NFO
National Family Opinion

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IMPORTANT! PLEASE READ:

PLEASE PUT ASIDE THE LABEL REPLICA YOU USED DURING THE PHONE INTERVIEW UNTIL INSTRUCTED TO LOOK AT IT AGAIN. THE FOLLOWING QUESTIONS ARE ABOUT INFORMATION ON THE PACKAGING OF ALL INDOOR INSECTICIDE PRODUCTS THAT ARE AVAILABLE.

WHEN ANSWERING THESE QUESTIONS, PLEASE ONLY THINK ABOUT THE INFORMATION THAT IS ON THE PACKAGING OF INDOOR INSECTICIDE PRODUCTS. WHEN I REFER TO INDOOR INSECTICIDE PRODUCTS, I MEAN ANT AND ROACH KILLER, BUG SPRAY, INSECT BAITS, AND FOGGERS FOR USE INSIDE YOUR HOME.

1. Please indicate how satisfied you are **OVERALL** with the information currently available on the packaging of indoor insecticide products. **(X ONE Box)**

1 ☐ Extremely satisfied
2 ☐ Very satisfied
3 ☐ Somewhat satisfied
4 ☐ Not very satisfied
5 ☐ Not at all satisfied

NOW I HAVE SOME QUESTIONS ABOUT SPECIFIC INFORMATION FOUND ON THE PACKAGING OF ANY INDOOR INSECTICIDE PRODUCTS.

2a. In **Column "A"** below, please indicate how often, if ever, you read each type of information listed on the package while you are **in the store. (X ONE Box For EACH Type Of Information In Column "A")**

2b. In **Column "B"** below, please indicate how often, if ever, you read each type of information listed on the package just before or while you are **using the product at home. (X ONE Box For EACH Type Of Information In Column "B")**

2c. For **EACH** type of information you said you **NEVER** read at all **(in Column "A" & "B")**, please indicate in **Column "C"** all the reasons that you **NEVER** read that type of information. **(X ALL That Apply In Column "C" For EACH Type Of Information You NEVER Read)**

	"A" Frequency Of Reading In Store				"B" Frequency of Reading Just Before Or While Using				"C" Reasons Why Never Read (In Store And Just Before/While Using)					
	Every Time	Occasionally	First Time Only	Never	Every Time	Occasionally	First Time Only	Never	I Just Don't	I Don't Understand What The Information/ Language Means	It Is Information I Already Know	It Is Information I Don't Need To Know	I Don't Have Time	The Print Is Too Small
Brand name	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	5☐	6☐
Name of manufacturer	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	5☐	6☐
Phone number for information	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	5☐	6☐
Directions on how to use the product	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	5☐	6☐
Description of what product does	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	5☐	6☐
Information about where the product should not be used	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	5☐	6☐
Information about effects on personal and children's health or safety	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	5☐	6☐
Information about effects on pets, wildlife or water	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	5☐	6☐
Product contents or ingredients	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	5☐	6☐
Information on how to store product	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	5☐	6☐
Information on how to dispose of product packaging	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	5☐	6☐
Information on what to do in an emergency or in case of accident	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	5☐	6☐
Statement that the product contains no CFC's	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	1☐	2☐	3☐	4☐	5☐	6☐

3a. Continue to think about the types of information found on the packaging of indoor insecticide products. In **Column "A"**, read each type of information listed, and then please "X" the four types that are **most important** to you. **(X Four Boxes In Column "A")**

3b. Now, in **Column "B"**, indicate the four types of information found on the packaging of indoor insecticide products that are **least important** to you. **(X Four Boxes In Column "B")**

3c. In **Column "C"**, indicate the **four** types of information you want to be able to find most easily on the packaging of an indoor insecticide products **when you are shopping** for an indoor insecticide product. **(X Up To FOUR Boxes In Column "C")**

