantly:

- less likely to trust that personal care products they use are safe than respondents who use other makeup ***daily***.
- less likely to believe that personal care products are adequately regulated by the government than respondents who use other makeup ***monthly***, ***weekly*** or ***daily***.
- more likely to believe there are health risks associated with using personal care products than respondents who use other makeup ***daily***.
- less likely to believe in the importance of the social benefits of using personal care products than respondents who use other makeup ***daily***.
- more likely to be concerned about environmental impacts associated with using personal care products than respondents who use other makeup ***daily***.

Also, PSU undergrad women who ***use other makeup monthly*** are significantly:

- less likely to believe in the importance of the social benefits of using personal care products than respondents who use other makeup ***daily***.

Table 31: Associations between Other Makeup Usage and Beliefs

Belief Statement	Mean Ratings – Other Makeup				F
	Never	Monthly	Weekly	Daily	
In general, I trust that the personal care products I use are safe.	3.1[1]	3.2	3.2	3.3[1]	2.77*
Personal care products are adequately regulated by the government.	2.1[1,2,3]	2.3[1]	2.4[2]	2.5[3]	8.91**
There are health risks associated with using personal care products.	3.3[1]	3.2	3.2	3.1[1]	3.27*
Importance of the social benefits of using personal care products.	2.7[1]	2.8[2]	2.9	3.0[1,2]	5.64**
Concern about environmental impacts associated with personal care products.	3.3[1]	3.2	3.3	3.1[1]	3.53*

*p<.05
**p<.01

Hair Styling Product Usage and Beliefs

Table 32 itemizes the significant differences in beliefs for hair styling product users. Overall, PSU undergrad women who ***never use hair styling products*** are significantly:

- less likely to believe that personal care products are adequately regulated by the government than respondents who use hair styling products ***daily***.
- more likely to be knowledgeable about the ingredients in the personal care products they use than respondents who use hair styling products ***monthly*** or ***daily***.

Also, PSU undergrad women who ***use hair styling products monthly*** are significantly:

- less likely to be concerned about health risks associated with using personal care products than respondents who use hair styling products ***weekly***.

Table 32: Associations between Hair Styling Product Usage and Beliefs

Belief Statement	Mean Ratings – Hair Styling Products				F
	Never	Monthly	Weekly	Daily	
Personal care products are adequately regulated by the government.	2.1[1]	2.3	2.3	2.4[1]	4.47**
I am knowledgeable about the ingredients in the personal care products I use.	2.8[1,2]	2.6[1]	2.6	2.5[2]	5.32**
Concern about health risks associated with using personal care products.	3.2	3.0[1]	3.2[1]	3.1	2.81*

*p<.05
**p<.01

Perfume, Cologne or Body Spray Usage and Beliefs

Table 33 itemizes the significant differences in beliefs for perfume, cologne or body spray users. Overall, PSU undergrad women who ***never use perfume, cologne or body spray*** are significantly:

- less likely to trust that personal care products they use are safe than respondents who use perfume, cologne or body spray ***weekly*** or ***daily***.
- less likely to believe that personal care products are adequately regulated by the government than respondents who use perfume, cologne or body spray ***weekly*** or ***daily***.
- more likely to be knowledgeable about the ingredients in the personal care products they use than respondents who use perfume, cologne or body spray ***daily***.
- more likely to believe there are health risks associated with using personal care products than respondents who use perfume, cologne or body spray ***weekly***.
- less likely to believe in the importance of the social benefits of using personal care products than respondents who use perfume, cologne or body spray ***monthly***, ***weekly*** or ***daily***.
- more likely to be concerned about health risks associated with using personal care products than respondents who use perfume, cologne or body spray ***monthly*** or ***weekly***.

Also, PSU undergrad women who ***use perfume, cologne or body spray monthly*** are significantly:

- less likely to believe that personal care products are adequately regulated by the government than respondents who use perfume, cologne or body spray ***daily***.

Table 33: Associations between Perfume, Cologne, or Body Spray Usage and Beliefs

	Mean Ratings – Perfume, Cologne, or Body Spray				
Belief Statement	**Never**	**Monthly**	**Weekly**	**Daily**	F
In general, I trust that the personal care products I use are safe.	3.1[1,2]	3.2	3.3[1]	3.3[2]	5.71**
Personal care products are adequately regulated by the government.	2.0[1,2]	2.2[3]	2.3[1]	2.5[2,3]	13.09**
I am knowledgeable about the ingredients in the personal care products I use.	2.8[1]	2.6	2.6	2.6[1]	3.20*
There are health risks associated with using personal care products.	3.3[1]	3.3	3.1[1]	3.2	3.72*
Importance of the social benefits of using personal care products.	2.6[1,2,3]	2.8[1]	2.9[2]	3.0[3]	10.94**
Concern about health risks associated with using personal care products.	3.2[1,2]	3.0[1]	3.0[2]	3.2	4.28**
Concern about environmental impacts associated with personal care products.	3.3	3.3	3.2	3.2	2.75*,[A]

*p<.05
**p<.01
[A]Although the overall ANOVA was significant, none of the group comparisons reached significance. However, at least one comparison approached significance (p>.05 to p<.10).

Association between Reading Ingredient Lists and Product Use

Analyses were conducted to determine the associations between the ratings respondents provided about their frequency of reading ingredient lists and the ratings related to their beliefs about personal care products. Table 34 presents the 11 out of 13 belief statements that showed a statistically significant difference when ANOVA's were conducted. There are numerous individual associations that are significant throughout those 11 belief statements. For example, all frequencies of ingredient list reading were significantly different from each other on being knowledgeable about the ingredients in the personal care products they use, with increased reading being associated with increased knowledge.

Table 34: Associations between Reading Ingredient Lists and Beliefs

	Mean Ratings – Read Ingredient Lists					
Belief Statement	**Never**	**Rarely**	**Some-times**	**Often**	**Always**	F
In general, I trust that the personal care products I use are safe.	$3.5^{1,2,3}$	$3.3^{4,5}$	3.3^{1}	$3.1^{2,4}$	$3.1^{3,5}$	7.27**
Personal care products are adequately regulated by the government.	$2.8^{1,2}$	$2.7^{3,4}$	$2.5^{5,6}$	$2.1^{1,3,5,7}$	$1.8^{2,4,6,7}$	32.80**
It is not important to regulate personal care products.	1.7	1.7^{1}	1.6	1.5	1.4^{1}	2.84*
I am knowledgeable about the ingredients in the personal care products I use.	1.4^{B}	2.0^{B}	2.5^{B}	2.9^{B}	3.4^{B}	160.74**
There are health risks associated with using personal care products.	$2.8^{1,2}$	$3.0^{3,4}$	3.1^{5}	$3.3^{1,3,6}$	$3.5^{2,4,5,6}$	13.41**
I feel that I know all that I need to about the ingredients in the personl care products I use.	2.0^{1}	2.1^{2}	2.2^{3}	2.0^{4}	$2.5^{1,2,3,4}$	10.02**
Personal care product labels should be required to list all the ingredients.	$3.6^{1,2}$	$3.7^{3,4}$	$3.8^{5,6}$	$3.9^{1,3,5}$	$4.0^{2,4,6}$	9.36**
Importance of government regulation of personal care products.	$3.1^{1,2}$	3.4	3.3^{3}	3.4^{1}	$3.5^{2,3}$	5.00**
Importance of the ingredients in personal care products you use.	2.9^{C}	3.2^{C}	3.3^{C}	3.6^{C}	3.9^{C}	67.78**
Concern about health risks associated with using personal care products.	$2.7^{1,2,3}$	$2.9^{4,5}$	$3.0^{1,6,7}$	$3.2^{2,4,6,8}$	$3.5^{3,5,7,8}$	25.83**
Concern about environmental impacts associated with personal care products.	$2.7^{1,2,3}$	$2.9^{4,5}$	$3.1^{1,6,7}$	$3.4^{2,4,6,8}$	$3.6^{3,5,7,8}$	39.99**

*p<.05
**p<.01
[B]All 10 of the comparisons were significant (p<.01).
[C]All of the comparisons were significant (p<.01) ***except*** rarely and always.

