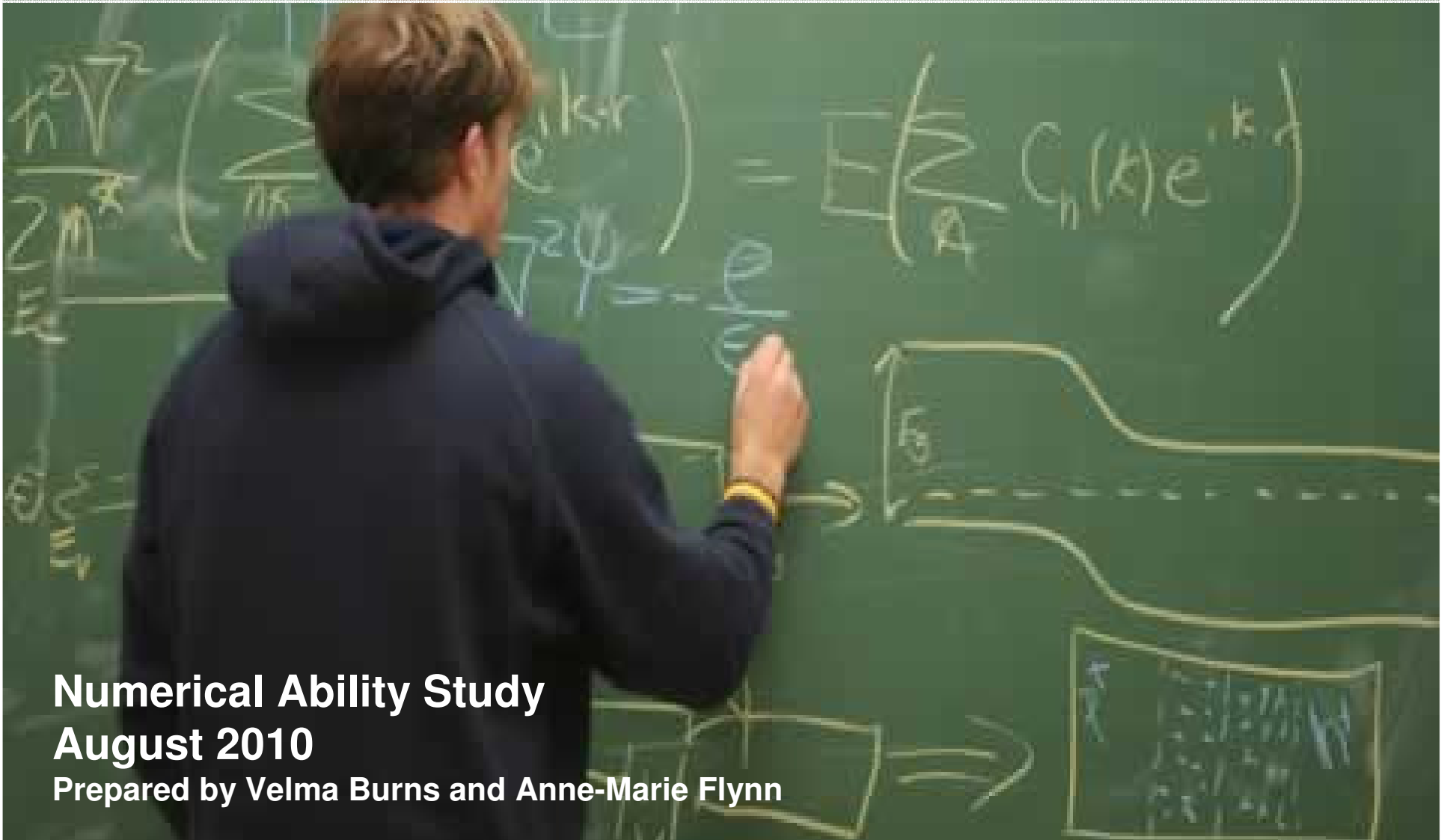


NALA

1980–2010 Celebrating 30 years

 **MillwardBrown**
Lansdowne



Numerical Ability Study
August 2010

Prepared by Velma Burns and Anne-Marie Flynn

Task: Percentage Calculation

How much does MP3 player cost including VAT at 21%?

