

NOP Consumer Market Research
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 London SE1 9UL

Job No.	Card	Serial No.	Country
(1) - (6)	(7) - (8)	(9)-(12)	(13)-(14)
433	0 1		1 5

No : J 433
 Issue : 1
 Date : 18 September, 2001

FLASH 98/4

RESPONDENTS NAME:

TELEPHONE NUMBER:

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		

Q.No	Question	Answer	Code	Skip to
	<p>If there were a General Election tomorrow (IF RESPONDENT IS UNDER 18 SAY: "and you had to vote") which PARTY would you support?</p>	Conservative Labour Liberal Democrat Scottish National Party Plaid Cymru Referendum Party (James Goldsmith's party) The Green Party Other Would vote blank Would not vote DK	01 02 03 04 05 06 07 96 97 98 99	Q.1
Q.1	<p>Twelve countries have decided to adopt the Euro as the single European currency, instead of their national currencies. How well informed do you feel about the single European currency, the Euro? Do you feel ... READ OUT EACH PRECODE. ONE ANSWER ONLY</p>	Very well informed Well informed Not very well informed Not at all informed (DK/NA)	1 2 3 4 5	Q.2
Q.2	<p>Could you give me the name of one of the countries that have definitely decided to adopt the Euro as the single currency?</p> <ul style="list-style-type: none"> • DO NOT PROMPT • IF RESPONDENT MENTIONS MORE THAN ONE, ASK: "Which of these countries do you know best?" • ONE ANSWER ONLY 	Belgium Denmark Germany Greece Spain Finland France Ireland Italy Luxembourg Netherlands Austria Portugal Sweden UK. Can't name any	() 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 XX	Q.3
		Not heard of Euro	VV	Q.F

Q.No.			Code	Route
Q.3	From which date will the Euro coins and notes be used in ... (READ OUT COUNTRY MENTIONED AT Q.2 OR IF ANSWER IS DK SAY "THE COUNTRIES THAT HAVE DECIDED TO ADOPT THE EURO")? DO NOT PROMPT	This year (i.e. in 2001) 1 st January 2002 (31 st December 2001) In 2002 (but not Jan 1 st) In 2003 or later (DK/NA)	1 2 3 4 5	Q.4
Q.4	From the day the EURO notes and coins will be in use in ... (READ OUT COUNTRY MENTIONED AT Q.2 OR IF ANSWER IS DK SAY "THE COUNTRIES THAT HAVE DECIDED TO ADOPT THE EURO") will it still be possible to make payments in that country using their current currency for some time? READ OUT PRECODES ONE ANSWER ONLY	No/no longer possible Yes, for between 1 - 2 months Yes, for between 3 - 6 months Yes, for more than 6 months Yes, indefinitely (Yes, but don't know how long for) (DK/NA)	1 2 3 4 5 6 7	Q5
Q.5	In your opinion is it true or false that Euro notes and coins issued in (READ OUT COUNTRY MENTIONED AT Q.2 OR IF ANSWER IS DK SAY "THE COUNTRIES THAT HAVE DECIDED TO ADOPT THE EURO") will immediately be usable and accepted in all the countries that have adopted the Euro?	True False (DK/NA)	1 2 3	Q6
Q.6	Have you already seen prices displayed or published in Euros in any of the following circumstances ... READ OUT EACH PRECODE. CODE ALL THAT APPLY	In Britain Abroad On the Internet In magazines or newspapers In catalogues or business documents (In other circumstances (SPECIFY) _____ (No, never noticed prices displayed in Euros) (DK/NA)	1 1 1 1 1 1 1 1	Q.7
Q.7	I'm going to read out a few statements concerning the consequences of the introduction of the Euro on daily life. For each one could you please tell me how strongly you agree or disagree with it, using the following scale - READ OUT - First of all..			
		Agree strongly Agree slightly Disagree slightly Disagree strongly		(DK/NA)
a.	replacement of the national currencies by the Euro will cause a lot of inconvenience to the inhabitants of those countries.....	1 2 3 4	5	
b.	there will be cheating on prices at the moment when the national currencies are replaced by the Euro.....	1 2 3 4	5	
c.	Britain will end up by introducing the Euro instead of the pound	1 2 3 4	4	Q8

Q.No.					Code	Route
Q.8	Do you think that the Euro will ... READ OUT EACH STATEMENT					
		<u>True</u>	<u>Not True</u>		<u>(DK/NA)</u>	
	allow you to more easily compare our prices with the prices of the countries of the Euro Zone	1	2		3	
	be an international currency like the dollar	1	2		3	
	contribute to the economic growth of the countries of the Euro Zone	1	2		3	
	reduce differences in development between the Euro Zone countries	1	2		3	
	contribute to the creation of jobs in the Euro Zone countries	1	2		3	
	make purchasing in countries of the Euro Zone easier	1	2		3	
	be more convenient for those who travel in the European Union	1	2		3	
	contribute to price stability in the Euro Zone countries	1	2		3	
	mean more advantages than disadvantages for you personally	1	2		3	Q.9
Q.9	Generally speaking, does the value of the Euro compared to that of the US dollar worry you ... READ OUT		A lot		1	
			A little		2	
			Not at all		3	
			(DK/NA		4	Q.10
Q.10	How much will one Euro be worth in pounds / pence? If you do not know the exact value, please give me an approximate figure/ N.B. IF REALLY DOES NOT KNOW CODE 00	£ _____ / _____				
		(RECORD ANSWER IN DECIMALS)				
		E.G. £1 = 1.00,				Q.11
		50P = 0.50, ETC				
Q.11	I would like you to tell me how strongly you agree or disagree - READ OUT SCALE - with certain aspects concerning the introduction of the Euro in 12 countries of the European Union. First of all... READ OUT FIRST STATEMENT					
		Agree Strongly	Agree Slightly	Disagree Slightly	Disagree Strongly	(DK/NA)
a)	with the arrival of the Euro, the inhabitants of these countries will feel a little more European than now ()	1	2	3	4	5
b)	when the Euro is in circulation in these countries, here in Britain we will feel a little less European than now ()	1	2	3	4	Q.F

Q.No.					Code	Route
	Thank you very much for you help today. Before I close could I just check in which region of the country you live?					
	PROBE TO PRECODES					
	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		Q.G
	Surrey	20	Dumfries, Galloway	44		
	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					
	READ OUT PRECODES					
			Large town or village	1		
			Small or middle size town	2		
			Rural area or village	3		
			DK	4		*See Insts.

Thank you for taking part in this survey about the Euro which will be introduced in 12 countries of the Euro Zone on January 1st 2002

INTERVIEWER RECORD:

RESPONDENT NAME: _____

TOWN LIVED IN : _____

POST CODE : _____

H LENGTH OF INTERVIEW IN MINUTES : _____