DECIMALISATION AND THE CONSUMER

1 1 The Background

The British public faced Monday, 15th February 1971 partly with apprehension and Although prewarned years before and exposed to official partly with complacency bombardment about what to expect, the day on which the new decimal currency became official still found many ordinary members of the public unprepared for the change Admittedly, the postal strike which started shortly after mid-January and carried on until well after Decimal Day had prevented delivery of the descriptive leaflets to many households, but neither this unforeseen difficulty nor any lack of effort on the part of the Decimal Currency Board could explain the whole extent of the unpreparedness of the general public There was here a manifestation of the traditional British attitude in the face of an impending many treated it as the biggest non-event of the year, it being less difficult to adjust to a new currency in a familiar place than to go abroad and have to accommodate many other changes at the same time, others had felt that there was little point in worrying about problems which, when they occurred would not be much lessened by having been anticipated This was in sharp contrast to the more sophisticated businessmen's reactions, many of whom had spent far more time postulating hypothetical problems in order to be able to solve them in advance than would have been required to deal with them if and when they actually occurred

When Decimal Day arrived, there was no sign of any joyous anticipation on the part of the public of the benefits claimed for the simplification of the currency. On the contrary, many regarded the change as an added complication, and especially the older members of the community adopted an attitude like that to a forthcoming visit to the dentist or to the arrival of the tax form. The event would inevitably occur, it had to be borne, and it must be hoped that the pure passage of time would eventually remove it from one's personal list of problems. Perhaps with a proper sense of irony, the day had been named D-Day. The previous day so designated had seen the British and their allies launching a huge and hazardous invasion of enemy-occupied France. On this occasion, the public had to do all of the fighting, and the enemy were the unfamiliar new coins and prices that they had to meet

The period before D-Day and been one of intense activity by all except some of the smallest business enterprises. In the shops cash registers had to be converted and cashiers trained in the new ways. The decimal coins were minted and the silver (or, rather, cupro-nickel) coins introduced in advance were equivalent to the one and two shilling pieces and the ten shilling note, respectively. The old half penny and half crown pieces had been withdrawn from circulation without too much protest, but a sudden public outcry had

saved the sixpence, although it was clear to everyone that the stay of execution was only temporary

To the general public, there was a certain air of unreality about the preparations. Jokes, mostly based on reality, circulated widely. A rural housewife was reported as saying the "decimalisation may be all right for them in the cities but it will never be accepted here in the country." A shopkeeper, when asked if he had a plentiful supply of new coins for D-Day, replied that he was waiting to see if the new system caught on. There was even a decimalisation song, performed by Max Bygraves, but it was not a big commercial success.

On Decimal Day, shoppers were seen to be looking carefully at their change, particularly after their initial transaction. For most, this careful look was less an attempt to check whether or not the correct amount had been received, but rather a first look at the diminutive new coins the ½p, 1p and 2p pieces. These coins were a common topic of conversation during the day. Many people found them too small and the two lowest denomination coins difficult to tell apart. Those who did attempt the unfamiliar mathematics involved in checking their change, frequently observed quite horrendous errors. The most common mistakes on the part of the customers seemed to have arisen from taking 10p to be equal to a shilling when quoted as a price and from tendering the 10p coin in payment of a 20p price. Probably owing to a natural optimism in adversity, a high proportion of the people were under the impression that the errors were in their favour, and no considerable irritation seemed to result

However, it would be wrong to claim that decimalisation caused no irritation whatever. Some cashiers temporarily lost their customary cheery disposition and exhibited an
unexpected hostility to the tools of their trade—the coins of the realm and the cash register.

Despite the cashiers' training, transactions took longer to conduct, largely because the
customers were not familiar with the new coins and £ p prices. In self-service restaurants
and canteens many a meal got cold while people stood in the remarkably well-behaved queues
that naturally developed at the cashier's desk

Even a year after decimalisation, some elderly people still experienced difficulty with the new coins and small shopkeepers occasionally reverted to quoting prices in £ s d. But these are ephemeral phenomena of little significance. The fact is that decimalisation has been accepted and the previous monetary system is well on its way to becoming a hardly remembered feature of the past.

Summing up, it can be said that an interesting social experiment has occurred involving prices, perhaps the most fundamental concept in economics and certainly one of

the most important aspects of the market economy to the consumer Foreseeing this, the Social Science Research Council decided in 1970 that such an experiment deserved careful observation and analysis The Nottingham University Consumer Study Group was invited to submit a proposal which was discussed and eventually accepted by the Social Science Research Council

The objectives of the project were to observe selected aspects of consumers' attitudes and behaviour over a period centred on Decimal Day and, hopefully, to reach some conclusions of relevance both to economists and practitioners of marketing. From the point of view of the Social Science Research Council, the project was also to serve as a test of their policy of initiating and commissioning enquiries of this kind.

The objectives, techniques and conclusions are set out in the following sections. Many aspects of decimalisation fell outside the scope of our enquiry—we have not considered the work of the Decimal Currency Board, the continued use of the pound rather than instituting a new basic unit, the decisions made about the coins provided, or even whether decimalisation was a good move at this time, worth the cost involved—Although once of considerable interest, these problems and the actions taken are now in the realm of historians, and the correctness of the decisions made should be discussed by them—In this report we concentrate exclusively on consumers' behaviour and attitudes combined with the changes of shop-prices of repeat purchase consumers' goods around the decimalisation period

It was part of the original plan to see if the results of our study could be compared with the experience of other more or less analogous social experiments, particularly decimalisation in South Africa, Australia and New Zealand and the introduction of driving on the right in Sweden. So far we have not succeeded in discovering any published enquiry in the countries mentioned which could be of use in this connection.

1 2 Objectives of the Study

1 2 1 Changes in prices and the price level

The area covered by our project was restricted to Nottingham and its suburbs, hence it was essential to observe the local behaviour of prices during the decimalisation period

How were manufacturers, wholesalers and retailers going to react to the changeover? Originally, it had been feared that decimalisation might amplify inflation, as prices
would generally be rounded up and manufacturers would use the changeover as an opportunity
to raise their prices. However, these possibilities were discussed so widely in the predecimalisation period that retailers and manufacturers may have become over-sensitive to
criticism and many of them actually promised to hold prices as constant as possible in the
weeks around D-Day

During the last few years, there has been a fairly high rate of inflation due to a variety of economic and political factors, one of the main problems facing us was to determine whether or not decimalisation significantly added to this upward trend in prices in the weeks surrounding D-day, most stores displayed their prices in both old and new currency, and consequently it was relatively easy for customers to see whether conversion by itself involved a price increase or not— If decimalisation were to cause inflation, the effect would presumably be diffused, with some manufacturers possibly raising prices well in advance of decimalisation, and others delaying increases till the dual-price period was over

Thus the problem of determining the inflationary effect of decimalisation, if any, was a difficult one, further complicated by the normal high variability of supermarket prices (It is, in fact, a fairly widespread policy of supermarket management to have some real or apparent bargains prominently displayed every day and to vary the prices of the other items so frequently that housewives should not find it worth while to practise selective shopping)

Throughout the months surrounding decimalisation, starting in August 1970, prices of a representative sample of frequently-purchased, supermarket-type goods have been regularly observed in a number of retail outlets in the Nottingham area. This price survey is described in Section 1 3 1 and the major results are presented in Section 2 1

An obvious corollary to determining the effect of decimalisation on prices themselves is to discover how much effect consumers thought decimalisation would have or had had on prices. This was approached through questions included in the Home and Shop and Street Surveys which are described in Sections 1 3 3 , 1 3 4 and 1 3 5 , and the results are analysed in Section 2 2

1 2 2 Coping with the new currency

The second objective of the study was to observe the ability of the public to deal with the new currency. Did they find the changeover particularly troublesome? Could they convert easily from the new to the old currency so as to assess changes in prices? Was there a change in price awareness* due to the new prices, and, if so, were the public more aware or less aware of the prices that they actually paid and of the prices of any alternative goods? The level of consumers' price awareness is analysed in Section 2.3 and their ability to convert from the new currency to the old is studied in Section 2.4

1 2 3 Changes in purchasing behaviour

One of the objectives of our study was to observe if decimalisation will bring about any permanent or temporary change in consumers' attitudes towards prices

To a potential customer, a price can convey a certain amount of information about the product—as well as being a measure of the cost of making the purchase, the price frequently acts also as an indicator of the quality of product ** With strange prices, it had to be considered possible that these properties of price may have changed in importance

In addition, marketing men have frequently made use of psychological pricing such as prestige pricing, customary pricing points (where customers are led to expect certain prices), and odd pricing, which involved the use of such prices as 3/11d and 19/6d 1 e "just-below-round-prices" *** What would happen to these practices after decimalisation, and would new psychologically important prices arise?

These problems and changes in the purchasing intentions of consumers in general over the period were tackled by obtaining buy-response curves in respect of a selected sample of products in the Home Surveys (1 3 3) and the results are analysed in Section 2 5

It was also quite likely that decimalisation would affect consumers' behaviour when faced with a choice between different brands. First of all, decimalisation itself may have caused consumers to pay a greater attention to price than they normally do, thus highlighting any competitive advantage one brand might have over another in terms of value, or alternatively, the new decimal prices may have made price comparisons between different

^{*} Cf Andre Gabor & C W J Granger, "On the Price Consciousness of Consumers", Applied Statistics, X, 3, (1961), 170-188

^{**} Cf Andre Gabor & C W J Granger, "Price as an Indicator of Quality", Economica, (February 1966), 43-70, also by the same authors, "The Pricing of New Products", Scientific Business, (August 1965), 3-12

^{***} Cf Andre Gabor & C W J Granger, "The Price Sensitivity of the Consumer", Journal of Advertising Research, 4 4, (December 1964), 40-44

products a lot easier, especially where the competitive brands differ in size. On the other hand, consumers having difficulty with the new currency may have elected to stick to the main brand as a method of reducing risk. To detect such changes, behavioural questions were asked of housewives leaving supermarkets, and weekly sales of some goods were recorded in two stores throughout the period (1 3 2 A). In addition, prices of one of the brands in each of four product groups were progressively reduced in a total of 12 stores in a series of price experiments described in Section 1 3 2 B and analysed in Section 2 6

1 2 4 Comparisons of different types of consumers

An objective of some importance was to compare the reactions of different strata of society to decimalisation. For instance, did the members of the higher socio-economic groups react differently from those in the lower groups, and did older people have more trouble coping with the new currency than the young? These problems can be answered as the normal classification data (age, social class, family size, etc.) were collected in the Shop, Home and Street Surveys, (1 3 3 , 1 3 4 and 1 3 5) and therefore all the other information collected can be analysed group by group. This analysis is presented in Sections 2 2 and 2 4

1 2 5 Secondary objectives

The prime objectives of this decimalisation study were to record variations in prices over the period, and to observe and analyse changes in consumers' buying behaviour and in their attitude to price

There were also two secondary objectives, namely

- a) To test recently established research methods on a fairly large scale over time, and to develop and improve them, and
- b) To assess what methodological advances are likely to be gained from conducting similar studies in the future. In other words, what is there to be gained from examining the effects on the population of a once-and-for-all social change.

Both of these objectives are discussed in our conclusions in Section 3

1 3 Methods of Data Collection

In this section of the report the methods of data collection are broadly summarized. There were five main categories of data collection, namely

- The Price Survey which was conducted to trace changes in the price level and the individual prices over the 10 months August 1970 June 1971
 - 2 Retail Audits which were conducted to examine whether there was
 - a) any switching between substitutes due to decimalisation e g from tea to coffee
 - b) any change in competitive behaviour in individual markets do price differentials in decimal currency mean the same as in the old currency
- 3 <u>Home Surveys</u> which were conducted to determine whether there was any marked reaction to prices in the new currency (by testing price recall and determining buy-response curves) and to discover housewives' views on how decimalisation would affect or had affected prices
- 4 The Shop Surveys conducted with similar objectives in mind as the Home Surveys but concentrated to a much larger extent on housewives' ability to recall prices immediately after purchase
- 5 <u>Street Surveys</u> these were inaugurated in April 1971 to trace continuing effects of decimalisation up to August 1971

In addition to these major methods of collecting data which are described further in Sections 1 3 1 to 1 3 5, there were additional sources of information. An attempt was made to secure Attwood panel data but it was found that the cost was too high in relation to the relevance of the information to our objectives. On the other hand, the Ministry of Agriculture, Fisheries and Food has been supplying us with National Food Survey data on a monthly basis. Records have also been kept of the changing level of prices as indicated by The Grocer and by the recommended prices shown in Shaw's Price Guide.

Contact has been made with authorities in other countries where similar changes have taken place, however as far as we can ascertain there have been no studies similar to ours

1 3 1 The Price Survey

The basic aim of our price survey was to estimate the cost of a typical house-wife's weekly "shopping basket" during the period August 1970 to June 1971 in the Nottingham area. As well as being able to trace the change in the price level for the area as a whole, the method enables us to compare price levels by locality and by store-type *

*For a previous study of this kind Cf A P Sowter, "How Competitive is the Co-op?", Co-operative Management and Marketing, January 1971.

The prices of a carefully selected sample of 44 grocery items were recorded in 33 supermarkets weekly during the period January to March 1971 and monthly throughout the remainder of the survey. For the purpose of comparison, the prices of the same sample of goods were collected monthly from a small selection of individual grocers' shops in the area, and the recommended prices were noted as given in <u>The Grocer</u> and <u>Shaw's Price Guide</u>

Eight of the products in the sample were household goods which were chosen mainly to follow price changes in the non-food grocery market and partly to observe the effects of decimalisation on 'charm prices'. The actual items included in the sample and the methods by which they were chosen are given in Appendix 1 3 1 along with the list of stores involved

Figures were obtained for part of the period from a few other stores but this was discontinued because of wariness on the part of some managers, this resulted inter alia in unsatisfactory data supplied to us by one shop and point-blank refusal to allow us to carry out the survey in another. The Head Office of one chain never managed to reply to our request for co-operation but subsequently suitable arrangements were achieved at local level. Some managers were most helpful and one regional manager assured us that we were going well beyond the bounds of what was necessary by even informing him our activities'

1 3 2 Retail Audits

A Sales Record

A weekly record of sales volumes and prices was kept for a number of products in two Greater Nottingham Co-operative Society supermarkets

The products studied were

1st Store - starting in August 1970

Scouring Powder, Instant Milk, Tea, Beverages, Instant Coffee, Custard Powder, Baked Beans and Coffee Essence

2nd Store - starting in November 1970

Scouring Powder, Instant Milk, Tea, Beverages, Instant Coffee, Custard Powder and Coffee Essence

B Price Experiments

In the last few years, a two-brand market share model has been developed by the Nottingham University Consumer Study Group—The theory behind this model and the results of practical applications of it have been published elsewhere. One of the main advantages of the model is that its parameters may be estimated from relatively few pieces of data and that these parameters have both economic and marketing interpretations in terms of brand preference and brand loyalty

* A P Sowter, A Gabor and C W J Granger, "The Influence of Brand Shares and Switching",

British Journal of Marketing, Winter 1969, pp 223-230, also, by the same authors, "The Effect
of Price on Choice A Theoretical and Empirical Investigation", Applied Economics, 1971-3

Changes in the characteristics of consumers' choice might well be expected to occur during a period of uncertainty about prices. moreover, a change in the value of the smallest money unit might cause a permanent change to occur. In order to estimate any such changes, experimental conditions were introduced into six stores in each of two chains, the Greater Nottingham Co-operative Society and Granary Supermarkets (Mace) Ltd., during the three months January to March 1971

Four product groups were chosen where store activity was basically confined to two brands viz coffee essence instant milk, custard powder and scouring powder

Stocks and deliveries of each product were recorded weekly and sales calculated. The price of one of the products in each group was varied according to a predetermined pattern which is described in Appendix 1 3 2. As a result, market share estimates were obtained for twelve different pricing situations each month. The model could then be fitted to each product group each month, and any changes in market behaviour could be identified.

Some of the problems involved in conducting these experiments are discussed in Appendix 1 3 2 The results are fully discussed in Section 2 6

1 3 3 The Home Surveys

Following a pilot survey of some 200 interviews in December 1970, over 1,000 housewives were interviewed in their homes in each of four two-week periods mid-January, mid-February (starting on D-day), mid-March and mid-September, 1971. The sample was drawn at random from ten sub-areas in and around Nottingham, and the fieldwork was conducted by Marketing and Media Fieldwork Ltd., a subsidiary of Marketing Advisory. Services Ltd.

In each month, the groups of respondents were roughly divided into two sub-groups, each answering slightly different questionnaires, identified by their Blue or White colour Each interviewer alternated questionnaires from interview to interview

The first ten questions obtained price recall information on two product groups, sugar and flour in the Blue questionnaire, margarine and instant coffee in the White Summaries of the questionnaires are attached as Appendix 1 3 3

The price recall questions were followed by a series of questions designed to obtain data for the determination of buy-response curves for seven products - baked beans, eggs, butter, tinned salmon, scouring powder, tea, and pork sausages The questions here took the form "would you buy X at such and such a price" Up to nine prices were asked of

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each group of respondents giving up to eighteen price positions for all products except baked beans where only ten price positions were needed

The initial prices on each questionnaire were all fairly close to what one might normally find in shops, and the remainder were arranged in a random order . The prices were chosen in the light of the pilot survey, to reasonably cover the range of willingness to buy, and alternate points were allocated to the Blue and White questionnaires. In the special case of baked beans, the White respondents were asked to postulate buying the Heinz brand (80z size), while the Blue respondents were just asked about baked beans in general. In February, prices were expressed in decimal currency but an A4-sized Shoppers' Table was prominently displayed by the interviewer. In order to be able to compare housewives' answers with their current buying behaviour, respondents were also asked how much they had paid for the last purchase of each of the products. The answers also revealed the different extents to which prices were remembered in the old currency and in the new

The third section, identical for both groups, contained questions about respondents' perception of rising prices, their reactions to this, the effect of decimalisation on their attitude to prices and on their household budgets. Further questions were also included to test the extent of understanding of the new currency

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The questionnaire concluded with standard consumer classification data - name and address, age, occupation of head-of-household, socio-economic group (estimated by the investigator), size of family and working status of housewife

Work was allocated to individual interviewers in clusters, with seventeen interviews required per cluster. Twenty-five addresses per cluster were allocated, plus five spare addresses for each interviewer (individuals worked any amount from one to five clusters each). A reserve list of addresses was also given to a supervisor, who ensured that three visits had been made to each of the allocated addresses before issuing reserves to anyone

1 3 4 The Shop Surveys

Following a pilot survey of some two hundred interviews in December, over 1,000 interviews were obtained in one week on each of three occasions mid-January, mid-February and mid-March 1971, outside the checkouts of ten supermarkets in the Nottingham area. The fieldwork was conducted by Research Services Ltd

A summary of the questionnaire is shown in Appendix 1 3 4. The same shops were used throughout, with the exception of one store which was sold at the beginning of March by the original owners, and a substitute had to be found because the new owners were

commencing business during the week of the survey The interviews actually obtained were distributed among shops as follows -

	January	February	March
Co-op Alfreton Road	118	100	92
Bilborough	131	101	165
Mace Westdale Lane	74	86	97
Stapleford	101	110	77*
Fine Fare W Bridgford	95	89	154
Sherwood	89	112	98
Sainsbury Nottingham	162	119	129
Beeston	105	147	96
Savemore Lenton	129	62	71
Clifton	104	94	126
	1,108	1,020	1,105

^{*} substitute store

The questionnaire contained sets of questions about four different product groups, no more than two of which were to be answered by any respondent, and a final section comprising a subset of the final section of the Home Survey. The product groups used in the early part of the survey were Scouring Powder, Instant Coffee, Eggs and Baked Beans, and questions were asked about respondents' purchasing intentions before entering the store, their reasons for any switching in their actual purchases, and their price recall of purchased and competing brands. Quotas were set in each product group but were not always fully achieved.