ANOVA's analyzing the associations between the 13 belief items and yearly income were not statistically significant, suggesting that beliefs about personal care products were not related to the different income levels of PSU female undergraduate students. However, the ANOVA between the number of products used and the frequency with which respondents read ingredient lists on personal care products before they purchase them was statistically significant. Looking at the individual comparisons, people who always read ingredient lists use fewer products than those who rarely, sometimes or often read ingredient lists.

Table 35: Association between Reading Ingredient Lists and Number of Products Used

	Mean Ratings – Read Ingredient Lists					
	Never	**Rarely**	**Some-times**	**Often**	**Always**	F
Number of products used *(range=0-50)*	10.4	10.7[1]	10.2[2]	10.8[3]	8.6[1,2,3]	5.26**

**p<.01

Appendix A: Personal Care Product Survey

The following content was programmed into a web survey on multiple screens. Skip logic appears in brackets throughout the survey.

Welcome to the Personal Care Product Survey! This survey is about your use of hygienic, skincare, and other cosmetic products. **Your responses are important**, and will help us to better understand how and when people use personal care products, as well as their knowledge and concerns about them.

The survey will take about 25 minutes, participation is voluntary, and your responses are completely confidential.

This survey is being conducted by the Portland State University Survey Research Lab on behalf of the METRO Sustainability Center and Oregon Environmental Council. As a participant in this survey, you may contact the PSU Human Subjects Research Review Committee (503-725-4288) if you have questions about your rights as a research participant.

If you are unable to finish in one session, you can return to complete your survey later by clicking on the link in your email.

After you complete and submit your survey, you'll be given the option to enter a drawing to win an Apple iPad.

Click on the "Next" button below to start your survey!

First, we have just a couple questions to confirm your eligibility to complete the survey.

1. Are you currently an **undergraduate** student at Portland State University?
   - Yes
   - No
   - Don't Know

[IF Q1=Yes →SECT1]
[IF Q1=NO →INEL]
[IF Q1=Don't Know →Q1a]

1a. Do any of the following situations apply to you?

a) You are enrolled in a bachelor's degree program at PSU and are currently attending classes, or plan to in the next school term.
b) You are currently attending undergraduate level classes at PSU, but are not enrolled in a degree program.
c) You are enrolled in an undergraduate post-baccalaureate program at PSU.
   - Yes
   - No
   - Don't Know

[IF Q1a=Yes →SECT1]
[IF Q1a=NO →INEL]
[IF Q1a=Don't Know →INEL]

INEL
Thank you for your time, we are currently only surveying female students enrolled as undergraduates at PSU.

If you have any questions or comments about this survey, please contact Tara Horn, Senior Research Assistant, PSU Survey Research Lab, at 503-725-8130, or email horn@pdx.edu.

SECT1: General Usage of Personal Care Products

Thanks, you are eligible to continue the survey!

The next few questions will ask you about the personal care products you use on a regular basis. For the purpose of this study, personal care products include a number of hygienic, skin-care, and cosmetic items. This includes over-the-counter personal care products, but **does not include** prescription products.

Hygienic products include items like toothpaste, shampoo and conditioner, deodorant, body and face wash, and so on. **Skin-care** products include things such as moisturizing lotions, lip-balm, acne treatments, and facial treatments. **Cosmetics** include makeup like lipstick, mascara, perfumes, nail-care items, and other related products.

You will be asked to provide some specific information about the personal care products you use. We recommend completing this questionnaire in a place where you have easy access to them, and it may help to have a notepad handy.

2. Please list the 10 personal care products you **most commonly** use **every day**. Include the brand, specific name of each product, and the shade if applicable. Think about your daily routines. Which personal care products do you use in the morning? During the day? Before bed?

	Brand of product (e.g., Crest, Suave, Neutrogena, Chanel)	Name of Product (e.g., 3-in-1 Concealer for Eyes)	Shade of Product (Color or Number)
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Help tip: Please take your time! A notepad may come in handy here, and you may need to look in your medicine cabinet or your makeup bag. Remember, personal care products include *hygienic, skin-care*, and *cosmetic* items.

3. Overall, **how many** personal care products do you think you use each day? _____

Help tip: For this question, count the number of products you use, not how often you use them. For example, count toothpaste as a single item no matter how many times you use it every day. If you apply the same lipstick more than once-per-day, count it as a single item, and so on.

4. Thinking beyond your daily routine, please list 5 personal care products you use **regularly**, but **less frequently** than the ones you listed in Question 2. These might be things like an exfoliating mask, hair color, nail polish, or deep conditioner for your hair. Include the brand and specific name of each product. If applicable, please include the shade of the product.

	Brand of product (e.g., Crest, Suave, Neutrogena, Chanel)	Name of Product (e.g., 3-in-1 Concealer for Eyes)	Shade of Product (Color or Number)
1			
2			
3			
4			
5			

Note: Below are the products that you listed in Question 2 as products you most commonly use every day:
[Fields auto-populated with their responses to Q2 were presented to respondents.]

1. …
2. …
3. …
4. …
5. …
6. …
7. …
8. …

Help tip: Please take your time! A notepad may come in handy here, and you may need to look in your medicine cabinet or your makeup bag. Remember, personal care products include *hygienic, skin-care*, and *cosmetic* items.

The next few questions will ask about **how often** you use certain types of hygienic, skin-care, and cosmetic products. When answering, please think about your daily, weekly, and monthly routines.

5. In general, how often do you use the following **hygienic products**?

	Never	Once each month or less often	A few times each month	Once each week	Multiple times each week	Once each day	Multiple times each day
Shampoo							
Hair conditioner							
Body soap or wash							
Facial soap or wash							
Facial toner							
Facial mask or scrub							
Shaving cream or gel							
Deodorant or Antiperspirant							
Toothpaste							
Mouthwash							

6. In general, how often do you use the following **skin-care** products?

	Never	Once each month or less often	A few times each month	Once each week	Multiple times each week	Once each day	Multiple times each day
Sunscreen for body							
Facial moisturizer (with or without sunscreen)							
Hand or body moisturizer							
Acne products							
Lip balm							

7. In general, how often do you use the following **cosmetic products**?

	Never	Once each month or less often	A few times each month	Once each week	Multiple times each week	Once each day	Multiple times each day
Foundation							
Blush							
Mascara							
Eyeliner							
Eye shadow							
Lipstick or lip-gloss							
Other makeup							
Hair styling products (e.g., gel, mousse, hairspray)							
Perfume, cologne, body spray							

8. How often do you have the following? Please include times you treat yourself to **professional service**, as well as those times you treat yourself **at home**.

	Never	Less than once each month	Monthly	Multiple times each month	Weekly
Facial					
Manicure					
Pedicure					
Wax					
Massage with massage oils and/or lotion					
Hair coloring					
Hair straightening, perm, or other styling treatment					
Acrylic nails					

SECT2: Knowledge and Opinions about Personal Care Products
The items in this next section are about your thoughts on personal care products and their ingredients, safety, and regulation. No pre-existing knowledge of these topics is required, and there are no right or wrong answers.

