

NOP Consumer Market Research  
 Ludgate House  
 Blackfriars Road  
 London SE1 9UL

Job No.	Card	Serial No.	Country
(1) - (6)	(7) - (8)	(9)-(12)	(13)-(14)
431206	0 1		1 5

Job No : J 431206  
 Issue : 1  
 Date : 6 April, 2000

**FLASH E 77**

**RESPONDENTS NAME:**

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**TELEPHONE NUMBER:**

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**RESULT OF CONTACT**

Call No	Inter-viewers ID	Date	Time	Length	Dispos-ition	Comments	Units
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							

**STANDARD DIAL DISPOSITION CODES**

NR	- No reply	HHR	- Household/Company refusal
ENG	- Circuit Engaged	RR	- Respondent Refusal
NU	- No. unobtainable (Not a working no.)	ANS	- Answerphone
NNAS	- No. Not applicable to study(home telephone if business no. if consumer study)	REJ	- Reject (Respondent who might be otherwise eligible but is deaf, intoxicated, abusive or unwilling or unable to provide usable information)
LB	- Language barrier	COMP	- Completed interviews (segregated by type)
SRNA	- Selected respondent not available	PART	- Partial (interview terminated by respondent before completion)
CUTS	- Contact unable to speak for H.Hold		
INEL	- H.Hold/Business ineligible for specific reason		

No	Question	Answer	Code	Skip to
	Hello, I am... from NOP Research. We are carrying out a survey on behalf of the European Commission about attitudes towards certain health issues. Is it convenient to talk to you now, it will take about 10 minutes?	<p style="text-align: right;">OK</p> <hr/> <p style="text-align: right;">Not OK</p>	<p style="text-align: center;">1</p> <hr/> <p style="text-align: center;">2</p>	<p style="text-align: center;">Q.A</p> <hr/> <p style="text-align: center;">Arrang recall</p>
Q.A	<b>RECORD SEX OF RESPONDENT - DO NOT ASK</b>	<p style="text-align: right;">Male</p> <p style="text-align: right;">Female</p>	<p style="text-align: center;">1</p> <p style="text-align: center;">2</p>	<p style="text-align: center;">Q.B</p>
Q.B	First of all could I just check a few details with you. What was your age on your last birthday?	<p style="text-align: right;">_____</p> <p style="text-align: center;">(RECORD ACTUAL AGE)</p> <p style="text-align: right;">Refused</p>	<p style="text-align: center;">00</p>	<p style="text-align: center;">*See Insts</p>
	<b>INTERVIEWER:</b>			
Q.C	And at what age did you finish your full-time education?	<p style="text-align: right;">_____</p> <p style="text-align: center;">(RECORD ACTUAL AGE)</p> <p style="text-align: right;">Did not go to school</p> <p style="text-align: right;">Still studying</p> <p style="text-align: right;">Refused</p>	<p style="text-align: center;">01</p> <p style="text-align: center;">99</p> <p style="text-align: center;">00</p>	<p style="text-align: center;">Q.D</p>
Q.D	And what is your occupation? <b>PROBE TO PRECODES</b>	<p style="text-align: right;">Farmer/fisherman</p> <p style="text-align: right;">Professional (e.g. Lawyer/ Doctor/ accountant)</p> <p style="text-align: right;">Owner of a shop or company/ craftsman/ proprietor</p> <p style="text-align: right;">General management</p> <p style="text-align: right;">Employed/middle management</p> <p style="text-align: right;">Manual worker</p> <p style="text-align: right;">Retired</p> <p style="text-align: right;">Housewife</p> <p style="text-align: right;">Student/Military Service</p> <p style="text-align: right;">Temporarily not working/ unemployed</p> <p style="text-align: right;">Other (WRITE IN)</p> <hr/> <p style="text-align: right;">Refused</p>	<p style="text-align: center;">01</p> <p style="text-align: center;">02</p> <p style="text-align: center;">03</p> <p style="text-align: center;">04</p> <p style="text-align: center;">05</p> <p style="text-align: center;">06</p> <p style="text-align: center;">07</p> <p style="text-align: center;">08</p> <p style="text-align: center;">09</p> <p style="text-align: center;">10</p> <p style="text-align: center;">11</p> <p style="text-align: center;">12</p>	<p style="text-align: center;">Q.E</p>

