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AD A116049

**SURVEY OF CONSUMER ATTITUDES AND
AWARENESS OF THE METRIC CONVERSION OF
DISTILLED SPIRITS CONTAINERS**

A Special Report for:

**A Study of Metric Conversion of
Distilled Spirits Containers: A Policy and Planning Evaluation**

December 1, 1981

for:

**The United States Metric Board
Arlington, VA.**

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by:

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REPORT DOCUMENTATION PAGE		READ INSTRUCTIONS BEFORE COMPLETING FORM
1. REPORT NUMBER None	2. GOVT ACCESSION NO. AD-A116049	3. RECIPIENT'S CATALOG NUMBER
4. TITLE (and Subtitle) Survey of Consumer Attitudes and Awareness of the Metric Conversion of Distilled Spirits Containers	5. TYPE OF REPORT & PERIOD COVERED Research Report	
	6. PERFORMING ORG. REPORT NUMBER None	
7. AUTHOR(s) James A. Simpson Steve L. Barsby, Ph.D.	8. CONTRACT OR GRANT NUMBER(s) AA-80-SAC-X8602	
9. PERFORMING ORGANIZATION NAME AND ADDRESS Applied Concepts Corporation P. O. Box 2760 Reston, VA 22090	10. PROGRAM ELEMENT, PROJECT, TASK AREA & WORK UNIT NUMBERS None	
11. CONTROLLING OFFICE NAME AND ADDRESS Office of Research, Office of Research, Coordination and Planning, United States Metric Board, 1600 Wilson Blvd., Suite 400, Arlington, VA 22209	12. REPORT DATE Dec 1, 1981	
	13. NUMBER OF PAGES 49	
14. MONITORING AGENCY NAME & ADDRESS (if different from Controlling Office) Same	15. SECURITY CLASS. (of this report) Unclassified	
	15a. DECLASSIFICATION/DOWNGRADING SCHEDULE Not Applicable	
16. DISTRIBUTION STATEMENT (of this Report) Unlimited		
17. DISTRIBUTION STATEMENT (of the abstract entered in Block 20, if different from Report) Unlimited		
18. SUPPLEMENTARY NOTES		
19. KEY WORDS (Continue on reverse side if necessary and identify by block number) Metrication, costs, benefits, USMB Planning Guidelines, Distilled Spirits Industry, Evaluation, Policy and Planning Analysis, Intervention Strategies, Public Hearings, Petitions, Public Information Campaigns.		
20. ABSTRACT (Continue on reverse side if necessary and identify by block number) The survey was conducted as part of a policy and planning evaluation study. The overall study was an examination of a completed private sector conversion to the metric system, in the light of the US Metric Board's planning guidelines and procedures. The conversion of distilled spirits containers took place prior to the establishment of the USMB. The study's objective was to use the completed version to determine if the guidelines and related procedures were adequate to help the conversion process. If they were not, the study was designed to provide suggestions for improvement.		

Unclassified

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The consumer survey was conducted to assess current attitudes, awareness, and behavior as they relate to information needs of the customer in making marketplace purchase decisions.

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I. CONSUMER SURVEY FINDINGS

A. BACKGROUND

The survey reported here was conducted as part of a policy and planning evaluation study. The overall study was an examination of a completed private sector conversion to the metric system, in the light of the US Metric Board's planning guidelines and procedures. The conversion of distilled spirits containers took place prior to the establishment of the USMB. The study's objective was to use the completed version to determine if the guidelines and related procedures were adequate to help the conversion process. If they were not, the study was designed to provide suggestions for improvement.

This consumer survey was conducted to assess current attitudes, awareness, and behavior as they relate to information needs of the customer in making marketplace purchase decisions.

It is important to note that the survey was not intended to determine opinions about the conversion itself. The conversion process, so far as the introduction of metric-sized containers is concerned, started with the beginning of an optional period on October 1, 1976. As of January 1, 1980, all newly filled distilled spirits containers had to be in metric sizes; retailing of customary sized containers continued until supplies of spirits bottled prior to January 1, 1980 were exhausted. By the end of 1977, much of the retail stock of distilled spirits was in metric sizes. The survey was conducted 3 to 4 years after metric sizes began appearing in retail outlets. Thus, attitudes about the conversion process itself were felt to be inappropriate topics for query after such a lengthy period. The only exception to this general rule was an inquiry about how consumers learned about the metric sizes.

B. SURVEY DESCRIPTION

This report presents the findings of a telephone interview survey conducted among a probability sample of 2,006 adults, 18 years of age or over, living in private households in the continental United States. The interviewing was conducted during the period July 7 through August 8, 1981. The interviews were conducted by Opinion

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Research Corporation (ORC). The survey questionnaire was developed by Applied Concepts Corporation with the assistance of USMB Office of Research staff. A copy of the questionnaire is included, beginning on page 9 of this report. The OMB approval number for this information collection is 3327-0007.

To ensure representativeness of the sample, data were subjected to ORC's proprietary weighting program, which takes into account six different demographic variables. Therefore, the results may be projected to the total U.S. non-institutionalized population 18 years of age and over. A Technical Appendix is attached which describes in detail, the sampling methods and other procedures employed in the survey, as well as characteristics of the sample and sampling tolerances of survey results.

C. SURVEY OBJECTIVES

This survey had four objectives:

1. To determine the extent and level of awareness of the existence of metric-sized distilled spirits containers.
2. To determine prevalent consumer attitudes regarding metric-sized distilled spirits containers.
3. To determine the extent of consumer confusion over the metric distilled spirits sizes.
4. To determine how consumers learned about the metric distilled spirits sizes.

D. SUMMARY OF FINDINGS

The findings for each objective are summarized below.

Objective 1: **To determine the extent and level of awareness of the existence of metric distilled spirits containers.**

Distilled spirits purchasers are not "thinking metric" regarding distilled spirits container sizes. When asked what size or sizes they normally buy, only 10% responded

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in metric measure. However, more than one-quarter (27%) of those who gave the sizes they buy in customary measure responded to a mild probe so as to indicate that they are aware they are actually getting metric sizes. Thus, approximately one-third (34%) of all spirits purchasers are actively aware that spirits are sold in metric-sized containers.

When the two-thirds (66%) of all spirits purchasers without an active awareness of metric spirits sizes were directly asked whether they were aware of metric sizes, approximately three-fifths (59%) answered affirmatively. This raises the percentage of spirits purchasers with at least a "recall" knowledge of the existence of metric sizes to 73%. Based upon the results of this survey and our past experience with distilled spirits consumer purchasing practices, we interpret these figures as indicating that the percentage of consumers who consciously maintain a metric awareness in making purchase decisions is between 10% and 34%. We conclude that the extent of awareness of the existence of metric distilled spirits sizes is moderately high. The level of awareness, and thus the degree that the metric knowledge is used in making purchase decisions, is substantially lower. Extent refers to the scope or range of awareness, while level refers to rank or position, a more precise understanding.

Objective 2: To determine prevalent consumer attitudes regarding metric distilled spirits containers.

Spirits purchasers appear to be generally satisfied with the available metric container sizes. Only 5% of spirits purchasers stated they were not satisfied with the available sizes. About 14% had difficulty making price comparisons.

Objective 3: To determine the extent of consumer confusion over the metric distilled spirits sizes.

The word "confusion" here was taken to be represented by the extent to which consumers know the metric sizes.

The bulk of spirits consumers do not know the amount of contents of the products they buy. Overall, at least 78% of spirits purchasers do not know the amount of contents of any spirits product they purchase. At least 50% of all metric-aware

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respondents, and 63% of all respondents, did not know any of the six allowable distilled spirits sizes. 81% of those who initially gave a customary size for the size they buy but later evidenced a metric awareness, did not know the metric equivalent for any size they buy.

Objective 4: To determine how consumers learned about the metric distilled spirits sizes.

Reading the metric contents on the bottle or label appears to have been the most common means of learning about the metric sizes. 42% of all metric-aware respondents learned of the metric sizes in this manner, while 19% learned of them at the liquor store, 15% from newspapers, and 27% from other miscellaneous sources.

It should be noted that these findings have several important limitations. They reflect the effectiveness of the various information dissemination media only to the extent that they were actually used. They do not shed light on the adequacy of the information dissemination efforts that were made in this conversion. Finally, they involve recollections that go back up to four years and thus may not be entirely accurate. They should be interpreted as how respondents remember they learned of metric sizes.

E. SURVEY RESULTS FOR EACH QUESTION

The following paragraphs review the results for each of the 10 questions which were asked in the survey. They focus on the aggregate group of respondents and do not analyze differences across demographic, locational, or other subgroupings. For almost all questions, there was a very high correspondence of results across subgroupings. Subgroup responses and differences can be analyzed by referring to the detailed tabulations of results presented in Section III. The use of the flowchart on page 7 will facilitate the reader's understanding of the following results.

Q.1. Almost half (48%) of all survey participants reported they purchase distilled spirits.

Q.2. When asked what sizes they normally buy, 90% of all spirit purchasers gave their reply or replies in customary measure or iv. Only 10% responded in metric measure. Approximately

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4% gave both metric and customary sizes. The most frequently given customary sizes were: "fifth" (49%), quart (27%), pint (16%), and half-gallon (11%). The only metric sizes given were: liter (7%), 750 ml (2%), 1.75 liter (2%), and 500ml (< 1%).

- Q.3. 91% of all spirits purchasers stated they were generally satisfied with the bottle sizes available. Only 5% were not satisfied. 4% had no opinion.
- Q.4. Of those that were not satisfied with the sizes available (that is the 5% from question 3), the most frequently given reasons were as follows: 23% did not like metric sizes; 22% wanted a larger size; 12% had difficulty making price comparisons; 10% wanted more sizes; 7% wanted a smaller size; and 29% gave numerous uncategorized reasons.
- Q.5. 14% of all spirits purchasers (regardless of whether or not they are satisfied with the sizes) stated they had either alot (4%) or some (10%) difficulty in making price comparisons between different sizes of the same brand. 20% stated they had not much difficulty, 38% stated that they had no difficulty at all, and 26% stated that they do not try to make price comparisons.
- Q.6. Of the 90% of all spirits purchasers who responded in customary measure only when asked what size(s) they buy in question 2, 27% mentioned the change to metric sizes when asked if they had noticed any changes in liquor bottle sizes in the past several years. Thus, 34% of all spirits purchasers either answered in metric measure initially or evidenced an awareness of the existence of metric sizes after a mild probe.
- Q.7. When the respondents who gave customary sizes only for the sizes they buy in question 2, and who did not respond to the mild probe in question 6 with a metric awareness, were asked directly if they were aware that spirits are now in metric sizes, 59% said yes.
- Q.8. The predominate means by which metric-aware respondents stated they became aware of metric sizes was by reading the bottle label (42%). 19% stated they became aware of metric sizes from displays, brochures, or orally at the liquor store, 15% from newspapers, and the rest from other sources or didn't remember. Mail, family/friends, radio/television, and school/educational means each had only a few percentage points.
- Q.9. Respondents who gave the size(s) they buy in question 2 in customary measure only but who later evidenced they were aware of metric sizes were asked to give the nearest metric "equivalent" size for each size they buy. 81% gave either all incorrect answers or stated they did not know any. 15% gave the correct metric "equivalent(s)", and 4% gave some correct and some incorrect.

