

# NORTHERN IRELAND

YOUR SURVEY NUMBER

2	2	8	L	1
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1-5

COUNTRY CODE

0	9
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6-7

OUR SURVEY NUMBER

5	5	2
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8-10

INTERVIEW NUMBER

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11-16

Q.1. What is your nationality ? Please tell me the country (or countries) that apply. (MULTIPLE ANSWERS POSSIBLE)

Belgium.....	17	1,	
Denmark.....		2,	
Germany.....		3,	
Greece.....		4,	
Spain.....		5,	
France.....		6,	
Ireland.....		7,	
Italy.....		8,	
Luxembourg.....		9,	
Netherlands.....		10,	
Portugal.....		11,	
United Kingdom (Great Britain, Northern Ireland)...		12,	
Austria.....		13,	
Sweden.....		14,	
Finland.....		15,	
Other countries.....		16,	CLOSE INTERVIEW
DK.....		17,	CLOSE INTERVIEW

Q.2. Can you please tell me if you feel well informed or not about each of the following topics?

READ OUT	WELL INFORMED		NOT WELL INFORMED	DK
1. Sports	34	1	2	3
2. Politics	35	1	2	3
3. Economics and finance	36	1	2	3
4. Science and technology	37	1	2	3
5. Culture	38	1	2	3

Q.3. Please tell me if you are fairly interested or not in each of the following topics?

READ OUT	FAIRLY INTERESTED		FAIRLY NOT INTERESTED	DK
1. Sports	39	1	2	3
2. Politics	40	1	2	3
3. Economics and finance	41	1	2	3
4. Science and technology	42	1	2	3
5. Culture	43	1	2	3

Q.4. What are the scientific and technological developments in which you are most interested? (SHOW CARD 'Q.4' - READ OUT - SEVERAL ANSWERS POSSIBLE)

Medicine.....	44	1,
The Internet.....		2,
The environment.....		3,
Astronomy and space.....		4,
Genetics.....		5,
Nanotechnology.....		6,
Economics and social sciences.....		7,
None of these (SPONTANEOUS).....		8,
DK.....		9,

Q.5. Here are some sources of information about scientific developments. Please rank them 1 to 6 in terms of their importance for you (1 is the most important, 6 is the least important) (SHOW CARD 'Q.5' - READ OUT)

TV

53

Radio

54

Newspapers and Magazines

55

Scientific Magazines

56

The Internet

57

School/University

58

All as important (SPONTANEOUS).....	59	1
None is important (SPONTANEOUS).....		2
DK.....		3

- Q.6.a) In recent years, the number of science and technology museums in Europe has increased and some have been modernised. Have you visited a science and technology museum in the last twelve months? (IF NO) Why not? (SHOW CARD 'Q.6a' - READ OUT - SEVERAL ANSWERS POSSIBLE)

Yes, visited..... 60 1,  
 No, no time..... 2,  
 No, too far away..... 3,  
 No, entrance fees too high..... 4,  
 No, do not know where these museums are..... 5,  
 No, not interested..... 6,  
 DK..... 7,

- Q.6.b) Which of the following have you visited in the last twelve months? (SHOW CARD 'Q.6b' - READ OUT - SEVERAL ANSWERS POSSIBLE)

Zoo/aquarium..... 67 1,  
 Science and technology museum..... 2,  
 Public library..... 3,  
 Art museum..... 4,  
 None of these (SPONTANEOUS)..... 5,  
 DK..... 6,

- Q.7. People can have different opinions about what is scientific and what is not. For each of the following subjects, please tell me if you think it is fairly scientific or not.

READ OUT	FAIRLY SCIENTIFIC		NOT SCIENTIFIC	DK
Biology	73	1	2	3
Astronomy	74	1	2	3
History	75	1	2	3
Physics	76	1	2	3
Astrology	77	1	2	3
Economics	78	1	2	3
Medicine	79	1	2	3
Psychology	80	1	2	3
Mathematics	81	1	2	3

## ULSTER MARKETING SURVEYS - 55.2 - SPRING 2001

Q.8. Here is a little quiz. For each of the following statements, please tell me if you think it is true or false. If you do not know, say so, and we will go on to the next one.