Q.No	Question	Answer	Code	Skip to
Q.1	<p>Which of the following best describes your marital status?</p> <p><b>READ OUT PRECODES</b></p>	<p>Married/have not lived as a couple before marrying 1</p> <p>Married/lived as a couple before marrying 2</p> <p>Not married/never lived with anyone as as a couple 3</p> <p>Not married/have lived with someone as a couple 4</p> <p>Divorced 5</p> <p>Separated 6</p> <p>Widowed 7</p>		Q.1
	<p><b>I am now going to ask you specifically about a number of health issues and, as I said at the beginning, the survey is being carried out on behalf of the European Commission.</b></p>			
Q.2	<p>Do you consider that information concerning certain diseases is sufficient or insufficient. First of all... <b>READ OUT EACH DISEASE. ONE ANSWER ONLY FOR EACH</b></p>	<p style="text-align: center;"><b>Sufficient      Insufficient</b></p>		Q.2
Q.2	<p>The next few questions concern AIDS and the means of prevention. In which of the following ways, in your opinion, can the AIDS virus (HIV) be caught? <b>READ OUT EACH ITEM. ONE ANSWER ONLY FOR EACH</b></p>	<p style="text-align: center;"><b>Yes      Possibly      No      DK/NA</b></p>		Q.3
a)	<p>eating a meal prepared by someone who is HIV positive or suffers from AIDS ( )</p>	<p>1      2      3      4</p>		
b)	<p>drinking from a glass which has been used by someone who is HIV positive or suffers from AIDS ( )</p>	<p>1      2      3      4</p>		
c)	<p>receiving blood in this country ( )</p>	<p>1      2      3      4</p>		
d)	<p>giving blood in this country ( )</p>	<p>1      2      3      4</p>		
e)	<p>kissing someone on the mouth who is HIV positive or suffers from AIDS ( )</p>	<p>1      2      3      4</p>		
f)	<p>fellatio ( that is oral sex with a male partner) on someone who is HIV positive or suffers from AIDS ( )</p>	<p>1      2      3      4</p>		
g)	<p>sharing needles with drug users ( )</p>	<p>1      2      3      4</p>		Q.3

No.					Code	Route
Q.3	Which of the following precautions do you believe is efficient against the AIDS virus (HIV)? <b>READ OUT EACH STATEMENT. ONE ANSWER ONLY FOR EACH</b>					
			Yes	No	(DK/NA)	
a)	use of spermicidal products	()	1	2	3	
b)	use of condoms	()	1	2	3	
c)	choosing healthy looking partners	()	1	2	3	
d)	choosing partners from the same social background as oneself	()	1	2	3	
e)	both partners taking the test for HIV antibodies before having sexual intercourse for the first time	()	1	2	3	
f)	abstaining from sexual intercourse	()	1	2	3	
g)	avoiding sharing needles between drug users	()	1	2	3	Q.4
Q.4	I am now going to read out a list of statements about AIDS. For each one I would like you to tell me whether you tend to agree or tend to disagree with it. <b>READ OUT EACH STATEMENT. ONE ANSWER ONLY FOR EACH</b>					
			Tend to agree	Tend to disagree	(DK/NA)	
a)	people talk too much about AIDS	()	1	2	3	
b)	we should receive more information about AIDS	()	1	2	3	
c)	too much is spent on AIDS research. The money would be better spent on research into other diseases such as cancer	()	1	2	3	
d)	you will never catch AIDS, it is an issue for other people	()	1	2	3	
e)	the risk of being contaminated by the AIDS virus (HIV) is more significant amongst homosexuals or drug users	()	1	2	3	Q.5
Q.5	And, in your opinion, do you tend to agree or tend to disagree that you can trust information about AIDS from ... <b>READ OUT STATEMENT. ONE ANSWER ONLY FOR EACH</b>					
			Tend to agree	Tend to disagree	(DK/NA)	
a)	associations dedicated to AIDS prevention	()	1	2	3	
b)	doctors	()	1	2	3	
c)	researchers	()	1	2	3	
d)	journalists	()	1	2	3	
e)	Ministry of Health	()	1	2	3	
f)	European institutions	()	1	2	3	
g)	local or national institutions	()	1	2	3	Q.6
Q.6	How concerned do you personally feel by the information campaigns on AIDS that have taken place in this country? <b>READ OUT</b>					
		Not at all concerned			1	
		A little concerned			2	
		Very concerned			3	
		(I haven't heard of/seen any information campaigns)			4	
		(DK/NA)			5	Q.7