9. How often do you read ingredient lists on personal care products **before you purchase them**?
   - never
   - rarely
   - sometimes
   - often
   - always

10. Please rate your level of disagreement or agreement with each of the following statements on a scale of 1 to 4, where 1 is "Strongly Disagree" and 4 is "Strongly Agree".

	Strongly Disagree 1	2	3	Strongly Agree 4	Don't Know
In general, I trust that the personal care products I use are safe					
Personal care products are adequately regulated by the government					
It is not important to regulate personal care products					
I am knowledgeable about the ingredients in the personal care products I use					
There are health risks associated with using personal care products					
I feel that I know all that I need to about the ingredients in the personal care products I use					
Manufacturers should be responsible for testing all ingredients for health impacts					
Personal care product labels should be required to list all the ingredients					

11. For each of the following items, please rate how **important** each one is to you on a scale of 1 to 4, where 1 is "Not at All Important" and 4 is "Very Important".

	Not at all important 1	2	3	Very important 4
Government regulation of personal care products				
Social benefits of using personal care products				
Ingredients in personal care products you use				

11a. What issue is most important to you when it comes to the ingredients in the personal care products you use? _____

_____

_____

_____

12. For the following items, please rate how **concerned** you are about each one on a scale of 1 to 4, where 1 is "Not at All Concerned" and 4 is "Very Concerned".

	Not at all concerned 1	2	3	Very concerned 4
a. Health risks associated with using personal care products				
b. Environmental impacts associated with personal care products				

SECT3: Demographics

Finally, we'd like to ask a few demographic questions to make sure we hear from a variety of PSU students.

13. What is your age? _____years old

14. What is your gender?
- o Male
- o Female
- o Refuse

15. What type of student are you? Please check all that apply.
- o Freshman
- o Sophomore
- o Junior
- o Senior
- o Undergraduate Post-Baccalaureate
- o Non-degree or Continuing Education Student
- o Non-traditional student
- o International Student
- o Out-of-State Student
- o Distance learner not currently in Portland
- o Other (please specify): _____

16. Which of the following best describes your race or ethnicity? Please check all that apply.
   - o American Indian or Alaska Native
   - o Asian
   - o Black or African American
   - o Native Hawaiian or Other Pacific Islander
   - o Hispanic or Latina
   - o Arabic
   - o White
   - o Other (please specify): _____

17. Which of the following do you consider to be your **native** language(s)? Please check all that apply.
   - o English
   - o Spanish
   - o Chinese
   - o Vietnamese
   - o Arabic
   - o Hindi
   - o Japanese
   - o Korean
   - o Russian
   - o Other (please specify): _____

18. Regardless of citizenship, were you a resident of the U.S. prior to attending PSU?
   - o Yes
   - o No

[IF Q18=YES → Q19]
[IF Q18=NO → Q20]

19. What was your zip code prior to attending PSU? _____

20. What financial resources do you rely on to pay your living expenses and other bills? Please check all that apply.
   - ☐ Work-study student employment
   - ☐ Full-time employment [not work study]
   - ☐ Part-time employment [not work study]
   - ☐ Federal student loans
   - ☐ Grants
   - ☐ Scholarships
   - ☐ Support from Parents
   - ☐ Support from Spouse or partner
   - ☐ Prior personal savings
   - ☐ Other (please specify): _____

21. What is your approximate yearly income? If you share living expenses with a spouse or partner, please include their income.

- $5,000 or less
- $5,001-$10,000
- $10,001-$15,000
- $15,001-$20,000
- $20,001-$40,000
- $40,001 or more

Section Four: Conclusion

Thank you for completing our survey! If you have any additional comments or feedback about your use of personal care products or this survey, please use the space below.

_____
_____
_____
_____
_____
_____
_____
_____
_____

Please click "Submit" below to submit your completed survey. You will then be taken to another page where you will have the option of entering a drawing to win Apple iPad.

Appendix B: Personal Care Product Brands

The following list includes all of the 765 unique brands identified by the 1,008 respondents who completed the survey. It is possible that some of the brand names listed are lines within another brand also listed in the table; however, those were not researched and identified at this time. Although some cleaning of the text data was completed for this report (e.g., spelling, consistency of capitalization), the data shown here is presented in the manner it was provided by the PSU undergraduate women who responded to the survey. Each respondent could list up to 10 different personal care products in the survey, resulting in 10,080 possible products across all 1,008 respondents. The counts and percentages included are relative to the total 10,080 possible products.

Brand Count	Brand Sorted by Frequency	Frequency	Percent
	[left blank by respondent]	2,065	20.5
1	Crest	385	3.8
2	Dove	360	3.6
3	Neutrogena	290	2.9
4	CoverGirl	213	2.1
5	Clinique	209	2.1
6	Maybelline	200	2.0
7	Burt's Bees	198	2.0
8	Colgate	181	1.8
9	MAC	178	1.8
10	Suave	178	1.8
11	Tom's of Maine	162	1.6
12	Olay	141	1.4
13	Pantene	122	1.2
14	L'Oreal	118	1.2
15	Secret	116	1.2
16	Aveeno	114	1.1
17	Bare Minerals	98	1.0
18	Aveda	94	.9
19	Garnier	91	.9
20	TRESemme	91	.9
21	Bath and Body Works	84	.8
22	Herbal Essences	83	.8
23	St Ives	81	.8
24	Clean & Clear	71	.7
25	Mary Kay	69	.7
26	Trader Joe's	67	.7
27	Aquafresh	63	.6
28	Dr. Bronner's	62	.6
29	Listerine	61	.6
30	Revlon	58	.6
31	The Body Shop	57	.6
32	Aussie	55	.5
33	Cetaphil	55	.5
34	Alba Botanica	54	.5
35	Lancome	50	.5
36	Almay	47	.5
37	Sensodyne	47	.5

Brand Count	Brand Sorted by Frequency	Frequency	Percent
38	Victoria's Secret	46	.5
39	Degree	44	.4
40	Arm & Hammer	43	.4
41	Proactiv	43	.4
42	Vaseline	43	.4
43	Paul Mitchell	41	.4
44	Johnson & Johnson	40	.4
45	Organix	40	.4
46	Yes to Carrots	39	.4
47	Avon	38	.4
48	TIGI	38	.4
49	Dial	37	.4
50	John Frieda	36	.4
51	Origins	35	.3
52	LUSH	34	.3
53	Philosophy	34	.3
54	Avalon Organics	33	.3
55	Bare Escentuals	33	.3
56	Kiss My Face	33	.3
57	Nature's Gate	33	.3
58	Benefit	32	.3
59	Head and Shoulders	32	.3
60	Jason	32	.3
61	e.l.f.	31	.3
62	Nivea	31	.3
63	Bumble & Bumble	30	.3
64	Chapstick	30	.3
65	Estee Lauder	28	.3
66	Kirkland	28	.3
67	Desert Essence	27	.3
68	Lady Speed Stick	26	.3
69	Rimmel	26	.3
70	Kiehl's	25	.2
71	Oral B	25	.2
72	Sephora	25	.2
73	Softsoap	25	.2
74	Up and Up	25	.2
75	Jergens	24	.2
76	Redken	24	.2
77	Boots	23	.2
78	Lubriderm	23	.2
79	NARS	22	.2
80	Physician's Formula	22	.2
81	Bobbi Brown	21	.2
82	Dior	21	.2
83	Skintimate	21	.2
84	Biore	20	.2
85	Chanel	20	.2
86	Ivory	20	.2
87	Shiseido	20	.2
88	Wet N Wild	20	.2
89	ACT	19	.2
90	Generic	19	.2