READ OUT	TRUE	FALSE	DK
1. The centre of the Earth is very hot	82 1	2	3
2. The oxygen we breathe comes from plants	83 1	2	3
3. Radioactive milk can be made safe by boiling it	84 1	2	3
4. Electrons are smaller than atoms	85 1	2	3
5. The continents, on which we live have been moving for millions of years and will continue to move in the future	86 1	2	3
6. It is the father's genes that decide whether the baby is a boy or a girl	87 1	2	3
7. The earliest human being lived at the same time as the dinosaurs	88 1	2	3
8. Antibiotics kill viruses as well as bacteria	89 1	2	3
9. Lasers work by focusing sound waves	90 1	2	3
10. All radioactivity is man-made	91 1	2	3
11. Human beings, as we know them today, have developed from earlier species of animals	92 1	2	3
12. The Sun goes around the Earth	93 1	2	3
13. It takes one month for the Earth to go around the Sun	94 1	2	3

Q.9. Try to imagine that a scientist wants to know if a certain drug is effective against a disease for which there is no means of prevention, diagnosis or treatment. Which do you think is the scientifically correct approach for testing the drug's effectiveness? (SHOW CARD 'Q.9' - READ OUT - ONE ANSWER ONLY)

Administer the drug to 1000 people suffering from the disease and see how many show signs of recovery..... 95 1

Administer the drug to 500 people suffering from the disease and tell another 500 to continue without drug treatment to see in which of the two groups there are more people showing signs of recovery..... 2

Administer the drug to 500 people suffering from the disease and treat another 500 with a totally harmless, identical-looking substance to see in which of the two groups there are more people showing signs of recovery..... 3

Other (SPONTANEOUS)..... 4

DK..... 5

Q.10. Suppose doctors tell a couple that their genetic make-up means that they have got a one in four chance of having a child with an inherited illness. Does this mean that...? (SHOW CARD 'Q.10' - READ OUT - ONE ANSWER ONLY)

If they have only three children, none of them will have the illness..... 96 1

If their first child has the illness, the next three children will not..... 2

Each of their children has the same risk of having the illness..... 3

If their first three children do not have the illness, the fourth will..... 4

DK..... 5

Q.11. In recent years, newspapers and TV have regularly dealt with the following issues. Could you tell me if you think you understand each of the following or not?

READ OUT	THINK THAT UNDERSTANDS	DOES NOT THINK THAT UNDERSTANDS	DK
1. Air pollution	97 1	2	3
2. Global warming	98 1	2	3
3. The greenhouse effect	99 1	2	3
4. Fuel cells engines	100 1	2	3
5. Holes in the ozone layer	101 1	2	3
6. Nanotechnology	102 1	2	3
7. Drugs developed through genetic engineering	103 1	2	3
8. Genetically modified food	104 1	2	3
9. The Internet	105 1	2	3
10. BSE/mad cow disease/Bovine spongiform encephalopathy	106 1	2	3

Q.12. Do you think it is true or false that... ?

READ OUT	TRUE		FALSE	DK
1. Holes in the ozone layer will cause more storms and tornadoes	107	1	2	3
2. The greenhouse effect can raise the sea level	108	1	2	3
3. Food based on genetically modified organisms (GMO's) is dangerous	109	1	2	3
4. BSE/Mad cow disease/Bovine spongiform encephalopathy results from putting hormones into cattle feed	110	1	2	3
5. Science and technology will improve farming and food production	111	1	2	3
6. Mad cow disease poses no danger to humans	112	1	2	3
7. Sunshine can be both dangerous and beneficial for one's health	113	1	2	3

Q.13. I will now read out some statements made about science, technology or the environment. For each statement, please tell me if you tend to agree or tend to disagree?

READ OUT	TEND TO AGREE		TEND TO DISAGREE	DK
1. Science and technology are making our lives healthier, easier and more comfortable	114	1	2	3
2. Thanks to scientific and technological advances, the Earth's natural resources will be inexhaustible	115	1	2	3
3. Science and technology can sort out any problem	116	1	2	3
4. We depend too much on science and not enough on faith	117	1	2	3
5. Science and technology cannot play a role in improving the environment	118	1	2	3
6. Scientists should be allowed to experiment on animals like dogs and monkeys if this can help sort out human health problems	119	1	2	3
7. Because of their knowledge, scientists have a power that makes them dangerous	120	1	2	3
8. The application of science and new technology will make work more interesting	121	1	2	3
9. In my daily life, it is not important to know about science	122	1	2	3
10. Science makes our way of life change too fast	123	1	2	3
11. Thanks to science and technology, there will be more opportunities for future generations	124	1	2	3
12. Science and technology will help eliminate poverty and hunger around the world	125	1	2	3

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Q.14. I will now read out some more statements. For each, could you please tell me if you tend to agree or tend to disagree?

