FLASH BAROMETER NO. 49

366
(1 - 5)

September 1995

Good morning/afternoon/evening. My name is _____ from Irish Marketing Surveys Limited. We are carrying out a survey and I would be grateful for your help in answering some questions.

First of all, I would like to ask you some questions about politics?

ASK ALL

Q.1a) If there were to be a general election tomorrow (**say if contact under 18**: and you had to vote), which Party would you give your first preference vote to?

IF WOULD NOT VOTE/UNDECIDED/REFUSED ASK:

Q.1b) To which Party would you be most inclined to give your first preference vote?
CODE IN GRID BELOW.

	Q.1a) (12)		Q.1b) (13)	(12-13)
Fianna Fail	1		1	13)
Fine Gael	2		2	
Progressive Democrats	3	**Go**	3	
Labour	4	**to**	4	
Democratic Left	5	**Q.2**	5	
Workers' Party	6		6	
The Green Party	7		7	
Other Party (State _____ _____ & Code)	8		8	
Would vote blank	9		9	
Would not vote	0	**Ask**	0	
Undecided	X	**Q.1b)**	X	
Refused	V		V	

ASK ALL

Q.2   Links between computers and other communications technology such as telephone, television, video or communications satellites form networks that are sometimes called the "Information Society" or the "Information Society".

I am going to name some of the systems that give access to the services of the "Information Highway". For each one I would ask you to tell me whether ...

	a)	you already use it yourself
or	b)	you don't use it yourself but you are interested
or	c)	you don't use it yourself and you are not interested
	d)	if you have never heard of it, please tell me and we will move on to the next system.

Read Out & Rotate ↓	Q.2a) Already use	Q.2b) Don't use but interested	Q.2c) Don't use and are not interested	Q.2d) Never heard of (don't know/no opinion)	
1. Satellite dish to pick up satellite programmes	1	2	3	4	(14)
2. Decoder for pay-TV programmes such as Sky Movies	1	2	3	4	(15)
3. Television fitted with teletext	1	2	3	4	(16)
4. Minitel or other videotext systems working without a television	1	2	3	4	(17)
5. CD-ROM or CD-i reader	1	2	3	4	(18)
6. Portable or laptop computer	1	2	3	4	(19)
7. Office computer or PC	1	2	3	4	(20)
8. Fax working without a computer	1	2	3	4	(21)
9. Modem or fax-modem working with a computer	1	2	3	4	(22)
10. Portable telephone, GSM (i.e. Mobile phone)	1	2	3	4	(23)
11. Internet or World Wide Web	1	2	3	4	(24)
12. On-line services such as Compuserve	1	2	3	4	(25)

Q.3 I am going to give you some examples of services provided by the "Information Society". For each one please tell me if you think it is ....

a) interesting
or b) Not interesting
c) Don't know/no opinion

Read Out & Rotate ⬇	Q.3a) Interesting	Q.3b) Not Interesting	Q/3c) DK/ no opinion	
1. Taking part, from home as if on the spot, in debates and political decisions by using one of these communications networks	1	2	3	(26)
2. Following a training programme from home, in order to get a diploma, as if attending the course personally	1	2	3	(27)
3. Consulting data bases from home	1	2	3	(28)
4. Consulting from home, local town or council, government or European Union services	1	2	3	(29)
5. Using these communications networks to get information about products and services and possibly to buy them	1	2	3	(30)
6. Consulting, from home, articles from foreign newspapers and magazines as soon as they are published	1	2	3	(31)
7. Using electronic means to make job hunting easier	1	2	3	(32)
8. Taking part in group discussions and exchange of information, about both professional and personal subjects such as hobbies, etc.	1	2	3	(33)
9. Receiving and sending electronic mail, E-mail, from home	1	2	3	(34)
10. Playing electronic games with other people, even those abroad	1	2	3	(35)
11. Managing personal bank accounts, consulting stock exchange rates or other information about the economy, from home	1	2	3	(36)
12. Renting a video tape or buying other products and services from a TV set at home	1	2	3	(37)

Classification Details

Name	Address	
Telephone Number	....	
	....	
	....	

Q.4	Sex?	Male 1	(38)
		Female 2	

Q.5	Age?	**Write In Exact Age** ☐☐ (39) (40)	(39-40)

Q.6	Do you live with	Your spouse or partner .... 1 1 or more children from 0-6 years old .... 2 1 or more children at school, aged between 7-14 .... 3 1 or more children at school, aged 15 or more .... 4 1 or more children who finished their studies .... 5 Your father and/or your mother .... 6 Other adults 7	(41)

Q.7	Are you still studying or not?	Yes .... 1 **Continue** No .... 2 **Go To Q.9**	(42)

Q.8	**If Still Studying Ask:** What subjects are you studying? **Read Out** And at what level? **Read Out**	*Read Out* ⬇ Literature .... 1 Human science .... 2 Commercial .... 3 Science .... 4 Technical .... 5 General .... 6 --- University .... 7 Non-university higher education .... 8 Secondary school .... 9 Technical/professional school .... V Primary .... X Other (specify & code) 0	(43)

Q.9	**If No Longer Studying (Code 2 at Q.7 Ask:** How old were you when you stopped your full time studies?	**WRITE IN EXACT AGE** ☐☐ (44) (45)	

Q.10 Did you complete your studies with a diploma, or not?	Yes... 1 **Continue** No .... 2 **Go To Q.12**	(46)
If Diploma, Code 1 at Q.10 Ask: Q.11 What was the subject of your studies? **Read Out** And what was the level of your studies? **Read Out**	*Read Out* ⬇ Literature...1 Human sciences ....2 Commercial ....3 Science ....4 Technical...5 General..6 ──────────────────────────── University...7 Non-university higher education ....8 Secondary school ....9 Technical/professional school..............V Primary ....X Other (specify & code) 0	(47)

ASK ALL
Q.12 What is your current occupation?

• Self employed professional (e.g. lawyer, medical practitioner), owner of a shop or company, craftsman, business proprietor ....1 • Managerial level in the public sector (director, professor, officer) ....2 • Managerial level in a company with more than 500 employees.....................................3 • Managerial level in a company with less than 500 employees.......................................4 • Employed in the public sector...5 • Employed in a company with more than 500 employees ....6 • Employed in a company with less then 500 employees ....7 • Worker (manual worker)...8 • Temporarily not working, unemployed ....9 • Student, military service...&........................V • Retired...−...........................X • Without a profession (housewife) 0	(48)

Q.13 Region	Dublin .... ①	(49)
Q.14 Size of locality?	100,000 and over .... ①	(50)
Q.15 Length of interview?	[	] Mins	(51-52)
Assignment Number:	[				] (53) (54) (55) (56) (57)	(53-57)