



Table 1  
 Q.1 First of all, which one of these descriptions fits your organisation best?  
 Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
Market packaged goods which are sub-contract manufactured	17 16%	17 45%	2 8%	5 9%	13 21%	4 9%	11 22%	2 14%	7 13%	12 16%	5 14%	2 7%	7 13%
Manufacture and market packaged goods	23 21%	23 61%	3 13%	3 5%	19 30%	4 9%	18 37%	1 7%	10 19%	20 27%	7 19%	5 19%	9 17%
Retailer with own label product range	24 22%	3 8%	24 100%	4 7%	14 22%	10 22%	12 24%	2 14%	16 31%	21 28%	14 39%	11 41%	15 29%
New product development agency	5 5%	2 5%	2 8%	5 9%	3 5%	2 4%	2 4%	1 7%	2 4%	2 3%	1 3%	2 7%	4 8%
Design company	55 51%	5 13%	3 13%	55 98%	20 32%	35 78%	10 20%	10 21%	20 38%	28 38%	13 36%	13 48%	26 50%
Specialist functional pack design agency	6 6%	2 5%	2 8%	6 11%	3 5%	3 7%	- -	3 21%	3 6%	5 7%	3 8%	4 15%	5 10%

Aerosols

Table 2  
 Q.2A Has your company ever worked on or produced products in aerosol packaging?  
 Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
Yes	63 58%	32 84%	14 58%	21 38%	63 100%	- -%	49 100%	14 100%	33 63%	50 68%	21 58%	18 67%	28 54%
No	45 42%	6 16%	10 42%	35 63%	- -%	45 100%	- -%	- -%	19 37%	24 32%	15 42%	9 33%	24 46%

Aerosols

Table 3

Q.2B Has your company worked on or produced products in aerosol packaging in the past year?

Base: All those ever worked on/ produced aerosol products in aerosol packaging

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	63	32	14	21	63	-	49	14	33	50	21	18	28
Yes	49 78%	29 91%	12 86%	11 52%	49 78%	- -%	49 100%	- -%	27 82%	39 78%	16 76%	13 72%	21 75%
No	14 22%	3 9%	2 14%	10 48%	14 22%	- -%	- -%	14 100%	6 18%	11 22%	5 24%	5 28%	7 25%

Table 4  
Q.3 What do you think are the advantages of aerosols?  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
Convenient for user to operate/instant/easy	74 69%	28 74%	20 83%	31 55%	45 71%	29 64%	38 78%	7 50%	41 79%	54 73%	28 78%	20 74%	37 71%
Do their job effectively	19 18%	6 16%	6 25%	9 16%	10 16%	9 20%	9 18%	1 7%	7 13%	13 18%	5 14%	6 22%	9 17%
Allow controlled delivery in terms of direction and volume	12 11%	6 16%	1 4%	6 11%	11 17%	1 2%	6 12%	5 36%	7 13%	11 15%	1 3%	5 19%	5 10%
Look attractive/impact on shelf	11 10%	5 13%	6 25%	2 4%	9 14%	2 4%	6 12%	3 21%	6 12%	10 14%	7 19%	6 22%	6 12%
Allow for higher profit margins/cost effective	7 6%	4 11%	1 4%	2 4%	7 11%	- -%	7 14%	- -%	2 4%	5 7%	1 3%	2 7%	4 8%
Consumers understand them	7 6%	5 13%	- -%	2 4%	5 8%	2 4%	5 10%	- -%	4 8%	6 8%	2 6%	3 11%	4 8%
Clean/hygienic	7 6%	2 5%	3 13%	2 4%	6 10%	1 2%	5 10%	1 7%	4 8%	5 7%	3 8%	2 7%	5 10%
Appealing to consumers	6 6%	2 5%	2 8%	2 4%	4 6%	2 4%	4 8%	- -%	4 8%	4 5%	2 6%	2 7%	4 8%
Unlikely to lead to spillage or contamination/sealed in	4 4%	2 5%	- -%	2 4%	2 3%	2 4%	2 4%	- -%	3 6%	3 4%	1 3%	- -%	3 6%
Flexible/suit wide range of products/applications	4 4%	4 11%	1 4%	1 2%	3 5%	1 2%	3 6%	- -%	1 2%	3 4%	- -%	- -%	3 6%
Freshness of product	4 4%	- -%	- -%	4 7%	2 3%	2 4%	1 2%	1 7%	2 4%	1 1%	- -%	1 4%	3 6%
Normal format	4 4%	1 3%	1 4%	2 4%	4 6%	- -%	2 4%	2 14%	2 4%	4 5%	2 6%	2 7%	1 2%

Aerosols  
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Table 4 (continuation)

Q.3 What do you think are the advantages of aerosols?

Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
Print quality	4 4%	2 5%	- -%	2 4%	4 6%	- -%	3 6%	1 7%	2 4%	3 4%	2 6%	2 7%	2 4%
Propellant	2 2%	1 3%	- -%	2 4%	- -%	2 4%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
No need for preservatives	1 1%	1 3%	- -%	- -%	1 2%	- -%	1 2%	- -%	- -%	1 1%	- -%	- -%	- -%
Environmentally friendly	1 1%	- -%	- -%	1 2%	1 2%	- -%	1 2%	- -%	- -%	1 1%	- -%	1 4%	1 2%
Dk/ns	15 14%	2 5%	2 8%	13 23%	5 8%	10 22%	3 6%	2 14%	4 8%	6 8%	2 6%	3 11%	6 12%

## Aerosols

Table 5  
 Q.4 Rating of the following: Aerosols look attractive  
 Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
5 - Very major advantage	(5.0) 12 11%	1 3%	3 13%	8 14%	6 10%	6 13%	4 8%	2 14%	5 10%	9 12%	2 6%	4 15%	8 15%	
4	(4.0) 30 28%	14 37%	10 42%	12 21%	15 24%	15 33%	12 24%	3 21%	14 27%	23 31%	17 47%	10 37%	15 29%	
3	(3.0) 31 29%	10 26%	4 17%	20 36%	19 30%	12 27%	15 31%	4 29%	15 29%	18 24%	9 25%	9 33%	17 33%	
2	(2.0) 17 16%	5 13%	5 21%	7 13%	14 22%	3 7%	12 24%	2 14%	9 17%	11 15%	5 14%	4 15%	7 13%	
1 - Very minor advantage	(1.0) 17 16%	8 21%	2 8%	8 14%	9 14%	8 18%	6 12%	3 21%	9 17%	12 16%	3 8%	- -%	5 10%	
Dk/ns	1 1%	- -%	- -%	1 2%	- -%	1 2%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%	
Mean score	3.0	2.9	3.3	3.1	2.9	3.2	2.9	2.9	2.9	3.1	3.3	3.5*	3.3*	
Standard deviation	1.24	1.21	1.20	1.24	1.20	1.30	1.15	1.38	1.24	1.28	1.06	.94	1.17	
Standard error	.12	.20	.24	.17	.15	.20	.16	.37	.17	.15	.18	.18	.16	

## Aerosols

Table 6  
 Q.4 Rating of the following: Aerosols are convenient for the user to operate  
 Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
5 - Very major advantage	(5.0) 51 47%	17 45%	15 63%	23 41%	30 48%	21 47%	24 49%	6 43%	28 54%	38 51%	18 50%	19 70%	24 46%
4	(4.0) 38 35%	14 37%	7 29%	21 38%	21 33%	17 38%	15 31%	6 43%	20 38%	26 35%	16 44%	5 19%	21 40%
3	(3.0) 13 12%	5 13%	2 8%	8 14%	10 16%	3 7%	8 16%	2 14%	3 6%	8 11%	2 6%	3 11%	5 10%
2	(2.0) 4 4%	2 5%	- -%	2 4%	2 3%	2 4%	2 4%	- -%	- -%	1 1%	- -%	- -%	1 2%
1 - Very minor advantage	(1.0) 1 1%	- -%	- -%	1 2%	- -%	1 2%	- -%	- -%	1 2%	- -%	- -%	- -%	1 2%
Dk/ns	1 1%	- -%	- -%	1 2%	- -%	1 2%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%
Mean score	4.3	4.2	4.5	4.1	4.3	4.3	4.2	4.3	4.4	4.4*	4.4	4.6*	4.3
Standard deviation	.88	.87	.66	.93	.84	.94	.88	.73	.78	.74	.61	.69	.87
Standard error	.09	.14	.13	.13	.11	.14	.13	.19	.11	.09	.10	.13	.12

Aerosols

Table 7  
 Q.4 Rating of the following: Aerosols do their job effectively  
 Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
5 - Very major advantage	(5.0) 37 34%	14 37%	11 46%	14 25%	19 30%	18 40%	16 33%	3 21%	17 33%	30 41%	17 47%	13 48%	15 29%
4	(4.0) 36 33%	16 42%	7 29%	17 30%	26 41%	10 22%	20 41%	6 43%	22 42%	28 38%	11 31%	11 41%	23 44%
3	(3.0) 26 24%	7 18%	5 21%	18 32%	16 25%	10 22%	12 24%	4 29%	10 19%	12 16%	5 14%	3 11%	10 19%
2	(2.0) 5 5%	1 3%	1 4%	3 5%	2 3%	3 7%	1 2%	1 7%	2 4%	3 4%	1 3%	- -%	2 4%
1 - Very minor advantage	(1.0) 1 1%	- -%	- -%	1 2%	- -%	1 2%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Dk/ns	3 3%	- -%	- -%	3 5%	- -%	3 7%	- -%	- -%	1 2%	1 1%	2 6%	- -%	2 4%
Mean score	4.0	4.1	4.2	3.8*	4.0	4.0	4.0	3.8	4.1	4.2**	4.3*	4.4*	4.0
Standard deviation	.94	.81	.92	.98	.83	1.09	.82	.89	.83	.85	.84	.69	.82
Standard error	.09	.13	.19	.13	.10	.17	.12	.24	.12	.10	.14	.13	.12

Table 8  
 Q.4 Rating of the following: Aerosols are appealing to consumers  
 Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
5 - Very major advantage	(5.0) 23 21%	9 24%	4 17%	12 21%	12 19%	11 24%	9 18%	3 21%	8 15%	15 20%	8 22%	6 22%	9 17%	
4	(4.0) 34 31%	10 26%	12 50%	15 27%	19 30%	15 33%	17 35%	2 14%	21 40%	27 36%	13 36%	12 44%	22 42%	
3	(3.0) 35 32%	13 34%	8 33%	19 34%	25 40%	10 22%	17 35%	8 57%	15 29%	22 30%	12 33%	6 22%	14 27%	
2	(2.0) 11 10%	5 13%	- -%	6 11%	5 8%	6 13%	5 10%	- -%	5 10%	7 9%	2 6%	3 11%	4 8%	
1 - Very minor advantage	(1.0) 3 3%	1 3%	- -%	2 4%	2 3%	1 2%	1 2%	1 7%	2 4%	2 3%	- -%	- -%	2 4%	
Dk/ns	2 2%	- -%	- -%	2 4%	- -%	2 4%	- -%	- -%	1 2%	1 1%	1 3%	- -%	1 2%	
Mean score	3.6	3.6	3.8	3.5	3.5	3.7	3.6	3.4	3.5	3.6	3.8	3.8	3.6	
Standard deviation	1.03	1.08	.70	1.08	1.00	1.08	.98	1.09	1.01	1.01	.88	.93	1.00	
Standard error	.10	.18	.14	.15	.13	.17	.14	.29	.14	.12	.15	.18	.14	

Aerosols  
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Table 9  
Q.4 Rating of the following: Aerosols allow controlled delivery in terms of direction and volume  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
5 - Very major advantage	(5.0) 41 38%	16 42%	11 46%	15 27%	21 33%	20 44%	16 33%	5 36%	25 48%	35 47%	18 50%	12 44%	24 46%
4	(4.0) 38 35%	12 32%	10 42%	19 34%	27 43%	11 24%	22 45%	5 36%	16 31%	23 31%	10 28%	7 26%	15 29%
3	(3.0) 18 17%	6 16%	3 13%	14 25%	9 14%	9 20%	6 12%	3 21%	7 13%	11 15%	6 17%	6 22%	7 13%
2	(2.0) 7 6%	2 5%	- -%	6 11%	4 6%	3 7%	3 6%	1 7%	4 8%	3 4%	2 6%	2 7%	4 8%
1 - Very minor advantage	(1.0) 3 3%	2 5%	- -%	1 2%	2 3%	1 2%	2 4%	- -%	- -%	1 1%	- -%	- -%	2 4%
Dk/ns	1 1%	- -%	- -%	1 2%	- -%	1 2%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%
Mean score	4.0	4.0	4.3	3.7**	4.0	4.0	4.0	4.0	4.2	4.2**	4.2	4.1	4.1
Standard deviation	1.04	1.14	.70	1.04	1.02	1.08	1.04	.96	.95	.94	.93	1.00	1.13
Standard error	.10	.18	.14	.14	.13	.16	.15	.26	.13	.11	.15	.19	.16

## Aerosols

Table 10  
 Q.4 Rating of the following: Aerosols allow for higher profit margins  
 Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
5 - Very major advantage	(5.0) 9 8%	2 5%	4 17%	7 13%	5 8%	4 9%	4 8%	1 7%	1 2%	6 8%	3 8%	3 11%	3 6%	
4	(4.0) 19 18%	10 26%	1 4%	10 18%	12 19%	7 16%	7 14%	5 36%	7 13%	8 11%	5 14%	3 11%	10 19%	
3	(3.0) 30 28%	9 24%	8 33%	16 29%	20 32%	10 22%	16 33%	4 29%	15 29%	22 30%	8 22%	11 41%	15 29%	
2	(2.0) 26 24%	11 29%	7 29%	8 14%	13 21%	13 29%	12 24%	1 7%	16 31%	22 30%	13 36%	5 19%	11 21%	
1 - Very minor advantage	(1.0) 13 12%	6 16%	3 13%	5 9%	9 14%	4 9%	8 16%	1 7%	8 15%	11 15%	3 8%	4 15%	5 10%	
Dk/ns	11 10%	- -%	1 4%	10 18%	4 6%	7 16%	2 4%	2 14%	5 10%	5 7%	4 11%	1 4%	8 15%	
Mean score	2.8	2.8	2.8	3.1*	2.8	2.8	2.7	3.3	2.5**	2.7**	2.8	2.8	2.9	
Standard deviation	1.17	1.17	1.27	1.20	1.17	1.17	1.17	1.07	1.02	1.15	1.14	1.19	1.10	
Standard error	.12	.19	.26	.18	.15	.19	.17	.31	.15	.14	.20	.23	.17	

Aerosols

Table 11

Q.4 Rating of the following: Aerosols are unlikely to lead to spillage or contamination because the contents are sealed in  
 Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
5 - Very major advantage	(5.0) 34 31%	12 32%	10 42%	14 25%	19 30%	15 33%	14 29%	5 36%	22 42%	26 35%	12 33%	13 48%	21 40%
4	(4.0) 40 37%	17 45%	10 42%	18 32%	24 38%	16 36%	21 43%	3 21%	16 31%	31 42%	14 39%	8 30%	15 29%
3	(3.0) 21 19%	5 13%	3 13%	15 27%	14 22%	7 16%	9 18%	5 36%	7 13%	12 16%	6 17%	4 15%	7 13%
2	(2.0) 7 6%	3 8%	- -%	4 7%	4 6%	3 7%	4 8%	- -%	3 6%	4 5%	2 6%	1 4%	4 8%
1 - Very minor advantage	(1.0) 5 5%	1 3%	1 4%	4 7%	2 3%	3 7%	1 2%	1 7%	4 8%	1 1%	2 6%	1 4%	4 8%
Dk/ns	1 1%	- -%	- -%	1 2%	- -%	1 2%	- -%	- -%	- -%	- -%	- -%	- -%	1 2%
Mean score	3.9	3.9	4.2	3.6*	3.9	3.8	3.9	3.8	3.9	4.0**	3.9	4.1	3.9
Standard deviation	1.09	1.01	.96	1.16	1.03	1.18	.99	1.19	1.23	.93	1.12	1.06	1.26
Standard error	.11	.16	.20	.16	.13	.18	.14	.32	.17	.11	.19	.20	.18

Aerosols  
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Table 12

Q.4 Rating of the following: Aerosols are very flexible and suit a wide range of different products and applications

Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
5 - Very major advantage	(5.0) 30 28%	10 26%	6 25%	16 29%	20 32%	10 22%	13 27%	7 50%	11 21%	20 27%	8 22%	9 33%	13 25%
4	(4.0) 34 31%	11 29%	7 29%	17 30%	20 32%	14 31%	18 37%	2 14%	18 35%	25 34%	15 42%	8 30%	18 35%
3	(3.0) 27 25%	10 26%	7 29%	15 27%	14 22%	13 29%	10 20%	4 29%	13 25%	16 22%	8 22%	5 19%	13 25%
2	(2.0) 13 12%	6 16%	4 17%	4 7%	8 13%	5 11%	7 14%	1 7%	9 17%	12 16%	5 14%	5 19%	8 15%
1 - Very minor advantage	(1.0) 3 3%	1 3%	- -%	3 5%	1 2%	2 4%	1 2%	- -%	1 2%	- -%	- -%	- -%	- -%
Dk/ns	1 1%	- -%	- -%	1 2%	- -%	1 2%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%
Mean score	3.7	3.6	3.6	3.7	3.8	3.6	3.7	4.1	3.6	3.7	3.7	3.8	3.7
Standard deviation	1.09	1.13	1.06	1.13	1.08	1.11	1.08	1.07	1.07	1.04	.97	1.12	1.02
Standard error	.11	.18	.22	.15	.14	.17	.15	.29	.15	.12	.16	.22	.14

## Aerosols

Table 13  
Q.5 What else do you think are the disadvantages of aerosols?  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
Associated with CFCS and damage to ozone layer	48 44%	18 47%	10 42%	26 46%	25 40%	23 51%	18 37%	7 50%	26 50%	34 46%	17 47%	14 52%	25 48%
Can be flammable	25 23%	12 32%	8 33%	6 11%	18 29%	7 16%	17 35%	1 7%	14 27%	21 28%	10 28%	9 33%	13 25%
Goes off when don't expect to	21 19%	6 16%	8 33%	7 13%	13 21%	8 18%	9 18%	4 29%	12 23%	16 22%	10 28%	6 22%	13 25%
Propellent	10 9%	2 5%	4 17%	4 7%	7 11%	3 7%	6 12%	1 7%	6 12%	7 9%	4 11%	3 11%	5 10%
Expensive/ low margins	8 7%	6 16%	1 4%	3 5%	7 11%	1 2%	5 10%	2 14%	3 6%	6 8%	2 6%	1 4%	4 8%
Shipping not easy	7 6%	4 11%	1 4%	2 4%	7 11%	- -%	6 12%	1 7%	2 4%	5 7%	1 3%	- -%	2 4%
Solvent abuse	6 6%	1 3%	2 8%	3 5%	2 3%	4 9%	2 4%	- -%	3 6%	3 4%	3 8%	1 4%	4 8%
More or less all same shape	5 5%	2 5%	1 4%	2 4%	5 8%	- -%	4 8%	1 7%	2 4%	5 7%	3 8%	3 11%	3 6%
Not easily recyclable	4 4%	2 5%	2 8%	2 4%	3 5%	1 2%	3 6%	- -%	3 6%	4 5%	2 6%	2 7%	3 6%
Propellent choice limited	4 4%	2 5%	- -%	2 4%	3 5%	1 2%	2 4%	1 7%	1 2%	2 3%	1 3%	- -%	1 2%
Hard to hold	3 3%	1 3%	- -%	2 4%	2 3%	1 2%	1 2%	1 7%	2 4%	1 1%	- -%	- -%	1 2%
Has to be large volume	2 2%	2 5%	- -%	- -%	2 3%	- -%	2 4%	- -%	- -%	2 3%	- -%	- -%	- -%
Educate about the environment/issues	2 2%	- -%	- -%	2 4%	1 2%	1 2%	- -%	1 7%	1 2%	1 1%	- -%	- -%	- -%
Some consumers do not like them	1 1%	- -%	1 4%	- -%	1 2%	- -%	1 2%	- -%	1 2%	1 1%	1 3%	1 4%	1 2%

Aerosols  
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Table 13 (continuation)

Q.5 What else do you think are the disadvantages of aerosols?

Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
Bulky/big	1 1%	1 3%	- -%	- -%	1 2%	- -%	1 2%	- -%	1 2%	1 1%	- -%	1 4%	- -%
Clean/hygienic	1 1%	- -%	1 4%	- -%	1 2%	- -%	1 2%	- -%	1 2%	1 1%	1 3%	1 4%	1 2%
Dk/ns	15 14%	4 11%	3 13%	10 18%	6 10%	9 20%	4 8%	2 14%	7 13%	10 14%	4 11%	4 15%	7 13%

## Aerosols

Table 14  
 Q.6 Rating of the following: Aerosol technology is too complicated to deal with  
 Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
5 - Very major disadvantage (5.0)	9 8%	3 8%	1 4%	7 13%	5 8%	4 9%	2 4%	3 21%	1 2%	3 4%	- -%	2 7%	3 6%	
4 (4.0)	7 6%	1 3%	4 17%	3 5%	3 5%	4 9%	2 4%	1 7%	4 8%	6 8%	5 14%	5 19%	5 10%	
3 (3.0)	28 26%	5 13%	6 25%	18 32%	14 22%	14 31%	11 22%	3 21%	13 25%	15 20%	9 25%	6 22%	15 29%	
2 (2.0)	25 23%	10 26%	4 17%	13 23%	16 25%	9 20%	13 27%	3 21%	13 25%	18 24%	6 17%	7 26%	13 25%	
1 - Very minor disadvantage (1.0)	37 34%	19 50%	9 38%	13 23%	24 38%	13 29%	21 43%	3 21%	20 38%	30 41%	15 42%	6 22%	15 29%	
Dk/ns	2 2%	- -%	- -%	2 4%	1 2%	1 2%	- -%	1 7%	1 2%	2 3%	1 3%	1 4%	1 2%	
Mean score	2.3	1.9*	2.3	2.6*	2.2	2.5	2.0*	2.8	2.1	2.1**	2.1	2.6	2.4	
Standard deviation	1.25	1.22	1.27	1.28	1.24	1.27	1.10	1.52	1.07	1.16	1.13	1.27	1.18	
Standard error	.12	.20	.26	.17	.16	.19	.16	.42	.15	.14	.19	.25	.17	

Aerosols

Table 15  
 Q.6 Rating of the following: Aerosol technology doesn't suit certain types of product  
 Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
5 - Very major disadvantage	(5.0) 15 14%	7 18%	4 17%	6 11%	11 17%	4 9%	9 18%	2 14%	8 15%	10 14%	8 22%	5 19%	8 15%	
4	(4.0) 28 26%	9 24%	6 25%	17 30%	16 25%	12 27%	12 24%	4 29%	12 23%	21 28%	9 25%	10 37%	13 25%	
3	(3.0) 40 37%	14 37%	10 42%	20 36%	24 38%	16 36%	21 43%	3 21%	15 29%	25 34%	9 25%	8 30%	16 31%	
2	(2.0) 19 18%	7 18%	3 13%	9 16%	8 13%	11 24%	6 12%	2 14%	13 25%	13 18%	8 22%	3 11%	11 21%	
1 - Very minor disadvantage	(1.0) 5 5%	1 3%	1 4%	3 5%	4 6%	1 2%	1 2%	3 21%	4 8%	4 5%	2 6%	1 4%	4 8%	
Dk/ns	1 1%	- -%	- -%	1 2%	- -%	1 2%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%	
Mean score	3.3	3.4	3.4	3.3	3.3	3.2	3.4	3.0	3.1	3.3	3.4	3.6	3.2	
Standard deviation	1.06	1.08	1.06	1.04	1.11	.99	1.00	1.41	1.19	1.08	1.22	1.05	1.17	
Standard error	.10	.17	.22	.14	.14	.15	.14	.38	.16	.13	.20	.20	.16	

Aerosols

Table 16  
 Q.6 Rating of the following: Aerosol packaging is expensive  
 Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
5 - Very major disadvantage	(5.0) 10 9%	5 13%	3 13%	4 7%	4 6%	6 13%	4 8%	- -%	5 10%	7 9%	6 17%	4 15%	4 8%	
4	(4.0) 29 27%	11 29%	8 33%	10 18%	22 35%	7 16%	17 35%	5 36%	15 29%	22 30%	11 31%	5 19%	15 29%	
3	(3.0) 41 38%	16 42%	7 29%	26 46%	26 41%	15 33%	18 37%	8 57%	17 33%	27 36%	12 33%	12 44%	20 38%	
2	(2.0) 16 15%	4 11%	5 21%	7 13%	7 11%	9 20%	6 12%	1 7%	11 21%	12 16%	6 17%	5 19%	10 19%	
1 - Very minor disadvantage	(1.0) 6 6%	1 3%	1 4%	4 7%	3 5%	3 7%	3 6%	- -%	2 4%	3 4%	1 3%	- -%	2 4%	
Dk/ns	6 6%	1 3%	- -%	5 9%	1 2%	5 11%	1 2%	- -%	2 4%	3 4%	- -%	1 4%	1 2%	
Mean score	3.2	3.4	3.3	3.1	3.3	3.1	3.3	3.3	3.2	3.3	3.4	3.3	3.2	
Standard deviation	1.02	.96	1.08	.99	.93	1.15	1.01	.61	1.03	1.00	1.05	.97	.97	
Standard error	.10	.16	.22	.14	.12	.18	.15	.16	.15	.12	.18	.19	.14	

Aerosols

Table 17  
 Q.6 Rating of the following: Aerosols are all more or less the same shape  
 Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
5 - Very major disadvantage (5.0)	19 18%	8 21%	4 17%	12 21%	12 19%	7 16%	11 22%	1 7%	7 13%	11 15%	6 17%	3 11%	7 13%	
4 (4.0)	31 29%	11 29%	6 25%	15 27%	17 27%	14 31%	12 24%	5 36%	17 33%	23 31%	12 33%	11 41%	16 31%	
3 (3.0)	25 23%	5 13%	8 33%	14 25%	13 21%	12 27%	11 22%	2 14%	9 17%	17 23%	5 14%	6 22%	13 25%	
2 (2.0)	15 14%	6 16%	1 4%	10 18%	10 16%	5 11%	7 14%	3 21%	8 15%	9 12%	5 14%	5 19%	6 12%	
1 - Very minor disadvantage (1.0)	16 15%	7 18%	5 21%	4 7%	10 16%	6 13%	7 14%	3 21%	11 21%	12 16%	8 22%	2 7%	10 19%	
Dk/ns	2 2%	1 3%	- -%	1 2%	1 2%	1 2%	1 2%	- -%	- -%	2 3%	- -%	- -%	- -%	
Mean score	3.2	3.2	3.1	3.4	3.2	3.3	3.3	2.9	3.0	3.2	3.1	3.3	3.1	
Standard deviation	1.31	1.45	1.36	1.22	1.36	1.26	1.36	1.35	1.38	1.31	1.44	1.14	1.33	
Standard error	.13	.24	.28	.17	.17	.19	.20	.36	.19	.15	.24	.22	.18	

## Aerosols

Table 18  
 Q.6 Rating of the following: Aerosols can be flammable  
 Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
5 - Very major disadvantage	(5.0) 64 59%	22 58%	19 79%	33 59%	32 51%	32 71%	25 51%	7 50%	34 65%	45 61%	26 72%	19 70%	37 71%	
4	(4.0) 26 24%	10 26%	3 13%	13 23%	20 32%	6 13%	16 33%	4 29%	10 19%	19 26%	7 19%	7 26%	9 17%	
3	(3.0) 10 9%	3 8%	1 4%	6 11%	7 11%	3 7%	4 8%	3 21%	6 12%	6 8%	3 8%	1 4%	5 10%	
2	(2.0) 3 3%	1 3%	- -%	2 4%	1 2%	2 4%	1 2%	- -%	1 2%	- -%	- -%	- -%	1 2%	
1 - Very minor disadvantage	(1.0) 3 3%	1 3%	1 4%	1 2%	2 3%	1 2%	2 4%	- -%	1 2%	2 3%	- -%	- -%	- -%	
Dk/ns	2 2%	1 3%	- -%	1 2%	1 2%	1 2%	1 2%	- -%	- -%	2 3%	- -%	- -%	- -%	
Mean score	4.4	4.4	4.6	4.4	4.3	4.5	4.3	4.3	4.4	4.5	4.6*	4.7	4.6*	
Standard deviation	.97	.95	.92	.95	.96	.98	1.01	.83	.92	.87	.64	.55	.75	
Standard error	.09	.16	.19	.13	.12	.15	.15	.22	.13	.10	.11	.11	.10	

Table 19  
 Q.6 Rating of the following: Aerosols are associated with solvent abuse  
 Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
5 - Very major disadvantage	(5.0) 49%	18 47%	14 58%	26 46%	29 46%	24 53%	23 47%	6 43%	25 48%	37 50%	21 58%	13 48%	25 48%
4	(4.0) 24%	9 24%	6 25%	12 21%	16 25%	10 22%	11 22%	5 36%	15 29%	19 26%	9 25%	10 37%	17 33%
3	(3.0) 12%	5 13%	4 17%	8 14%	9 14%	4 9%	8 16%	1 7%	6 12%	9 12%	2 6%	3 11%	6 12%
2	(2.0) 12%	5 13%	- -%	8 14%	7 11%	6 13%	6 12%	1 7%	4 8%	7 9%	3 8%	1 4%	2 4%
1 - Very minor disadvantage	(1.0) 3%	1 3%	- -%	2 4%	2 3%	1 2%	1 2%	1 7%	2 4%	2 3%	1 3%	- -%	2 4%
Mean score	4.0	4.0	4.4	3.9	4.0	4.1	4.0	4.0	4.1	4.1	4.3	4.3	4.2
Standard deviation	1.16	1.19	.78	1.23	1.16	1.17	1.15	1.24	1.12	1.12	1.09	.82	1.04
Standard error	.11	.19	.16	.16	.15	.17	.16	.33	.16	.13	.18	.16	.14

Aerosols  
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Table 20  
Q.6 Rating of the following: Aerosols are not easily recyclable  
Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
5 - Very major disadvantage	(5.0) 27 25%	11 29%	8 33%	14 25%	16 25%	11 24%	13 27%	3 21%	12 23%	20 27%	9 25%	5 19%	14 27%	
4	(4.0) 55 51%	15 39%	10 42%	34 61%	29 46%	26 58%	20 41%	9 64%	28 54%	37 50%	19 53%	17 63%	26 50%	
3	(3.0) 13 12%	6 16%	4 17%	3 5%	9 14%	4 9%	8 16%	1 7%	5 10%	8 11%	5 14%	2 7%	6 12%	
2	(2.0) 8 7%	5 13%	- -%	3 5%	6 10%	2 4%	5 10%	1 7%	3 6%	6 8%	2 6%	1 4%	3 6%	
1 - Very minor disadvantage	(1.0) 5 5%	1 3%	2 8%	2 4%	3 5%	2 4%	3 6%	- -%	4 8%	3 4%	1 3%	2 7%	3 6%	
Mean score	3.8	3.8	3.9	4.0	3.8	3.9	3.7	4.0	3.8	3.9	3.9	3.8	3.9	
Standard deviation	1.03	1.09	1.14	.92	1.08	.96	1.15	.78	1.11	1.03	.94	1.04	1.07	
Standard error	.10	.18	.23	.12	.14	.14	.16	.21	.15	.12	.16	.20	.15	

Aerosols  
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Table 21  
Q.6 Rating of the following: Aerosols are associated with CFCS and damage to the ozone layer  
Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
5 - Very major disadvantage	(5.0) 49 45%	16 42%	13 54%	25 45%	25 40%	24 53%	18 37%	7 50%	27 52%	36 49%	18 50%	12 44%	26 50%	
4	(4.0) 19 18%	2 5%	5 21%	12 21%	12 19%	7 16%	6 12%	6 43%	9 17%	14 19%	6 17%	8 30%	12 23%	
3	(3.0) 19 18%	11 29%	2 8%	9 16%	12 19%	7 16%	11 22%	1 7%	7 13%	12 16%	7 19%	2 7%	7 13%	
2	(2.0) 9 8%	4 11%	1 4%	4 7%	7 11%	2 4%	7 14%	- -%	5 10%	6 8%	3 8%	2 7%	3 6%	
1 - Very minor disadvantage	(1.0) 12 11%	5 13%	3 13%	6 11%	7 11%	5 11%	7 14%	- -%	4 8%	6 8%	2 6%	3 11%	4 8%	
Mean score	3.8	3.5	4.0	3.8	3.7	4.0	3.4*	4.4	4.0	3.9	4.0	3.9	4.0	
Standard deviation	1.39	1.47	1.41	1.36	1.39	1.38	1.47	.65	1.33	1.31	1.25	1.37	1.26	
Standard error	.13	.24	.29	.18	.18	.21	.21	.17	.18	.15	.21	.26	.17	

Table 22  
 Q.6 Rating of the following: Aerosols are bad for the environment in general  
 Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
5 - Very major disadvantage	(5.0) 31 29%	8 21%	12 50%	15 27%	11 17%	20 44%	7 14%	4 29%	19 37%	23 31%	15 42%	9 33%	16 31%	
4	(4.0) 32 30%	6 16%	5 21%	21 38%	20 32%	12 27%	15 31%	5 36%	16 31%	21 28%	9 25%	11 41%	21 40%	
3	(3.0) 25 23%	10 26%	6 25%	15 27%	17 27%	8 18%	13 27%	4 29%	7 13%	14 19%	6 17%	2 7%	8 15%	
2	(2.0) 12 11%	9 24%	1 4%	2 4%	10 16%	2 4%	10 20%	- -%	9 17%	11 15%	5 14%	4 15%	5 10%	
1 - Very minor disadvantage	(1.0) 8 7%	5 13%	- -%	3 5%	5 8%	3 7%	4 8%	1 7%	1 2%	5 7%	1 3%	1 4%	2 4%	
Mean score	3.6	3.1**	4.2*	3.8	3.3**	4.0**	3.2**	3.8	3.8	3.6	3.9	3.9	3.8	
Standard deviation	1.22	1.34	.96	1.06	1.18	1.20	1.18	1.12	1.17	1.26	1.19	1.17	1.09	
Standard error	.12	.22	.20	.14	.15	.18	.17	.30	.16	.15	.20	.22	.15	

Aerosols  
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Table 23  
Q.6 Rating of the following: Some users don't like aerosols  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
5 - Very major disadvantage	(5.0) 12 11%	5 13%	2 8%	8 14%	7 11%	5 11%	7 14%	- 0%	4 8%	5 7%	1 3%	1 4%	6 12%
4	(4.0) 18 17%	6 16%	3 13%	10 18%	10 16%	8 18%	8 16%	2 14%	11 21%	13 18%	8 22%	5 19%	10 19%
3	(3.0) 28 26%	7 18%	6 25%	17 30%	19 30%	9 20%	11 22%	8 57%	13 25%	17 23%	11 31%	7 26%	15 29%
2	(2.0) 27 25%	12 32%	5 21%	12 21%	16 25%	11 24%	14 29%	2 14%	14 27%	20 27%	4 11%	5 19%	10 19%
1 - Very minor disadvantage	(1.0) 23 21%	8 21%	8 33%	9 16%	11 17%	12 27%	9 18%	2 14%	10 19%	19 26%	12 33%	9 33%	11 21%
Mean score	2.7	2.7	2.4	2.9	2.8	2.6	2.8	2.7	2.7	2.5*	2.5	2.4	2.8
Standard deviation	1.28	1.34	1.32	1.28	1.24	1.35	1.32	.91	1.23	1.24	1.25	1.25	1.30
Standard error	.12	.22	.27	.17	.16	.20	.19	.24	.17	.14	.21	.24	.18

Aerosols  
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Table 24  
Q.7 Level of agreement with the following: Aerosols have an undeservedly poor reputation  
Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Agree strongly (5.0)	9 8%	5 13%	3 13%	3 5%	8 13%	1 2%	7 14%	1 7%	4 8%	6 8%	1 3%	3 11%	3 6%	
Agree slightly (4.0)	38 35%	7 18%	9 38%	25 45%	17 27%	21 47%	12 24%	5 36%	21 40%	24 32%	15 42%	11 41%	19 37%	
Neither agree nor disagree (3.0)	24 22%	9 24%	7 29%	8 14%	14 22%	10 22%	11 22%	3 21%	16 31%	20 27%	8 22%	7 26%	13 25%	
Disagree slightly (2.0)	26 24%	11 29%	4 17%	14 25%	18 29%	8 18%	13 27%	5 36%	10 19%	19 26%	10 28%	6 22%	15 29%	
Disagree strongly (1.0)	10 9%	5 13%	1 4%	5 9%	6 10%	4 9%	6 12%	- -%	1 2%	5 7%	2 6%	- -%	2 4%	
Dk/ns	1 1%	1 3%	- -%	1 2%	- -%	1 2%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	
Mean score	3.1	2.9	3.4	3.1	3.0	3.2	3.0	3.1	3.3*	3.1	3.1	3.4	3.1	
Standard deviation	1.15	1.26	1.06	1.14	1.21	1.06	1.27	1.03	.94	1.09	1.02	.97	1.02	
Standard error	.11	.21	.22	.15	.15	.16	.18	.27	.13	.13	.17	.19	.14	

Aerosols  
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Table 25  
Q.7 Level of agreement with the following: Aerosols have potential to be used in other product categories than they currently are  
Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Agree strongly (5.0)	15 14%	6 16%	3 13%	8 14%	13 21%	2 4%	10 20%	3 21%	8 15%	11 15%	2 6%	3 11%	7 13%	
Agree slightly (4.0)	59 55%	23 61%	14 58%	29 52%	34 54%	25 56%	25 51%	9 64%	26 50%	43 58%	20 56%	17 63%	29 56%	
Neither agree nor disagree (3.0)	11 10%	1 3%	2 8%	8 14%	4 6%	7 16%	4 8%	- -%	6 12%	7 9%	4 11%	2 7%	2 4%	
Disagree slightly (2.0)	18 17%	6 16%	5 21%	8 14%	10 16%	8 18%	8 16%	2 14%	10 19%	12 16%	7 19%	5 19%	12 23%	
Disagree strongly (1.0)	3 3%	2 5%	- -%	1 2%	2 3%	1 2%	2 4%	- -%	1 2%	1 1%	2 6%	- -%	1 2%	
Dk/ns	2 2%	- -%	- -%	2 4%	- -%	2 4%	- -%	- -%	1 2%	- -%	1 3%	- -%	1 2%	
Mean score	3.6	3.7	3.6	3.6	3.7	3.4	3.7	3.9	3.6	3.7	3.4	3.7	3.6	
Standard deviation	1.02	1.10	.97	.97	1.07	.93	1.11	.92	1.04	.96	1.06	.92	1.06	
Standard error	.10	.18	.20	.13	.13	.14	.16	.25	.15	.11	.18	.18	.15	

Aerosols  
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Table 26

Q.7 Level of agreement with the following: I don't specify aerosols as much as I could because I don't feel qualified to deal with the technology

Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
Agree strongly (5.0)	7 6%	1 3%	- -%	6 11%	5 8%	2 4%	4 8%	1 7%	2 4%	4 5%	1 3%	2 7%	5 10%
Agree slightly (4.0)	35 32%	8 21%	11 46%	22 39%	15 24%	20 44%	8 16%	7 50%	15 29%	24 32%	12 33%	11 41%	18 35%
Neither agree nor disagree (3.0)	17 16%	6 16%	6 25%	5 9%	9 14%	8 18%	8 16%	1 7%	11 21%	12 16%	9 25%	4 15%	11 21%
Disagree slightly (2.0)	25 23%	6 16%	3 13%	18 32%	12 19%	13 29%	10 20%	2 14%	14 27%	15 20%	8 22%	6 22%	11 21%
Disagree strongly (1.0)	23 21%	17 45%	4 17%	4 7%	22 35%	1 2%	19 39%	3 21%	10 19%	19 26%	6 17%	4 15%	7 13%
Dk/ns	1 1%	- -%	- -%	1 2%	- -%	1 2%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Mean score	2.8	2.2**	3.0	3.1**	2.5**	3.2**	2.3**	3.1	2.7	2.7	2.8	3.0	3.1*
Standard deviation	1.29	1.30	1.14	1.21	1.39	1.00	1.36	1.38	1.19	1.31	1.16	1.26	1.23
Standard error	.12	.21	.23	.16	.18	.15	.19	.37	.17	.15	.19	.24	.17

Aerosols  
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Table 27  
Q.7 Level of agreement with the following: Where you could use an aerosol there's usually another technology that is as effective, such as pumps or triggers  
Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Agree strongly (5.0)	17 16%	4 11%	4 17%	9 16%	13 21%	4 9%	9 18%	4 29%	6 12%	9 12%	8 22%	5 19%	9 17%	
Agree slightly (4.0)	32 30%	8 21%	6 25%	22 39%	16 25%	16 36%	10 20%	6 43%	11 21%	20 27%	4 11%	3 11%	14 27%	
Neither agree nor disagree (3.0)	9 8%	5 13%	3 13%	1 2%	5 8%	4 9%	5 10%	- -%	7 13%	7 9%	4 11%	1 4%	4 8%	
Disagree slightly (2.0)	36 33%	11 29%	8 33%	20 36%	17 27%	19 42%	15 31%	2 14%	18 35%	26 35%	16 44%	13 48%	18 35%	
Disagree strongly (1.0)	12 11%	8 21%	3 13%	3 5%	10 16%	2 4%	9 18%	1 7%	10 19%	10 14%	4 11%	4 15%	6 12%	
Dk/ns	2 2%	2 5%	- -%	1 2%	2 3%	- -%	1 2%	1 7%	- -%	2 3%	- -%	1 4%	1 2%	
Mean score	3.1	2.7*	3.0	3.3	3.1	3.0	2.9	3.8*	2.7**	2.9	2.9	2.7	3.0	
Standard deviation	1.32	1.35	1.35	1.27	1.44	1.16	1.43	1.30	1.32	1.31	1.39	1.41	1.36	
Standard error	.13	.22	.28	.17	.18	.17	.21	.36	.18	.15	.23	.28	.19	

Aerosols  
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Table 28  
Q.7 Level of agreement with the following: Aerosols are more versatile than marketing people tend to think  
Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Agree strongly (5.0)	7 6%	4 11%	1 4%	4 7%	7 11%	- -%	5 10%	2 14%	3 6%	5 7%	1 3%	2 7%	3 6%	
Agree slightly (4.0)	53 49%	15 39%	12 50%	31 55%	27 43%	26 58%	21 43%	6 43%	25 48%	33 45%	19 53%	14 52%	24 46%	
Neither agree nor disagree (3.0)	22 20%	6 16%	8 33%	8 14%	10 16%	12 27%	9 18%	1 7%	12 23%	17 23%	9 25%	5 19%	9 17%	
Disagree slightly (2.0)	14 13%	6 16%	3 13%	7 13%	9 14%	5 11%	7 14%	2 14%	7 13%	10 14%	4 11%	3 11%	8 15%	
Disagree strongly (1.0)	7 6%	5 13%	- -%	3 5%	7 11%	- -%	5 10%	2 14%	1 2%	4 5%	2 6%	2 7%	4 8%	
Dk/ns	5 5%	2 5%	- -%	3 5%	3 5%	2 4%	2 4%	1 7%	4 8%	5 7%	1 3%	1 4%	4 8%	
Mean score	3.4	3.2	3.5	3.5	3.3	3.5	3.3	3.3	3.5	3.4	3.4	3.4	3.3	
Standard deviation	1.03	1.26	.78	1.01	1.21	.70	1.18	1.38	.90	1.01	.94	1.06	1.09	
Standard error	.10	.21	.16	.14	.16	.11	.17	.38	.13	.12	.16	.21	.16	

Aerosols  
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Table 29

Q.7 Level of agreement with the following: Aerosols have recovered their reputation after negative CFC publicity

Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Agree strongly (5.0)	9 8%	3 8%	2 8%	6 11%	7 11%	2 4%	6 12%	1 7%	4 8%	7 9%	2 6%	4 15%	4 8%	
Agree slightly (4.0)	30 28%	12 32%	5 21%	18 32%	15 24%	15 33%	11 22%	4 29%	10 19%	19 26%	9 25%	5 19%	17 33%	
Neither agree nor disagree (3.0)	15 14%	8 21%	2 8%	5 9%	10 16%	5 11%	9 18%	1 7%	10 19%	13 18%	4 11%	4 15%	4 8%	
Disagree slightly (2.0)	45 42%	12 32%	13 54%	23 41%	24 38%	21 47%	19 39%	5 36%	22 42%	30 41%	17 47%	13 48%	21 40%	
Disagree strongly (1.0)	6 6%	2 5%	1 4%	3 5%	5 8%	1 2%	2 4%	3 21%	4 8%	4 5%	2 6%	1 4%	4 8%	
Dk/ns	3 3%	1 3%	1 4%	1 2%	2 3%	1 2%	2 4%	- -%	2 4%	1 1%	2 6%	- -%	2 4%	
Mean score	2.9	3.1	2.7	3.0	2.9	2.9	3.0	2.6	2.8	2.9	2.8	2.9	2.9	
Standard deviation	1.14	1.10	1.14	1.19	1.20	1.05	1.16	1.34	1.12	1.13	1.10	1.21	1.19	
Standard error	.11	.18	.24	.16	.15	.16	.17	.36	.16	.13	.19	.23	.17	

## Aerosols

Table 30  
 Q.7 Level of agreement with the following: I'm deterred from specifying aerosols because of all the requirements for statutory warnings and labelling in general  
 Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Agree strongly (5.0)	8 7%	1 3%	2 8%	5 9%	5 8%	3 7%	3 6%	2 14%	3 6%	4 5%	2 6%	2 7%	5 10%	
Agree slightly (4.0)	18 17%	6 16%	4 17%	14 25%	7 11%	11 24%	4 8%	3 21%	5 10%	11 15%	3 8%	5 19%	11 21%	
Neither agree nor disagree (3.0)	19 18%	5 13%	8 33%	7 13%	5 8%	14 31%	4 8%	1 7%	11 21%	15 20%	10 28%	4 15%	8 15%	
Disagree slightly (2.0)	26 24%	10 26%	3 13%	14 25%	17 27%	9 20%	15 31%	2 14%	12 23%	16 22%	11 31%	4 15%	11 21%	
Disagree strongly (1.0)	33 31%	14 37%	6 25%	15 27%	25 40%	8 18%	20 41%	5 36%	19 37%	26 35%	9 25%	12 44%	15 29%	
Dk/ns	4 4%	2 5%	1 4%	1 2%	4 6%	- -%	3 6%	1 7%	2 4%	2 3%	1 3%	- -%	2 4%	
Mean score	2.4	2.2	2.7	2.6	2.2**	2.8**	2.0**	2.6	2.2	2.3	2.4	2.3	2.6	
Standard deviation	1.31	1.21	1.29	1.37	1.32	1.19	1.22	1.61	1.23	1.27	1.14	1.41	1.39	
Standard error	.13	.20	.27	.18	.17	.18	.18	.45	.17	.15	.19	.27	.20	

## Aerosols

Table 31

Q.7 Level of agreement with the following: It's important to have an aerosol in a packaged goods range where possible

Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
Agree strongly (5.0)	15 14%	7 18%	4 17%	7 13%	13 21%	2 4%	13 27%	- -%	9 17%	9 12%	5 14%	5 19%	10 19%
Agree slightly (4.0)	23 21%	9 24%	6 25%	11 20%	12 19%	11 24%	11 22%	1 7%	10 19%	16 22%	9 25%	5 19%	8 15%
Neither agree nor disagree (3.0)	34 31%	9 24%	8 33%	18 32%	20 32%	14 31%	13 27%	7 50%	18 35%	22 30%	12 33%	10 37%	16 31%
Disagree slightly (2.0)	25 23%	7 18%	6 25%	15 27%	11 17%	14 31%	6 12%	5 36%	12 23%	21 28%	8 22%	7 26%	13 25%
Disagree strongly (1.0)	7 6%	3 8%	- -%	4 7%	3 5%	4 9%	3 6%	- -%	- -%	4 5%	- -%	- -%	3 6%
Dk/ns	4 4%	3 8%	- -%	1 2%	4 6%	- -%	3 6%	1 7%	3 6%	2 3%	2 6%	- -%	2 4%
Mean score	3.1	3.3	3.3	3.0	3.4*	2.8*	3.5**	2.7	3.3	3.1	3.3	3.3	3.2
Standard deviation	1.14	1.25	1.05	1.14	1.17	1.04	1.22	.63	1.05	1.12	1.01	1.07	1.21
Standard error	.11	.21	.21	.15	.15	.16	.18	.17	.15	.13	.17	.21	.17

Aerosols  
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Table 32  
Q.8 Which of the following statements apply to Pumps & triggers  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Efficient performance														
Yes	(1.0)	72 67%	23 61%	17 71%	37 66%	38 60%	34 76%	30 61%	8 57%	34 65%	49 66%	26 72%	20 74%	38 73%
Maybe	(0.0)	28 26%	10 26%	7 29%	15 27%	18 29%	10 22%	12 24%	6 43%	15 29%	20 27%	9 25%	6 22%	12 23%
No	(-1.0)	8 7%	5 13%	- -%	4 7%	7 11%	1 2%	7 14%	- -%	3 6%	5 7%	1 3%	1 4%	2 4%
Mean score		.6	.5	.7	.6	.5*	.7*	.5	.6	.6	.6	.7	.7	.7
Standard deviation		.63	.73	.46	.63	.69	.50	.74	.51	.60	.62	.52	.54	.54
Standard error		.06	.12	.09	.08	.09	.07	.11	.14	.08	.07	.09	.10	.08

Aerosols

Table 33  
 Q.8 Which of the following statements apply to Pumps & triggers  
 Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Aesthetically appealing														
Yes	(1.0)	42 39%	13 34%	9 38%	24 43%	27 43%	15 33%	21 43%	6 43%	17 33%	29 39%	9 25%	11 41%	17 33%
Maybe	(0.0)	52 48%	21 55%	13 54%	21 38%	28 44%	24 53%	23 47%	5 36%	27 52%	38 51%	23 64%	14 52%	28 54%
No	(-1.0)	14 13%	4 11%	2 8%	11 20%	8 13%	6 13%	5 10%	3 21%	8 15%	7 9%	4 11%	2 7%	7 13%
Mean score		.3	.2	.3	.2	.3	.2	.3	.2	.2	.3	.1	.3	.2
Standard deviation		.67	.63	.62	.76	.69	.66	.66	.80	.68	.64	.59	.62	.66
Standard error		.06	.10	.13	.10	.09	.10	.09	.21	.09	.07	.10	.12	.09

Aerosols  
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Table 34  
Q.8 Which of the following statements apply to Pumps & triggers  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
-----														
Adds value to products														
-----														
Yes	(1.0)	42 39%	15 39%	12 50%	18 32%	26 41%	16 36%	21 43%	5 36%	25 48%	32 43%	16 44%	15 56%	23 44%
Maybe	(0.0)	50 46%	17 45%	10 42%	28 50%	28 44%	22 49%	21 43%	7 50%	21 40%	33 45%	15 42%	10 37%	24 46%
No	(-1.0)	16 15%	6 16%	2 8%	10 18%	9 14%	7 16%	7 14%	2 14%	6 12%	9 12%	5 14%	2 7%	5 10%
Mean score		.2	.2	.4	.1	.3	.2	.3	.2	.4	.3	.3	.5*	.3
Standard deviation		.70	.71	.65	.70	.70	.69	.71	.70	.69	.68	.71	.64	.65
Standard error		.07	.12	.13	.09	.09	.10	.10	.19	.10	.08	.12	.12	.09

Aerosols

Table 35  
 Q.8 Which of the following statements apply to Pumps & triggers  
 Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Easy to use														
Yes	(1.0)	74 69%	27 71%	20 83%	34 61%	45 71%	29 64%	35 71%	10 21%	37 71%	54 73%	27 75%	20 74%	38 73%
Maybe	(0.0)	12 11%	5 13%	- -%	8 14%	8 13%	4 9%	5 10%	3 21%	4 8%	8 11%	4 11%	4 15%	5 10%
No	(-1.0)	22 20%	6 16%	4 17%	14 25%	10 16%	12 27%	9 18%	1 7%	11 21%	12 16%	5 14%	3 11%	9 17%
Mean score		.5	.6	.7	.4	.6	.4	.5	.6	.5	.6	.6	.6	.6
Standard deviation		.81	.76	.76	.86	.76	.89	.79	.63	.83	.76	.73	.69	.78
Standard error		.08	.12	.16	.12	.10	.13	.11	.17	.11	.09	.12	.13	.11

Aerosols  
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Table 36  
Q.8 Which of the following statements apply to Pumps & triggers  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Stops product getting on your fingers														
Yes	(1.0)	33 31%	15 39%	6 25%	14 25%	28 44%	5 11%	24 49%	4 29%	16 31%	24 32%	7 19%	9 33%	15 29%
Maybe	(0.0)	42 39%	12 32%	7 29%	30 54%	20 32%	22 49%	13 27%	7 50%	18 35%	24 32%	12 33%	8 30%	17 33%
No	(-1.0)	33 31%	11 29%	11 46%	12 21%	15 24%	18 40%	12 24%	3 21%	18 35%	26 35%	17 47%	10 37%	20 38%
Mean score	-	.1	-.2	*	.2**	-.3**	.2**	.1	*	*	-.3**	*	-.1	
Standard deviation	.79	.83	.83	.69	.81	.66	.83	.73	.82	.83	.78	.85	.82	
Standard error	.08	.13	.17	.09	.10	.10	.12	.20	.11	.10	.13	.16	.11	

Aerosols

Table 37  
 Q.8 Which of the following statements apply to Pumps & triggers  
 Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Easy to specify														
Yes	(1.0)	79 73%	26 68%	15 63%	45 80%	47 75%	32 71%	37 76%	10 71%	32 62%	53 72%	24 67%	18 67%	36 69%
Maybe	(0.0)	17 16%	9 24%	7 29%	3 5%	10 16%	7 16%	8 16%	2 14%	13 25%	14 19%	9 25%	5 19%	11 21%
No	(-1.0)	11 10%	3 8%	2 8%	7 13%	5 8%	6 13%	4 8%	1 7%	7 13%	7 9%	3 8%	4 15%	5 10%
Dk/ns		1 1%	- -%	- -%	1 2%	1 2%	- -%	- -%	1 7%	- -%	- -%	- -%	- -%	- -%
Mean score		.6	.6	.5	.7	.7	.6	.7	.7	.5*	.6	.6	.5	.6
Standard deviation		.66	.64	.66	.69	.62	.72	.63	.63	.73	.66	.65	.75	.66
Standard error		.06	.10	.13	.09	.08	.11	.09	.17	.10	.08	.11	.14	.09

Aerosols

Table 38  
Q.8 Which of the following statements apply to Pumps & triggers  
Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Environmentally sound														
Yes	(1.0)	53 49%	23 61%	16 67%	17 30%	35 56%	18 40%	27 55%	8 57%	28 54%	41 55%	21 58%	16 59%	27 52%
Maybe	(0.0)	28 26%	9 24%	4 17%	21 38%	14 22%	14 31%	12 24%	2 14%	9 17%	16 22%	7 19%	5 19%	13 25%
No	(-1.0)	26 24%	6 16%	4 17%	17 30%	13 21%	13 29%	10 20%	3 21%	15 29%	17 23%	8 22%	6 22%	12 23%
Dk/ns		1 1%	- -%	- -%	1 2%	1 2%	- -%	- -%	1 7%	- -%	- -%	- -%	- -%	- -%
Mean score		.3	.4	.5	***	.4	.1	.3	.4	.3	.3	.4	.4	.3
Standard deviation		.83	.76	.78	.79	.81	.83	.80	.87	.88	.83	.83	.84	.82
Standard error		.08	.12	.16	.11	.10	.12	.11	.24	.12	.10	.14	.16	.11

Aerosols  
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Table 39  
Q.8 Which of the following statements apply to Roll-ons & sticks  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Efficient performance														
Yes	(1.0)	66 61%	25 66%	14 58%	31 55%	38 60%	28 62%	29 59%	9 64%	35 67%	48 65%	26 72%	19 70%	31 60%
Maybe	(0.0)	30 28%	8 21%	7 29%	18 32%	17 27%	13 29%	14 29%	3 21%	13 25%	20 27%	7 19%	6 22%	14 27%
No	(-1.0)	12 11%	5 13%	3 13%	7 13%	8 13%	4 9%	6 12%	2 14%	4 8%	6 8%	3 8%	2 7%	7 13%
Mean score		.5	.5	.5	.4	.5	.5	.5	.5	.6	.6	.6	.6	.5
Standard deviation		.69	.73	.72	.71	.72	.66	.71	.76	.63	.64	.64	.63	.73
Standard error		.07	.12	.15	.09	.09	.10	.10	.20	.09	.07	.11	.12	.10

Aerosols

Table 40  
Q.8 Which of the following statements apply to Roll-ons & sticks  
Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Aesthetically appealing														
Yes	(1.0)	33 31%	14 37%	8 33%	17 30%	24 38%	9 20%	16 33%	8 57%	11 21%	24 32%	7 19%	10 37%	14 27%
Maybe	(0.0)	43 40%	15 39%	7 29%	21 38%	19 30%	24 53%	17 35%	2 14%	26 50%	30 41%	18 50%	8 30%	20 38%
No	(-1.0)	31 29%	9 24%	9 38%	17 30%	19 30%	12 27%	16 33%	3 21%	14 27%	19 26%	11 31%	9 33%	17 33%
Dk/ns		1 1%	- -%	- -%	1 2%	1 2%	- -%	- -%	1 7%	1 2%	1 1%	- -%	- -%	1 2%
Mean score	*	.1	*	-	.1	-.1	-	.4	-.1	.1	-.1	*	-.1	
Standard deviation	.78	.78	.86	.79	.84	.69	.82	.87	.70	.77	.71	.85	.79	
Standard error	.08	.13	.18	.11	.11	.10	.12	.24	.10	.09	.12	.16	.11	

Aerosols  
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Table 41  
Q.8 Which of the following statements apply to Roll-ons & sticks  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
-----														
Adds value to products														
-----														
Yes	(1.0)	20 19%	9 24%	3 13%	10 18%	16 25%	4 9%	11 22%	5 36%	9 17%	15 20%	6 17%	5 19%	10 19%
Maybe	(0.0)	35 32%	8 21%	11 46%	20 36%	15 24%	20 44%	13 27%	2 14%	18 35%	23 31%	10 28%	9 33%	19 37%
No	(-1.0)	53 49%	21 55%	10 42%	26 46%	32 51%	21 47%	25 51%	7 50%	25 48%	36 49%	20 56%	13 48%	23 44%
Mean score	-.3	-.3	-.3	-.3	-.3	-.4	-.3	-.1	-.3	-.3	-.4	-.3	-.3	
Standard deviation	.77	.84	.69	.76	.84	.65	.82	.95	.76	.79	.77	.78	.76	
Standard error	.07	.14	.14	.10	.11	.10	.12	.25	.10	.09	.13	.15	.11	

Aerosols

Table 42  
 Q.8 Which of the following statements apply to Roll-ons & sticks  
 Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Easy to use														
Yes	(1.0)	85 79%	29 76%	20 83%	41 73%	53 84%	32 71%	41 84%	12 86%	42 81%	60 81%	29 81%	26 96%	40 77%
Maybe	(0.0)	18 17%	7 18%	3 13%	11 20%	7 11%	11 24%	6 12%	1 7%	7 13%	13 18%	6 17%	1 4%	9 17%
No	(-1.0)	5 5%	2 5%	1 4%	4 7%	3 5%	2 4%	2 4%	1 7%	3 6%	1 1%	1 3%	- -%	3 6%
Mean score		.7	.7	.8	.7	.8	.7	.8	.8	.8	.8	.8	1.0*	.7
Standard deviation		.54	.57	.51	.61	.51	.56	.50	.58	.56	.44	.48	.19	.57
Standard error		.05	.09	.10	.08	.06	.08	.07	.15	.08	.05	.08	.04	.08

Aerosols  
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Table 43  
Q.8 Which of the following statements apply to Roll-ons & sticks  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Stops product getting on your fingers														
Yes	(1.0)	40 37%	18 47%	9 38%	17 30%	29 46%	11 24%	22 45%	7 50%	17 33%	30 41%	11 31%	13 48%	15 29%
Maybe	(0.0)	21 19%	5 13%	8 33%	10 18%	8 13%	13 29%	8 16%	- 0%	12 23%	16 22%	11 31%	7 26%	15 29%
No	(-1.0)	47 44%	15 39%	7 29%	29 52%	26 41%	21 47%	19 39%	7 50%	23 44%	28 38%	14 39%	7 26%	22 42%
Mean score	-.1	.1	.1	-.2	*	-.2	.1	-	-.1	*	-.1	.2	-.1	
Standard deviation	.90	.94	.83	.89	.94	.82	.92	1.04	.88	.89	.84	.85	.84	
Standard error	.09	.15	.17	.12	.12	.12	.13	.28	.12	.10	.14	.16	.12	

Aerosols

Table 44  
 Q.8 Which of the following statements apply to Roll-ons & sticks  
 Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Easy to specify														
Yes	(1.0)	82 76%	27 71%	16 67%	45 80%	49 78%	33 73%	38 78%	11 79%	36 69%	58 78%	24 67%	22 81%	36 69%
Maybe	(0.0)	17 16%	6 16%	6 25%	6 11%	7 11%	10 22%	6 12%	1 7%	11 21%	11 15%	8 22%	3 11%	11 21%
No	(-1.0)	9 8%	5 13%	2 8%	5 9%	7 11%	2 4%	5 10%	2 14%	5 10%	5 7%	4 11%	2 7%	5 10%
Mean score		.7	.6	.6	.7	.7	.7	.6	.6	.7	.6	.7	.6	.6
Standard deviation		.62	.72	.65	.62	.67	.56	.66	.74	.66	.59	.69	.59	.66
Standard error		.06	.12	.13	.08	.08	.08	.09	.20	.09	.07	.12	.11	.09

Aerosols

Table 45  
 Q.8 Which of the following statements apply to Roll-ons & sticks  
 Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Environmentally sound														
Yes	(1.0)	60 56%	26 68%	16 67%	22 39%	40 63%	20 44%	31 63%	9 64%	31 60%	44 59%	23 64%	19 70%	29 56%
Maybe	(0.0)	41 38%	8 21%	5 21%	31 55%	17 27%	24 53%	13 27%	4 29%	18 35%	25 34%	11 31%	6 22%	17 33%
No	(-1.0)	7 6%	4 11%	3 13%	3 5%	6 10%	1 2%	5 10%	1 7%	3 6%	5 7%	2 6%	2 7%	6 12%
Mean score		.5	.6	.5	.3**	.5	.4	.5	.6	.5	.5	.6	.6	.4
Standard deviation		.62	.68	.72	.58	.67	.54	.68	.65	.61	.62	.60	.63	.70
Standard error		.06	.11	.15	.08	.08	.08	.10	.17	.08	.07	.10	.12	.10

Aerosols  
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Table 46  
Q.8 Which of the following statements apply to Bottles & jars  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Efficient performance														
Yes	(1.0)	66 61%	24 63%	12 50%	36 64%	41 65%	25 56%	32 65%	9 64%	29 56%	42 57%	18 50%	14 52%	32 62%
Maybe	(0.0)	30 28%	7 18%	11 46%	16 29%	12 19%	18 40%	9 18%	3 21%	16 31%	24 32%	12 33%	10 37%	15 29%
No	(-1.0)	12 11%	7 18%	1 4%	4 7%	10 16%	2 4%	8 16%	2 14%	7 13%	8 11%	6 17%	3 11%	5 10%
Mean score		.5	.4	.5	.6	.5	.5	.5	.5	.4	.5	.3	.4	.5
Standard deviation		.69	.80	.59	.63	.76	.59	.77	.76	.72	.69	.76	.69	.67
Standard error		.07	.13	.12	.08	.10	.09	.11	.20	.10	.08	.13	.13	.09

Aerosols  
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Table 47  
Q.8 Which of the following statements apply to Bottles & jars  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Aesthetically appealing														
Yes	(1.0)	58 54%	17 45%	10 42%	38 68%	36 57%	22 49%	25 51%	11 79%	25 48%	39 53%	16 44%	17 63%	29 56%
Maybe	(0.0)	36 33%	13 34%	9 38%	15 27%	19 30%	17 38%	16 33%	3 21%	19 37%	24 32%	12 33%	5 19%	15 29%
No	(-1.0)	14 13%	8 21%	5 21%	3 5%	8 13%	6 13%	8 16%	- -%	8 15%	11 15%	8 22%	5 19%	8 15%
Mean score		.4	.2	.2	.6**	.4	.4	.3	.8*	.3	.4	.2	.4	.4
Standard deviation		.71	.79	.78	.59	.71	.71	.75	.43	.73	.73	.80	.80	.75
Standard error		.07	.13	.16	.08	.09	.11	.11	.11	.10	.09	.13	.15	.10

Aerosols

Table 48  
 Q.8 Which of the following statements apply to Bottles & jars  
 Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
-----														
Adds value to products														
-----														
Yes	(1.0)	31 29%	10 26%	4 17%	20 36%	20 32%	11 24%	13 27%	7 50%	12 23%	21 28%	6 17%	5 19%	11 21%
Maybe	(0.0)	50 46%	15 39%	14 58%	27 48%	24 38%	26 58%	18 37%	6 43%	24 46%	32 43%	16 44%	15 56%	27 52%
No	(-1.0)	27 25%	13 34%	6 25%	9 16%	19 30%	8 18%	18 37%	1 7%	16 31%	21 28%	14 39%	7 26%	14 27%
Mean score	*		-.1	-.1	.2*	*	.1	-.1	.4*	-.1	-	-.2**	-.1	-.1
Standard deviation		.74	.78	.65	.70	.79	.65	.80	.65	.74	.76	.72	.68	.70
Standard error		.07	.13	.13	.09	.10	.10	.11	.17	.10	.09	.12	.13	.10

Aerosols

Table 49  
 Q.8 Which of the following statements apply to Bottles & jars  
 Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Easy to use														
Yes	(1.0)	65 60%	20 53%	11 46%	36 64%	40 63%	25 56%	30 61%	10 21%	24 46%	44 59%	19 53%	13 48%	27 52%
Maybe	(0.0)	34 31%	13 34%	12 50%	16 29%	15 24%	19 42%	12 24%	3 21%	21 40%	24 32%	16 44%	12 44%	20 38%
No	(-1.0)	9 8%	5 13%	1 4%	4 7%	8 13%	1 2%	7 14%	1 7%	7 13%	6 8%	1 3%	2 7%	5 10%
Mean score		.5	.4	.4	.6	.5	.5	.5	.6	.3**	.5	.5	.4	.4
Standard deviation		.65	.72	.58	.63	.72	.55	.74	.63	.71	.65	.56	.64	.67
Standard error		.06	.12	.12	.08	.09	.08	.11	.17	.10	.08	.09	.12	.09

Aerosols  
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Table 50  
Q.8 Which of the following statements apply to Bottles & jars  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Stops product getting on your fingers														
Yes	(1.0)	11 10%	6 16%	1 4%	5 9%	8 13%	3 7%	8 16%	- -%	5 10%	6 8%	2 6%	2 7%	6 12%
Maybe	(0.0)	16 15%	4 11%	5 21%	12 21%	8 13%	8 18%	7 14%	1 7%	5 10%	6 8%	3 8%	4 15%	7 13%
No	(-1.0)	81 75%	28 74%	18 75%	39 70%	47 75%	34 76%	34 69%	13 93%	42 81%	62 84%	31 86%	21 78%	39 75%
Mean score		-.6	-.6	-.7	-.6	-.6	-.7	-.5	-.9	-.7	-.8*	-.8	-.7	-.6
Standard deviation		.66	.76	.55	.65	.71	.60	.77	.27	.64	.59	.52	.61	.69
Standard error		.06	.12	.11	.09	.09	.09	.11	.07	.09	.07	.09	.12	.10

Aerosols

Table 51  
 Q.8 Which of the following statements apply to Bottles & jars  
 Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Easy to specify														
Yes	(1.0)	88 81%	30 79%	15 63%	49 88%	53 84%	35 78%	41 84%	12 86%	40 77%	60 81%	27 75%	23 85%	39 75%
Maybe	(0.0)	17 16%	8 21%	8 33%	5 9%	9 14%	8 18%	8 16%	1 7%	10 19%	12 16%	8 22%	3 11%	11 21%
No	(-1.0)	3 3%	- -%	1 4%	2 4%	1 2%	2 4%	- -%	1 7%	2 4%	2 3%	1 3%	1 4%	2 4%
Mean score		.8	.8	.6*	.8	.8	.7	.8	.8	.7	.8	.7	.8	.7
Standard deviation		.47	.41	.58	.46	.42	.54	.37	.58	.53	.48	.51	.48	.54
Standard error		.05	.07	.12	.06	.05	.08	.05	.15	.07	.06	.09	.09	.07

Aerosols  
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Table 52  
Q.8 Which of the following statements apply to Bottles & jars  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Environmentally sound -----														
Yes	(1.0)	66 61%	26 68%	7 29%	36 64%	43 68%	23 51%	32 65%	11 79%	32 62%	42 57%	18 50%	15 56%	29 56%
Maybe	(0.0)	25 23%	6 16%	6 25%	18 32%	13 21%	12 27%	10 20%	3 21%	8 15%	15 20%	8 22%	4 15%	10 19%
No	(-1.0)	17 16%	6 16%	11 46%	2 4%	7 11%	10 22%	7 14%	- -%	12 23%	17 23%	10 28%	8 30%	13 25%
Mean score	.5	.5	-.2**	.6*	.6	.3	.5	.8	.4	.3*	.2*	.3	.3	.3
Standard deviation	.75	.76	.87	.56	.69	.82	.74	.43	.84	.83	.87	.90	.85	.85
Standard error	.07	.12	.18	.08	.09	.12	.11	.11	.12	.10	.14	.17	.12	.12

Aerosols

Table 53  
 Q.8 Which of the following statements apply to Wipes  
 Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Efficient performance														
Yes	(1.0)	62 57%	26 68%	15 63%	29 52%	38 60%	24 53%	28 57%	10 71%	29 56%	42 57%	22 61%	15 56%	30 58%
Maybe	(0.0)	38 35%	10 26%	6 25%	22 39%	19 30%	19 42%	18 37%	1 7%	21 40%	26 35%	11 31%	10 37%	19 37%
No	(-1.0)	8 7%	2 5%	3 13%	5 9%	6 10%	2 4%	3 6%	3 21%	2 4%	6 8%	3 8%	2 7%	3 6%
Mean score		.5	.6	.5	.4	.5	.5	.5	.5	.5	.5	.5	.5	.5
Standard deviation		.63	.59	.72	.66	.67	.59	.62	.85	.58	.65	.65	.64	.61
Standard error		.06	.10	.15	.09	.08	.09	.09	.23	.08	.08	.11	.12	.08