READ OUT	TEND TO AGREE	TEND TO DISAGREE	DK
1. Fundamental scientific research is essential for the development of new technologies	126 1	2	3
2. Taking everything into account, computers and factory automation will create more jobs than they will eliminate	127 1	2	3
3. The Internet will improve the quality of life	128 1	2	3
4. Even if it brings no immediate benefits, scientific research which adds to knowledge, is necessary and should be supported by the government	129 1	2	3
5. Many high-tech products are just gadgets	130 1	2	3
6. Science and technology play an important role in industrial development	131 1	2	3
7. New inventions will always be found to counteract any harmful consequences of scientific and technological development	132 1	2	3
8. Scientific research does not make industrial products cheaper	133 1	2	3
9. Only by applying the most advanced technologies can our economy become more competitive	134 1	2	3
10. Scientific and technological progress will help to cure illnesses such as AIDS, cancer, etc.	135 1	2	3
11. The benefits of science are greater than any harmful effects it may have	136 1	2	3
12. The Internet is essential for the development of new economic activities	137 1	2	3
13. Some numbers are especially lucky for some people	138 1	2	3



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Q.15. And could you please tell me if you tend to agree or tend to disagree with each of the following statements?

READ OUT	TEND TO AGREE	TEND TO DISAGREE	DK
1. Scientists are responsible for the misuse of their discoveries by other people	139 1	2	3
2. A discovery is in itself neither good nor bad, it is only the way the discovery is used which matters	140 1	2	3
3. As members of society, scientists share responsibility for any use or misuse of their discoveries	141 1	2	3
4. The authorities should formally oblige scientists to respect ethical standards	142 1	2	3
5. Scientists should be free to carry out the research they wish, provided they respect ethical standards	143 1	2	3

Q.16. There has been much discussion about responsibilities in relation to the mad cow disease problem. Could you please tell me if you tend to agree or tend to disagree with each of the following statements?

READ OUT	TEND TO AGREE	TEND TO DISAGREE	DK
1. Scientists carry a major part of responsibility for the problem	144 1	2	3
2. Politicians carry a major part of responsibility for the problem	145 1	2	3
3. Farmers carry a major part of responsibility for the problem	146 1	2	3
4. The food industry carries a major part of responsibility for the problem	147 1	2	3
5. I do not have enough information to decide who is responsible	148 1	2	3

Q.17. What should be done to avoid such problems happening again in the future?  
Could you please tell me if you tend to agree or tend to disagree with each of the following statements?

READ OUT	TEND TO AGREE	TEND TO DISAGREE	DK
1. Scientists should keep us better informed about the risks of some scientific and technological developments	149 1	2	3
2. Scientists should communicate their scientific knowledge better	150 1	2	3
3. Industry should be better regulated	151 1	2	3
4. Politicians should rely more on the advice of scientists	152 1	2	3

Q.18. Could you please tell me if you tend to agree or tend to disagree with each of the following statements about genetically modified food?

READ OUT	TEND TO AGREE	TEND TO DISAGREE	DK
1. I do not want this type of food	153 1	2	3
2. The dangers have been exaggerated by the media	154 1	2	3
3. I want to know more about this type of food before eating it	155 1	2	3
4. I want to have the right to choose	156 1	2	3
5. It should only be introduced if proven safe scientifically	157 1	2	3
6. There is no particular danger from this type of food	158 1	2	3
7. It may have negative effects on the environment	159 1	2	3

Q.19. For which one of the following professions do you have the highest regard?  
(SHOW CARD 'Q.19'- READ OUT - SEVERAL ANSWERS POSSIBLE)

Judges.....	160	1,
Medical doctors.....		2,
The legal profession .....		3,
Politicians.....		4,
Scientists.....		5,
Businessmen/women .....		6,
Journalists.....		7,
Artists .....		8,
Engineers.....		9,
Sportsmen/women .....		10
None of these (SPONTANEOUS).....		11
DK.....		12

Q.20. Could you please tell me if you tend to agree or tend to disagree with each of the following statements about the way the media report on science and technology?

