

ZA4163

**Flash Eurobarometer 150
(Quality & Services)**

**Questionnaire
Great Britain**

```

COMMENT ---> Job Name
      INCLUDE '/u/catidp/begin1'
COMMENT -----
      SET version = 1
COMMENT -----
      INCLUDE '/u/catidp/begin2'
      INCLUDE '/u/catidp/gosms'
      INCLUDE '/u/catidp/datel'

      CALLFUNC('setdata',1)

COMMENT Standard British regions
region      DUMMYASK
      'Region'
      RESP SP
      'Scotland'/
      'North'/
      'North West'/
      'Yorks & Humberside'/
      'East Midlands'/
      'West Midlands'/
      'Wales'/
      'East Anglia'/
      'Greater London'/
      'South East'/
      'South West'/
      'Northern Ireland'

      SET vname = 'name'
      SET retval = ''
      CALLFUNC('getsmvar', vname, retval)
fname      FIX (40) retval

      INCLUDE 'smsfix'

COMMENT ----- MAIN SCRIPT BEGINS UNDER HERE -----

intro      ASK 'Good '+pod+', my name is .....,I'm calling from ICM Research
the independent market research company. We are conducting a resear
rch project which requires us to talk to a representative sample of people aged
15 or over throughout the country on issues that affect all peopl
e. We have selected your telephone number purely at random and would greatly
appreciate your help for a few minutes to answer some simple questio
ns.@

      IF RESPONDENT SOUNDS LIKE THEY WANT TO REFUSE SAY:@
For the purpose of our research project it is most important that we talk to a
representative cross section of all
people. Therefore, your views are extremely important to us and the interview
will only take a few minutes of your
time.@

      IF RESPONDENT STILL SOUNDS LIKE THEY WANT TO REFUSE, SAY:@
If you cannot spare the time at the moment I would really appreciate it if we
could call you back at your own
convenience over the next ... days. As I say, your own views are very important
to us.'
      RESP SP 'OK - CONTINUE'/
      'CALL BACK/REFUSED' go gosms1

comment      'CALL BACK/REFUSED' GO fin (for qtip -t testing) or gosms1

for i=

```

```

'Mobile telephony'/
'Natural gas'/
'Postal services for regular mail such as letters, postcards or packages'/
'Local transport (Trams, Buses, Metro...)'/'
'Air transport'/
'Rail transport'

q1 ask ' Could you tell me whether or not you use each of the following
services?@@READ OUT@@'+i+'@'
resp sp
'Yes'/
'No'

next

lq2 define
'Your electricity company'/
'Your fixed telephone provider'/
'Your mobile telephone provider'/
'Your gas provider'/
'Postal services for regular mail such as letters, postcards or packages'/
'Local transport (Trams, Buses, Metro...)'/'
'The airline company you most frequently use'/
'The railway company you usually use'

dq2 dummyask ' '
resp mp lq2

unset dq2
set dq2=1
set dq2=2
for i=1 to 6
    set j=i+2
    set x=nbit(q1(i))
    if (x=1) {
        set dq2=j
    }
next

for i=dq2 in lq2
q2 ask 'Would you say that you are very satisfied, rather satisfied, rather
unsatisfied or not satisfied at all with the quality of services provided by the
following ...@@'+i+'@'
resp sp
'Very satisfied'/
'Rather satisfied'/
'Rather unsatisfied'/
'Not satisfied at all'
dk

next

for i=
'The way electricity is produced in environmental terms'/
'The number of power cuts'/
'The repair service in case of power cuts or network problems'/
'The comprehensibility of electricity bills'/
'The possibility of measuring your own electricity consumption'/
'The handling of complaints'
rot