Aerosols

Table 54  
Q.8 Which of the following statements apply to Wipes  
Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Aesthetically appealing														
Yes	(1.0)	34 31%	12 32%	8 33%	18 32%	20 32%	14 31%	17 35%	3 21%	11 21%	22 30%	9 25%	6 22%	14 27%
Maybe	(0.0)	41 38%	15 39%	9 38%	19 34%	21 33%	20 44%	18 37%	3 21%	25 48%	29 39%	19 53%	10 37%	19 37%
No	(-1.0)	33 31%	11 29%	7 29%	19 34%	22 35%	11 24%	14 29%	8 57%	16 31%	23 31%	8 22%	11 41%	19 37%
Mean score	*	*	*	*	*	.1	.1	-.4	-.1	*	*	-.2	-.1	
Standard deviation	.79	.79	.81	.82	.82	.75	.80	.84	.72	.79	.70	.79	.80	
Standard error	.08	.13	.16	.11	.10	.11	.11	.23	.10	.09	.12	.15	.11	

Aerosols  
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Table 55  
Q.8 Which of the following statements apply to Wipes  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
-----														
Adds value to products														
-----														
Yes	(1.0)	29 27%	10 26%	4 17%	16 29%	19 30%	10 22%	10 20%	9 64%	12 23%	19 26%	9 25%	4 15%	15 29%
Maybe	(0.0)	50 46%	15 39%	10 42%	30 54%	22 35%	28 62%	18 37%	4 29%	24 46%	33 45%	14 39%	13 48%	23 44%
No	(-1.0)	29 27%	13 34%	10 42%	10 18%	22 35%	7 16%	21 43%	1 7%	16 31%	22 30%	13 36%	10 37%	14 27%
Mean score	-	-.1	-.3	.1	*	.1	-.2**	.6**	-.1	*	-.1	-.2	*	
Standard deviation	.74	.78	.74	.68	.81	.62	.77	.65	.74	.75	.78	.70	.75	
Standard error	.07	.13	.15	.09	.10	.09	.11	.17	.10	.09	.13	.13	.10	

Aerosols  
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Table 56  
Q.8 Which of the following statements apply to Wipes  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Easy to use -----														
Yes	(1.0)	86 80%	30 79%	18 75%	45 80%	51 81%	35 78%	38 78%	13 93%	40 77%	61 82%	29 81%	23 85%	41 79%
Maybe	(0.0)	17 16%	5 13%	4 17%	9 16%	7 11%	10 22%	7 14%	- -%	10 19%	10 14%	7 19%	4 15%	7 13%
No	(-1.0)	5 5%	3 8%	2 8%	2 4%	5 8%	- -%	4 8%	1 7%	2 4%	3 4%	- -%	- -%	4 8%
Mean score		.8	.7	.7	.8	.7	.8	.7	.9	.7	.8	.8	.9	.7
Standard deviation		.53	.61	.64	.50	.60	.42	.62	.53	.53	.50	.40	.36	.61
Standard error		.05	.10	.13	.07	.08	.06	.09	.14	.07	.06	.07	.07	.08

Aerosols

Table 57  
 Q.8 Which of the following statements apply to Wipes  
 Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Stops product getting on your fingers														
Yes	(1.0)	11 10%	5 13%	3 13%	4 7%	7 11%	4 9%	6 12%	1 7%	6 12%	8 11%	5 14%	3 11%	9 17%
Maybe	(0.0)	18 17%	6 16%	6 25%	8 14%	8 13%	10 22%	7 14%	1 7%	9 17%	13 18%	11 31%	5 19%	10 19%
No	(-1.0)	79 73%	27 71%	15 63%	44 79%	48 76%	31 69%	36 73%	12 86%	37 71%	53 72%	20 56%	19 70%	33 63%
Mean score	-.6	-.6	-.5	-.7	-.7	-.6	-.6	-.8	-.6	-.6	-.6	-.4*	-.6	-.5*
Standard deviation	.66	.72	.72	.59	.68	.65	.70	.58	.69	.68	.73	.69	.78	
Standard error	.06	.12	.15	.08	.09	.10	.10	.15	.10	.08	.12	.13	.11	

Aerosols  
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Table 58  
Q.8 Which of the following statements apply to Wipes  
Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Easy to specify -----														
Yes	(1.0)	65 60%	21 55%	14 58%	38 68%	37 59%	28 62%	26 53%	11 79%	27 52%	44 59%	20 56%	17 63%	32 62%
Maybe	(0.0)	36 33%	13 34%	9 38%	14 25%	20 32%	16 36%	18 37%	2 14%	23 44%	26 35%	16 44%	9 33%	16 31%
No	(-1.0)	6 6%	4 11%	1 4%	3 5%	5 8%	1 2%	5 10%	- -%	2 4%	4 5%	- -%	1 4%	4 8%
Dk/ns		1 1%	- -%	- -%	1 2%	1 2%	- -%	- -%	1 7%	- -%	- -%	- -%	- -%	- -%
Mean score		.6	.4	.5	.6	.5	.6	.4	.8	.5	.5	.6	.6	.5
Standard deviation		.60	.69	.59	.59	.65	.54	.68	.38	.58	.60	.50	.57	.64
Standard error		.06	.11	.12	.08	.08	.08	.10	.10	.08	.07	.08	.11	.09

Aerosols

Table 59  
Q.8 Which of the following statements apply to Wipes  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Environmentally sound														
Yes	(1.0)	34 31%	15 39%	9 38%	14 25%	22 35%	12 27%	17 35%	5 36%	14 27%	23 31%	11 31%	7 26%	18 35%
Maybe	(0.0)	37 34%	14 37%	9 38%	18 32%	20 32%	17 38%	16 33%	4 29%	20 38%	29 39%	18 50%	13 48%	19 37%
No	(-1.0)	36 33%	9 24%	6 25%	23 41%	20 32%	16 36%	16 33%	4 29%	18 35%	22 30%	7 19%	7 26%	15 29%
Dk/ns		1 1%	- -%	- -%	1 2%	1 2%	- -%	- -%	1 7%	- -%	- -%	- -%	- -%	- -%
Mean score	*	.2	.1	-.2	*	-.1	*	.1	-.1	*	.1	-	.1	
Standard deviation	.81	.79	.80	.81	.83	.79	.83	.86	.79	.79	.71	.73	.80	
Standard error	.08	.13	.16	.11	.11	.12	.12	.24	.11	.09	.12	.14	.11	

Aerosols  
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Table 60  
Q.8 Which of the following statements apply to Aerosols  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Efficient performance														
Yes	(1.0)	92 85%	35 92%	20 83%	44 79%	53 84%	39 87%	43 88%	10 71%	46 88%	64 86%	30 83%	24 89%	42 81%
Maybe	(0.0)	12 11%	2 5%	3 13%	10 18%	7 11%	5 11%	5 10%	2 14%	5 10%	7 9%	5 14%	3 11%	8 15%
No	(-1.0)	4 4%	1 3%	1 4%	2 4%	3 5%	1 2%	1 2%	2 14%	1 2%	3 4%	1 3%	- -%	2 4%
Mean score		.8	.9	.8	.8	.8	.8	.9	.6*	.9	.8	.8	.9	.8
Standard deviation		.48	.39	.51	.51	.51	.42	.41	.76	.40	.48	.47	.32	.51
Standard error		.05	.06	.10	.07	.06	.06	.06	.20	.06	.06	.08	.06	.07

Aerosols  
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Table 61  
Q.8 Which of the following statements apply to Aerosols  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Aesthetically appealing														
Yes	(1.0)	48 44%	22 58%	11 46%	23 41%	29 46%	19 42%	24 49%	5 36%	20 38%	34 46%	16 44%	12 44%	24 46%
Maybe	(0.0)	44 41%	14 37%	11 46%	20 36%	26 41%	18 40%	21 43%	5 36%	26 50%	32 43%	17 47%	13 48%	22 42%
No	(-1.0)	16 15%	2 5%	2 8%	13 23%	8 13%	8 18%	4 8%	4 29%	6 12%	8 11%	3 8%	2 7%	6 12%
Mean score		.3	.5*	.4	.2	.3	.2	.4	.1	.3	.4	.4	.4	.3
Standard deviation		.71	.60	.65	.79	.70	.74	.64	.83	.66	.67	.64	.63	.68
Standard error		.07	.10	.13	.11	.09	.11	.09	.22	.09	.08	.11	.12	.09

Aerosols  
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Table 62  
Q.8 Which of the following statements apply to Aerosols  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
-----														
Adds value to products														
-----														
Yes	(1.0)	42 39%	18 47%	11 46%	15 27%	30 48%	12 27%	25 51%	5 36%	23 44%	30 41%	15 42%	11 41%	22 42%
Maybe	(0.0)	44 41%	9 24%	10 42%	28 50%	19 30%	25 56%	13 27%	6 43%	22 42%	28 38%	15 42%	9 33%	21 40%
No	(-1.0)	22 20%	11 29%	3 13%	13 23%	14 22%	8 18%	11 22%	3 21%	7 13%	16 22%	6 17%	7 26%	9 17%
Mean score		.2	.2	.3	**	.3	.1	.3	.1	.3	.2	.3	.1	.3
Standard deviation		.75	.87	.70	.71	.80	.67	.82	.77	.70	.77	.73	.82	.74
Standard error		.07	.14	.14	.10	.10	.10	.12	.21	.10	.09	.12	.16	.10

Aerosols  
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Table 63  
Q.8 Which of the following statements apply to Aerosols  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Easy to use -----														
Yes	(1.0)	98 91%	35 92%	21 88%	46 82%	60 95%	38 84%	48 98%	12 86%	51 98%	70 95%	34 94%	25 93%	49 94%
Maybe	(0.0)	5 5%	1 3%	2 8%	5 9%	1 2%	4 9%	1 2%	- -%	- -%	1 1%	- -%	- -%	2 4%
No	(-1.0)	5 5%	2 5%	1 4%	5 9%	2 3%	3 7%	- -%	2 14%	1 2%	3 4%	2 6%	2 7%	1 2%
Mean score		.9	.9	.8	.7**	.9	.8	1.0*	.7	1.0*	.9	.9	.9	.9
Standard deviation		.46	.47	.48	.62	.37	.56	.14	.73	.28	.41	.46	.53	.33
Standard error		.04	.08	.10	.08	.05	.08	.02	.19	.04	.05	.08	.10	.05

Aerosols  
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Table 64  
Q.8 Which of the following statements apply to Aerosols  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Stops product getting on your fingers														
Yes	(1.0)	69 64%	31 82%	19 79%	27 48%	47 75%	22 49%	38 78%	9 64%	33 63%	52 70%	26 72%	22 81%	34 65%
Maybe	(0.0)	21 19%	4 11%	3 13%	15 27%	8 13%	13 29%	8 16%	- -	13 25%	12 16%	7 19%	3 11%	12 23%
No	(-1.0)	18 17%	3 8%	2 8%	14 25%	8 13%	10 22%	3 6%	5 36%	6 12%	10 14%	3 8%	2 7%	6 12%
Mean score		.5	.7**	.7	.2**	.6*	.3*	.7**	.3	.5	.6	.6	.7*	.5
Standard deviation		.77	.60	.62	.83	.71	.81	.58	.99	.70	.72	.64	.59	.70
Standard error		.07	.10	.13	.11	.09	.12	.08	.27	.10	.08	.11	.11	.10

Aerosols  
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Table 65  
Q.8 Which of the following statements apply to Aerosols  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Easy to specify -----														
Yes	(1.0)	60 56%	20 53%	14 58%	34 61%	33 52%	27 60%	27 55%	6 43%	23 44%	41 55%	17 47%	15 56%	29 56%
Maybe	(0.0)	38 35%	11 29%	9 38%	18 32%	21 33%	17 38%	16 33%	5 36%	23 44%	26 35%	14 39%	10 37%	19 37%
No	(-1.0)	10 9%	7 18%	1 4%	4 7%	9 14%	1 2%	6 12%	3 21%	6 12%	7 9%	5 14%	2 7%	4 8%
Mean score		.5	.3	.5	.5	.4	.6	.4	.2	.3*	.5	.3	.5	.5
Standard deviation		.66	.78	.59	.63	.73	.54	.71	.80	.68	.67	.72	.64	.64
Standard error		.06	.13	.12	.08	.09	.08	.10	.21	.09	.08	.12	.12	.09

Aerosols  
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Table 66  
Q.8 Which of the following statements apply to Aerosols  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Environmentally sound -----														
Yes	(1.0)	11 10%	7 18%	3 13%	3 5%	8 13%	3 7%	8 16%	- -%	5 10%	8 11%	2 6%	2 7%	4 8%
Maybe	(0.0)	29 27%	8 21%	5 21%	19 34%	18 29%	11 24%	12 24%	6 43%	13 25%	20 27%	12 33%	8 30%	16 31%
No	(-1.0)	68 63%	23 61%	16 67%	34 61%	37 59%	31 69%	29 59%	8 57%	34 65%	46 62%	22 61%	17 63%	32 62%
Mean score		-.5	-.4	-.5	-.6	-.5	-.6	-.4	-.6	-.6	-.5	-.6	-.6	-.5
Standard deviation		.68	.79	.72	.60	.71	.61	.76	.51	.67	.69	.61	.64	.64
Standard error		.07	.13	.15	.08	.09	.09	.11	.14	.09	.08	.10	.12	.09

## Aerosols

Table 67

Q.9A Which of these product areas has your organisation been involved in, in the past year, whether it involved aerosols or not?

Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
Air fresheners	38 35%	11 29%	15 63%	13 23%	24 38%	14 31%	21 43%	3 21%	38 73%	35 47%	26 72%	14 52%	28 54%
Asthma inhalers	8 7%	2 5%	5 21%	3 5%	2 3%	6 13%	- -%	2 14%	5 10%	7 9%	8 22%	4 15%	6 12%
Automotive products	29 27%	8 21%	11 46%	12 21%	16 25%	13 29%	13 27%	3 21%	22 42%	24 32%	19 53%	13 48%	29 56%
Bath & shower foams	45 42%	17 45%	18 75%	13 23%	32 51%	13 29%	25 51%	7 50%	34 65%	45 61%	22 61%	19 70%	29 56%
Anti perspirants	51 47%	19 50%	18 75%	16 29%	36 57%	15 33%	29 59%	7 50%	35 67%	51 69%	27 75%	22 81%	27 52%
Colognes & perfumes	39 36%	16 42%	16 67%	9 16%	25 40%	14 31%	20 41%	5 36%	26 50%	39 53%	19 53%	15 56%	22 42%
Deodorants & body sprays	54 50%	23 61%	19 79%	14 25%	39 62%	15 33%	33 67%	6 43%	38 73%	54 73%	28 78%	21 78%	30 58%
Foodstuff eg cream, mustard, ketchup	27 25%	6 16%	11 46%	13 23%	18 29%	9 20%	13 27%	5 36%	19 37%	27 36%	15 42%	27 100%	17 33%
Hairsprays	42 39%	19 50%	17 71%	9 16%	27 43%	15 33%	24 49%	3 21%	27 52%	42 57%	24 67%	18 67%	23 44%
Hair mousses	40 37%	17 45%	17 71%	9 16%	25 40%	15 33%	22 45%	3 21%	26 50%	40 54%	22 61%	17 63%	22 42%
Household products eg, oven cleaners	38 35%	13 34%	14 58%	11 20%	24 38%	14 31%	19 39%	5 36%	38 73%	34 46%	25 69%	17 63%	31 60%
Industrial products eg lubricants	29 27%	7 18%	10 42%	16 29%	11 17%	18 40%	10 20%	1 7%	20 38%	16 22%	14 39%	7 26%	29 56%
Insecticides	25 23%	9 24%	12 50%	4 7%	15 24%	10 22%	13 27%	2 14%	25 48%	24 32%	21 58%	11 41%	22 42%
Novelty products eg silly string	14 13%	2 5%	11 46%	2 4%	7 11%	7 16%	6 12%	1 7%	13 25%	14 19%	13 36%	11 41%	14 27%

## Aerosols

Table 67 (continuation)

Q.9A Which of these product areas has your organisation been involved in, in the past year, whether it involved aerosols or not?

Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
Paints & lacquers	21 19%	4 11%	11 46%	8 14%	9 14%	12 27%	8 16%	1 7%	19 37%	19 26%	15 42%	10 37%	21 40%
Pharmaceuticals eg burn sprays	27 25%	7 18%	11 46%	9 16%	17 27%	10 22%	14 29%	3 21%	20 38%	23 31%	27 75%	12 44%	19 37%
Shampoos	40 37%	13 34%	14 58%	16 29%	24 38%	16 36%	17 35%	7 50%	22 42%	40 54%	17 47%	16 59%	18 35%
Shaving products	40 37%	15 39%	17 71%	9 16%	27 43%	13 29%	20 41%	7 50%	30 58%	40 54%	21 58%	19 70%	25 48%
Shoe sprays	19 18%	7 18%	10 42%	2 4%	10 16%	9 20%	9 18%	1 7%	17 33%	19 26%	15 42%	8 30%	19 37%
Skin creams	38 35%	16 42%	13 54%	12 21%	25 40%	13 29%	19 39%	6 43%	21 40%	38 51%	16 44%	16 59%	22 42%
Sun tan lotions	26 24%	7 18%	14 58%	7 13%	12 19%	14 31%	10 20%	2 14%	17 33%	26 35%	17 47%	10 37%	17 33%
Veterinary and pet care such as flea sprays	18 17%	5 13%	11 46%	4 7%	9 14%	9 20%	6 12%	3 21%	16 31%	18 24%	18 50%	10 37%	15 29%
Waxes & polishes	26 24%	8 21%	12 50%	6 11%	17 27%	9 20%	15 31%	2 14%	26 50%	24 32%	19 53%	11 41%	23 44%
Dk/ns	16 15%	2 5%	2 8%	14 25%	5 8%	11 24%	3 6%	2 14%	- -%	- -%	- -%	- -%	- -%

Aerosols  
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Table 68  
Q.9B Rate the growth potential of aerosol in these areas in your own mind, in terms of the following  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Air fresheners														
10	(10.0)	11 10%	1 3%	2 8%	8 14%	6 10%	5 11%	4 8%	2 14%	5 10%	3 4%	2 6%	3 11%	5 10%
9	(9.0)	4 4%	2 5%	1 4%	1 2%	3 5%	1 2%	2 4%	1 7%	2 4%	3 4%	1 3%	- -%	2 4%
8	(8.0)	8 7%	- -%	2 8%	6 11%	6 10%	2 4%	3 6%	3 21%	7 13%	7 9%	2 6%	1 4%	4 8%
7	(7.0)	7 6%	3 8%	- -%	4 7%	6 10%	1 2%	5 10%	1 7%	5 10%	6 8%	3 8%	2 7%	3 6%
6	(6.0)	5 5%	4 11%	1 4%	2 4%	4 6%	1 2%	3 6%	1 7%	3 6%	3 4%	1 3%	1 4%	3 6%
5	(5.0)	18 17%	7 18%	4 17%	10 18%	11 17%	7 16%	8 16%	3 21%	6 12%	12 16%	6 17%	7 26%	8 15%
4	(4.0)	10 9%	2 5%	1 4%	7 13%	5 8%	5 11%	4 8%	1 7%	3 6%	5 7%	1 3%	- -%	3 6%
3	(3.0)	7 6%	4 11%	1 4%	2 4%	5 8%	2 4%	5 10%	- -%	5 10%	6 8%	4 11%	2 7%	4 8%
2	(2.0)	14 13%	6 16%	4 17%	4 7%	5 8%	9 20%	5 10%	- -%	7 13%	13 18%	6 17%	4 15%	7 13%
1	(1.0)	19 18%	9 24%	6 25%	8 14%	10 16%	9 20%	9 18%	1 7%	8 15%	14 19%	8 22%	6 22%	12 23%
Dk/ns		5 5%	- -%	2 8%	4 7%	2 3%	3 7%	1 2%	1 7%	1 2%	2 3%	2 6%	1 4%	1 2%
Mean score		4.7	3.9*	4.2	5.3*	5.1	4.2	4.7	6.6*	5.0	4.3*	4.1	4.3	4.5
Standard deviation		2.98	2.57	3.14	3.01	2.91	3.02	2.88	2.60	3.02	2.78	2.84	2.98	3.06
Standard error		.29	.42	.67	.42	.37	.47	.42	.72	.42	.33	.49	.58	.43

Aerosols  
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Table 69  
Q.9B Rate the growth potential of aerosol in these areas in your own mind, in terms of the following  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Asthma inhalers -----														
10	(10.0)	11 10%	3 8%	- -%	9 16%	6 10%	5 11%	4 8%	2 14%	4 8%	5 7%	2 6%	3 11%	5 10%
9	(9.0)	4 4%	2 5%	- -%	2 4%	3 5%	1 2%	2 4%	1 7%	1 2%	2 3%	1 3%	1 4%	1 2%
8	(8.0)	15 14%	3 8%	7 29%	7 13%	11 17%	4 9%	7 14%	4 29%	9 17%	13 18%	5 14%	5 19%	8 15%
7	(7.0)	12 11%	5 13%	1 4%	6 11%	10 16%	2 4%	7 14%	3 21%	6 12%	9 12%	4 11%	3 11%	6 12%
6	(6.0)	14 13%	4 11%	2 8%	10 18%	6 10%	8 18%	6 12%	- -%	6 12%	6 8%	1 3%	2 7%	4 8%
5	(5.0)	7 6%	2 5%	- -%	5 9%	4 6%	3 7%	4 8%	- -%	6 12%	6 8%	4 11%	1 4%	4 8%
4	(4.0)	4 4%	2 5%	- -%	2 4%	3 5%	1 2%	3 6%	- -%	2 4%	4 5%	2 6%	2 7%	2 4%
3	(3.0)	7 6%	4 11%	2 8%	1 2%	5 8%	2 4%	5 10%	- -%	4 8%	5 7%	3 8%	1 4%	5 10%
2	(2.0)	12 11%	6 16%	7 29%	1 2%	5 8%	7 16%	4 8%	1 7%	8 15%	11 15%	8 22%	5 19%	8 15%
1	(1.0)	14 13%	6 16%	3 13%	6 11%	6 10%	8 18%	6 12%	- -%	5 10%	10 14%	4 11%	2 7%	7 13%
Dk/ns		8 7%	1 3%	2 8%	7 13%	4 6%	4 9%	1 2%	3 21%	1 2%	3 4%	2 6%	2 7%	2 4%
Mean score		5.4	4.8	4.5	6.3**	5.8	4.9	5.4	7.6**	5.3	5.1	4.7	5.6	5.1
Standard deviation		2.98	3.00	2.94	2.81	2.84	3.13	2.83	2.16	2.80	2.92	2.89	3.06	3.02
Standard error		.30	.49	.63	.40	.37	.49	.41	.65	.39	.35	.50	.61	.43