READ OUT	TEND TO AGREE		TEND TO DISAGREE	DK
1. There are too many articles and programmes on science and technology	172	1	2	3
2. Scientific and technological developments are often presented too negatively	173	1	2	3
3. Most journalists dealing with scientific topics do not have the appropriate background or training to do so	174	1	2	3
4. I prefer watching TV programmes about science and technology to reading articles about it	175	1	2	3
5. I rarely read articles related to science and technology	176	1	2	3

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Q.21.a) Suppose there was a major disaster in your area. Who would you trust most to explain the reasons for the disaster? (SHOW CARD 'Q.21' - ONE ANSWER ONLY)

Q.21.b) And the next most? (SHOW CARD 'Q.21' AGAIN - ONE ANSWER ONLY)

Q.21.c) And the third most? (SHOW CARD 'Q.21' AGAIN - ONE ANSWER ONLY)

READ OUT	a) TRUST MOST	b) NEXT MOST	c) THIRD MOST
	177-178	179-180	181-182
1. Scientists	1	1	1
2. Journalists	2	2	2
3. Consumer organisations	3	3	3
4. Environmental protection associations	4	4	4
5. Government representatives	5	5	5
6. Medical doctors	6	6	6
7. Companies	7	7	7
Other (SPONTANEOUS)	8	8	8
None of these (SPONTANEOUS)	9	9	9
DK	10	10	10

Q.22.a) Some people say that, young people in Europe are less interested in scientific studies and careers. What do you think is the main reason, if any, for this decline? (SHOW CARD 'Q.22' - ONE ANSWER ONLY)

Q.22.b) And the second? (SHOW CARD 'Q.22' AGAIN - ONE ANSWER ONLY)

Q.22.c) And the third? (SHOW CARD 'Q.22' AGAIN - ONE ANSWER ONLY)

READ OUT	a) MAIN REASON	b) SECOND REASON	c) THIRD REASON
1. Science has too negative an image in society	183 1	184 1	185 1
2. Science classes at school are not sufficiently appealing	2	2	2
3. Scientific subjects are too difficult	3	3	3
4. Salaries and career prospects in science are not sufficiently appealing	4	4	4
5. Young people are less interested in scientific subjects	5	5	5
Other (SPONTANEOUS)	6	6	6
None (SPONTANEOUS)	7	7	7
DK	8	8	8

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- Q.23. Could you please tell me if you tend to agree or tend to disagree with the following statements about young Europeans being less interested in science?

READ OUT	TEND TO AGREE		TEND TO DISAGREE	DK
1. It is a major threat to future socio-economic development	186	1	2	3
2. Businesses will always find the competent people they need	187	1	2	3
3. The authorities should try to resolve it	188	1	2	3
4. Nothing should be done: the individual's freedom of choice is more important than the needs of society and industry	189	1	2	3
5. More girls and young women should be encouraged to take up studies and careers in science	190	1	2	3
6. The European Union should become more open to foreign scientists	191	1	2	3

- Q.24. In which of the following policy areas do you think the European Union is active? (SHOW CARD 'Q.24' - READ OUT - SEVERAL ANSWERS POSSIBLE)

Agriculture.....	192	1,
The environment.....		2,
International trade.....		3,
Foreign affairs.....		4,
Science, research and technology.....		5,
Defence.....		6,
Energy.....		7,
Consumer protection.....		8,
Employment and social affairs.....		9,
Regional development.....		10
Others (SPONTANEOUS).....		11
None of these (SPONTANEOUS).....		12
DK.....		13

- Q.25. Do you think that the European Union should be active or not in the following policy-areas?

READ OUT	ACTIVE		NOT ACTIVE	DK
1. Agriculture	205	1	2	3
2. The environment	206	1	2	3
3. International trade	207	1	2	3
4. Foreign affairs	208	1	2	3
5. Science, research and technology	209	1	2	3
6. Defence	210	1	2	3
7. Energy	211	1	2	3
8. Consumer protection	212	1	2	3
9. Employment and social affairs	213	1	2	3
10. Regional development	214	1	2	3

Q.26. Compared with research carried out at the national level, do you think that research at a European level...?

READ OUT	YES	NO	DK
1. saves money	215 1	2	3
2. is more effective	216 1	2	3
3. will become more and more important	217 1	2	3
4. is very helpful for economic growth	218 1	2	3
5. is in the national interest	219 1	2	3
6. is in industry's interest	220 1	2	3
7. is in everybody's interest	221 1	2	3
8. is duplicating national efforts	222 1	2	3

Q.27. Many important scientific and technological developments (the Internet, biotechnology, etc.) have originated outside Europe. Could you please tell me if you tend to agree or disagree with each of the following statements?