```

```
q311 ask 'I will now read out different aspects of the quality of the provision
of electricity. For each aspect I would like you to indicate if you are rather
satisfied or rather unsatisfied with this aspect.@@READ OUT@'+i+'@'
```

```
resp sp
'Rather satisfied'/
'Rather unsatisfied'
dk
```

```
next
```

```
q312 ask 'In your opinion, which of the following aspects of providing
electricity needs to be improved the most?@@READ OUT@'
```

```
resp sp rot
'The way electricity is produced in environmental terms'/
'The number of power cuts'/
'The repair service in case of power cuts or network problems'/
'The comprehensibility of electricity bills'/
'The possibility of measuring your own electricity consumption'/
'The handling of complaints'
null
dk
```

```
lq313 define
```

```
'... a higher share of your electricity came from renewable sources of
energy?'/
'... the number of power cuts per year was cut in half?'/
'... your company guaranteed a 24 hours repair service? '/
'... your electricity bills were made clearer and easier to understand?'/
'... you were able to measure your own electricity consumption?'/
'... the complaints were better handled?'
```

```
dq313 dummyask ' '
```

```
resp sp lq313

unset dq313
set x=nbit(q312)
if (x > 0) {
    set dq313=x
}
```

```
for i=dq313 in lq313
q313 ask 'Would you be willing to pay more for your electricity if.'+i+'@'
```

```
resp sp
'Yes'/
'No'
dk
```

```
next
```

```
lq321 define
```

```
'The availability of complementary services such as voice mail,
redirection of calls etc.'/
'The repair service in case of interruptions '/
'The comprehensibility of telephone bills'/
'The sound quality of telephone lines'/
'The waiting time of having a new line installed'/
'The cost of having a new line installed'/
'The service when contacting the telephone company'
```

```
for i=lq321 rot
```

q321 ask 'I will now read out different aspects of the quality of the provision of fixed telephony. For each aspect I would like you to indicate if you are rather satisfied or rather unsatisfied with this aspect.@@READ OUT@'+i+'@'

resp sp
'Rather satisfied'/
'Rather unsatisfied'
dk

next

q322 ask 'In your opinion, which of the following aspects of providing fixed telephony needs to be improved the most?@@READ OUT@'

resp sp rot lq321 null dk

lq323 define

'...you were offered more complementary services such as voice mail, redirection of calls etc.?'/
'... your company offered a guaranteed 24 hours repair service?'/

'... your fixed telephone bills were made clearer and more easily understandable?'/

'... the sound quality was improved?'/

'...the waiting time of having a new line installed was reduced?'/

'...the cost of having a new line installed was reduced?'/

'...the service when contacting the telephone company was improved?'

dq323 dummyask ' '

resp sp lq323

set x=nbit(q322)

unset dq323

if (x > 0) {

set dq323=x

}

for i=dq323 in lq323

q323 ask 'Would you be willing to pay more for your fixed telephony services if...'+i+'@'

resp sp

'Yes'/

'No'

dk

next

set x=nbit(q1(1))

route (x <> 1) go cq33

q330 ask 'Do you receive bills for your mobile phone or do you purchase call credit allowing you to pay for your calls in advance?@'

resp sp

'Contract (receive bills)'/

'Prepay (purchase call credit in advance)' go cq333/

'Both'

lq331 define

'The network coverage of your mobile telephone provider'/

'The comprehensibility of mobile telephone bills you receive'/

'The availability of complementary services such as voice mail, redirection of calls, etc.'/

```

    'The sound quality of mobile telephone lines'/
    'The possibility of using your mobile phone abroad [roaming]'/
    'The service when contacting your mobile telephone provider'

    for i = lq331 rot

q331 ask 'I will now read out different aspects of the quality of the provision
of mobile telephony. For each aspect I would like you to indicate if you are
rather satisfied or rather unsatisfied with this aspect.@@READ OUT@'+i+'@'
    resp sp
    'Rather satisfied'/
    'Rather unsatisfied'
    dk

    next

q332 ask 'In your opinion, which of the following aspects of providing mobile
telephony needs to be improved the most?@@READ OUT@'
    resp sp rot lq331 null dk

lq333 define
    '... the network coverage was improved?'/
    '... mobile telephone bills were made clearer and more understandable?'/
    '... more complementary services such as voice mail, redirection of calls,
etc. were offered to you?'/
    '... the sound quality was substantially improved?'/
    '.. the possibility of using your mobile abroad was improved (roaming)?'/
    '.. the service when contacting your mobile telephone company was
improved?'

dq333 dummyask ' '
    resp sp lq333

    set x=nbit(q332)
    unset dq333
    if (x > 0) {
        set dq333=x
    }

    for i=dq333 in lq333

q333 ask 'Would you be willing to pay more for your mobile telephony services
if...'+i+'@'
    resp sp
    'Yes'/
    'No'
    dk

    next

    goto cq33

cq333 continue

lq334 define
    'The network coverage of your mobile telephone provider'/
    'The time you have to use your call credit before it expires'/
    'The ease of topping up your call credit'/
    'The sound quality of mobile telephone communications'/
    'The service when contacting your mobile phone provider'

