

# APPENDIX A: HOME FRAGRANCE BUYERS SURVEY QUESTIONNAIRE

## HOME FRAGRANCE BUYERS SURVEY QUESTIONNAIRE

Sample: 750 representative sample of adults, 18-65 years old;  
Standard demographics.

### *Qualifying Question*

1. In the past 12 months, from March 2004 to February 2005, have you personally purchased any of the following?

- 1-Candles
- 2-Home fragrance products and/or accessories such as aromatherapy, diffusers, sprays, sachets, potpourris, incense, simmerers, car fresheners or other home fragrance products
- 3-Candle and lighting accessories, such as candle holders, rings, oil lamps, outdoor torches, etc.
- 4-Electric air purifiers, air cleaners, ionizers or air purifying filters and accessories, etc.

Y/N (NO- disqualified)

[If Yes, for Candles, ask ]

### *About Last Candle Purchase*

2. During your last candle shopping trip, what type or types of candles did you buy? (Check all that apply.)

- 1-Glass jar or container candles
- 2-Floating candles
- 3-Gel candles
- 4-Pillars, including multiple wick pillar candles
- 5-Tapers
- 6-Tea lights
- 7-Votives
- 8-Tarts or Wax Chips
- 9-Soy Candles (of any shape or design)
- 10-Essential Oil Candles (of any shape or design)
- 11-Candles of any kind in a pre-packaged gift set, such as candle and potpourri; candle with holder; candle with personal care items

Y/N

[For each yes above, ask...]

2a. How many [insert type candle] did you purchase on your last candle shopping trip?

- 1-1 only
- 2-2

HOME FRAGRANCES AND CANDLE REPORT 2005

- 3-3
- 4-4
- 5-5
- 6-6
- 7-7
- 8-8
- 9-9
- 10-10
- 11-11 or more

2b. How much did you pay for one [insert type candle] during your last candle shopping trip? (If the same candles cost different amounts, please record only the most expensive candle you bought)

- 1-\$.99 or less
- 2-\$1-\$2.49
- 3-\$2.50-\$4.99
- 4-\$5.00-\$7.49
- 5-\$7.50-\$9.99
- 6-\$10-\$14.99
- 7-\$15-\$19.99
- 8-\$20-\$24.99
- 9-\$25-\$34.99
- 10-\$35-\$49.99
- 11-\$50 or more

3. What percentage of the candles that you bought on your last candle shopping trip were scented?

- 1-All/Most (90-100%)
- 2-Some/Many (Around 75-80%)
- 3-About half (Around 50% or so)
- 4-Few (Around 25-33%)
- 5-None/Almost none (about 10% or less)

4. How much in total did you spend buying candles on your last candle shopping trip?

- 1-Under \$5
- 2-\$5-\$9.99
- 3-\$10-\$14.99
- 4-\$15-\$19.99
- 5-\$20-\$24.99
- 6-\$25-\$49.99
- 7-\$50-\$99.99
- 8-\$100 or more

5. Thinking about the primary reasons why you bought candles most recently, what were the primary reasons why you selected the items you bought? (Check up to three reasons)

- 1- Price/Value Relationship
- 2- Style and Design
- 3- Favorite Color
- 4- Excellent Quality
- 5- Favorite Scent
- 6- Matches my Home Decor
- 7- For a Special Occasion/Entertaining
- 8- Perfect Gift

- 9- Discounted Price/On Sale
- 10- Favorite Brand
- 11- To Replace a Used Up Candle
- 13- Gift for Myself/Special Treat
- 14- Clean Burning/Environmentally Safe
- 15- Long Lasting/Long Burning
- 16- For Backup/Emergency Lighting
- 17- Other Reasons not mentioned above

6. In what kind of store did you make your last candle purchase?

- 1-Candle Specialty Store, such as Yankee Candle, Wicks 'n Sticks, White Barn Candle
- 2-Specialty Gift Store, including small independent gift shops or chain stores, such as Hallmark, Carlton Cards, etc.
- 3- Specialty Home Store, such as Pier One, Pottery Barn, Bed Bath & Beyond, Linens & Things, Kirklands, etc.
- 4-Personal Care, Beauty, Cosmetics or Fragrance Specialty Store, such as Bath & Body Works, Body Shop, Ulta, Victoria's Secret ??, Crabtree & Evelyn
- 5-Department Store, such as Sears, JC Penney, Neiman Marcus, Bloomingdales, etc.
- 6-Mass Merchants, Discounters, Dollar Stores and/or Warehouse Clubs, such as Wal-Mart, Kmart, Target, Sam's Club, Costco
- 7-Grocery Store, such as Acme, Piggly Wiggly, Albertsons, Safeway, Trader Joes, etc.
- 8-Drug Store, such as Walgreen's, CVS, Rite Aid, etc.
- 9-Home Shows, Party Demonstrations
- 10-Internet, Mail Order and/or Television Shopping