	"A" Four Most Important	"B" Four Least Important	"C" Four Types Of Information Want To Find Most Easily
Brand name	01☐	01☐	01☐
Name of manufacturer	02☐	02☐	02☐
Phone number for information	03☐	03☐	03☐
Directions on how to use the product	04☐	04☐	04☐
Description of what product does	05☐	05☐	05☐
Information about where the product should not be used	06☐	06☐	06☐
Information about effects on personal and children's health or safety	07☐	07☐	07☐
Information about effects on pets, wildlife or water	08☐	08☐	08☐
Product contents or ingredients	09☐	09☐	09☐
Information on how to store product	10☐	10☐	10☐
Information on how to dispose of product packaging	11☐	11☐	11☐
Information on what to do in an emergency or in case of accident	12☐	12☐	12☐
Statement that product contains no CFC's	13☐	13☐	13☐

3d. What specific information, if any, would you like to see on the label of indoor insecticide products that is not currently available on the label? **(Write In Below, Please Be As Specific As Possible)** +☐ None → **(Skip To Qu. 4a)**

_____

_____

_____

4a. When shopping for or using an indoor insecticide product, do you look for information about the ingredients? 1☐ Yes → **(Continue)** 2☐ No → **(Skip To Qu. 4c)**

4b. Why do you look for information about ingredients? **(X ALL That Apply)**

1 ☐ I'm looking for the name of a specific ingredient
2 ☐ I want to know the scientific names of the ingredients
3 ☐ I want to compare different products
4 ☐ I or another household member want to avoid using certain chemicals because of allergies or other health related reasons
☐ Other (Specify):_____

4c. If an indoor pesticide label were to provide you with additional information about ingredients, which of the following would you prefer? **(X ONE Box)**

NOTE: These lists represent what might be on an actual label in the ingredient section. On a real label, the "X's" would be actual numbers.

1 ☐ OPTION 1
Active Ingredients: Permethrin (3-Phenoxypheny)methy(+/-)cis-trans-3-(2,2 dichloroethenyl) 2,2-dimethylcyclopropanecarboxylate 0.20%
2-(1-Methylethoxy) phenol methylcarbamate 0.50%
Pyrethrins 0.35%
Piperonyl butoxide technical 0.50%
Other Ingredients:
Water ..... xx.x%
Butane/Propane (4/1) ..... xx.x%
Petroleum Distillate (aliphatic hydrocarbon) ..... x.x%
Polyoxyethylene sorbitan monooleate ..... x.x%
Sorbitan monooleate ..... x.x%
Perfume ..... x.x%
Sodium Benzoate ..... x.x%
TOTAL 100%

2 ☐ OPTION 2
Active Ingredients: Permethrin (3-Phenoxypheny)methy(+/-)cis-trans-3-(2,2 dichloroethenyl) 2,2-dimethylcyclopropanecarboxylate 0.20%
2-(1-Methylethoxy) phenol methylcarbamate 0.50%
Pyrethrins 0.35%
Piperonyl butoxide technical 0.50%
Other Ingredients 98.45%
Other ingredients are: Water, Butane/Propane (spray propellent), petroleum-based solvent (to dissolve active ingredients), emulsifiers (to keep product from separating), perfume, corrosion inhibitor (stop can from rusting)
TOTAL 100%

3 ☐ OPTION 3
Active Ingredients: Permethrin (3-Phenoxypheny)methy(+/-)cis-trans-3-(2,2 dichloroethenyl) 2,2-dimethylcyclopropanecarboxylate 0.20%
2-(1-Methylethoxy) phenol methylcarbamate 0.50%
Pyrethrins 0.35%
Piperonyl butoxide technical 0.50%
Other Ingredients 98.45%
TOTAL 100%

4 ☐ OPTION 4
Active Ingredients: Permethrin (3-Phenoxypheny)methy(+/-)cis-trans-3-(2,2 dichloroethenyl) 2,2-dimethylcyclopropanecarboxylate 0.20%
2-(1-Methylethoxy) phenol methylcarbamate 0.50%
Pyrethrins 0.35%
Piperonyl butoxide technical 0.50%
Other Ingredients: Solvents (including water) ..... xx.x%
Propellent ..... xx.X%
Emulsifiers ..... xx.X%
Perfume ..... x.X%
Corrosion inhibitor ..... x.X%
Total 100%

4d. If you need to get additional information about product ingredients beyond that already found on the product packaging, where do you prefer to get this information? **(X ALL That Apply)**

1 ☐ I do not need additional information
2 ☐ Through the manufacturer by mail or by phone
3 ☐ From an 800 telephone number
4 ☐ From the product packaging
5 ☐ On the Internet/Web
6 ☐ Poison Control Center
7 ☐ In a product brochure
8 ☐ From a government agency
☐ Other (Specify):_____

4e. When you are in the store shopping for an indoor pesticide product, do you look for information on the product packaging to determine the possible harmful effects of the product?