```

```

    for i=lq334 rot

q334 ask 'I will now read out different aspects of the quality of your prepay
call credit network provider. For each aspect I would like you to indicate if
you are rather satisfied or rather unsatisfied with this aspect.@@READ
OUT@'+i+'@'
    resp sp
    'Rather satisfied'/
    'Rather unsatisfied'
    dk

    next

q335 ask 'In your opinion, which of the following aspects of providing mobile
telephony needs to be improved the most?@@READ OUT@'
    resp sp rot lq334 null dk

lq336 define
    '... the network coverage of your mobile provider was improved?'/
    '... the validity time of the call credit was longer?'/
    '... it became easier to top up your call credit?'/
    '... the sound quality of your calls was improved?'/
    '... the service when contacting your mobile provider was improved?'

dq336 dummyask ' '
    resp sp lq336

    unset dq336
    set x=nbit(q335)
    if (x > 0) {
        set dq336=x
    }

    for i=dq336 in lq336

q336 ask 'Would you be willing to pay more for your mobile telephony services
if...'+i+'@'
    resp sp
    'Yes'/
    'No'
    dk

    next

cq33 continue

    set x=nbit(q1(2))
    route (x <> 1) go cq34

lq341 define
    'The continuation of service'/
    'The repair service in case of a problem'/
    'The comprehensibility of bills'/
    'The possibility of measuring your own gas consumption'

    for i=lq341 rot
q341 ask 'I will now read out different aspects of the quality of the provision
of natural gas. For each aspect I would like you to indicate if you are rather
satisfied or rather unsatisfied with this aspect.@@READ OUT@'+i+'@'

```

```

    resp sp
    'Rather satisfied'/
    'Rather unsatisfied'
    dk

next

q342 ask 'In your opinion, which of the following aspects of providing natural
gas needs to be improved the most?@@READ OUT@'
    resp sp rot lq341 null dk

lq343 define
    '... you had fewer interruptions of the service?'/
    '... you received a 24 hours guaranteed repair service?'/
    '... gas bills were made clearer and more understandable?'/
    '... you were able to measure your own gas consumption?'

dq343 dummyask ' '
    resp sp lq343

    unset dq343
    set x=nbit(q342)
    if (x > 0) {
        set dq343=x
    }

    for i=dq343 in lq343

q343 ask 'Would you be willing to pay more for your gas if...'+i+'@'
    resp sp
    'Yes'/
    'No'
    dk

next

cq34 continue

    set x=nbit(q1(3))

    route (x <> 1) go cq35

lq351 define
    'Timely delivery'/
    'Proximity of post offices '/
    'Proximity of mailboxes'/
    'Ease to obtain stamps, envelopes or boxes'/
    'Service provided in post offices '/
    'The frequency of delivery of mail '/
    'The arrangements for collecting parcels'

    for i=lq351 rot
q351 ask 'I will now read out different aspects of the quality of the provision
of postal services (this includes both letters and parcels). For each aspect I
would like you to indicate if you are rather satisfied or rather unsatisfied
with this aspect.@@READ OUT@'+i+'@'
    resp sp
    'Rather satisfied'/

