

DECIMALISATION AND THE CONSUMER

1 1 The Background

The British public faced Monday, 15th February 1971 partly with apprehension and partly with complacency. Although prewarned years before and exposed to official 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 change: 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 had 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 $\frac{1}{2}$ p, 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 change-over? 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 pre-decimalisation 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 i.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

- 1 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 Home Surveys - 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 Street Surveys - 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 housewife'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 The Grocer and Shaw's Price Guide.

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

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 (8oz 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.

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 Alferton 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.

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.

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	Fray Bentos	12 oz
	Pork Sausages	Walls	7½ oz
	Frozen Chicken		
	Chow Mein/Chop Suey	Vesta	5 oz 13 dr
	Unsmoked Streaky Bacon		8 oz
	Beefburgers (4)	BE Ross or Findus	
Fish Products	Red Salmon	John West & others	7½ oz
	Fish Fingers (10)	BE Ross or Findus	10 oz
Eggs	Eggs (½ doz)		Large
Fats	Sl Salted Butter	Lurpak & other	½-lb
	Margarine	Stork & other	½-lb
	Lard		½-lb
Sugar/Preserves	Golden Shred/Silver	Robertsons	1-lb
	Strawberry Jam		1-lb
	Granulated Sugar	BSC/Tate & Lyle	2-lb
Vegetables	Baked Beans	Heinz	16-oz
	Garden Peas		10-oz
	Small Whole Carrots		10-oz
Fruit	Tinned Tomatoes		14-oz
	Tinned Peaches		1-lb 13 oz
	Tinned Apricots		1-lb 13 oz
Cereals	Sliced White Bread		Large
	Choc Wholemeal Bisc	McVities/Crawfords	½-lb
	Cracker Biscuit	Ritz	7½ oz
	Instant Whip	Birds	3½ oz
	Cornflakes	Kelloggs & other	16-oz
	Self-Raising Flour	McDougalls & other	3-lb
Beverages	Instant Coffee	Nescafe & other	8 oz
	Cocoa	Bournville	8 oz
	Tea Bags	Tetley and other	36
Miscellaneous	Tomato Soup	Heinz	15½ oz
	Sauce	HP	9 oz
	Gravy Salt	Bisto	8 oz
	Soap Powder	Persil	1-lb 12½ oz
	(Bleach)	Domestos	1 pint
	Toilet Soap	Palmolive	5 oz
	Toothpaste	Colgate	31½ cc
	Dog Food	Pal/Prime Pal	14½ oz
	Razor Blades	Wilkinson Sword	5
	Run-resist tights		Pair
	Ballpoint Pen		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

<u>TABLE 1 3 2 1 GENERAL PRICE PATTERN</u>													
<u>Shop Number</u>	<u>Week Number</u>	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		P	P-3	P-4	P	P	P-2	P-5	P	P	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 unforeseen 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

i 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

ii 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

- 1 If you went out to buy some eggs and saw some at 12NP per $\frac{1}{2}$ dozen would you buy some?
- 2 I will now read out a few more prices for $\frac{1}{2}$ dozen eggs Please answer "Yes, would buy", or "No, would not buy" (8 further prices)
- 3 What was the price you last paid for $\frac{1}{2}$ dozen eggs?

b) Butter

- 1 I will now read out a few prices for $\frac{1}{4}$ -lb of butter Please answer "Yes, would buy", or "No, would not buy" (8 prices in all)
- 2 What was the price you last paid for $\frac{1}{4}$ -lb butter?

c) Salmon (showing can)

- 1 Now, for $\frac{1}{2}$ -lb 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

- 1 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

- 1 If you went out to buy some baked beans and saw an 8-oz tin at $3\frac{1}{2}$ NP 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

- 1 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?
- 1a 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?
- 6 Will you tell me please, what 5NP is in old currency? (Repeated for 19NP and $8\frac{1}{2}$ NP)
- 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

1 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

1v 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 ?
- ii) Instant Coffee ?
- iii) Eggs ?
- iv) Baked Beans ?

i) Scouring Powder Buyers

- 1 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)

ii) 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)

iii) Egg Buyers

- 1 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 ?

(in appropriate order)

Questions 1 to 8 similar to 11) above

(Own Brand) Baked Beans

(Repeated for 19NP and $8\frac{1}{2}$ NP)

As in Home Survey Questionnaires

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
- 5 Do you think the overall price of groceries has changed
in the last month?
- 5a Up or down?
- 5b Roughly by how much?
- 6 If you wanted some Malted Bedtime Drink (such as Ovaltine) and
saw a $\frac{1}{2}$ -lb 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 $8\frac{1}{2}$ NP)
- 9 And would you tell me, please, which of the following amounts is
the larger, or whether they are equal (i) 8p, 1/7d (ii) 38p, 7/6d
(iii) $9\frac{1}{2}$ p, 1/11d (iv) 27p 5/2d
- 10 Do you think decimalisation has caused any increase in prices?
- 11 Do you think it will cause any further increases?

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

SHOP SURVEY - MAIN STAGE

INTERVIEWER. RING MONTH
OF INTERVIEW DATE

January	1
February	2
March	3

Good morning/afternoon, I am from Research Services, and we are doing a survey on housewives shopping. Have you just bought any

		Code	
Q.1	Scouring powder?	1	Yes
		2	No
Q.2	Instant coffee?	1	Yes
		2	No
Q.3	Eggs?	1	Yes
		2	No
Q.4	Baked beans?	1	Yes
		2	No

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 TO BE ASKED ABOUT

Scouring powder	Instant coffee	Eggs	Baked Beans
1	2	3	4

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

(IF INFORMANT DOES NOT QUALIFY, SKIP TO Q.13)

		Code	
Q.5	When you came to this store did you intend to buy scouring powder?	1	Yes → Q.6
		2	No → Q.7
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

Q.7 Why did you change your mind?

DO NOT PROMPT, OR READ OUT THE
PRE-CODES

Code	
1	Decided to try it
2	Remembered I needed it
3	Price was attractive
4	Brand not in stock/not available
5	Other _____
	_____ (WRITE IN)
0	Don't know

Q.8 Which brand did you buy?

DO NOT PROMPT
MULTICODING POSSIBLE

1	Vim
2	Ajax
3	Own brand
4	Other _____ (WRITE IN)

Q.9 Which brand do you usually buy?DO NOT PROMPT
MULTICODING POSSIBLE

1	Vim
2	Ajax
3	Own brand
4	Any/the cheapest
5	Other _____ (WRITE IN)
0	Don't know

Q.10 Which size did you buy?

DO NOT PROMPT, BUT RECORD IN
TERMS OF VERBATIM ANSWER
MULTICODING POSSIBLE

1	Standard/large
2	Bathroom
3	Other _____
	_____ (WRITE IN)
0	Don't know

Q 11 How many did you buy? WRITE IN 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

Standard Size Vim?

Standard Size Ajax?

(Own brand) Scouring Powder?

(WRITE IN PRICE
FOR EACH BRAND
OR 'DON'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	Yes _____ → Q.14
		2	No _____ → Q.15
Q.14	Did you buy the brand you intended?	1	Yes _____ → Q.16
		2	No _____ → Q.15
		3	No particular brand in mind → Q.16
Q.15	Why did you change your mind? <u>DO NOT PROMPT, OR READ OUT THE PRECODES</u>	1	Decided to try it
		2	Remembered I needed it
		3	Price was attractive
		4	Brand not in stock/not available
		5	Other _____
			_____ (WRITE IN)
		0	Don't know
Q.16	Which brand did you buy? <u>DO NOT PROMPT MULTICODING POSSIBLE</u> <u>IF NESCAFE MENTIONED, PROBE TO ESTABLISH TYPE</u>	1	Nescafé (standard/new natural)
		2	Nescafé Blend 37
		3	Nescafé Gold Blend
		4	Maxwell House
		5	Own brand
		6	Other _____
			_____ (WRITE IN)

Q.17 Which brand do you usually buy?

DO NOT PROMPT

MULTICODING POSSIBLE

IF NESCAFE MENTIONED, PROBE TO ESTABLISH TYPE

Code	
1	Nescafé (standard/new natural)
2	Nescafé Blend 37
3	Nescafé Gold Blend
4	Maxwell House
5	Own Brand
6	Other _____
0	Don't know _____ (WRITE IN)

Q.18 Which size did you buy?

DO NOT PROMPT BUT PROBE VAGUE ANSWERS AND RECORD VERBATIM
MULTICODING POSSIBLE

1	2oz/small
2	4oz/medium
3	8oz/large
4	Other _____
0	Don't know _____ (WRITE IN)

Q.19 Which size do you usually buy?

DO NOT PROMPT BUT PROBE VAGUE ANSWERS, AND RECORD VERBATIM
MULTICODING POSSIBLE

1	2oz/small
2	4oz/medium
3	8oz/large
4	Other _____
0	Don't know _____ (WRITE IN)

Q.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 -

- (i) Nescafe (standard) _____
- (ii) Maxwell House _____
- (iii) (Own Brand) Instant coffee _____

(WRITE IN PRICE FOR PRODUCT OR 'DON'T KNOW')

ASK FOR ALL 3 BRANDS ONE AT A TIME, BUT IF ONE WAS ACTUALLY PURCHASED ASK IT LAST IF MORE THAN ONE SIZE WAS BOUGHT, ASK QUESTION AND RECORD ANSWERS FOR EACH

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

(IF INFORMANT DOES NOT QUALIFY,
SKIP TO Q.30)

		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	Yes _____ → Q.25 No _____ → Q.24 No particular size/type in mind → Q.25
Q.24	Why did you change your mind? <u>DO NOT PROMPT, OR READ OUT THE PRECODES</u>	1 2 3 4 5 0	Decided to try them Remembered I needed them Price was attractive Type not in stock/not available Other _____ Don't know (WRITE IN)
Q.25	Did you buy <u>white</u> eggs?	1 2	Yes No
Q.26	Which size did you buy? <u>DO NOT PROMPT, BUT PROBE VAGUE ANSWERS AND RECORD VERBATIM</u> <u>MULTICODING POSSIBLE</u>	1 2 3 4 0	Standard Medium Large Other _____ Don't know (WRITE IN)
Q.27	Which size do you <u>usually</u> buy? <u>DO NOT PROMPT, BUT PROBE VAGUE ANSWERS, AND RECORD VERBATIM</u> <u>MULTICODING POSSIBLE</u>	1 2 3 4 0	Standard Medium Large Other _____ Don't know (WRITE IN)

Q.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?

(WRITE IN PRICE OR 'DON'T KNOW'
RECORD UNIT (DOZEN OR HALF DOZEN))

ASK FOR ALL 3 TYPES ONE AT A TIME, BUT IF ONE WAS ACTUALLY PURCHASED, ASK
IT LAST

ASK ALL WHO BOUGHT BAKED BEANS AND WHO ARE
TO BE ASKED ABOUT THIS FIELD

(IF INFORMANT DOES NOT QUALIFY,
SKIP TO Q.39)

		Code	
Q 30	When you came to this store did you intend to buy some baked beans?	1	Yes _____ → Q.31
		2	No _____ → Q.32
Q.31	Did you buy the brand you intended	1	Yes _____ → Q.33
		2	No _____ → Q.32
		3	Had no particular brand in mind Q.33
Q.32	Why did you change your mind?	1	Decided to try it
		2	Remembered I needed it
		3	Price was attractive
		4	Brand not in stock/not available
		5	Other _____
		0	Don't know (WRITE IN)
Q.33	Which brand did you buy?	1	Heinz
		2	H.P.
		3	Crosse & Blackwell
		4	Own brand
		5	Other _____
			(WRITE IN)
Q.34	And which brand do you <u>usually</u> buy?	1	Heinz
		2	H.P.
		3	Crosse & Blackwell
		4	Own brand
		5	Other _____
		0	Don't know (WRITE IN)

Q.35 Which size did you buy?

Q 36 Which size do you usually buy?