Brand Count	Brand Sorted by Frequency	Frequency	Percent
91	Old Spice	19	.2
92	Ban	18	.2
93	Blistex	18	.2
94	Eucerin	18	.2
95	Irish Spring	18	.2
96	Caress	17	.2
97	Dr. Hauschka	17	.2
98	Sexy Hair	17	.2
99	Palmer's	16	.2
100	Vo5	16	.2
101	Pureology	15	.1
102	NYC	14	.1
103	Opti-Free	14	.1
104	Urban Decay	14	.1
105	Biolage	13	.1
106	Giovanni	13	.1
107	Lorac	13	.1
108	Shikai	13	.1
109	Carmex	12	.1
110	Crystal	12	.1
111	Kroger	12	.1
112	Matrix	12	.1
113	Nexxus	12	.1
114	Smashbox	12	.1
115	Weleda	12	.1
116	White Rain	12	.1
117	Alaffia	11	.1
118	Aim	10	.1
119	Clarins	10	.1
120	earthscience	10	.1
121	Glide	10	.1
122	Laura Mercier	10	.1
123	Make-Up Forever	10	.1
124	Mitchum	10	.1
125	Moroccan Oil	10	.1
126	Queen Helene	10	.1
127	Scope	10	.1
128	Tarte	10	.1
129	Clear Care	9	.1
130	Equate	9	.1
131	Infusium	9	.1
132	Mane 'n Tail	9	.1
133	Noxzema	9	.1
134	Too Faced	9	.1
135	Walgreens	9	.1
136	Acne Free	8	.1
137	Aubrey Organics	8	.1
138	CHI	8	.1
139	Curel	8	.1
140	Everyday Shea	8	.1
141	Fekkai	8	.1
142	Gold Bond	8	.1
143	KMS California	8	.1

Brand Count	Brand Sorted by Frequency	Frequency	Percent
144	Pacifica	8	.1
145	Reach	8	.1
146	Renu	8	.1
147	Summer's Eve	8	.1
148	Ulta	8	.1
149	Yonka	8	.1
150	100% Pure	7	.1
151	Alcon	7	.1
152	Beauty Without Cruelty	7	.1
153	Biotherm	7	.1
154	CeraVe	7	.1
155	Erno Laszlo	7	.1
156	Everyday Minerals	7	.1
157	Gillette	7	.1
158	Joico	7	.1
159	Juicy Couture	7	.1
160	Kenra	7	.1
161	L'Occitane	7	.1
162	Loreal	7	.1
163	o.p.i.	7	.1
164	Ponds	7	.1
165	Stila	7	.1
166	Target	7	.1
167	Arrid	6	.1
168	Bodycology	6	.1
169	Clearasil	6	.1
170	Gabriel	6	.1
171	Meaningful Beauty	6	.1
172	Murad	6	.1
173	Organic Wear	6	.1
174	Safeway	6	.1
175	Sonia Kashuk	6	.1
176	The Merry Hempsters	6	.1
177	Whole Foods	6	.1
178	Amway	5	.0
179	Bausch and Lomb	5	.0
180	Burberry	5	.0
181	Dermalogica	5	.0
182	DHC	5	.0
183	Dry Idea	5	.0
184	Edge	5	.0
185	evanhealy	5	.0
186	Goldwell	5	.0
187	Keys Soap	5	.0
188	Korres	5	.0
189	Mentadent	5	.0
190	NYX	5	.0
191	Pert	5	.0
192	Phytomer	5	.0
193	Prestige	5	.0
194	SkinCeuticals	5	.0
195	Tea Tree	5	.0
196	Tone	5	.0

Brand Count	Brand Sorted by Frequency	Frequency	Percent
197	True Blue Spa	5	.0
198	Wild Carrot	5	.0
199	Adidas	4	.0
200	Arbonne	4	.0
201	Axe	4	.0
202	Biosilk	4	.0
203	Bliss	4	.0
204	Boston	4	.0
205	Collective Wellbeing	4	.0
206	Davines	4	.0
207	Enjoy	4	.0
208	eos	4	.0
209	Gucci	4	.0
210	Hempz	4	.0
211	Homemade	4	.0
212	Humphreys	4	.0
213	Ion	4	.0
214	Jane Iredale	4	.0
215	Kinky-Curly	4	.0
216	Lever 2000	4	.0
217	Mada	4	.0
218	Nature	4	.0
219	Nu Skin	4	.0
220	Palladio	4	.0
221	Pink	4	.0
222	Purpose	4	.0
223	Rembrandt	4	.0
224	RoC	4	.0
225	Schwarzkopf	4	.0
226	Sensaria	4	.0
227	Serious Skin Care	4	.0
228	Sheer Cover	4	.0
229	Skin Rx	4	.0
230	Soft Lips	4	.0
231	Suki	4	.0
232	Ultrabrite	4	.0
233	Uncle Harry's	4	.0
234	Viktor and Rolf	4	.0
235	Wen	4	.0
236	Abba	3	.0
237	Aquaphor	3	.0
238	Artistry	3	.0
239	Aura Cacia	3	.0
240	Banana Boat	3	.0
241	Body Series	3	.0
242	Boscia	3	.0
243	Botanics	3	.0
244	Buxom	3	.0
245	Calvin Klein	3	.0
246	Cargo	3	.0
247	Complete	3	.0
248	Dep	3	.0
249	DKNY	3	.0

Brand Count	Brand Sorted by Frequency	Frequency	Percent
250	Dolce & Gabbana	3	.0
251	Elizabeth Arden	3	.0
252	EO	3	.0
253	Epionce	3	.0
254	First Aid Beauty	3	.0
255	Fluoridex	3	.0
256	Fred Meyer	3	.0
257	G.M. Collin	3	.0
258	Giorgio Armani	3	.0
259	Hard Candy	3	.0
260	Hawaiian Tropic	3	.0
261	It's a 10!	3	.0
262	Jane	3	.0
263	JR Watkins	3	.0
264	L.A. Colors	3	.0
265	La Roche-Posay	3	.0
266	Make-Up Designory	3	.0
267	MAX	3	.0
268	Melaleuca	3	.0
269	Merle Norman	3	.0
270	Method	3	.0
271	Meyers	3	.0
272	Missha	3	.0
273	Mountain Rose Herbs	3	.0
274	Mrs. Meyers	3	.0
275	Oxy	3	.0
276	Ralph Lauren	3	.0
277	Rusk	3	.0
278	Sana	3	.0
279	Sea Breeze	3	.0
280	Sure	3	.0
281	Talulah	3	.0
282	Unite	3	.0
283	Visine	3	.0
284	7th Generation	2	.0
285	Acne.org	2	.0
286	Acure	2	.0
287	Acuvue	2	.0
288	AMBI	2	.0
289	Aqua Net	2	.0
290	Argan	2	.0
291	Auric Blends	2	.0
292	Badger Balm	2	.0
293	Barbasol	2	.0
294	Basis	2	.0
295	Bed Bath and Beyond	2	.0
296	Beyonce	2	.0
297	Biotene	2	.0
298	Blue Magic	2	.0
299	Britney Spears	2	.0
300	Butler	2	.0
301	Canus	2	.0
302	Chandrika	2	.0