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Q.10. When metric-aware respondents were asked to list as many of the metric sizes as they could, 58% gave either incorrect sizes or stated they did not know any. The most commonly recognized size was the 1 liter, with 39% recognition, followed by the 500 ml and 750 ml (10% each), the 1.75 liter (8%), and the 50 ml and 200 ml (1% each).

F. OTHER FINDINGS

1. 73% of all spirits purchasers showed at least some evidence of an awareness of the existence of metric sizes.
2. For all distilled purchasers:
 - a. 10% gave sizes they buy in metric measure.
 - b. 24% gave the sizes they buy in customary measure only, but evidenced a metric awareness after a mild probe.
 - c. 39% gave the sizes they buy in customary measure only, did not respond to the mild probe with a metric awareness, but answered affirmatively when asked directly if they were aware that distilled spirits were sold in metric containers.
 - d. 27% evidenced no awareness of the existence of metric sizes.
3. At least 78% of all spirits purchasers are unaware of the amount of contents in the containers they purchase.
4. At least 63% of all spirits purchasers do not know any of the 6 allowable metric container sizes.
5. At least 50% of all metric-aware respondents could not name any of the 6 allowable metric container sizes.

G. GRAPHICAL PRESENTATION OF RESULTS

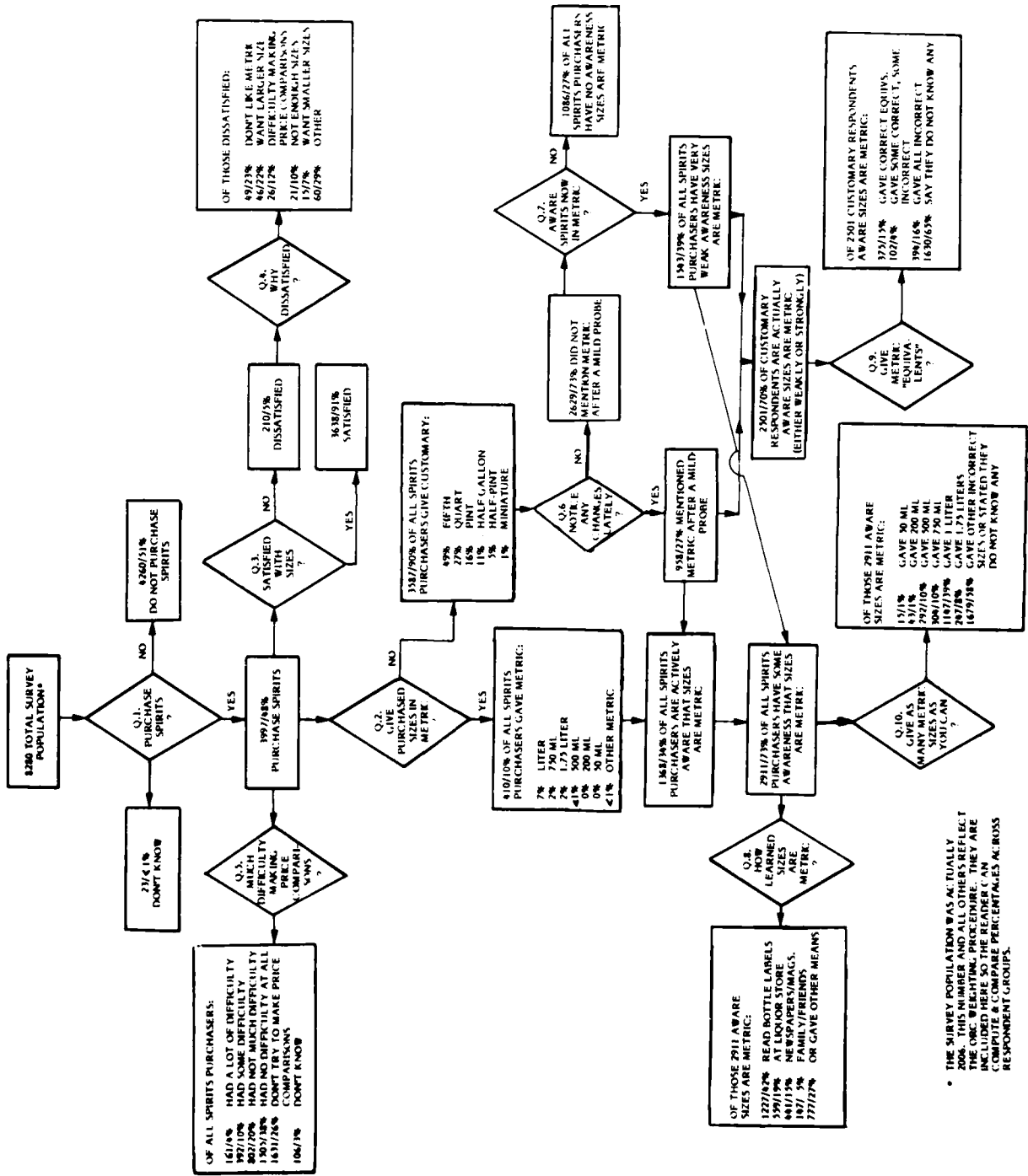
The next page contains a summary of the consumer survey results in graphic form. It describes the screening process in the questioning, the results for each

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question, and the recombining of results from various questions to obtain the percentages presented in the findings above. Both frequencies (the raw scores) and percentages are presented. The percentages sometimes do not total to 100%, due to possible multiple responses, rounding, or because no answer/don't know responses are not displayed.

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CONSUMER SURVEY - SUMMARY OF RESULTS



* THE SURVEY POPULATION WAS ACTUALLY 2008. THIS NUMBER AND ALL OTHERS REFLECT THIS NUMBER. HOWEVER, THEY ARE INCLUDED HERE SO THE READERS CAN COMPUTE & COMPARE PERCENTAGES ACROSS RESPONDENT GROUPS.

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The following sections present the survey questions which were asked (Section II) and the tabulation of the results for each question, with the demographic breakdown of responses (Section III). These are followed by a Technical Appendix (Section IV) which describes the sampling method and procedures and sampling tolerances of the survey results.

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SECTION II CONSUMER SURVEY INSTRUMENT

**NOTE: INTERVIEWER READS POSSIBLE RESPONSES ONLY ON QUESTION #5.
ALL OTHER QUESTIONS ARE OPEN-ENDED.**

1. Do you ever purchase distilled spirits? By distilled spirits, I mean hard liquor, not beer or wine.

1. Yes _____ If yes, go to question #2.
No _____ If no, ask only background questions.

2. What size or sizes of distilled spirits do you normally buy?

- | | (Customary) | (Metric) | (Units Not Specified) |
|----|------------------|----------------------|-----------------------|
| 1. | Miniature _____ | 9. 50 ml _____ | 17. Other _____ |
| 2. | 1/2 Pint _____ | 10. 200 ml _____ | 18. Other _____ |
| 3. | Pint _____ | 11. 500 ml _____ | |
| 4. | "Fifth" _____ | 12. 750 ml _____ | |
| 5. | Quart _____ | 13. 1 liter _____ | |
| 6. | 1/2 Gallon _____ | 14. 1.75 liter _____ | |
| 7. | Other _____ | 15. Other _____ | |
| 8. | Other _____ | 16. Other _____ | |

3. In general, are you satisfied with the bottle sizes in which hard liquor is available?

1. Yes _____ If yes, skip to question #5.
2. No _____ If no, go to question #4.

4. Why not?

1. Don't like metric per se (liters, ml, etc.) _____
2. Need to offer a larger size _____
3. Need to offer a smaller size _____
4. Difficult to make price comparisons _____
5. Not enough sizes offered _____
6. Other (specify) _____
7. Other (specify) _____

5. How much difficulty do you have in making price comparisons between different sizes of the same brand of liquor? (INTERVIEWER READS POSSIBLE RESPONSES.)

1. A lot of difficulty _____
2. Some difficulty _____

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3. Not much difficulty _____
4. No difficulty at all _____
5. Don't try to make price comparisons _____
6. Don't know _____

(IF RESPONDENT GAVE METRIC SIZE(S) IN QUESTION #2, SKIP TO QUESTION #8. IF RESPONDENT DID NOT GIVE METRIC SIZE(S) IN QUESTION #2, GO TO QUESTION #6.)

6. What changes, if any, have you noticed in hard liquor bottle sizes during the past several years?

1. Metric (liters, milliliters, etc.) _____
2. None _____
3. Other _____
6. Other _____

(IF NOTICED METRIC, SKIP TO QUESTION #8. IF DID NOT NOTICE METRIC, GO TO QUESTION #7).

7. Are you aware that hard liquor is now sold in metric sizes, that is, by the milliliter and liter?

1. Yes _____ IF YES, GO TO QUESTION #8
2. No _____ IF NO, TERMINATE INTERVIEW

8. How did you become aware of the change in liquor bottles to metric sizes?

1. Mailouts from the retailer _____
2. Display signs, handouts, or orally from the retailer _____
3. Newspaper or magazine articles _____
4. Newspaper or magazine advertisements _____
5. Was told about it by friend or family _____
6. Read the size on the bottle or bottle label _____
7. Radio or television _____
8. School or educational system _____
9. Don't remember or don't know _____
10. Other _____

(IF RESPONDENT GAVE METRIC SIZE(S) IN QUESTION #2, SKIP TO QUESTION #10. IF RESPONDENT DID NOT GIVE METRIC SIZE(S) IN QUESTION #2, GO TO QUESTION #9).

9. Earlier you mentioned that you normally buy (REFER TO QUESTION #2) sizes. Could you tell me what is (are) now the nearest equivalent metric size(s) offered for this (each of these)? (INTERVIEWER REFER TO QUESTION #2 AND COMPARE RESPONSE(S) TO THIS QUESTION WITH ENTRY (IES) IN METRIC COLUMN OPPOSITE THE CUSTOMARY SIZE(S) MENTIONED.)