```



```

    'Rather unsatisfied'
    dk

    next

q352 ask 'In your opinion, which of the following aspects of providing postal
services needs to be improved the most?@@READ OUT@'
    resp sp rot lq351 null dk

lq353 define
    '... the delivery time was improved significantly?'/
    '... you got a post office much nearer your home?'/
    '... more mail boxes were installed nearer to your home?'/
    '... it became easier to obtain stamps?'/
    '... the service provided in post offices was significantly improved?'/
    '... mail was delivered more frequently?'/
    '... the arrangements for collecting your parcels were improved?'

dq353 dummyask ' '
    resp sp lq353

    unset dq353
    set x=nbit(q352)
    if (x > 0) {
        set dq353=x
    }

    for i=dq353 in lq353

q353 ask 'Would you be willing to pay more for your postal services
if...'+i+'@'
    resp sp
    'Yes'/
    'No'
    dk

    next

cq35 continue

    set x=nbit(q1(4))
    route(x <> 1) go cq36

lq361 define
    'Punctuality of services'/
    'Frequency of services'/
    'Ease and rapidity of connections'/
    'Cleanliness and condition of vehicles'/
    'Service provided by personnel'/
    'Ease to buy tickets'

    for i=lq361 rot

q361 ask 'I will now read out different aspects of the quality of the provision
of local transport (trams, buses and metros). For each aspect I would like you
to indicate if you are rather satisfied or rather unsatisfied with this
aspect.@@READ OUT@@'+i+'@'
    resp sp
    'Rather satisfied'/
    'Rather unsatisfied'
    dk

```

```

next

q362 ask 'In your opinion, which of the following aspects of local transport
services needs to be improved the most?@@READ OUT@'
resp sp rot lq361 null dk

lq363 define
'... punctuality was significantly improved?'/
'... the frequency of service was significantly improved?'/
'... connections were easier and faster?'/
'... vehicles were cleaner and in better condition?'/
'... service provided by personnel was improved?'/
'... it was easier to buy tickets?'

dq363 dummyask ' '
resp sp lq363

unset dq363
set x=nbit(q362)
if (x > 0) {
    set dq363=x
}

for i=dq363 in lq363
q363 ask 'Would you be willing to pay more for your local transport
if...'+i+'@'
resp sp
'Yes'/
'No'
dk

next

cq36 continue

set x=nbit(q1(5))
route (x <> 1) go cq37

lq371 define
'The punctuality of departure and arrival'/
'The frequency of flights'/
'The offer of direct flights to your destinations'/
'The number of destinations'/
'Before and after flight airport service'/
'In-flight service'/
'The accessibility to airport'

for i=lq371 rot
q371 ask 'I will now read out different aspects of the quality of the provision
of air transport. For each aspect I would like you to indicate if you are rather
satisfied or rather unsatisfied with this aspect.@@READ OUT@@'+i+'@'
resp sp
'Rather satisfied'/
'Rather unsatisfied'
dk

```

```

next

q372 ask 'In your opinion, which of the following aspects of air transport
needs to be improved the most?@@READ OUT@'
resp sp rot lq371 null dk

lq373 define
'... punctuality was improved?'/
'... there were more frequent flights to your usual destination?'/
'... there were more direct flights to your destination?'/
'... you were offered a greater number of destinations? '/
'... there was a significant improvement in airport services?'/
'... the in-flight service was substantially improved?'/
'... you had easier access to an airport?'

dq373 dummyask ' '
resp sp lq373

unset dq373
set x=nbit(q372)
if (x > 0) {
    set dq373=x
}

for i=dq373 in lq373

q373 ask 'Would you be willing to pay more for your air transport if...'+i+'@'
resp sp
'Yes'/
'No'
dk

next

cq37 continue

set x=nbit(q1(6))
route (x <> 1) go cq38

lq381 define
'The punctuality of arrivals and departures'/
'The cleanliness and comfort of trains'/
'The speed and convenience of ticketing services'/
'On-board services'/
'The frequency of trains'/
'The speed of trains'/
'The information about timetables and fares'

for i=lq381 rot
q381 ask 'I will now read out different aspects of the quality of the provision
of rail transport. For each aspect I would like you to indicate if you are
rather satisfied or rather unsatisfied with this aspect.@@'+i+'@'
resp sp
'Rather satisfied'/
'Rather unsatisfied'
dk

next