Brand Count	Brand Sorted by Frequency	Frequency	Percent
303	Clairol	2	.0
304	Clear Conscience	2	.0
305	Close-Up	2	.0
306	CO Bigelow	2	.0
307	Coria	2	.0
308	DDF	2	.0
309	Dermablend	2	.0
310	DeVita	2	.0
311	Diamond Shine	2	.0
312	Dickinson's	2	.0
313	Dr. Tung's	2	.0
314	Earth Therapeutics	2	.0
315	Elizabeth Taylor	2	.0
316	Emerita	2	.0
317	Eminence	2	.0
318	Equaline	2	.0
319	Essential Lotions and Oils	2	.0
320	Face Stockholm	2	.0
321	Faith Brown	2	.0
322	Fiberwig	2	.0
323	Fresh Minerals	2	.0
324	Givenchy	2	.0
325	Guerlain	2	.0
326	Hello Kitty	2	.0
327	Home Health	2	.0
328	Isagenix	2	.0
329	ISO	2	.0
330	Jordana	2	.0
331	Kaiser	2	.0
332	KMS	2	.0
333	Kuene	2	.0
334	L	2	.0
335	L.A. Looks	2	.0
336	La Bella	2	.0
337	LA Looks	2	.0
338	Lady Mitchum	2	.0
339	Lerosett	2	.0
340	Loma	2	.0
341	Luxiva	2	.0
342	Marc Jacobs	2	.0
343	Minerals	2	.0
344	Miracle 7	2	.0
345	Natural Crystal	2	.0
346	Naturally Clear	2	.0
347	Naturally Fresh	2	.0
348	Naturals	2	.0
349	Nature's Cure	2	.0
350	Orbis	2	.0
351	Original Sprouts	2	.0
352	Pangea Organics	2	.0
353	Perfect Precription	2	.0
354	Plackers	2	.0
355	Pure Minerals	2	.0

Brand Count	Brand Sorted by Frequency	Frequency	Percent
356	Quality Choice	2	.0
357	Rainforest	2	.0
358	Renpure Organics	2	.0
359	Rexona	2	.0
360	Rite-Aid	2	.0
361	Sally Hansen	2	.0
362	Satin Care	2	.0
363	Sebastian	2	.0
364	So Sexy	2	.0
365	Speed Stick	2	.0
366	Strivectin	2	.0
367	Tide	2	.0
368	toni and guy	2	.0
369	Tu El	2	.0
370	Ultradent	2	.0
371	Unilever	2	.0
372	Vanicream	2	.0
373	Various Brands	2	.0
374	Velocity	2	.0
375	Vichy	2	.0
376	Zuzu Luxe	2	.0
377	21 Century Health Care, Inc	1	.0
378	Aaron Industries, Inc.	1	.0
379	Abercrombie and Fitch	1	.0
380	Active	1	.0
381	African Pride	1	.0
382	Ahava	1	.0
383	Albolene	1	.0
384	Alchemic Line	1	.0
385	Alfred Sung	1	.0
386	Aloe Vera	1	.0
387	Alpha Hydroxy	1	.0
388	Alterna	1	.0
389	Always	1	.0
390	American Eagle	1	.0
391	Anastasia	1	.0
392	Angelina Skincare	1	.0
393	Anise Anise	1	.0
394	Annemarie Borlind	1	.0
395	Aquage	1	.0
396	Ardell	1	.0
397	Arenscaracol	1	.0
398	Arie	1	.0
399	Artec	1	.0
400	Attar Bazaar	1	.0
401	Au Lait	1	.0
402	Aunt Patty	1	.0
403	Auromere	1	.0
404	Avo Juice	1	.0
405	Awapuhi	1	.0
406	Aziza II	1	.0
407	Baby Phat	1	.0
408	Babyface	1	.0

Brand Count	Brand Sorted by Frequency	Frequency	Percent
409	Bach Rescue Remedy	1	.0
410	Banana Republic	1	.0
411	Be Kind	1	.0
412	Beautiful Curls	1	.0
413	Beauty Treats	1	.0
414	Ben Nye Makeup	1	.0
415	Beyond the Zone	1	.0
416	Bio-Oil	1	.0
417	Black Amythist	1	.0
418	Blades	1	.0
419	Blink	1	.0
420	Blush	1	.0
421	Body Fantasy	1	.0
422	Bodyceuticals	1	.0
423	Boiron	1	.0
424	Bone Marrow	1	.0
425	Bonne Bell	1	.0
426	Bosley	1	.0
427	Bourgeois Powder	1	.0
428	Bragg's	1	.0
429	C.O. Bigelow	1	.0
430	Calgon	1	.0
431	California Baby	1	.0
432	California NM	1	.0
433	Carol's Daughter	1	.0
434	Caudalie	1	.0
435	Chantilly	1	.0
436	Chap Ice	1	.0
437	Chapet	1	.0
438	Charmed	1	.0
439	China glaze	1	.0
440	Citrus Shine	1	.0
441	Clear Essence	1	.0
442	Clear Eyes	1	.0
443	Co-op Bulk Bar	1	.0
444	Coach	1	.0
445	Cocoa Butter	1	.0
446	Colossal	1	.0
447	Cool Waters	1	.0
448	Coppertone	1	.0
449	Cortaid	1	.0
450	Crabtree & Evelyn	1	.0
451	Cream	1	.0
452	Crest & Colgate	1	.0
453	Dawn	1	.0
454	Daye Co Naturals	1	.0
455	Delon	1	.0
456	Demeter	1	.0
457	DenTek	1	.0
458	Dento Tape	1	.0
459	Depth	1	.0
460	Derma Doctor	1	.0
461	Derma E	1	.0

Brand Count	Brand Sorted by Frequency	Frequency	Percent
462	Dermasil	1	.0
463	DevaCurl	1	.0
464	Dhatri	1	.0
465	DiFi	1	.0
466	Doctor T's Super Goop	1	.0
467	Downy	1	.0
468	Dr. Fresh	1	.0
469	Dr. Scholl's	1	.0
470	Dr. Teal's Theaputic Bath & Body	1	.0
471	Dr. Wu	1	.0
472	Ecco Bella	1	.0
473	Eco Lips	1	.0
474	Ed Hardy	1	.0
475	Elnett	1	.0
476	Epic Imaging	1	.0
477	Epicuren	1	.0
478	Essence	1	.0
479	Essensia	1	.0
480	Essentials	1	.0
481	Eufora	1	.0
482	Euphoria	1	.0
483	Eve	1	.0
484	Every Man Jack	1	.0
485	Evolution of Smooth	1	.0
486	Express	1	.0
487	Eyeko	1	.0
488	Eyes Lips Face	1	.0
489	Fa	1	.0
490	Fair Trade, Fair for Life	1	.0
491	Fairydrops	1	.0
492	Fancl	1	.0
493	FDS	1	.0
494	Feria	1	.0
495	Finesse	1	.0
496	Freemans	1	.0
497	Fresh	1	.0
498	Fruit of the Earth	1	.0
499	Fruitamin	1	.0
500	FX	1	.0
501	Glister	1	.0
502	Goat	1	.0
503	Good Earth	1	.0
504	Good Stuff Organics	1	.0
505	Got 2 Be	1	.0
506	Green Earth	1	.0
507	Greenstone	1	.0
508	Grenea	1	.0
509	GUM	1	.0
510	Gwen Stafani	1	.0
511	Hair One	1	.0
512	Hanae Moore	1	.0
513	Hart	1	.0
514	Head	1	.0

