

Q6 Now I'm going to read out a list of potential disadvantages of aerosols and I'd like you to rate them from 1 – 5 where 1 would be a very minor disadvantage and 5 would be a very major disadvantage. (ROTATE AND TICK STICK POINT)

TICK

Aerosol technology is too complicated to deal with

(23)

Aerosol technology doesn't suit certain types of product

(24)

Aerosol packaging is expensive

(25)

Aerosols are all more or less all the same shape

(26)

Aerosols can be flammable

(27)

Aerosols are associated with solvent abuse

(28)

Aerosols are not easily recyclable

(29)

Aerosols are associated with CFCS and damage to the ozone layer

(30)

Aerosols are bad for the environment in general

(31)

Some users don't like aerosols

(32)

Q7 This is a list of statements people have made about aerosols. How strongly do you agree or disagree with each of them? You can agree strongly or slightly, neither agree nor disagree or disagree strongly or slightly?

	Agree strongly	Agree slightly	Neither agree or disagree	Disagree slightly	Disagree strongly	Don't know	
	1	2	3	4	5	V	
Aerosols have an undeservedly poor reputation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(33)
Aerosols have potential to be used in other product categories than they currently are	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(34)
I don't specify aerosols as much as I could because I don't feel qualified to deal with the technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(35)
Where you could use an aerosol there's usually another technology that is as effective, such as pumps or triggers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(36)
Aerosols are more versatile than marketing people tend to think	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(37)
Aerosols have recovered their reputation after negative CFC publicity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(38)
I'm deterred from specifying aerosols because of all the requirements for statutory warnings and labelling in general	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(39)
It's important to have an aerosol in a packaged goods range where possible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(40)

Q8 Now I'd like to read you some descriptions of various packaging and I'd like you to tell me which apply to pumps and triggers, roll-ons and sticks, bottles and jars and wipes as well as aerosols. You can rate each one a definite yes (Y), a maybe (M) or a definite no (N).

	Pumps & triggers	Roll-ons + sticks	Bottles + jars	Wipes	Aerosols	
	1	2	3	4	5	
Efficient performance	<input type="checkbox"/> (41)	<input type="checkbox"/> (48)	<input type="checkbox"/> (55)	<input type="checkbox"/> (62)	<input type="checkbox"/> (69)	
Aesthetically appealing	<input type="checkbox"/> (42)	<input type="checkbox"/> (49)	<input type="checkbox"/> (56)	<input type="checkbox"/> (63)	<input type="checkbox"/> (70)	
Adds value to products	<input type="checkbox"/> (43)	<input type="checkbox"/> (50)	<input type="checkbox"/> (57)	<input type="checkbox"/> (64)	<input type="checkbox"/> (71)	
Easy to use	<input type="checkbox"/> (44)	<input type="checkbox"/> (51)	<input type="checkbox"/> (58)	<input type="checkbox"/> (65)	<input type="checkbox"/> (72)	
Stops product getting on your fingers	<input type="checkbox"/> (45)	<input type="checkbox"/> (52)	<input type="checkbox"/> (59)	<input type="checkbox"/> (66)	<input type="checkbox"/> (73)	
Easy to specify	<input type="checkbox"/> (46)	<input type="checkbox"/> (53)	<input type="checkbox"/> (60)	<input type="checkbox"/> (67)	<input type="checkbox"/> (74)	
Environmentally sound	<input type="checkbox"/> (47)	<input type="checkbox"/> (54)	<input type="checkbox"/> (61)	<input type="checkbox"/> (68)	<input type="checkbox"/> (75)	Q9

Q9A Now I'd like to read you a list of product areas that aerosols can be used in. Which of these product areas has your organisation been involved in in the past year whether it involved aerosols or not? (READ LIST)

Q9B And next I'd like you to rate the growth potential of aerosols in these areas in your own mind. 1 means no potential at all and 10 means major potential. It doesn't matter whether these are areas you operate in or not. Just go on your feelings. (READ LIST)

	Q9A In past year (76)	Q9B Potential (78)	
Air fresheners	<input type="text"/>	<input type="text"/>	1
Asthma inhalers	<input type="text"/>	<input type="text"/>	2
Automotive products	<input type="text"/>	<input type="text"/>	3
Bath & shower foams	<input type="text"/>	<input type="text"/>	4
Anti perspirants	<input type="text"/>	<input type="text"/>	5
Colognes and perfumes	<input type="text"/>	<input type="text"/>	6
Deodorants and body sprays	<input type="text"/>	<input type="text"/>	7
Foodstuffs eg cream, mustard, ketchup	<input type="text"/>	<input type="text"/>	8
Hairsprays	<input type="text"/>	<input type="text"/>	9
Hair mousses	<input type="text"/>	<input type="text"/>	0
Household products eg oven cleaners	<input type="text"/>	<input type="text"/>	X
Industrial products eg lubricants	<input type="text"/>	<input type="text"/>	V
	(77)	(79)	
Insecticides	<input type="text"/>	<input type="text"/>	1
Novelty products eg silly string	<input type="text"/>	<input type="text"/>	2
Paints and lacquers	<input type="text"/>	<input type="text"/>	3
Pharmaceuticals eg burn sprays	<input type="text"/>	<input type="text"/>	4
Shampoos	<input type="text"/>	<input type="text"/>	5
Shaving products	<input type="text"/>	<input type="text"/>	6
Shoe sprays	<input type="text"/>	<input type="text"/>	7
Skin creams	<input type="text"/>	<input type="text"/>	8
Sun tan lotions	<input type="text"/>	<input type="text"/>	9
Veterinary and pet care such as flea sprays	<input type="text"/>	<input type="text"/>	0
Waxes and polishes	<input type="text"/>	<input type="text"/>	X