5 oz.	8 oz.	16 oz.	19/20 oz.	28 oz.	Don't know	Other Answer
1	2	3	4	5	0	(WRITE IN)
1	2	3	4	5	0	(WRITE IN)

MULTICODING POSSIBLE

USE SHOW CARD TO ACCURATELY DETERMINE SIZE

Q.37 How many did you buy?

5 oz.	
8oz	
16 oz.	
20 oz.	
28 oz.	
other size	

(WRITE IN TOTAL NUMBER
BOUGHT OF EACH SIZE)

Q 38 For the size you actually bought, what was the price of

ASK FOR BOTH BRANDS
ONE AT A TIME, BUT
IF ONE WAS ACTUALLY
PURCHASED ASK IT
LAST. IF MORE THAN
ONE SIZE BOUGHT ASK
QUESTION AND RECORD ANSWER FOR BOTH

(1) Heinz Baked Beans _____
(11) (Own Brand)
Baked Beans _____

(WRITE IN TOTAL
NUMBER BOUGHT
OF EACH SIZE)

ASK ALL

- Q.39 Could you tell me what was the price of a 2lb bag of sugar? (WRITE IN PRICE AS GIVEN OR RECORD 'DON'T KNOW')

		Code	
Q.40	Did you buy any?	1 2	Yes No
<u>ASK ALL</u>			
Q.41	Do you think the overall price of groceries has changed in the last month?	1 2 0	Yes _____ → Q.42 No _____ → Q.44 Don't know _____ → Q.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

by		in the pound
OR		%
OR		
	0	Don't know (ring code)

(Other Answer)

ASK ALL

- Q.44 What action do you take to, if any, to cope with rising prices?

(WRITE IN)

DO NOT PROMPT BUT PROBE VAGUE ANSWERS

- Q 45 ASK ALL

- (i) Will you tell me, please, what 5 newpence is in old currency?
- (ii) Will you tell me, please, what 19 newpence is in old currency?
- (iii) Will you tell me, please, what 8½ newpence is in 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.

Aid Used	Not Used
1	2



CLASSIFICATION DATA [B]

RS/FWC/004B/970

INFORMANT DETAILS

AGE GROUP

	Code
Under 30	1
30-50	2
Over 50	3

MARITAL STATUS

Married	1
Single	2
Widowed/divorced	3

EMPLOYMENT STATUS

Full time (30+ hours)	1
Part time (less than 30 hours)	2
Not working	3

COMPOSITION OF HOUSEHOLD

TOTAL NUMBER (WRITE IN)	. .
----------------------------	-----

DETAILS OF HEAD OF HOUSEHOLD/CHIEF WAGE EARNER

OCCUPATION (include present part time occupation for widow/retired/pensioner)

Enter any professional qualifications/apprenticeships served for present occupation

INDUSTRY

BEST ESTIMATE OF

SOCIAL GRADE OF HEAD OF HOUSEHOLD/
CHIEF WAGE EARNER

	Code	Col
AB	7	
C1	8	
C2	9	
DE	0	

Has the amount of housekeeping
money you have changed since
last month?

1	Yes
2	No
0	Don't know/ Refused
3	Up
4	Down

IF 'YES'

Up or down

IF INFORMANT VOLUNTEERS ANY REASON FOR
CHANGE IN HOUSEKEEPING MONEY, WRITE IN
BELOW

DAY (ring) M1 T2 W3 Th4 F5 S6 Su7 DATE / /

TIME OF DAY (Completion) am/pm

STORE NAME
AND NO.
(WRITE IN)

INTERVIEW NO.

OFFICE USE

INVESTIGATOR S No .

JOB No 7 1 4 2

[74-80]

ACCOMPANIED BY SUPERVISOR

(Delete one) Yes/No

IN BLOCK CAPITALS

NAME OF INFORMANT Mr /Mrs /Miss

Initials

HOME ADDRESS

DECLARATION I DECLARE THAT THE INFORMANT WAS UNKNOWN TO ME UNTIL THE INTERVIEW TOOK PLACE AND THAT THIS
QUESTIONNAIRE HAS BEEN CONDUCTED ACCORDING TO THE MANUAL AND HAS BEEN CHECKED

SIGNED

30

MARKETING & MEDIA FIELDWORK LTD

3 MAYCROFT ROAD

CHESHUNT

HERTFORDSHIRE

J.N 3278

NOTTINGHAM UNIVERSITY SSCR

HOME SURVEY ~~DECEMBER '70~~

JAN. 1971

AREA NO.

INTER. NO

ADDRESS NO.

W.I.

W.I

1	NAME _____ ADDRESS _____		1	SIZE OF HOUSEHOLD ONE TWO THREE FOUR W 1	1 2 3 4
2	OCCUPATION OF HEAD OF HOUSEHOLD W 1 AND CODE _____		7	MARITAL STATUS MARRIED SINGLE WIDOWED DIVORCED	1 2 3 4
3	OCCUPATION GROUP (ASSESS) AB C1 C2 DE	1 2 3 4	8	HAS YOUR HOUSEKEEPING MONEY CHANGED SINCE LAST MONTH? YES NO D/K	1 2 0
4	AGE OF HOUSEWIFE -29 30 - 50 51+	1 2 3	9	UP OR DOWN UP DOWN REASONS FOR CHANGE (IF VOLUNTEERED)	1 2
5	WORKING STATUS OF HOUSEWIFE FULL TIME (30+ hrs) PART TIME (~29 hrs) NOT WORKING	1 2 3			

DECLARATION -

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 survey. If necessary, I am willing to swear an affidavit that this is true.

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

<u>ALL INFORMANTS</u>			
1	Have you bought any margarine within the last week or so?	YES NO DON'T KNOW	1 2 0
2	What brand did you last buy? (W 1 BRAND FIRST MENTIONED)		3

		W 1	
3	Was it soft?	YES NO	1 2 4
4	What was the price?	W 1 _____ DON'T KNOW	0 5
5.	Where did you buy it?	FINE FARE TESCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP OTHER W 1 _____ DON'T KNOW	1 2 3 4 5 6 0 6
6	<u>ALL INFORMANTS</u> Have you bought any instant coffee within the last week or so?	YES NO DON'T KNOW	1 2 7 0 11
7	What brand did you last buy?	NESCAFE 37 NESCAFE GOLD BLEND NESCAFE PLAIN MAXWELL HOUSE OTHER W 1 _____ DON'T KNOW	1 2 3 4 0 8
8	What size?	2oz 4oz 8oz OTHER W. 1 _____ DON'T KNOW	1 2 3 0 9
9	What was the price?	W 1 _____ DON'T KNOW	0 10
10	Where did you buy it?	FINE FARE TESCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP OTHER W 1 _____ DON'T KNOW	1 2 3 4 5 6 0 11
11.	<u>ALL INFORMANTS</u> If you went out to buy some eggs and saw some at 2/6d. per 1/2 dozen would you buy some?	YES NO NEVER BUY EGGS	2/6 10 12 N 12 0 14
12	I will now read out a few more prices for 1/2 doz eggs Please answer "Yes, would buy", or "No, would not buy" R.O. 2/4 1/10 3/6 2/8 1/7 2/- 3/2 2/11 YES 8 4 18 12 2 6 16 14 NO N N N N N N N N		13
13.	What was the price you last paid for 1/2 dozen eggs?	W 1 _____ DON'T KNOW	0 14

14. ALL INFORMANTS

I will now read out a few prices for $\frac{1}{2}$ lb of butter
Please answer "Yes, would buy", or "No, would not buy"

NEVER BUY

R.O.	1/9	2/5	2/1	11d	1/11	1/5	1/2	1/7	2/4
YES	10	18	14	2	12	6	4	8	16
NO	N	N	N	N	N	N	N	N	N

0

16

15. What was the price you last paid for $\frac{1}{2}$ lb butter?

W 1 _____

DON'T KNOW

0

16

16. ALL INFORMANTS

Now for a $\frac{1}{2}$ lb tin of red salmon, would you buy at ?

NEVER BUY

R O	4/7	4/4	3/10	5/2	5/7	3/7	6/-	4/11	4/-
YES	10	8	4	14	16	2	18	12	6
NO	N	N	N	N	N	N	N	N	N

0

18

17. What was the price you last paid for this size of salmon?

W. 1 _____

DON'T KNOW

0

18

18. ALL INFORMANTS

If you wanted some scouring powder and saw a cardboard canister of the usual size would you buy it at. ?

NEVER BUY

R O.	1/4	1/2	4d	1/10	1/-	7d	1/6	1/8	10d
YES	11	9	1	17	7	3	13	15	5
NO	N	N	N	N	N	N	N	N	N

0

20

19. What was the price you last paid for scouring powder?

W 1 _____

DON'T KNOW

0

20

20. ALL INFORMANTS

If you went out to buy some Heinz beans and saw an 8oz tin at 8d. would you buy it? Or at ?

NEVER BUY

R O	8d	7d	1/2	4d	2d	6d	11d	9d	1/-	10d
YES	5	4	10	2	1	3	8	6	9	7
NO	N	N	N	N	N	N	N	N	N	N

0

22

21. What price did you last pay for 8oz of Heinz beans?

W 1 _____

DON'T KNOW

0

22

22. ALL INFORMANTS

And if you wanted tea, would you buy some if you saw it priced at 1/7d. a quarter? Or at ?

NEVER BUY

R O.	1/7	1/19	1/5	2/2	2/-	8d	11d	1/1	1/3
YES	11	13	9	17	15	1	3	5	7
NO	N	N	N	N	N	N	N	N	N

0

24

23. What price did you last pay for a quarter of tea?

W 1 _____

DON'T KNOW

0

24

24.	<u>ALL INFORMANTS</u>											
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		
										DON'T KNOW	0	26
26	<u>ALL INFORMANTS</u>											
Do you think the overall price of groceries has changed in the last month?												
										YES	1	27
										NO	2	29
27	Up or down?											
										UP	1	
										DOWN	2	28
28.	Roughly by how much?											
PROBE FOR ANSWER										by	in £ OR	%
										W 1	W 1	
										DON'T KNOW	0	29
29	<u>ALL INFORMANTS</u>											
Roughly by how much would you say grocery prices have gone up in the last year?												
										by	in £ OR	%
										W 1	W 1	
										DON'T KNOW	0	30
30	<u>ALL INFORMANTS</u>											
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 ANSWER										W 1		
										OLD		
										NEW		
										DON'T KNOW	0	32
32.	<u>ALL INFORMANTS</u>											
Do you think the price of butter has changed in the last month?												
										YES	1	33
										NO	2	34
33.	What was the old price, and what is the new price?											
PROBE FOR ANSWER												
										OLD		
										NEW		
										DON'T KNOW	0	34
34.	<u>ALL INFORMANTS</u>											
Do you think the price of butcher's meat has changed in the last month?												
										YES	1	35
										NO	2	37

35.	Up or Down?	UP DOWN	1 2	36
36.	Roughly by how much?	by _____ inf OR _____ % W 1 _____ OLD _____ NEW DON'T KNOW	0	37
37	<u>ALL INFORMANTS</u>		D/K	
	i) Will you tell me please, what 5NP is in old currency ? W 1	s d <input type="text"/> <input type="text"/>	0	
	ii) 19NP 7	<input type="text"/> <input type="text"/>	0	
	iii) 8½NP 7	<input type="text"/> <input type="text"/>	0	38
	RECORD WHETHER OR NOT ANY FORM OF AID WAS USED AT Q 37	YES NO	1 2	
38	<u>ALL INFORMANTS</u> What action do you take, if any, to cope with rising prices ? CP EP WP	_____		39
39	Do you think decimalisation will cause any increases in prices ?	YES NO DON'T KNOW	1 2 0	40
40	Do you think it has already caused any price increases	YES NO DON'T KNOW	1 2 0	Class

MARKETING & MEDIA FIELDWORK LTD

3 MAYCROFT ROAD

CHESHUNT

HERTFORDSHIRE

J N 3278 NOTTINGHAM UNIVERSITY SSCR HOME SURVEY DECEMBER 70 JAN. 1971			
AREA NO.	INTER. NO.	ADDRESS NO.	W 1
			W 1

NAME _____
ADDRESS _____

SIZE OF HOUSEHOLD

ONE	1
TWO	2
THREE	3
FOUR	4
W 1	

OCCUPATION OF HEAD OF HOUSEHOLD

W 1
AND CODE _____

7 MARITAL STATUS

MARRIED	1
SINGLE	2
WIDOWED	3
DIVORCED	4

OCCUPATION GROUP (ASSESS)

AB	1
C1	2
C2	3
DE	4

8 HAS YOUR HOUSEKEEPING MONEY
CHANGED SINCE LAST MONTH?

YES	1
NO	2
D/K	0

AGE OF HOUSEWIFE

<29	1
30 - 50	2
51+	3

9 UP OR DOWN

UP	1
DOWN	2
REASONS FOR CHANGE (IF VOLUNTEERED)	

WORKING STATUS OF HOUSEWIFE

FULL TIME (30+ hrs)	1
PART TIME (<29 hrs)	2
NOT WORKING	3

DECLARATION -

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

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- b) THE SURVEY IS BEING CARRIED BY MARKETING MEDIA FIELDWORK ON BEHALF OF NOTTINGHAM UNIVERSITY

ALL INFORMANTS

Have you bought any margarine within the last week or so?