Brand Count	Brand Sorted by Frequency	Frequency	Percent
515	Herb Pharm	1	.0
516	Herbal Clear	1	.0
517	Herbs of Grace	1	.0
518	Heritage	1	.0
519	Himalaya herbals	1	.0
520	Hipitch	1	.0
521	Hollister	1	.0
522	Honeybee Gardens	1	.0
523	Hot Oil Six	1	.0
524	Hugo Naturals	1	.0
525	Hurraw	1	.0
526	Image Essentials	1	.0
527	In-Kind	1	.0
528	Indian Meadow Herbals	1	.0
529	Infatuation	1	.0
530	Inshore	1	.0
531	Intrakera	1	.0
532	Issey Miyake	1	.0
533	Jack Black	1	.0
534	Jan Marini	1	.0
535	Jill Stuart	1	.0
536	Jose Maran	1	.0
537	JR LIGGET	1	.0
538	Juice Beauty	1	.0
539	Just Carrots	1	.0
540	Just Tomatos	1	.0
541	Kahina Giving Beauty	1	.0
542	Kanebo	1	.0
543	Karate	1	.0
544	Kat Von D	1	.0
545	Kate	1	.0
546	Kate Somerville	1	.0
547	KD& A	1	.0
548	Keri	1	.0
549	Kevin Murphy	1	.0
550	Killians	1	.0
551	Kiss Me	1	.0
552	Kleenex	1	.0
553	Kotex	1	.0
554	Kuumba Made	1	.0
555	Labello	1	.0
556	Lady Schick	1	.0
557	Laleli	1	.0
558	Lanacane	1	.0
559	Lander	1	.0
560	Lanza	1	.0
561	Lash Blast	1	.0
562	Latisse	1	.0
563	Lavender Wind Farms	1	.0
564	Lavilin	1	.0
565	Le Crayon	1	.0
566	Lidoderm	1	.0
567	Lilash	1	.0

Brand Count	Brand Sorted by Frequency	Frequency	Percent
568	Limi	1	.0
569	Linequeen	1	.0
570	Lip Fusion	1	.0
571	Lipstick Queen	1	.0
572	Livia	1	.0
573	Local	1	.0
574	Local Organic	1	.0
575	Love and Toast	1	.0
576	Lucky You	1	.0
577	Lulu Organics	1	.0
578	Lumene	1	.0
579	Luster's Ping	1	.0
580	Lusti Organics	1	.0
581	M	1	.0
582	Macadamia Natural Oil	1	.0
583	Majolica Majorca	1	.0
584	Malicia	1	.0
585	Mamonde	1	.0
586	Mario Badescue	1	.0
587	Mark	1	.0
588	Marlene's Natural Foods	1	.0
589	Max Factor	1	.0
590	MD Skincare	1	.0
591	Mederma	1	.0
592	Mentholatum	1	.0
593	Mineral Fusion	1	.0
594	Mineral Powder	1	.0
595	Mineral Wear	1	.0
596	Minoval Plus	1	.0
597	MoistStic	1	.0
598	Moisture Stick	1	.0
599	Moisturel	1	.0
600	Molly Muriel	1	.0
601	Mop	1	.0
602	Mountain Ocean	1	.0
603	Ms Jennies	1	.0
604	Muddy H2O	1	.0
605	Murray's Superlight	1	.0
606	Mychelle Dermaceuticals	1	.0
607	Nag champa	1	.0
608	Nair	1	.0
609	Nanak	1	.0
610	Napoleon Perdis	1	.0
611	Natracare	1	.0
612	Natural Beauty	1	.0
613	Natural farmer's market-made	1	.0
614	Nature Republic	1	.0
615	Nature's Way	1	.0
616	Nautica	1	.0
617	Neil George	1	.0
618	Neolia	1	.0
619	Nioxen	1	.0
620	No-Ad	1	.0

Brand Count	Brand Sorted by Frequency	Frequency	Percent
621	Noah's Naturals	1	.0
622	Norwegian Formula	1	.0
623	Nubian Heritage	1	.0
624	Nude	1	.0
625	Nutiva	1	.0
626	Nutranail	1	.0
627	Nutrapelle	1	.0
628	NZ Fusion Botanicals	1	.0
629	O'keefe's	1	.0
630	O'Keeffe's	1	.0
631	occusoft	1	.0
632	Off-brand head and shoulders	1	.0
633	Ole Henriksen	1	.0
634	OraLabs	1	.0
635	Oregon Soap Company	1	.0
636	Organic Essence	1	.0
637	Organic Fiji	1	.0
638	Organic Root Stimulator	1	.0
639	Organic Skin Care	1	.0
640	Ouidad	1	.0
641	Out of Africa	1	.0
642	Palmolive	1	.0
643	Panoxyl	1	.0
644	Patina	1	.0
645	Paula's Choice	1	.0
646	Pendex	1	.0
647	Pepsodent	1	.0
648	Perfections	1	.0
649	Perricone MD	1	.0
650	Petal Fresh Botanicals	1	.0
651	Peter Thomas Roth	1	.0
652	PFB Vanish	1	.0
653	Pharmaca	1	.0
654	Pharmacopia	1	.0
655	Phisoderm	1	.0
656	Phyto Organics	1	.0
657	Plus White	1	.0
658	Pomada de la Campana	1	.0
659	Portland Black Lipstick Company	1	.0
660	Portland Saturday Market	1	.0
661	Preparation H	1	.0
662	Preserve	1	.0
663	Profusion	1	.0
664	Pronamel	1	.0
665	Prosacea	1	.0
666	Provon	1	.0
667	Pure and Natural	1	.0
668	Pure Seduction	1	.0
669	Pure Silk	1	.0
670	Purell	1	.0
671	Qiora	1	.0
672	Rachel Perry	1	.0
673	Raw Nut	1	.0

Brand Count	Brand Sorted by Frequency	Frequency	Percent
674	Real Purity	1	.0
675	Recon	1	.0
676	Refinity	1	.0
677	Refresh	1	.0
678	Remy	1	.0
679	Resurfix	1	.0
680	Retin-A Micro	1	.0
681	Reviva	1	.0
682	Revlon, Avon, Mac	1	.0
683	Right Guard	1	.0
684	Rileyville	1	.0
685	River County Soapworks	1	.0
686	River Soap Company	1	.0
687	Rose Salve	1	.0
688	Rosebud	1	.0
689	Rudy's	1	.0
690	Safeguard	1	.0
691	Sally Girl	1	.0
692	Sally's	1	.0
693	Salt Rock	1	.0
694	Sappo Hill	1	.0
695	Satinique	1	.0
696	Seattle Organic	1	.0
697	SerbaMed	1	.0
698	Servello	1	.0
699	Shanghai Java	1	.0
700	Shower To Shower	1	.0
701	Silk Therapy	1	.0
702	Silkience	1	.0
703	Simplers	1	.0
704	SJP	1	.0
705	Skin Appetit	1	.0
706	Skin Trip	1	.0
707	SkinID	1	.0
708	Sleek Look	1	.0
709	Soap & Glory	1	.0
710	Soft	1	.0
711	Solutions	1	.0
712	Somme	1	.0
713	Sonoma Soap Company	1	.0
714	Spectrum	1	.0
715	Sportique	1	.0
716	Star Trek	1	.0
717	Stella	1	.0
718	Stridex	1	.0
719	Sunsilk	1	.0
720	Supre Hempz	1	.0
721	Susan Posnick	1	.0
722	Swan	1	.0
723	Systane	1	.0
724	Tazorac	1	.0
725	Teen Spirit	1	.0
726	Telescopic	1	.0