1 ☐ Yes → **(Continue)**
2 ☐ No → **(Skip To Qu. 5)**

4f. What information on the product packaging do you use to determine the possible harmful effects of the product? **(Please Be As Specific As Possible)**

_____

_____

_____

5. When deciding which indoor insecticide product to purchase, which of the following types of information, if any, do you look for? **(X ALL That Apply)**

01 ☐ Container or packaging characteristics (such as made of recycled plastic, recyclable, etc.)
02 ☐ Product characteristics such as non-staining, non-corrosive, won't scratch surface, low odor, etc.
03 ☐ Water-based
04 ☐ No CFC's
05 ☐ Botanical (if product is derived from plant extracts)
06 ☐ Non-flammable (gas/liquid, etc.)
07 ☐ Low potential for harming plants
08 ☐ Will not harm pets or fish
09 ☐ Packaging allows for reduced contact with the product
10 ☐ None of the above

6. What level of risk or personal hazard, if any, do you associate with an indoor insecticide product that has the following words on the label? Use a scale from 1 to 5 where "1" means no risk and "5" means a high risk. **(X ONE Box For EACH Word)**

Risk/Personal Hazard Associated With . . .	**No Risk 1**	**2**	**3**	**4**	**High Risk 5**	**Don't Know 6**
The word "Caution"	1☐	2☐	3☐	4☐	5☐	6☐
The word "Danger"	1☐	2☐	3☐	4☐	5☐	6☐
The word "Warning"	1☐	2☐	3☐	4☐	5☐	6☐
A label where none of these words are required	1☐	2☐	3☐	4☐	5☐	6☐

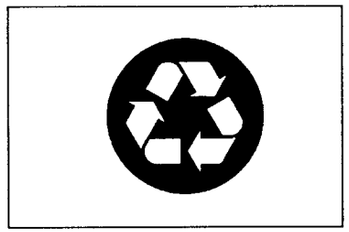
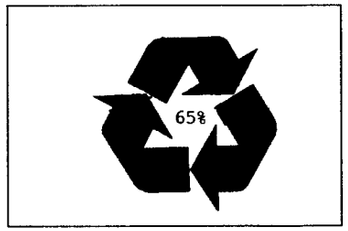
7. Besides the packaging, where else do you get information about indoor insecticide products you use? **(X ALL That Apply)**

01 ☐ Store display
02 ☐ Store salesperson
03 ☐ Product manufacturer (800#)
04 ☐ Friend/family member/co-worker
05 ☐ Newspaper ad
06 ☐ Magazine ad
07 ☐ TV ad
08 ☐ TV infomercial
09 ☐ "How-to" TV program or video
10 ☐ TV News story
11 ☐ Newspaper or magazine story
12 ☐ Product brochure
13 ☐ Poison Control Center
14 ☐ University or county extension service
15 ☐ Library
16 ☐ Environmental group
17 ☐ Consumer group
18 ☐ City government agency
19 ☐ County government agency
20 ☐ State government agency
21 ☐ Federal government agency
22 ☐ *Consumer Reports*
23 ☐ Yellow Pages
24 ☐ Fire department
25 ☐ Internet website
☐ Other (Specify): _____
+ ☐ Do not get additional information

8. Some products show selected information in the same way and place on the packaging. If indoor insecticides were to do this, which of the following ways, if any, would you most like to see the information shown? **(X ONE Box)**

1 ☐ Does not make a difference to me
2 ☐ Would not change the current format
3 ☐ A format with phrases and standard headings to highlight key facts
4 ☐ A box format, like the nutrition facts box found on food packages, that presents information consistently among indoor insecticide products
5 ☐ None of the above