YES	1	2
NO	2	6
DON'T KNOW	0	6

What brand did you last buy?
(W 1 BRAND FIRST MENTIONED)

3

37

14.	<u>ALL INFORMANTS</u> I will now read out a few prices for $\frac{1}{2}$ lb of butter Please answer "Yes, would buy", or "No, would not buy"										NEVER BUY	0	16
	R.O.	1/9	2/5	2/1	11d	1/11	1/5	1/2	1/7	2/4			
	YES	10	18	14	2	12	6	4	8	16			15
	NO	N	N	N	N	N	N	N	N	N			
15	What was the price you last paid for $\frac{1}{2}$ lb butter?										W 1 _____ DON'T KNOW	0	16
16	<u>ALL INFORMANTS</u> Now for a $\frac{1}{2}$ lb tin of red salmon, would you buy at _____?										NEVER BUY	0	18
	R O	4/7	4/4	3/10	5/2	5/7	3/7	6/-	4/11	4/-			
	YES	10	8	4	14	16	2	18	12	6			17
	NO	N	N	N	N	N	N	N	N	N			
17	What was the price you last paid for this size of salmon?										W 1 _____ DON'T KNOW	0	18
18	<u>ALL INFORMANTS</u> If you wanted some <u>scouring powder</u> and saw a cardboard canister of the usual size would you buy it at _____?										NEVER BUY		20
	R O	1/4	1/2	4d	1/10	1/-	7d	1/6	1/8	10d			
	YES	11	9	1	17	7	3	13	15	5			19
	NO	N	N	N	N	N	N	N	N	N			
19	What was the price you last paid for scouring powder?										W 1 _____ DON'T KNOW	0	20
20.	<u>ALL INFORMANTS</u> If you went out to buy some Heinz beans and saw an 8oz tin at 8d. would you buy it? Or at _____?										NEVER BUY		22
	R O	8d	7d	1/2	4d	2d	6d	11d	9d	1/-	10d		
	YES	5	4	10	2	1	3	8	6	9	7		21
	NO	N	N	N	N	N	N	N	N	N	N		
21	What price did you last pay for 8oz of Heinz beans?										W 1 _____ DON'T KNOW	0	22
22	<u>ALL INFORMANTS</u> And if you wanted tea, would you buy some if you saw it priced at 1/7d. a quarter? Or at _____?										NEVER BUY		24
	R O	1/7	1/19	1/5	2/2	2/-	8d	11d	1/1	1/3			
	YES	11	13	9	17	15	1	3	5	7			23
	NO	N	N	N	N	N	N	N	N	N			
23	What price did you last pay for a quarter of tea?										W 1 _____ DON'T KNOW	0	24

											W 1		
24	<u>ALL INFORMANTS</u> Finally, if you want 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			25
	NO	N	N	N	N	N	N	N	N	N			
25	What price did you last pay for a pound of sausages?										W 1	0	26
											DON'T KNOW		
26	<u>ALL INFORMANTS</u> Do you think the overall price of groceries has changed in the last month?										YES	1	27
											NO	2	29
27	Up or down?										UP	1	
											DOWN	2	28
28	Roughly by how much?										by _____ in £ OR _____ %		
	PROBE FOR ANSWER										W 1	0	29
											DON'T KNOW		
29	<u>ALL INFORMANTS</u> Roughly by how much would you say grocery prices have gone up in the last year?										by _____ in £ OR _____ %		
											W 1	0	30
											DON'T KNOW		
30	<u>ALL INFORMANTS</u> 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?										W 1		
	PROBE FOR ANSWER										_____ OLD		
											_____ NEW		
											DON'T KNOW	0	32
32	<u>ALL INFORMANTS</u> Do you think the price of butter has changed in the last month?										YES	1	33
											NO	2	34
33	What was the old price, and what is the new price?										_____ OLD		
	PROBE FOR ANSWER										_____ NEW		
											DON'T KNOW	0	34
34	<u>ALL INFORMANTS</u> Do you think the price of butcher's meat has changed in the last month?										YES	1	35
											NO	2	37

35	Up or Down?	UP DOWN	1 2	36						
36	Roughly by how much?	by _____ inf OR _____ % W 1. _____ OLD _____ NEW DON'T KNOW	0	37						
37	<u>ALL INFORMANTS</u> i) Will you tell me please, what SNP is in old currency ? W 1 ii) 19NP ? iii) 8½NP ?	s d <table border="1"><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></table>							D/K 0 0 0	38
	RECORD WHETHER OR NOT ANY FORM OF AID WAS USED AT Q 37	YES NO	1 2							
38	<u>ALL INFORMANTS</u> What action do you take, if any, to cope with rising prices ? CP EP WP			39						
39	Do you think decimalisation will cause any increases in prices ?	YES NO DON'T KNOW	1 2 0	40						
40	Do you think it has already caused any price increases	YES NO DON'T KNOW	1 2 0	Class						

MARKETING & MEDIA FIELDWORK LTD

3 MAYCROFT ROAD

CHESHUNT

HERTFORDSHIRE

J. N 3278

NOTTINGHAM UNIVERSITY SSRG

HOME SURVEY ~~DECEMBER 1970~~

JAN 1971

AREA NO

INTER NO.

ADDRESS NO

B.T

B.1

1 NAME _____
ADDRESS _____

6 SIZE OF HOUSEHOLD

ONE
TWO
THREE
FOUR
W. 1

1
2
3
4

2. OCCUPATION OF HEAD OF HOUSEHOLD

W 1
AND CODE _____

7 MARITAL STATUS

MARRIED
SINGLE
WIDOWED
DIVORCED

1
2
3
4

3 OCCUPATION GROUP(ASSESS)

AB 1
C1 2
C2 3
DE 4

8 HAS YOUR HOUSEKEEPING MONEY
CHANGED SINCE LAST MONTH ?

YES
NO
D/K

1
2
0

4 AGE OF HOUSEWIFE

-29
30 -50
51+

1
2
3

9 UP OR DOWN?

UP
DOWN

1
2

WORKING STATUS OF HOUSEWIFE

FULL TIME (30+ hrs)
PART TIME (-29 hrs)
NOT WORKING

1
2
3

REASONS FOR CHANGE(IF VOLUNTEERED)

DECLARATION

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 survey. If necessary, I am willing to swear an affidavit that this is true.

INTRODUCTION

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

NOTE

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 OUT BY MARKETING MEDIA FIELDWORK ON BEHALF OF NOTTINGHAM UNIVERSITY

1 ALL INFORMANTS

Have you bought any sugar within the last week or so?

YES
NO
DON'T KNOW

1
2
0

2
6
6

		B1	
2	What kind did you last buy? CODE KIND FIRST MENTIONED	OTHER W 1	
		GRANULATED	1
		BROWN	2
		CASTER	3
		DEMERARA	4
		CUBE	5
		ICING	6
3	What size was it?	1 lb	1
		2 lb	2
		OTHER W 1	4
4	What was the price?	W 1	
		DON'T KNOW	0
5	Where did you buy it?	FINE FARE	1
		TESCO	2
		WOOLWORTH'S	3
		CO OP	4
		SYMBOL	5
		CORNER SHOP	6
		OTHER W 1	0
		DON'T KNOW	6
6	<u>ALL INFORMANTS</u> Have you bought any plain or self-raising flour within the last week or so?	YES	1
		NO	2
		DON'T KNOW	0
			7
			11
			11
7	What brand was it?	McD	1
		HOMEPRIDE	2
		BERO	3
		CO OP SUPERFINE	4
		OTHER W 1	8
8	What size?	1 lb	1
		3 lb	2
		OTHER W 1	9
9	What was the price?	W 1	
		DON'T KNOW	0
			10
10	Where did you buy it?	FINE FARE	1
		TESCO	2
		WOOLWORTH'S	3
		CO OP	4
		SYMBOL	5
		CORNFR SHOP	6
		OTHER W 1	0
		DON'T KNOW	11
11	<u>ALL INFORMANTS</u> If you went out to buy some eggs and saw some at 2/5d per 1/2 dozen would you buy some?	YES	2/5
		NO	9
		NEVER BUY EGGS	N
			12
			12
			14
12	I will now read out a few more prices for 1/2 doz. eggs Please, answer "Yes, would buy", or "No, would not buy"		
	R O. 1/11 2/2 2/7 3/4 1/8 1/5 3/- 2/10		
	YES 5 7 11 17 3 1 15 13		
	NO N N N N N N N N		
			13
13	What was the price you last paid for 1/2 doz eggs?	W 1	
		DON'T KNOW	0
			14

14 ALL INFORMANTS

I will now read out a few prices for $\frac{1}{2}$ lb of butter Please answer "Yes, would buy", or "No, would not buy"

NEVER BUY

0

16

R O	1/8	1/3	1/-	2/5	10d.	2/-	2/2	1/10	1/6
YES	9	5	3	17	1	13	15	11	7
NO	N	N	N	N	N	N	N	N	N

15

15 What was the price you last paid for $\frac{1}{2}$ lb butter ?

W I

DON'T KNOW

0

16

16 ALL INFORMANTS

Now for a $\frac{1}{2}$ lb tin of red salmon, would you buy at ?

NEVER BUY

0

18

R O	4/8	5/5	3/11	5/-	4/2	4/6	5/11	3/4	3/8
YES	11	15	5	13	7	9	17	1	3
NO	N	N	N	N	N	N	N	N	N

17

17 What was the price you last paid for this size of salmon ?

W I

DON'T KNOW

0

18

18 ALL INFORMANTS

If you wanted some scouring powder and saw a cardboard canister of the usual size would you buy it at ?

NEVER BUY

20

R O	1/3	8d.	1/5	1/7	6d.	1/11	11d.	1/9	1/1
YES	10	4	12	14	2	18	6	16	8
No	N	N	N	N	N	N	N	N	N

19

19 What was the price you last paid for scouring powder ?

W I

DON'T KNOW

0

20

20 ALL INFORMANTS

If you went out to buy some baked beans and saw an 8 oz tin at 8d would you buy it ? Or at ?

NEVER BUY

22

R O	8d	7d.	1/2	4d.	2d.	6d	11d	9d.	1/-	10d.
YES	5	4	10	2	1	3	8	6	9	7
NO	N	N	N	N	N	N	N	N	N	N

21

21 What price did you last pay for 8 oz of baked beans ?

W I

DON'T KNOW

0

22

22 ALL INFORMANTS

And if you wanted tea, would you buy some if you saw it priced at 1/6d. a quarter? Or at ?