As with the price survey, co-operation from some managers was excellent, but came close to obstruction from others—extreme examples of both kinds occurred in two of the chains used and were therefore locally determined rather than systematic

1 3 5 The Street Surveys

In each of the months April - August 1971 samples of four hundred street interviews were obtained, using mainly questions taken from the Home Surveys. These included at least one buy-response question, questions on price change perceptions and on the understanding of decimal money. A summary of the questions used in one of these surveys is given in Appendix 1 3 5

No targets were set with respect to social grouping as we believe that estimates of class made under such conditions are liable to serious error

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APPENDIX 1 3 1

The Price Comparison Survey

With the exception of eight non-food grocery items the sample was selected by reference to Household Food Consumption and Expenditure data. This national survey gives figures for the consumption of food per person per week in both quantity and value terms for twelve categories of food products - milk and cream, cheese, meat and meat products, fish, eggs, fats, sugar and preserves, vegetables, fruit, cereals, beverages and miscellaneous items

Every one of these groups was examined in turn and items that were not on sale in most grocery stores (such as fresh fish) were removed. Items that were not directly comparable in quality between stores were also eliminated, such as fresh fruit, vegetables and fresh meat. Other items such as fresh milk were also excluded because although many grocery stores stock them, they do not account for much of the sales - most milk being sold by dairy roundsmen - and in this respect National Food Survey figures would not represent typical supermarket sales.

Having eliminated a number of non-comparable items, the sample, which is listed in Table 1 3 1 1, was chosen so as to give a proper coverage

As can be seen, of the thirty-six food items, twenty-four were specifically branded products for which the price of the selected brand was invariably taken, whereas for the other goods the price of the brand which was cheapest in the store at the time was recorded. In addition, we decided to record also the cheapest alternatives to some of the branded goods from December onwards - this was normally done for those products facing strong competition frequently from the 'own label' product of the store concerned.

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The shops in which prices were recorded are listed, by locality, in Table 1 3 1 2

TABLE 1 3 1 1

GROUP	PRODUCT	BRAND	SIZE
Milk Products	Milk Powder	Marvel & other	7 oz
Cheese	N Z Cheddar Cheese Portions (6)	Dairylea	3½ oz
Meat Products	Corned Beef Pork Sausages Frozen Chicken	Fray Bentos Walls	12 oz 7½ oz
	Chow Mein/Chop Suey Unsmoked Streaky Bacon Beefburgers (4)	Vesta BE Ross or Findus	5 oz 13 dr 8 oz
Fish Products	Red Salmon Fish Fingers (10)	John West & others BE Ross or Findus	7½ oz 10 oz
Eggs	Eggs (½ doz)		Large
Fats	Sl Salted Butter Margarine Lard	Lurpak & other Stork & other	$ \frac{1}{2}-lb $ $ \frac{1}{2}-lb $ $ \frac{1}{2}-lb $
Sugar/Preserves	Golden Shred/Silver Strawberry Jam Granulated Sugar	Robertsons BSC/Tate & Lyle	1-lb 1-lb 2-lb
Vegetables	Baked Beans Garden Peas Small Whole Carrots	Heinz	16-oz 10-oz 10-oz
Fruit	Tinned Tomatoes Tinned Peaches Tinned Apricots		14-oz 1-lb 13 oz 1-lb 13 oz
Cereals	Sliced White Bread Choc Wholemeal Bisc Cracker Biscuit Instant Whip Cornflakes Self-Raising Flour	McVities/Crawfords Ritz Birds Kelloggs & other McDougalls & other	Large $\frac{1}{2}$ -lb $7\frac{1}{2}$ oz $3\frac{1}{2}$ oz 16 -oz 3 -lb
Beverages	Instant Coffee Cocoa Tea Bags	Nescafe & other Bournville Tetley and other	8 oz 8 oz 36
Miscellaneous	Tomato Soup Sauce Gravy Salt Soap Powder (Bleach) Toilet Soap Toothpaste Dog Food Razor Blades Run-resist tights Ballpoint Pen	Heinz HP Bisto Persil Domestos Palmolive Colgate Pal/Prime Pal Wilkinson Sword	$15\frac{1}{2}$ oz 9 oz 8 oz 1-lb $12\frac{1}{2}$ oz 1 pint 5 oz $31\frac{1}{2}$ cc $14\frac{1}{2}$ oz 5 Pair Single

TABLE 1 3 1 2

Alfreton Road

Fine Fare Co-op No 3

Beeston

Fine Fare Tesco Woolworths Co-op No 7 Sainsbury

Clifton

Fine Fare Savemore Woolworths Co-op No 102

Sherwood

Fine Fare Tesco Woolworths Thrifty Stores Co-op No 16

West Bridgford

Fine Fare Co-op No 30

Carlton and Netherfield

Mace (now Granary Supermarkets), Westdale Lane Fine Fare Co-op No 144 Roth's Supermarket Co-op No 145

City

Tesco
Woolworths
MacFisheries
Mark Down
Burtons
Sainsburys
Co-op Food Hall

Miscellaneous

Lenton Savemore Co-op No 1 Gem

APPENDIX 1 3 2

THE PRICE VARIATION EXPERIMENT

1 Design

The pricing situations used were derived by six successive $\frac{1}{2}p$ reductions on the standard price of one brand, keeping the other at its normal selling price, and vice versa (In January old currency equivalent prices were used)

In an attempt to minimise distorting effects arising from multiple purchases and consumers' learning to expect regular price reductions, the various price reductions were paired and cycled according to the scheme set out in Table 1 3 2 1 below

			TAI	BLE 1	3 2 1	<u>G</u>	ENERA	L PRI	CE I	PATI	ERN		
Shop Number	Week Number	1	2	3	4	5	6	7	8	9	10	11	12
1		P	P-1	P-6	P	P	P-3	P-4	P	P	P-2	P-4	P
2		P	P-2	P-5	P	P	P-1	P-6	P	P	P-3	P-5	P
3		Р	P-3	P-4	P	Р	P-2	P-5	P	Р	P-1	P-6	P

where P is the standard price for the product and reductions are in units of $\frac{1}{2}$ p's. The same experimental design was used for the other three stores in each chain, except insofar as the price of the alternative product was varied in each case.

Weeks four and five, and eight and nine, were intended to enable shopping behaviour to return to normal, in particular to allow the effect of any consumer stocking up, at a specially low price in the previous fortnight, to wear off

The first day of Week 6 was in fact Decimal Day itself

2 Control of the Experiment and some Problems Involved

In-store pricing experiments have their own practical problems — In order to obtain reliable data, we sought to ensure that the following requirements should be met-

- 1 All prices should be clearly marked on the packs themselves We stipulated that on the products concerned dual price labels should be used in January, and labels with decimal prices only in March In February dual price labels were used in Co-op Stores and decimal only labels in the Mace Stores
- 2 Promotional activity by retailer or manufacturer should be avoided
- 3 Within each store, competitive brands should be displayed as similarly as possible. This was broadly achieved

4 Shelf stock should be maintained at all times Gaps invalidate the data as our purpose was to measure changes in consumers' demand and not retailers' supply In practice, about half a dozen pieces of data were lost through stock-outs

The problem becomes insurmountable if warehouse stocks are exhausted as the majority of shops are then likely to be in short supply. In such cases we tried to concentrate on getting accurate results from all the shops during the experimental fortnights, allowing stock-outs to occur in the intervening periods of normal prices. The most practicable way of preventing an imminent stock-out is to move goods in from another store, a method to which we had to resort on large numbers of occasions.

5 The prices and sales of all close competitors should be recorded and checked for any disturbing influence on the products being studied

Each week, every one of the twelve stores was visited before the first opening. The shelf stocks were counted and prices changed to those for the current week, then the store-room stocks were recorded, delivery figures collected, and sales calculated. Counting errors which frequently arise from missed part-cases that are easily overlooked in the store-rooms or underneath the display itself, were corrected at this stage.

Every store was revisited at least once more each week (in some cases it was every day) when the prices were checked, displays checked for comparability, and shelves restocked where necessary. Any shortage or potential shortage of a product was reported back so that efforts could be made to maintain supplies

The managements of the stores which co-operated with us in the enquiry promised to postpone promotions and unauthorised price changes in the product fields concerned. This was not throughout possible, and we had to deal with a number of unforseen problems as they arose.

There were difficulties but the loss of data was not on the whole serious

Control of the stores was intensified during March, when every store was visited to check shelf-stock and display, also to take action on on-offer goods which had a maximum selling price under the Trade Descriptions Act

As no normalising period was necessary after the experiment had finished in March, the opportunity was taken in the final week to repeat certain pricing situations for which the original data were not considered fully reliable

APPENDIX 1 3 3 Summary of Nottingham Home Survey Questionnaires

A The Blue Questionnaire

1 General Consumer Classification Data

- 1 Name and Address
- 2 Occupation of Head of Household
- 3 Occupation Group (Social Class) Interviewer's Assessment
- 4 Age of Housewife
- 5 Working Status of Housewife
- 6 Size of Household
- 7 Marital Status
- 8 & 9 Changes in Housekeeping Money in the last month

11 Price Consciousness Questions

a) Sugar

- 1 Have you bought any sugar within the last week or so?
- 2 What kind did you last buy?
- 3 What size was it?
- 4 What was the price?
- 5 Where did you buy it?

b) Flour

- 1 Have you bought any plain or self-raising flour within the last week or so?
- 2 What brand was it?
- 3 What size?
- 4 What was the price?
- 5 Where did you buy it?

III) Buy-Response Questions

a) Eggs

- If you went out to buy some eggs and saw some at 12NP per ½ dozen would you buy some?
- 2 I will now read out a few more prices for ½ dozen eggs Please answer "Yes, would buy", or "No, would not buy" (8 further prices)
- 3 What was the price you last paid for ½ dozen eggs?

b) Butter

- I will now read out a few prices for ½-lb of butter Please answer "Yes, would buy", or "No, would not buy" (8 prices in all)
- What was the price you last paid for ½-lb butter?

c) Salmon (showing can)

- 1 Now, for $\frac{1}{2}$ -ib tin of red salmon, would you buy at ? (9 prices in all)
- 2 What was the price you last paid for this size of salmon?

d) Scouring Powder

- If you wanted some scouring powder and saw a cardboard canister of the usual size would you buy it at ? (8 prices in all)
- 2 What was the price you last paid for scouring powder?

e) Baked Beans

- If you went out to buy some baked beans and saw an 8-oz tin at 3½NP would you buy it? Or at? (9 prices in all)
- 2 What price did you last pay for 8-oz of baked beans?

f) Tea

- And if you wanted tea, would you buy some if you saw it priced at $7\frac{1}{2}NP$ a quarter Or at ? (8 prices in all)
- 2 What price did you last pay for a quarter of tea?

g) Pork Sausages

- 1 Finally, if you went to buy some pork sausages and saw some priced at 18NP per lb would you buy them? (9 prices in all)
- 2 What price did you last pay for a pound of sausages?

iv) Price Changes and Decimalisation Questions

- 1 Do you think the overall price of groceries has changed in the last month?
- la Up or down?
- 1b Roughly by how much?
- 2 Roughly by how much would you say grocery prices have gone up in the last year?
- 3 Do you think the price of bread has changed in the last month?
- 3a What was the old price please, and what is the new price?
- 4 Do you think the price of butter has changed in the last month?
- 4a What was the old price, and what is the new price?
- 5 Do you think that the price of butcher's meat has changed in the last month?
- 5a Up or down?
- 5b Roughly by how much?

1 1

- 6 Will you tell me please, what 5NP is in old currency? (Repeated for 19NP and 8½NP)
- 7 What action do you take, if any, to cope with rising prices?
- 8 Do you think decimalisation has caused any increase in prices?
- 9 Do you think it will cause any further price increases?

B The White Questionnaire

General Consumer Classification Data

As before

11 Price Consciousness Questions

Questions similar to Blue Questionnaire but products studied

- a) Margarine
- b) Instant Coffee

111 Buy-Response Questions

As before except different prices and Heinz Baked Beans instead of Baked Beans

iv Price Changes and Decimalisation Questions

As before

APPENDIX 1 3 4 Summary of Nottingham Shop Survey Questionnaire

Qualifying Question

Have you just bought any

- i) Scouring Powder?
- 11) Instant Coffee?
- tit) Eggs?
- iv) Baked Beans?

1) Scouring Powder Buyers

- When you came to this store did you intend to buy scouring powder?
- 2 Did you buy the brand you intended?
- 3 Why did you change your mind?
- 4 Which brand did you buy?
- 5 Which brand do you usually buy?
- 6 Which size did you buy?
- 7 How many did you buy?
- 8 What was the price of Standard Size Vim

Standard Size Ajax

(Own Brand) Scouring Powder

(Respondent was questioned last on price of brand actually purchased)

11) Instant Coffee Buyers

Questions 1 to 6 similar to i) above

- 7 Which size do you usually buy?
- 8 How many did you buy?
- 9 For the size you actually bought, what was the price of

Nescafe (Standard)

Maxwell House

(Own Brand) Instant Coffee

(in appropriate order)

111) Egg Buyers

- When you came to this store did you intend to buy eggs?
- 2 Did you buy the kind you intended?
- 3 Why did you change your mind?
- 4 Did you buy white eggs?
- 5 Which size did you buy?
- 6 Which size do you usually buy?
- 7 How many did you buy?

20

8 What was the price of Standard (White) Eggs
Medium (White) Eggs
Large (White) Eggs
(in appropriate order)

1V) Baked Bean Buyers

Questions 1 to 8 similar to ii) above

9 For the size you actually bought, what was the price of
Heinz Baked Beans
(Own Brand) Baked Beans

v) All Buyers

- 1 Could you tell me what was the price of a 2-lb bag of sugar?
- 2 Did you buy any?
- 3 Do you think the overall price of groceries has changed in the last month?
- 3a Up or down?
- 3b Roughly, by how much?
- 4 What action do you take, if any, to cope with rising prices?
- Will you tell me, please, what 5NP is in old currency? (Repeated for 19NP and $8\frac{1}{2}$ NP)

vi) General Consumer Classification Data

As in Home Survey Questionnaires

3€

APPENDIX 1 3 5 Summary of Nottingham Street Survey Questionnaire

e g The July Street Survey

- 1 Name and Address
- 2 Occupation of Head of Household
- 3 Occupation Group (Assessed)
- 4 Age of Housewife
- Do you think the overall price of groceries has changed in the last month?
- 5a Up or down?
- 5b Roughly by how much?
- If you wanted some Malted Bedtime Drink (such as Ovaltine) and saw a $\frac{1}{2}$ -Ib tin would you buy it at ? (10 prices in all)
- 6a What size of Ovaltine did you last buy?
- 6b How much did you pay for it?
- 7 And if you went to buy some pork sausages would you buy some priced at per pound (9 prices in all)
- 7a What price did you last pay for a pound of pork sausages?
- 8 Will you tell me, please, what 5NP is in old currency?
 (Repeated for 19NP and 8½NP)
- And would you tell me, please, which of the following amounts is the larger, or whether they are equal (1) 8p, 1/7d (11) 38p, 7/6d (111) $9\frac{1}{2}p$, 1/11d (1v) 27p 5/2d
- 10 Do you think decimalisation has caused any increase in prices?
- 11 Do you think it will cause any further increases?

Instant coffee?

Baked beans?

Eggs?

Q.2

Q.3

Q.4

Research Services Limited, 20/24, Broadwick Street, London, W.1.

SHOP SURVEY - MAIN STAGE

	INTERVIEWER RING MONTH OF INTERVIEW DATE	January February	1 2		
				March	3
	Good morning/afternoon, I am from a survey on housewives shopping.		-		
Q.1	Scouring powder?	Code 1 2	Yes No		
		1			

Yes

Yes

Yes

Νo

Мо

Νo

1

2

1

2

1

2

INTERVIEWER: CONTINUE AS FOLLOWS .-

IF INFORMANT BOUGHT NONE OF FOUR PRODUCTS, CLOSE INTERVIEW

IF INFORMANT BOUGHT ONE OR TWO PRODUCTS, CONTINUE INTERVIEW ASKING ABOUT THESE PRODUCTS

IF INFORMANT BOUGHT MORE THAN TWO PRODUCTS, SELECT THOSE TWO APPROPRIATE TO MAKING UP YOUR QUOTA. (SEE MANUAL FOR INSTRUCTIONS)

RING	CODES	BELOW	TWO	PRODUCTS	то	BE
	ABOU.					

