

NOP Consumer Market Research
 Ludgate House
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 London SE1 9UL

Job No.	Card	Serial No.	Country
(1) - (6)	(7) - (8)	(9)-(12)	(13)-(14)
43	0 1		1 5

Job No : J 43
 Issue : 1

EB82/1 "EURO (2)"

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	Card 01	
			Code	Skip to
	Hello, I am... from NOP Research. We are carrying out a survey amongst adults concerning the European Union. Is it convenient to talk to you now, it will take about 10 minutes?	OK	1	Q.A
		Not OK	2	Arrange recall
Q.A	RECORD SEX OF RESPONDENT - DO NOT ASK	Male	1	
		Female	2	Q.B
Q.B	First of all could I just check a few details with you. What was your age on your last birthday?	_____		Q.C
		(RECORD ACTUAL AGE)		
		Refused	00	
Q.C	And at what age did you finish your full-time education?	_____		Q.D
		(RECORD ACTUAL AGE)		
		Did not go to school	01	
		Still studying	99	
		Refused	00	
Q.D	And what is your occupation? PROBE TO PRECODES	Farmer/fisherman	01	
		Professional (e.g. Lawyer/ Doctor/ accountant)	02	
		Owner of a shop or company/ craftsman/ proprietor	03	
		General management	04	
		Employed/middle management	05	
		Manual worker	06	
		Retired	07	
		Housewife	08	
		Student/Military Service	09	
		Temporarily not working/ unemployed	10	
		Other (WRITE IN)	11	Q.E

		Refused	12	

Q.No	Question	Answer	Code	Skip to														
Q.E	If there were a General Election tomorrow (IF RESPONDENT IS UNDER 18 SAY: "and you had to vote") which PARTY would you support?	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	Several countries have decided to adopt the Euro as the single European currency instead of their national currencies. Could you give me the name of one country that has decided to adopt the Euro? • 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 Not heard of Euro	0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 XX VV	Q.2														
Q.2	In your opinion, from what date will the circulation of the Euro notes and coins start in ... (ANSWER AT Q.1)? IF RESPONDENT GIVES A VAGUE ANSWER THEN PROMPT WITH: "Could you tell me in what month of what year you think it will start, even though you may not be sure?" INTERVIEWER: IF RESPONDENT KNOWS YEAR BUT NOT MONTH, RECORD YEAR <u>AND</u> USE CODE 2: IF RESPONDENT KNOWS MONTH BUT NOT YEAR, RECORD MONTH <u>AND</u> USE CODE 3	<table style="border-collapse: collapse; margin-bottom: 5px;"> <tr> <td style="border: 1px solid black; width: 30px; height: 25px;"></td> <td style="border: 1px solid black; width: 30px; height: 25px;"></td> <td style="width: 20px;"></td> <td style="border: 1px solid black; width: 30px; height: 25px; text-align: center;">2</td> <td style="border: 1px solid black; width: 30px; height: 25px; text-align: center;">0</td> <td style="border: 1px solid black; width: 30px; height: 25px;"></td> <td style="border: 1px solid black; width: 30px; height: 25px;"></td> </tr> <tr> <td colspan="2" style="text-align: center;">MONTH</td> <td colspan="5" style="text-align: center;">YEAR</td> </tr> </table> Never DK Month DK Year DK at all				2	0			MONTH		YEAR					1 2 3 4	Q.3
			2	0														
MONTH		YEAR																

Q.No.					Code	Route	
Q.3	From the day the EURO notes and coins will be in use in ... (ANSWER AT Q.1) will it still be possible to continue paying in their old currency and, if so, for how long? READ OUT ONE ANSWER ONLY	No/no longer possible			1		
		Yes, for between 1 - 4 weeks			2		
		Yes, for between 1 - 2 months			3		
		Yes, for between 2 - 6 months			4		
		Yes, for between 6 - 12 months			5		
		Yes, for longer than a year			6		
		Indefinitely			7		
		DK/NA			8	Q4	
Q.4	How well informed do you feel about the single European Currency, the Euro? Do you feel... READ OUT PRECODES ONE ANSWER ONLY ALLOWED	Very well informed			1		
		Well informed			2		
		Not very well informed			3		
		Not at all well informed			4		
		DK/NA			5	Q5	
Q.5	Some retailers and some companies already give you price information in Euros. Have you ever noticed this in Britain or abroad? ONE ANSWER ONLY ALLOWED	In Britain only			1		
		Abroad only			2		
		Both			3		
		No, not noticed			4		
		DK/NA			5	Q.6	
Q.6	I'm going to read you a list of five statements concerning what will happen in the countries adopting the Euro as the single European currency. For each one could you please tell me if you agree strongly, agree slightly, disagree slightly or strongly disagree with it. First of all						
			Agree Strongly	Agree Slightly	Disagree Slightly	Disagree Strongly	DK/ NA
	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	They must dread abuses and cheating on prices.....	1	2	3	4	5	
c.	They will be able to have more trust in retailers who agree to respect a code of conduct and display a logo of guarantee?.....	1	2	3	4	5	
d.	They will be able to count on the assistance of banks and financial organisations to give out information leaflets or even calculators?	1	2	3	4	5	
e	The necessary regulations and measures will have been taken in time to protect consumers in these countries from abuses?.....	1	2	3	4	4	Q7

Q.No.			Code	Route
Q.7	In your opinion do you think it is true that ... READ OUT EACH STATEMENT			
	<u>True</u>	<u>Not True</u>	<u>(DK/NA)</u>	
	The Euro notes issued in (COUNTRY CODED AT Q.1) will be usable immediately and accepted in all the countries that adopt the Euro?		3	
	1	2		
	The Euro coins issued in (COUNTRY CODED AT Q.1) will be usable immediately and accepted in all the countries that adopt the Euro		3	
	1	2		
	The value of the Euro compared to the (NATIONALITY OF THE COUNTRY CODED AT Q.1) national currency has already been definitely set		3	Q.8
	1	2		
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 easily compare car prices between one country and another		3	
	1	2		
	be an international currency like the US dollar		3	
	1	2		
	contribute to the economic growth of the countries that adopt the Euro		3	
	1	2		
	narrow the differences between the rich and the poor		3	
	1	2		
	contribute to the creation of jobs		3	
	1	2		
	make purchasing in countries participating in the Euro easier		3	
	1	2		
	eliminate charges for changing from one currency to another		3	
	1	2		
	be more convenient for those who travel in other countries of the European Union		3	
	1	2		
	contribute to price stability		3	
	1	2		
	mean more advantages than disadvantages for you personally		3	
	1	2		
	mean that these countries will lose control over their economic policy		3	
	1	2		
	mean that these countries will lose a great deal of their identity		3	Q.9
	1	2		
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.F

Q.No.				Code	Route
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?				
	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				
			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 : _____