NEVER BUY

24

R, O	1/6	1/8	1/4	1/2	10d.	1/-	2/1	2/4	1/11
YES	10	12	8	6	2	4	16	18	14
NO	N	N	N	N	N	N	N	N	N

23

23 What price did you last pay for a quarter of tea ?

W I

DON'T KNOW

0

24

											B1		
24	<u>ALL INFORMANTS</u> Finally, if you went to buy some pork sausages and saw some priced at 4/- per lb would you buy them ?										NEVER BUY	0	26
	R O	4/-	2/8	3/10	3/-	4/4	4/8	5/-	3/4	3/7			
	YES	11	1	9	3	13	15	17	5	7			25
	NO	N	N	N	N	N	N	N	N	N			
25	What price did you last pay for a pound of sausages ?										W I _____ DON'T KNOW	0	26
26	<u>ALL INFORMANTS</u> Do you think the overall price of groceries has changed in the last month ?										YES NO	1 2	27 29
27	Up or down ?										UP DOWN	1 2	28
28	Roughly by how much ? PROBE FOR ANSWER										by _____ in £ OR _____ % W I W I DON'T KNOW	0	29
29	<u>ALL INFORMANTS</u> Roughly by how much would you say grocery prices have gone up in the last year ?										by _____ in £ OR _____ % W I W I DON'T KNOW	0	30
30	<u>ALL INFORMANTS</u> Do you think the price of bread has changed in the last month ?										YES NO	1 2	31 32
31	What was the old price please, and what is the new price ? PROBE FOR ANSWER										W I _____ OLD _____ NEW DON'T KNOW	0	32
32	<u>ALL INFORMANTS</u> Do you think the price of butter has changed in the last month ?										YES NO	1 2	33 34
33	What was the old price, and what is the new price ? PROBE FOR ANSWER										_____ OLD _____ NEW DON'T KNOW	0	34
34	<u>ALL INFORMANTS</u> Do you think the price of butcher's meat has changed in the last month ?										YES NO	1 2	35 37
35	Up or Down										UP DOWN		44 36

36	Roughly by how much ? <u>PROBE FOR ANSWER</u> by _____ in £ OR _____ % W I _____ OLD _____ NEW DON'T KNOW	0	37
37	<u>ALL INFORMANTS</u> i) Will you tell me please, what SNP is in old currency ? W I ii) 19NP iii) 8½NP	<div>s d</div> <div><div></div><div></div></div> <div><div></div><div></div></div> <div><div></div><div></div></div> D/K 0 0 0	38
	RECORD WHETHER OR NOT ANY FORM OF AID WAS USED AT Q 37	YES NO	1 2
38	<u>ALL INFORMANTS</u> What action do you take, if any, to cope with rising prices ? CPEPWP		39
39	Do you think decimalisation will cause any increases in prices ? YES NO DON'T KNOW	1 2 0	40
40	Do you think it has already caused any price increases YES NO DON'T KNOW	1 0	Class

MARKETING & MEDIA FIELDWORK LTD

3 MAYCROFT ROAD

CHESHUNT

HERTFORDSHIRE

J N 32/8

NOTTINGHAM UNIVERSITY SSCR

HOME SURVEY ~~DOCEMBER 1970~~

FEB. 1971

AREA NO.

INTER. NO.

ADDRESS NO.

W.T.

W2

1 NAME _____
ADDRESS _____

6 SIZE OF HOUSEHOLD
ONE
TWO
THREE
FOUR
W I

1
2
3
4

2 OCCUPATION OF HEAD OF HOUSEHOLD
W I
AND CODE _____

7 MARITAL STATUS
MARRIED
SINGLE
WIDOWED
DIVORCED

1
2
3
4

3 OCCUPATION GROUP (ASSESS)
AB 1
C1 2
C2 3
DE 4

8 HAS YOUR HOUSEKEEPING MONEY
CHANGED SINCE LAST MONTH?
YES 1
NO 2
D/K 0

1
2
0

4 AGE OF HOUSEWIFE
-29 1
30 - 50 2
51+ 3

9 UP OR DOWN
UP 1
DOWN 2
REASONS FOR CHANGE
(IF VOLUNTEERED)

1
2

5 WORKING STATUS OF HOUSEWIFE
FULL TIME (30+ hrs) 1
PART TIME (-29 hrs) 2
NOT WORKING 3

DECLARATION -

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the person whose name and address is given on the left
in accordance with the project specifications for this
survey. If necessary, I am willing to swear an affidavit
that this is true

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ALL INFORMANTS		1	2
1	Have you bought any margarine within the last week or so?	YES	1
		NO	2
		DON'T KNOW	0
2	What brand did you last buy? (W I BRAND FIRST MENTIONED)		3

		W I		
3	Was it soft?	YES NO	1 2	4
4	What was the price?	W I _____ DON'T KNOW	O	5
5	Where did you buy it?	FINE FARE TESCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP OTHER W I _____ DON'T KNOW	1 2 3 4 5 6 O	6
6	<u>ALL INFORMANTS</u> Have you bought any instant coffee within the last week or so?	YES NO DON'T KNOW	1 2 O	7 11 11
7	What brand did you last buy?	NESCAFE 37 NESCAFE GOLD BLEND NESCAFE PLAIN MAXWELL HOUSE OTHER W I _____ DON'T KNOW	1 2 3 4 O	8
8	What size?	2oz 4oz 8oz OTHER W I _____ DON'T KNOW	1 2 3 O	9
9	What was the price?	W I _____ DON'T KNOW	O	10
10	Where did you buy it?	FINE FARE TESCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP OTHER W I _____ DON'T KNOW	1 2 3 4 5 6 O	11
11	<u>ALL INFORMANTS</u> If you went out to buy some eggs and saw some at 12½ NP per ½ dozen would you buy some?	YES NO NEVER BUY EGGS	10 N O	12 12 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"			
	R. O.	11½	9	17½
	YES	8	4	18
	NO	N	N	N
		13½	12	2
		10	6	16
		14½	14	N
13	What was the price you last paid for ½ dozen eggs?	W I _____ DON'T KNOW	O	14

W I

14 ALL INFORMANTS

I will now read out a few prices for $\frac{1}{2}$ lb of butter
Please answer "Yes, would buy", or "No, would not buy"

NEVER BUY

R O	9 $\frac{1}{2}$	12 $\frac{1}{2}$	10 $\frac{1}{2}$	4 $\frac{1}{2}$	7	6	8	11 $\frac{1}{2}$	NP
YES	10	16	12	2	5	4	7	14	
NO	N	N	N	N	N	N	N	N	

O

16

15 What was the price you last paid for $\frac{1}{2}$ lb butter?

W I _____

O

16

16 ALL INFORMANTS

Now for a $\frac{1}{2}$ lb tin of red salmon, would you buy at ?

NEVER BUY

R O	23	21 $\frac{1}{2}$	19	26	28	18	30	24 $\frac{1}{2}$	20 NP
YES	10	8	4	14	16	2	18	12	6
NO	N	N	N	N	N	N	N	N	N

O

18

17 What was the price you last paid for this size of salmon?

W I _____

DON'T KNOW

O

18

18 ALL INFORMANTS

If you wanted some scouring powder and saw a cardboard canister of the usual size would you buy it at ?

NEVER BUY

R O	6 $\frac{1}{2}$	1 $\frac{1}{2}$	9	5	3	7 $\frac{1}{2}$	8 $\frac{1}{2}$	4NP
YES	10	1	15	7	3	12	14	5
NO	N	N	N	N	N	N	N	N

O

20

19 What was the price you last paid for scouring powder?

W I _____

DON'T KNOW

O

20

20 ALL INFORMANTS

If you went out to buy some Heinz beans and saw an 8 oz tin at 8d. would you buy it? Or at. ?

NEVER BUY

R O	3 $\frac{1}{2}$	3	6	1 $\frac{1}{2}$	1	2 $\frac{1}{2}$	4 $\frac{1}{2}$	5	4 NP
YES	5	4	10	2	1	3	8	6	9
NO	N	N	N	N	N	N	N	N	N

O

22

21. What price did you last pay for 8oz of Heinz beans?

W I _____

DON'T KNOW

O

22

22 ALL INFORMANTS

And if you wanted tea, would you buy some if you saw it priced at 1/7d. a quarter? Or at. ?

NEVER BUY

R O	8	9	7	11	10	3 $\frac{1}{2}$	4 $\frac{1}{2}$	5 $\frac{1}{2}$	NP
YES	10	12	8	16	14	1	3	5	
NO	N	N	N	N	N	N	N	N	

O

24

23 What price did you last pay for a quarter of tea?

W. I. _____

DON'T KNOW

O

24

24.	<u>ALL INFORMANTS</u> Finally, if you went to buy some pork sausages and saw some priced at 21 NP would you buy them?		NEVER BUY		26						
	R.O	21	16	19½	24½	17	14½	26	22	18½	
	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 L		26						
	DON'T KNOW		O								
26.	<u>ALL INFORMANTS</u> Do you think the overall price of groceries has changed in the last month?		YES		1	27					
			NO		2	29					
27	Up or down?		UP		1						
			DOWN		2	28					
28.	Roughly by how much?		by _____ in £ OR _____ %								
	PROBE FOR ANSWER		W I		W I						
	DON'T KNOW		O		29						
29.	<u>ALL INFORMANTS</u> Roughly by how much would you say grocery prices have gone up in the last year?		by _____ in £ OR _____ %								
			W I		W I						
	DON'T KNOW		O		30						
30.	<u>ALL INFORMANTS</u> 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?		W I		OLD						
	PROBE FOR ANSWER				NEW						
	DON'T KNOW		O		32						
32.	<u>ALL INFORMANTS</u> Do you think the price of butter has changed in the last month?		YES		1	33					
			NO		2	34					
33.	What was the old price, and what is the new price?		OLD								
	PROBE FOR ANSWER		NEW								
	DON'T KNOW		O		34						
34	<u>ALL INFORMANTS</u> Do you think the price of butcher's meat has changed in the last month?		YES		1	35					
			NO		2	37					

		W I					
35	Up or Down?	UP DOWN	1 2 36				
36	Roughly by how much? PROBE FOR ANSWER	by _____ in £ OR _____ % W I _____ OLD _____ NEW DON'T KNOW	O 37				
37	<u>ALL INFORMANTS</u> i) Will you tell me please, what 5NP is in old currency? W I	<table border="1"><tr><td>s</td><td>d</td></tr><tr><td></td><td></td></tr></table>	s	d			D/K O O O 38
s	d						
	ii) 19NP ?	<table border="1"><tr><td></td><td></td></tr></table>			O		
	iii) 8½NP ?	<table border="1"><tr><td></td><td></td></tr></table>			O		
	RECORD WHETHER OR NOT ANY FORM OF AID WAS USED AT Q 37	YES NO	1 2				
38.	<u>ALL INFORMANTS</u> What action do you take, if any, to cope with rising prices? CP EP WP _____ _____		39				
39	Do you think decimalisation has caused any increases in prices?	YES NO DON'T KNOW	1 2 O 40				
40	Do you think it will cause any further price increases?	YES NO DON'T KNOW	1 2 O Class				

3 MAYCROFT ROAD

AREA NO.

INTER NO.

ADDRESS NO.

82

CHESHUNT

HERTFORDSHIRE

1. NAME _____
ADDRESS _____

6. SIZE OF HOUSEHOLD

ONE

TWO

THREE

FOUR

W.I.

1

2

3

4

2. OCCUPATION OF HEAD OF HOUSEHOLD

W I.

AND CODE _____

7. MARITAL STATUS

MARRIED

SINGLE

WIDOWED

DIVORCED

1

2

3

4

3. OCCUPATION GROUP (ASSESS)

AB

C1

C2

DE

1

2

3

4

8. HAS YOUR HOUSEKEEPING MONEY CHANGED SINCE LAST MONTH?

YES

NO

D/K

1

2

0

4. AGE OF HOUSEWIFE

-29

30 - 50

51+

1

2

3

9. UP OR DOWN?

UP

DOWN

1

2

REASONS FOR CHANGE
(IF VOLUNTEERED)

5. WORKING STATUS OF HOUSEWIFE

FULL TIME (30+ hrs.)

PART TIME (-29 hrs.)

NOT WORKING

1

2

3

DECLARATION -

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 survey. If necessary, I am willing to swear an affidavit that this is true.