Brand Count	Brand Sorted by Frequency	Frequency	Percent
727	Tetmosol	1	.0
728	Thayers	1	.0
729	The Face Shop	1	.0
730	The Healing Garden	1	.0
731	The Natural Dentist	1	.0
732	The Perfumer's Workshop Ltd	1	.0
733	theBalm	1	.0
734	Thermasilk	1	.0
735	Tiger Balm	1	.0
736	Timeless Prescription	1	.0
737	Tommy Hilfiger	1	.0
738	Topal	1	.0
739	Tree Hut	1	.0
740	True Religion	1	.0
741	Twinlab	1	.0
742	Upper Canada	1	.0
743	Valentino	1	.0
744	Veckman	1	.0
745	Venezia Soapworks	1	.0
746	Vera Wang	1	.0
747	Versace	1	.0
748	Very Sexy	1	.0
749	Victoria	1	.0
750	Vidal Sassoon	1	.0
751	Vivant	1	.0
752	Vive	1	.0
753	Watercolors	1	.0
754	Watson's	1	.0
755	Wei East	1	.0
756	Weil for Origins	1	.0
757	While Foods	1	.0
758	Wound Wash	1	.0
759	Xyliwhite	1	.0
760	Youngblood	1	.0
761	YSL	1	.0
762	Yuvon	1	.0
763	Yves Rocher	1	.0
764	Yves Saint Laurent	1	.0
765	Zeno	1	.0
	Total	**10,080**	**100.0**

765 Total Brands

Appendix C: Frequency of Personal Care Product Use with Original 7-point Scale

The following SPSS (statistical analysis software) frequency tables itemize the data in its original form using the 7-point Likert scale used by the respondents. The items are presented in the order found in the web survey. These seven response options were collapsed into four general codes (never, monthly, weekly and daily) for presentation in the narrative of this report.

Hygienic Products

Q5_1 In general, how often do you use the following hygienic products?-Shampoo

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	25	2.5	2.5	2.5
	Once each month or less often	12	1.2	1.2	3.7
	A few times each month	23	2.3	2.3	6.0
	Once each week	78	7.7	7.8	13.7
	Multiple times each week	435	43.2	43.2	57.0
	Once each day	422	41.9	41.9	98.9
	Multiple times each day	11	1.1	1.1	100.0
	Total	1006	99.8	100.0	
Missing	-99	2	0.2		
	Total	1008	100.0		

Q5_2 In general, how often do you use the following hygienic products?-Hair Conditioner

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	60	6.0	6.0	6.0
	2 Once each month or less often	32	3.2	3.2	9.2
	3 A few times each month	44	4.4	4.4	13.5
	4 Once each week	90	8.9	9.0	22.5
	5 Multiple times each week	410	40.7	40.8	63.3
	6 Once each day	358	35.5	35.7	99.0
	7 Multiple times each day	10	1.0	1.0	100.0
	Total	1004	99.6	100.0	
Missing	-99	4	0.4		
	Total	1008	100.0		

Q5_3 In general, how often do you use the following hygienic products?-Body Soap or Wash

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	10	1.0	1.0	1.0
	2 Once each month or less often	5	0.5	.5	1.5
	3 A few times each month	7	0.7	.7	2.2
	4 Once each week	20	2.0	2.0	4.2
	5 Multiple times each week	267	26.5	26.5	30.7
	6 Once each day	581	57.6	57.8	88.5
	7 Multiple times each day	116	11.5	11.5	100.0
	Total	1006	99.8	100.0	
Missing	-99	2	0.2		
	Total	1008	100.0		

Q5_4 In general, how often do you use the following hygienic products?-Facial Soap or Wash

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	113	11.2	11.2	11.2
	2 Once each month or less often	25	2.5	2.5	13.7
	3 A few times each month	23	2.3	2.3	16.0
	4 Once each week	27	2.7	2.7	18.7
	5 Multiple times each week	116	11.5	11.5	30.2
	6 Once each day	423	42.1	42.1	72.3
	7 Multiple times each day	278	27.7	27.7	100.0
	Total	1005	99.7	100.0	
Missing	-99	3	0.3		
	Total	1008	100.0		

Q5_5 In general, how often do you use the following hygienic products?-Facial Toner

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	516	51.2	51.5	51.5
	2 Once each month or less often	89	8.8	8.9	60.4
	3 A few times each month	54	5.4	5.4	65.8
	4 Once each week	49	4.9	4.9	70.7
	5 Multiple times each week	84	8.3	8.4	79.0
	6 Once each day	133	13.2	13.3	92.3
	7 Multiple times each day	77	7.6	7.7	100.0
	Total	1002	99.4	100.0	
Missing	-99	6	0.6		
	Total	1008	100.0		

Q5_6 In general, how often do you use the following hygienic products?-Facial Mask or Scrub

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	318	31.5	31.7	31.7
	2 Once each month or less often	201	19.9	20.0	51.7
	3 A few times each month	120	11.9	12.0	63.6
	4 Once each week	138	13.7	13.7	77.4
	5 Multiple times each week	121	12.0	12.1	89.4
	6 Once each day	83	8.2	8.3	97.7
	7 Multiple times each day	23	2.3	2.3	100.0
	Total	1004	99.6	100.0	
Missing	-99	4	0.4		
	Total	1008	100.0		

Q5_7 In general, how often do you use the following hygienic products?-Shaving Cream or Gel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	442	43.8	44.0	44.0
	2 Once each month or less often	97	9.6	9.7	53.6
	3 A few times each month	119	11.8	11.8	65.5
	4 Once each week	118	11.7	11.7	77.2
	5 Multiple times each week	183	18.2	18.2	95.4
	6 Once each day	42	4.2	4.2	99.6
	7 Multiple times each day	4	0.4	.4	100.0
	Total	1005	99.7	100.0	
Missing	-99	3	0.3		
	Total	1008	100.0		

Q5_8 In general, how often do you use the following hygienic products?-Deodorant or Antiperspirant

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	64	6.3	6.4	6.4
	2 Once each month or less often	13	1.3	1.3	7.7
	3 A few times each month	20	2.0	2.0	9.7
	4 Once each week	5	0.5	.5	10.1
	5 Multiple times each week	86	8.5	8.6	18.7
	6 Once each day	626	62.1	62.3	81.0
	7 Multiple times each day	191	18.9	19.0	100.0
	Total	1005	99.7	100.0	
Missing	-99	3	0.3		
	Total	1008	100.0		

Q5_9 In general, how often do you use the following hygienic products?-Toothpaste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	2	0.2	.2	.2
	2 Once each month or less often	3	0.3	.3	.5
	3 A few times each month	1	0.1	.1	.6
	4 Once each week	1	0.1	.1	.7
	5 Multiple times each week	12	1.2	1.2	1.9
	6 Once each day	271	26.9	27.0	28.9
	7 Multiple times each day	715	70.9	71.1	100.0
	Total	1005	99.7	100.0	
Missing	-99	3	0.3		
	Total	1008	100.0		

Q5_10 In general, how often do you use the following hygienic products?-Mouthwash

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	287	28.5	28.6	28.6
	2 Once each month or less often	99	9.8	9.9	38.5
	3 A few times each month	91	9.0	9.1	47.6
	4 Once each week	43	4.3	4.3	51.8
	5 Multiple times each week	137	13.6	13.7	65.5
	6 Once each day	202	20.0	20.1	85.6
	7 Multiple times each day	144	14.3	14.4	100.0
	Total	1003	99.5	100.0	
Missing	-99	5	0.1		
	Total	1008	100.0		

Skin-care Products

Q6_1 In general, how often do you use the following skin-care products?-Sunscreen for Body