```

```
q382 ask 'In your opinion, which of the following aspects of rail transport
needs to be improved the most?@@READ OUT@'
resp sp rot lq381 null dk
```

```
lq383 define
'... punctuality was significantly improved?'/
'... trains were made more comfortable and cleaner?'/
'... the ticketing service was improved?'/
'... on-board service was improved?'/
'... the frequency of trains was increased?'/
'... faster trains could allow you to reach your destination in reduced
time?'/
'... information about timetables and fares were improved?'
```

```
dq383 dummyask ' '
resp sp lq383
```

```
unset dq383
set x=nbit(q382)
if (x > 0) {
    set dq383=x
}
```

```
for i=dq383 in lq383
```

```
q383 ask 'Would you be willing to pay more for your rail transport if...'+i+'@'
resp sp
'Yes'/
'No'
dk

next
```

```
cq38 continue
```

```
for i=
'For Electricity'/
'For Fixed telephony'/
'For Mobile telephony'/
'For Natural gas'/
'For Postal services'/
'For Local transport'/
'For Air transport '/
'For Rail transport'
rot
```

```
q4 ask 'Which of the two elements - price or quality - is the most important
for you when choosing a service provider?@@READ OUT@@'+i+'@'
resp sp
'Mostly price proposed by the provider'/
'Mostly quality offered by the provider'
dk
```

```
next
```

```
display 'In some of the sectors mentioned earlier there are several
providers to choose from. I would now like you to consider some arguments about
```

changing or not changing provider and tell me which argument best reflects your point-of-view.'
pause

q511 ask 'For which of the following reasons would you be most inclined to change your electricity supplier, if you had the choice?@@READ OUT@'
resp sp
'Already for a small price reduction'/
'Only for a large price reduction'/
'Already for a slight improvement in the quality aspect that you find the most important'/
'Only for a significant improvement in the quality aspect that you find the most important'/
'You would not change electricity provider for any of these reasons' go
q512
dk

goto cq512

q512 ask 'From the following list of reasons, for you personally what would be the main barrier to changing your electricity provider, if you had the choice?@@READ OUT@'
resp sp
'It is too complicated to change provider'/
'It is difficult to compare prices from different providers'/
'The costs associated with changing provider are too high'/
'The quality of other providers is uncertain'/
'It is too time consuming to change providers'/
'DO NOT READ OUT: I'm happy with my current provider'
null
dk

cq512 continue

q521 ask 'For which of the following reasons would you be most inclined to change your fixed telephony supplier, if you had the choice?@@READ OUT@'
resp sp
'Already for a small price reduction'/
'Only for a large price reduction'/
'Already for a slight improvement in the quality aspect that you find the most important'/
'Only for a significant improvement in the quality aspect that you find the most important'/
'You would not change fixed telephony provider for any of these reasons'
go q522
dk

goto cq522

q522 ask 'From the following list of reasons, for you personally what would be the main barrier to changing your fixed telephony provider, if you had the choice?@@READ OUT@'
resp sp
'It is too complicated to change provider'/
'It is difficult to compare prices from different providers'/
'The costs associated with changing provider are too high'/
'The quality of other providers is uncertain'/
'It is too time consuming to change providers'/

```

'DO NOT READ OUT: I'm happy with my current provider'
null
dk

cq522 continue

set x=nbit(q1(1))
route (x <> 1) go cq53

q531 ask 'For which of the following reasons would you be most inclined to
change your mobile telephony supplier, if you had the choice?@@READ OUT@'
resp sp
'Already for a small price reduction'/
'Only for a large price reduction'/
'Already for a slight improvement in the quality aspect that you
find the most important'/
'Only for a significant improvement in the quality aspect that you
find the most important'/
'You would not change mobile telephony provider for any of these reasons'
go q532
dk

goto cq53

q532 ask 'From the following list of reasons, for you personally what would be
the main barrier to changing your mobile telephony provider, if you had the
choice?@@READ OUT@'
resp sp
'It is too complicated to change provider'/
'It is difficult to compare prices from different providers'/
'The costs associated with changing provider are too high'/
'The quality of other providers is uncertain'/
'It is too time consuming to change providers'/
'DO NOT READ OUT: I'm happy with my current provider'
null
dk

cq53 continue

set x=nbit(q1(2))
route (x <> 1) go cq54

q541 ask 'For which of the following reasons would you be most inclined to
change your natural gas supplier, if you had the choice?@@READ OUT@'
resp sp
'Already for a small price reduction'/
'Only for a large price reduction'/
'Already for a slight improvement in the quality aspect that you
find the most important'/
'Only for a significant improvement in the quality aspect that you
find the most important'/
'You would not change gas supplier for any of these reasons' go q542
dk

goto cq54

q542 ask 'From the following list of reasons, for you personally what would be
the main barrier to changing your natural gas provider, if you had the
choice?@@READ OUT@'
resp sp

