

NOP Consumer Market Research  
 Ludgate House  
 Blackfriars Road  
 London SE1 9UL

Job No.	Card	Serial No.	Country
(1) - (6)	(7) - (8)	(9)-(12)	(13)-(14)
433200	0 1		1 5

Job No : J 433200  
 Issue : 1  
 Date : 19 October, 2001

**FLASH 113**

**RESPONDENTS NAME:**

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**TELEPHONE NUMBER:**

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**RESULT OF CONTACT**

Call No	Inter-Viewers ID	Date	Time	Length	Disposition	Comments	Units
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							

**STANDARD DIAL DISPOSITION CODES**

NR	- No reply	HHR	- Household/Company refusal
ENG	- Circuit Engaged	RR	- Respondent Refusal
NU	- No. unobtainable (Not a working no.)	ANS	- Answerphone
NNAS	- No. Not applicable to study(home telephone if business no. if consumer study)	REJ	- Reject (Respondent who might be otherwise eligible but is deaf, intoxicated, abusive or unwilling or unable to provide usable information)
LB	- Language barrier	COMP	- Completed interviews (segregated by type)
SRNA	- Selected respondent not available	PART	- Partial (interview terminated by respondent before completion)
CUTS	- Contact unable to speak for H.Hold		
INEL	- H.Hold/Business ineligible for specific reason		

No	Question	Answer	Card 01	
			Code	Skip to
	<b>INTERVIEWER:</b> <b>ASK TO SPEAK TO THE PERSON RESPONSIBLE FOR THE MAIN HOUSEHOLD SHOPPING (E.G. FOR GROCERIES/ HOUSEHOLD PRODUCTS)</b> Hello, I am... from NOP Research. We are conducting a survey about the most commonly used consumer products, those that we use everyday for meals, housekeeping or washing. The interview is very short and will only take 4 or 5 minutes.			
		OK	1	Q.D1
		Not OK	2	Arrange recall
Q.D1	<b>RECORD SEX OF RESPONDENT - DO NOT ASK</b>	Male	1	
		Female	2	Q.D2
Q.D2	First of all could I just check a few details with you. What was your age on your last birthday?			
		_____		
		(RECORD ACTUAL AGE)		
		Refused	00	Q.D3
Q.D3	And at what age did you finish your full-time education?			
		_____		
		(RECORD ACTUAL AGE)		
		Did not go to school	01	
		Still studying	99	Q.D4
		Refused	00	

Q.No	Question	Answer	Code	Skip to
Q.D4	<p>As far as your current occupation is concerned, would you say that you are self-employed, an employee, a manual worker or would you say that you are without a professional activity (that is you do not have a job)?</p> <p><b>PROBE TO PRECODES</b></p> <p><b>INTERVIEWER – WHEN CURRENT STATUS HAS BEEN DETERMINED, THEN ASK:</b></p> <p>Which of the following best describes your current occupation – <b>READ OUT PRECODES THAT RELATE TO CURRENT STATUS. ONE ANSWER ONLY</b></p>			
Q.D4	<b>SELF-EMPLOYED</b>	Farmer/forester/fisherman	( ) - ( ) 11	
		Owner/proprietor of a shop or a craftsman (e.g builder/decorator/carpenter)	12	
		Professional (e.g. Lawyer/ medical practitioner/ accountant/architect)	13	
		Manager of a company	14	
		Other (specify) _____	15	
	<b>EMPLOYEE</b>	Professional (employed doctor/ lawyer/ accountant/architect)	21	
		General management/director/ senior management	22	
		Middle management	23	
		Office clerk ( clerical worker)	24	
		Other employee (salesman/nurse etc.)	25	
		Other (Specify) _____	26	
	<b>MANUAL WORKER</b>	Supervisor/foreman (team leader etc.)	31	
		Skilled manual work	32	
		Unskilled manual worker	33	
		Other (Specify) _____	34	
	<b>WITHOUT A PROFESSIONAL ACTIVITY/ NOT WORKING</b>	Looking after the home	41	
		Student (full-time)	42	
		Retired	43	
		Looking for a job	44	
		Other (Specify) _____	45	
	<b>Refused</b>		99	Q.1

3.