Scouring powder	Instant coffee	Eggs	Baked Beans
1	2	3	4

	ASK ALL WHO BOUGHT SCOURING POWDER ARE TO BE ASKED ABOUT THIS PRODUCT	·
Q.5	When you came to this store did you intend to buy scouring powder?	Code
Q.6	Did you buy the brand you intended?	1 Yes — — — — — — Q.8 2 No — — — — — Q.7 3 No particular brand in mind — Q.8 23

Q.7	Why did you change your mind? DO NOT FROMPT, OR READ OUT THE PRE-CODES	2 3 4 5	Decided to try it Remembered I needed it Price was attractive Brand not in stock/not available Other	RITE IN)
Q.8	Which brand did you buy?	1	Don't know Vim	
	DO NOT PROMPT MULTICODING POSSIBLE	2 3 4	Ajax Own brand Other (Wi	RITE IN)
Q. 9	Which brand do you <u>usually</u> buy? DO NOT PROMPT MULTICODING POSSIBLE		Vim Ajax Own brand Any/the cheapest Other Don't know	RITE IN)
Q.10	Which size did you buy? DO NOT FROMPT, BUT RECORD IN TERMS OF VERBATIM ANSWER	1 2 3	Standard/large Bathroom Other	
	MULTICODING POSSIBLE	0	Don't know	RITE IN)
Q 11	How many did you buy? WRITE IN N	NUMBER	BOUGHT	
Q 12	What was the price of - ASK FOR ALL 3 BRANDS ONE AT A TIME, BUT ASK FOR BRAND ACTUALLY PURCHASED LAST What was the price of - Standard Standard Own branch	d Size	Ajax? (WRITE)	IN PRICE H BRAND 'T KNOW')

ASK ALL WHO BOUGHT INSTANT COFFEE AND WHO ARE TO BE ASKED ABOUT THIS PRODUCT FIELD

(IF INFORMANT DOES NOT QUALIFY SKIP TO Q.22)

		Code]
Q 13	When you came to this store did you intend to buy instant coffee?	1 2	Yes
Q.14	Did you buy the brand you intended?	1 2 3	Yes Q.16 No Q.15 No particular brand in mind Q.16
Q.15	Why did you change your mind? DO NOT PROMPT, OR READ OUT THE PRECODES	1 2 3 4 5	Decided to try it Remembered I needed it Price was attractive Brand not in stock/not available Other (WRITE IN) Don't know
Q.16	Which brand did you buy? DO NOT PROMPT MULTICODING POSSIBLE IF NESCAFE MENTIONED, PROBE TO ESTABLISH TYPE	1 2 3 4 5 6	Nescafé (standard/new natural) Nescafé Blend 37 Nescafé Gold Blend Maxwell House Own brand Other(WRITE IN)

	<u>J.7142/GC</u>	- 4 -	
		Code	1
Q.17	Which brand do you usually buy?	1 2 3 4	Nescafé (standard/new natural) Nescafé Blend 37 Nescafé Gold Blend Maxwell House
	DO NOT PROMPT MULTICODING POSSIBLE	5	Own Brand
	 _	6	Other
	IF NESCAFE MENTIONED, PROBE TO ESTABLISH TYPE		(WRITE IN)
	TO ESTABLISH TITE	0	Don't know
Q.18	Which size did you buy? DO NOT PROMPT BUT PROBE VAGUE ANSWERS AND RECORD VERBATIM	1 2 3 4	2oz/small 4oz/medium 8oz/large Other
	MULTICODING POSSIBLE		(WRITE IN)
		0	Don't know
Q.19	Which size do you usually buy? DO NOT PROMPT BUT PROBE VAGUE ANSWERS, AND RECORD VERBATIM	1 2 3 4	2oz/small 4oz/medium 8oz/large Other
	MULTICODING POSSIBLE	0	Don't know
ହ.20	How many did you buy? 2oz/small 4oz/medium 8oz/large Other size		(WRITE IN TOTAL NUMBER BOUGHT OF EACH SIZE)
Q.21	For the size you actually bought	, what	was the price of -
	(1) Nescafe (standard)		Aupump at Dotor Bon
	(ii) Maxwell House		(<u>WRITE IN PRICE FOR</u> PRODUCT OR DON'T KNOW
	(iii) (Own Brand) Instant coffee	;	
	ASK FOR ALL 3 BRANDS ONE AT A TI IF MORE THAN ONE SIZE WAS BOUGHT	ME, BU	T IF ONE WAS ACTUALLY PURCHASED ASK IT LAST QUESTION AND RECORD ANSWERS FOR EACH

ASK ALL WHO BOUGHT EGGS AND WHO ARE TO BE ASKED ABOUT THIS PRODUCT FIELD

(<u>IF INFORMANT DOES NOT QUALIFY</u>, <u>SKIP TO Q.30</u>)

		Code	
Q.22	When you came to this store did you intend to buy eggs?	1 2	Yes Q.23 No Q.24
Q.23	Did you buy the kind you intended?	1 2 3	YesQ 25 NoQ.24 No particular size/type in mind>Q.25
Q.24	Why did you change your mind? DO NOT PROMPT, OR READ OUT THE PRECODES	1 2 3 4 5	Decided to try them Remembered I needed them Price was attractive Type not in stock/not available Other
Q.25	Did you buy white eggs?	1 2	Yes No
Q.26	Which size did you buy? DO NOT PROMPT, BUT PROBE VAGUE ANSWERS AND RECORD VERBATIM MULTICODING POSSIBLE	1 2 3 4	Standard Medium Large Other
Q.27	Which size do you <u>usually</u> buy? DO NOT PROMPT, BUT PROBE VAGUE ANSWERS, AND RECORD VERBATIM MULTICODING POSSIBLE	1 2 3 4	Standard Medium Large Other
ହ.28	How many did you buy?		\
	Standard Medium Large Other		(WRITE IN NUMBER BOUGHT)
Q.29	What was the price of Standard (white) eggs? Medium (white) eggs? Large (white) eggs? ASK FOR ALL 3 TYPES ONE AT A TIME, IT LAST	BUT IF	(WRITE IN PRICE OR 'DON'T KNOW' RECORD UNIT (DOZEN OR HALF DOZEN) ONE WAS ACTUALLY PURCHASED, ASK

	ASK ALL WHO BOUGHT BAKED F TO BE ASKED ABOUT THIS FIE	BEANS AND) WHO	ARE			FORMAN		OT QUALIFY,	
Q 30	When you came to this store intend to buy some baked be	did you	Cod	Ye	s			 -	→ Q.31	
Q.31	Did you buy the brand you i		1 2 3	Ye No	s				→ Q.32 → Q.33 → Q.32 11nd Q.33	
Q.32	Why did you change your mind? DO NOT PROMPT, OR READ OUT THE PRE-CODES			De Rei Pr	cided membere ice was	to try ed I n s attr t in s	it eeded active	it ot avail		_
·			0	Dor	n't kno	W			(WRITE)	(M)
Q.33	Which brand did you buy? DO NOT PROMPT MULTICODING POSSIBLE		1 2 3 4 5	H. I Cro	inz Sse & brand		well			
Q.34	And which brand do you usually buy?			Own Oth	sse & brand	· 	vell		(WRITE I	<u> </u>
		5	8	16	19/20	28	Don't			<u> </u>
Q. 35	Which size did you buy?	oz.	oz.	oz. 3	02. 4	oz. 5	know O	O Crie	r Answer (WRITE IN)	
ହ 36	Which size do you usually buy?	1	2	3	4	5	0		(WRITE IN)	
	MULTICODING POSSIBLE USE SHOW CARD TO ACCURATELY	DETERMI	NE SIZ	E						
Q.37	How many did you buy?	5 oz. 8oz 16 oz. 20 oz. 28 oz. other s	size					TOTAL M		_
Q 38	IF ONE WAS ACTUALLY PURCHASED ASK IT (11)	Heinz Ba (Own Bra Baked Be	ked Be		price	of		N	RITE IN TOTA	T

4 017	A T T
ASK	بلبلد

	ASK ALL				
Q.39	Could you tell me what was the pr of a 21b bag of sugar?	ice —	, 	(WRITE IN PRI OR RECORD 'I	ICE AS GIVEN DON'T KNOW')
		Code			
Q.40	Did you buy any?	1 2	Yes No		
	ASK ALL				
Q.41	Do you think the overall price of groceries has changed in the last month?	1 2 0	No	know	0.44
Q.42	Up or down?	1 2	Up Down		
Q.43	Roughly, by how much?				
	DO NOT PROMPT WITH ACTUAL FIGURE BUT DO PROBE FOR A MEANINGFUL REPLY OR			in the pound	(Other
			0	Don't know (ring code)	Answer)
	ASK ALL	-			
Q.44	What action do you take to, if an	y, to	cope wi	th rising prices?	
					
				(WRITE	IN)
	DO NOT PROMPT BUT PROBE VAGUE ANS	WERS		_	

Q 45 ASK ALL

- Will you tell me, please, what 5 newpence is in (i) old currency?
- Will you tell me, please, what 19 newpence is in (ii) old currency?
- Will you tell me, please, what $8\frac{1}{2}$ newpence is in **(**111) old currency?

s.	d.	Don t know
•	•	0
	•	0
	•	0

WRITE IN ANSWERS AS GIVEN, OR CODE 'DON'T KNOW' AND RECORD WHETHER INFORMANT USED ANY SORT OF AID.

A1d Used	Not Used
1	2

CLASSIFICATION DATA [B]

<u>© GROUP</u> Under 30 30 - 50	Code	OCCUPATION (include present part time occupation for wid	iow/retired/pensions
Over 50			· · · · · · · · · · · · · · · · · · ·
MARITAL STATUS	+	Enter any professional qualifications/apprenticeships served for	present accupation
Married	1		
Single	2		··
Widowed/divorced	. 3	INDUSTRY	
EMPLOYMENT STATUS		BEST ESTIMATE OF	Code Col
Full time (30+ hours)	1	SOCIAL GRADE OF HEAD OF HOUSEHOLD/ CHIEF WAGE EARNER A	1 8
Part time (less than 30 hours)	2		E 0
Not working COMPOSITION OF HOUSEHOLD	3	Has the amount of housekeeping money you have changed since last month?	1 Yes 2 No 0 Don
TOTAL NUMBER (WRITE IN)		TF 'YES'	kno Ref
		Up or down	3 Up 4 Dov
		IF INFORMANT VOLUNTEERS ANY REASO CHANGE IN HOUSEKEEPING MONEY, WRITE BELOW	
		STORE NAME AND NO.	<u></u> <u>SE</u>
Y (ring) M1 T2 W3 Th4 F5 S6 Su7 DATE /	/7	(WRITE IN)	
IME OF DAY (Completion)	ат/рт		PLINERLINAS
VESTIGATOR S No . JO	OB No '	7 1 4 2 [74-80] ACCOMPANIED BY S	es/No

HOME ADDRESS

	MARKETING & MEDIA FIELDWORK L	ГD	į	ЪИ	3278		UNIVERSITY SSC	R JAN.	971
	3 MAYCROFT ROA)			AR	EA NO,	INTER, NO	ADDRESS NO.	<u> W.1.</u>	
	CHESHUNT HER TFOR DSHIRE						• •	w.i	
1	NAMEADDRESS			,	SIZE O	F HOUSEHOLD ONE TWO THREE FOUR W 1		1 2 3 4	
2	OCCUPATION OF HEAD OF HOUSEHO W 1 AND CODE	ΓD		7 _	MARIT	MARRIED SINGLE WIDOWLD DIVORCED		1 2 3 4	
3	OCCUPATION GROUP (ASSESS) AB C1 C2 DE	1 2 3 4		8		OUR HOUSEKER CED SINCE LAS' YES NO D/K	T MONTH?	<u>1</u> - <u>2</u>	
4	AGE OF HOUSEWIFE -29 30 - 50 51+	1 2 3	*	9	UP OR	DOWN UP DOWN REASONS FOR (IF VOLUNTEE		1 2	
J	WORKING STATUS OF HOUSEWIFE FULL TIME (30+ hrs) PART TIME (-29 hrs) NOT WORKING	1 2 3							1
	DECLARATION -	the person w	hose name e with the ecessary,	ne and ne proje	address 1 ect speci	by interviewing s given on the l fications for this swear an affid	eft s		

Good morning/Good afternoon/Good evening - we are carrying out a Market Research Survey -

NOTE TO INTERVIEWERS

IF THE INFORMANT RAISES ANY QUERIES AT ANY STAGE OF THE INTERVIEW YOU MAY TELL HER THAT

- a) HER ADDRESS IS ONLY ONE OF 5,000 CHOSEN AT RANDOM
- b) THE SURVEY IS BEING CARRIED BY MARKETING MEDIA FIELDWORK ON BEHALF OF NOTTINGHAM UNIVERSITY

1	ALL INFORMANTS Have you bought any margarine within the last week or so?	YES	i	2
		NO DON'T KNOW	2	6
2.	What brand did you last buy? (W 1 BRAND FIRST MENTIONED)			
				3

				₩ 1	
3	Was it soft?		YES	\ ₁	ļ .
			NO	2	4
			No	-	1
,	10.	115		1	
4	What was the price?	W 1			ł
			DON'T KNOW	۱ ،	5
				"	Ĭ
5.	Where did you buy it?		FINE FARE	1	 -
	•		TESCO	2	
			WOOLWORTH'S	3	
			CO OP	4	t
			SYMBOL	5	1
			CORNER SHOP	6	
		OTHER W 1	CORNER SHOP	°	
		OTHER W 1	DON'T KNOW	0	6
6	ALL INFORMANTS	- · · · · · · · · · · · · · · · · · · ·			
	Have you bought any instant coffee within		YES	<u> </u>	7
	the last week or so?		NO	1-2	11
			DON'T KNOW	0,	11
7	bit as beautiful and a second state of the sec		NEGA NO SO	ļ .	<u> </u>
,	What brand dld you last buy?		NESCAFE 37	1	1
			NESCAFE GOLD BLEND	5	
			NESCAFE PLAIN	3	
			MAXWELL HOUSE	4	
		OTHER W 1		1	}
			DON'T KNOW	0	8
8	What size?		202	 	
_	TIANG PARCE		401	1 2	ł
			80z	3]
		OTHER W. 1	802	•	}
	1	OTHER W. I		}	
	•		DON'T KNOW	0	9
9	What was the price?	W 1		 	 -
	-			1.	
			DON'T KNOW] 0	10
10	Where did you buy it?	 	FINE FARE	1 1	
			resco	2	1
			WOOLWOR TH'S	3	1
			CO OP	4	
			SYMBOL	5	
			CORNER SHOP	6	ł
		OTHER W 1	CORNER SHOP	°	1
		OTHER WIL	DON' I KNOW	0	11
			pen i anon	້	1.7
11,	ALL INFORMANTS			1	
	If you went out to buy some eggs and saw some			2/6	
	at 2/6d. per ½ dozen would you buy some?		YES	10	12
			NO	N	12
	4		NEVER BUY EGGS	† -	14
				<u> </u>	\ <u>'</u>
12	Iwili now read out a few more prices for ½ doz eggs			1	
	Please answer "Yes, would buy", or "No, would not buy"			1	1
	R.O. 2/4 1/10 3/6 2/8 1/7 2/- 3/2 2/11				1
				1	
	YES 8 4 18 12 2 6 16 14			ì	1
	NO N N N N N N N N N				13
	What was the price you last paid for a dozen eggs?	W I		 	
13					1
13.	what was the brice you rast paid for 2 dozen eggs.		DON'T KNOW	0	14

0

DON'T KNOW

24

			W 1,	
24.	All Informants Finally, if you went to buy some pork sausages and saw some priced at 4/2 per lb would you buy them?	NEVER BUY	0	_26
	R O 4/2 3/2 3/11 4/11 3/5 2/11 5/3 4/5 3/8			
_	YES 12 4 10 16 6 2 18 14 8 NO N N N N N N N N N			25
25.	What price did you last pay for a pound of sausages?	W 1	0	26
26	ALL IN ORMANTS Do you think the overall price of groceries has changed in the last month?	_YESNO	1 2	_2 <u>7</u>
27	Up or down?	UP DOWN	1 2	28
28.	Roughly by how much?	byin £ OR%		
	PROTE FOR ANSWER	W 1 W 1 DON'T KNOW	0	29
29	FLL INFORMANTS Row "Ly by he much would you say grocery prices have gone Jp in the last year?	by in £ OR% W 1	o	30
30	ALL INFORMANTS Do you think the price of bread has changed in the last month?	YES	1	31
		NO	2	32
31	What was the old price please, and what is the new price?			
	PROBE FOR ANSWFR	W 1 OJD		
	•	DON'T KNOW	0	32
32,	ALL INFORMANTS Do you think the price of butter has changed in the last month?			22
		YES NO	2	33 34
33,	What was the old price, and what is the new price?	1 1,511 {		
	PROBE FOR ANSWER	OLD		
		DON'T KNOW	0	34
34.	ALL INFORMANTS Do you think the price of butcher's meat has changed in the last month?	YES	1	35_
	the 125t month(NO	2	37

	_
_	ς_

						W 1	
35.	Up or Down?	, , , , , , , , , , , , , , , , , , , 		UP DOWN		1 2	36
36.	Roughly by how much?		<u> </u>				
	PROBE FOR ANSWER			byn£ OR	%		
				W 1OLD			
				NEW			
				DON'T KNOW		o	37
37	ALL INFORMANTS					D/K	
		ease, what 5NP is in old currency	7 W I	, d		0	
	H)	19NP	7			0	
	111)	8½NP	?			0	38
		RECORD WHETHER OR NOT WAS USED AT Q 37	ANY FOR	M OF AID	YES NO	1 2	
38	ALL INFORMANTS						
	What action do you to cope with rising						
	CP EP WP						
							39
39	Do you think decimalism	tion will cause any increases in pr	rices ?				
					YES NO	1 2	
					DON'T	2	
					KNOW	0	40
40	Do you think it has alrea	dy caused any price increases			YES	1	
					NO DON'T	2	
					KNOW	0	
							Class

MARKETING & MEDIA FIELDWORK LTD		JN 3278	NOTTINGHAN HOME SURVEY	UNIVERSITY SSO	CR JAN.	i i
3 MAYCROFT ROA)		AREA NO.	INTER, NO	ADDRESS NO.	W_1.	
CHESHUNT					M I	1
						_ [
HER TFOR DSHIRE				 	, 10	·
NAME		SIZE C	F HOUSEHOLD	_	1	
ADDRESS			TWO		2	
			THREE FOUR		3 4	
		<u></u>	W I		- 	
OCCUPATION OF HEAD OF HOUSEHOLD		7 MARI	TAL STATUS		1 1 1 1 1	
w ı			MARRIED SINGLE		1 2	
AND CODE			WIDOWED		3	
			DIVORCED		4	
OCCUPATION GROUP (ASSESS)		8 HAS Y	our houseke	EPING MONEY		
AB Ct	1 2		GED SINCE LAS]
C2	3		YES			
DE	4		<u>NO</u>		<mark></mark>	} _i ;
		<u> </u>				 }
AGE OF HOUSEWIFE		9 UP OR	DOWN		1.	
-29 30 - 50	1 2	İ	UP DOWN		1 2	
51+	3		REASONS FOR	CHANGE	<u> </u>	
	ļ	_	(IF VOLUNTEE	RED)		1, 1
WORKING STATUS OF HOUSEWIFE						1 [,
FULL TIME (30+ hrs)	1	1				1
PART TIME (-29 hrs) NOT WORKING	2 3					
NOT WORKING	'					
DECLARATION - Th	is questionnaire h	as been obtained	d by interviewin	8		1
	person whose nar					
	necordance with the					i
	at this is true					
Good morning/Good afternoon/Good evening	ng - we tre carry t	ng out a Market	Research Surve	y - ,	t teta rasa	7.
NOTE TO INTERVIEWERS					1 215	1
	ሮ ልፕ ልእኪ፣ የመታማና	OF THE WORK	WEW YOU VA	V TELL LICE THAT	r	t
IF THE INFORMANT RAISES ANY QUERIE			VIEW IUU MA	I I CLL DEK IMA	•	-
a) HER ADDRESS IS ONLY ONE OF 5,000	CHOSEN AT RA	NDOM		·	ns five	şt t
b) THE SURVEY IS BEING CARRIED BY	MARKETING MED	DIA FIELDWORK	ON BEHALF OF	F NOTTINGHAM U	niversity	1
ALL INDONALANITY	····				7-	
ALL INFORMANTS Have you bought any margarine within the	last week or so?		YES	i,	1,1	2
			INC.			6
			DON'T KNOW		1stO in	
What brand did you last buy?	·····		· <u>· · · · · · · · · · · · · · · · · · </u>			
(W 1 BRAND FIRST MENTIONED)						-
	- 					}
			-		\	3

Iwill now read out a few more prices for ½ doz eggs Please answer "Yes, would buy", or "No, would not buy"
\[\frac{1}{12} R.O. | 2/4 | 1/10 | 3/6 | 2/8 | 1/7 | 2/- | 3/2 | 2/11 YES 18 12 2 6 16 14 13 NO. N N N Ν Ν N 13. What was the price you last paid for 1 dozen eggs? 0 DON'T KNOW 14