JOB		CARD		Q. NO		
(1)	(2)	(3)	(4)	(5)	(6)	(7)
8	2	0	2			

<p>Q10 Are there any other areas where you think aerosols have growth potential? (PROBE. Any others?)</p>	<p>(8)</p> <p>(9)</p>	
<p>Q11A On a scale where 1 means no potential at all and 10 means major potential how do you rate the future of aerosols in your business?</p>	<p>(10)</p> <input type="checkbox"/>	
<p>Q11B Why do you say that about aerosols in your business? (PROBE. Why else?)</p>	<p>(11)</p> <p>(12)</p>	
<p>Q11C And how do you rate the future of aerosols in the packaging of goods in general in the future where 1 means no potential at all and 10 means major potential?</p>	<p>(13)</p> <input type="checkbox"/>	
<p>Q11D Why do you say that about aerosols in business in general? (PROBE. Why else?)</p>	<p>(14)</p> <p>(15)</p>	
<p>Q12 Are the aerosol manufacturers making you aware of new developments in aerosols such as new shapes, new actuators or bespoke designs?</p> <p>Yes</p> <p>No</p>	<p>(16)</p> <input type="checkbox"/> <input type="checkbox"/>	
<p>Q13 Do aerosol manufacturers contact you on a regular basis?</p> <p>Yes</p> <p>No</p>	<p>(17)</p> <input type="checkbox"/> <input type="checkbox"/>	

Q14 Which of these ideas would help you to specify aerosols more readily in future? (MULTICODE)	(18)	
New shapes	<input type="checkbox"/>	1
New materials	<input type="checkbox"/>	2
New actuators	<input type="checkbox"/>	3
Bigger sizes	<input type="checkbox"/>	4
Smaller sizes	<input type="checkbox"/>	5
Information on the B.A.M.A. website	<input type="checkbox"/>	6
Manufacturer mailings	<input type="checkbox"/>	7
Manufacturer's technical helpdesk	<input type="checkbox"/>	8
List of manufacturers	<input type="checkbox"/>	9
Manufacturer information on safety and labelling	<input type="checkbox"/>	0
Manufacturer manuals and guides on the web	<input type="checkbox"/>	X
Manufacturer manuals and guides distributed by mail	<input type="checkbox"/>	V
	(19)	
Regular manufacturer updates on packaging and design developments	<input type="checkbox"/>	1
None of these	<input type="checkbox"/>	V
Q15 What else have the aerosol manufacturers got to do to develop their share of the packaging market in future? (PROBE. What else?)	(20)	
	(21)	
Q16A How effective are design companies in general in terms of offering packaging advice and expertise to their clients? (READ LIST)	(22)	
Very effective	<input type="checkbox"/>	1 Q16B
Fairly effective	<input type="checkbox"/>	2 Q16B
Neither effective nor ineffective	<input type="checkbox"/>	3 Q16C
Fairly ineffective	<input type="checkbox"/>	4 Q16C
Very ineffective	<input type="checkbox"/>	5 Q16C

Q18 From what other sources do you hear about new product development? (PROMPT: eg Websites, Exhibitions, Specialist Agencies)	(31)	
WEBSITES (WRITE IN)	(32)	
EXHIBITIONS (WRITE IN)	(33)	
SPECIALIST AGENCIES (WRITE IN)	(35)	
ANY OTHERS? (WRITE IN)	(37)	
<p><u>ASK ALL</u></p> Q19 Had you heard of the British Aerosol Manufacturers' Association before you received their recent letter about this survey?	(39)	
<p style="text-align: right;">Yes <input type="checkbox"/></p> <p style="text-align: right;">No <input type="checkbox"/></p>	<p style="text-align: center;">1</p> <p style="text-align: center;">2</p>	<p style="text-align: center;">Q20</p>
Q20 We'd like to recontact a number of the people we have interviewed in order to ask a few more detailed questions and, with their permission, to quote them on the subject of aerosols in the press. Would you be willing to be recontacted by telephone for this purpose?	(40)	
<p style="text-align: right;">Yes <input type="checkbox"/></p> <p style="text-align: right;">No <input type="checkbox"/></p>	<p style="text-align: center;">1</p> <p style="text-align: center;">2</p>	

THANK YOU VERY MUCH FOR TAKING PART IN THE SURVEY