Q.No.			Code	Route																														
Q.7	In your opinion, is the risk of being infected with the HIV virus in this country... <b>READ OUT</b>	Very low Fairly low Quite high Very high (DK/NA)	1 2 3 4 5	Q.8																														
Q.8	Do you personally know someone amongst your family, friends or colleagues who is HIV positive or suffers from AIDS?	No Yes, one Yes, several (DK/NA)	1 2 3 4	Q9																														
Q.9	There are various actions that can be taken to eliminate the problem of AIDS or at least to slow down its development. Which of the following, in your opinion, should be the main priority? <b>READ OUT EACH STATEMENT.</b> And which should be next? And which next?	<table border="1"> <thead> <tr> <th></th> <th>1<sup>st</sup></th> <th>2<sup>nd</sup></th> <th>3<sup>rd</sup></th> <th>4<sup>th</sup></th> <th>(DK/NA)</th> </tr> </thead> <tbody> <tr> <td>a. an information campaign on the types of behaviour which expose people to infection by the AIDS virus</td> <td>( ) 1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>b. try harder to identify people who are HIV positive or suffer from AIDS</td> <td>( ) 1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>c. treating those with AIDS and looking after them</td> <td>( ) 1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>d. funding research to find a vaccine</td> <td>( ) 1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </tbody> </table>		1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	(DK/NA)	a. an information campaign on the types of behaviour which expose people to infection by the AIDS virus	( ) 1	2	3	4	5	b. try harder to identify people who are HIV positive or suffer from AIDS	( ) 1	2	3	4	5	c. treating those with AIDS and looking after them	( ) 1	2	3	4	5	d. funding research to find a vaccine	( ) 1	2	3	4	5	(DK/NA)	Q.10
	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	(DK/NA)																													
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Q.10	Have you heard about the new treatments for AIDS such as triple therapies or protease inhibitors? <b>INTERVIEWER: PLEASE READ OUT IF NECESSARY:-</b> Triple therapies is a treatment based on the administration of 3 medicines. Protease inhibitors are drugs specifically aimed at the protease enzyme used by HIV to process new copies of the virus after it has reproduced?	Yes Not sure No DK	1 2 3 4	Q.11 Q.12																														