```

```
'It is too complicated to change provider'//
'It is difficult to compare prices from different providers'//
'The costs associated with changing provider are too high'//
'The quality of other providers is uncertain'//
'It is too time consuming to change providers'//
'DO NOT READ OUT: I'm happy with my current provider'
null
dk
```

cq54 continue

```
set x=nbit(q1(3))
route (x <> 1) go cq55
```

q551 ask 'For which of the following reasons would you be most inclined to use another postal service provider to send a parcel, if you had the choice?@@READ OUT@'

```
resp sp
'Already for a small price reduction'//
'Only for a large price reduction'//
'Already for a slight improvement in the quality aspect that you
find the most important for sending a parcel'//
'Only for a significant improvement in the quality aspect that you
find the most important for sending a parcel'//
'You would not change postal services provider for sending a parcel
for any of these reasons' go q552
dk
```

goto cq55

q552 ask 'From the following list of reasons, for you personally what would be the main barrier to using another postal service provider to send a parcel, if you had the choice?@@READ OUT@'

```
resp sp
'You do not trust another provider to deliver your parcel safely and
timely'//
'It is too complicated to use another provider'//
'It is difficult to compare prices from different providers'//
'It is too time consuming to use another provider'//
'DO NOT READ OUT: I'm happy with my current provider'
null
dk
```

cq55 continue

```
set x=nbit(q1(5))
route (x <> 1) go cq56
```

q561 ask 'For which of the following reasons would you be most inclined to change the airline company you most often use?@@READ OUT@'

```
resp sp
'Already for a small price reduction'//
'Only for a large price reduction'//
'Already for a slight improvement in the quality aspect that you
find the most important'//
'Only for a significant improvement in the quality aspect that you
find the most important'//
'You would not change airline for any of these reasons' go q562
dk
```

```

goto cq56

q562 ask 'From the following list of reasons, for you personally what would be
the main barrier to changing the airline company you most frequently use?@@READ
OUT@'
  resp sp
  'Their time schedule does not suit you'//
  'They do not fly to the destinations you need to go to'//
  'It is too complicated to change airline'//
  'It is difficult to compare prices from different airlines'//
  'The quality of other providers is uncertain'//
  'It is too time consuming to change providers'//
  'DO NOT READ OUT: I'm happy with the airline company I currently use'
  null
  dk

cq56 continue

  set x=nbit(q1(4))
  route (x <> 1) go cq57

q571 ask 'For which of the following reasons would you be ready to use local
transport more (trams, buses or metro)?@@READ OUT@'
  resp sp
  'Already for a small price reduction'//
  'Only for a large price reduction'//
  'Already for a slight improvement in the quality aspect that you
find the most important'//
  'Only for a significant improvement in the quality aspect that you
find the most important'//
  'You would not use local transport more for any of these reasons' go q572
  dk

  goto cq57

q572 ask 'From the following list of reasons, for you personally what would be
the main barrier for not using local transport more?@@READ OUT@'
  resp sp
  'You cannot get to where you want to go with local transport'//
  'Their time schedule does not suit you'//
  'It is too time consuming to use local transport compared to
other means of transport'//
  'There are too many delays or cancellations'//
  'DO NOT READ OUT: I already use it as much as I can'
  null
  dk

cq57 continue

  set x=nbit(q1(6))
  route (x <> 1) go cq58

q581 ask 'For which of the following reasons would you be ready to use rail
transport more?@@READ OUT@'
  resp sp
  'Already for a small price reduction'//
  'Only for a large price reduction'//
  'Already for a slight improvement in the quality aspect that you find
the most important'//
  'Only for a significant improvement in the quality aspect that you
find the most important'//