Aerosols  
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Table 70  
Q.9B Rate the growth potential of aerosol in these areas in your own mind, in terms of the following  
Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Automotive products														
10	(10.0)	4 4%	3 8%	- -%	2 4%	2 3%	2 4%	2 4%	- -%	1 2%	1 1%	- -%	1 4%	- -%
9	(9.0)	4 4%	1 3%	- -%	3 5%	3 5%	1 2%	3 6%	- -%	3 6%	4 5%	3 8%	- -%	2 4%
8	(8.0)	27 25%	9 24%	6 25%	16 29%	16 25%	11 24%	13 27%	3 21%	12 23%	15 20%	6 17%	7 26%	12 23%
7	(7.0)	12 11%	3 8%	2 8%	9 16%	9 14%	3 7%	6 12%	3 21%	5 10%	8 11%	2 6%	4 15%	7 13%
6	(6.0)	8 7%	2 5%	2 8%	4 7%	5 8%	3 7%	4 8%	1 7%	4 8%	7 9%	3 8%	2 7%	2 4%
5	(5.0)	9 8%	5 13%	1 4%	3 5%	7 11%	2 4%	6 12%	1 7%	6 12%	7 9%	4 11%	2 7%	4 8%
4	(4.0)	2 2%	1 3%	1 4%	- -%	2 3%	- -%	1 2%	1 7%	2 4%	2 3%	1 3%	1 4%	1 2%
3	(3.0)	5 5%	2 5%	- -%	3 5%	4 6%	1 2%	2 4%	2 14%	2 4%	4 5%	1 3%	1 4%	3 6%
2	(2.0)	10 9%	6 16%	2 8%	2 4%	7 11%	3 7%	7 14%	- -%	3 6%	9 12%	4 11%	2 7%	4 8%
1	(1.0)	20 19%	6 16%	8 33%	8 14%	5 8%	15 33%	4 8%	1 7%	13 25%	15 20%	10 28%	6 22%	16 31%
Dk/ns		7 6%	- -%	2 8%	6 11%	3 5%	4 9%	1 2%	2 14%	1 2%	2 3%	2 6%	1 4%	1 2%
Mean score	5.3	5.2	4.3	6.0*	5.7	4.6	5.7	5.6	5.0	4.9*	4.5	5.1	4.5*	
Standard deviation	2.98	3.05	3.09	2.84	2.65	3.34	2.74	2.35	3.00	2.91	3.04	3.00	3.05	
Standard error	.30	.49	.66	.40	.34	.52	.40	.68	.42	.34	.52	.59	.43	

Aerosols  
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Table 71  
Q.9B Rate the growth potential of aerosol in these areas in your own mind, in terms of the following  
Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Bath & shower foams														
10	(10.0)	5 5%	1 3%	1 4%	3 5%	3 5%	2 4%	2 4%	1 7%	2 4%	1 1%	2 6%	1 4%	2 4%
9	(9.0)	3 3%	1 3%	1 4%	1 2%	3 5%	- -%	2 4%	1 7%	1 2%	2 3%	- -%	- -%	1 2%
8	(8.0)	14 13%	4 11%	4 17%	6 11%	11 17%	3 7%	9 18%	2 14%	8 15%	12 16%	5 14%	6 22%	7 13%
7	(7.0)	9 8%	4 11%	1 4%	4 7%	8 13%	1 2%	7 14%	1 7%	5 10%	7 9%	2 6%	4 15%	1 2%
6	(6.0)	6 6%	2 5%	2 8%	6 11%	2 3%	4 9%	1 2%	1 7%	1 2%	2 3%	1 3%	- -%	3 6%
5	(5.0)	23 21%	10 26%	2 8%	13 23%	13 21%	10 22%	11 22%	2 14%	10 19%	13 18%	6 17%	1 4%	9 17%
4	(4.0)	9 8%	4 11%	1 4%	4 7%	6 10%	3 7%	5 10%	1 7%	4 8%	7 9%	3 8%	2 7%	3 6%
3	(3.0)	7 6%	3 8%	1 4%	3 5%	5 8%	2 4%	3 6%	2 14%	5 10%	6 8%	3 8%	2 7%	5 10%
2	(2.0)	15 14%	4 11%	8 33%	5 9%	5 8%	10 22%	5 10%	- -%	10 19%	15 20%	9 25%	8 30%	11 21%
1	(1.0)	11 10%	5 13%	1 4%	6 11%	5 8%	6 13%	3 6%	2 14%	5 10%	7 9%	3 8%	2 7%	9 17%
Dk/ns		6 6%	- -%	2 8%	5 9%	2 3%	4 9%	1 2%	1 7%	1 2%	2 3%	2 6%	1 4%	1 2%
Mean score	4.9	4.7	4.7	5.0	5.4*	4.1*	5.5*	5.4	4.7	4.6	4.5	4.7	4.2**	
Standard deviation	2.61	2.46	2.88	2.55	2.57	2.50	2.49	2.93	2.64	2.55	2.69	2.88	2.71	
Standard error	.26	.40	.61	.36	.33	.39	.36	.81	.37	.30	.46	.56	.38	

Aerosols

Table 72  
Q.9B Rate the growth potential of aerosol in these areas in your own mind, in terms of the following  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Anti perspirants														
10	(10.0)	13 12%	3 8%	5 21%	7 13%	9 14%	4 9%	7 14%	2 14%	7 13%	7 9%	3 8%	4 15%	4 8%
9	(9.0)	7 6%	3 8%	- -%	4 7%	5 8%	2 4%	4 8%	1 7%	5 10%	4 5%	2 6%	- -%	5 10%
8	(8.0)	10 9%	2 5%	3 13%	7 13%	6 10%	4 9%	4 8%	2 14%	3 6%	9 12%	1 3%	3 11%	3 6%
7	(7.0)	8 7%	4 11%	- -%	4 7%	8 13%	- -%	5 10%	3 21%	2 4%	6 8%	3 8%	2 7%	3 6%
6	(6.0)	3 3%	- -%	- -%	3 5%	2 3%	1 2%	1 2%	1 7%	2 4%	3 4%	- -%	2 7%	2 4%
5	(5.0)	13 12%	5 13%	2 8%	7 13%	8 13%	5 11%	6 12%	2 14%	6 12%	8 11%	4 11%	3 11%	7 13%
4	(4.0)	9 8%	5 13%	1 4%	3 5%	6 10%	3 7%	6 12%	- -%	6 12%	5 7%	3 8%	- -%	4 8%
3	(3.0)	11 10%	2 5%	1 4%	8 14%	4 6%	7 16%	3 6%	1 7%	4 8%	6 8%	2 6%	1 4%	5 10%
2	(2.0)	13 12%	6 16%	5 21%	2 4%	8 13%	5 11%	8 16%	- -%	8 15%	12 16%	9 25%	6 22%	8 15%
1	(1.0)	15 14%	8 21%	5 21%	6 11%	5 8%	10 22%	4 8%	1 7%	8 15%	12 16%	7 19%	5 19%	10 19%
Dk/ns		6 6%	- -%	2 8%	5 9%	2 3%	4 9%	1 2%	1 7%	1 2%	2 3%	2 6%	1 4%	1 2%
Mean score		5.1	4.5	4.8	5.7	5.7*	4.2*	5.5	6.6	5.0	4.9	4.1*	4.8	4.6
Standard deviation		3.10	3.05	3.66	2.99	2.99	3.09	3.06	2.63	3.21	3.08	3.04	3.31	3.06
Standard error		.31	.49	.78	.42	.38	.48	.44	.73	.45	.36	.52	.65	.43

Aerosols

Table 73  
Q.9B Rate the growth potential of aerosol in these areas in your own mind, in terms of the following  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Colognes & perfumes														
10	(10.0) 9%	10 9%	2 5%	3 13%	7 13%	6 10%	4 9%	5 10%	1 7%	5 10%	5 7%	3 8%	4 15%	5 10%
9	(9.0) 8%	9 8%	1 3%	2 8%	6 11%	6 10%	3 7%	3 6%	3 21%	3 6%	4 5%	1 3%	- -%	3 6%
8	(8.0) 10%	11 10%	5 13%	1 4%	7 13%	9 14%	2 4%	7 14%	2 14%	7 13%	10 14%	4 11%	3 11%	6 12%
7	(7.0) 6%	7 6%	- -%	1 4%	6 11%	4 6%	3 7%	2 4%	2 14%	2 4%	5 7%	2 6%	3 11%	3 6%
6	(6.0) 15%	16 15%	7 18%	2 8%	7 13%	10 16%	6 13%	8 16%	2 14%	6 12%	9 12%	3 8%	2 7%	5 10%
5	(5.0) 12%	13 12%	4 11%	1 4%	9 16%	6 10%	7 16%	5 10%	1 7%	6 12%	8 11%	4 11%	4 15%	5 10%
4	(4.0) 4%	4 4%	2 5%	- -%	2 4%	3 5%	1 2%	2 4%	1 7%	4 8%	2 3%	2 6%	- -%	3 6%
3	(3.0) 6%	7 6%	4 11%	2 8%	1 2%	4 6%	3 7%	4 8%	- -%	4 8%	7 9%	2 6%	1 4%	3 6%
2	(2.0) 11%	12 11%	6 16%	6 25%	- -%	7 11%	5 11%	7 14%	- -%	7 13%	12 16%	7 19%	4 15%	8 15%
1	(1.0) 12%	13 12%	7 18%	4 17%	6 11%	6 10%	7 16%	5 10%	1 7%	7 13%	10 14%	6 17%	5 19%	10 19%
Dk/ns	6 6%	- -%	2 8%	5 9%	2 3%	4 9%	1 2%	1 7%	1 2%	2 3%	2 6%	1 4%	1 2%	
Mean score	5.4	4.5*	4.6	6.4**	5.7	5.0	5.4	6.8	5.1	5.0*	4.6*	5.1	4.9	
Standard deviation	2.93	2.81	3.42	2.71	2.89	2.97	2.94	2.48	2.98	2.92	3.03	3.23	3.13	
Standard error	.29	.46	.73	.38	.37	.46	.42	.69	.42	.34	.52	.63	.44	

Aerosols  
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Table 74  
Q.9B Rate the growth potential of aerosol in these areas in your own mind, in terms of the following  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Deodorants & body sprays														
10	(10.0) 11 10%	4 11%	4 17%	5 9%	8 13%	3 7%	7 14%	1 7%	6 12%	7 9%	2 6%	5 19%	4 8%	
9	(9.0) 8 7%	2 5%	- -%	6 11%	5 8%	3 7%	4 8%	1 7%	2 4%	4 5%	- -%	- -%	3 6%	
8	(8.0) 17 16%	3 8%	5 21%	11 20%	12 19%	5 11%	7 14%	5 36%	9 17%	13 18%	5 14%	5 19%	9 17%	
7	(7.0) 5 5%	2 5%	- -%	3 5%	4 6%	1 2%	2 4%	2 14%	1 2%	4 5%	2 6%	2 7%	3 6%	
6	(6.0) 10 9%	5 13%	1 4%	4 7%	8 13%	2 4%	7 14%	1 7%	6 12%	7 9%	5 14%	2 7%	5 10%	
5	(5.0) 9 8%	5 13%	- -%	5 9%	5 8%	4 9%	4 8%	1 7%	5 10%	6 8%	1 3%	- -%	3 6%	
4	(4.0) 3 3%	2 5%	1 4%	- -%	3 5%	- -%	3 6%	- -%	2 4%	3 4%	2 6%	- -%	2 4%	
3	(3.0) 10 9%	2 5%	1 4%	7 13%	2 3%	8 18%	2 4%	- -%	4 8%	5 7%	3 8%	3 11%	4 8%	
2	(2.0) 19 18%	7 18%	7 29%	5 9%	10 16%	9 20%	9 18%	1 7%	12 23%	16 22%	10 28%	6 22%	11 21%	
1	(1.0) 10 9%	6 16%	3 13%	5 9%	4 6%	6 13%	3 6%	1 7%	4 8%	7 9%	4 11%	3 11%	7 13%	
Dk/ns	6 6%	- -%	2 8%	5 9%	2 3%	4 9%	1 2%	1 7%	1 2%	2 3%	2 6%	1 4%	1 2%	
Mean score	5.4	4.9	5.0	5.8	6.0*	4.5*	5.8	6.7	5.2	5.2	4.4*	5.4	5.0	
Standard deviation	3.06	3.03	3.53	3.01	2.94	3.05	3.02	2.63	3.04	3.04	2.83	3.41	3.08	
Standard error	.30	.49	.75	.42	.38	.48	.44	.73	.43	.36	.49	.67	.43	

Aerosols  
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Table 75  
Q.9B Rate the growth potential of aerosol in these areas in your own mind, in terms of the following  
Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Foodstuff eg cream, mustard, ketchup														
10	(10.0) 2%	2 3%	1 3%	- -%	1 2%	2 3%	- -%	2 4%	- -%	2 4%	2 3%	- -%	2 7%	1 2%
9	(9.0) 6%	6 11%	4 11%	1 4%	3 5%	5 8%	1 2%	5 10%	- -%	3 6%	5 7%	1 3%	3 11%	2 4%
8	(8.0) 6%	7 11%	4 11%	1 4%	2 4%	6 10%	1 2%	5 10%	1 7%	3 6%	5 7%	4 11%	2 7%	4 8%
7	(7.0) 12%	13 12%	3 8%	6 25%	8 14%	8 13%	5 11%	6 12%	2 14%	4 8%	7 9%	4 11%	6 22%	6 12%
6	(6.0) 12%	13 12%	2 5%	- -%	11 20%	9 14%	4 9%	6 12%	3 21%	6 12%	8 11%	2 6%	3 11%	4 8%
5	(5.0) 13%	14 13%	8 21%	2 8%	6 11%	10 16%	4 9%	9 18%	1 7%	6 12%	9 12%	3 8%	- -%	4 8%
4	(4.0) 13%	14 13%	6 16%	2 8%	6 11%	5 8%	9 20%	4 8%	1 7%	9 17%	10 14%	7 19%	3 11%	9 17%
3	(3.0) 7%	8 7%	2 5%	4 17%	2 4%	4 6%	4 9%	4 8%	- -%	6 12%	7 9%	5 14%	3 11%	6 12%
2	(2.0) 11%	12 11%	4 11%	2 8%	6 11%	5 8%	7 16%	3 6%	2 14%	7 13%	10 14%	5 14%	1 4%	7 13%
1	(1.0) 11%	12 11%	4 11%	4 17%	5 9%	7 11%	5 11%	4 8%	3 21%	4 8%	8 11%	2 6%	3 11%	7 13%
Dk/ns	7 6%	- -%	2 8%	6 11%	2 3%	5 11%	1 2%	1 7%	2 4%	3 4%	3 8%	1 4%	2 4%	
Mean score	4.8	5.1	4.4	5.0	5.3*	4.1*	5.5**	4.3	4.7	4.7	4.6	5.7*	4.4	
Standard deviation	2.48	2.61	2.59	2.40	2.58	2.16	2.53	2.59	2.49	2.57	2.29	2.84	2.52	
Standard error	.25	.42	.55	.34	.33	.34	.37	.72	.35	.30	.40	.56	.36	

Aerosols  
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Table 76  
Q.9B Rate the growth potential of aerosol in these areas in your own mind, in terms of the following  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Hairsprays -----														
10	(10.0)	14 13%	2 5%	3 13%	11 20%	7 11%	7 16%	5 10%	2 14%	5 10%	4 5%	2 6%	2 7%	5 10%
9	(9.0)	5 5%	2 5%	- -%	3 5%	4 6%	1 2%	4 8%	- -%	1 2%	3 4%	- -%	- -%	2 4%
8	(8.0)	13 12%	5 13%	4 17%	6 11%	9 14%	4 9%	6 12%	3 21%	6 12%	10 14%	5 14%	2 7%	7 13%
7	(7.0)	4 4%	2 5%	1 4%	1 2%	4 6%	- -%	3 6%	1 7%	1 2%	4 5%	1 3%	2 7%	1 2%
6	(6.0)	14 13%	7 18%	- -%	7 13%	8 13%	6 13%	7 14%	1 7%	8 15%	9 12%	3 8%	2 7%	5 10%
5	(5.0)	14 13%	2 5%	3 13%	10 18%	8 13%	6 13%	6 12%	2 14%	9 17%	9 12%	4 11%	4 15%	8 15%
4	(4.0)	5 5%	2 5%	- -%	3 5%	5 8%	- -%	3 6%	2 14%	4 8%	5 7%	4 11%	3 11%	2 4%
3	(3.0)	2 2%	- -%	- -%	2 4%	1 2%	1 2%	- -%	1 7%	1 2%	2 3%	- -%	1 4%	1 2%
2	(2.0)	6 6%	5 13%	- -%	1 2%	5 8%	1 2%	5 10%	- -%	2 4%	5 7%	3 8%	1 4%	2 4%
1	(1.0)	26 24%	11 29%	11 46%	8 14%	10 16%	16 36%	9 18%	1 7%	14 27%	21 28%	12 33%	9 33%	18 35%
Dk/ns		5 5%	- -%	2 8%	4 7%	2 3%	3 7%	1 2%	1 7%	1 2%	2 3%	2 6%	1 4%	1 2%
Mean score		5.2	4.6	4.3	6.0**	5.5	4.7	5.4	6.1	4.8	4.6**	4.1*	4.2	4.6
Standard deviation		3.22	3.11	3.66	3.08	3.00	3.49	3.08	2.72	3.02	3.01	3.00	2.96	3.26
Standard error		.32	.50	.78	.43	.38	.54	.45	.75	.42	.36	.51	.58	.46

Aerosols  
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Table 77  
Q.9B Rate the growth potential of aerosol in these areas in your own mind, in terms of the following  
Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Hair mousses														
10	(10.0)	8 7%	1 3%	3 13%	4 7%	4 6%	4 9%	4 8%	- -%	6 12%	5 7%	3 8%	3 11%	4 8%
9	(9.0)	5 5%	2 5%	- -%	3 5%	5 8%	- -%	4 8%	1 7%	1 2%	3 4%	- -%	- -%	1 2%
8	(8.0)	8 7%	2 5%	2 8%	4 7%	6 10%	2 4%	3 6%	3 21%	4 8%	5 7%	4 11%	1 4%	3 6%
7	(7.0)	14 13%	4 11%	4 17%	10 18%	9 14%	5 11%	6 12%	3 21%	3 6%	7 9%	2 6%	3 11%	6 12%
6	(6.0)	9 8%	5 13%	- -%	4 7%	6 10%	3 7%	6 12%	- -%	6 12%	7 9%	4 11%	1 4%	4 8%
5	(5.0)	8 7%	4 11%	1 4%	4 7%	6 10%	2 4%	5 10%	1 7%	5 10%	7 9%	1 3%	3 11%	5 10%
4	(4.0)	10 9%	3 8%	- -%	7 13%	5 8%	5 11%	4 8%	1 7%	6 12%	5 7%	3 8%	3 11%	3 6%
3	(3.0)	9 8%	1 3%	1 4%	7 13%	5 8%	4 9%	2 4%	3 21%	4 8%	7 9%	2 6%	2 7%	5 10%
2	(2.0)	6 6%	5 13%	- -%	1 2%	5 8%	1 2%	5 10%	- -%	2 4%	5 7%	3 8%	1 4%	2 4%
1	(1.0)	26 24%	11 29%	11 46%	8 14%	10 16%	16 36%	9 18%	1 7%	14 27%	21 28%	12 33%	9 33%	18 35%
Dk/ns		5 5%	- -%	2 8%	4 7%	2 3%	3 7%	1 2%	1 7%	1 2%	2 3%	2 6%	1 4%	1 2%
Mean score		4.7	4.2	4.2	5.2	5.2	4.0	5.1	5.6	4.6	4.4	4.1	4.2	4.2
Standard deviation		3.01	2.83	3.62	2.79	2.90	3.07	3.00	2.57	3.09	3.00	3.15	3.12	3.05
Standard error		.30	.46	.77	.39	.37	.47	.43	.71	.43	.35	.54	.61	.43

Aerosols  
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Table 78  
Q.9B Rate the growth potential of aerosol in these areas in your own mind, in terms of the following  
Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Household products eg, oven cleaners														
10	(10.0)	1 1%	- -%	1 4%	- -%	1 2%	- -%	1 2%	- -%	1 2%	1 1%	- -%	- -%	- -%
9	(9.0)	6 6%	2 5%	- -%	4 7%	4 6%	2 4%	4 8%	- -%	4 8%	6 8%	1 3%	1 4%	2 4%
8	(8.0)	16 15%	5 13%	6 25%	9 16%	10 16%	6 13%	6 12%	4 29%	8 15%	10 14%	8 22%	4 15%	7 13%
7	(7.0)	16 15%	7 18%	2 8%	7 13%	12 19%	4 9%	10 20%	2 14%	8 15%	9 12%	3 8%	3 11%	6 12%
6	(6.0)	20 19%	4 11%	1 4%	15 27%	13 21%	7 16%	9 18%	4 29%	10 19%	13 18%	3 8%	5 19%	8 15%
5	(5.0)	10 9%	5 13%	2 8%	6 11%	5 8%	5 11%	4 8%	1 7%	2 4%	5 7%	4 11%	3 11%	5 10%
4	(4.0)	3 3%	2 5%	- -%	2 4%	3 5%	- -%	2 4%	1 7%	2 4%	2 3%	- -%	1 4%	1 2%
3	(3.0)	2 2%	- -%	- -%	2 4%	- -%	2 4%	- -%	- -%	- -%	1 1%	- -%	- -%	2 4%
2	(2.0)	8 7%	5 13%	1 4%	2 4%	6 10%	2 4%	6 12%	- -%	3 6%	7 9%	4 11%	2 7%	3 6%
1	(1.0)	21 19%	8 21%	9 38%	5 9%	7 11%	14 31%	6 12%	1 7%	13 25%	18 24%	11 31%	7 26%	17 33%
Dk/ns		5 5%	- -%	2 8%	4 7%	2 3%	3 7%	1 2%	1 7%	1 2%	2 3%	2 6%	1 4%	1 2%
Mean score	5.1	4.8	4.5	5.8*	5.6*	4.4*	5.5	6.2	5.2	4.9	4.4	4.7	4.4**	
Standard deviation	2.74	2.76	3.35	2.28	2.53	2.90	2.66	1.99	2.96	2.95	3.04	2.81	2.88	
Standard error	.27	.45	.71	.32	.32	.45	.38	.55	.41	.35	.52	.55	.40	

Aerosols  
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Table 79  
Q.9B Rate the growth potential of aerosol in these areas in your own mind, in terms of the following  
Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Industrial products eg lubricants														
10	(10.0) 3%	3 3%	2 5%	1 4%	2 4%	2 3%	1 2%	2 4%	- -%	1 2%	1 1%	- -%	- -%	3 6%
9	(9.0) 6%	6 6%	2 5%	- -%	4 7%	3 5%	3 7%	3 6%	- -%	5 10%	5 7%	1 3%	1 4%	3 6%
8	(8.0) 11%	12 11%	3 8%	4 17%	7 13%	9 14%	3 7%	6 12%	3 21%	8 15%	8 11%	4 11%	3 11%	8 15%
7	(7.0) 26%	28 26%	10 26%	5 21%	15 27%	19 30%	9 20%	15 31%	4 29%	14 27%	18 24%	7 19%	7 26%	9 17%
6	(6.0) 6%	6 6%	3 8%	- -%	3 5%	5 8%	1 2%	3 6%	2 14%	2 4%	4 5%	2 6%	1 4%	2 4%
5	(5.0) 9%	10 9%	3 8%	1 4%	7 13%	5 8%	5 11%	3 6%	2 14%	- -%	4 5%	3 8%	2 7%	2 4%
4	(4.0) 4%	4 4%	2 5%	- -%	2 4%	3 5%	1 2%	3 6%	- -%	2 4%	4 5%	1 3%	2 7%	2 4%
3	(3.0) 5%	5 5%	2 5%	1 4%	2 4%	3 5%	2 4%	3 6%	- -%	2 4%	4 5%	1 3%	1 4%	3 6%
2	(2.0) 6%	7 6%	- -%	2 8%	5 9%	1 2%	6 13%	- -%	1 7%	4 8%	5 7%	3 8%	- -%	5 10%
1	(1.0) 19%	21 19%	11 29%	7 29%	5 9%	10 16%	11 24%	9 18%	1 7%	12 23%	18 24%	11 31%	8 30%	13 25%
Dk/ns	6 6%	- -%	3 13%	4 7%	3 5%	3 7%	2 4%	1 7%	2 4%	3 4%	3 8%	2 7%	2 4%	
Mean score	5.2	5.0	4.6	5.8*	5.7*	4.5*	5.6	5.9	5.3	4.9	4.3*	4.7	4.9	
Standard deviation	2.84	3.02	3.25	2.60	2.66	2.98	2.79	2.22	3.10	2.94	2.92	2.91	3.19	
Standard error	.28	.49	.71	.36	.34	.46	.41	.61	.44	.35	.51	.58	.45	