2

	~ 4-		W 1,	
24	ALL INFORMANTS			
	Finally, if you went to buy some pork sausages and saw some priced at 4/2 per lb would you buy them?	NEVER BUY	Q	26
	R O 4/2 3/2 3/11 4/11 3/5 2/11 5/3 4/5 3/8		[
	YES 12 4 10 16 6 2 18 14 8			
	NO N N N N N N N N N		_	25
25	What price did you last pay for a pound of sausages?			
		W 1	0	26
		20		
26	ALL IN ORMANTS			
	Do you think the overall price of groceries has changed in the last month?	_YES	_	27_
		NO	2	29
27	Up or down?	UP	1	
		DOWN	2	28
				
28	Roughly by how much?			
	PROPE FOR ANSWER	by% W 1 W 1	ĺ	
		" •		
	ti i	DON'T KNOW	0	29
				
29	ALL INFORMANTS			
	Roam'ly by he much would you say grocery prices have gone up in the last year?			
		by in £ OR %		Ì
	•	W 1 W 1	ł	
	T.	DON'T KNOW	0	30
30	ALL INFORMANTS			-
	Do you think the price of bread has changed in the last			
•	month?	VEC	1	31_
	+	YES		32
	\			<u>-</u>
31	What was the old price please, and what is the new price?			
	PROBE FOR ANSWER	W. 1OLD		
,		NEW	-	
	. •	DON'T KNOW	0	32
32,	ALL INFORMANTS			+
1,4	Do you think the price of butter has changed in the last			
	month?	VEC	1_1_	33
		YES		34
	1			
33,	What was the old price, and what is the new price?	5 1 ₁ 561 1		
	PROBE FOR ANSWER	,old		
	v	NEW		
		DON'T KNOW	0	34
24	ALL INDODMANTS		+	+
34	ALL INFORMANTS Do you think the price of butcher's meat has changed in		1	
	the last month?	YES	1	35_
		NO	2	37
			•	

• •						
		-5-			W 1	
Un or Down?			UP		1	
op 2 2002.			DOWN		2	36
Roughly by how much?						
PROBE FOR ANSWER			byin£ OR	%		
			W 1. OLD]
			DON'T KNOW		0	37
ALL INFORMANTS					D/K	
	ie, what SNP is in old o	currency? W I			0	
tı)	19NP	?			0	
ni)	8½NP	?			0	38
·····	RECORD WHETHER C	DR NOT ANY FOR	RM OF AID	YES NO	1 2	
ALL INFORMANTS						
•						
CP EP WP						
			· · · · · · · · · · · · · · · · · · ·			39
Do you think decimalisation	m will cause any incre:	ases in prices ?		·		
•	•	-		YES	1	
				_	2	1
				KNOW	0	40
Do you think it has already	caused any price incre			YES	1	
				NO DOMET	2	
				KNÓW	0	
						Class
	Up or Down? Roughly by how much? PROBE FOR ANSWER ALL INFORMANTS i) Will you tell me please ii) nii) ALL INFORMANTS What action do you ta to cope with rusing pri CP EP WP	Up or Down? Roughly by how much? PROBE FOR ANSWER ALL INFORMANTS i) Will you tell me please, what SNP is in old of in in 19NP ni) 8½NP RECORD WHETHER OF WAS USED AT Q 37 ALL INFORMANTS What action do you take, if any, to cope with rising prices? CP EP WP Do you think decimalisation will cause any increase.	Up or Down? Roughly by how much? PROBE FOR ANSWER ALL INFORMANTS i) Will you tell me please, what SNP is in old currency? W I ii) 19NP ? III) 8½NP ? RECORD WHETHER OR NOT ANY FOR WAS USED AT Q 37 ALL INFORMANTS What action do you take, if any, to cope with rising prices?	Up or Down? Roughly by how much? PROBE FOR ANSWER by	Up or Down? Up or Down? Up DOWN Roughly by how much? PROBE FOR ANSWER by	Up or Down? Up or Down? UP DOWN 1 2 Roughly by how much? PROEE FOR ANSWER by

	MARKETING & MEDIA FIELI	OWORK LTD					INIVERSITY SSRC	14.1	14 5 1
	AGE OF HOUSEWIFE -29 30 -50 51+	INTER NO.	ADDRESS NO	JAN					
	CUESTIBIT								
	· -							B.1	İ
	HERTFORDSHIRE						1		
1	NAME			<u> </u>	6 SIZE OI	F HOUSEHOLD		 	
						ONE		1	
				•		TWO THREE		3	1
				-		FOUR W. 1		4	
2.	OCCUPATION OF HEAD OF F	OUSEHOLD				······································		 	-
					7 MARIT	AL STATUS			
	AND CODE					MARRIED SINGLE		1	
						MIDOMED		3	
		_				DIVORCED	1	4	
3	OCCUPATION GROUP(ASSESS	<u>i)</u>	A 19			UR HOUSEKEEPI		 	1
				1	Chang	YES		1	•
				I	1	NO		2	1
_						D/K 		0	
4	AGE OF HOUSEWIFE			j.	9 UP OR I				,
		·50		I		UP DOWN		1 2	
_				3	PEACON	c pop curren		_	
•		.WIFE],	KEASON	2 FOR CHANGE	F VOLUNTEERED)		
	PART TIME (-29 hrs)			_		<u> </u>			
	NOT WORKING			3		·····			
									
	DECLARATION THI	s questionnaire	has bee	n obtaine	ed by interviewu	ng the			 -
	per	son whose name	e and ad	ldress us g	given on the left	m			
	INTRODUCTION Good	i morning/Goo	d aftern	00n/G00	d evening, we a	re carrying out a	Market Research S	urvey	
	NOTE IF THE INFORMATELL HER THAT	NT RAISES AN	Y QUE	RIES AT	any stage of	THE INTERVIEW	YOU MAY		
	a) HER A	DDRESS IS ON	LY ONE	OF 5,00	0 CHOSEN AT R	ANDOM			
	ь) the sl behali	RVEY IS BEING FOF NOTTING	G CARR HAM U	IED OUT NIVERSI	BY MARKETIN	g media fieldv	vork on		
1	ALL INFORMANTS				· · · · · · · · · · · · · · · · · · ·			DRESS NO By: B. I 1 2 3 4 CONEY TH? 1 2 0 1 2 WAY	
		hin the last we	ek or so	?	-				_2
	OCCUPATION OF HEAD OF HOUSEHOLD W 1 AND CODE OCCUPATION GROUP(ASSESS) AB 1 C1 2 C2 3 DE 4 AGE OF HOUSEWIFE -29 1 30 -50 2 51+ 3 WORKING STATUS OF HOUSEWIFE FULL TIME (30+ hrs) 1 PART TIME (-29 hrs) 2 NOT WORKING This questionnaire has been obtained by interviewing the person whose name and address is given on the left in accordance with the perject specifications for this survey if necessary, I am willing to swear an affidavit that this is true INTRODUCTION Good morning/Good afternoon/Cood evening, we are carr NOTE IF THE INFORMANT RAISES ANY QUERIES AT ANY STAGE OF THE INTELL HER THAT a) HER ADDRESS IS ONLY ONE OF 5,000 CHOSEN AT RANDO b) THE SURVEY IS BEING CARRIED OUT BY MARKETING MED BEHALF OF NOTTINGHAM UNIVERSITY ALL INFORMANTS Have you bought any sugar within the last week or so? YES NO	NO DON'T KNOW		2 0	6				

				<u></u>	
2	What kind did you last buy?			1 ,	}
	CODE KIND FIRST MENTIONED	other w 1		-	
			GRANULATED	1	
			BROWN		1
	-		CASTER		
			DEMERARA	1	[
			CUBE ICING		3
3	What size was it?		1 lb		-
3	What size was it!		2 lb	_	
		OTHER W. 1		-	4
				<u> </u>	<u> </u>
4,	What was the price?	W 1	DONAL ANOM		5
			DON'T KNOW	"	"
5	Where did you buy it?		FINE FARE	1	
	, ,		TESCO	2	į
			WOOLWORTH'S	3	
			CO OP	4	l
			SYMBOL	5	}
	i .		CORNER SHOP	6	
		OTHER W 1			_
	1		DON'T KNOW	l °	6
6.	ALL INFORMANTS				1
	Have you bought any plain or self-raising flour within the		YES		7
	lest week or so?		NO	1 -	11
	, , 5 -		DON'T KNOW	0	11
7	What brand was it?		McD	1	
•			HOMEPRIDE	2	
	•		BERO	3	1
			CO OP SUPERFINE	4	1
	1 ¥ 1	OTHER W 1		1	8
8	What size?		1 lb	+	
0	WAZE SEE!		3 lb		
		OTHER W 1		-	و
			<u> </u>		
9,	What was the price?	W 1			1.0
			DON'T KNOW	U	10
10	Where did you buy it?		FINE FARE	1	
			TESCO	2	ì
			WOOLWORTH'S	3	ļ
			CO OP	4	1
		r	SYM BO L	5	1
			CORNER SHOP	6	
	1	OTHER W 1		ľ	1
	-		DON'T KNOW	0	11
11	ALL INFORMANTS			2/5	
	If you went out to buy some eggs and saw some at 2/5d			ľ	12
	per ½ dozen would you buy some?		YES		12
			NO NEVER BUY EGGS		14 -
					
12	I will now read out a few more prices for ½ doz. eggs Please, answer "Yes, would buy", or "No, would not buy"	-		1 2 3 4 5 6 0 1 2 2 3 4 5 6 0 1 2 2 3 4 5 6 0 0 2/5 9 N	
	R O. 1/11 2/2 2/7 3/4 1/8 1/5 3/- 2/10			1 2 3 4 5 6 0 1 2 0 1 2 3 4 5 6 0 0 1 2 3 4 5 6 0 0 2/5 9 N 0	Ì
	YES 5 7 11 17 3 1 15 13				
	NO N N N N N N N N				13
	- 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1				 -
13	What was the price you last paid for \$ doz eggs?	W 1	DON'T KNOW	0	14
	'		MONA I MON	ľ	**

												YES 1 27 NO 2 29 UP 1 2 28 In £ OR % W.I W I DON'T KNOW 0 29 In £ OR % Y I W I XON'T KNOW 0 30		
24					. hum	*0m-	R +	ub =		and say				
	some vidan	price	you w ed at 4	vent to 1/- per	r lb	wonje	i pa d y	en saus Ou buy	them	and sar	,	<u>NE</u> VER BUY	0	
	RO	1		3/10										7-
		*/-	2/0	3/10	3/-	4/4	12/	8 3/-	3/4	3/7				
	YES NO	11		9	3	l	1	1	5	7				1
	NC .	Ņ	N	N	N	N	ľ	או	И	N				
25	What	ALL INFORMANTS Do you think the overall price of groceries has changed in the last month? UP DOWN 1 2 29 Up or down? UP DOWN 2 28 Roughly by how much? PROBE FOR ANSWER by												
								DON'T KNOW 0 26						
	26 ALL INFORMANTS Do you think the overall price of groceries has changed in the last month? 27 Up or down? 28 Roughly by how much? PROBE FOR ANSWER by													
26					ll nei	ce of			bas changed YES					
					~ p		.			DOWN 2 29 UP				
27	Lin or	down	,	 , - <u>-</u> -	Parall price of groceries has changed YES									
	op u	шонд	•										1	İ
	B 1												-}	+-
40					r									
	PROBE	FOR	byin £ OR % W. I											
	UP DOWN 2 Roughly by how much? PROBE FOR ANSWER by in £ OR % W.1													
		last month? NO 2 29												
29					vou)d	van e	tav	TROC #	ne men					
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		in the last month? Down D												
30														T
	Do you last rio	thir ⁱ ath 7	k the p	price o	of bre	ad ha	TR C	hange	d in t	he		VEC		
31.	What w	es th	e old i	orice t	oleas	. and	l w	hat is	the ne				 	╁╴
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	FRORE	FOR	ANSW	<u>ER</u>							w ı	OLD		
												NEW		
	,	,										DON'T KNOW	0	3
12	A11 Thir	יפת	(A NUTS	 -		·							,	+-
	Do you	thin	the p		of but	ter ha	ıs C	hange	dın t	he				
٠	last mor	th?										YES	- -	
												NO	\	
3	What wa	s the	old p	rice,	and v	/bat is	s th	e new	price	?				
	FROBE F	OR /	NSWI	<u>er</u>								OLD		
		,										NEW		
	1											DON'T KNOW	0	3-
4	ALL INF)RM	ANTC					 -					 	-
	Do you t	hink	the pr	ice of	bute	her's 1	me	at has	chang	ged				
,	in the la	t mo	onth ?									YES		
,			_				_					110		
,												TTD	0	1/
	ALL DEFORMANTS Roughly by how much would you say grocery prices have gone up in the last year?													
	Up or Do	WII K - 180												3

·	·	-	5 -	<u></u>			B1	
36	Roughly by how much ?						[
	PROBE FOR ANSWER	NSWER by in £ OR %						
			w I	OL	.D			
				NE	:w		- 1	
				DON'T KNOW			0	37
37	ALL INFORMANTS			. d			ļ	
	2) Will you tell me p	lease, what SNP is in old currency	y ? W I			4.4	· · O · ·	
	ii)	19NP				· 李庆	F 0	
	ilı)	8 1 NP			1	70 G	₹6^0 ; 11/1	38
	-	RECORD WHETHER OR NOT AT WAS USED AT Q 37	vy form	OF AID	YES NO	1	1 ` 2	
38	ALL INFORMANTS		<u></u>					
	What action do you take with rising prices ?	; if any, to cope	.=				, د ر	
	CP EP WP						`	39
		and a still come and property in the	eloss ?					 .
39	Do you think decimalis:	ation will cause any increases in p	ince :		YES NO		1 2	
					DON'T KNO	w	ő	40

YES NO

DON'T KNOW

0

Class

Do you think it has already caused any price increases

	CETING & MEDIA FIELDWORK LTD		JN 32/8	NOT'TINGHAM UNIVERSITY SSCR HOME SURVEY DECEMBER 1			F 58, 1971		
	WON OFF BOAD		AREA NO,		DDRESS NO.	W ₁ 1,			
A.N	YCROFT ROAD				-				
ES.	HUNT					W2	•		
RТ	FORDSHIRE	ı				<u></u>			
_	NAME		6 SIZE	OF HOUSEHOLD			1		
		•	ļ i	ONE		1 2	Į		
	ADDRESS			TWO THREE		3			
				FOUR		4			
				W I			 		
_	OCCUPATION OF HEAD OF HOUSEHOLD		7 MARI	TAL STATUS					
				MARRIED		1 2			
	W I		1	SINGLE WIDOWED		3	1		
	AND CODE			DIVORCED	· .	,4 ™			
			· 		 		┼		
	OCCUPATION GROUP (ASSESS)	1.		YOUR HOUSEKEEPING		לונסנ			
	AB C1	1 2	CHAR	YES		1 1			
	C2	3	Į.	NO		2			
	DE	4		D/K		0	1		
_	A CE OF INDISCRIPE		9 UP O	R DOWN					
	AGE OF HOUSEWIFE -29	1		UP		1	Ì		
	30 - 50	2		DOWN	NCE	2	4		
	51+	3		REASONS FOR CHA (IF VOLUNTEERED)	NGE				
			7	(IF VOCONTEELED)			_		
	WORKING STATUS OF HOUSEWIFE	1							
	FULL TIME (30+ brs) PART TIME (-29 brs)	2	1				1		
	NOT WORKING	3				y 1	7		
			<u> </u>				 		
	DECLARATION - Thi	s questionns	ire has been obt	ained by interviewing ress is given on the le	f eft	/ -			
	the	person whos coordance v	e name and add with the project	specifications for this			1		
		ACCOLUMNOU ,	I well	-r					
	in:	vey If nece	еваагу, гиштичи.	ling to swear an affid	evi t				
	sur-	vey If nece t this is true		ling to swear an affid	avi t				
	nr tha	t this is true							
	that Good morning/Good afternoon/Good even	t this is true							
	Good morning/Good afternoon/Good even	t this is true	carrying out a	Market Research Surv	ey -	Ή aτ 'ે	,		
	Good morning/Good afternoon/Good even NOTE TO INTERVIEWERS IF THE INFORMANT RAISES ANY QUERI	t this is true	STAGE OF THE	Market Research Surv	ey - AY TELL HER T	HAT ?	,		
	Good morning/Good afternoon/Good even NOTE TO INTERVIEWERS IF THE INFORMANT RAISES ANY QUERI A) HER ADDRESS IS ONLY ONE OF	t this is true ing - we stre ES AT ANY 5,000 CHO	STAGE OF THE	Market Research Surv INTERVIEW YOU M.	AY TELL HER T	44 781	,		
	Good morning/Good afternoon/Good even NOTE TO INTERVIEWERS IF THE INFORMANT RAISES ANY QUERI	t this is true ing - we stre ES AT ANY 5,000 CHO	STAGE OF THE	Market Research Surv INTERVIEW YOU M.	AY TELL HER'T	44 781	,		
	Good morning/Good afternoon/Good even NOTE TO INTERVIEWERS IF THE INFORMANT RAISES ANY QUERI a) HER ADDRESS IS ONLY ONE OF b) THE SURVEY IS BEING CARRIE UNIVERSITY ALL INFORMANTS	t this is true ing - we stre ES AT ANY 5,000 CHO D BY MARK	STAGE OF THE SEN AT RANDO	Market Research Surv INTERVIEW YOU M.	AY TELL HER'T	94 (V)	,		
	Good morning/Good afternoon/Good even NOTE TO INTERVIEWERS IF THE INFORMANT RAISES ANY QUERI a) HER ADDRESS IS ONLY ONE OF b) THE SURVEY IS BEING CARRIE	t this is true ing - we stre ES AT ANY 5,000 CHO D BY MARK	STAGE OF THE SEN AT RANDO	Market Research Surv INTERVIEW YOU M.	AY TELL HER'T	GHAM	2		
	Good morning/Good afternoon/Good even NOTE TO INTERVIEWERS IF THE INFORMANT RAISES ANY QUERI a) HER ADDRESS IS ONLY ONE OF b) THE SURVEY IS BEING CARRIE UNIVERSITY ALL INFORMANTS	t this is true ing - we stre ES AT ANY 5,000 CHO D BY MARK	STAGE OF THE SEN AT RANDO	Market Research Surv INTERVIEW YOU MA	AY TELL HER T	94 (V)	6		
	Good morning/Good afternoon/Good even NOTE TO INTERVIEWERS IF THE INFORMANT RAISES ANY QUERI a) HER ADDRESS IS ONLY ONE OF b) THE SURVEY IS BEING CARRIE UNIVERSITY ALL INFORMANTS	t this is true ing - we stre ES AT ANY 5,000 CHO D BY MARK	STAGE OF THE SEN AT RANDO	Market Research Surv INTERVIEW YOU M. OM TELDWORK ON BEHA	ey - AY TELL HER'T	914 (V)			
	Good morning/Good afternoon/Good even NOTE TO INTERVIEWERS IF THE INFORMANT RAISES ANY QUERI a) HER ADDRESS IS ONLY ONE OF b) THE SURVEY IS BEING CARRIE UNIVERSITY ALL INFORMANTS Have you bought any margarine within th	t this is true ing - we stre ES AT ANY 5,000 CHO D BY MARK	STAGE OF THE SEN AT RANDO	Market Research Surv INTERVIEW YOU MA	AY TELL HER T	94 (V)	6		
	Good morning/Good afternoon/Good even NOTE TO INTERVIEWERS IF THE INFORMANT RAISES ANY QUERI a) HER ADDRESS IS ONLY ONE OF b) THE SURVEY IS BEING CARRIE UNIVERSITY ALL INFORMANTS	t this is true ing - we stre ES AT ANY 5,000 CHO D BY MARK	STAGE OF THE SEN AT RANDO	Market Research Surv INTERVIEW YOU MA	ey - AY TELL HER'T	914 (V)	6		