READ OUT	TEND TO AGREE	TEND TO DISAGREE	DK
1. Public budgets for research in Europe should be higher	223 1	2	3
2. The European Union should spend more money on research	224 1	2	3
3. Researchers in different European countries should co-operate more	225 1	2	3
4. In Europe, there should be more people working in research and technological development	226 1	2	3
5. First class scientists leave Europe and go to the United States	227 1	2	3
6. There should be more coordination of research between the member states of the European Union	228 1	2	3
7. Scientists and industrialists should co-operate more	229 1	2	3
8. The priorities of European research reflect more the hobbies of scientists than society's needs	230 1	2	3
9. Scientists should be more interested in the patenting and the use of the results of their research	231 1	2	3
10. Europeans should be less concerned about ethical issues related to modern science and technology	232 1	2	3
11. There should be more women in European scientific research	233 1	2	3

Q.28. More countries will soon join the European Union. Please tell me if you tend to agree or tend to disagree that...?

READ OUT	TEND TO AGREE		TEND TO DISAGREE	DK
1. This enlargement will enhance the scientific and technological potential of current Member States	234	1	2	3
2. This enlargement will enhance the scientific and technological potential of new Member States	235	1	2	3

**NOW, LET'S TALK ABOUT ANOTHER TOPIC: AGRICULTURE**

Q.29. European Union agricultural policy aims to benefit consumers as well as farmers. With which of the following statements do you agree? (SHOW CARD 'Q.29' - READ OUT - SEVERAL ANSWERS POSSIBLE)

It ensures that the food you buy is safe to eat.....	236	1,
It ensures that the food you buy is of good quality.....		2,
It ensures that the food you buy is healthy.....		3,
It ensures that the food you buy is reasonably priced.....		4,
It ensures that you have enough information about the geographic area where your food comes from.....		5,
It ensures that you have enough information about how the food was produced and processed.....		6,
It ensures that farm animals are well treated.....		7,
It favours consumers rather than farmers.....		8,
It favours farmers rather than consumers.....		9,
It favours farmers and consumers equally.....		10
None of these (SPONTANEOUS).....		11
DK.....		12

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Q.30. In your opinion, should the European Union use agricultural policy to...?

READ OUT	TEND TO AGREE		TEND TO DISAGREE	DK
1. ensure stable and adequate incomes for farmers	248	1	2	3
2. make European agriculture more competitive on world markets	249	1	2	3
3. help farmers to adapt their production to consumers' expectations	250	1	2	3
4. defend farmers' interests in their dealings with intermediaries and distributors	251	1	2	3
5. favour and improve life in the countryside	252	1	2	3
6. reduce development gaps between regions	253	1	2	3
7. encourage the diversification of agricultural products and activities	254	1	2	3
8. favour methods of organic production	255	1	2	3
9. promote the respect of the environment	256	1	2	3
10. protect the specific nature of European agricultural products	257	1	2	3
11. protect the taste of European agricultural products	258	1	2	3
12. protect medium or small sized farms	259	1	2	3
13. ensure that agricultural products are healthy and safe	260	1	2	3

Q.31. And, do you think that the European Union's agricultural policy currently plays quite a good role or quite a poor role in...?

READ OUT	GOOD ROLE		POOR ROLE	DK
1. ensuring stable and adequate suitable incomes for farmers	261	1	2	3
2. making European agriculture more competitive on world markets	262	1	2	3
3. helping farmers to adapt their production to consumers' expectations	263	1	2	3
4. defending farmers interests in their dealings with intermediaries and distributors	264	1	2	3
5. favouring and improving life in the countryside	265	1	2	3
6. reducing development gaps between regions	266	1	2	3
7. encouraging the diversification of agricultural products and activities	267	1	2	3
8. favouring methods of organic production	268	1	2	3
9. promoting the respect of the environment	269	1	2	3
10. protecting the specific nature of European agricultural products	270	1	2	3
11. protecting the taste of European agricultural products	271	1	2	3
12. protecting medium or small sized farms	272	1	2	3
13. ensuring that agricultural products are healthy and safe	273	1	2	3



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Q.32. The European Union is subsidising agricultural products less and less. However, it is granting more funds to the protection and development of the overall rural economy and to direct support to farmers. Do you think that this development is...? (SHOW CARD 'Q.32' - READ OUT - ONE ANSWER ONLY)

A very good thing.....	274	1
A fairly good thing.....		2
A fairly bad thing.....		3
A very bad thing.....		4
Neither good nor bad thing (SPONTANEOUS).....		5
DK.....		6

NOW, LET'S TALK ABOUT ANOTHER TOPIC: THE EURO

Q.33 How well informed do you feel about the single European currency, that is the EURO ? Do you feel you are ...? (READ OUT)

Very well informed.....	275	1
Well informed.....		2
Not very well informed.....		3
Not at all informed.....		4
DK.....		5

Q.34. Personally, would you say that the single European currency, the euro, is a topic that you are very interested in, fairly interested in, not very interested in or not at all interested in?