7. What were the primary reasons why you made your most recent candle purchase at this store? (Check up to three reasons)

- 1-Convenience of Store
- 2-Quality of Candles Carried
- 3-Brands Carried
- 4-Wide Selection of Candles
- 5-Wide Selection of Candle Accessories
- 6-Good Prices for Candles
- 7-Knowledge of Sales Staff/Information Provided
- 8-Trust in the Store
- 9-Place Where I Shop for Other Things
- 10-Pleasant Environment for Shopping/Browsing
- 11-Special Sale or Discounts Available
- 12-Store Where I Usually Buy Candles
- 13-Other Reasons Not Mentioned Above

### ***About Past Year's Candle Purchases***

8. Thinking about all your candle purchases in the past year (March 2004 to February 2005), approximately how many of the following types of candles did you buy?

- 1-Glass jar or container candles
- 2-Floating candles
- 3-Gel candles
- 4-Pillars, including multiple wick pillar candles
- 5-Tapers

HOME FRAGRANCES AND CANDLE REPORT 2005

- 6-Tea lights
- 7-Votives
- 8-Tarts or Wax Chips
- 9-Soy Candles (of any shape or design)
- 10-Essential Oil Candles (of any shape or design)
- 11-Candles of any kind in a pre-packaged gift set, such as candle and potpourri; candle with holder; candle with personal care items

- 1-1 only
- 2- 2
- 3-3
- 4-4
- 5-5
- 6-6
- 7-7
- 8-8
- 9-9
- 10-10
- 11-11 to 15
- 12-16 to 20
- 13-21 to 25
- 14-26 to 50
- 15-51 to 100
- 16-101 or more
- 17-None

9. Thinking about all your candle purchases in the past year, approximately how many of your purchases were gifts to be given to someone else? [select which applies best]

- 1-Almost all/all (90-100%)
- 2-Some/Many (Around 75%-80%)
- 3-About half (50%)
- 4-Few (Around 25%-33%)
- 5-Almost none/none (10% to none)

10. Thinking about all your candle purchases in the past year, approximately how many of your purchases were scented candles? [select which applies best]

- 1-Almost all/All (90-100%)
- 2-Some/Many (Around 75%-80%)
- 3-About half (50%)
- 4-Few (Around 25%-33%)
- 5-Almost none/None (10% to none)

11. In what kind of stores did you make your candle purchases in the past year? (Check all that apply)

- 1-Candle Specialty Store, such as Yankee Candle, Wicks 'n Sticks, White Barn Candle
- 2-Specialty Gift Store, including small independent gift shops and chain stores, such as Hallmark, Carlton Cards, etc.
- 3- Specialty Home Store, such as Pier One, Pottery Barn, Bed Bath & Beyond, Linens & Things, Kirklands, etc.

- 4-Personal Care, Beauty, Cosmetics or Fragrance Specialty Store, such as Bath & Body Works, Body Shop, Ulta, Victoria's Secret ??, Crabtree & Evelyn
  - 5-Department Store, such as Sears, JC Penney, Neiman Marcus, Bloomingdales, etc.
  - 6-Mass Merchants, Discounters, Dollar Stores and/or Warehouse Clubs, such as Wal-Mart, Kmart, Target, Sam's Club, Costco
  - 7-Grocery Store, such as Acme, Piggly Wiggly, Albertsons, Safeway, Trader Joes, etc.
  - 8-Drug Store, such as Walgreen's, CVS, Rite Aid, etc.
  - 9-Home Shows, Party Demonstrations
  - 10-Internet, Mail Order and/or Television Shopping
- Trends in Candle Purchases**
12. In the coming year, do you expect to spend more than, less than or the same buying candles?
- 1-Much More Than
  - 2-Somewhat More Than
  - 3-About the Same
  - 4-Somewhat Less Than
  - 5-Much Less Than