9. Illustrated below are five icons/pictures you might see on the packaging of an indoor insecticide product. Under each one, "X" all the boxes that describe what that icon/picture means to you.
(X ALL That Apply Under EACH Icon/Picture)

A	B	C	D	E
				

9a. What do you think this icon/picture means?
(X ALL That Apply For EACH Icon/Picture)

	A	B	C	D	E
This package contains X% recycled material	1☐	1☐	1☐	1☐	1☐
This package contains 100% recycled material	2☐	2☐	2☐	2☐	2☐
The package that the product comes in is made of recycled plastic	3☐	3☐	3☐	3☐	3☐
The package that the product comes in is made of recycled paper	4☐	4☐	4☐	4☐	4☐
The package that the product comes in is made of recycled steel	5☐	5☐	5☐	5☐	5☐
This package is not recyclable	6☐	6☐	6☐	6☐	6☐
This package is recyclable	7☐	7☐	7☐	7☐	7☐
This product is environmentally preferable to those products just like it	8☐	8☐	8☐	8☐	8☐
Not really sure	9☐	9☐	9☐	9☐	9☐

9b. When you buy a product with this icon/picture, what does it ask you to do when the container is empty?
(X ALL That Apply For EACH Icon/Picture)

	A	B	C	D	E
It does not say anything about recycling this package	1☐	1☐	1☐	1☐	1☐
I am required to recycle this package	2☐	2☐	2☐	2☐	2☐
I am encouraged to recycle this package	3☐	3☐	3☐	3☐	3☐
Not really sure	4☐	4☐	4☐	4☐	4☐

9c. Where is this icon/picture found?
(X ALL That Apply For EACH Icon/Picture)

	A	B	C	D	E
I don't expect to see it on the package	1☐	1☐	1☐	1☐	1☐
Don't know	2☐	2☐	2☐	2☐	2☐
Top of the package	3☐	3☐	3☐	3☐	3☐
Bottom of the package	4☐	4☐	4☐	4☐	4☐
Front of the package	5☐	5☐	5☐	5☐	5☐
Back of the package	6☐	6☐	6☐	6☐	6☐

10. Listed below are several statements that may appear on the packaging of an indoor insecticide product. For each pair, "X" the box next to the statement you prefer. **(X ONE Statement For EACH Pair)**

Prefer This Statement			Prefer This Statement
1 ☐ ....."Repeat as needed"	– OR –	"Apply no more than X treatments per week"	2 ☐
1 ☐ ....."Do not allow children or pets to contact treated areas"	– OR –	"Keep children or pets out of treated areas for X minutes"	2 ☐
1 ☐ ....."For safe and effective use, read the label first"	– OR –	"Use only as directed on this label"	2 ☐
1 ☐ ....."Hazards to humans and animals"	– OR –	"Human and animal effects"	2 ☐
1 ☐ ....."Environmental hazards"	– OR –	"Environmental effects"	2 ☐
1 ☐ ....."Avoid contact with eyes"	– OR –	"Protect your eyes during application Wear safety glasses."	2 ☐
1 ☐ ....."Allow X hours before re-entering treated rooms."	– OR –	"Do not re-enter for X hours after application."	2 ☐
1 ☐ ....."Use only in well-ventilated area."	– OR –	"Open windows before use to provide free flow of air."	2 ☐
1 ☐ ....."Do not spray directly over food or utensils."	– OR –	"Do not apply where spray may settle onto food or utensils."	2 ☐
1 ☐ ....."Can be absorbed dermally"	– OR –	"Can be absorbed through skin."	2 ☐

11. Please indicate how much you agree or disagree with each of the following statements. **(X ONE Box For EACH Statement)**