Very interested in.....	276	1
Fairly interested in.....		2
Not very interested in.....		3
Not at all interested in.....		4
DK.....		5

Q.35. From what you have heard or read, has the value of the euro been irrevocably fixed against the Pound Sterling?

Yes.....	277	1
No.....		2
DK.....		3

INTERVIEWER: THERE IS NO Q.36

PUNCHER: NO COLS. 278-286

**ASK ALL**

- Q.37.a) From what you have heard or read, when will it be possible to pay in euro by cheque or by card in Northern Ireland? (SHOW CARD 'Q.37 - ONE ANSWER ONLY)
- Q.37.b) And in other European Union countries participating in the euro? (SHOW CARD 'Q.37' AGAIN - ONE ANSWER ONLY)

READ OUT	a) In Northern Ireland	b) In other European Union Countries participating in the euro
1. It has been possible, since 1st January 1999	287 1	288 1
2. It has been possible, since 1st January 2000	2	2
3. It has been possible, since 1st January 2001	3	3
4. From 1st January 2002	4	4
5. Later	5	5
6. Never (SPONTANEOUS)	6	6
DK	7	7

- Q.38. From which month in which year do you think it will no longer be possible to pay in Pounds Sterling? (IF "DK", CODE: 00.000; IF "ALWAYS POSSIBLE TO PAY IN Pounds Sterling, CODE: 99.999).

		.	2				289-
							293

THERE ARE NO QUESTIONS 39-53

PUNCHER NOTE: NO COLS. 294-343

**ASK ALL**

Q.54. For each of the following aspects linked to the introduction of euro coins and notes, would you say you are very worried, fairly worried, not very worried or not at all worried about? (SHOW CARD 'Q.54' WITH SCALE)

READ OUT	VERY WORRIED	FAIRLY WORRIED	NOT VERY WORRIED	NOT AT ALL WORRIED	DK
1. Not recognising the different Euro coins and notes	344 1	2	3	4	5
2. Being cheated when getting your change	345 1	2	3	4	5
3. Being cheated by retailers when they set prices in euro	346 1	2	3	4	5
4. Having difficulties in comparing prices in euro between shops	347 1	2	3	4	5
5. Having difficulties in remembering prices in euro	348 1	2	3	4	5
6. Making a mistake in mentally converting euro into Pounds Sterling	349 1	2	3	4	5
7. Having difficulties in understanding your bills, your pay slip or your statements in euro	350 1	2	3	4	5
8. Making a mistake in mentally converting Pounds Sterling into euro	351 1	2	3	4	5

## ULSTER MARKETING SURVEYS - 55.2 - SPRING 2001

## NOW, LET'S TALK ABOUT ANOTHER TOPIC: THE INTERNET

Q.55.a) Which of the following do you use ? (SHOW CARD 'Q.55a' - READ OUT - SEVERAL ANSWERS POSSIBLE)

A computer.....	352	1,
The Internet.....		2,
A mobile phone.....		3,
Cable TV.....		4,
Digital TV.....		5,
None of these (SPONTANEOUS).....		6,
DK.....		7,

IF "USE THE INTERNET", CODE 2 IN Q.55.a

Q.55.b) Where do you use the Internet? (SHOW CARD 'Q.55b' - READ OUT - SEVERAL ANSWERS POSSIBLE)

At work.....	359	1,
At home, for work purposes.....		2,
At home, for other reasons.....		3,
At school.....		4,
At university.....		5,
In a friend's house.....		6,
At a public internet access point (e.g.: a public office, a library, an Internet centre in the street).....		7,
In Cyber cafés/Internet cafés.....		8,
Elsewhere (SPONTANEOUS).....		9,
DK.....		10