1. All responses correct _____
2. Some responses correct/some incorrect _____

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- 3. All responses incorrect _____
- 4. Don't know _____

10. Please tell me as many of the new metric sizes of hard liquor as you can.

- 1. 50 ml _____
- 2. 200 ml _____
- 3. 500 ml _____
- 4. 750 ml _____
- 5. 1 liter _____
- 6. 1.75 liter _____
- 7. Other _____
- 8. Other _____

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SECTION III DETAILED TABULATIONS

A. HOW TO READ THE TABLES

The following tables present detailed findings of survey results. The tables are percentaged horizontally and, therefore, should be read across. The first figure shows the unweighted total number of actual respondents; the second figure, the weighted number (the figure resulting from the weighting process). All other figures in the body of the tables are percentages based on the weighted number of interviews.

Percentages normally add to 100 (except for questions allowing multiple responses). Where percentages do not add to exactly 100, computer rounding is the cause. Throughout the tables, an asterisk (*) signifies any value less than one-half percent.

B. DEFINITION OF CLASSIFICATION TERMS

The following definitions are provided for some of the standard demographics by which the data are analyzed. Other demographics are self-explanatory.

1. Occupation

Occupation refers to the occupation of the respondent. The types of positions included in each category are shown below.

OCCUPATIONAL CLASSIFICATION

INCLUDES

Professional/Manager/Owner

Executives, Professionals, Technical and Kindred Workers, Managers, Officials and Proprietors

White Collar - Sales/Clerical

Clerical, Office and Secretarial Workers, and Sales Agents and Workers

Blue Collar - Skilled

Craftsmen, Foremen, Kindred Workers, Maintenance Repairmen,

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OCCUPATIONAL CLASSIFICATION

INCLUDES

Blue Collar - Semi/Unskilled	Carpenters, Plumbers and Electricians
Service Workers	Operatives and Kindred Workers, Apprentices, Laborers (except Mine), and Assembly Line Workers
	Housekeepers in Private Household, Institutional and Public, Police, Security Guards, Beauticians and Barbers

2. Geographic Regions

The four geographic regions are comprised of the listed states:

- Northeast - Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania
- North Central - Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas
- South - Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas
- West - Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, California

3. Income

The income groupings refer to the total household income before taxes.

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4. Control^{*/} States

Control states include Alabama, Idaho, Iowa, Maine, Michigan, Montana, New Hampshire, North Carolina, Ohio, Oregon, Pennsylvania, Utah, Vermont, Washington, West Virginia, and Virginia.

^{*/} Control is not used here in the statistical experimental sense, but rather in reference to those states where retail sales of distilled spirits is a state function rather than a private enterprise function, as it is in the remaining 34 states and the District of Columbia.

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DETAILED TABULATIONS

QUESTION A1

DO YOU EVER PURCHASE DISTILLED SPIRITS BY DISTILLED SPIRITS, I MEAN
HARD LIQUOR, NOT BEER OR WINE

	PERCENTAGE BASE		YES	NO	DON'T KNOW
	UNWTD	WTD			
TOTAL PUBLIC	2806	8280	48	52	*
HEAD OF HOUSEHOLD	1819	7585	49	51	*
MALE HEAD OF HOUSEHOLD	908	3566	56	44	*
FEMALE HEAD OF HOUSEHOLD	911	3539	42	58	*
MALE	998	3934	55	45	*
FEMALE	1008	4347	42	57	1
18 - 24 YEARS OF AGE	316	1517	49	51	*
25 - 34	550	1877	54	46	*
35 - 44	343	1338	58	42	0
45 - 54	327	1335	49	51	0
55 - 64	253	1117	40	60	0
65 OR OLDER	208	1055	33	66	1
HIGH SCHOOL INCOMPLETE	343	2189	33	66	1
HIGH SCHOOL GRADUATE	729	2903	46	54	0
COLLEGE INCOMPLETE	406	1486	59	41	0
COLLEGE GRADUATE	512	1678	64	36	*
UNDER \$10,000 HOUSEHOLD INCOME	299	2305	35	64	1
\$10,000 - \$14,999	266	1158	44	56	0
\$15,000 - \$19,999	255	1087	48	52	0
\$20,000 - \$24,999	235	995	51	49	0
\$25,000 OR MORE	684	2162	64	36	0
\$35,000 OR MORE	267	816	74	26	0
NORTHEAST	448	1810	55	45	*
NORTH CENTRAL	528	2237	49	51	*
SOUTH	638	2679	38	62	*
WEST	392	1554	58	42	0

QUESTION A1

DO YOU EVER PURCHASE DISTILLED SPIRITS BY DISTILLED SPIRITS, I MEAN
HARD LIQUOR, NOT BEER OR WINE

	PERCENTAGE BASE			DON'T KNOW	
	UNWTD	WTD	YES		NO
TOTAL PUBLIC	2006	8280	48	52	0
WHITE	1701	6819	50	50	0
BLACK	215	1108	33	66	1
EMPLOYED	1363	5403	54	46	0
EMPLOYED FEMALE	571	2369	49	51	0
NOT EMPLOYED	622	2875	38	61	1
NOT EMPLOYED FEMALE	436	1975	34	65	1
PROFESSIONAL/MANAGER/OWNER	493	1669	67	33	0
WHITE COLLAR - SALES/CLERICAL	305	1197	51	49	0
BLUE COLLAR - SKILLED	268	1078	50	50	0
BLUE COLLAR - SEMI/UNSKILLED	271	1256	48	60	0
SINGLE	362	1544	52	47	1
MARRIED	1346	5250	48	52	0
OTHER	295	1477	44	55	1
HOUSEHOLD OF 1 OR 2 PEOPLE	864	3829	49	51	0
3 OR 4 PEOPLE	781	3011	50	50	0
5 OR MORE PEOPLE	342	1379	44	55	1
NO CHILDREN IN HOUSEHOLD	1085	4634	48	52	0
CHILDREN UNDER 12	681	2711	48	52	0
CHILDREN 12 - 17	395	1616	49	50	1
URBAN	654	2817	45	55	0
SUBURBAN	780	2921	57	43	0
RURAL	513	2252	44	56	0
CONTROL STATES	631	2646	46	54	0
REMAINDER OF U.S.	1375	5634	49	50	1

QUESTION A2-1

WHAT SIZE OR SIZES OF DISTILLED SPIRITS DO YOU NORMALLY BUY

*** CUSTOPARY SIZES ***

BASE = LIQUOR PURCHASERS

	PERCENTAGE BASE									
	1.	2.	3.	4.	5.	6.	7.	8.	9.	
TOTAL PUBLIC	1055	3997	1055	16	49	27	11	4	1	6
HEAD OF HOUSEHOLD	967	3656	967	15	50	27	11	4	1	7
MALE HEAD OF HOUSEHOLD	546	2008	1	6	52	26	12	3	0	8
FEMALE HEAD OF HOUSEHOLD	421	1648	0	3	47	28	21	6	2	5
MALE	588	2169	1	6	51	26	12	3	0	8
FEMALE	467	1828	0	3	48	29	10	5	1	4
18 - 24 YEARS OF AGE	157	739	2	8	26	49	20	6	1	4
25 - 34	311	1004	0	4	28	45	32	8	3	7
35 - 44	204	782	0	3	8	54	35	14	5	4
45 - 54	173	649	0	6	17	58	19	13	5	6
55 - 64	125	451	0	1	4	48	29	18	1	10
65 OR OLDER	76	350	0	3	9	51	24	10	7	10
HIGH SCHOOL INCOMPLETE	115	713	0	9	24	47	16	8	6	6
HIGH SCHOOL GRADUATE	349	1321	1	4	14	49	29	10	4	4
COLLEGE INCOMPLETE	244	874	1	4	19	46	29	14	4	6
COLLEGE GRADUATE	339	1072	0	3	8	55	30	12	2	9
UNDER \$10,000 HOUSEHOLD INCOME	111	818	1	9	27	46	26	4	5	2
\$10,000 - \$14,999	120	512	0	6	15	40	27	9	9	9
\$15,000 - \$19,999	128	528	0	3	17	48	36	8	4	3
\$20,000 - \$24,999	122	507	1	6	16	56	19	11	5	7
\$25,000 OR MORE	449	1391	0	2	9	53	28	15	2	9
\$35,000 OR MORE	201	606	0	1	9	49	29	17	3	9
NORTHEAST	272	993	1	3	11	45	40	12	3	7
NORTH CENTRAL	284	1093	0	6	17	54	20	8	6	4
SOUTH	261	1011	1	6	19	49	25	11	2	8
WEST	238	900	0	3	14	49	24	13	4	6

- 1. MINIATURE
- 2. 1/2 PINT
- 3. PINT
- 4. FIFTH
- 5. QUART
- 6. 1/2 GALLON
- 7. OTHER
- 8. OTHER
- 9. NO ANSWER

QUESTION A2-1

WHAT SIZE OR SIZES OF DISTILLED SPIRITS DO YOU NORMALLY BUY

*** CUSTOMARY SIZES ***

BASE = LIQUOR PURCHASERS

	PERCENTAGE BASE UNWTD WTD	1. MINIATURE 2. 1/2 PINT 3. PINT 4. FIFTH 5. QUART 6. 1/2 GALLON 7. OTHER 8. OTHER 9. NO ANSWER								
		1.	2.	3.	4.	5.	6.	7.	8.	9.
TOTAL PUBLIC	1055 3997	0	5	16	49	27	11	4	1	6
WHITE	927 3436	0	4	14	50	26	11	4	1	7
BLACK	77 371	1	15	27	45	27	18	2	1	3
EMPLOYED	792 2895	1	5	16	50	28	11	3	1	6
EMPLOYED FEMALE	300 1167	0	5	20	48	27	10	3	2	4
NOT EMPLOYED	263 1101	0	4	14	48	26	11	6	1	6
NOT EMPLOYED FEMALE	167 661	0	1	11	47	31	9	9	1	5
PROFESSIONAL/MANAGER/OWNER	338 1121	0	3	10	52	28	12	3	1	7
WHITE COLLAR - SALES/CLERICAL	165 606	0	2	16	50	29	9	4	0	7
BLUE COLLAR - SKILLED	143 539	1	5	20	46	31	14	2	0	6
BLUE COLLAR - SEMI/UNSKILLED	117 501	2	14	24	45	24	11	2	0	2
SINGLE	197 804	2	7	20	53	24	7	3	0	5
MARRIED	712 2540	0	3	14	50	27	12	3	1	8
OTHER	144 645	0	6	15	39	33	12	7	1	3
HOUSEHOLD OF 1 OR 2 PEOPLE	470 1859	1	4	13	50	27	10	4	1	7
3 OR 4 PEOPLE	412 1508	0	5	17	51	28	11	2	0	5
5 OR MORE PEOPLE	167 610	0	5	18	43	23	13	7	0	7
NO CHILDREN IN HOUSEHOLD	583 2225	1	4	12	52	27	10	3	1	7
CHILDREN UNDER 12	346 1305	0	6	20	48	27	10	5	0	5
CHILDREN 12 - 17	208 791	0	6	18	45	24	13	5	0	5
URBAN	321 1264	0	6	15	48	27	8	4	1	8
SUBURBAN	472 1657	0	2	14	54	28	14	4	1	6
RURAL	237 981	1	7	19	42	26	10	4	0	7
CONTROL STATES	313 1224	0	1	14	65	14	13	4	0	3
REMAINDER OF U.S.	742 2773	1	6	16	42	33	10	4	1	8