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	armi Maria	NO	2	4
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a de la companya de l	1003	w I		
"What was the	price r	DON'T KNOW	0	5
	'			ļ
		FINE FARE	1	
. Where did you	buy it?	TESCO	2	
2		WOOLWORTH'S	3	
1 = 1		CO OP	4	
	•	SYMBOL	5	l
		CORNER SHOP	6	ľ
~ 		OTHER W I		
	4 1	DONT'T KNOW	0	6
1 r	, ,			ļ
ALL INFORMA	APTIC ()			1
	th tany instant coffee within	YES	1	7
the last week		NO	2	11
		DON'T KNOW	0	11
	"N "	<u> </u>		
	d you last buy?	NESCAFE 37	1	T
		NESCAFE GOLD BLEND	2	
		NESCAFE PLAIN	3	
0 -	t	MAXWELL HOUSE	4	1
		OTHER W I		
	1 1	DON'T KNOW	0	8
, i				
What size?		2 o x	1	
*	20%	4 oz	2	
	ρ	8 Oz.	3	1
		OTHER W I		
ĺ		DON'T KNOW	0	9
	~			 -
What was the	price?	W I		1
		DON'T KNOW	0	10
1	· ·			
Where did you	buy it?	FINE FARE	1	1
· ·		TESCO	2	1
1	.	WOOLWORTH'S	3	
	4, 44	CO OP	4	1
1		ZAWBOT	5	
**		CORNER SHOP	6	1
	•	OTHER W I	 -} ੍ਰ	
		Don't know	0	11
			121	+-
ALL INFORMA	NTS Y 1 1 tto buy some eggs and saw some at			†
If you went or	t to buy some eggs and saw some at	YES	10	12
12 NP per 🖠	lozen would you buy some?	МО	N	12
		NEVER BUY EGGS	0	14
MATALLE	^д Ох <u>и</u>			
_ I will now rea	d out a few more prices for ½ doz. eggs.			
	d out a few more prices for \$ doz. eggs. "Yes, would buy", or "No, would not buy".			
1 1	and the second one of the second of the second			
1 1			ŀ	1
R.O. 111	9 17½ 13½ 8 10 16 14½			
YES 8	4 18 12 2 6 16 14			
				13
" NO N"	и и и и и и и			' '
				\top
			1	1
What was the	price you last paid for ½ dosen eggs?	W I,	 _	1
What was the	price you last paid for ½ dozen eggs?	W I, DON'T KNOW	0	14

Jahr de Strakes

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14			MANT									1/181	• • • • • • • • • • • • • • • • • • • •	
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			et 1 e	s, wou	ia buy"	, ar ":	NO, W	ould				NEVER BUY	<u> </u>	16
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R O 9\frac{1}{4} 12\frac{1}{2} 10\frac{1}{4} 4\frac{1}{2} 7 6 8 11\frac{1}{4} NP	1													
	МО	N	И	N	И	И	N	И	N				1	15
15	What	was ti	ne pric	e you l	ast pai	d for 1	lb b	utter?				· · · · · · · · · · · · · · · · · · ·		
			_			_					W I		-	٠.
													, 0	16
16	ALL I	NFOR	MANT	s						-		א היי	7 (,	-
					d salmo	n, wo	uld yo	n buy	at	?			1	
												NEVER BUY		1 18
	R O	23	211	19	26	28	18	30	24 ½	20 NP				t
	YES	10	8	4	14	16	2	18	12	6				,
	NO	N	N	, N	N	N	N	N	N	N				1
			<u> </u>		L	!	<u> </u>		<u> </u>					17
17	What	was th	e pric	e you l	est paro	l for th	ils size	of sa	lmon?				1	1
											W I _	DON'T KNOW	<u>—</u> †	18
	·-··												_	
18														
	-				-							NEVER BUY	, 1 ,	20
	GEILGE			21 323	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	,	, -,	-	•					† <u>-</u> -
	R O	61	11/2	9	5	3	71/2	812	4N	P				
	YES	10	1	15	7	3	12	14	5	-				
	NO	N	N	N	N	N	И	N	N					19
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19	What '	was th	e price	you la	est pard	l for so	OUT 1 TO	g powd	ier?		1 W	DOME WHOM	_	30
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20	ALL II	(FOR	AANTS	3	•									
	lf you	went	out to	buy so:						_		Verm offi	ļ	20
	8 Oz 1	in at	8d. wo	ould yo	u buy i	t?		Or at,		?		NEVER BUY		22
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21.	What	rice (did you	ı last p	ay for 8	Box of	Hein	z bean	s ?		- 			
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25	Wha	t price	did yo	u last j	pay for	a pou	nd of	12W4g	cs?					
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	the l	ert me	onth?											
			NEVER BLY 26 22 18 1											

YES

NO

YES

DON'T KNOW

DON'T KNOW

Do you think decimalisation has caused any increases in prices?

Do you think it will cause any further price increases?

39

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Class

1 2

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MAR	KE LING & MEDIA FIETDM	AME 6. SIZE OF HOUSEHOLD 1 TWO 2 THREE 3 FOUR 4 W.I. CCUPATION OF HEAD OF HOUSEHOLD 7 MARITAL STATUS MARRIED 1 SINGLE 2 WIDOWED 3 DIVORCED 4 CCUPATION GROUP (ASSESS) 8. HAS YOUR HOUSEKEEPING MONEY CHANGED SINCE LAST MONTH? C1 2 YES 1 C2 3 DV/K 0 DE 4 DV/K 0 CE OF HOUSEWIFE 1 30 - 50 2 DOWN 2 51+ 3 REASONS FOR CHANGE (IF VOLUNTEERED) CELARATION - This questionnaire has been obtained by interviewing the person whose name and address is given on the left in accordance with the project specifications for this prevy if necessary, I am willing to swear an affidavit that this is true CTRODUCTION Good morning/Good elternoon/Good evening, we are carrying out a Market Research Survey	. 147						
3 M.A	YCROFT ROAD			ARE/	NO,				
CHES	SHUNT								
HER:	TFOR DSHIRE							3:	2
1.				6.	SIZE OI	ONE			
						THREE FOUR			:
2	OCCUPATION OF HEAD	OF HOUSEHO	LD	7	MARIT	MARRIED			
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4	AGE OF HOUSEWIFE			9.	UP OR	UP		1	
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5.	WORKING STATUS OF FULL TIME (30+ brs.) PART TIME (-29 brs.) NOT WORKING	HOUSEWIFE	2		- -			- -	
	DECLARATION -	; ; 1	person whose name accordance with if necessary, I a	me and the pr	l address is oject speci	given on the left fications for this	in survey		
	INTRODUCTION		=	on/Goo	d evening,	we are carrying	out a Market		
	NOTE			ANY I	queries a	T ANY STAGE C	F THE INTERVIEV	V YOU	
		,				-			
		-							
1	ALL INFORMANTS Have you bought any su	gar within the l	est week or so?		_	ES		1 2	2 6
						ON'T KNOW		0	6

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2,				8, 1	T
	What kind did you last buy CODE KIND FIRST MENTIONED	other w i			
			GRANULATED	1	
	-		BROWN	2	1
			CASTER	3	
			DEMERARA	4	
			CUBE	5	Ì
			ICING	6	7
3	What size was it?		1 lb 2 lb.	1 2	į
		0/77 X TO 14 X		2	ļ
	; 	OTHER W I			ļ
4	What was the price?	W 1	,	_ -	
			DON'T KNOW	0	
5	Where did you buy it?		INE FARE	1	
			TESCO	2	
			WOOLWORTH'S	3	
			CO OP	4	
			SYMBOL CORNER SHOP	5 6	
	t	OTHER W I	CONTRACTOR AND AND AND AND AND AND AND AND AND AND	_	
			DON'T KNOW	0	
6,	ALL INFORMANTS				
	Have you bought any plain or self-raising flour within the last week or so?		YES NO		
	1884 Meek of 801		DON'T KNOW	0	
7	What brand was it?		McD	1	-
			HOMEPRIDE	2	
			BERO	'3	
	ì		CO OP SUPERFINE	4	
		OTHER W	I		
8	What size?	'	1 lb	1	•
			3 lb	2	
		OTHER W	I		
9	What was the price?	W I			-
		DON'T KNO	ow	0	
				Į.	
	Where did you buy it?		FINE FARE	1	-
 10	Where did you buy it?		FINE FARE TESCO	1 2	-
 10	Where did you buy it?		TESCO WOOLWORTH'S	t .	-
 10	Where did you buy it?		TESCO WOOLWORTH'S CO OP	2 3 4	•
 10	Where did you buy it?		TESCO WOOLWORTH'S CO OP SYMBOL	2 3 4 5	-
10	Where did you buy it?		TESCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP	2 3 4	-
10	Where did you buy it?	other w.	TESCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP	2 3 4 5	-
	-		TESCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP I DON'T KNOW	2 3 4 5 6	~
10	' ALL INFORMÂNTS		TESCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP DON'T KNOW	2 3 4 5 6 0	
	ALL INFORMANTS If you went out to buy some eggs and saw some at 12 NP		TESCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP DON'T KNOW	2 3 4 5 6 0 12NP	
	ALL INFORMANTS If you went out to buy some eggs and saw some at 12 NP per dozen would you buy some?		TESCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP DON'T KNOW	2 3 4 5 6 0	
	ALL INFORMANTS If you went out to buy some eggs and saw some at 12 NP per dozen would you buy some? I will now read out a few more prices for doz eggs. Please,		TESCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP DON'T KNOW YES NO	2 3 4 5 6 0 1 12NP 9 N	
11	ALL INFORMANTS If you went out to buy some eggs and saw some at 12 NP per dozen would you buy some? I will now read out a few more prices for dox eggs Please, answer "Yes, would buy", or "No, would not buy"		TESCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP DON'T KNOW YES NO	2 3 4 5 6 0 1 12NP 9 N	
11	ALL INFORMANTS If you went out to buy some eggs and saw some at 12 NP per ½ dozen would you buy some? I will now read out a few more prices for ½ dox eggs Please, answer "Yes, would buy", or "No, would not buy" R.O 9½ 11 13 16½ 8½ 7 15 14 NP		TESCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP DON'T KNOW YES NO	2 3 4 5 6 0 1 12NP 9 N	
11	ALL INFORMANTS If you went out to buy some eggs and saw some at 12 NP per ½ dozen would you buy some? I will now read out a few more prices for ½ dox eggs Please, answer "Yes, would buy", or "No, would not buy" R.O 9½ 11 13 16½ 8½ 7 15 14 NP YES 5 7 11 17 3 1 15 12		TESCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP DON'T KNOW YES NO	2 3 4 5 6 0 1 12NP 9 N	
11	ALL INFORMANTS If you went out to buy some eggs and saw some at 12 NP per ½ dozen would you buy some? I will now read out a few more prices for ½ doz eggs Please, answer "Yes, would buy", or "No, would not buy" R.O 9½ 11 13 16½ 8½ 7 15 14 NP YES 5 7 11 17 3 1 15 13		TESCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP DON'T KNOW YES NO	2 3 4 5 6 0 1 12NP 9 N	
11	ALL INFORMANTS If you went out to buy some eggs and saw some at 12 NP per ½ dozen would you buy some? I will now read out a few more prices for ½ dox eggs Please, answer "Yes, would buy", or "No, would not buy" R.O 9½ 11 13 16½ 8½ 7 15 14 NP YES 5 7 11 17 3 1 15 13		TESCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP DON'T KNOW YES NO	2 3 4 5 6 0 1 12NP 9 N	

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14	I will	DOW read	d out a						Please	•			NEVER BUY	0	16
	R O	9	5	12	j 4	10	11	81	71 N	P					
	YES	9	3	15	i	11	13	8	6	_					
	NO	N	N	N	N	N	N	N	N						15
15	What	was the p	price y	ou last	paid:	for ∲1	b bu	tter?		<u>.</u>			W 1	0	16
16		NFORMA or a ½ lb		f red s	almon	, woul	ld you	buy a	t		. ?		NEVER BUY	0	18
	R.0	23 1	27	191	25	21	221	29 1	161	18 1 NF	۱,				
	YES	11	15	5	13	7	9	17	1	3	1				
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17.		was the p	price y	ou last	paid	or thi	s size	oſ							
	salmo	n?											DON'T KNOW	0	18
18,	If you	NFORMA wanted : oard can; at	some s		-								never buy		20
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	YES	9	4	11	13	2	16	6	8	-					19
	МО	N	N	N	N	N	N	N	N						<u> </u>
19	What w	was the p	rice y	ou last	paid i	or sco	uring						W.I	0	20
20		FORMA													
		went out in at 3½								7			NEVER BUY	<u> </u>	22
	RO	3 1] 3	չ 6	ا 1 1	į 1	2]	4 1	, 5	4 NP	,				
	YES	5	4	9	2	1	3	7	8	6	1				
	мо	N	N	N	N	N	N	N	N	N					21
21	What p	orice did	you la	ist pay	for 8	oz of	bakec	i beans	5?			••	W I	0	22
22	And if	IFORMA you wan	ted te:			buy s		f you i	raw ?	·····	_		NEVER BUY		24
	RO	71	8 1	61	į 6	4	, 5	10 	, 9½ NI	•					
	YES	9	11	7	6	2	4	15	13	•					
	NO	И	N	N	И	N	N	N	И					<u> </u>	23
23	What p	orice did	you la	st psy	for a	quarte:	r of te	:2?					W I,	0	24

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24	ALL INFORM	ANTS		-									1
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ч.	some priced										NEVER BUY		26
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(F) 4	YES - 11	1	9	3	13	15	17	5	ł	ļ			
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25.	What price d	id vou	last ps	v for s	D OU M	d of sa	usages	7					1
	Li i	, -	•	•	•		Ū				W 1		
· · · · · · · · · · · · · · · · · · ·	/ -(-									DON'T KNOW	0	26
26	ALL INFORM	ANTS											
	Do you think		erall p	rice of	groce	ries h	u chan	ged					
ļ	in the last m	onth?									YES NO	$-\frac{1}{2}$	27 29
• • •	F										10		
27.	Up or down?										UP	1	
											DOWN	2	28
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28.	Roughly by I												
'	PROBE FOR	ANSWE	R						ъу	WI	in £ OR₩		
1	-									** 1			1 00
	<u>, 1 </u>								•		DON'T KNOW		29
29.	ALL INFORM			. 1. 2								1	
ļ	Roughly by I have gone up				l lay g	rocery	prices		by		ın £ OR %		
1	-								, 	W I	W I		
											DON'T KNOW	_ و	30
30	ALL INPORM	ANTS											
	Do you think		-	bread I	as ch	enged :	in the						Ì
	lest month?										YES NO	$\frac{1}{2}$	31 32
											NO		
31,	What was the	old re	ice nie	1044 0	nd wh	ar ie ti	e new		•				
J.,	price?	Ozu pa	ice pie	, -	22 1732							İ	}
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	PROBE FOR	ANSWE	<u>R</u>						,	₩ I	OLD		
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ŧ	. 										DON'T KNOW	10	32
32	ALL INFORM												
	Do you think	the pri	ice of t	butter !	hau ch	anged	in the				VEC	,	33
	last month?										YES NO	$-\frac{1}{2}$	34
													
33.	What was the	old pr	ice, er	ad wha	t is th	a new	price?						
	PROBE FOR A	Newe	R								OLD	1	
	INOME FOR I	TION C	<u></u>										
											NEW	1 -	
	 				_					<u> </u>	DON'T KNOW	<u> </u>	34
34	ALL INFORM	ANTS											
	Do you think	the pri	ce of t	nıtchei	's me	at has	change	d			YES		35
	in the last m	outh?									NO	2	37
35.	Up or Down										UP	1	
											DOWN	2	36
	· 												<u>i</u>

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		- 5 -	B, I.	
36	Roughly by how much?			
	PROBE FOR ANSWER	byinf OR%		
		W IOLD		
		new		
		DON'T KNOW		37
37	ALL INFORMANTS		D/K	
3/		what SNP is in old currency? W I.	0	
	li)	19NP	٥	
	iii)	8 ½ NP	0	38
		CORD WHETHER OR NOT ANY FORM OF AID YES AS USED AT Q 37 NO	1 2	
38	ALL INFORMANTS What action do you take, if any, with rising prices?	to cope		
	CP EP WP			39
39	Do you think decimalisation has c			
		YES NO	1 2	İ
		DON'T KNOW	0	40
 40	Do you think it will cause any furt	ther price increases?		
	22 , 22 2 22 22	YES	1	
		NO	2	
		DON'T KNOW	0	CLASS
				CLASS