IF "DOES NOT USE THE INTERNET", CODE 1, 3, 4, 5, 6 OR 7 [I.E. NOT CODE 2] IN Q.55.a -

Q.56. Why do you not use the Internet? (SHOW CARD 'Q.56' - READ OUT - SEVERAL ANSWERS POSSIBLE)

I don't know exactly what it is.....	369	1,
I have no time.....		2,
I have no computer at home.....		3,
I have no computer at work.....		4,
Internet connection is too expensive.....		5,
Computers are too expensive.....		6,
There is no public Internet access.....		7,
Internet is too complicated.....		8,
I don't know how to use a computer.....		9,
There are technical barriers.....		10
The content is not useful for me.....		11
The Internet is not secure enough.....		12
There are language barriers.....		13
Problems with service provider.....		14
Other reasons (SPONTANEOUS).....		15
Don't want to, not interested.....		16
DK.....		17

**ASK ALL**

Q.57. Which opportunities do you believe people who do not use the Internet are missing? **(SHOW CARD 'Q.57' - READ OUT - SEVERAL ANSWERS POSSIBLE)**

Getting a job.....	386	1,
Improving one's job.....		2,
Education and training.....		3,
Online buying/selling.....		4,
Selecting goods or services.....		5,
Access to information.....		6,
Use of online services.....		7,
Easier access to local or national government or public services/utilities.....		8,
Contacts with friends.....		9,
Cheap communications via e-mail.....		10
Leisure activities, games.....		11
Making contact with new people.....		12
Improving integration into local community.....		13
Other opportunities.....		14
Nothing (do not miss anything).....		15
None of these <b>(SPONTANEOUS)</b> .....		16
DK.....		17

Q.58. Which of the following actions should be taken to enhance the access of disadvantaged citizens to the Internet? **(SHOW CARD 'Q.58' - READ OUT - SEVERAL ANSWERS POSSIBLE)**

Creation of public Internet access points.....	403	1,
Subsidies or tax incentives on computer purchase for some disadvantaged groups.....		2,
Investment in Internet infrastructure for disadvantaged areas.....		3,
Provision of computer training that better suits the way disadvantaged people live.....		4,
More public services on the Internet.....		5,
Use of the Internet to create social networks in disadvantaged areas.....		6,
More information on the Internet relevant to disadvantaged groups.....		7,
Removal of technical barriers to Internet access.....		8,
Incentives for disadvantaged groups to access new generation of mobile communications.....		9,
Expansion of digital TV in disadvantaged areas.....		10
Other actions <b>(SPONTANEOUS)</b> .....		11
No action at all.....		12
DK.....		13

IF "DOES NOT USE THE INTERNET", CODE 1, 3, 4, 5, 6 OR 7 [I.E. NOT CODE 2] IN Q.55.a -

Q.59. For you personally, what would encourage you to use the Internet ? (SHOW CARD 'Q.59' - READ OUT - SEVERAL ANSWERS POSSIBLE)

If computer training that meets my needs was provided.....	416	1,
If free computer training was provided.....		2,
If computers cost less.....		3,
If there were subsidies or tax incentives for computer purchase.....		4,
If Internet connection costs less.....		5,
If there were public Internet access points in my area.....		6,
If there were free public Internet access points.....		7,
If technical barriers were removed.....		8,
If I could more easily find useful information about the Internet.....		9,
If the Internet provided information which was useful to me.....		10
If more on-line government/public utilities were available.....		11
If more on-line information about my local community was available.....		12
If more information was available in my native language.....		13
Nothing (SPONTANEOUS).....		14
DK.....		15

ASK ALL

Q.60. Which would encourage you to use a public Internet access? (SHOW CARD 'Q.60' - READ OUT - SEVERAL ANSWERS POSSIBLE)

If it was available in government buildings (e.g.: town halls, etc.).....	431	1,
If it was in employment agencies.....		2,
If it was provided in libraries.....		3,
If it was at the post-office.....		4,
If it was in leisure centres (youth clubs, centres for older people, etc.).....		5,
If it was on the streets (similar to public telephones).....		6,
If it was in Cyber cafés/Internet cafés.....		7,
If it was available close to where I live.....		8,
If there were enough access points for everyone.....		9,
If it was available during the hours that suit me.....		10
If I could get training and assistance to use the Internet.....		11
If it was free.....		12
If it was also accessible to people with disabilities.....		13
Nothing (SPONTANEOUS).....		14
DK.....		15

Q.61.a) Have you ever had any kind of computer training?