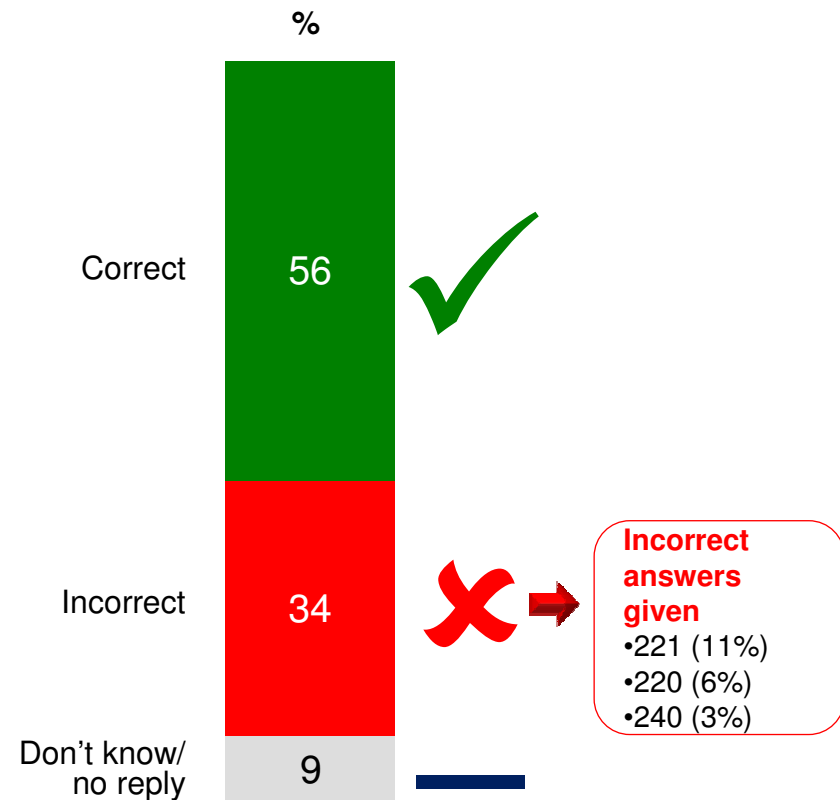
Base: all adults aged 15+ (1010)

Q. An MP3 player costs €200 plus 21% value added tax (VAT). What is the total cost of the MP3 player?



MP3 Player only €200 (exclusive of 21% VAT)

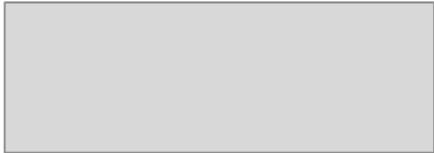
Answer = €242



Task: Area Calculation of Rectangular Field

Base: all adults aged 15+ (1010)