νέΑ'			1	HOME SURVEY		MAK	<u> </u>
	YCROFT ROAD		AREA NO.	INTER, NO,	ADDRESS NO.	_₩3.	
	HUNT		ļ			W.3.	
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_	FOR DSHIRE		 	1			
	NAME		6 SIZE	of household one	~ J£4).	Ti I	
			1	TWO		2	
	ADDRESS			THREE		3	İ
				FOUR			
				WI			
-	OCCUPATION OF HEAD OF HOUSEHOLD		7 MAR	ITAL STATUS		}	
	OCCUPATION OF HEAD OF ROOSETION	_		MARRIED		1	
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	AND CODE			WIDOWED	१३८७४भागत्) 	
	AND COOL			DIVORCED	on tray	l i	
					an of them	14.1.	
	OCCUPATION GROUP (ASSESS)	1	8 HAS	YOUR HOUSEKEE	ING MONEY	1	ļ
	AB	1	CHA	NGED SINCE LAST	MONTH?	24.	Ι,
	CI	2		1 50			} -
	C2	3		NO		2 0	 -
	DE	4		D/K			<u>L</u> _
			9 UP C	R DOWN			
	ACE OF HOUSEWIFE	i.	y <u>or c</u>	UP		1 1	1
	-29	1 2		DOWN	* .	2	l _
	30 - 50	3		REASONS FOR C	HANGE	 	† "
	51∳			(IF VOLUNTEER			1
_	WORKING STATUS OF HOUSEWIFE		7				┧
	FULL TIME (30+ hrs.)	1	į		<u></u>		4
	PART TIME (-29 hrs)) 2	1			_	
	·	3			· ,	1 1 1	7 ^
	NOT WORKING						
					d		1
	DECLADATION - T	his questions	aire has been ob	tained by interview	ring e left	·#	
	DECLARATION - T	he person who	se name and add with the project	dress is given on the specifications for	e left this	(4	
	DECLARATION - T	he person who	se name and add with the project	dress is given on the specifications for	e left this	ч	
	DECLARATION - T	he person who	se name and add with the project essary, I am wil	dress is given on th	e left this	(H	
	DECLARATION - T	he person who n accordance urvey If neo hat this is true	se name and ad- with the project sessary, I am wil	dress is given on the specifications for illing to swear an at	e left this fidavit	(#	
	DECLARATION - To the state of t	he person who n accordance urvey If neo hat this is true	se name and ad- with the project sessary, I am wil	dress is given on the specifications for illing to swear an at	e left this fidavit	·#	
	DECLARATION - To the state of t	he person who n accordance urvey If neo hat this is true ening - we sr	se name and add with the project tessary, I am wil c e carrying out a	dress is given on the specifications for thing to swear an at the swear and the swear	e left this !fidavit 		
	DECLARATION - To the state of t	he person who n accordance urvey If neo hat this is true ening - we sr	se name and add with the project tessary, I am wil c e carrying out a	dress is given on the specifications for thing to swear an at the swear and the swear	e left this ffidavit Survey -		* 1
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	DECLARATION - To the state of t	he person who n accordance n accordance urvey If nec hat this is true ening - we sr RIES AT ANY	ee name and add with the project essary, I am wil c e carrying out a strace of THE	dress is given on the specifications for specifications for siling to swear an at Market Research Starter VIEW YOU	e left this ffidavit Survey -	THAT 0 1 2 1 2 1 2 1 2 1 2 1 2 1 2 1 2 1 2 1	, ,
	DECLARATION - To the sign of the coording/Good afternoon/Good ever mote to interviewers If the informant raises any outline the address is only one of the survey is being carred university	he person who n accordance n accordance urvey If nec hat this is true ening - we sr RIES AT ANY	ee name and add with the project essary, I am wil c e carrying out a strace of THE	dress is given on the specifications for specifications for siling to swear an at Market Research Starter VIEW YOU	e left this ffidavit Survey -	THAT	<u></u>
	DECLARATION - To the sign of the coording/Good afternoon/Good ever mote to interviewers If the informant raises any outline the address is only one of the survey is being carry.	he person who n accordance nervey If neo hat this is true ening - we sr RES AT ANY OF 5,000 CHO IED BY MARI	with the project essay, I am will ce carrying out a stage of THE DSEN AT RANDA	dress is given on the specifications for specifications for siling to swear an at Market Research Starter VIEW YOU	e left this ffidavit Survey -	THAT 0 1 2 1 2 1 2 1 2 1 2 1 2 1 2 1 2 1 2 1	<u></u>
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	DECLARATION - To the state of t	he person who n accordance nervey If neo hat this is true ening - we sr RES AT ANY OF 5,000 CHO IED BY MARI	with the project essay, I am will ce carrying out a stage of THE DSEN AT RANDA	dress is given on the specifications for specifications for single to swear an at Market Research S. INTERVIEW YOU DOM. FIELDWORK ON B. YES.	e left this lidavit Survey - MAY TELL HER 1	THAT	2
	DECLARATION - To the state of t	he person who n accordance nervey If neo hat this is true ening - we sr RES AT ANY OF 5,000 CHO IED BY MARI	with the project essay, I am will ce carrying out a stage of THE DSEN AT RANDA	dress is given on the specifications for specifications for silling to swear an at Market Research S. INTERVIEW YOU DM. FIELDWORK ON B. YES.	e left this lidavit Survey - MAY TELL HER 1	THAT (/) (GHAM 1 2	2
	DECLARATION - To the interpolation of the coord morning/Good afternoon/Good ever mote to interviewers If the informant raises any outless is only one of the survey is being carred university ALL informants Have you bought any margarine within	he person who n accordance nervey If neo hat this is true ening - we sr RES AT ANY OF 5,000 CHO IED BY MARI	with the project essay, I am will ce carrying out a stage of THE DSEN AT RANDA	dress is given on the specifications for specifications for single to swear an at Market Research S. INTERVIEW YOU DOM. FIELDWORK ON B. YES.	e left this ifidavit Survey - MAY TELL HER 1	THAT	2
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3	Was it	. NOEE L									NO	2	4
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٤.	What v	vas th	e pric	e?						W I			_
	ا م م	•	-								DON'T KNOW	0	5
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5.	Where	did y	ou bu	y it?							FINE FARE TESCO	1 2	
	1 - 1										WOOLWORTH'S	3	
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5.	AL P										YES	1	7
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•	the la	n wee		or							DON'T KNOW	0	1.1
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7	What	ptand	did y	ou last	buy?						NESCAFE 37	1 2	
	, <u>, , , , , , , , , , , , , , , , , , </u>	-	~								NESCAFE GOLD BLEND NESCAFE PLAIN	3	ı
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9	What	was th	e pric	:e?						w I			
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1	ALL D	v PO R	MANT	7\$	١								†
	If you	went	out to	buy s	ome eg	ge an	d sav	10m	at .		YES	10	1
					dd you						NO	N	1
	14.	.¶.i.	n, ı								NEVER BUY EGGS	0	1
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2.	I will Please	MATE I MOG	and or	ut a fer es, wo	w more	:pric	es for "No	t do	q not pny, eggt.	1			
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13.	OYES NO				N last pa	L	<u> </u>	<u> </u>		w.1	DON'T KNOW	- 0	1

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	75	- 	/ANTC											!
4.	l will n	1 WO	ead out	a few	prices i	for ½ 1	b of l	butt er						
н-	Please	TUEW	er "Yes,	would	đ buy",	or "h	lo, we	mjq				NEVER BUY	0	16
	not buy	/",										CELMIES.		
	RO.	91	121	101	41	7	6	8	111 NP					
	YES	10	16	12	2	5	4	7	14					l
	NO	N	N	N	N	И	N	N	и					15
۳.	110					<u></u>		L		<u></u>				
5	What	Vas t	he price	you la	ast paid	i for 🛊	lb be	atter?						1
		- 	-								W I		- 0	16
-	, ()	1			,							<u>,</u>		-
_	ALL II		MANTS											
6	Now i	OF A	lb, ch	ot tec	i salmo	m, wo	uld ye	u buy	at.	?		NEVER BUY		18
·	, 5	ł										NEVER BUT		
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7	What	was 1	he price	e you l	ast pan	d for t	his \$120	e OE va	lmon?		W. I			1
			\$								-	DON'T KNOW	0	18
.8	ALL I	NFO	MANT	<u>s</u> _									ï	
	If you	Wan	ted som	e scou	ring po	wder a	nd sa	w a Ca	rqpostq 3			NEVER BUY		20
	canist	cer of	the usu	al size	would	you b	uy It 1	iL.	·					ι
	R O	. 61	11}	9	5	3	712	8 -	4NP				ļ	ı
	YES	10		15	1 7	3	12	14	5				1	·
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		1			<u> </u>	<u> </u>		_!	_i	<u> </u>				1
19	What	W25	the pric	e you l	last par	d for s	couri	ag pov	rder?		. 1 W	DON'T KNOW	0	20
~~	471.7	NEO	RMANT	<u> </u>									ļ	,
20	If you	L WOJ	e out to	prin to	ome He	inz be	ans an	d saw	ab			STELET DITY		22
			t 3½NP						r at.	?		NEVER BUY		
				.	1 	, 1	,2 1	44	15,	4 NP				1
	R O	3½		6				7	8	6				Í
	YES	5	1 4	9	2	1	3			Į				
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		L	<u> </u>	<u> </u>	<u> </u>									_
21.	What	pric	e did yo	u last	pay for	8œ.	of Her	nz be:	ıns?				l I	-
		•	•								wı	DON'T KNOW		22
22.					 ~				·					
72.	ALL And	if vo	RMANT	<u>a</u> d tea.	would:	you bu	ıy tom	e lí y	ou					1
	t saw i	it pel	ced at	SNP a	quarte	z 7.	Ċ	Ör at,	. 7	ı		NEVER BUY	٥	2.
							_•	. •	-1 ،	ъ.		MEYEN BUIL		1-
	R.O.	8	وا	7	11	10	31/2			"				
	YES	10	12	8	16	14	1	3	5				1	İ
	ו אס	N	И	N	N	N	N	N	N	Į				
F	' o '				ĺ			_ }						ر کو د
								· · · · · ·	,					58
23.	What	t pric	e did y	ou iest	pay 1a	r a qu	ATIEF C	,, te# ;			wı			1 1
	; !											DONIT KNOW	ìò	1 2

										4 -			W 3.	
24		שרשו	MANT										4. 1	,
47	Finall	ly, if	you we	nt to b	uy som	e pork	(laus:	iges an	id saw			AMELIED DIOZ		26
	some	price	d at 21	NP wo	ald yo	ı buy	them?					NEVER BUY		
				1	1.543	۱.~	! 4.41	(2 6	22	181	ı	1	,	
	R O	21	16	191	241	17	141	18	14	8		'	, [, ',]	
	YES	15	4	10	16	6	2	l	Ì	N			'	
	NO	N	N	N	N	א	N	N	N	N			_	25
25	What	price	did yo	u last y	pay for	a pou	nd of	Pork :	urage	s ?			,	
											w.i.	DON'T KNOW	+ 。 i	26
26	<u>ALL I</u>	NFOR	MANT	<u>s</u>					_			,	, ,	
		ou thir 25t mo		overall	price (ol groc	ceries	has ch	anged	າກ		YES		27_
												МО	2	29
												UP	1	
27	∪por	down	i r									DOWN	2 '	28
														
28	Roug	hly by	how n	nuch?										
	PROF	e for	LANSV	VER						by_	W 1	n £ OR W 1.	_*) (1
											17 1			
												DON'1 KNOW	0	2.9
29	A11 1	NEOB	MANT	٠,										1
23	Roug	ыу бу	how n	nuch w	ould yo	ou say	дтосе	ry perc	es hav	r e				į
	gone	աթևա	the las	t year?	,							in f OR	az l	
										by_	wı	W 1	_~	ļ
												DON'T KNOW	0	30
											····			
30	ALL I	NFOR	MANT	<u>s</u>										
	Do ye monat		ak the p	price o	f bread	has c	hange	d m th	ne last					
		,										YES NO	-1-2	31
														ļ
31	What	was t	he old	price p	olease,	and w	vhat is	the n	ew pri	ce?				Ì
	₽ ₽ △ ₽	er erne	R ANSV	WFTD						w i		OLD	-	
	I	L IOI	(//////									NEW		1
												DON'T KNOW		32
												DON'T KNOW		
32.	ALL	INFOR	MANT	<u>.s_</u>										
	Do y		ak the	price o	af butte	r has o	change	d in t	he last	i.				
	DIGHT	ш.										YES	1-1-	33
												NO	2,	
33,	What	was t	he old	price.	and w	hat is	the ne	w pric	e?				! !	
												OLD		ļ
	PKOI	ar fof	LANSV	W EJK										
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												DON'T KNOW	0	34
34	ATT 1	NECE	MANT	ς						··-·-	,			
<i>-</i> 77	Doy	ou thir	uk the p		f butch	er's m	eat h	as cha	nged 1	n		1000 1000		
	the la	est mo	nth?									YES NO	1 2	35 37

- 5 -

							W.3.	
35	Up or Down?				UP DOWN		1 2	36
36	Roughly by how much?						I	
	PROBE FOR ANSWER			by	in £ OR	×		
				w 1,_	OID			
				_	NEW			1
					DON'T KNOW		0	37
37.	ALL INFORMANTS	,	····	 	4		D/K	
	i) Will you tell me please, w	hat SNP is in old cu	rrency? V	V 1.			0	
	ii)	19NP	?				0	
	ii)	8 ‡ NP	7			,	0	38
		RECORD WHE WAS USED AT		T ANY FOI	UM OF AID	YES NO	1 2	
38	ALL INFORMANTS What action do you take, if any, to cope with rising prices?						,	
	CP EP WP					<u>-</u>		
	•							39
39,	Do you think decimalisation has	caused any increases	us prices?					
					YES NO	ļ	1 2	Ì
					DON'T KNOW	ļ	ō	40
40	Do you think it will cause any fis	ther price increases	7					
					YES	}	1	
					NO DON'T KNOW		2	}
							-	Class

MÁR	KETING 6 MEDIA FIELDW	ORK LTD		LN.	3278		UNIVERSITY SSR	ic .	14-1
	-			-			9540-170-170	MAR	
3 M.A	LYCROFT ROAD			ARI	A NO.	INTER NO.	ADDRESS NO.	-	<u> </u>
CHE	HUNT							1	
HER'	i fordskir e							В.3	,
1.	NAME			6,	SIZE O	A HOREHOTO			
				į.		ONE		2	
	ADDRESS					TWO THREE		3	
				ŀ		FOUR	i	4	
						W, L	ı		
2.	OCCUTATION OF HEAL	of Househ	OLD	7.	MARIT	AL STATUS			
						MARRISO		2	
	W.I.					SINCLE WIDOWED		3	
	and code			-		DIVORCED	•	4	
3,	OCCUPATION GROUP	(ASSESS)		a.		our housekeepi			
		AB	1		CHV/M	FED SINCE LAST 1	<u>CONTH!</u>		l
		C1	2			YES NO		2	
		C2 DE	3			D/K		o	
4,	AGE OF HOUSEWIFE			9,	UPOR	DOY/N7			
		-29	1	1		UP		1	
		30 - 50	2			DOWN		2	Į
		51+	3	_		REASONS I (IF VOLUM	for Change Teered)	(
5.	WORKING STATUS OF	HOUTEWIFE						_	
	FULL TIME (304 hrs.)		1 2		_			-	
	PART TIME (-29 br.) NOT WORKING		3		-			-	
	DECLARATION -		person whose n	ame er	ed address is	ned by interviewh given on the left	in		
						fications for this i			
			If necessary, I	gns wil	ling to swe	or an affidavit the	t thu		
	INTRODUCTION	Good mean Research S		003/G6	od evening,	we me canying t	out a Market		
	NOTE:		ORMANT RAIS HER THAT	es any	QUERIES A	at any stage o	f the interviev	V YOU	
		4)	HER ADDRESS	is oni	LY ONE OF	5,000 CHOSEN A	r random		
		b)				OUT BY MARVE TINGHAM UNIVE			
1.	ALL INFORMANTS		last maste as as	,		res .		1	2
	Have you bought any su	Zi≟ Airain nie	THE WHOLE OF 10	`	_	10		2	5
					_	איסתא דיונסג		0	6

					
2,	What kind did you last buy			1 1	
	CODE KIND FIRST MENTIONED	OTHER W. I.			
			CRANULATED	1	
			BROWN	2	
			CASTER	3	
	ı		DEMERARA	4	
			CUBE	5	•
			ICING		3
	115		1 lb.	1 1	
3.	What size was it?		2 lb.	2	
				1 1	4
		OTHER W I			
	11M	w ı.		1	
4.	What was the price?	 -	DON'T KNOW	l °	s
	Where did you buy it?		FINE FARE	1	-
5.	MEETS and you buy it!		TESCO	2	
			WOOLWORTH'S	3	
			CO OP	4	
			SYMBOL	5 6	
			CORNER SHOP	"	
		OTHER W. I.	·		_
			DON'I KNOW	0	6
 6.	ALL DIFORMANTS				7
	Have you bought any plain or self-raising flour within the		YES	1 2	7
	last week or so?		NO	1 6	11
			DON'T KNOW		
	W		McD	1	
7.	What brand was it?		HOMEPRIDE	2	1
			BERO	3	l
			CO OP SUPERFINE	4	
		other w	I		8
			1 lb	1	
8.	What size?		3 lb.	2	
		OTHER W	I		9
			•		
9	What was the price?	W I			
		DON'T KI	Ю₩	0	10
	Where did you buy it?	······································	FINE FARE	1	
10	made out you ony act		TESCO	2	1
			WOOLWORTH'S	3	1
			CO OP	4	
			SYMBOL	5	1
			CORNER SHOP	6	
		OTHER W	DON'T KNOW	0	11
_				121/1	<u> </u>
11.	ALL INFORMANTS		YES	9	12
	If you went out to buy some eggs and saw some at 12 NP		NO	N	12
	per 1 down would you buy some?		NEVER BUY EGGS	0	14
,	out a few more prices for t doc. eggs. Please				
	ensurer "Yes, would buy", or "No, would not buy"	•		}	
	R.O. 9½ 11 13 16½ 8½ 7 15 14 NP				
				ļ	
					-62
			W I		700
13.	What was the price you last paid for # doz eggs?		DON'T KNOW	- 0	11
	(milly see				

								- 3 -		в 3.	
14.	I will :	PORMA	out a	faw pr nzy ⁿ , (ices fo	or ∳ lt , wou	o, of l	butter Flusse t buy"	never buy	0	16
	R. O.	9	5	12	4	1 10					
	YES	9	3	15	1	11	13	8 6			
	МО	N	א	N	א	N	N	א א			15
15	What v	en spe i	rice y	ou last	paid :	(cer∳)	b. bu	tter?	W. L_ DON'T KNOW	- 0	16
16.	ALL IN	PORMA * a } 1b	NTS time of	f red s	ılmon	, word	ld you	ı buy et.,?	NEVER BUY	, .	18
	R.O.	23 1	27	191	25	21	221	291 161 181 NP			
	YES NO	11 N	15 N	5 N	13 N	7 N	9 N	17 1 3 N N N			17
17.	What v	vas the g	rice y	ou last	paid	for thi	ı size	of	W. L	- 0	18
18	If you	FORMA wanted : and cani at.	102116 P	the us	g powe	Ser an	d saw ld yo	a u	NEVER BUY	. 0	20
	R.O YES	6	31/4	7	13	2 2	16 91	6 8			19
19.	What w	N vas the p	rice y	N ou last	N paid 1	N for sco	N our lang	NN	W. I. DON'T KNOW	- o	20
20	If you	FORMA went ou	t to bur	y some	bake u buy	d bear	15 2Hd	I saw ah . Oe at ?	never buy		22
	R.O. YES	3½ 5 N	3 4 N	6 9 N	1 1 2 N	1 1 N	21/2 3 N	7 8 6 N N N			21
21.	<u> </u>	·	<u>i</u>	!		<u></u>	ــــــــــــــــــــــــــــــــــــــ	d beans?	W. I. DON'T KNOW	0	22
22.	And 11	PORMA you was	ited to:	s, wou	ıld you	bury	:om•	if you saw Or at ?	NEVER BUY		24
	R.O.	7½ 9	81/1	6 <u>1</u>	6	1 4	5	10 9 NP			
	NO	N	N	N	N	N	И	ии			23
23,	What p	rice did	l you la	ust pay	for a	quarti	er of 1	tes?	DON'T KNOW	•	24

											٠٠.	- B3.	
24,	ALL INF	ORMA	NTS	~							,		
	Pleally,	if you	u went	to buy							NEVER BUY	10	26
	sema pr	ICOC S	# 15 N	r per i	ID, WYO	ша ус	n buy	them (NEVER BOT		1-25
1	R.O.	18	20	131	19	15	211	23 1	25	16} NP		ł	
	YES	7	11	1	9	3	13	15	17	5			
	NO	N	N	N	N	א	N	N	N	N			25
25.	What pr	ice di	d vou l	est pa	v (ar s	. DOWN	d of Po	ork sau	sages?				Ţ
=0,			- ,		,	, ,	_ 0	-			W. L	- _	
	· · · · · · · · · · · · · · · · · · ·										DON'T KNOW	٥	26
26,	ALL' INF											1	ĺ
1	Do you to			erell p	rice of	groce	ries h	at char	aged		YES	1	27
	TO 1704 11	Per Tito	uu i								NO	2	29
													