	Agree Completely	Agree Somewhat	Neither Agree Nor Disagree	Disagree Somewhat	Disagree Completely
The level of the possible harmful effects of a product plays an important role in deciding which product I purchase	1☐	2☐	3☐	4☐	5☐
I don't worry about chemicals in indoor insecticide products	1☐	2☐	3☐	4☐	5☐
Manufacturers make sure the products they sell are safe to use	1☐	2☐	3☐	4☐	5☐
If I can buy an indoor insecticide product in the store where I usually shop, it must be safe to use	1☐	2☐	3☐	4☐	5☐
The government ensures that indoor insecticide products are safe to use	1☐	2☐	3☐	4☐	5☐
Using indoor insecticide products safely and effectively is a matter of common sense	1☐	2☐	3☐	4☐	5☐
Information on products is often hard to understand	1☐	2☐	3☐	4☐	5☐
I know how to use indoor insecticide products so there is no need to read the label	1☐	2☐	3☐	4☐	5☐
In general, products that have fewer possible harmful effects don't work as well as those that have more possible harmful effects	1☐	2☐	3☐	4☐	5☐
I read labels because someone in my household has allergies or health problems	1☐	2☐	3☐	4☐	5☐
When it comes to using products, I rely more on my own experiences than I do on the information on a product	1☐	2☐	3☐	4☐	5☐
When it comes to throwing away products, I rely more on my own experiences than I do on the information on a product	1☐	2☐	3☐	4☐	5☐
It is easy for me to find the information I need on indoor insecticide products	1☐	2☐	3☐	4☐	5☐
The words "Warning", "Caution" and "Danger" on a product mean the same thing to me	1☐	2☐	3☐	4☐	5☐
I always try to purchase the product with the fewest possible harmful effects available for my purpose	1☐	2☐	3☐	4☐	5☐
It is necessary to wrap indoor insecticide products in paper or plastic before throwing away	1☐	2☐	3☐	4☐	5☐
I know which product containers to recycle so I do not need to look on the label	1☐	2☐	3☐	4☐	5☐
The instructions on the label for throwing away a product or its container don't agree with what my community tells me to do	1☐	2☐	3☐	4☐	5☐
Unused indoor insecticide product should be poured down the drain or toilet to dispose of it rather than throwing it in the trash	1☐	2☐	3☐	4☐	5☐
I feel more comfortable if the label lists every ingredient	1☐	2☐	3☐	4☐	5☐
I don't need the complete list of ingredients that are in a product because I don't know what they are anyway	1☐	2☐	3☐	4☐	5☐
It's more important to know which ingredients might be harmful to me than to know which ones will kill the pest	1☐	2☐	3☐	4☐	5☐
The more indoor insecticide product I use at one time, the more effective it will be	1☐	2☐	3☐	4☐	5☐

Question 11 Continued On Next Page

Question 11 Continued

	Agree Completely	Agree Somewhat	Neither Agree Nor Disagree	Disagree Somewhat	Disagree Completely
Environmentally friendly or natural products often don't work as well as other products	1☐	2☐	3☐	4☐	5☐
I don't have to worry about where I store a product that is in a child-resistant package	1☐	2☐	3☐	4☐	5☐
I would like information on long term health effects to be included on indoor insecticide products	1☐	2☐	3☐	4☐	5☐
Labels should say whether the product should not be used by or around pregnant women	1☐	2☐	3☐	4☐	5☐
Overall, I am satisfied with the type of information on indoor insecticide products	1☐	2☐	3☐	4☐	5☐
I need more information about how much or how long to apply a product to get rid of insects in my home	1☐	2☐	3☐	4☐	5☐
It is important to know the minimum amount of time required before I can safely reapply an insecticide product	1☐	2☐	3☐	4☐	5☐
"Repeat as necessary" means I should apply the insecticide as soon as insects appear	1☐	2☐	3☐	4☐	5☐

NOW, I'D LIKE YOU TO REFER TO THE REPLICA OF THE LABEL I SENT YOU. PLEASE USE THAT LABEL TO ANSWER QUESTIONS 12a - 12e.

