

NOP Consumer Market Research
 Tower House
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Job No.	Card	Serial No.
(1) - (5)	(6) - (7)	(8) - (9)
44270		

Job No : J44270
 Issue : 1
 Date : 13 September, 1995

FLASH EB 49 -(MM 9/95)

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		
NEL	- H.Hold/Business ineligible for specific reason		

No	Question	Answer	Card 01	
			Code	Skip to
	Hello, I am... from NOP Research. We are carrying out a survey amongst adults about developments in telecommunications. Is it convenient to talk to you now, it will only take a few minutes?			
		OK	1	Q.1
		Not OK	2	Arrange recall
Q.1	First of all could I just check a few details with you. What was your age on your last birthday? <hr/> (WRITE IN)			Q.2
Q.2	RECORD - DO NOT ASK Male Female		1 2	*See Insts
	INTERVIEWER: CHECK RESPONDENT FITS QUOTA REQUIREMENTS BEFORE CONTINUING			
Q.3	<p>Lines between computers and other communications technology such as telephones, television, video or communications satellites form networks that are sometimes called the "Information Highway" or the "Information Society". I am going to name some of the systems that give access to the services of the "Information Society". For each one, I would ask you to tell me whether</p> <p>a) you already use it yourself b) you don't use it yourself but you are interested in doing so c) you don't use it yourself and are not interested in doing so or d) if you have never heard of it, please tell me and we will move onto the next system</p> <p style="text-align: center;"> a) b) c) d) Already Don't Use Don't Use/ Use But Am Not Interested Interested DK/NS</p> <p>READ OUT EACH ITEM - ROTATE ORDER</p> <p>i) Satellite dish to pick up satellite programmes 0 1 2 3 4</p> <p>ii) Decoder for pay TV programmes such as Sky Television 0 1 2 3 4</p> <p>iii) Television fitted with Teletext 0 1 2 3 4</p> <p>iv) Minitel or other video text system working without a television 0 1 2 3 4</p> <p>v) CD-Rom or CD-Rom reader 0 1 2 3 4</p> <p>vi) Portable or laptop computer 0 1 2 3 4</p> <p>vii) Office computer or PC 0 1 2 3 4</p> <p>viii) Fax working without a computer 0 1 2 3 4</p> <p>ix) Modem or fax modem linked to a computer 0 1 2 3 4</p> <p>x) Portable/mobile telephone such as Cellnet or Vodaphone 0 1 2 3 4</p> <p>xi) Internet or WorldWide Web 0 1 2 3 4</p> <p>xii) On-line services such as CompuServe 0 1 2 3 4</p>			Q.4

Q.No	Question	Answer			Code	Skip to
Q.4	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					
		a) Inter- esting	b) Not Inter- esting	c) DK/NS (Spont- aneous)		
	READ OUT EACH SERVICE - ROTATE ORDER					
	i) Taking part, from home, as if on the spot, in debates and political decisions by using one of these communications' networks	0	1	2	3	
	ii) Following a training programme from home, in order to get a diploma, as if attending the course personally	0	1	2	3	
	iii) Consulting databases from home	0	1	2	3	
	iv) Consulting, from home, local town or council, government or European Union services	0	1	2	3	
	v) Using these communications' networks to get information about products and services and possibly to buy them	0	1	2	3	
	vi) Consulting, from home, articles from foreign newspapers and magazines as soon as they are published	0	1	2	3	
	vii) Using electronic means to make job hunting easier	0	1	2	3	
	viii) Taking part in group discussions and exchange of information, about both professional and personal subjects such as hobbies etc	0	1	2	3	
	ix) Receiving and sending electronic mail, E-mail, from home	0	1	2	3	
	x) Playing electronic games with other people, even those living abroad	0	1	2	3	
	xi) Managing personal bank accounts, consulting stock exchange rates or other information about the economy, from home	0	1	2	3	
	xii) Renting a video tape or buying other products and services from a TV set at home	0	1	2	3	

Q.No	Question	Answer		Code	Skip to																														
Q.5	Finally, could I just check a few details with you. Do you live with READ OUT	<table border="0"> <tr> <td></td> <td style="text-align: center;">Yes</td> <td style="text-align: center;">No</td> </tr> <tr> <td>- Your spouse or partner</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> </tr> <tr> <td>- One or more children aged from 0 to 6 years</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> </tr> <tr> <td>- One or more children at school aged from 7 to 14</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> </tr> <tr> <td>- One or more children at school aged 15 or over</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> </tr> <tr> <td>- One or more children who have finished their studies</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> </tr> <tr> <td>- Your father and/or your mother</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> </tr> <tr> <td>- Other adults</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> </tr> <tr> <td>or, are you</td> <td></td> <td></td> </tr> <tr> <td>- Single</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> </tr> </table>		Yes	No	- Your spouse or partner	1	2	- One or more children aged from 0 to 6 years	1	2	- One or more children at school aged from 7 to 14	1	2	- One or more children at school aged 15 or over	1	2	- One or more children who have finished their studies	1	2	- Your father and/or your mother	1	2	- Other adults	1	2	or, are you			- Single	1	2			Q.6a
	Yes	No																																	
- Your spouse or partner	1	2																																	
- One or more children aged from 0 to 6 years	1	2																																	
- One or more children at school aged from 7 to 14	1	2																																	
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- Other adults	1	2																																	
or, are you																																			
- Single	1	2																																	
Q.6a	Are you still studying or not?	Yes	1	Q.6bi																															
		No	2	Q.6c																															
Q.6bi	What subjects are you studying? READ OUT PRECODES	Literature Human sciences Commercial Science Technical General Other subject	1 2 3 4 5 6 7	Q.6bii																															
Q.6bii	And at what level are you studying? Are you studying at	University Higher education college Secondary school Technical/professional school Primary school	1 2 3 4 5	Q.7																															

Q.No	Question	Answer	Code	Skip to
Q.6c	How old were you when you stopped your full-time studies? RECORD EXACT AGE IN 2 DIGIT FIELD	_____ (WRITE IN)		Q.6d
Q.6d	Did you complete your studies with a diploma, or not?	Yes _____	1	Q.6c
		No _____	2	Q.7
Q.6ei	What was the subject of your studies?	Literature	1	Q.7
		Human sciences	2	
		Commercial	3	
		Science	4	
		Technical	5	
		General	6	
		Other subject	7	
Q.6eii	And what was the level of your studies? READ OUT PRECODES	University	1	Q.7
		Non university higher education	2	
		Secondary school	3	
		Technical/professional school	4	
		Primary school	5	
Q.7	What is your current occupation? PROBE TO PRECODES	Self employed or a professional (e.g. lawyer, medical practitioner), or an owner of a shop or company, a craftsman, or a business proprietor	1	Q.8
		Managerial level in the public sector (e.g. directors, professors, officers)	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 but not at Managerial level	5	
		Employed, but not at managerial level, in a company with more than 500 employees	6	
		Employed, but not at managerial level in a company with less than 500 employees	7	
		Manual worker	8	
		Temporarily not working, unemployed	9	
		Student	0	
		Retired	1	
		Without a profession (e.g. housewife)	2	

Q.No	Question	Answer	Code	Skip to
Q.8	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	
	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.9
Q.9	Would you say you lived in a READ OUT PRECODES			
		Rural ⁴ area or village	1	
		Small or middle size town	2	
		Large town	3	*See Insts.
		DK	4	

INTERVIEWER RECORD:

TOWN LIVED IN : _____

POST CODE : _____

LENGTH OF INTERVIEW: _____