```



```

'You would not use rail transport more for any of these reasons' go q582
dk

goto cq58

q582 ask 'From the following list of reasons, for you personally what would be
the main barrier for not using rail transport more?@@READ OUT@'
resp sp
'You cannot get to where you want to go'//
'Their time schedule does not suit you'//
'It is too time consuming to use rail transport compared to other
means of transport'//
'There are too many delays or cancellations'//
'DO NOT READ OUT: I already use it as much as I can'
null
dk

cq58 continue

display 'And finally, I would like to ask you several questions concerning
payments by card...'
pause

q6 ask 'Yourself, do you own one or several credit or bank payment
card(s)?@@IF RESPONDENT MENTIONS ''DEBIT CARD'' = YES@'
resp sp
'Yes, one'//
'Yes, several'//
'No' go cq9

callfunc('setcols',3)
q7 ask 'One''s credit or bank payment card may be lost or stolen. Currently,
in order to block one''s card and to exclude the cardholder''s liability, it is
necessary to call a specific telephone number, e.g. the number of the
cardholder''s bank@In your opinion, would the creation of a single common
telephone number, easy to remember and the same in all of the countries of the
European Union, be a very effective, rather effective, rather ineffective or not
effective at all, measure to increase people''s confidence in using payment
cards?@@INTERVIEWER: If respondent mentions the problem of ''international area
codes'', insist on the fact that it is a single common telephone number
throughout the EU; only the international area code might be different@READ
OUT@'
resp sp
'Very effective'//
'Rather effective'//
'Rather ineffective'//
'Not effective at all'
dk
callfunc('setcols',1)

q8 ask 'Would you be prepared to pay for the availability of such a service
within the European Union?@@READ OUT@'
resp sp
'Yes, certainly'//
'Yes, probably'//
'No, probably not'//

```

```

        'No, certainly not'
        dk

q9      ask 'If this single common telephone number service within the European
Union had to be paid for, which solution would you prefer?@@READ OUT@'
        resp sp
        'An increase in the annual fee and unchanged charges for blocking the
card'/'
        'An increase in the blocking charges and the unchanged annual fee'
        dk

cq9     continue

COMMENT ----- STANDARD CLASSIFICATION SECTION -----

disp2  DISPLAY '@@Just a few questions now to help us classify the answers
you have given...@@'
        PAUSE

        COLUMN 455

d2      ASK      '      @
D.2.    Firstly, Can you tell me your age please?
@IF RESPONDENT REFUSES TO ANSWER CODE ''0''@'
        RESP    NUM
        0/
        15      TO      99

age     DUMMYASK ''
        RESP    SP
        '15 - 24'/'
        '25 - 34'/'
        '35 - 44'/'
        '45 - 54'/'
        '55 - 64'/'
        '65+'
        REF

        IF      ( d2 >= 15 .AND. d2 <= 24 ) { SET  age = '15 - 24' }
        IF      ( d2 >= 25 .AND. d2 <= 34 ) { SET  age = '25 - 34' }
        IF      ( d2 >= 35 .AND. d2 <= 44 ) { SET  age = '35 - 44' }
        IF      ( d2 >= 45 .AND. d2 <= 54 ) { SET  age = '45 - 54' }
        IF      ( d2 >= 55 .AND. d2 <= 64 ) { SET  age = '55 - 64' }
        IF      ( d2 >= 65                ) { SET  age = '65+'      }
        IF      ( d2 = 0                    ) { SET  age = REF        }

d3      ASK      '      @
D.3.    At what age did you leave full time education?
@IF RESPONDENT REFUSES TO ANSWER CODE ''0''
@IF NEVER HAD A FULL TIME EDUCATION CODE ''1''
@IF STILL IN FULL TIME EDUCATION CODE ''99''@'
        RESP    NUM
        0/
        1/
        3 TO 98/
        99

d4      ASK      '      @
D.4.    As far as your current occupation is concerned, would you say you are
self-employed,