QUESTION A2-2

WHAT SIZE OR SIZES OF DISTILLED SPIRITS DO YOU NORMALLY BUY

*** METRIC SIZES ***

BASE = LIQUOR PURCHASERS

- 1. 50 MILLILITERS
- 2. 200 MILLILITERS
- 3. 500 MILLILITERS(1/2 LITER)
- 4. 750 MILLILITERS
- 5. 1 LITER
- 6. 1 3/4 LITERS
- 7. OTHER
- 8. OTHER
- 9. NO ANSWER

	PERCENTAGE	1.	2.	3.	4.	5.	6.	7.	8.	9.
	BASE									
	UNWTD WTD									
TOTAL PUBLIC	1055 3997	0	0	4	2	7	2	4	0	90
HEAD OF HOUSEHOLD	967 3656	0	0	4	2	7	2	4	0	90
MALE HEAD OF HOUSEHOLD	546 2088	0	6	4	3	9	3	1	0	86
FEMALE HEAD OF HOUSEHOLD	421 1648	0	0	4	1	4	1	0	0	94
MALE	588 2169	0	0	4	3	9	3	1	0	86
FEMALE	467 1828	0	0	4	1	4	1	0	0	94
18 - 24 YEARS OF AGE	157 739	0	0	1	4	5	0	0	0	92
25 - 34	311 1084	0	0	4	3	7	1	1	0	89
35 - 44	204 782	0	0	0	4	6	1	0	0	93
45 - 54	173 649	0	0	0	2	7	1	4	0	89
55 - 64	125 451	0	0	0	0	6	7	0	0	88
65 OR OLDER	76 350	0	0	0	2	7	3	2	0	86
HIGH SCHOOL INCOMPLETE	115 713	0	0	0	1	1	2	0	0	96
HIGH SCHOOL GRADUATE	349 1321	0	0	0	1	5	4	1	0	93
COLLEGE INCOMPLETE	244 874	0	0	0	1	7	3	4	0	90
COLLEGE GRADUATE	339 1072	0	0	4	4	12	3	4	0	83
UNDER \$10,000 HOUSEHOLD INCOME	111 818	4	0	0	3	3	0	0	0	95
\$10,000 - \$14,999	120 512	3	0	0	2	5	2	1	0	91
\$15,000 - \$19,999	128 528	0	0	1	2	4	3	0	0	92
\$20,000 - \$24,999	122 507	0	0	1	2	7	0	1	0	89
\$25,000 OR MORE	449 1391	0	0	0	0	10	3	4	0	86
\$25,000 OR MORE	201 606	0	0	0	3	11	2	0	0	84
NORTHEAST	272 993	4	0	0	3	9	1	4	0	88
NORTH CENTRAL	284 1093	0	0	4	2	6	1	4	0	91
SOUTH	261 1011	0	0	0	2	5	3	1	0	91
WEST	238 908	0	0	1	2	7	3	4	0	89

74034/14035

JULY/AUGUST EXPRESS CARAVAN

QUESTION A2-2

WHAT SIZE OR SIZES OF DISTILLED SPIRITS DO YOU NORMALLY BUY

*** METRIC SIZES ***

BASE = LIQUOR PURCHASERS

	PERCENTAGE BASE	UNWTD	MTD	1. 50 MILLILITERS 2. 200 MILLILITERS 3. 500 MILLILITERS(1/2 LITER) 4. 750 MILLILITERS 5. 1 LITER 6. 1 3/4 LITERS 7. OTHER 8. OTHER 9. NO ANSWER									
				1.	2.	3.	4.	5.	6.	7.	8.	9.	
TOTAL PUBLIC	1055	3997	0	0	0	0	2	7	2	0	0	0	90
WHITE	927	3436	0	0	0	0	2	7	2	0	0	0	89
BLACK	77	371	0	0	1	0	0	3	0	0	0	0	96
EMPLOYED	792	2895	0	0	0	0	2	7	1	0	0	0	90
EMPLOYED FEMALE	300	1167	0	0	0	0	1	3	1	0	0	0	95
NOT EMPLOYED	263	1101	0	0	0	0	2	6	3	0	0	0	90
NOT EMPLOYED FEMALE	167	661	0	0	0	0	1	5	1	0	0	0	93
PROFESSIONAL/MANAGER/OWNER	338	1121	0	0	0	0	3	8	2	1	0	0	86
WHITE COLLAR - SALES/CLERICAL	165	606	0	0	0	0	1	7	2	1	0	0	91
BLUE COLLAR - SKILLED	143	539	0	0	0	0	3	7	1	0	0	0	90
BLUE COLLAR - SEMI/UNSKILLED	117	501	0	0	1	0	0	3	0	0	0	0	96
SINGLE	197	804	0	0	0	0	0	9	0	1	0	0	88
MARRIED	712	2540	0	0	0	0	2	7	2	0	0	0	89
OTHER	144	645	0	0	0	0	2	2	1	0	0	0	95
HOUSEHOLD OF 1 OR 2 PEOPLE	470	1859	0	0	0	0	3	7	2	1	0	0	88
3 OR 4 PEOPLE	412	1508	0	0	0	0	2	4	2	0	0	0	91
5 OR MORE PEOPLE	167	610	0	0	1	2	5	1	1	0	0	0	92
NO CHILDREN IN HOUSEHOLD	583	2225	0	0	0	0	2	8	2	1	0	0	88
CHILDREN UNDER 12	346	1305	0	0	0	0	3	5	1	0	0	0	92
CHILDREN 12 - 17	208	791	0	0	1	1	5	2	2	0	0	0	91
URBAN	321	1264	0	0	0	0	2	8	1	1	0	0	89
SUBURBAN	472	1657	0	0	0	0	2	6	2	0	0	0	90
RURAL	237	981	0	0	0	0	3	6	2	0	0	0	90
CONTROL STATES	313	1224	0	0	0	0	3	3	2	0	0	0	92
REMAINDER OF U.S.	742	2773	0	0	0	0	2	8	2	1	0	0	89

74034/14045

JULY/AUGUST EXPRESS CARAVAN

QUESTION A3

IN GENERAL, ARE YOU SATISFIED WITH THE BOTTLE SIZES IN WHICH HARD LIQUOR IS AVAILABLE

BASE = LIQUOR PURCHASERS

	PERCENTAGE BASE	UNMTD	MTD	YES	NO	DON'T KNOW/ NO OPINION
TOTAL PUBLIC	1055	3997		91	5	4
HEAD OF HOUSEHOLD	967	3656		91	5	4
MALE HEAD OF HOUSEHOLD	546	2008		91	6	3
FEMALE HEAD OF HOUSEHOLD	421	1648		91	4	5
MALE	588	2169		91	6	3
FEMALE	467	1828		91	4	5
18 - 24 YEARS OF AGE	157	739		96	4	0
25 - 34	311	1004		92	5	3
35 - 44	204	782		92	3	5
45 - 54	173	649		90	5	5
55 - 64	125	451		87	7	6
65 OR OLDER	76	358		81	12	7
HIGH SCHOOL INCOMPLETE	115	713		94	3	3
HIGH SCHOOL GRADUATE	349	1321		90	5	5
COLLEGE INCOMPLETE	244	874		89	7	4
COLLEGE GRADUATE	339	1072		91	6	3
UNDER \$10,000 HOUSEHOLD INCOME	111	818		89	6	5
\$10,000 - \$14,999	128	512		97	3	0
\$15,000 - \$19,999	128	520		92	6	2
\$20,000 - \$24,999	122	507		91	5	4
\$25,000 OR MORE	449	1391		91	6	3
\$35,000 OR MORE	201	606		92	5	3
NORTHEAST	272	593		87	6	7
NORTH CENTRAL	284	1093		92	5	3
SOUTH	261	1011		95	3	2
WEST	238	900		90	7	3

QUESTION A3

IN GENERAL, ARE YOU SATISFIED WITH THE BOTTLE SIZES IN WHICH
HARD LIQUOR IS AVAILABLE

BASE = LIQUOR PURCHASERS

	PERCENTAGE BASE		NO		DONT KNOW/ NO OPINION
	UNWTD	WTD	YES	NO	
TOTAL PUBLIC	1055	3997	91	5	4
WHITE	927	3436	93	4	3
BLACK	77	371	80	14	6
EMPLOYED	792	2895	92	5	3
EMPLOYED FEMALE	300	1167	93	3	4
NOT EMPLOYED	263	1101	88	7	5
NOT EMPLOYED FEMALE	167	661	88	5	7
PROFESSIONAL/MANAGER/OWNER	338	1121	91	6	3
WHITE COLLAR - SALES/CLERICAL	165	606	95	3	2
BLUE COLLAR - SKILLED	143	539	89	5	6
BLUE COLLAR - SEMI/UNSKILLED	117	581	95	4	1
SINGLE	197	804	93	5	2
MARRIED	712	2540	91	6	3
OTHER	144	645	90	4	6
HOUSEHOLD OF 1 OR 2 PEOPLE	470	1859	90	7	3
3 OR 4 PEOPLE	412	1508	93	4	3
5 OR MORE PEOPLE	167	610	90	4	6
NO CHILDREN IN HOUSEHOLD	583	2225	90	7	3
CHILDREN UNDER 12	346	1305	93	4	3
CHILDREN 12 - 17	208	791	93	3	4
URBAN	321	1264	92	5	3
SUBURBAN	472	1657	89	7	4
RURAL	237	981	95	3	2
CONTROL STATES	313	1224	91	5	4
REMAINDER OF U.S.	742	2773	91	6	3

