

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)
432672	0 1		1 5

Job No : J 432672
 Issue : 1
 Date : 18 July, 2001

FLASH E 98/3

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
	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 Not OK	1 2	Q.A Arrange recall
2.A	RECORD SEX OF RESPONDENT - DO NOT ASK	Male Female	1 2	Q.B
2.B	First of all could I just check a few details with you. What was your age on your last birthday? _____ (RECORD ACTUAL AGE)	Refused	00	Q.C
2.C	And at what age did you finish your full-time education? _____ (RECORD ACTUAL AGE)	Did not go to school Still studying Refused	01 99 00	Q.D
2.D	And what is your occupation? PROBE TO PRECODES	Farmer/fisherman Professional (e.g. Lawyer/ Doctor/ accountant) Owner of a shop or company/ craftsman/ proprietor General management Employed/middle management Manual worker Retired Housewife Student/Military Service Temporarily not working/ unemployed Other (WRITE IN) _____ Refused	01 02 03 04 05 06 07 08 09 10 11 12	Q.E

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
Q10	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,				
		50P = 0.50, ETC				Q.11
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	5
						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		
	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 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 : _____