INTRODUCTION

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

NOTE

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 OUT BY MARKETING MEDIA FIELDWORK ON BEHALF OF NOTTINGHAM UNIVERSITY

1. ALL INFORMANTS

Have you bought any sugar within the last week or so?

YES

NO

DON'T KNOW

1

2

0

2

6

6

		B. 1																												
2.	What kind did you last buy CODE KIND FIRST MENTIONED	OTHER W I _____ GRANULATED BROWN CASTER DEMERARA CUBE ICING	1 2 3 4 5 6 3																											
3	What size was it?	1 lb 2 lb. OTHER W I _____	1 2 4																											
4	What was the price?	W I _____ DON'T KNOW	O 5																											
5	Where did you buy it?	FINE FARE TESCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP OTHER W I _____ DON'T KNOW	1 2 3 4 5 6 O 6																											
6.	<u>ALL INFORMANTS</u> Have you bought any plain or self-raising flour within the last week or so?	YES NO DON'T KNOW	1 2 O 7 11 11																											
7	What brand was it?	McD HOMEPRIDE BERO CO OP SUPERFINE OTHER W I _____	1 2 3 4 8																											
8	What size?	1 lb 3 lb OTHER W I _____	1 2 9																											
9	What was the price?	W I _____ DON'T KNOW	O 10																											
10	Where did you buy it?	FINE FARE TESCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP OTHER W, I _____ DON'T KNOW	1 2 3 4 5 6 O 11																											
11	<u>ALL INFORMANTS</u> If you went out to buy some eggs and saw some at 12 NP per $\frac{1}{2}$ dozen would you buy some?	YES NO NEVER BUY EGGS	12NP 9 N 12 O 14																											
12.	I will now read out a few more prices for $\frac{1}{2}$ doz eggs Please, answer "Yes, would buy", or "No, would not buy"	<table border="1"> <thead> <tr> <th>R. O</th> <th>9$\frac{1}{2}$</th> <th>11</th> <th>13</th> <th>16$\frac{1}{2}$</th> <th>8$\frac{1}{2}$</th> <th>7</th> <th>15</th> <th>14 NP</th> </tr> </thead> <tbody> <tr> <td>YES</td> <td>5</td> <td>7</td> <td>11</td> <td>17</td> <td>3</td> <td>1</td> <td>15</td> <td>13</td> </tr> <tr> <td>NO</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> </tr> </tbody> </table>	R. O	9 $\frac{1}{2}$	11	13	16 $\frac{1}{2}$	8 $\frac{1}{2}$	7	15	14 NP	YES	5	7	11	17	3	1	15	13	NO	N	N	N	N	N	N	N	N	52
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13.	What was the price you last paid for $\frac{1}{2}$ doz eggs?	W I _____ DON'T KNOW	O 14																											

		B, I,																															
14	<p><u>ALL INFORMANTS</u></p> <p>I will now read out a few prices for $\frac{1}{2}$ lb of butter Please answer "Yes, would buy", or "No, would not buy"</p> <p style="text-align: right;">NEVER BUY</p> <table border="1"> <tr> <td>R O</td> <td>9</td> <td>5</td> <td>12</td> <td>4</td> <td>10</td> <td>11</td> <td>8$\frac{1}{2}$</td> <td>7$\frac{1}{2}$ NP</td> </tr> <tr> <td>YES</td> <td>9</td> <td>3</td> <td>15</td> <td>1</td> <td>11</td> <td>13</td> <td>8</td> <td>6</td> </tr> <tr> <td>NO</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> </tr> </table>	R O	9	5	12	4	10	11	8 $\frac{1}{2}$	7 $\frac{1}{2}$ NP	YES	9	3	15	1	11	13	8	6	NO	N	N	N	N	N	N	N	N	O	16			
R O	9	5	12	4	10	11	8 $\frac{1}{2}$	7 $\frac{1}{2}$ NP																									
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NO	N	N	N	N	N	N	N	N																									
15	<p>What was the price you last paid for $\frac{1}{2}$ lb butter?</p> <p style="text-align: right;">W I _____ DON'T KNOW</p>	O	16																														
16	<p><u>ALL INFORMANTS</u></p> <p>Now for a $\frac{1}{2}$ lb tin of red salmon, would you buy at _____ . ?</p> <p style="text-align: right;">NEVER BUY</p> <table border="1"> <tr> <td>R.O</td> <td>23$\frac{1}{2}$</td> <td>27</td> <td>19$\frac{1}{2}$</td> <td>25</td> <td>21</td> <td>22$\frac{1}{2}$</td> <td>29$\frac{1}{2}$</td> <td>16$\frac{1}{2}$</td> <td>18$\frac{1}{2}$ NP</td> </tr> <tr> <td>YES</td> <td>11</td> <td>15</td> <td>5</td> <td>13</td> <td>7</td> <td>9</td> <td>17</td> <td>1</td> <td>3</td> </tr> <tr> <td>NO</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> </tr> </table>	R.O	23 $\frac{1}{2}$	27	19 $\frac{1}{2}$	25	21	22 $\frac{1}{2}$	29 $\frac{1}{2}$	16 $\frac{1}{2}$	18 $\frac{1}{2}$ NP	YES	11	15	5	13	7	9	17	1	3	NO	N	N	N	N	N	N	N	N	N	O	18
R.O	23 $\frac{1}{2}$	27	19 $\frac{1}{2}$	25	21	22 $\frac{1}{2}$	29 $\frac{1}{2}$	16 $\frac{1}{2}$	18 $\frac{1}{2}$ NP																								
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R O	3 $\frac{1}{2}$	3	6	1 $\frac{1}{2}$	1	2 $\frac{1}{2}$	4 $\frac{1}{2}$	5	4 NP																								
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R O	7 $\frac{1}{2}$	8 $\frac{1}{2}$	6 $\frac{1}{2}$	6	4	5	10 $\frac{1}{2}$	9 $\frac{1}{2}$ NP																									
YES	9	11	7	6	2	4	15	13																									
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23	<p>What price did you last pay for a quarter of tea?</p> <p style="text-align: right;">W I _____ DON'T KNOW</p>	O	24																														

										B I.					
24	<u>ALL INFORMANTS</u> Finally, if you went to buy some pork sausages and saw some priced at 18 NP per lb. would you buy them?										NEVER BUY	O	26		
	R.O.	18	20	13½	19	15	21½	23½	25	16½ NP					
	YES	11	1	9	3	13	15	17	5	7					
	NO	N	N	N	N	N	N	N	N	N		25			
25.	What price did you last pay for a pound of sausages?										W I _____ DON'T KNOW	O	26		
26	<u>ALL INFORMANTS</u> Do you think the overall price of groceries has changed in the last month?										YES NO	1 2	27 29		
27.	Up or down?										UP DOWN	1 2	28		
28.	Roughly by how much?										by _____ in £ OR _____ % W I W. I.	DON'T KNOW	O	29	
29.	<u>ALL INFORMANTS</u> Roughly by how much would you say grocery prices have gone up in the last year?										by _____ in £ OR _____ % W I W I.	DON'T KNOW	O	30	
30	<u>ALL INFORMANTS</u> Do you think the price of bread has changed in the last month?										YES NO	1 2	31 32		
31.	What was the old price please, and what is the new price?										PROBE FOR ANSWER	W I _____ OLD NEW	DON'T KNOW	O	32
32	<u>ALL INFORMANTS</u> Do you think the price of butter has changed in the last month?										YES NO	1 2	33 34		
33.	What was the old price, and what is the new price?										PROBE FOR ANSWER	_____ OLD NEW	DON'T KNOW	O	34
34	<u>ALL INFORMANTS</u> Do you think the price of butcher's meat has changed in the last month?										YES NO	1 2	35 37		
35.	Up or Down										UP DOWN	1 2	36		

36	Roughly by how much?						
	<u>PROBE FOR ANSWER</u>	by _____ in £ OR _____ %					
		W I _____ OLD					
		_____ NEW					
		DON'T KNOW	O 37				
37	<u>ALL INFORMANTS</u>		D/K				
	i) Will you tell me please, what SNP is in old currency? W I,	<table border="1"><tr><td>s</td><td>d</td></tr><tr><td></td><td></td></tr></table>	s	d			O
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39	Do you think decimalisation has caused any increase in prices?	YES NO DON'T KNOW	1 2 O 40				
40	Do you think it will cause any further price increases?	YES NO DON'T KNOW	1 2 O CLASS				

MARKETING & MEDIA FIELDWORK LTD

3 MAYCROFT ROAD

CHESHUNT

HERTFORDSHIRE

J N 3278

NOTTINGHAM UNIVERSITY SSCR

HOME SURVEY

MAR. 1971

AREA NO.

INTER. NO.

ADDRESS NO.

W3.

W.3.

1. NAME _____
ADDRESS _____

6 SIZE OF HOUSEHOLD

ONE
TWO
THREE
FOUR
W I

1
2
3
4

2 OCCUPATION OF HEAD OF HOUSEHOLD

AND CODE _____

7 MARITAL STATUS

MARRIED
SINGLE
WIDOWED
DIVORCED

1
2
3
4

3 OCCUPATION GROUP (ASSESS)
AB 1
C1 2
C2 3
DE 4

8 HAS YOUR HOUSEKEEPING MONEY CHANGED SINCE LAST MONTH?

YES
NO
D/K

1
2
0

4 AGE OF HOUSEWIFE
-29 1
30 - 50 2
51+ 3

9 UP OR DOWN

UP
DOWN

1
2

5 WORKING STATUS OF HOUSEWIFE
FULL TIME (30+ hrs.) 1
PART TIME (-29 hrs) 2
NOT WORKING 3

REASONS FOR CHANGE
(IF VOLUNTEERED)

DECLARATION -

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 survey. If necessary, I am willing to swear an affidavit that this is true.

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

3	Was it soft?	YES NO	1 2	4																											
4	What was the price?	W I _____ DON'T KNOW	0	5																											
5	Where did you buy it?	FINE FARE TESCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP OTHER W. I. _____ DON'T KNOW	1 2 3 4 5 6 0	6																											
6	<u>ALL INFORMANTS</u> Have you bought any instant coffee within the last week or so?	YES NO DON'T KNOW	1 2 0	7 11 11																											
7	What brand did you last buy?	NESCAFE 37 NESCAFE GOLD BLEND NESCAFE PLAIN MAXWELL HOUSE OTHER W I _____ DON'T KNOW	1 2 3 4 0	8																											
8	What size?	2oz 4oz 8oz OTHER W I _____ DON'T KNOW	1 2 3 0	9																											
9	What was the price?	W I _____ DON'T KNOW	0	10																											
10	Where did you buy it?	FINE FARE TESCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP OTHER W I _____ DON'T KNOW	1 2 3 4 5 6 0	11																											
11	<u>ALL INFORMANTS</u> If you went out to buy some eggs and saw some at 12½ NP per ½ dozen would you buy some?	YES NO NEVER BUY EGGS	10 N 0	12 12 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"	<table border="1"> <tr> <td>R.O.</td> <td>11½</td> <td>9</td> <td>17½</td> <td>13½</td> <td>8</td> <td>10</td> <td>16</td> <td>14½</td> </tr> <tr> <td>YES</td> <td>8</td> <td>4</td> <td>18</td> <td>12</td> <td>2</td> <td>6</td> <td>16</td> <td>14</td> </tr> <tr> <td>NO</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> </tr> </table>	R.O.	11½	9	17½	13½	8	10	16	14½	YES	8	4	18	12	2	6	16	14	NO	N	N	N	N	N	N	N	N		13
R.O.	11½	9	17½	13½	8	10	16	14½																							
YES	8	4	18	12	2	6	16	14																							
NO	N	N	N	N	N	N	N	N																							
13	What was the price you last paid for ½ dozen eggs?	W. I. _____ DON'T KNOW	0																												

14. ALL INFORMANTS

I will now read out a few prices for $\frac{1}{2}$ lb. of butter
Please answer "Yes, would buy", or "No, would not buy"

NEVER BUY

R O.	9 $\frac{1}{2}$	12 $\frac{1}{2}$	10 $\frac{1}{2}$	4 $\frac{1}{2}$	7	6	8	11 $\frac{1}{2}$ NP
YES	10	16	12	2	5	4	7	14
NO	N	N	N	N	N	N	N	N

O 16

15

15. What was the price you last paid for $\frac{1}{2}$ lb. butter?

W I _____

O 16

16. ALL INFORMANTS

Now for a $\frac{1}{2}$ lb. tin of red salmon, would you buy at. ?