Aerosols  
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Table 80  
Q.9B Rate the growth potential of aerosol in these areas in your own mind, in terms of the following  
Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Insecticides -----														
10	(10.0)	7 6%	1 3%	2 8%	4 7%	3 5%	4 9%	3 6%	- -%	4 8%	4 5%	1 3%	2 7%	2 4%
9	(9.0)	6 6%	1 3%	3 13%	2 4%	5 8%	1 2%	3 6%	2 14%	4 8%	5 7%	3 8%	1 4%	2 4%
8	(8.0)	9 8%	2 5%	2 8%	7 13%	5 8%	4 9%	4 8%	1 7%	5 10%	6 8%	3 8%	2 7%	5 10%
7	(7.0)	11 10%	4 11%	2 8%	5 9%	9 14%	2 4%	6 12%	3 21%	4 8%	7 9%	3 8%	1 4%	6 12%
6	(6.0)	9 8%	4 11%	- -%	5 9%	8 13%	1 2%	5 10%	3 21%	6 12%	8 11%	4 11%	3 11%	6 12%
5	(5.0)	4 4%	3 8%	1 4%	2 4%	3 5%	1 2%	3 6%	- -%	1 2%	3 4%	- -%	2 7%	3 6%
4	(4.0)	8 7%	4 11%	1 4%	5 9%	5 8%	3 7%	5 10%	- -%	4 8%	6 8%	2 6%	2 7%	2 4%
3	(3.0)	9 8%	3 8%	1 4%	6 11%	5 8%	4 9%	4 8%	1 7%	3 6%	5 7%	2 6%	3 11%	3 6%
2	(2.0)	12 11%	7 18%	1 4%	4 7%	8 13%	4 9%	8 16%	- -%	6 12%	9 12%	6 17%	3 11%	6 12%
1	(1.0)	27 25%	9 24%	9 38%	11 20%	9 14%	18 40%	7 14%	2 14%	14 27%	19 26%	10 28%	7 26%	16 31%
Dk/ns		6 6%	- -%	2 8%	5 9%	3 5%	3 7%	1 2%	2 14%	1 2%	2 3%	2 6%	1 4%	1 2%
Mean score		4.5	3.9	4.5	4.8	5.0*	3.7*	4.8	5.8	4.6	4.5	4.2	4.2	4.2
Standard deviation		3.09	2.65	3.63	3.03	2.87	3.26	2.89	2.76	3.22	3.05	3.10	3.02	3.00
Standard error		.31	.43	.77	.42	.37	.50	.42	.80	.45	.36	.53	.59	.42

Aerosols

Table 81  
Q.9B Rate the growth potential of aerosol in these areas in your own mind, in terms of the following  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Novelty products eg silly string														
10	(10.0)	2 2%	- -%	1 4%	1 2%	1 2%	1 2%	- -%	1 2%	1 1%	1 3%	1 4%	1 2%	
9	(9.0)	1 1%	- -%	- -%	1 2%	- -%	1 2%	- -%	- -%	1 1%	- -%	- -%	- -%	
8	(8.0)	9 8%	2 5%	2 8%	5 9%	8 13%	1 2%	4 8%	4 29%	5 10%	5 7%	2 6%	2 7%	5 10%
7	(7.0)	7 6%	4 11%	1 4%	4 7%	5 8%	2 4%	5 10%	- -%	2 4%	3 4%	- -%	- -%	3 6%
6	(6.0)	8 7%	1 3%	1 4%	6 11%	5 8%	3 7%	4 8%	1 7%	2 4%	5 7%	3 8%	2 7%	4 8%
5	(5.0)	18 17%	8 21%	6 25%	9 16%	13 21%	5 11%	9 18%	4 29%	10 19%	14 19%	7 19%	6 22%	8 15%
4	(4.0)	10 9%	5 13%	1 4%	4 7%	6 10%	4 9%	6 12%	- -%	9 17%	9 12%	4 11%	2 7%	6 12%
3	(3.0)	10 9%	3 8%	1 4%	6 11%	6 10%	4 9%	4 8%	2 14%	3 6%	9 12%	2 6%	5 19%	2 4%
2	(2.0)	21 19%	7 18%	5 21%	9 16%	8 13%	13 29%	7 14%	1 7%	10 19%	14 19%	7 19%	3 11%	10 19%
1	(1.0)	16 15%	8 21%	4 17%	6 11%	9 14%	7 16%	8 16%	1 7%	8 15%	10 14%	7 19%	5 19%	11 21%
Dk/ns		6 6%	- -%	2 8%	5 9%	2 3%	4 9%	1 2%	1 7%	2 4%	3 4%	3 8%	1 4%	2 4%
Mean score	4.1	3.7	4.1	4.4	4.4	3.5	4.3	5.2	4.0	4.0	3.7	3.9	3.9	
Standard deviation	2.42	2.20	2.62	2.44	2.41	2.36	2.40	2.41	2.33	2.26	2.35	2.40	2.51	
Standard error	.24	.36	.56	.34	.31	.37	.35	.67	.33	.27	.41	.47	.35	

Aerosols  
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Table 82  
Q.9B Rate the growth potential of aerosol in these areas in your own mind, in terms of the following  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Paints & lacquers														
10	(10.0)	5 5%	1 3%	1 4%	3 5%	3 5%	2 4%	2 4%	1 7%	2 4%	2 3%	1 3%	- -%	1 2%
9	(9.0)	2 2%	1 3%	- -%	1 2%	2 3%	- -%	2 4%	- -%	1 2%	2 3%	- -%	- -%	1 2%
8	(8.0)	10 9%	2 5%	2 8%	8 14%	6 10%	4 9%	4 8%	2 14%	5 10%	5 7%	3 8%	2 7%	5 10%
7	(7.0)	12 11%	6 16%	3 13%	5 9%	9 14%	3 7%	6 12%	3 21%	5 10%	9 12%	2 6%	2 7%	8 15%
6	(6.0)	19 18%	6 16%	3 13%	10 18%	13 21%	6 13%	12 24%	1 7%	11 21%	12 16%	5 14%	7 26%	7 13%
5	(5.0)	17 16%	7 18%	3 13%	10 18%	10 16%	7 16%	7 14%	3 21%	8 15%	12 16%	6 17%	4 15%	6 12%
4	(4.0)	5 5%	2 5%	- -%	3 5%	3 5%	2 4%	2 4%	1 7%	1 2%	3 4%	1 3%	- -%	2 4%
3	(3.0)	5 5%	- -%	- -%	5 9%	2 3%	3 7%	1 2%	1 7%	2 4%	3 4%	2 6%	3 11%	2 4%
2	(2.0)	8 7%	4 11%	3 13%	1 2%	4 6%	4 9%	4 8%	- -%	5 10%	8 11%	5 14%	3 11%	5 10%
1	(1.0)	20 19%	9 24%	7 29%	6 11%	9 14%	11 24%	8 16%	1 7%	11 21%	16 22%	9 25%	5 19%	14 27%
Dk/ns		5 5%	- -%	2 8%	4 7%	2 3%	3 7%	1 2%	1 7%	1 2%	2 3%	2 6%	1 4%	1 2%
Mean score	4.9	4.6	4.2	5.4*	5.3	4.3	5.1	5.8	4.7	4.5*	4.0*	4.3	4.4	
Standard deviation	2.67	2.67	2.96	2.47	2.57	2.74	2.62	2.38	2.71	2.66	2.65	2.36	2.78	
Standard error	.26	.43	.63	.34	.33	.42	.38	.66	.38	.31	.45	.46	.39	

Aerosols  
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Table 83  
Q.9B Rate the growth potential of aerosol in these areas in your own mind, in terms of the following  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Pharmaceuticals eg burn sprays														
10	(10.0) 6%	7 3%	1 4%	1 9%	5 8%	3 9%	4 8%	2 7%	1 6%	3 3%	2 6%	2 4%	1 4%	2 4%
9	(9.0) 5%	5 5%	2 8%	2 5%	3 8%	5 8%	- -	4 8%	1 7%	1 2%	4 5%	1 3%	1 4%	3 6%
8	(8.0) 19%	20 21%	8 21%	2 8%	11 20%	16 25%	4 9%	10 20%	6 43%	10 19%	14 19%	7 19%	6 22%	9 17%
7	(7.0) 19%	21 19%	5 13%	3 13%	13 23%	11 17%	10 22%	9 18%	2 14%	10 19%	12 16%	3 8%	3 11%	7 13%
6	(6.0) 11%	12 11%	5 13%	3 13%	8 14%	6 10%	6 13%	5 10%	1 7%	7 13%	10 14%	5 14%	2 7%	6 12%
5	(5.0) 6%	6 6%	1 3%	1 4%	5 9%	4 6%	2 4%	2 4%	2 14%	3 6%	5 7%	2 6%	5 19%	3 6%
4	(4.0) 12%	13 12%	10 26%	3 13%	- -	8 13%	5 11%	8 16%	- -	7 13%	12 16%	6 17%	1 4%	8 15%
3	(3.0) 8%	9 8%	3 8%	3 13%	3 5%	4 6%	5 11%	4 8%	- -	4 8%	6 8%	3 8%	3 11%	6 12%
2	(2.0) 3%	3 3%	1 3%	2 8%	- -	2 3%	1 2%	2 4%	- -	2 4%	3 4%	2 6%	1 4%	2 4%
1	(1.0) 6%	7 6%	2 5%	2 8%	4 7%	2 3%	5 11%	2 4%	- -	4 8%	4 5%	3 8%	3 11%	5 10%
Dk/ns	5 5%	- -	2 8%	4 7%	2 3%	3 7%	1 2%	1 7%	1 2%	2 3%	2 6%	1 4%	1 2%	
Mean score	6.0	5.7	5.2	6.6*	6.3	5.5	6.0	7.5*	5.8	5.7	5.5	5.5	5.5*	
Standard deviation	2.47	2.33	2.71	2.34	2.29	2.64	2.39	1.45	2.46	2.33	2.60	2.63	2.58	
Standard error	.24	.38	.58	.32	.29	.41	.35	.40	.34	.27	.45	.52	.36	

Aerosols

Table 84  
Q.9B Rate the growth potential of aerosol in these areas in your own mind, in terms of the following  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Shampoos														
10	(10.0)	5 5%	- -%	- -%	5 9%	2 3%	3 7%	1 2%	1 7%	3 6%	3 4%	1 3%	1 4%	2 4%
9	(9.0)	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
8	(8.0)	3 3%	1 3%	1 4%	1 2%	3 5%	- -%	3 6%	- -%	1 2%	2 3%	2 6%	2 7%	2 4%
7	(7.0)	7 6%	3 8%	2 8%	4 7%	4 6%	3 7%	3 6%	1 7%	1 2%	5 7%	2 6%	3 11%	3 6%
6	(6.0)	8 7%	1 3%	2 8%	5 9%	7 11%	1 2%	3 6%	4 29%	2 4%	6 8%	2 6%	3 11%	2 4%
5	(5.0)	8 7%	5 13%	- -%	5 9%	5 8%	3 7%	4 8%	1 7%	6 12%	5 7%	3 8%	2 7%	4 8%
4	(4.0)	12 11%	7 18%	3 13%	6 11%	8 13%	4 9%	7 14%	1 7%	5 10%	8 11%	1 3%	1 4%	6 12%
3	(3.0)	7 6%	2 5%	1 4%	4 7%	4 6%	3 7%	4 8%	- -%	5 10%	5 7%	3 8%	1 4%	3 6%
2	(2.0)	13 12%	4 11%	- -%	9 16%	6 10%	7 16%	4 8%	2 14%	5 10%	7 9%	4 11%	2 7%	5 10%
1	(1.0)	38 35%	15 39%	12 50%	12 21%	20 32%	18 40%	18 37%	2 14%	22 42%	30 41%	15 42%	10 37%	23 44%
Dk/ns		7 6%	- -%	3 13%	5 9%	4 6%	3 7%	2 4%	2 14%	2 4%	3 4%	3 8%	2 7%	2 4%
Mean score		3.4	3.1	2.9	4.1*	3.6	3.1	3.4	4.7	3.1	3.3	3.1	3.8	3.1
Standard deviation		2.64	2.16	2.51	2.85	2.59	2.70	2.52	2.74	2.59	2.62	2.65	2.94	2.60
Standard error		.26	.35	.55	.40	.34	.42	.37	.79	.37	.31	.46	.59	.37

Aerosols

Table 85  
Q.9B Rate the growth potential of aerosol in these areas in your own mind, in terms of the following  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Shaving products														
10	(10.0)	4 4%	- -%	- -%	4 7%	1 2%	3 7%	- -%	1 7%	1 2%	- -%	1 3%	- -%	2 4%
9	(9.0)	5 5%	3 8%	- -%	2 4%	4 6%	1 2%	4 8%	- -%	2 4%	3 4%	- -%	1 4%	1 2%
8	(8.0)	15 14%	2 5%	6 25%	7 13%	11 17%	4 9%	8 16%	3 21%	8 15%	14 19%	5 14%	6 22%	6 12%
7	(7.0)	11 10%	5 13%	1 4%	7 13%	9 14%	2 4%	6 12%	3 21%	6 12%	7 9%	4 11%	1 4%	7 13%
6	(6.0)	10 9%	4 11%	2 8%	6 11%	5 8%	5 11%	4 8%	1 7%	3 6%	7 9%	3 8%	3 11%	2 4%
5	(5.0)	9 8%	4 11%	2 8%	6 11%	5 8%	4 9%	5 10%	- -%	4 8%	6 8%	2 6%	3 11%	5 10%
4	(4.0)	7 6%	3 8%	- -%	4 7%	3 5%	4 9%	3 6%	- -%	5 10%	3 4%	1 3%	1 4%	3 6%
3	(3.0)	12 11%	4 11%	2 8%	6 11%	10 16%	2 4%	7 14%	3 21%	5 10%	10 14%	3 8%	2 7%	5 10%
2	(2.0)	6 6%	3 8%	1 4%	2 4%	3 5%	3 7%	3 6%	- -%	4 8%	4 5%	5 14%	2 7%	3 6%
1	(1.0)	24 22%	10 26%	8 33%	8 14%	10 16%	14 31%	8 16%	2 14%	13 25%	18 24%	10 28%	7 26%	17 33%
Dk/ns		5 5%	- -%	2 8%	4 7%	2 3%	3 7%	1 2%	1 7%	1 2%	2 3%	2 6%	1 4%	1 2%
Mean score	4.7	4.3	4.2	5.3*	5.1	4.2	5.0	5.5	4.5	4.6	4.1	4.5	4.2	
Standard deviation	2.89	2.73	3.02	2.80	2.76	3.03	2.73	2.96	2.87	2.81	2.91	2.90	2.96	
Standard error	.29	.44	.64	.39	.35	.47	.39	.82	.40	.33	.50	.57	.41	

Aerosols  
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Table 86  
Q.9B Rate the growth potential of aerosol in these areas in your own mind, in terms of the following  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Shoe sprays -----														
10	(10.0) 2%	- -%	- -%	2 4%	1 2%	1 2%	- -%	1 7%	- -%	- -%	1 3%	- -%	1 2%	
9	(9.0) 5%	2 5%	1 4%	2 4%	5 8%	- -%	5 10%	- -%	2 4%	4 5%	1 3%	2 7%	2 4%	
8	(8.0) 9%	2 5%	2 8%	8 14%	6 10%	4 9%	3 6%	3 21%	4 8%	5 7%	3 8%	2 7%	4 8%	
7	(7.0) 15%	5 13%	4 17%	7 13%	11 17%	5 11%	9 18%	2 14%	8 15%	11 15%	7 19%	3 11%	5 10%	
6	(6.0) 15%	7 18%	3 13%	8 14%	11 17%	5 11%	8 16%	3 21%	6 12%	12 16%	4 11%	3 11%	4 8%	
5	(5.0) 17%	4 11%	1 4%	14 25%	10 16%	8 18%	7 14%	3 21%	12 23%	9 12%	3 8%	6 22%	11 21%	
4	(4.0) 4%	4 11%	1 4%	1 2%	3 5%	1 2%	3 6%	- -%	2 4%	4 5%	1 3%	1 4%	3 6%	
3	(3.0) 2%	- -%	- -%	2 4%	- -%	2 4%	- -%	- -%	- -%	2 3%	- -%	1 4%	- -%	
2	(2.0) 10%	6 16%	4 17%	1 2%	4 6%	7 16%	4 8%	- -%	6 12%	11 15%	7 19%	2 7%	7 13%	
1	(1.0) 16%	8 21%	4 17%	7 13%	8 13%	9 20%	7 14%	1 7%	9 17%	12 16%	5 14%	4 15%	12 23%	
Dk/ns	7 6%	- -%	4 17%	4 7%	4 6%	3 7%	3 6%	1 7%	3 6%	4 5%	4 11%	3 11%	3 6%	
Mean score	5.0	4.4	4.6	5.5*	5.5*	4.3*	5.3	6.3	4.7	4.7	4.8	4.9	4.3*	
Standard deviation	2.61	2.59	2.82	2.45	2.51	2.62	2.58	2.18	2.51	2.58	2.80	2.57	2.71	
Standard error	.26	.42	.63	.34	.33	.40	.38	.60	.36	.31	.49	.52	.39	

Aerosols  
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Table 87  
Q.9B Rate the growth potential of aerosol in these areas in your own mind, in terms of the following  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Skin creams -----														
10	(10.0)	3 3%	1 3%	- -%	2 4%	2 3%	1 2%	1 2%	1 7%	2 4%	1 1%	1 3%	1 4%	1 2%
9	(9.0)	4 4%	1 3%	- -%	3 5%	3 5%	1 2%	3 6%	- -%	1 2%	3 4%	1 3%	1 4%	1 2%
8	(8.0)	15 14%	6 16%	4 17%	9 16%	10 16%	5 11%	8 16%	2 14%	9 17%	13 18%	4 11%	6 22%	9 17%
7	(7.0)	12 11%	5 13%	1 4%	7 13%	8 13%	4 9%	6 12%	2 14%	5 10%	8 11%	4 11%	3 11%	4 8%
6	(6.0)	16 15%	3 8%	4 17%	9 16%	9 14%	7 16%	5 10%	4 29%	9 17%	10 14%	4 11%	3 11%	7 13%
5	(5.0)	9 8%	5 13%	1 4%	6 11%	5 8%	4 9%	5 10%	- -%	3 6%	4 5%	2 6%	1 4%	4 8%
4	(4.0)	6 6%	2 5%	1 4%	3 5%	4 6%	2 4%	4 8%	- -%	4 8%	4 5%	3 8%	- -%	2 4%
3	(3.0)	2 2%	- -%	1 4%	1 2%	1 2%	1 2%	1 2%	- -%	2 4%	2 3%	2 6%	1 4%	1 2%
2	(2.0)	16 15%	6 16%	5 21%	5 9%	9 14%	7 16%	7 14%	2 14%	7 13%	13 18%	7 19%	5 19%	8 15%
1	(1.0)	18 17%	9 24%	4 17%	6 11%	8 13%	10 22%	7 14%	1 7%	8 15%	13 18%	5 14%	4 15%	13 25%
Dk/ns		7 6%	- -%	3 13%	5 9%	4 6%	3 7%	2 4%	2 14%	2 4%	3 4%	3 8%	2 7%	2 4%
Mean score		4.9	4.6	4.2	5.5*	5.2	4.4	5.1	5.8	5.0	4.8	4.5	5.1	4.4
Standard deviation		2.80	2.90	2.70	2.64	2.77	2.80	2.79	2.73	2.78	2.84	2.76	3.05	2.91
Standard error		.28	.47	.59	.37	.36	.43	.41	.79	.39	.34	.48	.61	.41

Aerosols  
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Table 88  
Q.9B Rate the growth potential of aerosol in these areas in your own mind, in terms of the following  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Sun tan lotions														
10	(10.0)	12 11%	4 11%	1 4%	7 13%	8 13%	4 9%	5 10%	3 21%	4 8%	5 7%	3 8%	3 11%	3 6%
9	(9.0)	5 5%	- -%	1 4%	4 7%	4 6%	1 2%	3 6%	1 7%	3 6%	4 5%	1 3%	3 11%	2 4%
8	(8.0)	14 13%	3 8%	3 13%	10 18%	7 11%	7 16%	6 12%	1 7%	6 12%	12 16%	5 14%	3 11%	7 13%
7	(7.0)	15 14%	8 21%	3 13%	7 13%	10 16%	5 11%	8 16%	2 14%	6 12%	11 15%	2 6%	3 11%	6 12%
6	(6.0)	7 6%	4 11%	2 8%	3 5%	6 10%	1 2%	5 10%	1 7%	4 8%	5 7%	4 11%	2 7%	4 8%
5	(5.0)	5 5%	2 5%	- -%	3 5%	4 6%	1 2%	3 6%	1 7%	3 6%	4 5%	1 3%	1 4%	2 4%
4	(4.0)	6 6%	2 5%	- -%	4 7%	2 3%	4 9%	2 4%	- -%	5 10%	3 4%	1 3%	1 4%	4 8%
3	(3.0)	10 9%	4 11%	2 8%	4 7%	6 10%	4 9%	5 10%	1 7%	3 6%	6 8%	4 11%	- -%	2 4%
2	(2.0)	6 6%	1 3%	2 8%	3 5%	4 6%	2 4%	3 6%	1 7%	4 8%	5 7%	4 11%	4 15%	4 8%
1	(1.0)	22 20%	10 26%	7 29%	7 13%	9 14%	13 29%	7 14%	2 14%	12 23%	16 22%	8 22%	5 19%	16 31%
Dk/ns		6 6%	- -%	3 13%	4 7%	3 5%	3 7%	2 4%	1 7%	2 4%	3 4%	3 8%	2 7%	2 4%
Mean score		5.3	4.9	4.4	5.9*	5.7	4.7	5.6	6.1	4.9	5.1	4.7	5.4	4.5*
Standard deviation		3.17	3.07	3.26	3.04	3.06	3.28	2.98	3.40	3.11	3.10	3.19	3.39	3.16
Standard error		.31	.50	.71	.42	.39	.51	.44	.94	.44	.37	.56	.68	.45

Aerosols  
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Table 89  
Q.9B Rate the growth potential of aerosol in these areas in your own mind, in terms of the following  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
----- Veterinary and pet care such as flea sprays -----														
10	(10.0) 6%	7 5%	2 4%	1 4%	4 7%	3 5%	4 9%	3 6%	- -%	2 4%	1 1%	4 11%	1 4%	3 6%
9	(9.0) 4%	4 4%	1 3%	1 4%	2 4%	3 5%	1 2%	1 2%	2 14%	1 2%	3 4%	1 3%	- -%	- -%
8	(8.0) 10%	11 10%	4 11%	3 13%	6 11%	7 11%	4 9%	6 12%	1 7%	8 15%	7 9%	2 6%	3 11%	7 13%
7	(7.0) 14%	15 14%	6 16%	3 13%	8 14%	10 16%	5 11%	9 18%	1 7%	6 12%	11 15%	4 11%	3 11%	9 17%
6	(6.0) 16%	17 16%	4 11%	2 8%	11 20%	12 19%	5 11%	7 14%	5 36%	8 15%	11 15%	3 8%	4 15%	4 8%
5	(5.0) 13%	14 13%	8 21%	1 4%	6 11%	11 17%	3 7%	10 20%	1 7%	7 13%	11 15%	4 11%	4 15%	4 8%
4	(4.0) 2%	2 2%	1 3%	1 4%	2 4%	1 2%	1 2%	1 2%	- -%	1 2%	2 3%	1 3%	2 7%	1 2%
3	(3.0) 3%	3 3%	1 3%	1 4%	1 2%	2 3%	1 2%	2 4%	- -%	1 2%	3 4%	- -%	- -%	2 4%
2	(2.0) 5%	5 5%	2 5%	1 4%	2 4%	3 5%	2 4%	3 6%	- -%	2 4%	4 5%	3 8%	1 4%	3 6%
1	(1.0) 20%	22 20%	9 24%	8 33%	7 13%	7 11%	15 33%	6 12%	1 7%	13 25%	17 23%	11 31%	7 26%	16 31%
Dk/ns	8 7%	- -%	2 8%	7 13%	4 6%	4 9%	1 2%	3 21%	3 6%	4 5%	3 8%	2 7%	3 6%	
Mean score	5.2	4.9	4.5	5.7	5.6	4.6	5.5	6.3	4.9	4.8*	4.6	4.6	4.6*	
Standard deviation	2.88	2.83	3.22	2.66	2.50	3.29	2.56	2.20	2.89	2.72	3.32	2.80	3.10	
Standard error	.29	.46	.69	.38	.33	.51	.37	.66	.41	.32	.58	.56	.44	