Q.No.		Code	Route																																									
Q.11	<p>I am going to read out a number of opinions about the new treatments. For each one, could you tell me whether you tend to agree or tend to disagree with it. <b>READ OUT EACH STATEMENT. ONE ANSWER ONLY FOR EACH</b></p> <table border="1" data-bbox="165 331 1286 958"> <thead> <tr> <th></th> <th></th> <th><u>Tend to agree</u></th> <th><u>Tend to disagree</u></th> <th><u>(DK/NA)</u></th> </tr> </thead> <tbody> <tr> <td>a)</td> <td>with the new treatments it is possible to cure AIDS permanently</td> <td>( )</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>b)</td> <td>with the new treatments it is possible to live longer with the AIDS virus (HIV)</td> <td>( )</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>c)</td> <td>with the new treatments HIV positive people can't transmit the AIDS (HIV) virus any more</td> <td>( )</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>d)</td> <td>with the new treatments people, in general, are less afraid about being infected with the AIDS (HIV) virus</td> <td>( )</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>e)</td> <td>with the new treatments, people pay less attention, in general, to the prevention of AIDS</td> <td>( )</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>f)</td> <td>with the new treatments people should be encouraged to get an AIDS test after a risk exposure</td> <td>( )</td> <td>1</td> <td>2</td> <td>3</td> </tr> </tbody> </table>			<u>Tend to agree</u>	<u>Tend to disagree</u>	<u>(DK/NA)</u>	a)	with the new treatments it is possible to cure AIDS permanently	( )	1	2	3	b)	with the new treatments it is possible to live longer with the AIDS virus (HIV)	( )	1	2	3	c)	with the new treatments HIV positive people can't transmit the AIDS (HIV) virus any more	( )	1	2	3	d)	with the new treatments people, in general, are less afraid about being infected with the AIDS (HIV) virus	( )	1	2	3	e)	with the new treatments, people pay less attention, in general, to the prevention of AIDS	( )	1	2	3	f)	with the new treatments people should be encouraged to get an AIDS test after a risk exposure	( )	1	2	3		Q.12
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Q.12	<p>Would you say that because of AIDS you do not trust ... <b>READ OUT EACH ITEM. ONE ANSWER ONLY FOR EACH</b></p> <table border="1" data-bbox="165 1048 1286 1317"> <thead> <tr> <th></th> <th></th> <th><u>Yes</u></th> <th><u>No</u></th> <th><u>(DK/NA)</u></th> </tr> </thead> <tbody> <tr> <td>a)</td> <td>giving blood</td> <td>( )</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>b)</td> <td>receiving blood</td> <td>( )</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>c)</td> <td>having an injection</td> <td>( )</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>d)</td> <td>having an operation</td> <td>( )</td> <td>1</td> <td>2</td> <td>3</td> </tr> </tbody> </table>			<u>Yes</u>	<u>No</u>	<u>(DK/NA)</u>	a)	giving blood	( )	1	2	3	b)	receiving blood	( )	1	2	3	c)	having an injection	( )	1	2	3	d)	having an operation	( )	1	2	3		Q.13												
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Q.13	<p>Has the emergence and spread of AIDS lead you personally to ... <b>(READ OUT EACH ITEM). ONE ANSWER ONLY FOR EACH</b></p> <table border="1" data-bbox="165 1406 1286 1749"> <thead> <tr> <th></th> <th></th> <th><u>Yes</u></th> <th><u>No</u></th> <th><u>(DK/NA)</u></th> </tr> </thead> <tbody> <tr> <td>a)</td> <td>seek more stability in your choice of partners</td> <td>( )</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>b)</td> <td>take precautions when having sexual intercourse</td> <td>( )</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>c)</td> <td>avoid certain places (areas/ establishments)</td> <td>( )</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>d)</td> <td>avoid certain acquaintances/ types of people</td> <td>( )</td> <td>1</td> <td>2</td> <td>3</td> </tr> </tbody> </table>			<u>Yes</u>	<u>No</u>	<u>(DK/NA)</u>	a)	seek more stability in your choice of partners	( )	1	2	3	b)	take precautions when having sexual intercourse	( )	1	2	3	c)	avoid certain places (areas/ establishments)	( )	1	2	3	d)	avoid certain acquaintances/ types of people	( )	1	2	3		Q.14												
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Q.No.		Code	Route	
Q.14	<p>People who are HIV positive or suffer from AIDS may be viewed in a variety of ways. I am going to read out some ways of describing them that are sometimes used and I would like you to tell me, for each one, whether you tend to agree or tend to disagree with it. <b>READ OUT EACH DESCRIPTION. ONE ANSWER ONLY FOR EACH</b></p>			
a)	<p>a person who is HIV positive or suffers from AIDS is someone who did not show very commendable sexual behaviour in the past</p>	<p><u>Tend to agree</u></p>	<p><u>Tend to disagree</u></p>	<p><u>(DK/NA)</u></p>
()	1	2	3	
b)	<p>a person who is HIV positive or suffers from AIDS is someone who has neglected hygiene and cleanliness when using needles to inject him/herself with drugs</p>	<p><u>Tend to agree</u></p>	<p><u>Tend to disagree</u></p>	<p><u>(DK/NA)</u></p>
()	1	2	3	
c)	<p>a paediatric nurse who is HIV positive or suffers from AIDS can continue to take care of children in a nursery</p>	<p><u>Tend to agree</u></p>	<p><u>Tend to disagree</u></p>	<p><u>(DK/NA)</u></p>
()	1	2	3	
d)	<p>a surgeon who is HIV positive or suffers from AIDS can continue to operate</p>	<p><u>Tend to agree</u></p>	<p><u>Tend to disagree</u></p>	<p><u>(DK/NA)</u></p>
()	1	2	3	
e)	<p>a cook who is HIV positive or suffers from AIDS can continue to prepare food</p>	<p><u>Tend to agree</u></p>	<p><u>Tend to disagree</u></p>	<p><u>(DK/NA)</u></p>
()	1	2	3	
f)	<p>a person who is HIV positive or suffers from AIDS should always warn his or her partner of his/her HIV positive status before having sexual intercourse, even with a condom</p>	<p><u>Tend to agree</u></p>	<p><u>Tend to disagree</u></p>	<p><u>(DK/NA)</u></p>
()	1	2	3	
Q.15	<p>A lot of homosexual people and drug users in Europe have been contaminated with the AIDS virus (HIV). I would like to get your opinion regarding these people on a number of issues and would like you to tell me whether you tend to agree or tend to disagree with each one. <b>READ OUT EACH STATEMENT. ONE ANSWER ONLY FOR EACH</b></p>			
a)	<p>homosexual people have sexual practices that are lacking in hygiene or cleanliness</p>	<p><u>Tend to agree</u></p>	<p><u>Tend to disagree</u></p>	<p><u>(DK/NA)</u></p>
()	1	2	3	
b)	<p>homosexuality is as respectable as heterosexuality</p>	<p><u>Tend to agree</u></p>	<p><u>Tend to disagree</u></p>	<p><u>(DK/NA)</u></p>
()	1	2	3	
c)	<p>a homosexual couple should have the right to bring up children</p>	<p><u>Tend to agree</u></p>	<p><u>Tend to disagree</u></p>	<p><u>(DK/NA)</u></p>
()	1	2	3	
d)	<p>drug users can be entrusted with professional responsibilities</p>	<p><u>Tend to agree</u></p>	<p><u>Tend to disagree</u></p>	<p><u>(DK/NA)</u></p>
()	1	2	3	
e)	<p>drug users should have clean needles at their disposal</p>	<p><u>Tend to agree</u></p>	<p><u>Tend to disagree</u></p>	<p><u>(DK/NA)</u></p>
()	1	2	3	
f)	<p>soft drugs such as marijuana should be allowed</p>	<p><u>Tend to agree</u></p>	<p><u>Tend to disagree</u></p>	<p><u>(DK/NA)</u></p>
()	1	2	3	
Q.16			Q.16	