NEVER BUY

R O	23	21 $\frac{1}{2}$	19	26	28	18	30	24 $\frac{1}{2}$	20 NP
YES	10	8	4	14	16	2	18	12	6
NO	N	N	N	N	N	N	N	N	N

O 18

17

17. What was the price you last paid for this size of salmon?

W I _____
DON'T KNOW

O 18

18. ALL INFORMANTS

If you wanted some scouring powder and saw a cardboard canister of the usual size would you buy it at ?

NEVER BUY

R O	6 $\frac{1}{2}$	1 $\frac{1}{2}$	9	5	3	7 $\frac{1}{2}$	8 $\frac{1}{2}$	4 NP
YES	10	1	15	7	3	12	14	5
NO	N	N	N	N	N	N	N	N

O 20

19

19. What was the price you last paid for scouring powder?

W I _____
DON'T KNOW

O 20

20. ALL INFORMANTS

If you went out to buy some Heinz beans and saw an 8 oz. tin at 3 $\frac{1}{2}$ NP would you buy it? Or at. ?

NEVER BUY

R O	3 $\frac{1}{2}$	3	6	1 $\frac{1}{2}$	1	2 $\frac{1}{2}$	4 $\frac{1}{2}$	5	4 NP
YES	5	4	9	2	1	3	7	8	6
NO	N	N	N	N	N	N	N	N	N

O 22

21. What price did you last pay for 8oz. of Heinz beans?

W I _____
DON'T KNOW

O 22

22. ALL INFORMANTS

And if you wanted tea, would you buy some if you saw it priced at 8 NP a quarter? Or at. ?

NEVER BUY

R.O.	8	9	7	11	10	3 $\frac{1}{2}$	4 $\frac{1}{2}$	5 $\frac{1}{2}$ NP
YES	10	12	8	16	14	1	3	5
NO	N	N	N	N	N	N	N	N

O 24

23. What price did you last pay for a quarter of tea?

W I _____
DON'T KNOW

O 24

24	<u>ALL INFORMANTS</u> Finally, if you went to buy some pork sausages and saw some priced at 21 NP would you buy them?										NEVER BUY	26	
	R O	21	16	19½	24½	17	14½	26	22	18½			
	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 Pork sausages?										W I	DON'T KNOW	26
26	<u>ALL INFORMANTS</u> Do you think the overall price of groceries has changed in the last month?										YES	1	27
											2	29	
27	Up or down?										UP	1	
											2	28	
28	Roughly by how much?												
	PROBE FOR ANSWER										by _____ in £ OR _____ %		
											W I	W I.	
											DON'T KNOW	29	
29	<u>ALL INFORMANTS</u> Roughly by how much would you say grocery prices have gone up in the last year?										by _____ in £ OR _____ %		
											W I	W I	
											DON'T KNOW	30	
30	<u>ALL INFORMANTS</u> Do you think the price of bread has changed in the last month?										YES	1	31
											2	32	
31	What was the old price please, and what is the new price?												
	PROBE FOR ANSWER										W I	_____ OLD	
											_____ NEW		
											DON'T KNOW	32	
32	<u>ALL INFORMANTS</u> Do you think the price of butter has changed in the last month?										YES	1	33
											2	34	
33	What was the old price, and what is the new price?												
	PROBE FOR ANSWER										_____ OLD		
											_____ NEW		
											DON'T KNOW	34	
34	<u>ALL INFORMANTS</u> Do you think the price of butcher's meat has changed in the last month?										YES	1	35
											2	37	

		W, 3.					
35	Up or Down?	UP DOWN	1 2 36				
36	Roughly by how much? PROBE FOR ANSWER	by _____ in £ OR _____ % W I, _____ OLD _____ NEW DON'T KNOW	O 37				
37.	<u>ALL INFORMANTS</u>		D/K				
i)	Will you tell me please, what SNP is in old currency? W I.	<table border="1"><tr><td>s</td><td>d</td></tr><tr><td></td><td></td></tr></table>	s	d			O
s	d						
ii)	19NP ?	<table border="1"><tr><td></td><td></td></tr></table>			O		
iii)	8½NP ?	<table border="1"><tr><td></td><td></td></tr></table>			O 38		
RECORD WHETHER OR NOT ANY FORM OF AID WAS USED AT Q 37		YES NO	1 2				
38	<u>ALL INFORMANTS</u> What action do you take, if any, to cope with rising prices? CP EP WP		39				
39.	Do you think decimalisation has caused any increases in prices?	YES NO DON'T KNOW	1 2 O 40				
40	Do you think it will cause any further price increases?	YES NO DON'T KNOW	1 2 O Class				

MARKETING & MEDIA FIELDWORK LTD

3 MAYCROFT ROAD

CHESHUNT

HERTFORDSHIRE

L.N. 3278

NOTTINGHAM UNIVERSITY SSRC

HOME SURVEY 1968-1970 MAR 1971

AREA NO.

INTER NO.

ADDRESS NO.

B.3

1. NAME _____
ADDRESS _____

6. SIZE OF HOUSEHOLD

ONE

TWO

THREE

FOUR

W. L.

1

2

3

4

2. OCCUPATION OF HEAD OF HOUSEHOLD

W. L.

AND CODE _____

7. MARITAL STATUS

MARRIED

SINGLE

WIDOWED

DIVORCED

1

2

3

4

3. OCCUPATION GROUP (ASSESS)

A7

C1

C2

DE

1

2

3

4

8. HAS YOUR HOUSEKEEPING MONEY
CHANGED SINCE LAST MONTH?

YES

NO

D/K

1

2

0

4. AGE OF HOUSEWIFE

-29

30 - 50

51+

1

2

3

9. UP OR DOWN?

UP

DOWN

REASONS FOR CHANGE
(IF VOLUNTEERED)

1

2

5. WORKING STATUS OF HOUSEWIFE

FULL TIME (30+ hrs.)

PART TIME (-29 hrs.)

NOT WORKING

1

2

3

DECLARATION -

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INTRODUCTION

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

NOTE:

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 OUT BY MARKETING MEDIA FIELDWORK ON BEHALF OF NOTTINGHAM UNIVERSITY

1. ALL INFORMANTS

Have you bought any sugar within the last week or so?

YES

NO

DON'T KNOW

1

2

0

2

6

6

2.	What kind did you last buy CODE KIND FIRST MENTIONED	OTHER W. I. _____ GRANULATED BROWN CASTER DEMERARA CUBE ICING	1 2 3 4 5 6	3					
3.	What size was it?	1 lb. 2 lb. OTHER W I _____	1 2	4					
4.	What was the price?	W I. _____ DON'T KNOW	0	5					
5.	Where did you buy it?	FINE FARE TESCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP OTHER W. I. _____ DON'T KNOW	1 2 3 4 5 6 0	6					
6.	<u>ALL INFORMANTS</u> Have you bought any plain or self-raising flour within the last week or so?	YES NO DON'T KNOW	1 2 0	7 11 11					
7.	What brand was it?	McD HOMEPRIDE BERO CO OP SUPERFINE OTHER W I. _____	1 2 3 4	8					
8.	What size?	1 lb 3 lb. OTHER W I _____	1 2	9					
9.	What was the price?	W I. _____ DON'T KNOW	0	10					
10.	Where did you buy it?	FINE FARE TESCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP OTHER W. I. _____ DON'T KNOW	1 2 3 4 5 6 0	11					
11.	<u>ALL INFORMANTS</u> If you went out to buy some eggs and saw some at 12 NP per $\frac{1}{2}$ dozen would you buy some?	YES NO NEVER BUY EGGS	9 N 0	12 12 14					
12.	I will now read out a few more prices for $\frac{1}{2}$ doz. eggs. Please, answer "Yes, would buy", or "No, would not buy"								
	R. O.	9 $\frac{1}{2}$	11	13	16 $\frac{1}{2}$	8 $\frac{1}{2}$	7	15	14 NP
	YES	5	7	11	17	3	1	15	13
	NO	N	N	N	N	N	N	N	N
13.	What was the price you last paid for $\frac{1}{2}$ doz eggs? (10/12/56)	W I. _____ DON'T KNOW	0	11					

14.	<u>ALL INFORMANTS</u> I will now read out a few prices for $\frac{1}{2}$ lb. of butter Please answer "Yes, would buy", or "No, would not buy"										<u>NEVER BUY</u>		O	16
	R.O.	9	5	12	4	10	11	8 $\frac{1}{2}$	7 $\frac{1}{2}$	NP				
	YES	9	3	15	1	11	13	8	6					
	NO	N	N	N	N	N	N	N	N		15			
15	What was the price you last paid for $\frac{1}{2}$ lb. butter?										W.L. _____ DON'T KNOW		O	16
16.	<u>ALL INFORMANTS</u> Now for a $\frac{1}{2}$ lb tin of red salmon, would you buy at.?										<u>NEVER BUY</u>		O	18
	R.O.	23 $\frac{1}{2}$	27	19 $\frac{1}{2}$	25	21	22 $\frac{1}{2}$	29 $\frac{1}{2}$	16 $\frac{1}{2}$	18 $\frac{1}{2}$	NP			
	YES	11	15	5	13	7	9	17	1	3				
	NO	N	N	N	N	N	N	N	N	N		17		
17.	What was the price you last paid for this size of salmon?										W.L. _____ DON'T KNOW		O	18
18	<u>ALL INFORMANTS</u> If you wanted some scouring powder and saw a cardboard canister of the usual size would you buy it at. . . . ?										<u>NEVER BUY</u>		O	20
	R.O.	6	3 $\frac{1}{2}$	7	8	2 $\frac{1}{2}$	9 $\frac{1}{2}$	4 $\frac{1}{2}$	5 $\frac{1}{2}$	NP				
	YES	9	4	11	13	2	16	6	8					
	NO	N	N	N	N	N	N	N	N		19			
19.	What was the price you last paid for scouring powder?										W.L. _____ DON'T KNOW		O	20
20	<u>ALL INFORMANTS</u> If you went out to buy some baked beans and saw an 8 oz. tin at 3 $\frac{1}{2}$ NP would you buy it? . Or at ?										<u>NEVER BUY</u>		O	22
	R.O.	3 $\frac{1}{2}$	3	6	1 $\frac{1}{2}$	1	2 $\frac{1}{2}$	4 $\frac{1}{2}$	5	4	NP			
	YES	5	4	9	2	1	3	7	8	6				
	NO	N	N	N	N	N	N	N	N	N		21		
21.	What price did you last pay for 8 oz. of baked beans?										W.L. _____ DON'T KNOW		O	22
22.	<u>ALL INFORMANTS</u> And if you wanted tea, would you buy some if you saw it priced at 7 $\frac{1}{2}$ NP a quarter? Or at. . . ?										<u>NEVER BUY</u>		O	24
	R.O.	7 $\frac{1}{2}$	8 $\frac{1}{2}$	6 $\frac{1}{2}$	6	4	5	10 $\frac{1}{2}$	9 $\frac{1}{2}$	NP				
	YES	9	11	7	6	2	4	15	13					
	NO	N	N	N	N	N	N	N	N		23			
23.	What price did you last pay for a quarter of tea?										W.L. _____ DON'T KNOW		O	24