Aerosols

Table 90  
Q.9B Rate the growth potential of aerosol in these areas in your own mind, in terms of the following  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year					
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others	
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Waxes & polishes														
10	(10.0)	3 3%	1 3%	- -%	2 4%	2 3%	1 2%	1 2%	1 7%	1 2%	- -%	2 6%	- -%	1 2%
9	(9.0)	4 4%	2 5%	2 8%	2 4%	4 6%	- -%	2 4%	2 14%	- -%	2 3%	1 3%	- -%	1 2%
8	(8.0)	9 8%	2 5%	2 8%	5 9%	6 10%	3 7%	4 8%	2 14%	5 10%	6 8%	- -%	2 7%	3 6%
7	(7.0)	12 11%	5 13%	1 4%	6 11%	11 17%	1 2%	9 18%	2 14%	6 12%	10 14%	5 14%	5 19%	5 10%
6	(6.0)	18 17%	7 18%	2 8%	11 20%	10 16%	8 18%	9 18%	1 7%	10 19%	12 16%	4 11%	4 15%	11 21%
5	(5.0)	14 13%	4 11%	2 8%	9 16%	6 10%	8 18%	5 10%	1 7%	5 10%	7 9%	5 14%	1 4%	5 10%
4	(4.0)	5 5%	1 3%	2 8%	2 4%	2 3%	3 7%	2 4%	- -%	4 8%	4 5%	- -%	1 4%	1 2%
3	(3.0)	8 7%	2 5%	- -%	6 11%	6 10%	2 4%	3 6%	3 21%	6 12%	7 9%	3 8%	3 11%	6 12%
2	(2.0)	12 11%	6 16%	4 17%	2 4%	6 10%	6 13%	6 12%	- -%	5 10%	11 15%	5 14%	2 7%	6 12%
1	(1.0)	18 17%	8 21%	7 29%	7 13%	8 13%	10 22%	7 14%	1 7%	9 17%	13 18%	9 25%	8 30%	12 23%
Dk/ns		5 5%	- -%	2 8%	4 7%	2 3%	3 7%	1 2%	1 7%	1 2%	2 3%	2 6%	1 4%	1 2%
Mean score	4.7	4.5	3.9	5.2	5.2*	4.0*	5.0	6.1*	4.5	4.4*	4.1	4.0	4.2	
Standard deviation	2.64	2.77	2.93	2.49	2.67	2.46	2.60	2.84	2.48	2.51	2.84	2.66	2.60	
Standard error	.26	.45	.62	.35	.34	.38	.38	.79	.35	.30	.49	.52	.36	

Aerosols

Table 91  
Q.10 Are there any other areas where you think aerosols have growth potential?  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
Cosmetics	3 3%	1 3%	- -%	2 4%	2 3%	1 2%	1 2%	1 7%	1 2%	- -%	- -%	- -%	1 2%
Aromatherapy	2 2%	2 5%	1 4%	1 2%	1 2%	1 2%	- -%	1 7%	- -%	2 3%	- -%	- -%	1 2%
Drinks	1 1%	- -%	- -%	1 2%	1 2%	- -%	- -%	1 7%	1 2%	1 1%	- -%	- -%	1 2%
Hair colourists	1 1%	1 3%	- -%	- -%	1 2%	- -%	1 2%	- -%	1 2%	1 1%	- -%	1 4%	- -%
Animal food products	1 1%	1 3%	- -%	- -%	1 2%	- -%	1 2%	- -%	- -%	1 1%	- -%	- -%	- -%
Vitamins	1 1%	- -%	- -%	1 2%	1 2%	- -%	1 2%	- -%	1 2%	1 1%	- -%	- -%	1 2%
Public lavatories	1 1%	- -%	- -%	1 2%	1 2%	- -%	- -%	1 7%	- -%	1 1%	1 3%	- -%	- -%
Glue	1 1%	- -%	- -%	1 2%	1 2%	- -%	- -%	1 7%	1 2%	1 1%	1 3%	1 4%	1 2%
Recycling	1 1%	- -%	- -%	1 2%	1 2%	- -%	1 2%	- -%	- -%	- -%	- -%	- -%	1 2%
Garden products	1 1%	1 3%	1 4%	1 2%	- -%	1 2%	- -%	- -%	- -%	1 1%	1 3%	1 4%	- -%
Powder products eg, flour, sugar	1 1%	- -%	- -%	1 2%	1 2%	- -%	1 2%	- -%	1 2%	1 1%	1 3%	- -%	1 2%
Dk/ns	94 87%	32 84%	22 92%	46 82%	52 83%	42 93%	43 88%	9 64%	46 88%	64 86%	32 89%	24 89%	45 87%

Aerosols

Table 92  
Q.11A Rating of the future of aerosols in your business  
Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
10 - Most potential	(10.0) 6%	7 16%	6 4%	1 4%	2 4%	7 11%	- -%	6 12%	1 7%	6 12%	6 8%	3 8%	3 11%	5 10%
9	(9.0) 5%	5 5%	1 3%	2 8%	2 4%	3 5%	2 4%	3 6%	- -%	2 4%	4 5%	3 8%	3 11%	4 8%
8	(8.0) 20%	22 20%	8 21%	7 29%	7 13%	17 27%	5 11%	15 31%	2 14%	15 29%	17 23%	11 31%	5 19%	10 19%
7	(7.0) 11%	12 11%	4 11%	3 13%	5 9%	7 11%	5 11%	4 8%	3 21%	9 17%	10 14%	7 19%	4 15%	10 19%
6	(6.0) 7%	8 7%	3 8%	1 4%	4 7%	6 10%	2 4%	3 6%	3 21%	4 8%	7 9%	2 6%	2 7%	3 6%
5	(5.0) 14%	15 14%	6 16%	5 21%	6 11%	9 14%	6 13%	8 16%	1 7%	4 8%	12 16%	3 8%	2 7%	6 12%
4	(4.0) 6%	7 6%	2 5%	2 8%	5 9%	3 5%	4 9%	2 4%	1 7%	3 6%	4 5%	4 11%	2 7%	2 4%
3	(3.0) 8%	9 8%	4 11%	2 8%	4 7%	5 8%	4 9%	5 10%	- -%	3 6%	7 9%	1 3%	3 11%	2 4%
2	(2.0) 6%	6 6%	2 5%	1 4%	5 9%	1 2%	5 11%	- -%	1 7%	4 8%	4 5%	- -%	1 4%	5 10%
1 - No potential	(1.0) 16%	17 16%	2 5%	- -%	16 29%	5 8%	12 27%	3 6%	2 14%	2 4%	3 4%	2 6%	2 7%	5 10%
Mean score	5.4	6.2*	6.3	4.3**	6.3**	4.1**	6.5**	5.6	6.5**	6.1**	6.7**	6.2	6.0*	
Standard deviation	2.84	2.71	2.18	2.90	2.59	2.70	2.54	2.71	2.54	2.45	2.30	2.78	2.81	
Standard error	.27	.44	.45	.39	.33	.40	.36	.72	.35	.29	.38	.53	.39	

Aerosols

Table 93  
 Q.11B Why do you say that about aerosols in your business?  
 Base: All those rating aerosol potential 6-10

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	54	22	14	20	40	14	31	9	36	44	26	17	32
Convenient for user to operate/instant/easy	21 39%	4 18%	7 50%	10 50%	14 35%	7 50%	11 35%	3 33%	14 39%	18 41%	14 54%	8 47%	15 47%
Appealing to consumers	17 31%	4 18%	8 57%	5 25%	12 30%	5 36%	10 32%	2 22%	14 39%	15 34%	10 38%	7 41%	9 28%
Do their job effectively	15 28%	4 18%	6 43%	5 25%	10 25%	5 36%	8 26%	2 22%	12 33%	14 32%	12 46%	6 35%	11 34%
Flexible/suit wide range of products/applications	14 26%	9 41%	3 21%	4 20%	9 23%	5 36%	9 29%	- -%	9 25%	12 27%	7 27%	2 12%	7 22%
Good product	14 26%	6 27%	4 29%	6 30%	11 28%	3 21%	8 26%	3 33%	7 19%	9 20%	4 15%	4 24%	7 22%
New methods of product development	8 15%	4 18%	- -%	4 20%	6 15%	2 14%	5 16%	1 11%	4 11%	7 16%	2 8%	3 18%	3 9%
Look attractive/impact on shelf	7 13%	1 5%	2 14%	4 20%	5 13%	2 14%	2 6%	3 33%	6 17%	6 14%	6 23%	4 24%	6 19%
Consumers understand them	6 11%	2 9%	3 21%	1 5%	4 10%	2 14%	3 10%	1 11%	6 17%	6 14%	4 15%	3 18%	4 13%
Could use more	6 11%	2 9%	- -%	4 20%	5 13%	1 7%	3 10%	2 22%	3 8%	4 9%	1 4%	2 12%	2 6%
Allow controlled delivery in terms of direction and volume	5 9%	4 18%	- -%	1 5%	5 13%	- -%	4 13%	1 11%	3 8%	5 11%	2 8%	- -%	3 9%
Freshness of product	4 7%	2 9%	1 7%	1 5%	4 10%	- -%	3 10%	1 11%	2 6%	4 9%	- -%	- -%	1 3%
Normal format	4 7%	1 5%	1 7%	2 10%	2 5%	2 14%	1 3%	1 11%	4 11%	3 7%	3 12%	1 6%	4 13%
Consumers like them	4 7%	2 9%	- -%	2 10%	4 10%	- -%	4 13%	- -%	2 6%	4 9%	1 4%	1 6%	- -%

Aerosols  
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Table 93 (continuation)

Q.11B Why do you say that about aerosols in your business?

Base: All those rating aerosol potential 6-10

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	54	22	14	20	40	14	31	9	36	44	26	17	32
Print quality	3 6%	3 14%	- -%	- -%	3 8%	- -%	3 10%	- -%	2 6%	3 7%	1 4%	- -%	2 6%
Allow for higher profit margins/ cost effective	2 4%	2 9%	1 7%	1 5%	2 5%	- -%	2 6%	- -%	1 3%	1 2%	1 4%	- -%	2 6%
Unlikely to lead to spillage or contamination/ sealed in	2 4%	2 9%	1 7%	1 5%	2 5%	- -%	2 6%	- -%	1 3%	1 2%	- -%	- -%	2 6%
Have to look for alternatives eg pumps/sprays	2 4%	2 9%	- -%	- -%	2 5%	- -%	2 6%	- -%	2 6%	2 5%	- -%	1 6%	1 3%
Easy to carry	2 4%	1 5%	1 7%	- -%	1 3%	1 7%	1 3%	- -%	1 3%	2 5%	1 4%	1 6%	1 3%
Normal product	2 4%	1 5%	- -%	1 5%	2 5%	- -%	2 6%	- -%	2 6%	1 2%	1 4%	- -%	- -%

## Aerosols

Table 94  
 Q.11B Why do you say that about aerosols in your business?  
 Base: All those rating aerosol potential 1-5

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	54	16	10	36	23	31	18	5	16	30	10	10	20
New methods of product development	14 26%	4 25%	2 20%	10 28%	6 26%	8 26%	5 28%	1 20%	3 19%	6 20%	2 20%	3 30%	5 25%
Have to look for alternatives eg pumps/sprays	11 20%	2 13%	1 10%	8 22%	6 26%	5 16%	4 22%	2 40%	3 19%	8 27%	3 30%	2 20%	3 15%
Could use more	9 17%	3 19%	1 10%	9 25%	4 17%	5 16%	2 11%	2 40%	7 44%	5 17%	2 20%	3 30%	8 40%
Associated with CFCS and damage to ozone layer	9 17%	4 25%	2 20%	5 14%	2 9%	7 23%	1 6%	1 20%	3 19%	6 20%	2 20%	2 20%	5 25%
Normal product	5 9%	2 13%	- -%	3 8%	2 9%	3 10%	2 11%	- -%	1 6%	4 13%	2 20%	1 10%	1 5%
Consumers like them	5 9%	2 13%	1 10%	3 8%	2 9%	3 10%	2 11%	- -%	2 13%	2 7%	- -%	- -%	2 10%
Convenient for user to operate/instant/easy	4 7%	1 6%	3 30%	- -%	3 13%	1 3%	3 17%	- -%	2 13%	4 13%	1 10%	1 10%	2 10%
Good product	4 7%	- -%	1 10%	3 8%	1 4%	3 10%	1 6%	- -%	3 19%	2 7%	1 10%	- -%	3 15%
Do their job effectively	3 6%	- -%	2 20%	1 3%	2 9%	1 3%	2 11%	- -%	2 13%	3 10%	1 10%	- -%	2 10%
Flexible/suit wide range of products/applications	2 4%	1 6%	- -%	1 3%	1 4%	1 3%	1 6%	- -%	- -%	2 7%	1 10%	- -%	1 5%
Cannot produce in-house	2 4%	1 6%	1 10%	1 3%	1 4%	1 3%	1 6%	- -%	- -%	1 3%	- -%	- -%	- -%
Look attractive/impact on shelf	1 2%	1 6%	- -%	- -%	- -%	1 3%	- -%	- -%	- -%	1 3%	- -%	- -%	- -%
Appealing to consumers	1 2%	- -%	- -%	1 3%	- -%	1 3%	- -%	- -%	1 6%	1 3%	1 10%	- -%	1 5%



## Aerosols

Table 95  
Q.11C Rating of the future of aerosol packaging of goods in general  
Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
10 - Most potential	(10.0) 5%	3 8%	1 4%	3 5%	2 3%	3 7%	2 4%	- -%	2 4%	3 4%	1 3%	- -%	3 6%	
9	(9.0) 5%	2 5%	1 4%	2 4%	3 5%	2 4%	3 6%	- -%	3 6%	4 5%	2 6%	2 7%	4 8%	
8	(8.0) 11%	4 11%	5 21%	3 5%	7 11%	5 11%	5 10%	2 14%	9 17%	11 15%	6 17%	5 19%	8 15%	
7	(7.0) 24%	11 29%	7 29%	11 20%	16 25%	10 22%	13 27%	3 21%	13 25%	19 26%	7 19%	8 30%	9 17%	
6	(6.0) 14%	4 11%	3 13%	8 14%	10 16%	5 11%	6 12%	4 29%	8 15%	11 15%	4 11%	1 4%	8 15%	
5	(5.0) 20%	8 21%	4 17%	12 21%	15 24%	7 16%	12 24%	3 21%	11 21%	15 20%	9 25%	7 26%	10 19%	
4	(4.0) 6%	4 11%	2 8%	3 5%	5 8%	2 4%	4 8%	1 7%	2 4%	5 7%	2 6%	3 11%	3 6%	
3	(3.0) 6%	2 5%	- -%	5 9%	2 3%	4 9%	2 4%	- -%	2 4%	3 4%	2 6%	- -%	4 8%	
2	(2.0) 2%	- -%	1 4%	1 2%	- -%	2 4%	- -%	- -%	1 2%	1 1%	1 3%	1 4%	1 2%	
1 - No potential	(1.0) 4%	- -%	- -%	4 7%	1 2%	3 7%	1 2%	- -%	- -%	1 1%	- -%	- -%	1 2%	
Dk/ns	4 4%	- -%	- -%	4 7%	2 3%	2 4%	1 2%	1 7%	1 2%	1 1%	2 6%	- -%	1 2%	
Mean score	6.0	6.4	6.5	5.6*	6.2	5.8	6.2	6.2	6.5*	6.3*	6.2	6.3	6.2	
Standard deviation	2.05	1.87	1.79	2.28	1.73	2.45	1.85	1.21	1.74	1.84	1.87	1.75	2.10	
Standard error	.20	.30	.37	.32	.22	.37	.27	.34	.24	.22	.32	.34	.29	

Aerosols

Table 96  
Q.11D Why do you say that about aerosols in business in general?  
Base: All those rating potential 6-10

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	63	24	17	27	38	25	29	9	35	48	20	16	32
Flexible suit wide range of products/ applications	31 49%	13 54%	9 53%	14 52%	17 45%	14 56%	15 52%	2 22%	15 43%	21 44%	8 40%	5 31%	13 41%
Convenient for user to operate/ instant/easy	24 38%	10 42%	6 35%	10 37%	16 42%	8 32%	12 41%	4 44%	11 31%	19 40%	6 30%	8 50%	13 41%
Product innovation/ design innovation	14 22%	7 29%	4 24%	5 19%	8 21%	6 24%	7 24%	1 11%	5 14%	11 23%	4 20%	4 25%	4 13%
Associated with CFCS and damage to ozone layer	7 11%	3 13%	3 18%	1 4%	5 13%	2 8%	3 10%	2 22%	7 20%	6 13%	4 20%	3 19%	5 16%
Have to look for alternatives eg pumps/sprays	5 8%	3 13%	1 6%	1 4%	5 13%	- -%	3 10%	2 22%	4 11%	5 10%	1 5%	2 13%	3 9%
Look attractive/ impact on shelf	5 8%	2 8%	3 18%	2 7%	2 5%	3 12%	1 3%	1 11%	2 6%	4 8%	2 10%	3 19%	4 13%
More or less all same shape	2 3%	- -%	1 6%	1 4%	- -%	2 8%	- -%	- -%	1 3%	2 4%	1 5%	- -%	1 3%
No need for preservatives	2 3%	2 8%	- -%	- -%	2 5%	- -%	2 7%	- -%	2 6%	2 4%	1 5%	- -%	1 3%
Clean hygienic	2 3%	2 8%	1 6%	1 4%	1 3%	1 4%	1 3%	- -%	1 3%	2 4%	- -%	- -%	1 3%
Technology doesn't suit certain products	1 2%	1 4%	- -%	- -%	1 3%	- -%	1 3%	- -%	1 3%	1 2%	- -%	1 6%	- -%
Not easily recyclable	1 2%	- -%	1 6%	- -%	1 3%	- -%	1 3%	- -%	1 3%	1 2%	1 5%	1 6%	1 3%
Some consumers do not like them	1 2%	- -%	- -%	1 4%	1 3%	- -%	- -%	1 11%	1 3%	1 2%	- -%	- -%	1 3%

Aerosols

Table 96 (continuation)

Q.11D Why do you say that about aerosols in business in general?

Base: All those rating potential 6-10

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	63	24	17	27	38	25	29	9	35	48	20	16	32
Propellant choice limited	1 2%	- -%	1 6%	- -%	1 3%	- -%	1 3%	- -%	- -%	1 2%	- -%	- -%	- -%
Dk/ns	1 2%	1 4%	- -%	- -%	- -%	1 4%	- -%	- -%	1 3%	1 2%	- -%	- -%	1 3%

## Aerosols

Table 97  
 Q.11D Why do you say that about aerosols in business in general?  
 Base: All those rating potential 1-5

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	41	14	7	25	23	18	19	4	16	25	14	11	19
Associated with CFCS and damage to ozone layer	15 37%	2 14%	4 57%	9 36%	8 35%	7 39%	7 37%	1 25%	8 50%	11 44%	6 43%	5 45%	9 47%
Have to look for alternatives eg pumps/sprays	13 32%	8 57%	1 14%	9 36%	6 26%	7 39%	5 26%	1 25%	4 25%	7 28%	3 21%	2 18%	7 37%
Flexible suit wide range of products/ applications	8 20%	2 14%	1 14%	5 20%	5 22%	3 17%	3 16%	2 50%	2 13%	5 20%	3 21%	3 27%	4 21%
More or less all same shape	3 7%	2 14%	- -%	2 8%	2 9%	1 6%	2 11%	- -%	1 6%	2 8%	- -%	1 9%	- -%
Not easily recyclable	3 7%	1 7%	1 14%	1 4%	2 9%	1 6%	2 11%	- -%	1 6%	3 12%	1 7%	1 9%	1 5%
Bad for environment in general	3 7%	- -%	- -%	3 12%	2 9%	1 6%	2 11%	- -%	2 13%	2 8%	1 7%	2 18%	1 5%
Convenient for user to operate/ instant/easy	3 7%	- -%	1 14%	2 8%	1 4%	2 11%	1 5%	- -%	1 6%	1 4%	- -%	1 9%	1 5%
Product innovation/ design innovation	3 7%	2 14%	- -%	1 4%	2 9%	1 6%	2 11%	- -%	- -%	2 8%	1 7%	- -%	- -%
Some consumers do not like them	1 2%	- -%	1 14%	- -%	1 4%	- -%	1 5%	- -%	1 6%	1 4%	1 7%	1 9%	1 5%
Propellant choice limited	1 2%	- -%	- -%	1 4%	- -%	1 6%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Dk/ns	3 7%	1 7%	1 14%	1 4%	2 9%	1 6%	2 11%	- -%	1 6%	- -%	- -%	- -%	1 5%

Aerosols

Table 98

Q.12 Are the aerosol manufacturers making you aware of new developments in aerosols such as new shapes, new actuators or bespoke designs?

Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
Yes	49	22	13	16	34	15	32	2	33	39	21	15	26
	45%	58%	54%	29%	54%	33%	65%	14%	63%	53%	58%	56%	50%
No	59	16	11	40	29	30	17	12	19	35	15	12	26
	55%	42%	46%	71%	46%	67%	35%	86%	37%	47%	42%	44%	50%

Aerosols

Table 99  
 Q.13 Do aerosol manufacturers contact you on a regular basis?  
 Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
Yes	35 32%	19 50%	13 54%	5 9%	29 46%	6 13%	28 57%	1 7%	24 46%	31 42%	14 39%	14 52%	18 35%
No	73 68%	19 50%	11 46%	51 91%	34 54%	39 87%	21 43%	13 93%	28 54%	43 58%	22 61%	13 48%	34 65%

Aerosols  
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Table 100  
Q.14 Which of these ideas would help you to specify aerosols more readily in future?  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
New shapes	78 72%	28 74%	20 83%	38 68%	46 73%	32 71%	35 71%	11 79%	45 87%	61 82%	31 86%	22 81%	41 79%
New materials	69 64%	28 74%	18 75%	28 50%	44 70%	25 56%	36 73%	8 57%	43 83%	54 73%	28 78%	20 74%	35 67%
New actuators	68 63%	29 76%	19 79%	25 45%	43 68%	25 56%	37 76%	6 43%	39 75%	51 69%	25 69%	17 63%	33 63%
Information on the BAMA website	62 57%	19 50%	16 67%	35 63%	36 57%	26 58%	26 53%	10 71%	34 65%	46 62%	23 64%	20 74%	30 58%
Regular manufacturer updates on packaging and design developments	59 55%	20 53%	17 71%	22 39%	36 57%	23 51%	30 61%	6 43%	34 65%	43 58%	19 53%	16 59%	30 58%
Manufacturer information on safety and labelling	58 54%	20 53%	20 83%	26 46%	34 54%	24 53%	26 53%	8 57%	35 67%	44 59%	22 61%	18 67%	32 62%
Smaller sizes	56 52%	26 68%	11 46%	23 41%	41 65%	15 33%	34 69%	7 50%	32 62%	43 58%	19 53%	14 52%	25 48%
Manufacturer technical helpdesk	52 48%	19 50%	16 67%	21 38%	32 51%	20 44%	27 55%	5 36%	34 65%	40 54%	23 64%	15 56%	30 58%
Manufacturer manuals and guides on the web	45 42%	17 45%	11 46%	21 38%	31 49%	14 31%	23 47%	8 57%	27 52%	35 47%	16 44%	15 56%	23 44%
List of manufacturers	43 40%	20 53%	9 38%	17 30%	33 52%	10 22%	28 57%	5 36%	23 44%	33 45%	14 39%	11 41%	18 35%
Manufacturer manuals and guides distributed by mail	36 33%	13 34%	9 38%	16 29%	24 38%	12 27%	20 41%	4 29%	21 40%	28 38%	11 31%	12 44%	18 35%
Manufacturer mailings	33 31%	11 29%	10 42%	14 25%	25 40%	8 18%	20 41%	5 36%	18 35%	26 35%	10 28%	9 33%	17 33%

Aerosols  
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Table 100 (continuation)

Q.14 Which of these ideas would help you to specify aerosols more readily in future?

Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
Bigger sizes	30 28%	8 21%	8 33%	16 29%	17 27%	13 29%	15 31%	2 14%	19 37%	18 24%	10 28%	9 33%	15 29%
None of these	7 6%	4 11%	- -%	5 9%	3 5%	4 9%	3 6%	- -%	1 2%	1 1%	- -%	- -%	1 2%
Dk/ns	1 1%	- -%	1 4%	- -%	1 2%	- -%	- -%	1 7%	- -%	1 1%	1 3%	- -%	- -%

Aerosols

Table 101  
Q.15 What else have the aerosol manufacturers got to do to develop their share of the packaging market in the future?  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
Product innovation/ design innovation	40 37%	14 37%	12 50%	19 34%	19 30%	21 47%	16 33%	3 21%	23 44%	32 43%	15 42%	17 63%	24 46%
Educate about the environmental issues	25 23%	10 26%	4 17%	12 21%	15 24%	10 22%	11 22%	4 29%	13 25%	19 26%	8 22%	5 19%	12 23%
Reduce cost	14 13%	6 16%	4 17%	4 7%	8 13%	6 13%	8 16%	- -%	10 19%	10 14%	4 11%	2 7%	6 12%
Contact people more often	13 12%	5 13%	1 4%	8 14%	9 14%	4 9%	7 14%	2 14%	7 13%	7 9%	4 11%	- -%	7 13%
Product marketing	12 11%	8 21%	2 8%	6 11%	8 13%	4 9%	6 12%	2 14%	3 6%	6 8%	3 8%	- -%	7 13%
Target design agencies	10 9%	3 8%	- -%	7 13%	8 13%	2 4%	7 14%	1 7%	4 8%	7 9%	4 11%	2 7%	4 8%
Different propellant	7 6%	2 5%	3 13%	2 4%	4 6%	3 7%	4 8%	- -%	4 8%	6 8%	3 8%	4 15%	4 8%
Target retailers	5 5%	3 8%	1 4%	1 2%	5 8%	- -%	3 6%	2 14%	3 6%	4 5%	3 8%	- -%	1 2%
Lead time improvement/ flexibility	3 3%	3 8%	- -%	- -%	3 5%	- -%	3 6%	- -%	1 2%	3 4%	- -%	1 4%	- -%
Minimum order quantities	1 1%	1 3%	- -%	- -%	1 2%	- -%	1 2%	- -%	- -%	1 1%	- -%	- -%	- -%
Male grooming products/fragrances/ other product areas	1 1%	1 3%	- -%	- -%	1 2%	- -%	1 2%	- -%	- -%	1 1%	- -%	- -%	1 2%
Competitive prices	1 1%	1 3%	- -%	- -%	1 2%	- -%	1 2%	- -%	1 2%	1 1%	- -%	1 4%	- -%
Dk/ns	19 18%	4 11%	4 17%	12 21%	13 21%	6 13%	8 16%	5 36%	4 8%	11 15%	6 17%	4 15%	7 13%

Aerosols  
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Table 102  
Q.16A How effective are design companies in general in terms of offering packaging advice and expertise to their clients?  
Base: All respondents

	Total	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/NPD agencies		Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52	
Very effective (5.0)	33 31%	10 26%	3 13%	25 45%	18 29%	15 33%	15 31%	3 21%	16 31%	20 27%	9 25%	6 22%	15 29%	
Fairly effective (4.0)	36 33%	12 32%	8 33%	21 38%	22 35%	14 31%	17 35%	5 36%	15 29%	23 31%	14 39%	10 37%	17 33%	
Neither effective nor ineffective (3.0)	20 19%	7 18%	7 29%	6 11%	10 16%	10 22%	9 18%	1 7%	11 21%	14 19%	7 19%	5 19%	12 23%	
Fairly effective (2.0)	14 13%	5 13%	5 21%	4 7%	8 13%	6 13%	4 8%	4 29%	8 15%	12 16%	5 14%	4 15%	8 15%	
Very effective (1.0)	3 3%	3 8%	- -%	- -%	3 5%	- -%	3 6%	- -%	1 2%	3 4%	- -%	1 4%	- -%	
Dk/ns	2 2%	1 3%	1 4%	- -%	2 3%	- -%	1 2%	1 7%	1 2%	2 3%	1 3%	1 4%	- -%	
Mean score	3.8	3.6	3.4	4.2**	3.7	3.8	3.8	3.5	3.7	3.6*	3.8	3.6	3.8	
Standard deviation	1.12	1.26	.99	.90	1.17	1.04	1.17	1.20	1.13	1.18	1.00	1.13	1.05	
Standard error	.11	.21	.21	.12	.15	.16	.17	.33	.16	.14	.17	.22	.14	

Aerosols

Table 103  
 Q.16B Why do you say that?  
 Base: All those who think design companies are effective in offering packaging advice to clients

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	69	22	11	46	40	29	32	8	31	43	23	16	32
Understand technology	53 77%	16 73%	9 82%	37 80%	30 75%	23 79%	24 75%	6 75%	25 81%	32 74%	17 74%	12 75%	26 81%
Engineering advice	26 38%	10 45%	2 18%	18 39%	16 40%	10 34%	13 41%	3 38%	13 42%	17 40%	9 39%	8 50%	11 34%
Meet client requirements	12 17%	3 14%	3 27%	7 15%	6 15%	6 21%	6 19%	- -%	7 23%	9 21%	3 13%	2 13%	5 16%
Not actively supported by suppliers	4 6%	2 9%	- -%	2 4%	4 10%	- -%	2 6%	2 25%	3 10%	3 7%	3 13%	2 13%	3 9%
Dk/ns	4 6%	3 14%	- -%	1 2%	3 8%	1 3%	3 9%	- -%	1 3%	2 5%	- -%	- -%	1 3%

## Aerosols

Table 104

Q.16C Why do you say that?

Base: All those who think design companies are not effective in offering packaging advice to clients

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	37	15	12	10	21	16	16	5	20	29	12	10	20
Lack of knowledge	20 54%	8 53%	8 67%	4 40%	11 52%	9 56%	9 56%	2 40%	11 55%	16 55%	7 58%	7 70%	10 50%
No packaging advice	11 30%	5 33%	5 42%	1 10%	6 29%	5 31%	5 31%	1 20%	7 35%	10 34%	5 42%	3 30%	7 35%
Unaware of what's available	7 19%	4 27%	2 17%	1 10%	5 24%	2 13%	5 31%	- -%	3 15%	5 17%	2 17%	1 10%	4 20%
Don't generally use them	4 11%	2 13%	2 17%	- -%	3 14%	1 6%	2 13%	1 20%	3 15%	3 10%	2 17%	1 10%	2 10%
Need to speak to manufacturers	4 11%	3 20%	- -%	1 10%	4 19%	- -%	3 19%	1 20%	3 15%	4 14%	- -%	3 30%	2 10%
More or less all same shape	3 8%	2 13%	1 8%	- -%	1 5%	2 13%	1 6%	- -%	1 5%	3 10%	1 8%	1 10%	1 5%
They launch their products	1 3%	- -%	1 8%	- -%	1 5%	- -%	1 6%	- -%	1 5%	1 3%	- -%	- -%	1 5%
Client requirements	1 3%	- -%	- -%	1 10%	1 5%	- -%	- -%	1 20%	- -%	1 3%	1 8%	1 10%	1 5%
Dk/ns	5 14%	2 13%	- -%	3 30%	2 10%	3 19%	2 13%	- -%	3 15%	3 10%	1 8%	- -%	3 15%

Aerosols

Table 105  
Q.17A Which trade magazines do you see a copy of once a month or more often?  
Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
Marketing	42 39%	13 34%	11 46%	23 41%	23 37%	19 42%	19 39%	4 29%	23 44%	33 45%	16 44%	12 44%	27 52%
Design Week	42 39%	4 11%	5 21%	36 64%	20 32%	22 49%	13 27%	7 50%	18 35%	24 32%	12 33%	10 37%	20 38%
Marketing Week	39 36%	11 29%	10 42%	20 36%	22 35%	17 38%	17 35%	5 36%	22 42%	31 42%	17 47%	12 44%	23 44%
Packaging Today	38 35%	18 47%	8 33%	14 25%	29 46%	9 20%	24 49%	5 36%	23 44%	32 43%	17 47%	10 37%	18 35%
The Grocer	30 28%	6 16%	15 63%	14 25%	17 27%	13 29%	14 29%	3 21%	20 38%	24 32%	15 42%	16 59%	19 37%
Packaging Magazine	25 23%	14 37%	7 29%	4 7%	19 30%	6 13%	16 33%	3 21%	14 27%	22 30%	15 42%	6 22%	11 21%
Campaign	20 19%	3 8%	6 25%	12 21%	13 21%	7 16%	9 18%	4 29%	14 27%	15 20%	11 31%	7 26%	12 23%
Retail Packaging	16 15%	7 18%	9 38%	- -%	11 17%	5 11%	11 22%	- -%	12 23%	15 20%	10 28%	6 22%	12 23%
Soap, Perfumery & Cosmetics	16 15%	12 32%	3 13%	1 2%	14 22%	2 4%	13 27%	1 7%	7 13%	16 22%	6 17%	2 7%	5 10%
Packaging News	8 7%	5 13%	1 4%	2 4%	8 13%	- -%	5 10%	3 21%	7 13%	8 11%	2 6%	4 15%	2 4%
Financial Times Creative Business	7 6%	2 5%	1 4%	4 7%	5 8%	2 4%	4 8%	1 7%	3 6%	6 8%	3 8%	3 11%	3 6%
Creative Review	5 5%	- -%	- -%	5 9%	1 2%	4 9%	1 2%	- -%	2 4%	1 1%	1 3%	1 4%	3 6%
Packaging Week	4 4%	2 5%	1 4%	1 2%	4 6%	- -%	2 4%	2 14%	4 8%	4 5%	- -%	2 7%	1 2%
Eye	4 4%	- -%	- -%	4 7%	1 2%	3 7%	- -%	1 7%	- -%	1 1%	- -%	- -%	- -%

## Aerosols

Table 105 (continuation)

Q.17A Which trade magazines do you see a copy of once a month or more often?

Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
Check Out	3 3%	- -%	1 4%	2 4%	3 5%	- -%	2 4%	1 7%	2 4%	3 4%	1 3%	- -%	2 4%
Chemist and Druggist	2 2%	1 3%	1 4%	- -%	2 3%	- -%	- -%	2 14%	1 2%	2 3%	2 6%	- -%	1 2%
Independent Retail News	2 2%	1 3%	1 4%	- -%	1 2%	1 2%	1 2%	- -%	2 4%	2 3%	- -%	- -%	2 4%
Plastic	2 2%	2 5%	- -%	- -%	2 3%	- -%	2 4%	- -%	1 2%	2 3%	- -%	- -%	1 2%
Beauty Magazine	1 1%	1 3%	- -%	- -%	1 2%	- -%	1 2%	- -%	- -%	1 1%	- -%	- -%	- -%
Esprit	1 1%	1 3%	- -%	- -%	1 2%	- -%	1 2%	- -%	- -%	1 1%	- -%	- -%	- -%
Convenience Retailing	1 1%	- -%	1 4%	- -%	1 2%	- -%	1 2%	- -%	1 2%	1 1%	- -%	- -%	1 2%
Drinks Packaging	1 1%	- -%	- -%	1 2%	1 2%	- -%	1 2%	- -%	1 2%	1 1%	- -%	1 4%	1 2%
Blueprint	1 1%	- -%	- -%	1 2%	1 2%	- -%	1 2%	- -%	1 2%	1 1%	- -%	1 4%	1 2%
Can Manufacturer	1 1%	1 3%	- -%	- -%	1 2%	- -%	1 2%	- -%	1 2%	1 1%	- -%	1 4%	- -%
D.I.Y. Weekly	1 1%	- -%	1 4%	- -%	1 2%	- -%	1 2%	- -%	- -%	- -%	- -%	- -%	- -%
Mad.Com	1 1%	1 3%	- -%	- -%	1 2%	- -%	1 2%	- -%	- -%	1 1%	- -%	- -%	1 2%
Redevelopment	1 1%	- -%	- -%	1 2%	1 2%	- -%	1 2%	- -%	- -%	1 1%	- -%	1 4%	1 2%
3.D	1 1%	- -%	- -%	1 2%	1 2%	- -%	1 2%	- -%	- -%	1 1%	- -%	1 4%	1 2%

## Aerosols

Table 105 (continuation)

Q.17A Which trade magazines do you see a copy of once a month or more often?

Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
Graphic International	1 1%	- -%	- -%	1 2%	- -%	1 2%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%
Director	1 1%	- -%	- -%	1 2%	1 2%	- -%	- -%	1 7%	- -%	- -%	- -%	- -%	- -%
P.R.	1 1%	- -%	- -%	1 2%	1 2%	- -%	- -%	1 7%	- -%	- -%	- -%	- -%	- -%
S.P.C.	1 1%	- -%	- -%	1 2%	1 2%	- -%	1 2%	- -%	- -%	- -%	- -%	- -%	- -%
F.X. Idea	1 1%	- -%	- -%	1 2%	- -%	1 2%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Others	14 13%	4 11%	2 8%	11 20%	5 8%	9 20%	3 6%	2 14%	3 6%	5 7%	5 14%	1 4%	8 15%
Dk/ns	5 5%	3 8%	1 4%	2 4%	4 6%	1 2%	3 6%	1 7%	- -%	3 4%	- -%	1 4%	2 4%



## Aerosols

Table 107  
 Q.18 From what other sources do you hear about new product development?  
 Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
WEBSITES													
Internet	30 28%	9 24%	3 13%	22 39%	15 24%	15 33%	11 22%	4 29%	11 21%	18 24%	9 25%	6 22%	11 21%
Packaging	2 2%	1 3%	- -%	1 2%	2 3%	- -%	2 4%	- -%	1 2%	2 3%	1 3%	1 4%	- -%
Mintel International	1 1%	1 3%	- -%	- -%	1 2%	- -%	1 2%	- -%	1 2%	1 1%	- -%	1 4%	- -%
Mad.Com	1 1%	1 3%	- -%	- -%	1 2%	- -%	1 2%	- -%	- -%	1 1%	- -%	- -%	1 2%
Buyes	1 1%	- -%	1 4%	- -%	1 2%	- -%	1 2%	- -%	- -%	- -%	- -%	- -%	- -%
Cold Calling	1 1%	1 3%	- -%	- -%	1 2%	- -%	1 2%	- -%	1 2%	1 1%	- -%	- -%	1 2%
Visits	1 1%	1 3%	- -%	- -%	1 2%	- -%	1 2%	- -%	1 2%	1 1%	- -%	- -%	1 2%
Suppliers	1 1%	- -%	1 4%	- -%	1 2%	- -%	1 2%	- -%	1 2%	1 1%	- -%	1 4%	- -%
Press	1 1%	- -%	- -%	1 2%	1 2%	- -%	1 2%	- -%	1 2%	1 1%	- -%	- -%	1 2%
EXHIBITIONS													
Through own exhibits	13 12%	6 16%	2 8%	8 14%	9 14%	4 9%	7 14%	2 14%	7 13%	9 12%	4 11%	2 7%	7 13%
N.E.C. Tradeshow	9 8%	2 5%	2 8%	6 11%	6 10%	3 7%	3 6%	3 21%	4 8%	7 9%	5 14%	2 7%	6 12%
Packex	7 6%	2 5%	1 4%	4 7%	6 10%	1 2%	4 8%	2 14%	5 10%	7 9%	1 3%	3 11%	3 6%

## Aerosols

Table 107 (continuation)

Q.18 From what other sources do you hear about new product development?

Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
Private label in Amsterdam	3 3%	1 3%	2 8%	- -	3 5%	- -	2 4%	1 7%	1 2%	3 4%	2 6%	1 4%	1 2%
Interpack	2 2%	- -	1 4%	1 2%	2 3%	- -	1 2%	1 7%	2 4%	2 3%	1 3%	1 4%	- -
Embollage	2 2%	- -	- -	2 4%	2 3%	- -	1 2%	1 7%	2 4%	2 3%	1 3%	1 4%	1 2%
Cosmo.Prof	2 2%	2 5%	- -	- -	2 3%	- -	2 4%	- -	- -	2 3%	- -	- -	- -
Buyes	1 1%	- -	1 4%	- -	1 2%	- -	1 2%	- -	- -	- -	- -	- -	- -
Tradeshows	1 1%	- -	1 4%	- -	1 2%	- -	1 2%	- -	1 2%	1 1%	- -	1 4%	- -
Leaflets	1 1%	- -	- -	1 2%	1 2%	- -	1 2%	- -	- -	1 1%	- -	1 4%	1 2%
Health & Safety	1 1%	1 3%	- -	- -	- -	1 2%	- -	- -	1 2%	1 1%	- -	- -	1 2%
Lighthouse	1 1%	1 3%	- -	1 2%	1 2%	- -	- -	1 7%	- -	1 1%	- -	1 4%	1 2%
Hundred %	1 1%	1 3%	- -	1 2%	- -	1 2%	- -	- -	- -	- -	- -	- -	- -
Food and Retail	1 1%	1 3%	- -	- -	1 2%	- -	1 2%	- -	- -	- -	- -	- -	- -
SPECIALIST AGENCIES													
Suppliers	3 3%	- -	- -	3 5%	- -	3 7%	- -	- -	- -	- -	- -	- -	- -
Envases	1 1%	- -	1 4%	- -	1 2%	- -	- -	1 7%	- -	1 1%	1 3%	- -	- -

Aerosols  
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Table 107 (continuation)

Q.18 From what other sources do you hear about new product development?

Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
Bwgoynes Safety Advisors	1 1%	1 3%	- -%	- -%	1 2%	- -%	1 2%	- -%	1 2%	1 1%	- -%	1 4%	- -%
Visits	1 1%	1 3%	- -%	- -%	1 2%	- -%	1 2%	- -%	1 2%	1 1%	- -%	- -%	1 2%
Leaflets	1 1%	- -%	- -%	1 2%	1 2%	- -%	1 2%	- -%	- -%	1 1%	- -%	1 4%	1 2%
Packaging	1 1%	- -%	- -%	1 2%	1 2%	- -%	1 2%	- -%	1 2%	1 1%	- -%	- -%	1 2%
Glass bottles	1 1%	- -%	- -%	1 2%	- -%	1 2%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Tin plate manufacturer	1 1%	- -%	- -%	1 2%	- -%	1 2%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
ANY OTHERS -----													
Press	14 13%	4 11%	5 21%	8 14%	4 6%	10 22%	2 4%	2 14%	8 15%	10 14%	6 17%	5 19%	9 17%
Suppliers	7 6%	6 16%	- -%	1 2%	6 10%	1 2%	5 10%	1 7%	5 10%	6 8%	2 6%	3 11%	2 4%
Manufacturer Direct Contact	4 4%	2 5%	2 8%	- -%	2 3%	2 4%	2 4%	- -%	3 6%	3 4%	2 6%	1 4%	2 4%
Direct Mail	3 3%	- -%	- -%	3 5%	3 5%	- -%	- -%	3 21%	2 4%	2 3%	1 3%	2 7%	2 4%
New Technology Group	2 2%	1 3%	- -%	1 2%	2 3%	- -%	2 4%	- -%	2 4%	2 3%	1 3%	2 7%	2 4%
Spray Technology	2 2%	1 3%	- -%	1 2%	2 3%	- -%	2 4%	- -%	1 2%	2 3%	- -%	1 4%	1 2%
Word of mouth	2 2%	1 3%	- -%	1 2%	2 3%	- -%	2 4%	- -%	1 2%	2 3%	1 3%	- -%	1 2%

## Aerosols

Table 107 (continuation)

Q.18 From what other sources do you hear about new product development?

Base: All respondents

	Total	Description of organisation			Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
		Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
Envases	1 1%	1 3%	- -	- -	1 2%	- -	1 2%	- -	1 2%	1 1%	- -	1 4%	- -
Boxall	1 1%	1 3%	- -	- -	1 2%	- -	1 2%	- -	1 2%	1 1%	- -	1 4%	- -
Script (pharmaceutical magazine)	1 1%	1 3%	- -	- -	1 2%	- -	1 2%	- -	- -	- -	1 3%	- -	- -
Account handlers	1 1%	- -	1 4%	- -	1 2%	- -	1 2%	- -	1 2%	1 1%	1 3%	1 4%	1 2%
Reaching the Public	1 1%	1 3%	1 4%	1 2%	1 2%	- -	1 2%	- -	- -	- -	- -	- -	1 2%
Overseas	1 1%	- -	1 4%	- -	1 2%	- -	1 2%	- -	1 2%	1 1%	1 3%	1 4%	1 2%
Client	1 1%	- -	- -	1 2%	- -	1 2%	- -	- -	- -	1 1%	- -	- -	- -
Trade Directory	1 1%	1 3%	- -	- -	1 2%	- -	1 2%	- -	1 2%	1 1%	- -	- -	1 2%
Dk/ns	30 28%	5 13%	7 29%	18 32%	14 22%	16 36%	11 22%	3 21%	12 23%	18 24%	11 31%	5 19%	13 25%

## Aerosols

Table 108

Q.19 Had you heard of the British Aerosol Manufacturers' Association before you received their recent letter about this survey?

Base: All respondents

	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
	Total	Marketing companies	Retailer with own label product range	Design/NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
Yes	64 59%	33 87%	20 83%	17 30%	47 75%	17 38%	38 78%	9 64%	36 69%	55 74%	30 83%	21 78%	31 60%
No	44 41%	5 13%	4 17%	39 70%	16 25%	28 62%	11 22%	5 36%	16 31%	19 26%	6 17%	6 22%	21 40%

Aerosols

Table 109  
Q.20 Re-contact  
Base: All respondents

	Description of organisation				Ever worked on/ produced products in aerosol packaging		Worked on/ produced products in aerosol packaging in past year		Products been involved in, in past year				
	Total	Marketing companies	Retailer with own label product range	Design/ NPD agencies	Yes	No	Yes	No	Household	Personal care	Pharma ceuticals	Foodstuffs	Others
Total	108	38	24	56	63	45	49	14	52	74	36	27	52
Yes	62 57%	29 76%	13 54%	29 52%	45 71%	17 38%	34 69%	11 79%	30 58%	46 62%	23 64%	15 56%	29 56%
No	46 43%	9 24%	11 46%	27 48%	18 29%	28 62%	15 31%	3 21%	22 42%	28 38%	13 36%	12 44%	23 44%