**[For all candle purchasers, ask below. For respondents who only checked option 2, 3, or 4 in question #1, they branch directly here and do not answer candle series above]**

13. Which of the following other fragranced products did you purchase in the past year? Check all that apply

**Bath and Body Products:**

- 1-Personal Bath and Body products, such as salt scrubs, body lotions, and handmade soaps

**Home Fragrance Products and/or Accessories:**

- 1-Aromatherapy (essential oil) fragrances
- 2-Diffusers
- 3-Room sprays
- 4- Sachets or Closet Fresheners
- 5-Potpourris
- 6- Incense
- 7- Simmerers
- 8-Car Fresheners
- 9-Bed Linen Sprays
- 10- Other home fragrance products

**Candle and Lighting Accessories:**

- 1- Votive Candle Holders
- 2- Candle Sticks
- 3- Chandeliers and/or Hanging Candle Holders
- 4- Tea Light Lamps and/or Holders
- 5- Wall Sconces
- 6- Candle Jar Accessories
- 7- Candle Stands for Pillars
- 8- Candle Plates
- 9- Candle Rings
- 10- Oil Lamps
- 11- Outdoor Torches
- 12- Other Candle and Lighting Accessories

**Electronic Air Purifiers, Air Cleaners, Ionizers, etc.:**

- 1- Air Purifiers, Air Cleaners, Ionizers
- 2- Air Purifying Filters and Accessories
- 3- Other Air Purifying Products

14. In the past year (March 2003-February 2004) approximately how much did you spend in total buying each of these?

- 14a. Personal Bath & Body Products
- 14b. Home Fragrance Products
- 14c. Candle and Lighting Accessories
- 14d. Air Purifiers, Air Cleaners, Ionizers

- 1-Under \$5
- 2-\$5-\$9.99
- 3-\$10-\$14.99
- 4-\$15-\$19.99
- 5-\$20-\$24.99
- 6-\$25-\$49.99
- 7-\$50-\$99.99
- 8-\$100 -\$199
- 9-\$200-\$299
- 10-\$300-\$399
- 11-\$400-\$499
- 12-\$500 or more

15. In what kind of stores did you make your home fragrance product, candle and lighting accessories and air purifier purchases in the past year? (Check all that apply)

- 1-Candle Specialty Store, such as Yankee Candle, Wicks 'n Sticks, White Barn Candle
- 2-Specialty Gift Store, such as Hallmark, Carlton Cards, etc.
- 3- Specialty Home Store, such as Pier One, Pottery Barn, Bed Bath & Beyond, Linens & Things, Kirklands, etc.
- 4-Personal Care, Beauty, Cosmetics or Fragrance Specialty Store, such as Bath & Body Works, Body Shop, Ulta, Victoria's Secret ??, Crabtree & Evelyn
- 5-Department Store, such as Sears, JC Penney, Neiman Marcus, Bloomingdales, etc.
- 6-Mass Merchants, Discounters, Dollar Stores and/or Warehouse Clubs, such as Wal-Mart, Kmart, Target, Sam's Club, Costco
- 7-Grocery Store, such as Acme, Piggly Wiggly, Albertsons, Safeway, Trader Joes, etc.
- 8-Drug Store, such as Walgreen's, CVS, Rite Aid, etc.
- 9-Home Shows, Party Demonstrations
- 10-Internet, Mail Order and/or Television Shopping

**Trends**

16. In the coming year, do you expect to spend more than, less than or the same buying each of these home fragrance products?

- Personal Bath & Body Products
- Home Fragrance Products
- Candle and Lighting Accessories
- Air Purifiers, Air Cleaners, Ionizers

- 1-Much More Than
- 2-Somewhat More Than

- 3-About the Same
- 4-Somewhat Less Than
- 5-Much Less Than

Fragrance Preferences

17. What household fragrances and/or scents, including scented candles, did you purchase in the past year?  
[Please check all that apply]

- 1- Winter/Christmas/Holiday Scents, such as cranberry, pine/Christmas tree, bayberry, etc.
- 2- Autumn Scents, such as pumpkin, harvest home, etc.
- 3- Baking Scents, such as vanilla, apple pie, cinnamon, etc.
- 4- Floral Scents, such as honeysuckle, sunflower, roses, lilac, lavender, etc.
- 5- Citrus/Fruit Scents, such as lemon, orange, etc.
- 6- Herbal Scents, such as bergamot, cloves, sage, etc.
- 7- Fresh Nature scents, such as seashore, mountain, rain shower, meadows, etc.
- 8- Household fragrance that matches my favorite perfume
- 9- Other Fragrances