27.	Upordo	OWD?									UP DOWN	1 2	28
				`									 -
28.	Roughly	by ho	M WIN	:h?									
	PROBE F	OR A	NSWEI	ર						ъу	in £ OR W. I.	İ	
	ļ									* 1	Don't know	٥	29
	411 0/5	~~									DON 1 KNOW		<u> </u>
29.	ALL INP Roughly			h wou	ld you	12y g	rocery	prices				Ì	
	have got	-								ъу W L	in £ OR%		
	1									W L			30
										-, -	DON'T KNOW		30
30,	ALL INIX			e of b	read b	as ch:	inged :	in the					
	last mon						•				YES		31
											NO	2	32
31,	What we	s the c	ald pei	ce ple:	uc, a	ad wh	at is th	e Dew					
	price?		_	-	•							İ	
	PROBE P	OR AN	NSWER	L						w ı	OLD .		
				_							NEW	ļ	l
											DON'T KNOW	0) ! 32
32	ALL INPO	DRMA	NTS		•]	
	Do you t	hink ti		e of b	utt er h	as chi	mged :	in the				Ì	!
	last most	th?									YES NO		33
													
33,	What was	the o	ld pric	ce, en	d what	is the	new j	peice?					} !
	PROBE PO	OR AN	SWER								OLD		
											NEW		{ }
											DON'T KNOW	o	34
34.	ALL INFO	n Mar	Te						 -		·		
	Do you th			e of bu	itcher'	s mes	t has c	hange	d		YES	1	35
	in the las	t mon	th?								NO	2	37
35.	Up or Do										UP	1	, — - -
	,	-									DOWN	2	1/ -
												 '	G7

		- 5 -		В.3.	
36	Roughly by how much?				
	PROBE POR ANSWER	byin	£ OR %	į	
		W 1OLD	•		
		NEW	,	ŀ	1
		DON'T KNOW		0	37
37	ALL INFORMANTS		. d	D/K	
	i) Will you tell me please, what 5NP	is in old currency? W. I.		0	
	11)	P		٥	
	iii) 8½N	TP		٥	38
	RECORD W WAS USED	HETHER OR NOT ANY FORM OF AID AT Q. 37	YES NO	1 2	
38.	ALL INFORMANTS What action do you take, if any, to cope with rising prices?				
	CP EP WP				39
 39	Do you think decimalisation has caused an	y increase in prices?			
			yes No	1 2	
			DON'T KNOW	0	
					40
40,	Do you think it will cause any further price	ncresses?			ł
			YES	1	
			NO PONTE VALORII	2	
			DON'T KNOW		CLASS

	AR FING C WEDEN FEET		IN 345/ NOTTINCHAM UNIVERSITY SSCR							
3 N	AAYCROFT ROAD			AREA		INTER NO	ADDRESS		G	·
CH	ESHUNT					1	1		W	
HF	RTFORDSHIRE							'+ 3		
1	NAME			6	4171 OF	F HOUSEHOLD	· 			
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	ADDRESS				1	'WO	•	٠.	5 b 2	'
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2	OCCUPATION OF HI AD	OF HOUSEHOLD		1		AI STATUS FARRIED			1	
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	AND CODE			 		VIDOWED			. 3	
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3	OCCUPATION GROUP		1	8		OUR HOUSEKEEP	HIG MOVEL	113	*# 15 T	,
		AB	1 1	ł		ED SINCE LAST	MONTH			
		C1 C2	2 3	i	_	ES	 		. 1	11 ,
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4	AGE OF HOUSEWIFF			9	UP OR	DOWN				•
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		30 - 50	2			OWN		,	2	
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	, — <u>— — — — — — — — — — — — — — — — — —</u>			1	4 5	r volon i EERIS	<i>D</i>)		F 71	
5	WORKING STATUS OF	HOUSEWIFE	1.	I			····			ļ
	FUIL TIME (30+ her) PART TIME (-29 her)		1 2							
	NOT WORKING		3	1						
			}]						<u> </u>
	DECLARATION -	This qu	estionia	ire has bee	n obtain	ed by interviewi	ng		۱ که اب	
		the pos	sodw dos	e narne an	d address	sus given on the	left		ļ	
						cifications for th			(s) r	ان ا
		•			_	g to swear an aff	idavit	,		
		(nat thi	t is true							
*	Good morning/Good afte	moon/Good recenne	r - we sur	e curving	out 1 M:	arhet Rescarch	iurvev -			
	NOTE TO INTERVIEWE	_	-	, ,			·			
	if the informant ra		AT ANY	STAGE C	F THE I	NTFRVIEW YOU	MAY TELL H	er t	HAT	
		IS ONLY ONE OF 5,								
							V CN DELIATE	OF		
	b) THE SURVEY I NOTTINGHAM	IS BEING CARRIFD UNIVERSITY	OULBI	MAJULEI	ING C Ma.	POIX FIELDHOR	n an benate	Or	, ,	1
								<u>-</u>		
	ALL INFORMANTS									
1	Have you bought any ma	rgarine within the l	ut week	OZ 40?	Ϋ́	ks			1	2
					No	٥		าย	2 '	່ 6
					nc	ON'T KNOW			0	6
2	What brand did you last l	buy?					1 }			
	(WI BRAND FIRST ME	•						ľ		
		·					1		· [
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L	1		2				W 4	<u></u>
	Was it soft?					YFS	1	
						NO	2	4
	What was the price?				V 1			
						DON'I KNOW	0	5
	100 114 140					FINE CARE	1	
	Where did you buy it?					ILSCO	2	i
	, ,					WOOLWORTH'S	3	
	·					CO OP	4	
_	~ -					SYMBOL	5	i
						CORNER SHOP	6	
			·) (HER	WI.	DON: I KNOW	- o	6
								
	ALL INFORMANTS Have you bought any instant coffee w	ithm				YES	1	7
	the last week or so?					NO	2	ĨĨ
						WON'T KNOW	0	11
	What brand did you last buy?	 -				NESCAPE 37	1	
	What trains and you last suy					NESCAPE GOLD BLEND	2	
	1.					NESCAFE PLAIN	3	
						MAXWELL HOUSE	4	
			C	O MHDER	WI.	DOM, U. KNOM	o	8
								<u> </u>
	What size i					2 ca	1	
						4 cz	2	
			c	OTHER	w ı	8 04	3	
					•	DON'T KNOW	0	9
	What was the price?		. .	 M 1				
	-		•	···		DON'T KNOW	- 0	10
	Where did you buy it?		 -			MNL FARE		 -
							. 1	
3	·						1 2	
)	i					LESCO	2 3	
							2	
						lesco Woolworihis	2 3	
						TESCO WOOLWORIH'S CO OP	2 3 4	
-	TAIL Sail 4 .		C	Partic	₩ j	HESCO WOOLWORITH'S CO OP SYMBOL CORNER SHOP	2 3 4 5 6	1
) -			(PERHIC	Wj	HESCO WOOLWORITH'S CO OP SYMBOL	2 3 4 5 6	11
<u>.</u>	TAILT B_() ()	1.4		Pahi C	₩ j	HESCO WOOLWORITH'S CO OP SYMBOL CORNER SHOP DON'T ANOW	2 3 4 5 6	-
 L	ALL INFORMANTS (1) 11 If you went out to buy some eggs and	saw some at	(RQHTI C	Wj	HESCO WOOLWORITH'S CO OP SYMBOL CORNER SHOP EXON'T ANOW	2 3 4 5 6	12
	TAILT B_() ()	saw some at	(Pahic	W J	HESCO WOOLWORITH'S CO OP SYMBOL CORNER SHOP DON'T ANOW YES NO	2 3 4 5 6 0 12½ 10 N	12
	ALL INFORMANTS (1) 11 If you went out to buy some eggs and	saw some at		AGHT C	W 1	HESCO WOOLWORITH'S CO OP SYMBOL CORNER SHOP EXON'T ANOW	2 3 4 5 6	12
	ALL INFORMANTS Abdominated and It you went out to buy some eggs and 12 NP per dozen would you buy some	saw some at		O I HIER	Wj	HESCO WOOLWORITH'S CO OP SYMBOL CORNER SHOP DON'T ANOW YES NO	2 3 4 5 6 0 12½ 10 N	12
	ALL INFORMANTS (1) 11 If you went out to buy some eggs and	for ½ dos eg	Es	AGHT C	W J	HESCO WOOLWORITH'S CO OP SYMBOL CORNER SHOP DON'T ANOW YES NO	2 3 4 5 6 0 12½ 10 N	12
	ALL INFORMANTS Abda If you went out to buy some eggs and 12 NP per dozen would you buy son	for ½ dos eg	Es (DIHER	W J	HESCO WOOLWORITH'S CO OP SYMBOL CORNER SHOP DON'T ANOW YES NO	2 3 4 5 6 0 12½ 10 N	12
	ALI INFORMANTS (1) 1/2 If you went out to buy some eggs and 12 NP per dozen would you buy som I will now read out a few more prices Please answer "Yes, would buy", or " RO." 111 9 172 YES 8 4 18	for done at no.	Es (HESCO WOOLWORITH'S CO OP SYMBOL CORNER SHOP EXM'T ANOW YES NO NEVER BUY I GGS	2 3 4 5 6 0 12½ 10 N	12 12 14
	ALI INFORMANTS (1) 1/2 If you went out to buy some eggs and 12 NP per desen would you buy som I will now read out a few more prices Please answer "Yes, would buy", or " RO." 112 9 172	for dos eg	Es	10	16	I ESCO WOOLWOR ITH'S CO OP SYMBOL CORNER SHOP DON'T ANOW YES NO NEVER BUY I GOS	2 3 4 5 6 0 12½ 10 N	12 12 14
	ALI INFORMANTS (1) 1/2 If you went out to buy some eggs and 12 NP per dozen would you buy som I will now read out a few more prices Please answer "Yes, would buy", or " RO." 111 9 172 YES 8 4 18	for 2 dos eg No, would no	gs or buy" 2 N	10	16 16	I ESCO WOOLWOR ITH'S CO OP SYMBOL CORNER SHOP DON'T ANOW YES NO NEVER BUY I GGS	2 3 4 5 6 0 12½ 10 N	12

						- -	3						W 4	
4	ALL INFOR	MANTS							<u>-</u>					
•	I wil now		few pric	es for 4	lb of bu	tter							1 11	
	Please ansy	Jer "Yec. :	would bu	v'. or "	No. would	ld								,
	not buy				,	•	ı		NEVI	ER BUY			. 0	16
	•	i	!		1 .	[]		1 .		T				
	R C	91	121	101	41/2	7-	6	8	113NP	4]	
	YES	10	16	12	2	S	4	7	14	1		•)]	
	ЙО	N	N	N	N	N	N	N	N	<u></u>				15
	What was t	he price y	ou last p	aid for }	lb butte	or?		w ı					, 0	16
-	ALL INFOR	MANTS	f red salr	non, wo	uld you b	euy at	7	<u>.,</u>					,	4.0
							l	1 1	NEV!	ER BUY			0	18
	R.O	23	213	19	26	28	18	30	24 }	20NP	!			
	YES	10	8	4	14	16	2	18	12	6	l		1 1	
	NO	N	N	N	N	N	N	N	N	N			1.	17
_	What was t	he price v	ou last p	end for th	his size of	[salmon?	·	l <u>-</u> -			L			
		,	<u>_</u>					WΙ						
									DON	'T KNO	W I		0.	18
-	ALL INFOR					 ,-								
	If you wanted some scouring powder and saw 3 cardboard												1 .	
	canister of	the usual s	size woul	d you bu	ry it it		?		NEA	<u>ER_BUY</u>			1-6-	_ 20_
	P O	61/2	11	و ا	5	3	7}	8	4NP					
	R O YES	10	1 - 1	15	1 7	3	12		5			1	'+ J '	
	NO	N	N	N	И	И	N	14 N	N				3135	19
		N	N	N	И	N	l .		N	TKNO			1	
	NO	N	N	N	И	N	l .	N	N	'T KNO	w			20
	NO What was t	N he price y	N	N	И	N	l .	N	N	'T KNO	w		0	
	What was t	he price you	N ou last p	N aid for so	N N	N owder?	l .	N	N	'T KNO	w		0	
	What was t	he price you	N ou last p	N aid for so	N couring p	N owder?	l .	N	DON	'T KNO	w		0 At 1	
	What was t ALL INFOR If you went 8 oz tin at	he price you MANTS t out to buy t 3½NP wou	N ou last p	N aid for so leins bea uy it?	N couring p	N owder?	N ?	N I	DON	ER_BUY_	w		0	20
	What was t ALL INFOR If you went 8 oz tin at	he price you MANTS t out to buy t 3½NP woo	N ou last p	N aid for so leins bea uy it?	N covering p	N owder? iw an Or at	7 2½	N V I	DON NEV	ER BUY	w		0 At 1	20
	What was t ALL INFOR If you went 8 oz tin at	he price you MANTS t out to buy t 3½NP wou	N ou last p	N aid for so leins bea uy it?	N couring p	N owder?	N ?	N I	DON	ER_BUY_	w	<u>-</u>	0	20
	What was t ALL INFOR If you went 8 oz tin at R O YES	N the price year MANTS tout to buy t 3½NP wor 3½ 5	N ou last p	N aid for so leins bea uy it? 6 9	N couring p	N owder? w an Or at 1 1	7 2½ 3	N V I	DON NEV	ER BUY	w		0 At 1	20
	What was t ALL INFOR If you went 8 oz tin at R O YES	he price you MANTS tout to buy t 3½NP woo 3½ N	ou last poysome individual of the second of	N aid for so	N covering p	N owder? w an Or at 1 1 N	7 2½ 3	N V I	DON NEV	ER BUY 4NP 6 N			0 A1 / A1 / A1 / A1 / A1 / A1 / A1 / A1	20
	What was t ALL INFOR If you went 8 oz tin at R O YES NO	he price you MANTS tout to buy t 3½NP woo 3½ N	ou last poysome individual of the second of	N aid for so	N covering p	N owder? w an Or at 1 1 N	7 2½ 3	N V I	DON NEV	ER BUY			0 At 1	20
	What was to ALL INFOR If you went 8 oz tin at R O YES NO What price	MANTS t out to buy t 3½NP woo 3½ S N	y some individual of the state	N aid for so delnz bea uy it? 6 9 N	N couring pure and sa	N owder? w an Or at 1 N beans?	7 2½ 3	N V I	DON NEV	ER BUY 4NP 6 N			0 A1 / A1 / A1 / A1 / A1 / A1 / A1 / A1	20
	ALL INFORMAL PRICE ALL INFORMAL PRICE ALL INFORMAL PRICE ALL INFORMAL PRICE	MANTS t out to buy t 3½NP woo 3½ S N did you 12	y some ind you be a st pay for a, would	N aid for so	N covering p	N owder? w an Or at 1 1 N beans?	7 2½ 3	N V I	DON NEV 5 8 N	ER BUY 6 N			0	20 22 21 22
	What was to ALL INFOR If you went 8 oz tin at R O YES NO What price	MANTS t out to buy t 3½NP woo 3½ S N did you 12	y some ind you be a st pay for a, would	N aid for so	N couring pure and sa	N owder? w an Or at 1 N beans?	7 2½ 3 N	N V I 4 1 7 N W I	DON NEV	ER BUY 4NP 6 N		(1)	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	20
	ALL INFORMAL PRICE ALL INFORMAL PRICE ALL INFORMAL PRICE ALL INFORMAL PRICE	MANTS t out to buy t 3½NP woo 3½ S N did you 12	y some ind you be a st pay for a, would	N aid for so	N covering p	N owder? w an Or at 1 1 N beans?	7 2½ 3	N V I	DON NEV 5 8 N	ER BUY 6 N			0	20 22 21 22 24
	What was to ALL INFORM 16 you went 8 oz tin at R O YES NO What price ALL INFORM And if you saw it price	MANTS t out to buy t 3½NP wou 3½ S N did you is tMANTS wanted te- ed at 8NP	y some Faid you b	N aid for so leinz bea uy it? 6 9 N	N couring p uns and sa 1½ 2 N of Heinz 1	N owder? w an Or at 1 1 N beans?	7 2½ 3 N	N V I 4 1 7 N W I	DON NEV	ER BUY 6 N		(1)	0	20 22 21 22 22
	What was to ALL INFORM 8 of the attention of the ALL INFORM And if you saw it price R.O.	MANTS t out to buy t 3½NP wou 3½ S N did you is tMANTS wanted te- ed at 8NP 8	y some Fald you b	N aid for so leinz bea uy it? 6 9 N cy 8 ca. c	N couring p uns and sa 1½ 2 N of Heinz 1 r some if Or at 11	N owder? w an Or at 1 1 N beans? you ?	7 2½ 3 N	N V I 4 1 N V I	DON NEV DON NEV SINP	ER BUY 6 N		(1)	0	20 21 22 24
	ALL INFOR ALL INFOR If you wend 8 or tin at R O YES NO What price ALL INFOR And if you saw it price R. O. YES NO	MANTS t out to buy t 3½NP wou 3½ S N did you is tMANTS wanted te ed at 8NP 8 10 N	y some ind you be a st pay for a, would a quarter by	N aid for so lether be a up it? 6 9 N or 8 or o	N couring p uns and sa 1	N owder? w an Or at 1 1 N beans? you ? 10 14 N	7 2½ 3 N	N W I V I V I	DON NEV DON NEV SINP 5	ER BUY 6 N		(1)		20 22 21 22 24 23
	What was to ALL INFORM 8 of the attention of the ALL INFORM And if you saw it price R.O. YES	MANTS t out to buy t 3½NP wou 3½ S N did you is tMANTS wanted te ed at 8NP 8 10 N	y some ind you be a st pay for a, would a quarter by	N aid for so lether be a up it? 6 9 N or 8 or o	N couring p uns and sa 1	N owder? w an Or at 1 1 N beans? you ? 10 14 N	7 2½ 3 N	N W I V I V I	DON NEV 5 8 N DON NEV 5 10 N	ER BUY 6 N	w	(1)	0	20 22 21 22 24 23