24.	<u>ALL INFORMANTS</u> Finally, if you want to buy some pork sausages and saw some priced at 18 NP per lb. would you buy them?										NEVER BUY	0	26	
	R.O.	18	20	13½	19	15	21½	23½	25	16½ NP				
	YES	7	11	1	9	3	13	18	17	5			25	
	NO	N	N	N	N	N	N	N	N	N				
25.	What price did you last pay for a pound of Pork sausages?										W. L. _____ DON'T KNOW	0	26	
26.	<u>ALL INFORMANTS</u> Do you think the overall price of groceries has changed in the last month?										YES _____ NO	1 2	27 29	
27.	Up or down?										UP DOWN	1 2	28	
28.	Roughly by how much? PROBE FOR ANSWER										by _____ in £ OR _____ % W. I. W. L.	DON'T KNOW	0	29
29.	<u>ALL INFORMANTS</u> Roughly by how much would you say grocery prices have gone up in the last year?										by _____ in £ OR _____ % W. L. W. L.	DON'T KNOW	0	30
30.	<u>ALL INFORMANTS</u> Do you think the price of bread has changed in the last month?										YES _____ NO	1 2	31 32	
31.	What was the old price please, and what is the new price? PROBE FOR ANSWER										W. I. _____ OLD NEW DON'T KNOW	0	32	
32.	<u>ALL INFORMANTS</u> Do you think the price of butter has changed in the last month?										YES _____ NO	1 2	33 34	
33.	What was the old price, and what is the new price? PROBE FOR ANSWER										_____ OLD NEW DON'T KNOW	0	34	
34.	<u>ALL INFORMANTS</u> Do you think the price of butcher's meat has changed in the last month?										YES _____ NO	1 2	35 37	
35.	Up or Down										UP DOWN	1 2	36	

36	Roughly by how much?		
	<u>PROBE FOR ANSWER</u>	by _____ in£ OR _____ %	
		W 1 _____ OLD	
		_____ NEW	
		DON'T KNOW	O 37
37	<u>ALL INFORMANTS</u>		D/K
	i) Will you tell me please, what 5NP is in old currency? W.I.	s d	O
	ii) 19NP		O
	iii) 8½NP		O 38
	RECORD WHETHER OR NOT ANY FORM OF AID WAS USED AT Q. 37	YES NO	1 2
38.	<u>ALL INFORMANTS</u> What action do you take, if any, to cope with rising prices? CP EP WP		39
39	Do you think decimalisation has caused any increase in prices?	YES NO DON'T KNOW	1 2 O 40
40.	Do you think it will cause any further price increases?	YES NO DON'T KNOW	1 2 O CLASS

3 MAYCROFT ROAD

CHESHUNT

HERTFORDSHIRE

IN 345/ NOTTINGHAM UNIVERSITY SSCR
HOME SURVEY SEPTEMBER 1971

AREA NO	INTER NO	ADDRESS No	W4
			W 4

1	NAME _____ ADDRESS _____ _____	6	SIZE OF HOUSEHOLD ONE 1 TWO 2 THREE 3 FOUR 4 W I
2	OCCUPATION OF HEAD OF HOUSEHOLD AND CODE _____	7	MARITAL STATUS MARRIED 1 SINGLE 2 WIDOWED 3 DIVORCED 4
3	OCCUPATION GROUP (ASSESS) AB 1 C1 2 C2 3 DE 4	8	HAS YOUR HOUSEKEEPING MONEY CHANGED SINCE LAST MONTH? YES 1 NO 2 D/A 0
4	AGE OF HOUSEWIFE -29 1 30 - 50 2 51+ 3	9	UP OR DOWN UP 1 DOWN 2 REASONS FOR CHANGE (IF VOLUNTEERED)
5	WORKING STATUS OF HOUSEWIFE FULL TIME (30+ hrs) 1 PART TIME (-29 hrs) 2 NOT WORKING 3		

DECLARATION -

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 survey. If necessary, I am willing to swear an affidavit that this is true.

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

NOTE TO INTERVIEWERS

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- b) THE SURVEY IS BEING CARRIED OUT BY MARKETING & MEDIA FIELDWORK ON BEHALF OF NOTTINGHAM UNIVERSITY

ALL INFORMANTS

1	Have you bought any margarine within the last week or so?	YES	1	2
		NO	2	6
		DON'T KNOW	0	6
2	What brand did you last buy? (W I BRAND FIRST MENTIONED)			3

		W 4																												
3	Was it soft?	YES NO	1 2 4																											
4	What was the price?	W I _____ DON'T KNOW	0 5																											
5	Where did you buy it?	FINE FARE FISCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP OTHER W I _____ DON'T KNOW	1 2 3 4 5 6 0 6																											
6	<u>ALL INFORMANTS</u> Have you bought any instant coffee within the last week or so?	YES NO DON'T KNOW	1 2 0 7 11 11																											
7	What brand did you last buy?	NESCAFE 37 NESCAFE GOLD BLEND NESCAFE PLAIN MAXWELL HOUSE OTHER W I _____ DON'T KNOW	1 2 3 4 0 8																											
8	What size?	2 oz 4 oz 8 oz OTHER W I _____ DON'T KNOW	1 2 3 0 9																											
9	What was the price?	W I _____ DON'T KNOW	0 10																											
10	Where did you buy it?	FINE FARE FISCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP OTHER W I _____ DON'T KNOW	1 2 3 4 5 6 0 11																											
11	<u>ALL INFORMANTS</u> If you went out to buy some eggs and saw some at 12 $\frac{1}{2}$ NP per $\frac{1}{2}$ dozen would you buy some?	YES NO NEVER BUY EGGS	12 $\frac{1}{2}$ 10 N 0 12 12 14																											
12	I will now read out a few more prices for $\frac{1}{2}$ doz eggs Please answer "Yes, would buy", or "No, would not buy"	<table border="1"> <thead> <tr> <th>R O</th> <th>11$\frac{1}{2}$</th> <th>9</th> <th>17$\frac{1}{2}$</th> <th>13$\frac{1}{2}$</th> <th>8</th> <th>10</th> <th>16</th> <th>14$\frac{1}{2}$</th> </tr> </thead> <tbody> <tr> <td>YES</td> <td>8</td> <td>4</td> <td>18</td> <td>12</td> <td>2</td> <td>6</td> <td>16</td> <td>14</td> </tr> <tr> <td>NO</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> </tr> </tbody> </table>	R O	11 $\frac{1}{2}$	9	17 $\frac{1}{2}$	13 $\frac{1}{2}$	8	10	16	14 $\frac{1}{2}$	YES	8	4	18	12	2	6	16	14	NO	N	N	N	N	N	N	N	N	13
R O	11 $\frac{1}{2}$	9	17 $\frac{1}{2}$	13 $\frac{1}{2}$	8	10	16	14 $\frac{1}{2}$																						
YES	8	4	18	12	2	6	16	14																						
NO	N	N	N	N	N	N	N	N																						
13	What was the price you last paid for $\frac{1}{2}$ dozen eggs?	W I _____ DON'T KNOW	0 14																											

14 <u>ALL INFORMANTS</u> I will now read out a few prices for $\frac{1}{2}$ lb of butter Please answer "Yes, would buy", or "No, would not buy"										1	11	
NEVER BUY										0	16	
R C	9 $\frac{1}{2}$	12 $\frac{1}{2}$	10 $\frac{1}{2}$	4 $\frac{1}{2}$	7	6	8	11 $\frac{1}{2}$ NP				
YES	10	16	12	2	5	4	7	14			15	
NO	N	N	N	N	N	N	N	N				
15 What was the price you last paid for $\frac{1}{2}$ lb butter?										W I	0	16
16 <u>ALL INFORMANTS</u> Now for a $\frac{1}{2}$ lb tin of red salmon, would you buy at ?										NEVER BUY	0	18
R O	23	21 $\frac{1}{2}$	19	26	28	18	30	24 $\frac{1}{2}$	20NP			
YES	10	8	4	14	16	2	18	12	6		17	
NO	N	N	N	N	N	N	N	N	N			
17 What was the price you last paid for this size of salmon?										W I	0	18
DON'T KNOW												
18 <u>ALL INFORMANTS</u> If you wanted some scouring powder and saw a cardboard canister of the usual size would you buy it at ?										NEVER BUY	0	20
R O	6 $\frac{1}{2}$	1 $\frac{1}{2}$	9	5	3	7 $\frac{1}{2}$	8 $\frac{1}{2}$	4NP				
YES	10	1	15	7	3	12	14	5			19	
NO	N	N	N	N	N	N	N	N				
19 What was the price you last paid for scouring powder?										W I	0	20
DON'T KNOW												
20 <u>ALL INFORMANTS</u> If you went out to buy some Heinz beans and saw an 8 oz tin at 3 $\frac{1}{2}$ NP would you buy it? Or at ?										NEVER BUY	0	22
R O	3 $\frac{1}{2}$	3	6	1 $\frac{1}{2}$	1	2 $\frac{1}{2}$	4 $\frac{1}{2}$	5	4NP			
YES	5	4	9	2	1	3	7	8	6		21	
NO	N	N	N	N	N	N	N	N	N			
21 What price did you last pay for 8 oz of Heinz beans?										W I	0	22
DON'T KNOW												
22 <u>ALL INFORMANTS</u> And if you wanted tea, would you buy some if you saw it priced at 8NP a quarter? Or at ?										NEVER BUY	0	24
R O	8	9	7	11	10	3 $\frac{1}{2}$	4 $\frac{1}{2}$	5 $\frac{1}{2}$ NP				
YES	10	12	8	16	14	1	3	5			23	
NO	N	N	N	N	N	N	N	N				
23 What price did you last pay for a quarter of tea?										W I	0	24
DON'T KNOW												

24	<u>ALL INFORMANTS</u> Finally, if you went to buy some pork sausages and saw some priced at 21 NP would you buy them?										NEVER BUY	26	
	R O	21	16	19 $\frac{1}{2}$	24 $\frac{1}{2}$	17	14 $\frac{1}{2}$	26	22	18 $\frac{1}{2}$ NP			
	YES	12	4	10	16	6	2	18	14	8		25	
	NO	N	N	N	N	N	N	N	N	N			
25	What price did you last pay for a pound of Pork sausages?										W I _____ DON'T KNOW	0	26
26	<u>ALL INFORMANTS</u> Do you think the overall price of groceries has changed in the last month?										YES _____ NO _____	1 2	27 29
27	Up or down?										UP DOWN	1 2	28
28	Roughly by how much? PROBE FOR ANSWER										by _____ in £ OR _____ % W I W I DON'T KNOW	0	29
29	<u>ALL INFORMANTS</u> Roughly by how much would you say grocery prices have gone up in the last year?										by _____ in £ OR _____ % W I W I DON'T KNOW	0	30
30	<u>ALL INFORMANTS</u> Do you think the price of bread has changed in the last month?										YES _____ NO _____	1 2	31 32
31	What was the old price please, and what is the new price? PROBE FOR ANSWER										W I _____ OLD _____ NEW DON'T KNOW	0	32
32	<u>ALL INFORMANTS</u> Do you think the price of butter has changed in the last month?										YES _____ NO _____	1 2	33 34
33	What was the old price, and what is the new price? PROBE FOR ANSWER										_____ OLD _____ NEW DON'T KNOW	0	34
34	<u>ALL INFORMANTS</u> Do you think the price of butcher's meat has changed in the last month?										YES _____ NO _____	1 2	35 89

35	Up or down?	UP DOWN	1 2	36				
36	Roughly by how much?	by _____ in £ OR _____ % W I _____ OLD _____ NEW DON'T KNOW	0	37				
37	<u>ALL INFORMANTS</u>		D/K					
	i) Will you tell me please, what SNP is in old currency? W I	<table border="1"><tr><td>s</td><td>d</td></tr><tr><td></td><td></td></tr></table>	s	d			0	
s	d							
	ii) 19NP ?	<table border="1"><tr><td></td><td></td></tr></table>			0			
	iii) 8½NP ?	<table border="1"><tr><td></td><td></td></tr></table>			0	38		
	RECORD WHETHER OR NOT ANY FORM OF AID WAS USED AT Q 37	YES NO	1 2					
38	<u>ALL INFORMANTS</u> What action do you take, if any, to cope with rising prices? CP EP WP _____ _____			39				
39	Do you think decimalisation has caused any increases in prices?	YES NO DON'T KNOW	1 2 0	CLASS				