Q.No	Question	Answer	Code	Skip to
Q.1	<p>The following questions are about your experiences when buying packaged and bottled goods in shops and supermarkets. It concerns all drinks and oils in bottles, all foodstuffs in packs and cans, detergents and household cleaning products, cosmetics and pet food.</p> <p>When comparing competing products which are packed, canned or bottled in different weights or volumes, do these differences in quantities bother you .... <b>READ OUT PRECODES</b> <b>ONE ANSWER ONLY</b></p>	<p>A lot A little Not much Not at all (DK)</p>	<p>1 2 3 4 5</p>	Q.2
Q.2	<p>In some shops the unit price in kilos or litres is displayed in addition to the actual cost of the packaged product. Does this double display of prices interest you personally .... <b>READ OUT PRECODES.</b> <b>ONE ANSWER ONLY</b></p>	<p>A lot A little Not much Not at all (DK/NA)</p>	<p>( ) 1 2 3 4 5</p>	Q.3
Q.3	<p>Some products are still sold in packs, cans or bottles which do not correspond with the quantity you require because it is either too much or too little. How frequently have you been obliged to buy a product in a quantity that does not suit your needs? Is it .... <b>READ OUT PRECODES.</b> <b>ONE ANSWER ONLY</b></p>	<p>Often Sometimes Rarely Never (DK/NA)</p>	<p>( ) 1 2 3 4 5</p>	Q.4
Q.4	<p>If manufacturers still sold their products in more standardised packs, cans or bottles would that be a ....<b>READ OUT PRECODES</b> <b>ONE ANSWER ONLY</b></p>	<p>A very good thing A good thing A bad thing A very bad thing (DK/NA)</p>	<p>( ) 1 2 3 4 5</p>	Q.5

Q.No	Question	Answer	Code	Skip to
Q.5	When you are shopping, how frequently do you have difficulties in reading the weights or volumes that are marked on packs, cans or bottles? Is it ..... <b>READ OUT PRECODES</b>	Often Sometimes Rarely Never (DK/NA)	( ) 1 2 3 4 5	Q.F
<b>ONE ANSWER ONLY</b>				

Q.F	Thank you very much for you help today. Before I close could I just check in which region of the country you live? <b>PROBE TO PRECODES</b>				Q.G
	Cleveland, Durham	01	Kent	25	
	Cumbria	02	Avon, Gloucestershire	26	
	Northumberland	03	Wiltshire	27	
	Tyne and Wear	04	Cornwall, Devon	28	
	Humberside	05	Dorset, Somerset	29	
	North Yorkshire	06	Hereford & Worcester	30	
	South Yorkshire	07	Warwickshire	31	
	West Yorkshire	08	Shropshire, Staffordshire	32	
	Derbyshire	09	West Midlands(county)	33	
	Nottinghamshire	10	Cheshire	34	
	Leicestershire	11	Greater Manchester	35	
	Northamptonshire	12	Lancashire	36	
	Lincolnshire	13	Merseyside	37	
	East Anglia	14	Clwyd, Dyfed	38	
	Bedfordshire	15	Gwynedd, Powys	39	
	Hertfordshire	16	Gwent	40	
	Berkshire	17	M-S-W Glamorgan	41	
	Buckinghamshire	18	Borders, Central Fife	42	
	Oxfordshire	19	Lothian, Tayside	43	
	Surrey	20	Dumfries, Galloway	44	
	East/West Sussex	21	Strathclyde	45	
	Essex	22	Highlands, Island	46	
	Greater London	23	Grampians	47	
	Hampshire, Isle of Wight	24			

Q.G

Would you say you lived in a ....  
**READ OUT PRECODES**

- Rural area or village
- Small or middle size town
- Large town
- DK

- 1
- 2
- 3
- 4

\*See  
Insts.

**INTERVIEWER RECORD:**

**RESPONDENT NAME:** \_\_\_\_\_

**POST CODE** : \_\_\_\_\_

**(H) LENGTH OF INTERVIEW IN MINUTES** : \_\_\_\_\_