Q. Which of the answers listed on this card corresponds to the area of this rectangular field?

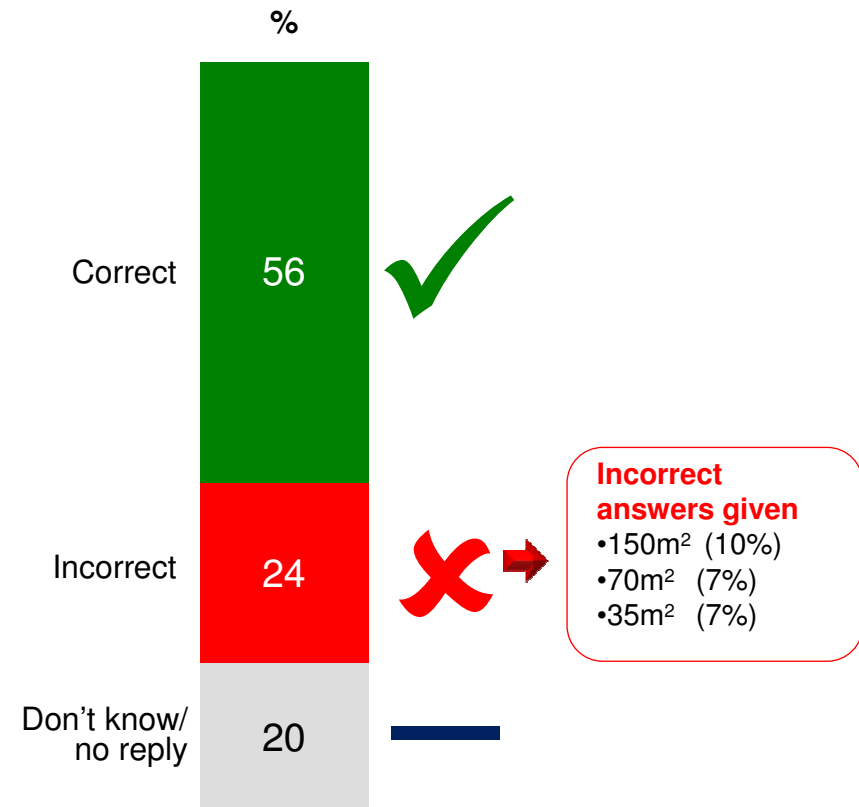


20 m

15 m

- a) 35m^2
- b) 70m^2
- c) 150m^2
- d) 300m^2

Answer = €300m²



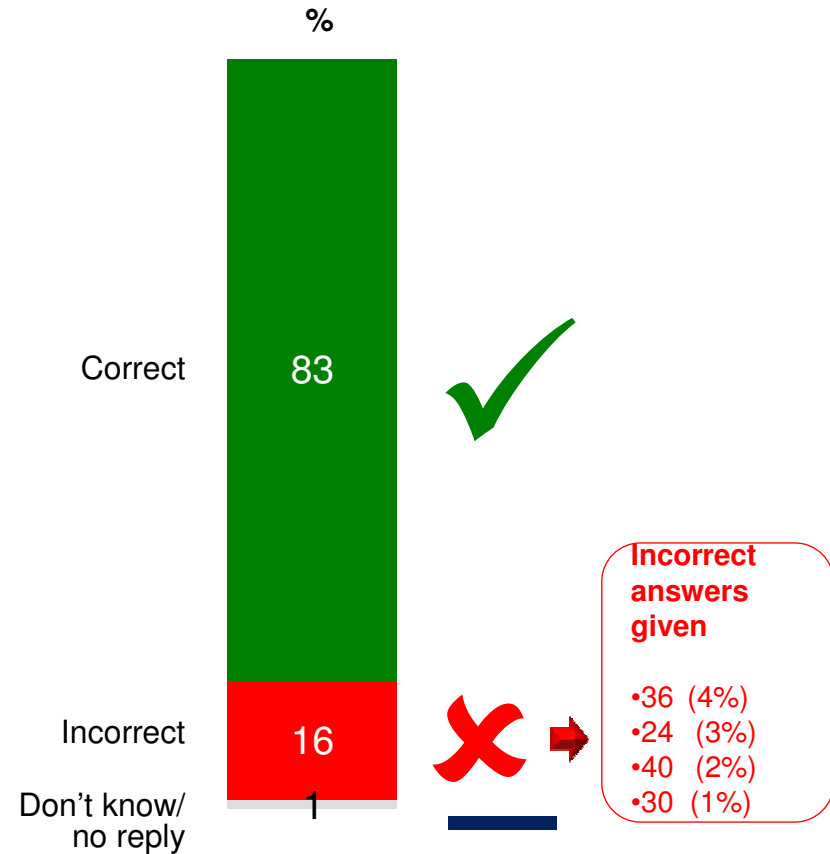
Task: Number of coke bottles in tray (addition/multiplication)

