

Job No 580s1

Qaire Number

Ireland	08
	(1-2)

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(3-7)

Good morning/afternoon/evening. I am from Irish Marketing Surveys Limited.
 We are conducting a survey about the most commonly used consumer products, those we use everyday for meals, housekeeping, or washing. We would like to ask a few questions to the person who buys those products for your household.

The following five questions are about your experience with packed and bottled products 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. The questions are mainly about whether the quantities sold in packs and bottles suit you and are easy to compare.

1. When comparing competing products which are packed, canned or bottled in different weights or volumes, do those differences of quantities bother you?

[READ OUT – ONE ANSWER ONLY]

- a lot 1 (21)
- a little 2
- not so much 3
- not at all 4
- (D.K./N.A.) 5

2. In some shops, unit prices by the kilo or by the litre are displayed in addition to the price to pay for the pack, can, or bottle. This gives you a better opportunity to compare competing products. Does this double display interest you personally?

[READ OUT – ONE ANSWER ONLY]

- a lot 1 (22)
- a little 2
- not so much 3
- not at all 4
- (D.K./N.A.) 5

3. Some products are sold in a pack, can, or bottle, which does not provide the quantity you need, because it is either too much or too little. Have you ever been obliged to buy a product in a quantity that does not suit your needs ... ?

[READ OUT – ONE ANSWER ONLY]

- often 1 (23)
- sometimes 2
- rarely, or 3
- never 4

- (D.K./N.A.) 5

4. If manufacturers sold their products in more standardized packs, cans, or bottles, would that be:

[READ OUT – ONE ANSWER ONLY]

- a very good thing 1 (24)
 - a good thing 2
 - a bad thing 3
 - a very bad thing 4
 - (D.K./N.A.) 5
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5. When you do your shopping, do you have any difficulties reading weights or volumes that are marked on packs, cans, or bottles?

[READ OUT – ONE ANSWER ONLY]

-
- often 1 (25)
 - sometimes 2
 - rarely, or 3
 - never 4
 - (D.K./N.A.) 5

[END OF INTERVIEW - THANK RESPONDENT]

Classification Details

<p>SEX: Male1 Female2</p> <p>AGE: (Record Exact Age) <input type="text"/> <input type="text"/></p> <p>Use code '00' if respondent refuses to answer</p> <p>EDUCATION: How old were you when you finished your full-time education? (Record Exact Age)</p> <p>Use code '99' if respondent still at full-time school Use code '00' if respondent refuses to answer Use code '01' if never went to full-time school</p> <input type="text"/> <input type="text"/>	<p>(11)</p> <p>(12-13)</p> <p>(14-15)</p>	<p>WHAT IS YOUR OCCUPATION? As far as your current occupation is concerned, would you say you are self-employed, employee, manual worker or would you say that you are without a professional activity?</p> <p>[READ OUT LEFT ITEMS – THEN ASK TO SPECIFY (“that is to say”) - ONLY ONE ANSWER]</p>	
<p>REGION: Dublin..... 1 Rest of Leinster 2 Munster 3 Conn/Ulster 4</p> <p>TYPE OF LOCALITY: Metropolitan zone..... 1 Other town/urban centre 2 Rural zone 3</p>	<p>(16-17)</p> <p>(18-19)</p> <p>(20)</p>	<p>- Self-employed → i.e. : - farmer, forester, fisherman 11 - owner of a shop, craftsman 12 - professional (lawyer, medical practitioner, accountant, architect...)..... 13 - manager of a company 14 - other (SPECIFY)..... 15</p> <p>- Employee → i.e. : - professional (employed doctor, lawyer, accountant, architect) 21 - general management, director or top management 22 - middle management 23 - office clerk 24 - other employee (salesman, nurse, etc).. 25 - other (SPECIFY)..... 26</p> <p>- Manual worker → i.e. : - supervisor/foreman (team manager, etc ...) 31 - manual worker 32 - unskilled manual worker 33 - other (SPECIFY)..... 34</p> <p>Without a professional activity → i.e. : - looking after the home..... 41 - student (full time)..... 42 - retired 43 - seeking a job 44 - other (SPECIFY)..... 45</p>	<p>(16-17)</p>
		<p>- (Refusal)..... 99</p> <p><input type="text"/> <input type="text"/></p> <p>Length of Interview Mins</p>	<p>(9-10)</p>