

**DOTAZNÍK**

Níže uvedený dotazník byl původně vypracován pro americký trh, kdy vzorek respondentů představoval ženy ve věku od 18 do 30 let.

Vaše úkoly:

1. Formulujte možné problémy, které se týkají překladu dotazníku do Vámi zvoleného jazyka a do Vašeho rodného jazyka
2. Zhodnoťte proces sběru dat jednak z pohledu tazatele i z pohledu respondenta, který může být různý v různých zemích EU (například Irsko, Řecko, Nizozemí) a uveďte důvody
3. Navrhněte změny ve formě dotazníku, v pojmech a v metodě průzkumu, pokud:
  - a) hledaná informace nemá žádný nebo jen malý význam v lokálním kontextu
  - b) žádaná informace je sice důležitá, ale sběr dat je neadekvátní
4. Pokuste se navrhnout alespoň pro část dotazníku universální podobu

Hello, I'm.....of The Wharton School, University of Pennsylvania. We´re conducting a survey on women´s attitudes and opinions about hair care products.

1. On the average, how often do you shampoo your hair at home?

More than twice a week \_\_\_\_\_  
 Once or twice a week \_\_\_\_\_  
 Once or twice every two weeks \_\_\_\_\_  
 Once or twice every three weeks \_\_\_\_\_  
 Less than twice a month \_\_\_\_\_

IF LESS THAN TWICE A MONTH, TERMINATE

2. What is your age?  
 (IUNDER 18 OR OVER 30 TERMINATE)

**Part A**

First I'm going to show you a set of 16 cards. Each card contains the name of a benefit that a hair shampoo might prove. (PLACE A SET OF WHITE CARDS ON THE TABLE IN FRONT OF RESPONDENT). Please take a few moments to look over these benefits. (ALLOW TIME FOR RESPONDENT TO STUDY THE CARDS.)

Now, thinking about various brands of hair shampoo that you have tried or heard about, pick out those benefits that you think are most likely to be found in almost any hair shampoo that one could buy today. (RECORD CARD NUMBERS IN FIRST COLUMN OF RESPONSE FORM A AND TURN SELLECTED CARDS FACE DOWN.)

Next, select all of those remaining benefits that you think are available in at least some hair shampoo – but not necessarily all in a single brand – that´s currently on the market. (RECORD CARD NUMBERS IN SECOND COLUMN ON RESPONSE FORMA A. RECORD REMAINING CARD NUMBERS IN THIRD COLUMN. THEN RETURN ALL CARDS TO TABLE.)

Next, imagine that you could make up an ideal type of shampoo – one that might not be available on today´s market. Suppose, however, that you were restricted to only four of sixteen benefits shown on the cards in front of you. Which four of the sixteen benefits would you most like to have? (RECORD CARD NUMBERS IN FOURTH COLUMN OF RESPONSE FORM A.)

**RESPONSE FORM A**

1 Benefits Most Likely to be Found in Almost Any Hair Shampoo – Card Numbers	2 Benefits Available in Some Shampoo – Card Numbers	3 Remaining Benefits – Card Numbers	4 Four- Benefit Ideal Set – Card Numbers

**Part B**

Now, let´s again return to some of the shampoo benefits you have already dealt with. (SELECT WHITE CARD NUMBERS 1 THROUGH 10; PULL OUT CARD 4 AND PLACE IT IN THE FRONT OF RESPONDENT.)

Suppose a shampoo were on the market that primarily stressed this benefit – „Produces Hair that has Body.“ If you could get a shampoo that made good on this claim, which one of the remaining nine benefits would you most like to have as well? (RECORD NUMBER IN RESPONSE FORM B.) Which next most? (RECORD.) Please continue until all of the 9 benefits have been ranked.

RESPONSE FORM B

(Enter Card Numbers 1 Through 10 Excluding card – 4)

- |                       |                |     |     |
|-----------------------|----------------|-----|-----|
| ( ) Most Like to Have | ( )            | ( ) | ( ) |
| ( ) Next Most         | ( )            | ( ) | ( ) |
| ( )                   | ( ) Least Most |     |     |

Part C

Now, I am going to read to you some short phrases about hair. Listen to each phrase carefully and then tell me what single words come to mind when you hear each phrase?

(RECORD UP TO THE FIRST THREE „ASSOCIATIVE-TYPE“ WORDS THE RESPONDENT SAYS AFTER EACH PHRASE IN RESPONSE FORM C.)

RESPONSE FROM C

- a) Hair that has body \_\_\_\_\_
- b) Hair with fullness \_\_\_\_\_
- c) Hair that holds a set \_\_\_\_\_
- d) Bouncy hair \_\_\_\_\_
- e) Hair that's not limp \_\_\_\_\_
- f) Manageable hair \_\_\_\_\_
- g) Zesty hair \_\_\_\_\_
- h) Natural hair \_\_\_\_\_

Part D

At this point I would like to ask you a few questions about your hair.

1. Does your hair have enough body?  
Yes \_\_\_\_\_ No \_\_\_\_\_
2. Do you have any special problems with your hair?  
Yes \_\_\_\_\_ No \_\_\_\_\_  
If yes, what types of problems?

- 
3. How would you describe your hair?  
My hair type is:  
Dry \_\_\_\_\_ Normal \_\_\_\_\_ Oily \_\_\_\_\_
  4. The texture of my hair is:  
Fine \_\_\_\_\_ Normal \_\_\_\_\_ Coarse \_\_\_\_\_
  5. My hair style (the way I wear my hair) is:  
Straight \_\_\_\_\_  
Slightly wavy or curly \_\_\_\_\_  
Very wavy or curly \_\_\_\_\_
  6. The length of my hair is:  
Short (to ear lobes) \_\_\_\_\_  
Medium (ear lobes to shoulder) \_\_\_\_\_  
Long (below shoulder) \_\_\_\_\_
  7. How would you describe the thickness of your hair?  
Thick \_\_\_\_\_ Medium \_\_\_\_\_ Thin \_\_\_\_\_

Part E

Now I would ask you a few background questions.

1. Are you working (at least twenty hours per week, for compensation)?  
Yes \_\_\_\_\_ No \_\_\_\_\_
2. Are you married?  
Yes \_\_\_\_\_ No \_\_\_\_\_
3. What is your level of education?  
Some high school \_\_\_\_\_  
Completed high school \_\_\_\_\_  
Completed college \_\_\_\_\_

4. (HAND RESPONDENT INCOME CARD.) Which letter on this card comes closest to describing your total annual family income taxes? (CIRCLE APPROPRIATE LETTER.)

- |                   |                  |                  |                  |
|-------------------|------------------|------------------|------------------|
| A. UNDER 9 000    | B. 9001 - 15000  | C. 15001 - 20000 | D. 20001 - 30000 |
| E. 30000 - 45 000 | F. 45001 - 60000 | G. Over 60000    |                  |