Base: all adults aged 15+ (1010)

Q. *In total, how many bottles are in the two full cases?*



Answer = 48

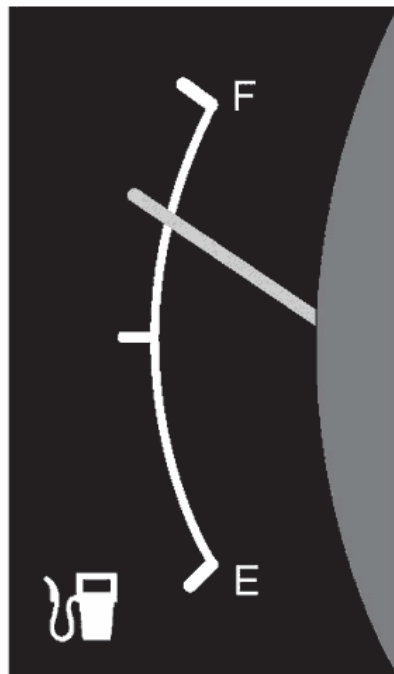


Task: Visual based calculation.

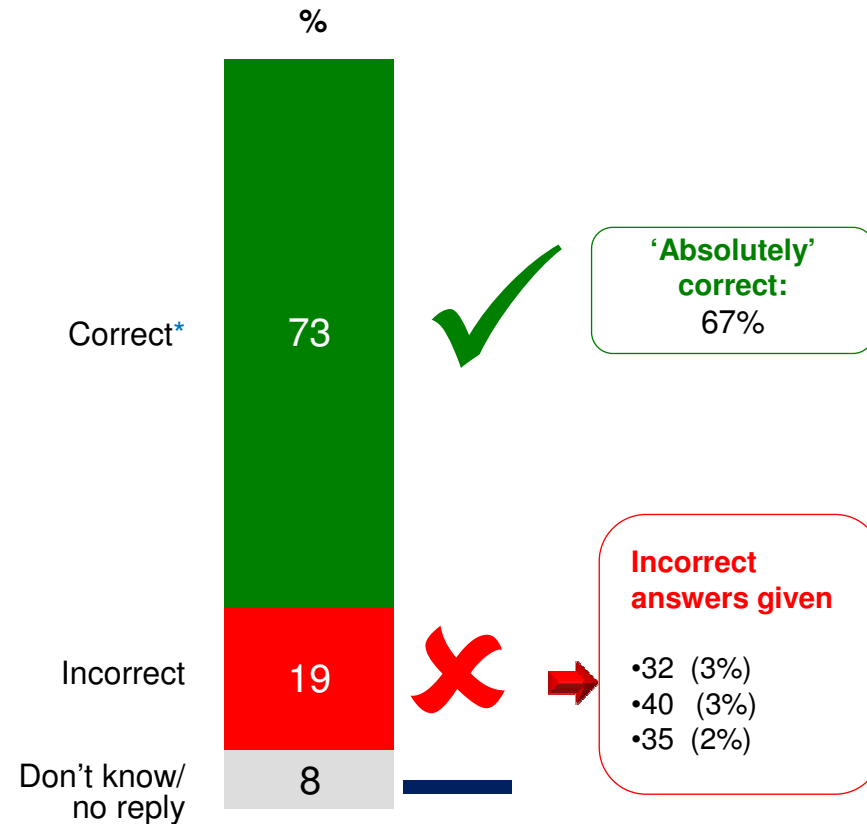
How much petrol remains in tank?

Base: all adults aged 15+ (1010)

Q. The petrol tank in this car holds 48 litres. About how many litres of petrol remain in the tank? You can assume that the gas gauge is accurate.