QUESTION A4

WHY AREN'T YOU SATISFIED WITH THE BOTTLE SIZE IN WHICH HARD LIQUOR IS AVAILABLE

BASE = DISAPPROVAL OF SIZE PURCHASERS

1. DON'T LIKE METRIC SIZES (LITERS, MILLILITERS, ETC.)
2. WOULD PREFER LARGER SIZES
3. NEED SMALLER SIZES
4. DIFFICULT TO MAKE PRICE COMPARISONS
5. NOT ENOUGH SIZES OFFERED
6. OTHER
7. NO ANSWER

	PERCENTAGE BASE	UNMTD WTD							
		1.	2.	3.	4.	5.	6.	7.	
TOTAL PUBLIC	55	210	23	22	7	12	10	29	0
HEAD OF HOUSEHOLD	48	185	26	25	4	14	11	22	0
MALE HEAD OF HOUSEHOLD	33	115	33	22	3	3	18	21	0
FEMALE HEAD OF HOUSEHOLD	15	70	15	29	4	33	0	25	0
MALE	39	130	28	19	7	2	15	31	0
FEMALE	16	72	15	20	7	32	0	24	0
18 - 24 YEARS OF AGE	7	27	0	24	24	0	0	65	0
25 - 34	14	53	9	22	17	0	10	42	0
35 - 44	6	22	19	38	0	21	0	22	0
45 - 54	12	35	29	13	0	26	0	32	0
55 - 64	8	29	36	23	0	15	26	15	0
65 OR OLDER	8	42	45	19	0	18	18	0	0
HIGH SCHOOL INCOMPLETE	4	25	20	20	0	0	0	60	0
HIGH SCHOOL GRADUATE	19	67	24	23	10	17	9	25	0
COLLEGE INCOMPLETE	14	56	20	31	10	21	5	19	0
COLLEGE GRADUATE	18	62	28	13	5	5	20	29	0
UNDER \$10,000 HOUSEHOLD INCOME	6	45	0	32	0	17	17	34	0
\$10,000 - \$14,999	3	14	66	0	0	34	0	0	0
\$15,000 - \$19,999	7	29	27	15	13	0	0	45	0
\$20,000 - \$24,999	6	23	19	32	0	18	31	0	0
\$25,000 OR MORE	27	87	27	21	13	8	7	32	0
\$35,000 OR MORE	10	33	28	9	19	0	10	45	0
NORTHEAST	15	53	15	44	6	13	13	9	0
NORTH CENTRAL	12	53	21	11	7	15	6	38	0
SOUTH	8	35	0	14	6	21	22	49	0
WEST	20	69	43	16	9	6	4	26	0

QUESTION A4

WHY AREN'T YOU SATISFIED WITH THE BOTTLE SIZE IN WHICH HARD LIQUOR IS AVAILABLE

BASE = DISAPPROVAL OF SIZE PURCHASERS

1. DON'T LIKE METRIC SIZES (LITERS, MILLILITERS, ETC.)
2. NEED LARGER SIZES
3. NEED SMALLER SIZES
4. DIFFICULT TO MAKE PRICE COMPARISONS
5. NOT ENOUGH SIZES OFFERED
6. OTHER
7. NO ANSWER

	PERCENTAGE BASE								
	1.	2.	3.	4.	5.	6.	7.		
	UNTD MTD								
TOTAL PUBLIC	55	210	23	22	7	12	10	29	0
WHITE	43	149	33	19	0	11	11	20	0
BLACK	9	50	0	24	0	10	9	57	0
EMPLOYED	38	136	17	21	10	12	15	31	0
EMPLOYED FEMALE	10	40	21	31	7	33	0	18	0
NOT EMPLOYED	17	74	35	24	3	13	0	25	0
NOT EMPLOYED FEMALE	6	32	6	25	7	31	0	31	0
PROFESSIONAL/MANAGER/COWNER	19	66	32	25	4	0	16	23	0
WHITE COLLAR - SALES/CLERICAL	4	15	0	0	0	50	30	20	0
BLUE COLLAR - SKILLED	9	29	7	32	35	0	20	19	0
BLUE COLLAR - SEMI/UNSKILLED	5	21	0	14	0	20	0	86	0
SINGLE	11	38	0	0	17	23	7	74	0
MARRIED	38	146	32	25	6	12	12	13	0
OTHER	5	24	0	34	0	0	0	50	0
HOUSEHOLD OF 1 OR 2 PEOPLE	31	131	24	22	2	16	10	29	0
3 OR 4 PEOPLE	18	56	24	12	17	9	0	37	0
5 OR MORE PEOPLE	6	22	19	40	13	0	11	9	0
NO CHILDREN IN HOUSEHOLD	36	145	25	22	4	16	9	28	0
CHILDREN UNDER 12	13	45	11	22	13	0	16	38	0
CHILDREN 12 - 17	0	25	30	18	12	12	0	28	0
URBAN	14	60	19	15	11	0	9	43	0
SUBURBAN	31	114	22	16	6	19	13	28	0
RURAL	9	29	43	40	7	0	0	10	0
CONTROL STATES	16	54	21	25	9	9	15	25	0
REMAINDER OF U.S.	39	155	24	21	0	14	8	30	0

74034/19J35

JULY/AUGUST EXPRESS CARAVAN

QUESTION A5

HOW MUCH DIFFICULTY DO YOU HAVE IN MAKING PRICE COMPARISONS BETWEEN DIFFERENT BOTTLE SIZES OF THE SAME BRAND OF LIQUOR

BASE = LIQUOR PURCHASERS

1. A LOT OF DIFFICULTY
2. SOME DIFFICULTY
3. NOT MUCH DIFFICULTY
4. NO DIFFICULTY AT ALL
5. DON'T TRY TO MAKE PRICE COMPARISONS
6. DON'T KNOW

	PERCENTAGE BASE	1.	2.	3.	4.	5.	6.
	UNWTD WTD	4	10	20	30	26	2
TOTAL PUBLIC	1055 3997	4	10	20	30	26	2
HEAD OF HOUSEHOLD	967 3656	4	10	20	37	26	3
MALE HEAD OF HOUSEHOLD	546 2008	3	8	21	44	22	2
FEMALE HEAD OF HOUSEHOLD	421 1648	5	12	19	38	31	3
MALE	580 2169	3	8	21	44	22	2
FEMALE	467 1828	5	13	19	30	30	3
18 - 24 YEARS OF AGE	157 739	1	11	26	38	24	0
25 - 34	311 1004	4	14	20	36	24	2
35 - 44	204 782	4	9	21	38	25	3
45 - 54	173 649	6	6	17	41	29	1
55 - 64	125 451	4	11	16	35	29	5
65 OR OLDER	76 350	5	5	18	38	27	7
HIGH SCHOOL INCOMPLETE	115 713	4	5	17	40	29	5
HIGH SCHOOL GRADUATE	349 1321	4	11	22	33	27	3
COLLEGE INCOMPLETE	244 874	2	10	25	39	24	0
COLLEGE GRADUATE	339 1072	5	12	16	41	23	3
UNDER \$10,000 HOUSEHOLD INCOME	111 818	6	10	21	32	27	4
\$10,000 - \$14,999	120 512	2	12	22	33	30	1
\$15,000 - \$19,999	128 520	2	10	22	38	25	3
\$20,000 - \$24,999	122 507	1	11	21	39	25	3
\$25,000 OR MORE	449 1391	5	9	19	41	24	2
\$35,000 OR MORE	201 606	6	8	16	44	25	1
NORTHEAST	272 993	5	8	20	36	28	3
NORTH CENTRAL	204 1093	5	11	24	34	24	2
SOUTH	261 1011	3	9	18	39	28	3
WEST	238 980	3	11	18	43	22	3

74034/14015

JULY/AUGUST EXPRESS CANAVAN

QUESTION A5

HOW MUCH DIFFICULTY DO YOU HAVE IN MAKING PRICE COMPARISONS BETWEEN DIFFERENT BOTTLE SIZES OF THE SAME BRAND OF LIQUOR

BASE = LIQUOR PURCHASERS

- 1. A LOT OF DIFFICULTY
- 2. SOME DIFFICULTY
- 3. NOT MUCH DIFFICULTY
- 4. NO DIFFICULTY AT ALL
- 5. DONT TRY TO MAKE PRICE COMPARISONS
- 6. DONT KNOW

	PERCENTAGE BASE	1.	2.	3.	4.	5.	6.
	UNITS						
TOTAL PUBLIC	1855	4	10	20	38	26	2
WHITE	927	4	10	21	37	26	2
BLACK	77	4	11	15	44	23	3
EMPLOY'D	792	3	10	19	41	25	2
EMPLOYED FEMALE	300	4	12	18	33	31	2
NOT EMPLOYED	263	6	10	22	30	27	5
NOT EMPLOYED FEMALE	167	9	12	21	25	20	5
PROFESSIONAL/MANAGER/COWNER	338	4	9	17	42	27	1
WHITE COLLAR - SALES/CLERICAL	165	3	11	21	42	21	2
BLUE COLLAR - SKILLED	143	5	10	16	40	26	3
BLUE COLLAR - SEMI/UNSKILLED	117	2	7	27	34	20	2
SINGLE	197	2	11	25	35	25	2
MARRIED	712	4	10	18	39	26	3
OTHER	144	5	9	21	35	27	3
HOUSEHOLD OF 1 OR 2 PEOPLE	470	4	11	18	37	27	3
3 OR 4 PEOPLE	412	5	9	21	30	25	2
5 OR MORE PEOPLE	167	4	10	24	37	22	3
NO CHILDREN IN HOUSEHOLD	583	5	10	18	39	26	2
CHILDREN UNDER 12	346	3	11	24	34	26	2
CHILDREN 12 - 17	208	4	7	23	37	25	4
URBAN	321	2	13	18	34	30	3
SUBURBAN	972	6	9	19	40	24	2
RURAL	237	4	6	24	38	23	3
CONTROL STATES	313	3	7	19	42	26	3
REMAINDER OF U.S.	742	4	11	21	36	26	2