```

an employee (non-manual), a manual worker or would you say that you are without a professional activity?@'

```
RESP SP
'Self-employed'/
'Employee (non-manual)'/
'Manual worker'/
'Currently not working'/
'Refused'
```

```
mjob DEFINE
'Farmer, forester, fisherman'//
'Owner of a shop, craftsman'//
'Professional (lawyer, medical practitioner, accountant, architect,)'//
'Manager of a company'//
'Other self employed' PROMPTOTH/
'Professional (employed doctor, lawyer, accountant, architect)'/
'General management, director or top management'//
'Middle management'//
'Office clerk'//
'Other employee (salesman, nurse, etc)'/
'Other employee' PROMPTOTH/
'Supervisor / foreman (team manager, etc )'//
'Manual worker'//
'Unskilled manual worker'//
'Other manual worker' PROMPTOTH/
'Looking after the home'//
'Student (full time)'/
'Retired'//
'Seeking a job'//
'Other not working' PROMPTOTH/
'Civil servant'
```

```
ljob1 DEFINE
'Farmer, forester, fisherman'//
'Owner of a shop, craftsman'//
'Professional (lawyer, medical practitioner, accountant, architect,)'//
'Manager of a company'//
'Other self employed' PROMPTOTH
```

```
ljob2 DEFINE
'Professional (employed doctor, lawyer, accountant, architect)'/
'General management, director or top management'//
'Middle management'//
'Civil servant'//
'Office clerk'//
'Other employee (salesman, nurse, etc)'/
'Other employee' PROMPTOTH
```

```
ljob3 DEFINE
'Supervisor / foreman (team manager, etc )'//
'Manual worker'//
'Unskilled manual worker'//
'Other manual worker' PROMPTOTH
```

```
ljob4 DEFINE
'Looking after the home'//
'Student (full time)'/
'Retired'//
'Seeking a job'//
'Other not working' PROMPTOTH
```

```

UNSET djob
djob DUMMYASK ' '
RESP LIST
ljob1/ljob2/ljob3/ljob4

IF ( d4 = 'Self-employed' ) { SET djob = 1 }
IF ( d4 = 'Employee (non-manual)' ) { SET djob = 2 }
IF ( d4 = 'Manual worker' ) { SET djob = 3 }
IF ( d4 = 'Currently not working' ) { SET djob = 4 }

d4a ASK ' @
D.4a. So that is to say ...?@'
RESP SP
djob IN mjob
DUMMYOTHER (39)

d6 ASK ' @
D.6. And the area you live in, would you describe it as ...?
@ READ OUT@'
RESP SP
'Metropolitan'/
'Other Town/urban centre'/
'Rural'

name ASK '@@NAME - And finally, your name is....INTERVIEWER TYPE IN NOW, DO
NOT TAKE SERIAL NUMBER@@'
RESP CODED

fxname FIX (20) name

pser PROTECT 'SERIAL NO. IS: '+sernum+' - '+keydisp+keyno

thank DISPLAY '@@@@ -THANK AND CLOSE -@@@@
On behalf of ICM, I would like to thank you for the time and help you've
given me today.@@
I am ... and if you have any questions about this research, I can give you a
phone number to contact us on. Would you like it?@@
(IF ASKED) Please call Kanav Sehgal after 2pm on 01234 76 0041@@'
COMMENT ----> (IF ASKED) Please call Mary Burke after 2pm on 01438 744141@@'
PAUSE

qsex ASK ' @
Q.sex. INTERVIEWER CODE SEX OF RESPONDENT@'
RESP SP
'Male'/
'Female'

INCLUDE '/u/catidp/date2'

COMMENT ----- ** THIS LINE SHOULD BE AT THE END OF THE SCRIPT
UNPROTECT pser

SET compfl = 1

DISPLAY '@INTERVIEWER :@
START TIME WAS = '+dtimel+'@
TIME END IS = '+dtime2+'@'

conf ASK '

```

I hereby confirm that this interview has been conducted within the MRS code of
conduct.@'

RESP SP

'Yes'/'

'No'

GOTO fin

sorry1 ask 'INTERVIEWER PLEASE CODE "CLOSE" IF YOU ARE SURE PREVIOUS ANSWER
IS CORRECT (RESPONDENT WILL THEN SCREEN OUT)@@OTHERWISE TYPE "<" TO GO BACK AND
CORRECT RESPONDENT'S PREVIOUS ANSWER@'

resp sp

'CLOSE'

DISPLAY ' @@

In that case I'm sorry to have disturbed you.@@'

PAUSE

SIGNAL 2

fin END