Answer = 36

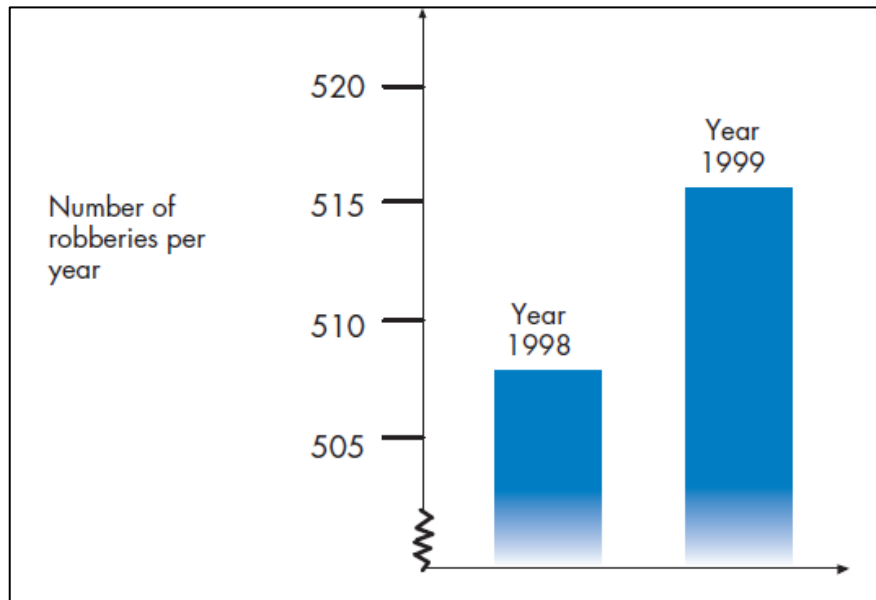


*Note: responses within +/-3 deemed to be correct. 'Absolutely correct' reflects exact answer of 36.

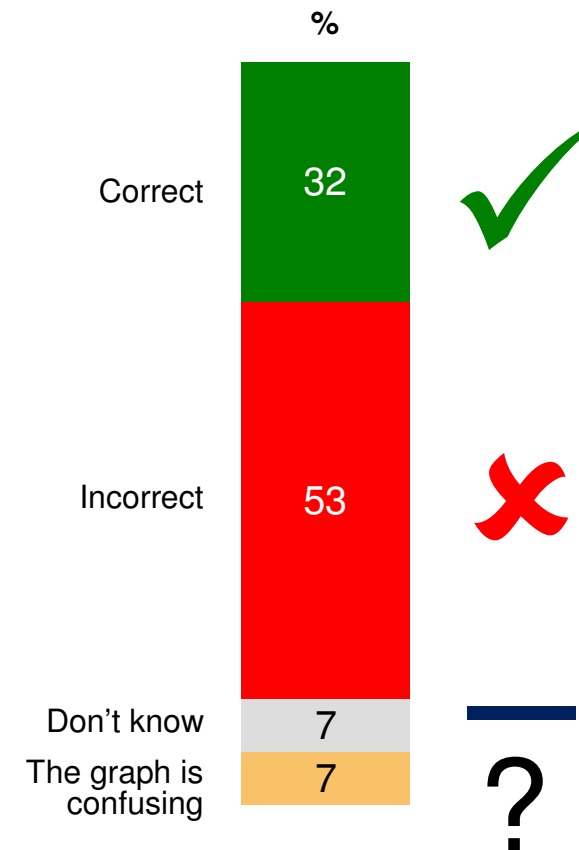
Task: Interpretation of graph

Base: all adults aged 15+ (1010)

Q. A TV reporter showed this graph and said: "This graph shows that there has been a huge increase in robberies from 1998 to 1999." Do you consider the reporter's statement to be a reasonable interpretation of the graph?



Answer = No



Task: Division. *Which is better value?*

Base: all adults aged 15+ (1010)

Q. *Which do you think is better value – pack A or pack B?*

Pack A



Pack B



Answer = Pack A