MARKETING & MEDIA FIELDWORK LTD.
3 MAYCROFT ROAD
CHESHUNT
HERTFORDSHIRE

J N 3457 NOTTINGHAM UNIVERSITY SSRC
HOME SURVEY SEPTEMBER 1971

AREA NO	INTER. NO.	ADDRESS NO	B-4
			B. 4

1	NAME _____ ADDRESS _____ _____	6. <u>SIZE OF HOUSEHOLD</u> ONE TWO THREE FOUR W L	1 2 3 4
2	<u>OCCUPATION OF HEAD OF HOUSEHOLD</u> W I AND CODE _____	7. <u>MARITAL STATUS</u> MARRIED SINGLE WIDOWED DIVORCED	1 2 3 4
3	<u>OCCUPATION GROUP (ASSESS)</u> AB C1 C2 DE	8. <u>HAS YOUR HOUSEKEEPING MONEY CHANGED SINCE LAST MONTH?</u> YES NO D/K	1 2 0
4	<u>AGE OF HOUSEWIFE</u> -29 30 - 50 51+	9. <u>UP OR DOWN?</u> UP DOWN REASONS FOR CHANGE (IF VOLUNTEERED)	1 2
5	<u>WORKING STATUS OF HOUSEWIFE</u> FULL TIME (30+ hrs.) PART TIME (~29 hrs.) NOT WORKING		

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1	<u>ALL INFORMANTS</u> Have you bought any sugar within the last week or so?	YES NO DON'T KNOW	1 2 0	2 6 6
---	--	-------------------------	-------------	-------------

2	What kind did you last buy? CODE KIND FIRST MENTIONED	OTHER W I _____ GRANULATED BROWN CASTER DEMFRARA CUBE ICING	1 2 3 4 5 6	3																											
3	What size was it?	1 lb 2 lb OTHER W I _____	1 2	4																											
4	What was the price?	W I _____ DON'T KNOW	0	5																											
5	Where did you buy it?	FINE FARE TESCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP OTHER W I _____ DON'T KNOW	1 2 3 4 5 6 0	6																											
6	<u>ALL INFORMANTS</u> Have you bought any plain or self-raising flour within the last week or so?	YES NO DON'T KNOW	1 2 0	7 11 11																											
7	What brand was it?	McD HOMEPRIDE BERO CO OP SUPERFINE OTHER W I _____	1 2 3 4	8																											
8	What size?	1 lb 3 lb OTHER W I _____	1 2	9																											
9	What was the price?	W I _____ DON'T KNOW	0	10																											
10	Where did you buy it?	FINE FARE TESCO WOOLWORTH'S CO OP SYMBOL CORNER SHOP OTHER W I _____ DON'T KNOW	1 2 3 4 5 6 0	11																											
11	<u>ALL INFORMANTS</u> If you went out to buy some eggs and saw some at 12 NP per 1/2 dozen would you buy some?	YES NO NEVER BUY EGGS	12NP 9 N 0	12 12 14																											
12	I will now read out a few more prices for 1/2 doz eggs. Please, answer "Yes, would buy", or "No, would not buy"	<table border="1"> <tr> <td>R.O</td> <td>9 1/2</td> <td>11</td> <td>13</td> <td>16 1/2</td> <td>8 1/2</td> <td>7</td> <td>15</td> <td>14NP</td> </tr> <tr> <td>YES</td> <td>5</td> <td>7</td> <td>11</td> <td>17</td> <td>3</td> <td>1</td> <td>15</td> <td>13</td> </tr> <tr> <td>NO</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> <td>N</td> </tr> </table>	R.O	9 1/2	11	13	16 1/2	8 1/2	7	15	14NP	YES	5	7	11	17	3	1	15	13	NO	N	N	N	N	N	N	N	N		13
R.O	9 1/2	11	13	16 1/2	8 1/2	7	15	14NP																							
YES	5	7	11	17	3	1	15	13																							
NO	N	N	N	N	N	N	N	N																							
13	What was the price you last paid for 1/2 doz eggs?	W _____ DON'T KNOW	0	72 4																											

14	<u>ALL INFORMANTS</u> I will now read out a few prices for $\frac{1}{2}$ lb of butter. Please answer "Yes, would buy", or "No, would not buy"										0	16	
	R.O	9	5	12	4	10	11	8 $\frac{1}{2}$	7 $\frac{1}{2}$ NP	NEVER BUY			
	YES	9	3	15	1	11	13	8	6			15	
	NO	N	N	N	N	N	N	N	N				
15	What was the price you last paid for $\frac{1}{2}$ lb butter?										W I _____ DON'T KNOW	0	16
16	<u>ALL INFORMANTS</u> Now for a $\frac{1}{2}$ lb tin of red salmon, would you buy at ?										NEVER BUY	0	18
	R.O	23 $\frac{1}{2}$	27	19 $\frac{1}{2}$	25	21	22 $\frac{1}{2}$	29 $\frac{1}{2}$	16 $\frac{1}{2}$	18 $\frac{1}{2}$ NP			
	YES	11	15	5	13	7	9	17	1	3		17	
	NO	N	N	N	N	N	N	N	N	N			
17	What was the price you last paid for this size of salmon?										W I _____ DON'T KNOW	0	18
18	<u>ALL INFORMANTS</u> If you wanted some scouring powder and saw a cardboard canister of the usual size would you buy it at ?										NEVER BUY	0	20
	R.O	6	3 $\frac{1}{2}$	7	8	2 $\frac{1}{2}$	9 $\frac{1}{2}$	4 $\frac{1}{2}$	5 $\frac{1}{2}$ NP				
	YES	9	4	11	13	2	16	6	8			19	
	NO	N	N	N	N	N	N	N	N				
19	What was the price you last paid for scouring powder?										W I _____ DON'T KNOW	0	20
20	<u>ALL INFORMANTS</u> If you went out to buy some baked beans and saw an 8 oz tin at 3 $\frac{1}{2}$ NP would you buy it? Or at ?										NEVER BUY	0	22
	R.O	3 $\frac{1}{2}$	3	6	1 $\frac{1}{2}$	1	2 $\frac{1}{2}$	4 $\frac{1}{2}$	5	4NP			
	YES	5	4	9	2	1	3	7	8	6		21	
	NO	N	N	N	N	N	N	N	N	N			
21	What price did you last pay for 8 oz of baked beans?										W I _____ DON'T KNOW	0	22
22	<u>ALL INFORMANTS</u> And if you wanted tea, would you buy some if you saw it priced at 7 $\frac{1}{2}$ NP a quarter? Or at ?										NEVER BUY	0	24
	R.O	7 $\frac{1}{2}$	8 $\frac{1}{2}$	6 $\frac{1}{2}$	6	4	5	10 $\frac{1}{2}$	9 $\frac{1}{2}$ NP				
	YES	9	11	7	6	2	4	15	13			23	
	NO	N	N	N	N	N	N	N	N				
23	What price did you last pay for a quarter of tea?										W I _____ DON'T KNOW	0	24

24	<u>ALL INFORMANTS</u> Finally, if you went to buy some pork sausages and saw some priced at 18 NP per lb would you buy them?										0	26	
	R. O.	18	20	13 1/2	19	15	21 1/2	23 1/2	25	16 1/2 NP			
	YES	7	11	1	9	3	13	15	17	5			
	NO	N	N	N	N	N	N	N	N	N		25	
25	What price did you last pay for a pound of Pork sausages? () _____ W I _____ DON'T KNOW										0	26	
26	<u>ALL INFORMANTS</u> Do you think the overall price of groceries has changed in the last month?										YES NO	1 2	27 29
27	Up or down?										UP DOWN	1 2	28
28	Roughly by how much? PROBE FOR ANSWER by _____ in 1 OR _____ % W. I. W. I. DON'T KNOW										0	29	
29	<u>ALL INFORMANTS</u> Roughly by how much would you say grocery prices have gone up in the last year?										by _____ in 1 OR _____ % W. I. W. I. DON'T KNOW	0	30
30	<u>ALL INFORMANTS</u> Do you think the price of bread has changed in the last month?										YES NO	1 2	31 32
31	What was the old price please, and what is the new price? PROBE FOR ANSWER W. I. _____ OLD _____ NEW DON'T KNOW										0	32	
32	<u>ALL INFORMANTS</u> Do you think the price of butter has changed in the last month?										YES NO	1 2	33 34
33	What was the old price, and what is the new price? PROBE FOR ANSWER _____ OLD _____ NEW DON'T KNOW										0	34	
34	<u>ALL INFORMANTS</u> Do you think the price of butcher's meat has changed in the last month?										YES NO	1 2	35 37
35	Up or down										UP DOWN	1 2	36

36 Roughly by how much?

PROBE FOR ANSWER

by _____ in f OR _____ %

W.I. _____ OLD

NEW

DON'T KNOW

0

37

37 ALL INFORMANTS

i) Will you tell me please, what 5NP is in old currency?

W I

s	d

ii) 19NP

--	--

iii) 8 1/2 NP

--	--

D/K

0

0

0

38

RECORD WHETHER OR NOT ANY FORM OF AID
WAS USED AT Q 37

YLS

NO

1

2

38 ALL INFORMANTSWhat action do you take, if any, to cope
with rising prices?

CP IP WP

0

39

39 Do you think decimalisation has caused any increase in prices?

YLS

NO

DON'T KNOW

1

2

0

CLASS

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 'multipunched'.
- 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, February or March.
- 10 either scouring powder (4), instant coffee (5), eggs (6), or baked beans (7), the highest number ringed is the one used.

SCOURING POWDER

- 11 question 5
- 12 " 6
- 13 " 7
- 14 " 8
- 15 " 9
- 16 " 10
- 17 " 11
- 18-19 " 12 price of standard Vim
- 20-21 " " " " " Ajax
- 22-23 " " " " 'own brand'

Contd.....

ABSHOPSURVYCOLUMN Nos.INSTANT COFFEE

24	question	13			
25	"	14			
26	"	15			
27	"	16			
28	"	17			
29	"	18			
30	"	19			
31	"	20			
32-34	"	21	price of standard Nescafe		
35-37	"	"	" " Maxwell House		
38-40	"	"	" " 'own brand'		

EGGS

41	"	22			
42	"	23			
43	"	24			
44	"	25			
45	"	26			
46	"	27			
47	"	28			
48-49	"	29	price of standard eggs		
50-51	"	"	" " medium	"	
52-53	"	"	" " large	"	

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	"	43 answer as % or 00 for don't know
* 73	"	44
74-75	"	45 (1) answer translated into decimal currency
76-77	"	" (11) " " " " "
78-79	"	" (111) " " " " "
80	"	" 'aid used' coded by 1, 'aid not used' coded by 2

* answer to question 44 coded from 1-8 :-

- 1 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,

WHITE

BLUE

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

CARD ONE

Column Nos. 1st card in fixed format

1-4	questionnaire number
7	occupation group
10	age of housewife
13	working status of housewife
16	size of household
19	marital status
22	change of housekeeping since last month
25	whether up or down, if changed
28-29	-1 terminates section

32	question
35	" 2,*
38	" 3,
41-42	" 4,
45	" 5,*
47-48	-1 terminates section

* See codes for brands and shops on next sheet.

51	question	6,
54	"	7,*
57	"	8,
60-62	"	9,
65	"	10,*
68-69	-1 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: (Hearns on white)

TEA:

PORK SAUSAGES:

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

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 apply.

Questions 34-40 same as for questions 26-33.

-3 terminates the questionnaire.

* 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,

Fine Fare	1
Tesco	2
Woolworth's	3
Coop	4
Symbol	5
Corner Shop	6
Sainsburys	7
Savemore	8
Asda/Gem	9

Question 7, BRAND,

Nescafe 37	1
Nescafe Gold Blend	2
Nescafe Plain	3
Maxwell House	4
Fine Fare	5
Sainsburys	6
Coop	7
Fernwood	8
Asda/Gem	9

Contd.....

HOME SURVEY - ABDJAN, ABDFEB, ABDMAR, ABDSEP

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

- 1 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