18. How important are these factors in influencing the home fragrance scents, including candle scents, that you purchased? [Scale: Very Important, Somewhat Important, Unimportant, Not Important]

- 1- Favorite fragrance that makes me feel good
- 2- Clean, fresh scent
- 3- To cover bad household odors/cooking smells
- 4- To mask odors from cigarette smoke
- 5- Relaxation and stress relief
- 6- Environmentally safe, non-allergic
- 7- Entertaining guests

19. Are you aware of any of these brands of candles and/or home fragrance products? {Check all that apply}

- 1- Ambria
- 2- Airwick (Reckitt Benckiser)
- 3- American Greeting
- 4- Aromatique
- 5- Aroma Naturals
- 6- Aspen Bay Company
- 7- Avon
- 8- Avora
- 9- Bath & Body Works
- 10- Bridgewater Candles
- 11- Candle Lite (Lancaster Colony)
- 12- Carolina Candles
- 13- Claire Burke (Esssential Brands)
- 14- Colonial at Home
- 15- Colonial Candle
- 16- Colonial Candle of Cape Cod
- 17- Febreze ScentStories
- 18- Faroy
- 19- Flame Candleworks
- 20- Florasense
- 21- Glade (SC Johnson)
- 22- Guild House

HOME FRAGRANCES AND CANDLE REPORT 2005

- 23- Hanna's Candles
- 24- Home Interiors
- 25- Illuminations
- 26- Lampe Berger
- 27- Olde New England Candle
- 28- Old Virginia Candle Company
- 29- PartyLite
- 30- Perfums Berger
- 31- Pier 1 Imports
- 32- Point a la Ligne
- 33- Renuzit (Dial)
- 34- Root Candles
- 35- Trapp
- 36- Village Candle
- 37- White Barn
- 38- Williamsburg Candles/Old Williamsburg
- 39- Yankee Candle
- 40- Other Brands Not Mentioned
- 41- Don't Know

20. In the past year, did you purchase any of these brands of candles and/or home fragrance products?  
(Check all that apply)

- 1- Ambria
- 2- Airwick (Reckitt Benckiser)
- 3- American Greeting
- 4- Aromatique
- 5- Aroma Naturals
- 6- Aspen Bay Company
- 7- Avon
- 8- Avora
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- 23- Hanna's Candles
- 24- Home Interiors
- 25- Illuminations
- 26- Lampe Berger
- 27- Olde New England Candle
- 28- Old Virginia Candle Company
- 29- PartyLite

- 30- Perfums Berger
- 31- Pier 1 Imports
- 32- Point a la Ligne
- 33- Renuzit (Dial)
- 34- Root Candles
- 35- Trapp
- 36- Village Candle
- 37- White Barn
- 38- Williamsburg Candles/Old Williamsburg
- 39- Yankee Candle
- 40- Other Brands Not Mentioned
- 41- Don't Know

**Attitudinal**

21. Please check how strongly you agree or disagree with the following statements, using a scale where 1=Strongly Agree; 2=Somewhat Agree; 3=Neither Agree or Disagree; 4=Somewhat Disagree; 5=Strongly Disagree

- 21a. I rarely burn the candles I buy; they are used basically for home decoration.
- 21b. I mostly buy candles during the fall and winter months, and not a lot during the spring and summer.
- 21c. I like to buy unique, one-of-a-kind candles that no one else will have.
- 21d. I frequently give candles as gifts.
- 21e. I buy candles mostly for the scent, so the fragrance, not the style and or design, is the most important factor when I buy candles.
- 21f. I regularly burn candles to help me relax from the stress in my life.
- 21g. I frequently buy complementary pieces for my candles, such as accessories, snuffers, etc.
- 21h. Burning candles is part of our family tradition and we regularly burn candles.
- 21i. I save candles mostly for special occasions, like when I entertain, and don't burn them regularly.
- 21j. Scented candles are stimulating and give me more energy.
- 21k. I am concerned about indoor air pollution, so I don't burn candles that often in my home.
- 21l. I mostly buy soy candles that are made from natural ingredients, not petroleum-based waxes.
- 21m. When I shop for candles, color is the most important feature I look for.
- 21n. I prefer to use other means of scenting my home rather than candles; burning candles are not the way I like to add fragrance to my home.