QUESTION A6

WHAT CHANGES, IF ANY, HAVE YOU NOTICED IN HARD LIQUOR BOTTLE SIZES DURING THE PAST SEVERAL YEARS

BASE = METRIC SIZES UNDEFINED PURCHASERS

- 1. BOTTLES ARE IN METRIC (LITERS, MILLILITERS) SIZES
- 2. NO CHANGES NOTICED
- 3. OTHER
- 4. NO ANSWER

	PERCENTAGE BASE	1.	2.	3.	4.
	UNITS				
TOTAL PUBLIC	930	27	57	16	0
HEAD OF HOUSEHOLD	850	27	57	16	0
MALE HEAD OF HOUSEHOLD	458	33	53	14	0
FEMALE HEAD OF HOUSEHOLD	392	28	62	18	0
MALE	494	32	53	15	0
FEMALE	436	21	61	18	0
18 - 24 YEARS OF AGE	145	24	61	15	0
25 - 34	271	38	55	15	0
35 - 44	187	28	53	19	0
45 - 54	151	29	61	18	0
55 - 64	189	21	54	25	0
65 (R OLDER)	63	27	55	18	0
HIGH SCHOOL INCOMPLETE	118	15	64	21	0
HIGH SCHOOL GRADUATE	324	24	60	16	0
COLLEGE INCOMPLETE	216	31	54	15	0
COLLEGE GRADUATE	276	36	49	15	0
UNDER \$10,000 HOUSEHOLD INCOME	185	18	65	17	0
\$10,000 - \$14,999	109	28	60	20	0
\$15,000 - \$19,999	117	23	62	15	0
\$20,000 - \$24,999	188	35	54	11	0
\$25,000 OR MORE	388	33	48	19	0
\$35,000 OR MORE	167	37	45	18	0
NORTHEAST	235	26	54	28	0
NORTH CENTRAL	255	25	61	14	0
SOUTH	232	27	59	14	0
WEST	208	29	52	19	0

QUESTION A6

WHAT CHANGES, IF ANY, HAVE YOU NOTICED IN HARD LIQUOR BOTTLE SIZES DURING THE PAST SEVERAL YEARS

BASE = METRIC SIZES UNDEFINED PURCHASERS

1. BOTTLES ARE IN METRIC (LITERS, MILLILITERS) SIZES

2. NO CHANGES NOTICED

3. OTHER

4. NO ANSWER

	PERCENTAGE BASE	1.	2.	3.	4.
	UNWTD WTD				
TOTAL PUBLIC	930 3587	27	57	16	0
WHITE	814 3065	27	58	15	0
BLACK	73 357	22	53	25	0
EMPLOYED	699 2595	28	56	16	0
EMPLOYED FEMALE	284 1105	21	64	15	0
NOT EMPLOYED	231 992	23	58	19	0
NOT EMPLOYED FEMALE	152 616	20	57	23	0
PROFESSIONAL/MANAGER/OWNER	286 966	35	52	13	0
WHITE COLLAR - SALES/CLERICAL	149 550	27	59	14	0
BLUE COLLAR - SKILLED	129 485	32	53	15	0
BLUE COLLAR - SEMI/UNSKILLED	111 483	15	62	23	0
SINGLE	172 708	27	62	11	0
MARRIED	621 2259	27	58	15	0
OTHER	135 612	26	48	26	0
HOUSEHOLD OF 1 OR 2 PEOPLE	405 1632	26	57	17	0
3 OR 4 PEOPLE	368 1374	27	58	15	0
5 OR MORE PEOPLE	151 561	28	52	20	0
NO CHILDREN IN HOUSEHOLD	583 1953	29	54	17	0
CHILDREN UNDER 12	313 1202	24	59	17	0
CHILDREN 12 - 17	186 723	24	58	18	0
URBAN	277 1123	27	55	18	0
SUBURBAN	419 1490	31	53	16	0
RURAL	211 882	22	63	15	0
CONTROL STATES	284 1128	21	62	17	0
REMAINDER OF U.S.	646 2459	30	54	16	0

QUESTION A7

ARE YOU AWARE THAT HARD LIQUOR IS NOW SOLD IN METRIC SIZES, THAT IS, BY THE MILLILITER AND LITER

BASE = UNANIMOUS SIZE CHANGE PURCHASERS

	PERCENTAGE BASE	UNITO	MTD	YES	NO	DOM'T KNOW
TOTAL PUBLIC	657	2629	59	48	1	
HEAD OF HOUSEHOLD	602	2483	60	39	1	
MALE HEAD OF HOUSEHOLD	293	1166	62	37	1	
FEMALE HEAD OF HOUSEHOLD	309	1237	57	41	2	
MALE	317	1263	63	37	0	
FEMALE	340	1366	55	43	2	
18 - 24 YEARS OF AGE	106	518	59	41	0	
25 - 34	184	630	57	43	0	
35 - 44	133	523	59	41	0	
45 - 54	100	413	50	49	1	
55 - 64	83	314	68	29	3	
65 OR OLDER	47	228	67	38	3	
HIGH SCHOOL INCOMPLETE	93	582	60	39	1	
HIGH SCHOOL GRADUATE	246	928	54	45	1	
COLLEGE INCOMPLETE	143	590	57	41	2	
COLLEGE GRADUATE	171	570	66	32	2	
UNDER \$10,000 HOUSEHOLD INCOME	85	636	59	41	0	
\$10,000 - \$14,999	84	369	61	38	1	
\$15,000 - \$19,999	89	368	53	46	1	
\$20,000 - \$24,999	69	293	58	42	0	
\$25,000 OR MORE	250	798	62	37	1	
\$35,000 OR MORE	105	321	69	38	1	
NORTHEAST	168	649	51	47	2	
NORTH CENTRAL	188	749	64	36	0	
SOUTH	162	665	57	43	0	
WEST	139	566	62	35	3	

QUESTION A7

ARE YOU AWARE THAT HARD LIQUOR IS NOW SOLD IN METRIC SIZES, THAT IS, BY THE MILLILITER AND LITER

BASE = UNAWARE OF SIZE CHANGE PURCHASERS

	PERCENTAGE BASE UNWTD WTD	YES	NO	DON'T KNOW
TOTAL PUBLIC	657 2629	59	40	1
WHITE	575 2232	57	42	1
BLACK	53 278	69	31	0
EMPLOYED	480 1862	57	42	1
EMPLOYED FEMALE	219 870	54	45	1
NOT EMPLOYED	177 766	63	36	1
NOT EMPLOYED FEMALE	121 496	57	40	3
PROFESSIONAL/MANAGER/OWNER	179 631	59	40	1
WHITE COLLAR - SALES/CLERICAL	108 404	54	45	1
BLUE COLLAR - SKILLED	85 331	59	41	0
BLUE COLLAR - SEMI/UNSKILLED	90 410	64	35	1
SINGLE	118 519	53	46	1
MARRIED	443 1654	59	40	1
OTHER	95 451	62	36	2
HOUSEHOLD OF 1 OR 2 PEOPLE	288 1204	61	38	1
3 OR 4 PEOPLE	262 1006	56	43	1
5 OR MORE PEOPLE	102 401	60	39	1
NO CHILDREN IN HOUSEHOLD	343 1387	60	38	2
CHILDREN UNDER 12	230 908	56	43	1
CHILDREN 12 - 17	136 550	60	39	1
URBAN	196 826	60	39	1
SUBURBAN	279 1031	59	39	2
RURAL	161 687	59	41	0
CONTROL STATES	220 894	61	39	0
REMAINDER OF U.S.	437 1735	58	41	1

QUESTION A8

HOW DID YOU BECOME AWARE OF THE CHANGE IN LIQUOR BOTTLES TO METRIC SIZES

BASE = METRIC SIZES DEFINED PURCHASERS

- 1. BY MAIL FROM LIQUOR STORES TO HOME
- 2. DISPLAYS, BROCHURES OR VERBALLY AT THE LIQUOR STORE
- 3. NEWSPAPER OR MAGAZINE ARTICLES
- 4. NEWSPAPER OR MAGAZINE ADVERTISING
- 5. FROM FAMILY OR FRIENDS
- 6. BY READING LABELS ON BOTTLES
- 7. ON RADIO OR TELEVISION
- 8. SCHOOL OR OTHER EDUCATIONAL SOURCE
- 9. OTHER
- 10. DON'T REMEMBER, DON'T KNOW

	PERCENTAGE	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	
	BASE											
	UNWTD	WTD										
TOTAL PUBLIC	783	2911	2	19	0	7	5	42	3	1	14	6
HEAD OF HOUSEHOLD	723	2683	2	20	0	8	5	42	3	1	14	6
MALE HEAD OF HOUSEHOLD	435	1565	2	21	0	7	4	45	4	1	13	4
FEMALE HEAD OF HOUSEHOLD	288	1118	1	19	0	8	6	38	3	1	15	8
MALE	470	1698	2	20	7	7	4	45	4	1	13	5
FEMALE	313	1213	1	18	0	0	6	38	3	2	15	8
18 - 24 YEARS OF AGE	110	524	3	11	6	1	7	55	4	1	15	6
25 - 34	232	730	2	23	6	5	3	43	4	2	13	5
35 - 44	152	566	0	18	0	0	4	50	3	1	11	6
45 - 54	124	443	3	16	6	13	9	30	1	2	26	6
55 - 64	99	351	1	27	12	14	5	32	3	0	8	6
65 OR OLDER	58	277	3	23	15	8	3	33	3	3	8	12
HIGH SCHOOL INCOMPLETE	78	483	5	18	4	4	10	31	7	1	16	11
HIGH SCHOOL GRADUATE	238	898	2	18	11	8	5	45	2	1	12	6
COLLEGE INCOMPLETE	183	642	2	18	10	8	3	43	3	1	13	7
COLLEGE GRADUATE	279	878	1	22	5	0	3	46	4	1	16	2
UNDER \$10,000 HOUSEHOLD INCOME	77	559	4	17	0	6	5	39	4	1	17	6
\$10,000 - \$14,999	86	366	2	22	0	7	6	38	1	2	16	9
\$15,000 - \$19,999	86	346	1	14	11	5	4	38	7	0	16	7
\$20,000 - \$24,999	94	383	2	28	5	3	2	42	7	1	11	6
\$25,000 OR MORE	351	1088	1	17	0	10	6	46	2	1	13	5
\$35,000 OR MORE	168	506	0	20	0	13	2	42	2	1	16	7
NORTHEAST	192	678	4	22	13	0	4	32	6	2	13	7
NORTH CENTRAL	212	827	1	19	7	7	5	44	3	1	15	5
SOUTH	193	722	2	19	7	6	7	43	3	1	16	4
WEST	186	684	0	18	5	9	5	49	3	1	12	9