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	224	22.2%	22.2	22.2
	2 Once each month or less often	364	36.1%	36.1	58.3
	3 A few times each month	191	18.9%	18.9	77.3
	4 Once each week	45	4.5%	4.5	81.7
	5 Multiple times each week	100	9.9%	9.9	91.7
	6 Once each day	68	9.7%	6.7	98.4
	7 Multiple times each day	16	1.6%	1.6	100.0
	Total	1008	100.0%	100.0	

Q6_2 In general, how often do you use the following skin-care products?-Facial Moisturizer (with or without sunscreen)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	165	16.4%	16.4	16.4
	2 Once each month or less often	67	6.6%	6.6	23.0
	3 A few times each month	49	4.9%	4.9	27.9
	4 Once each week	26	2.6%	2.6	30.5
	5 Multiple times each week	102	10.1%	10.1	40.6
	6 Once each day	434	43.1%	43.1	83.6
	7 Multiple times each day	165	16.4%	16.4	100.0
	Total	1008	100.0%	100.0	

Q6_3 In general, how often do you use the following skin-care products?-Hand or Body Moisturizer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	54	5.4%	5.4	5.4
	2 Once each month or less often	49	4.9%	4.9	10.2
	3 A few times each month	68	6.7%	6.8	17.0
	4 Once each week	57	5.7%	5.7	22.6
	5 Multiple times each week	235	23.3%	23.3	46.0
	6 Once each day	277	27.5%	27.5	73.5
	7 Multiple times each day	267	26.5%	26.5	100.0
	Total	1007	99.9%	100.0	
Missing	-99	1	0.1%		
Total		1008	100.0%		

Q6_4 In general, how often do you use the following skin-care products?-Acne Products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	427	42.4%	42.4	42.4
	2 Once each month or less often	124	12.3%	12.3	54.7
	3 A few times each month	59	5.9%	5.9	60.5
	4 Once each week	34	3.7%	3.4	63.9
	5 Multiple times each week	95	9.4%	9.4	73.3
	6 Once each day	182	18.1%	18.1	91.4
	7 Multiple times each day	87	8.6%	8.6	100.0
	Total	1008	100.0%	100.0	

Q6_5 In general, how often do you use the following skin-care products?-Lip Balm

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	71	7.0%	7.1	7.1
	2 Once each month or less often	47	4.7%	4.7	11.7
	3 A few times each month	48	4.8%	4.8	16.5
	4 Once each week	36	3.6%	3.6	20.1
	5 Multiple times each week	140	13.9%	13.9	34.0
	6 Once each day	127	12.6%	12.6	46.6
	7 Multiple times each day	537	53.3%	53.4	100.0
	Total	1006	99.8%	100.0	
Missing	-99	2	0.2%		
Total		1008	100.0%		

Cosmetic Products

Q7_1 In general, how often do you use the following cosmetic products?-Foundation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	373	37.0%	37.0	37.0
	2 Once each month or less often	106	10.5%	10.5	47.5
	3 A few times each month	80	7.9%	7.9	55.5
	4 Once each week	28	2.8%	2.8	58.2
	5 Multiple times each week	113	11.2%	11.2	69.4
	6 Once each day	282	28.0%	28.0	97.4
	7 Multiple times each day	26	2.6%	2.6	100.0
	Total	1008	100.0%	100.0	

Q7_2 In general, how often do you use the following cosmetic products?-Blush

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	414	41.1%	41.1	41.1
	2 Once each month or less often	100	9.9%	9.9	51.0
	3 A few times each month	74	7.3%	7.3	58.3
	4 Once each week	37	3.7%	3.7	62.0
	5 Multiple times each week	126	12.5%	12.5	74.5
	6 Once each day	243	24.1%	24.1	98.6
	7 Multiple times each day	14	1.4%	1.4	100.0
	Total	1008	100.0%	100.0	

Q7_3 In general, how often do you use the following cosmetic products?-Mascara

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	184	18.3%	18.3	18.3
	2 Once each month or less often	110	10.9%	10.9	29.2
	3 A few times each month	94	9.3%	9.3	38.5
	4 Once each week	48	4.8%	4.8	43.3
	5 Multiple times each week	180	17.9%	17.9	61.1
	6 Once each day	373	37.0%	37.0	98.1
	7 Multiple times each day	19	1.9%	1.9	100.0
	Total	1008	100.0%	100.0	

Q7_4 In general, how often do you use the following cosmetic products?-Eyeliner

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	250	24.8%	24.8	24.8
	2 Once each month or less often	133	13.2%	13.2	38.0
	3 A few times each month	115	11.4%	11.4	49.4
	4 Once each week	55	5.5%	5.5	54.9
	5 Multiple times each week	170	16.9%	16.9	71.7
	6 Once each day	269	26.7%	26.7	98.4
	7 Multiple times each day	16	1.6%	1.6	100.0
	Total	1008	100.0%	100.0	

Q7_5 In general, how often do you use the following cosmetic products?-Eye Shadow

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	244	24.2%	24.2	24.2
	2 Once each month or less often	153	15.2%	15.2	39.4
	3 A few times each month	141	14.0%	14.0	53.4
	4 Once each week	72	7.1%	7.1	60.5
	5 Multiple times each week	171	17.0%	17.0	77.5
	6 Once each day	215	21.3%	21.3	98.8
	7 Multiple times each day	12	1.2%	1.2	100.0
	Total	1008	100.0%	100.0	

Q7_6 In general, how often do you use the following cosmetic products?-Lipstick or Lip Gloss

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	238	23.6%	23.6	23.6
	2 Once each month or less often	138	13.7%	13.7	37.3
	3 A few times each month	134	13.3%	13.3	50.6
	4 Once each week	61	6.1%	6.1	56.7
	5 Multiple times each week	154	15.3%	15.3	72.0
	6 Once each day	145	14.4%	14.4	86.4
	7 Multiple times each day	137	13.6%	13.6	100.0
	Total	1007	99.9%	100.0	
Missing	-99	1	0.1%		
Total		1008	100.0%		

Q7_7 In general, how often do you use the following cosmetic products?-Other Makeup

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	369	36.6%	36.7	36.7
	2 Once each month or less often	126	12.5%	12.5	49.3
	3 A few times each month	99	9.8%	9.9	59.1
	4 Once each week	64	6.3%	6.4	65.5
	5 Multiple times each week	116	11.5%	11.5	77.0
	6 Once each day	212	21.0%	21.1	98.1
	7 Multiple times each day	19	1.9%	1.9	100.0
	Total	1005	99.7%	100.0	
Missing	-99	3	0.3%		
Total		1008	100.0%		

Q7_8 In general, how often do you use the following cosmetic products?-Hair Styling Products (e.g. gel, mousse, hairspray)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	255	25.3%	25.3	25.3
	2 Once each month or less often	130	12.9%	12.9	38.2
	3 A few times each month	98	9.7%	9.7	47.9
	4 Once each week	64	6.3%	6.3	54.3
	5 Multiple times each week	181	18.0%	18.0	72.2
	6 Once each day	253	25.1%	25.1	97.3
	7 Multiple times each day	27	2.7%	2.7	100.0
	Total	1008	100.0%	100.0	

Q7_9 In general, how often do you use the following cosmetic products?-Perfume, Cologne, Body Spray

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	242	24.0%	24.0	24.0
	2 Once each month or less often	111	11.0%	11.0	35.0
	3 A few times each month	85	8.4%	8.4	43.5
	4 Once each week	48	4.8%	4.8	48.2
	5 Multiple times each week	180	17.9%	17.9	66.1
	6 Once each day	273	27.1%	27.1	93.2
	7 Multiple times each day	69	6.8%	6.8	100.0
	Total	1008	100.0%	100.0	