Charm Le

	1 1					_	4 ~					W 4	
24	ALL INFORM	ANTS											
	Finally, if	ou went	to buy so	me pork	24mr48ea	and saw			MLM	עווע מי		!	<u>26</u>
δï	some priced	r	1	1	_		l	1		ER_BUY	 1		- -
	YES	12	16	191	24½ 16	17	141	26	22 14	18½NP 8			•
₹1	NO	N	N	И	И	И	N	N	N	N	İ		25
	-	<u>) </u>	<u> </u>	L	<u> </u>	l	L	J	<u>!</u>	L	!	 	
25 _{1) {}	What price	did you la	ast pay fo	ora pour	d of Port	(sausage	5 (w ı					
									DON	T KNOW		0	26
	1						····					1	
र्हा 56	Do you thin		rall price	e of groc	eries has	changed	in						1
	the last mor		-						УĒS NO	- -		-1	27 29
												<u> </u>	
27	Up or down	,							UP			1	
									DOW	₹N		2	28
	1 1												
28 '	Roughly by PROBE FOR						hu		ın !	Ł OR	%	ļ	
	PROBE FOR	WHOMEN					_ ر	W			W I		
	, ;								DON	T KNOW	•	0	29
	<u> </u>										·	 	
29	ALL INFOR	MANTS				k							
1	Roughly by			you say ;	grocery p	ilices us							
	1						by_		<u></u>	C OR	W I		
	i							** '		I'T KNOW	,	0	30
-	,	_									 	ļ	<u> </u>
30	ALL INFOR	ANTS											Ì
	Do you thin	k the pric	e of bre	ad has ch	anged in	the last			YĽS			1	31
	month?								NO			7	32
	1 1											 	 -
31	What was th	e old pri	ce please	e, and w	hat is the	new pri							}
	PROBE FOR	ANSWER	t				W I	i			OLD		
	0										NEW		
									DON	1'T KNOW	1	0	32
	1 1										<u> </u>	 	
32 ^C	ALL INFOR					. 41.4			ΥĿS] _ <u>ı</u> _	33_
	Do you thin		ce or but	ter nas c.	usugen n	i nic			NO			7 - 2	34
<u> </u>	<u>'</u>				ha = a =	nice?						1	
33	What was th	e old prid	ce, and	Muti Fi	ue new p	rice,					_		
	PROBE FOR	ANSWER	t							°	LD		
24	0 -									N	EW		1
!	!!	=							DON	T KNOW	1	0	34
					 -		 -					 	†
34	ALL INFORM		e of bur	chede m	eat hae o	hanged i	n					1	
J.	the last mor		, o vi bull		-er mes C	B			Ϋ́ES		_ 	-1	35 69
7	1								МО			2	169

, 1	- 5 -	W 4	<u>. </u>
Up or down?	UP DOWN	1 ,2 2	36 Fu
Roughly by how much?			
PROBE FOR ANSWER	bysn k OR*		
	W IOLD		
	NEW		
	DON'T KNOW	0	37
	s d	D/K	
	P is in old currency? W I	0	1
1001	, , , , , , , , , , , , , , , , , , , 	0	
	1P ?	0	38
	RECORD WHETHER OR NOT ANY FORM OF AID YES WAS USED AT Q 37 NO	1 2	
ALL INFORMANTS What action do you take, if any, to cope with rising prices?			
CP EP WP			
 			39
Do you think decimalisation has cause	ed any increases in prices? YES NO DON'T KNOW	1 2 0	CLASS
	Roughly by how much? PROBE FOR ANSWER ALL INFORMANTS i) Will you tell me please, what 5N 11) 19N ALL INFORMANTS What action do you take, if any, to cope with rising prices? CP EP WP	Roughly by how much? PROBE FOR ANSWER by	Up or down? UP DOWN 1 2 Roughly by how much? PROBE FOR ANSWER by

MA'	rketing 5 media field	work ltd.		I N 3457 NOTTINGHAM UNIVERSITY SSRC HOME SURVEY SLPTEMBER 1971								
	AYCROFT ROAD			AREA NO	INTER, NO.		Berg					
	SHUNT TFORDSHIRE						B. 4					
1	NAMEADDRESS		į	6. <u>S</u>	1 2 3 4	T.						
2	W I AND CODE			7 <u>M</u>	W L LARITAL STATUS MARRIED SINGLE WIDOWED DIVORCED		l 2 3					
3	OCCUPATION GROUP	(ASSESS) AB C1 C2 DE	1 2 3 4		AS YOUR HOUSEK HANGED SINCE LA YES NO D/K		<u>1</u> 2					
4	AGE OF HOUSEWIFE	-29 30 - 50 51+	1 2 3	9 <u>u</u>	P OR DOWN? UP DOWN REASONS I	FOR CHANGE TEERED)	1 2					
5	FULL TIME (30+ hrs.) PART TIME (-29 hrs.) NOT WORKING	TIOUSENAL Z	1 2 3	- -								
	DECLARATION -		the p left this	person whose n in accordance	has been obtained ame and address is with the project sp cessary, I am willing true	given on the eculications for						
	INTRODUCTION	Good morning/Good Research Survey	afternoon,	Good evening	, we are carrying (out a Market						
	NOTE	b) THE SURVEY	r that SS IS ONL (IS BEING	y one of 5,0 Carried of	AT ANY STAGE O OO CHOSEN AT RA JT BY MARKFTING NOTTINGHAM UN	NDOM						
1	ALL INFORMANTS Have you bought any s	ugar within the last we	ek or so?	<u> </u>	res io xon't know		-1 -2 0	- <u>2</u> - 6				

2	What kind dld you last buy? CODE KIND FIRST MENTION	E D				OTHE	RW I		_	
1 •								GRANULATED BROWN CASTER DEMFRARA	1 2 3	
1								CUBE	5	3
3	What ske was it?		<u></u>		······································			1 lb 2 lb	1 2	
7	1 \ !					OT HE	ER W I			4
4.	What was the price?				<u>,,</u>	WΙ		DON'T KNOW	- 0	5
	. i					 			-	
5	Where did you buy 11?							FINE FARE TESCO WOOLWORTH'S CO QP -	1 2 3 4	
•	}							SYMBOL CORNER SHOP	5 6	
}	, ,					ОТНІ	ER W I	DON' I FNOM	0	5
6 '	ALL INFORMANTS Have you bought any plain or	self-rais	ing Nour	withus				YES		
	the last week or so?							NOUY LINOU	0	11
7	What brand was it?					огн	er w i	MCD HOMEPRIDL BERO CO OP SUPERFINE	1 2 3 4	8
8	What she?			<u>.</u>		······································	····	1 lb 3 lb	1 2	
						OTHI	ER W I			9
9	What was the price?					w t		DON'I KNOW	0	10
10	Where did you buy it?							FINE PARE IESCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP	1 2 3 4 5	
i	ī					OTH	TI W I	DON: I KNOW	0	11
11	ALI INFORMANTS If you went out to buy some e per } dozen would you buy some		aw some	at 12 N	p			YFS NO NEVER BUY IC GS	12NP 9 - <u>N</u> -	12 12 14
12	I will now read out a few more answer "Yes, would buy", or	e prices "No, wo	for ½ dos. uld not b	eggs P	lease,			1		
	RO 91 11	13	16½	8 }	7	15 15	14NP	4		
	YES 5 7 NO N N	11 N	17 N	3 N	1 N	И 12	N			13
13	What was the price you last p	and for å	dou egg	\$?			ردر س	WO/AT'	0	2

1	
· }	
. —	

4-	,					- 3	-			B	
14	ALL INFOR	MANTE									
*	I will now t	end out a	few pric	es for 1	lb of bu	tter Ple	are				1
	answer "Yes	e would i	uu ^H . or	"No. wo	uld not b	יייייי			NEVER BUY		_16
		1 1		i			i i	- 1	1,		ĺ
	R.O	9	5	12	4	10	11	8 ½	7}NP		1
	YES	9	3	15	1 1	11	13	8	6 N		15
	NO	א	N	N	И	N	N	N	N .		
5	What was th	e price y	ou last p	aid for ½	lb butt	er?			W t	o	16
6	ALL INFORM	MANTS	(md eals	mon wa	old vou l	ouv at	7		NEVER BUY	. 0	18_
	NOW lot a 3		1				ı I	1	1 1		
	R.O	235	27	19	2.5	21	221	29}	161 181NP		1
	YES	11	15	5	13	7	9	17	1 3		17
	NO	N	И	. N	ואן	Ņ	И	N	NN	,	1,
17	What was th	ie price y	ou last p	aid for ti	nls size o	£			W		
	salmon?								NON'T KNOW	10	18
									·		
8	ALL INFOR				ماسد						
	If you want	ed some s	corring l	powder a	nd saw a	la	2		NEVER BUY	0	20
	cardboard c	anister of	the usus	t ST 2135 M.C	audyou	Duy It at	? . 1		1 1	-	
	R,O	6	31/2	7	8	?±	9 3	42	51 NP	j]
	YES	9	4	11	13	2	16	6	8	1	١.,
	ио	N	N	И	N	N	א	N	N		19
9	What was ti	ne price y	ou last p	ald for so	ouring						
	powder?			•					DON'T KNOW	- 0	20
				··							
10	ALL INFOR	MANTS			_					1	
	If you went								MENED BUY	<u> </u>	22_
	8 ca tun at	3 NP wo	seld you	buy it?	Or	at ?	ا ،		NEVER BUY		` -~ -
	R.O	3-	3	6	1 11	1	25	41	5 4NP	1	
	YES	5	4	9	2	1	3	7	8 6	1	
	NO	א	N	И	И	И	И	И	NN		21
 !1	What price	المسلم		ion B or	of baked	beans?					
. 1	with brice	4,13,043	ast pay .						DON'T KNOW	- 0	22
	ALL INFOR	MANTE									
		manted to	a would	you buy	some if	you saw				j	
22	And if you				r at	7			NEVER BUY	- † -6 -	24
22	And if you	7 1 NP = 4				i i	ا ہا	10}	9INP	1	1
22	And if you it priced at			l	1			1 (O&)	YANP:		1
22	And if you	7½ NP a (81	61	5	4	5				1
22	And if you it priced at R. O		81	7	6	2	4	15	13		27
22	And if you it priced at R. O	71	81								23
22	And if you it priced at R. O	7-1 9 N	8½ 11 N	7 N	9 9	2 N	4	15	13 N	_	23
	And if you it priced at R. O YES NO	7-1 9 N	8½ 11 N	7 N	9 9	2 N	4	15	13	0	23

	* de 4.					•	4 -						B 4 7
	-;				·								
₹4	ALL INFO											j	
	Finally,	f you went	to buy so	me pork	रकता ब्रह्म	and sew						ŀ	- 1
	some prio	ed at 18 NI	Ppeerlb ⊤	would y	ou buy th	ens?			NEŅ	EK RAA		\ - c	26
	R, O,	18	20	134	19	15	21 }	231	25	164 NP	}	- 1	Í
	YFS	7	11	1	9	3	13	15	17	5	1	-	
	NO :	И	И	И	И	И	И	H	N	И	i		25
				L	┸╴	LJ			<u> 1</u>	<u> </u>	i		
25	What pric	e did you l:	ast pay fo	ar a poum	d of Park	s masses	7					1	
• •	0								w I				
-	1								DON	L KNOM		0	26
:б	ALL INFO	D & & \$ 197											
:0		ink the over	sall salam						NACC.			. .	<u> </u>
	in the light		rati price	: DI Brock	etier 11 272	cnangea			NO T				
•	1 3											-	1 '
7	Up or dow	_ >											
	TOP OF COM	" "							UP DOM	(N)		1 2	- 1
_	}								L~ n	r 1.4		"	
6	Roughly b								 ,		- 		
				í									
	PROBE FO	r answer					by	W 1.	10 1	OR		× }	- }
		,						W I.			WI	Ì	
	}								DON	'T' KNOW		0	29
9	ALL INFO	MANTS											
		y how much	h would y	ON1 Bary g	rocery pr	res.						į	
		up bothel:					Ъ У		ın £	OR		56	
	1							WI			W. L	-	
	- 1								DOM	' I' KNOW		0	סני
0	117 1100									1 1111011		<u>-</u>	
	Do you thi		e of bear	d har ak		rla.s						ľ	1
	last mouth	na ale price ?	e or oregi	U 1124 CB1	rußen m	we			7/45			1	31
	'	- 1							NO			2	32
	- '								······································		···		
1	What was t	he old prace	e please,	,anod wha	it is the r	LW.							
7	price?											- 1	1
	PROBE FOR	ANSWER					W.I				OLD	ı	1
													İ
	1 1										NEW		į į
									יאסת	I KNOW		0	32
2	ALL INFOR	MANTS		~					~				
-		k the price	of butter	r has che	inged for	ib e						į	1
	last month				-g				Ϋ́FS			1	13
	1								NO			2	34
	1, 11												
3	What was t	ne old price	t, and wi	ert is the	new juz	e ?						ŀ	
	PROBE FOR	ANSWER							~		_ OLD	· ·	
											NEW	Ţ	
	i i								DON	LNOW		٥	34
	y			<u></u>									
i	ALI INFOR											1	
,	Do you thin	k the price	of butch-	ei,1 mer	t has che	nge d			Āťē ¯			I_	3.5_
	In the last a	nenth?							NO			2	3.7
									UP				
:	The condition								110			1	1
	Up or down								I KO WIY	1		2	315

			B 4	
Roughly by how much?				
PROBE FOR ANSWIR	bymf OR	⁹⁶		
	W-1 OLD			
	NEW	F		
	DOW'T KNOW		o	37
ALL INFORMANTS			D/H	
a) Wall you tell me please, what 5NP is	s to old currency? W I		a	
ii) 19NP			0	
111) 8 ¹ 3NP			0	38
RECORD			1	
WAS USF	22.31.21.41.27	40	2	
ALL INFORMANAS What action do you tike, if any, to cope with rising prices?				
CP IP WP	The second secon			
	The same of the sa			3 9
Do you think decimalisation has crused a	by micrease in finites?			
	DON'T KNOW		0	CIASS
	ALL INFORMANTS 1) Wall you tell me please, what 5NP at 19NP 11) SiNP RECORD WAS USE ALL INFORMANTS What action do you take, if any, to cope with susing prices? CP IP WP	Recughly by how much? PROBE FOR ANSWIR by	Reughly by how smich? PROBE FOR ANSWIR by	Recughly by how much? PROBE FOR ANSWIR by

ļ

ABSHOPSURVY

JAN: 1-1108 FEB: 1109-2208 MAR: 2209-3233

COLUMN Nos.

- 1-4 questionnaire number.
 - 5 informant details, age group, marital status, employment status, answers <u>'multipunched'</u>.
 - 6 composition of household
 - 7 social grade of householder/chief wage earner
 - 8 change in housekeeping money since previous month.
 yes is represented by 0 (whether increase or decrease)
 don't know/refused represented by 0
 no is represented by 2
 - 9 indicates month either 1, 2, or 3 for January, Febuary or March.
 - either scouring powder (4), instant coffee (5), eggs (6), or baked beans (7), the highest number ringed is the one used.

SCOURING POWDER

Ιl	question	5					
12	11	6					
13	н	7					
14	ti	8					
15	ii.	9					
16	ti	10					
17	Ħ	11					
18-19	II.	12	price	of	standard	Vım	
20-21	Ħ	В	It	n	н	Ajax	
22 - 23	11	II .	11	u ·	own branc	3'	

ABSHOPSURVY

COLUMN Nos.

INSTANT COFFEE

214	question	13				
25	n	14				
26	11	15				
27	1†	16				
28	11	17				
29	11	18				
30	u	19				
31	II	20				
32-34	n	21	price	of	standard	Nescafe
35 - 37	n	u	11	11	Maxwell H	louse
38-40	ti.	11	11	n	'own bran	ıd'
_						
J	_ <u>E</u>	GGS_				
41	_ <u>E</u>	<u>GGS</u> 22				
41	ŧŧ	22				
41 42	11	22 23				
41 42 43	tt 11	22 23 24				
41 42 43 44	11 11	22 23 24 25				
41 42 43 44 45	11 11 11	22 23 24 25 26				
41 42 43 44 45 46	11 11 11 11 11	22 23 24 25 26 27	price	of	standard	eggs
41 42 43 44 45 46 47	11 11 11 11 11 11	22 23 24 25 26 27 28	price	of "	standard medlum	eggs

Contd...........

ABSHOPSURVY

_COLUMN Nos.

ALL INFORMANTS ASKED QUESTIONS 39-45

- 66-67 question 39 either price given or 00 for don't know 68 40 69 41 70 42 71-72 tt 43 answer as % or OOfor don't know ***** 73 H 44 74-75 11 45 (1) answer translated into decimal currency 76-77 " (11) н Ħ 78-79 " (111) 11 11 П П 80 " 'aid used' coded by 1, 'aid not used' coded by 2
 - * answer to question 44 coded from 1-8:
 - l no action taken
 - 2 buy at cheaper shops (same brand/quality)
 - 3 cheaper quality or brand bought
 - 4 use less, cut down (not necessarily on food)
 - 5 offer buying
 - 6 cheaper prices by changing shop or brand
 - 7 able to spend more because of increase in housekeeping money
 - 8 " " " " wage

HOME SURVEY - ABDJAN, ABDFEB, ABDMAR, ABDSEP,

DITTE

	MHILE	RLOF		
JAN: FEB: MAR: SEP.	1001-1540 3001-3550 5001-5534 7001-7536	1526-1599 4001-4541 6000-6530 8001-8542	and	2000-2060

CARD ONE

Column Nos. lst card in fixed format

THE THE

```
1-4
           questionnaire number
           occupation group
   10
           age of housewife
          working status of housewife
   13
           size of household
   16
   19
           marital status
          change of housekeeping since last month whether up or down, if changed -1 terminates section
   22
   25
28-29
   32
           question
    35
                ш
                          3,
                11
                         ¥,
                Ħ
41-42
                                                     * See codes for brands and
                n
                          5,*
                                                       shops on next sheet.
47-48
           -1 terminates, section
                          6,
   51
           question
                          7,*
                п
                         8,
   57
                u
                         9,
                H
60-62
                п
                        10,*
   65
68-69
           -l terminates section
```

NEW CARD

Next cards in floating format

EGGS: price last paid question 13, followed by question 11, followed by coded 'yes' answers in any order, followed by -1 terminating section.

then for BUTTER:

SALMON:
SCOURER:
BEANS: (Helmz on white)
TEA:

Price last paid, followed by coded
'yes' answers in any order, followed
by -1 terminating section.

PORK SAUSAGES:

Separators: 1 or more spaces or a new card. Section not answered has either an 0 or nothing at all followed by -1 terminating section.

HOME SURVEY - ABDJAN, ABDFEB, ABDMAR, ABDSEP.

NEW CARD "Semi-Fixed" Format

(In January answer to question 38, was not punched on cards.)

Question 26, 'no' coded by 2, if answer to this question is 'no' then questions 27 and 28 will be answered 'no' too, this is coded as -2, and -2.

Question 28, answer as %

Question 32, if 'no' answer to this question, next coded by -2.

Question 34, -2 given if 'no' answer to this question and also to the two subsequent answers.

question 37, the three answers are given in the same order as on the questionnaire.

Each question is punched in the same order as it appears on the questionnaire.

Separators - one or more spaces or a new card. Questions 26-33 section not answered 2 (for 'no') followed by -2's for subsequent questions which do not applie. Questions 34-40 same as for questions 26-33.

-3 terminates the questionnair.

* Codes for Brands and Shops:-

Question 2, Margerine brands,

Stork 1

Blue Band 2

Kraft 3

Echo 4

Coop 5

Summer County 6

Trend 7

Questions 5 and 10, SHOPS,

Question 7, BRAND,

Fine Fare	 1		 1
Tesco	 2	Nescafe Gold Blend	 2
Woolworth's	 3	Nescafe Plain	 3
Coop	 4	Maxwell House	 4
Symbol	 5	Fine Fare	 5
Corner Shop	6	Sainsburys	 6
	 _	Coop	 7
Savemore	-	Fernwood	 8
Asda/Gem	9	Asda/Gem	 9

Contd......

HOME SURVEY - ABDJAN, ABDFEB, ABDMAR, ABDSEP

Answers to question 38 coded in the same way as for ABSHOPSURVY. ie:-

```
no action taken
buy at cheaper shops (same brand/quality)
cheaper quality or brand bought
use less, cut down (not necessarily on food)
offer buying
cheaper prices by changing shop or brand
able to spend more because of increase in housekeeping money
""" wage
```