QUESTION A8

HOW DID YOU BECOME AWARE OF THE CHANGE IN LIQUOR BOTTLES TO METRIC SIZES

BASE = METRIC SIZES DEFINED PURCHASERS

1. BY MAIL FROM LIQUOR STORES TO HOME
2. DISPLAYS, BROCHURES OR VERBALLY AT THE LIQUOR STORE
3. NEWSPAPER OR MAGAZINE ARTICLES
4. NEWSPAPER OR MAGAZINE ADVERTISING
5. FROM FAMILY OR FRIENDS
6. BY READING LABELS ON BOTTLES
7. ON RADIO OR TELEVISION
8. SCHOOL OR OTHER EDUCATIONAL SOURCE
9. OTHER
10. DON'T REMEMBER, DON'T KNOW

	PERCENTAGE	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.
BASE	UNWTD WTD										
TOTAL PUBLIC	783 2911	2	19	8	7	5	42	3	1	14	6
WHITE	681 2476	2	19	7	7	5	44	4	1	14	6
BLACK	61 286	3	22	11	12	7	27	4	3	15	5
EMPLOYED	592 2095	1	21	7	8	4	43	3	1	14	6
EMPLOYED FEMALE	202 764	1	19	6	10	3	38	3	2	14	10
NOT EMPLOYED	191 815	3	16	11	6	8	39	4	1	14	6
NOT EMPLOYED FEMALE	111 449	1	17	12	4	11	38	2	1	17	6
PROFESSIONAL/MANAGER/OWNER	267 859	0	21	5	8	5	44	4	1	15	6
WHITE COLLAR - SALES/CLERICAL	118 420	3	23	7	7	2	42	1	2	10	9
BLUE COLLAR SKILLED	107 404	1	20	12	8	2	43	5	1	13	5
BLUE COLLAR - SEMI/UNSKILLED	84 351	2	16	6	8	5	46	5	1	15	2
SINGLE	142 563	3	19	7	5	5	51	5	3	10	4
MARRIED	529 1867	2	19	8	7	5	41	4	1	15	7
OTHER	110 474	2	22	8	9	5	37	1	1	14	7
HOUSEHOLD OF 1 OR 2 PEOPLE	354 1383	2	20	8	9	4	44	3	1	13	5
3 OR 4 PEOPLE	299 1069	2	19	8	6	6	40	4	1	14	7
5 OR MORE PEOPLE	127 451	0	17	7	5	7	43	3	1	18	6
NO CHILDREN IN HOUSEHOLD	445 1676	2	21	8	9	4	42	4	1	12	5
CHILDREN UN'DR 12	247 908	1	17	8	5	4	44	3	1	17	7
CHILDREN 12 - 17	155 570	1	13	6	6	8	43	2	1	17	10
URBAN	242 929	2	21	9	7	7	41	3	1	14	6
SUBURBAN	362 1237	2	20	9	9	2	44	2	2	14	4
RURAL	165 697	0	16	4	5	8	42	6	2	12	9
CONTROL STATES	224 871	3	19	12	6	7	35	6	1	13	8
REMAINDER OF U.S.	559 2040	1	19	6	8	4	45	3	2	15	5

QUESTION A9

CUSTOMARY USEMS' KNOWLEDGE OF METRIC EQUIVALENTS

BASE = KNOWLEDGEABILITY OF METRIC SIZE PUBLIC

	PERCENTAGE BASE	1. ALL ANSWERS CORRECT				2. SOME ANSWERS CORRECT/SOME INCORRECT				3. ALL ANSWERS INCORRECT				4. DON'T KNOW			
		1.	2.	3.	4.	1.	2.	3.	4.	1.	2.	3.	4.	1.	2.	3.	4.
TOTAL PUBLIC	658 2501	15	4	16	65	15	4	16	65	15	4	16	65	15	4	16	65
HEAD OF HOUSEHOLD	606 2383	15	4	15	66	15	4	15	66	15	4	15	66	15	4	15	66
MALE HEAD OF HOUSEHOLD	347 1286	17	6	14	63	17	6	14	63	17	6	14	63	17	6	14	63
FEMALE HEAD OF HOUSEHOLD	259 1017	12	3	16	69	12	3	16	69	12	3	16	69	12	3	16	69
MALE	376 1395	17	5	15	63	17	5	15	63	17	5	15	63	17	5	15	63
FEMALE	282 1106	13	3	17	67	13	3	17	67	13	3	17	67	13	3	17	67
18 - 24 YEARS OF AGE	98 467	23	0	20	57	23	0	20	57	23	0	20	57	23	0	20	57
25 - 34	192 619	15	3	18	64	15	3	18	64	15	3	18	64	15	3	18	64
35 - 44	135 509	14	9	10	67	14	9	10	67	14	9	10	67	14	9	10	67
45 - 54	102 372	11	2	21	66	11	2	21	66	11	2	21	66	11	2	21	66
55 - 64	83 296	7	6	18	69	7	6	18	69	7	6	18	69	7	6	18	69
65 OR OLDER	45 229	17	5	6	72	17	5	6	72	17	5	6	72	17	5	6	72
HIGH SCHOOL INCOMPLETE	73 453	10	0	0	82	10	0	0	82	10	0	0	82	10	0	0	82
HIGH SCHOOL GRADUATE	213 803	12	1	14	73	12	1	14	73	12	1	14	73	12	1	14	73
COLLEGE INCOMPLETE	155 551	14	7	21	58	14	7	21	58	14	7	21	58	14	7	21	58
COLLEGE GRADUATE	216 692	22	0	19	51	22	0	19	51	22	0	19	51	22	0	19	51
UNDER \$10,000 HOUSEHOLD INCOME	71 516	23	3	11	63	23	3	11	63	23	3	11	63	23	3	11	63
\$10,000 - \$14,999	75 318	13	1	16	70	13	1	16	70	13	1	16	70	13	1	16	70
\$15,000 - \$19,999	75 305	9	6	16	69	9	6	16	69	9	6	16	69	9	6	16	69
\$20,000 - \$24,999	80 329	12	3	18	67	12	3	18	67	12	3	18	67	12	3	18	67
\$25,000 OR MORE	282 889	15	5	18	62	15	5	18	62	15	5	18	62	15	5	18	62
\$35,000 OR MORE	134 407	17	7	17	59	17	7	17	59	17	7	17	59	17	7	17	59
NORTHEAST	155 562	13	5	19	63	13	5	19	63	13	5	19	63	13	5	19	63
NORTH CENTRAL	183 729	14	3	15	68	14	3	15	68	14	3	15	68	14	3	15	68
SOUTH	164 628	15	5	13	67	15	5	13	67	15	5	13	67	15	5	13	67
WEST	156 581	18	3	17	62	18	3	17	62	18	3	17	62	18	3	17	62

QUESTION A9

CUSTOMARY USERS' KNOWLEDGE OF METRIC EQUIVALENTS

BASE = KNOWLEDGEABILITY OF METRIC SIZE PUBLIC

- 1. ALL ANSWERS CORRECT
- 2. SOME ANSWERS CORRECT/SOME INCORRECT
- 3. ALL ANSWERS INCORRECT
- 4. DON'T KNOW

	PERCENTAGE BASE	UNADJ DTD			
		1.	2.	3.	4.
TOTAL PUBLIC	658 2501	15	4	16	65
WHITE	568 2104	16	4	16	64
BLACK	57 272	4	3	13	80
EMPLOYED	499 1795	15	5	16	64
EMPLOYED FEMALE	186 702	13	3	17	67
NOT EMPLOYED	159 706	15	3	14	68
NOT EMPLOYED FEMALE	96 404	13	3	16	68
PROFESSIONAL/MANAGER/OWNER	215 704	26	7	17	56
WHITE COLLAR - SALES/CLERICAL	102 364	9	4	18	69
BLUE COLLAR - SKILLED	93 351	14	4	16	66
BLUE COLLAR - SEMI/UNSKILLED	70 334	10	2	11	77
SINGLE	117 467	21	3	19	57
MARRIED	438 1586	13	4	14	69
OTHER	101 440	17	4	18	61
HOUSEHOLD OF 1 OR 2 PEOPLE	289 1156	18	5	15	62
3 OR 4 PEOPLE	255 935	14	4	16	66
5 OR MORE PEOPLE	111 402	7	2	16	75
NO CHILDREN IN HOUSEHOLD	365 1403	16	4	16	62
CHILDREN UNDER 12	214 806	12	5	16	67
CHILDREN 12 - 17	133 503	11	3	12	74
URBAN	198 788	14	2	14	70
SUBURBAN	309 1070	14	5	18	63
RURAL	139 598	20	3	12	65
CONTROL STATES	195 775	13	3	17	67
REMAINDER OF U.S.	463 1726	16	5	15	64

QUESTION A10

PLEASE TELL ME AS MANY OF THE NEW METRIC SIZES OF HARD LIQUOR AS YOU CAN

BASE = METRIC SIZE AWARENESS PURCHASERS

1. 50 MILLILITERS
2. 200 MILLILITERS
3. 500 MILLILITERS (1/2 LITER)
4. 750 MILLILITERS
5. 1 LITER
6. 1 3/4 LITERS (1.75 LITERS)
7. OTHER
8. NONE/DON'T KNOW

	PERCENTAGE									
	UNITS	1.	2.	3.	4.	5.	6.	7.	8.	
TOTAL PUBLIC	783	2911	1	1	10	10	39	8	8	50
HEAD OF HOUSEHOLD	723	2683	1	2	10	11	39	9	7	50
MALE HEAD OF HOUSEHOLD	435	1565	1	2	13	14	41	11	8	45
FEMALE HEAD OF HOUSEHOLD	288	1118	0	1	6	5	36	5	7	56
MALE	470	1698	1	2	13	14	42	11	9	45
FEMALE	313	1213	0	1	6	5	36	5	7	56
18 - 24 YEARS OF AGE	110	524	0	2	18	15	47	3	15	39
25 - 34	232	738	1	1	12	18	45	7	9	45
35 - 44	152	566	0	1	9	18	38	9	6	52
45 - 54	124	443	0	2	6	6	36	7	7	56
55 - 64	99	351	1	1	3	7	27	13	5	63
65 OR OLDER	58	277	0	3	8	16	34	20	2	51
HIGH SCHOOL INCOMPLETE	78	483	1	0	1	9	22	7	2	66
HIGH SCHOOL GRADUATE	238	898	0	1	5	6	27	8	6	62
COLLEGE INCOMPLETE	183	642	0	2	16	7	49	9	11	42
COLLEGE GRADUATE	279	878	1	2	16	18	54	10	11	35
UNDER \$10,000 HOUSEHOLD INCOME	77	559	0	1	14	16	33	7	6	54
\$10,000 - \$14,999	86	366	0	0	9	5	37	5	10	49
\$15,000 - \$19,999	86	346	1	2	9	9	37	6	9	54
\$20,000 - \$24,999	94	383	0	5	10	8	38	8	8	53
\$25,000 OR MORE	351	1088	1	1	9	11	46	11	8	44
\$35,000 OR MORE	168	506	1	1	9	12	47	9	11	40
NORTHEAST	192	678	0	1	11	9	42	7	10	49
NORTH CENTRAL	212	827	0	2	7	10	39	9	7	50
SOUTH	193	722	1	2	11	9	39	8	7	52
WEST	166	684	1	1	11	14	37	11	7	48