12a. Please look at the part on the front of the label titled "Active Ingredients", and a bit further down, "Other Ingredients". Listed below are some statements that could describe this part of the label. In **Column "A"**, please indicate whether you agree, neither agree nor disagree, or disagree that each statement describes this part of the label. **(X ONE Box For EACH Statement In Column "A")**

12b. Now, please look at the part on the back of the label titled "Directions For Use". The statements listed below could describe this part of the package. In **Column "B"**, please indicate whether you agree, neither agree nor disagree, or disagree that each statement describes this part of the label. **(X ONE Box For EACH Statement In Column "B")**

12c. Now, go to the part of the label titled "Storage", and a bit further down, "Disposal". In **Column "C"**, please indicate whether you agree, neither agree nor disagree, or disagree that each statement describes this part of the label. **(X ONE Box For EACH Statement In Column "C")**

12d. Next, please look at the part of the label titled "Precautionary Statements". Again, in **Column "D"**, please indicate whether you agree, neither agree nor disagree, or disagree that each statement describes this part of the label. **(X ONE Box For EACH Statement In Column "D")**

12e. Finally, refer to the part of the label indicated by the title "First Aid". In **Column "E"**, please indicate whether you agree, neither agree nor disagree, or disagree that each statement describes this part of the label. **(X ONE Box For EACH Statement In Column "E")**

	"A" Active & Other Ingredients			"B" Directions For Use			"C" Storage & Disposal			"D" Precautionary Statements			"E" First Aid		
	Agree	Neither Agree Nor Disagree	Disagree	Agree	Neither Agree Nor Disagree	Disagree	Agree	Neither Agree Nor Disagree	Disagree	Agree	Neither Agree Nor Disagree	Disagree	Agree	Neither Agree Nor Disagree	Disagree
The words in this section could be confusing or difficult to understand	1☐	2☐	3☐	1☐	2☐	3☐	1☐	2☐	3☐	1☐	2☐	3☐	1☐	2☐	3☐
The title of this section helps me understand what type of information will be contained in this section	1☐	2☐	3☐	1☐	2☐	3☐	1☐	2☐	3☐	1☐	2☐	3☐	1☐	2☐	3☐
This section contains just the right amount of information	1☐	2☐	3☐	1☐	2☐	3☐	1☐	2☐	3☐	1☐	2☐	3☐	1☐	2☐	3☐
The information in this section is not specific enough (i.e., is too vague)	1☐	2☐	3☐	1☐	2☐	3☐	1☐	2☐	3☐	1☐	2☐	3☐	1☐	2☐	3☐
Even after reading this section, I am not sure I would know how to follow these instructions				1☐	2☐	3☐	1☐	2☐	3☐	1☐	2☐	3☐	1☐	2☐	3☐

13a. Which, if any, of the following indoor insecticide products have you, yourself, purchased in the past 12 months? **(X ALL That Apply In Column "A")**

13b. Which, if any, of the following indoor insecticide products have you, yourself, used in the past 12 months? **(X ALL That Apply In Column "B")**

13c. How many packages of indoor insecticide products have you used in the past 12 months? Please count a package containing several baits or foggers as one package. **(Write In ONE Number For EACH In Column "C")**

	"A" Purchased Past 12 Months	"B" Used Past 12 Months	"C" # Of Packages Used Past 12 Months
Flying insect spray	1☐	1☐	_____
Ant and roach spray	2☐	2☐	_____
Ant and roach baits	3☐	3☐	_____
Indoor foggers	4☐	4☐	_____
Ant and roach powder	5☐	5☐	_____

13d. How often do you, yourself, apply any of the above indoor insecticide products during the time when insects are a problem? **(X ONE Box)**

1 ☐ Once a day or more often
2 ☐ Once every 2-3 days
3 ☐ Once a week
4 ☐ Once every 2-3 weeks
5 ☐ Once a month
6 ☐ Once every few months

14a. Have you, yourself, had an accident with an indoor insecticide product in the past 12 months?

1 ☐ Yes → **(Continue)**
2 ☐ No → **(Skip To Qu. 15)**

14b. Please describe the accident you had with the indoor insecticide product. **(Write In Below, Please Be As Specific As Possible)**

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15. Please describe how you currently dispose of indoor insecticide products when you are done using them? **(Write In Below, Please Be As Specific As Possible)**

_____

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_____

16. Are there any other general comments on label information that you would like to make? **(Write In Below, Please Be As Specific As Possible)**

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Thank you for your help with this study. Please return your completed questionnaire in the enclosed postage-paid envelope as soon as possible.