No.		Code	Route
	As I explained earlier, this survey is being carried out by the European Commission and is aimed at improving the prevention of AIDS in Europe. It is important for the survey to have some information on the sexual behaviour of those taking part and I would like to finish by asking you some personal questions. Please remember that this is a confidential survey - I do not know your name and just have your telephone number.		
Q.16	Are you currently living with a partner _____	Yes 1 No 2	*See Insts Q17
Q.17	Have you ever had sexual intercourse? _____	Yes 1 No 2	*See Insts Q.F
	<b>INTERVIEWER:</b> • IF RESPONDENT IS FEMALE ASK Qs 18a/b • IF RESPONDENT IS MALE, ASK QS 19a/b • REST GO TO Q.F		
Q.18a	How many male partners have you had in the last 5 years?  _____ (WRITE IN 00 - 99)	Refused 9	Q18b
Q.18b	And how many female partners have you had?  _____ (WRITE IN 00 - 99)	Refused 9	Q.F
Q.19a	How many female partners have you had in the last 5 years?  _____ (WRITE IN 00 - 99)	Refused 9	Q19b
Q.19b	And how many male partners have you had?  _____ (WRITE IN 00 - 99)	Refused 9	Q.F



Q.No.		Code	Rout
Q.F	Thank you very much for you help today. Before I close could I just check in which region of the country you live? <b>PROBE TO PRECODES</b>		
	Cleveland, Durham 01 Kent 25		
	Cumbria 02 Avon, Gloucestershire 26		
	Northumberland 03 Wiltshire 27		
	Tyne and Wear 04 Cornwall, Devon 28		
	Humberside 05 Dorset, Somerset 29		
	North Yorkshire 06 Hereford & Worcester 30		
	South Yorkshire 07 Warwickshire 31		
	West Yorkshire 08 Shropshire, Staffordshire 32		
	Derbyshire 09 West Midlands(county) 33		
	Nottinghamshire 10 Cheshire 34		
	Leicestershire 11 Greater Manchester 35		
	Northamptonshire 12 Lancashire 36		
	Lincolnshire 13 Merseyside 37		
	East Anglia 14 Clwyd, Dyfed 38		
	Bedfordshire 15 Gwynedd, Powys 39		
	Hertfordshire 16 Gwent 40		
	Berkshire 17 M-S-W Glamorgan 41		
	Buckinghamshire 18 Borders, Central Fife 42		
	Oxfordshire 19 Lothian, Tayside 43		
	Surrey 20 Dumfries, Galloway 44		Q.G
	East/West Sussex 21 Strathclyde 45		
	Essex 22 Highlands, Island 46		
	Greater London 23 Grampians 47		
	Hampshire, Isle of Wight 24		
Q.G	Would you say you lived in a .... <b>READ OUT PRECODES</b>		
	Rural area or village	1	
	Small or middle size town	2	
	Large town	3	
	DK	4	*See Insts.

**INTERVIEWER RECORD:**

TOWN LIVED IN : \_\_\_\_\_

POST CODE : \_\_\_\_\_

**(H)** LENGTH OF INTERVIEW IN MINUTES : \_\_\_\_\_