74034/79035

JULY/AUGUST EXPRESS CARAVAN

QUESTION A10

PLEASE TELL ME AS MANY OF THE NEW METRIC SIZES OF HARD LIQUOR AS YOU CAN

BASE = METRIC SIZE AWARENESS PURCHASERS

1. 50 MILLILITERS
 2. 200 MILLILITERS
 3. 500 MILLILITERS (1/2 LITER)
 4. 750 MILLILITERS
 5. 1 LITER
 6. 1 3/4 LITERS (1.75 LITERS)
 7. OTHER
 8. NONE/DON'T KNOW

	PERCENTAGE BASE							
	1.	2.	3.	4.	5.	6.	7.	8.
	UNWTD WTD							
TOTAL PUBLIC	1	1	10	10	39	8	8	50
WHITE	0	1	10	11	40	9	8	49
BLACK	0	3	8	4	23	5	3	69
EMPLOYED	1	2	11	11	41	7	9	48
EMPLOYED FEMALE	0	2	6	4	35	5	8	56
NOT EMPLOYED	0	0	9	10	35	12	5	54
NOT EMPLOYED FEMALE	0	0	7	7	37	5	5	57
PROFESSIONAL/MANAGER/OWNER	1	3	13	13	44	10	10	42
WHITE COLLAR - SALES/CLERICAL	0	0	7	10	46	6	10	47
BLUE COLLAR - SKILLED	1	1	9	9	30	6	8	54
BLUE COLLAR - SEMI/UNSKILLED	1	1	9	5	30	4	9	61
SINGLE	0	2	17	16	49	7	11	37
MARRIED	1	1	9	10	38	10	7	52
OTHER	1	1	5	7	32	5	8	56
HOUSEHOLD OF 1 OR 2 PEOPLE	0	2	11	11	39	10	6	49
3 OR 4 PEOPLE	1	1	11	10	40	8	10	49
5 OR MORE PEOPLE	0	1	7	8	38	4	7	56
NO CHILDREN IN HOUSEHOLD	1	2	11	12	42	10	7	47
CHILDREN UNDER 12	0	2	10	9	36	6	9	53
CHILDREN 12 - 17	0	1	7	9	30	7	8	58
URBAN	1	1	9	10	39	9	8	50
SUBURBAN	0	2	11	11	43	8	8	45
RURAL	0	1	9	11	34	8	8	58
CONTROL STATES	1	1	11	11	31	7	7	58
REMAINDER OF U.S.	0	2	10	10	43	9	9	46

APPLIED CONCEPTS CORPORATION

IV. TECHNICAL APPENDIX

(Provided by Opinion Research Corporation)

Caravan Express Telephone Sampling Methodology

The essential characteristic of probability sampling is that, for each household in the universe under study, the probability that it will be included in the sample can be specified. This means that the degree of reliability of any finding from a study based on a probability sample can be estimated mathematically.

The sample design used for Caravan Express surveys is a major improvement over other standard methods which involve selecting listed phone numbers and then changing the last digit or two. This method suffers from defects which do not allow it to be strictly called a probability sample. One problem is that it is more likely for listed phone numbers, or unlisted numbers in close proximity to listed numbers, to be reached. Another problem involves the difficulty of maintaining up-to-date telephone directories.

The new sampling plan used to generate the sample for Caravan Express surveys is Two-Stage Random-Digit Dialing. This design gives all household telephones, both listed and unlisted, an equal probability of selection and minimizes the number of calls to nonresidential telephones.

This sampling procedure requires two stages, because instead of generating complete numbers at random, we generate a bank of numbers, then sample again within this bank.

The first step in this procedure is to list all possible area codes and three-digit prefixes for the continental United States. ORC obtains this list from AT&T on a computer tape every six months.

From these six-digit numbers we randomly generate, with replacement, complete telephone numbers by adding four-digit random numbers to the area code-prefix combinations.

Each telephone number generated will be used to define a bank of 500 numbers, which is used as a Primary Sampling Unit (PSU). For example, if the number 609-924-5968 had been generated, the corresponding PSU would be all numbers between 609-924-5500 and 609-924-5999.

The initial telephone number used to define a PSU is called and, if the number is a residential number, then the entire bank of 500 numbers is retained. If it is a nonworking or business listing, then the PSU is discarded. Therefore, we are selecting PSU's with probability proportional to the number of residential phones.

The second stage of sampling is conducted within each PSU chosen by the above procedure. This stage consists of randomly, without replacement, drawing a sample of telephone numbers. At this stage it is expected that over 60% of the telephone numbers will be residential. The 60% residential is derived from a number of ORC and non-ORC studies. Even though these studies have mostly used PSU's of 100 telephone numbers, it is reasonable to assume that the results for PSU's of 500 will not be different.

To ensure that the sample is distributed properly, the two-stage procedure is conducted within each census region. This stratified sample is distributed proportionally to the number of households in each region.

A major advantage of this two-stage sampling plan is that a given telephone sample will contain more current numbers than are reachable by using the random increment approach.

Upon reaching the household to be reviewed, the person answering the phone is interviewed, providing he/she meets the age requirement of 18 or over and falls within the sample quota of 50% male and 50% female.

The sampling procedure is rigorous in concept and practice, and allows for the exact determination of the statistical precision of any finding.

Weighting Telephone Survey Results

Once all interviews have been completed, weighting procedures are employed to ensure that the sample properly represents the population from which it was drawn.

The ORC probability sample is selected with utmost care and the estimates of population characteristics from the sample are improved by minimizing the sampling error for the particular sample used.

Assume the true value of some variable being investigated is X and sample estimate of the variable is Y . Then Y may vary from X in two ways. First, there will be variation in

estimates from one sample to the next. This variation between the sample estimates can be reduced by increasing sample size and by stratification.

The second way Y can vary from X is not dependent on sample size. If, for any reason, the individuals actually interviewed are not a representative cross-section of the population, then increasing sample size will make estimates Y cluster closer around a value different from X; that is, the results will be biased.

Sample demographic distributions are compared with known data for the universe -- region, age, sex, education, type of area, income and race. If necessary, a weight factor is applied to adjust for varying completion rates within demographic subgroups.

The typical demographic distributions looked at closely are:

Age -- 18-29; 30-39; 40-49; 50-59; 60+

Sex -- Male; Female

Race -- White; Non-white

Education -- 8th grade or less; High school incomplete; High school complete; Some college or more

Income -- Under \$5,000; \$5,000 - \$14,999; Over \$15,000

Type of Area -- Metro; Non-Metro

Region -- Northeast; North Central; South; West

Not surprisingly, there is a price for weighting. The effect of unequal weights is to reduce the effective sample size (i.e., to increase the sample variance). Thus, even while bias and sample variance due to some causes are being reduced by weighting, sample variance is also being increased by the weighting itself. A compromise is thus called for between exact weights and a very high variation between weights. From experience, we have decided that a good rule of thumb is to use a maximum ratio in the weights applied to a general public sample of 10 to 1. Thus, after obtaining weights, they are scaled and then the largest weights clipped such that a ratio of 10 to 1 in largest to smallest weight is achieved.

Sample Characteristics, July/August Caravan Express

The data in the table below compare the characteristics of the weighted^{1/} Caravan sample with those of the total population, 18 years of age or over. The table shows that the distribution of the total sample parallels that of the population under study.

<u>Age</u>	<u>Total</u>	
	<u>Popu- lation</u> ^{2/}	<u>Caravan Sample</u>
18 - 24 years of age	18%	18%
25 - 34	22	23
25 - 44	16	16
45 - 54	15	16
55 - 64	13	14
65 or older	16	13
 <u>Geographic Region</u>		
Northeast	22%	22%
North Central	26	27
South	33	32
West	19	19

^{1/} Weights were introduced into the tabulations to ensure proper representation of the interviews in the sample.

^{2/} Source: Latest data from the U.S. Bureau of the Census, regular and interim reports.

Reliability of Survey Percentages

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

The table below shows the possible sample variation that applies to percentage results reported from the Opinion Research Corporation sample. The chances are 95 in 100 that a Caravan Express survey result does not vary, plus or minus, by more than the indicated number of percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

Size of Sample on Which Survey Result Is Based	Approximate Sampling Tolerances Applicable to Percentages at or Near These Levels		
	10% or 90%	30% or 70%	50%
1,000 interviews	2%	3%	3%
500 interviews	3%	4%	4%
250 interviews	4%	6%	6%
100 interviews	6%	9%	10%

Sampling Tolerances When Comparing Two Samples

Tolerances are also involved in the comparison of results from different parts of any one Opinion Research Corporation sample and in the comparison of results between two different ORC samples. A difference, in other words, must be of at least a certain size to be considered statistically significant. The table below is a guide to the sampling tolerances applicable to such comparisons.

<u>Size of Samples Compared</u>	<u>Differences Required for Significance at or Near These Percentage Levels 1/</u>		
	<u>10% or 90%</u>	<u>30% or 70%</u>	<u>50%</u>
1,000 and 1,000	3%	4%	4%
1,000 and 500	3%	5%	5%
500 and 500	4%	6%	6%
500 and 200	5%	8%	8%
200 and 200	6%	9%	10%
200 and 100	7%	11%	12%
100 and 100	8%	13%	14%

1/ Based on 95 chances in 100.

Quality Control Measures

Quality control measures are applied in every phase of the Caravan Express survey.

Interviewers are hired and trained in person, and their work is regularly checked for accuracy and validity.

Interviewers who work on Caravan Express surveys and interviewing supervisors are carefully briefed regarding the questionnaires and interviewing procedures.

Since interviewing is conducted from a central location, the interviewers are monitored constantly.

Questionnaires are prepared for data processing by experienced coders, under the supervision of the survey director.

The processing of data is subject to rigorous internal checks designed to detect both machine and human error.

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