Yes.....	446	1
No.....		2
DK.....		3

IF "YES, EVER HAD ANY KIND OF COMPUTER TRAINING", CODE 1 IN Q.61.a

Q.61.b) Which kind? (SHOW CARD 'Q.61b' - READ OUT - SEVERAL ANSWERS POSSIBLE)

At school.....	447	1,
At university.....		2,
Paid for by employer.....		3,
By public employment service.....		4,
At a vocational training institute.....		5,
In a centre for adult education.....		6,
At another public Internet centre/access point.....		7,
Offered by a private sector training institute.....		8,
By family or friends.....		9,
By colleagues at work.....		10
Other training (SPONTANEOUS).....		11
DK.....		12

ASK ALL

Q.62. Which of the following information and services would you like to find on the Internet? (SHOW CARD 'Q.62' - READ OUT - SEVERAL ANSWERS POSSIBLE)

How to contact different government offices.....	459	1,
Recruitment services.....		2,
Educational tools.....		3,
Health information and services.....		4,
Housing information.....		5,
Equal opportunity information.....		6,
Services and assistance to families and the youth.....		7,
Services and assistance to minorities.....		8,
Services and assistance to people with disabilities.....		9,
Services and assistance for low-income groups.....		10
Information on pensions.....		11
Information about my local community.....		12
Cultural items.....		13
Tourism information.....		14
Other (SPONTANEOUS).....		15
None.....		16
DK.....		17

## ULSTER MARKETING SURVEYS - 55.2 - SPRING 2001

IF "USE THE INTERNET", CODE 2 IN Q.55.a

Q.63.a) In what way has using the Internet changed your daily life? (SHOW CARD  
'Q.63a' - READ OUT - SEVERAL ANSWERS POSSIBLE)

I have more contact with people.....	476	1,
I have less contact with people.....		2,
I feel more integrated where I live.....		3,
I feel less integrated in where I live.....		4,
I am better informed about the relevant issues for my daily life.....		5,
I am less informed about the relevant issues for my daily life.....		6,
It is easier for me to use public services/utilities.....		7,
It is more difficult for me to use public services/ utilities.....		8,
I save money.....		9,
I spend more money.....		10
I save time.....		11
I waste time.....		12
I feel more included in society.....		13
I feel less included in society.....		14
Other (SPONTANEOUS).....		15
The Internet has not changed my daily life (SPONTANEOUS)....		16
DK.....		17



## ULSTER MARKETING SURVEYS - 55.2 - SPRING 2001

IF "DOES NOT USE THE INTERNET", CODE 1, 3, 4, 5, 6 OR 7 [I.E. NOT CODE 2] IN Q.55.a -

Q.63.b) In what way do you think would the Internet change your daily life? (SHOW CARD 'Q.63b' - READ OUT - SEVERAL ANSWERS POSSIBLE)

I would have more contact with people.....	493	1,
I would have less contact with people.....		2,
I would feel more integrated where I live.....		3,
I would feel less integrated in where I live.....		4,
I would feel better informed about the relevant issues for my daily life.....		5,
I would feel less informed about the relevant issues for my daily life.....		6,
It would be easier for me to use public services/ utilities.....		7,
It would be more difficult for me to use public services/ utilities.....		8,
I would save money.....		9,
I would spend more money.....		10
I would save time.....		11
I would waste time.....		12
I would feel more included in society.....		13
I would feel less included in society.....		14
Other (SPONTANEOUS).....		15
The Internet has not changed my daily life (SPONTANEOUS)....		16
DK.....		17

## ULSTER MARKETING SURVEYS - 55.2 - SPRING 2001

## DEMOGRAPHICS

- D.1. In political matters people talk of "the left" and "the right".  
How would you place your views on this scale ?  
(SHOW CARD 'D1'- DO NOT PROMPT. IF CONTACT HESITATES, ASK TO TRY AGAIN)

	Left										Right
510-511	1	2	3	4	5	6	7	8	9	10	

Refusal..... 512 1  
DK..... 2

## NO QUESTIONS D2 TO D6

- D.7. Could you give me the letter which corresponds best to your own current situation? (SHOW CARD 'D.7 - READ OUT - ONE ANSWER ONLY')

513-514

Married.....	01
Remarried.....	02
Unmarried. Currently living with partner.....	03
Unmarried. Having never lived with a partner.....	04
Unmarried. Having previously lived with a partner, but now on my own..	05
Divorced.....	06
Separated.....	07
Widowed.....	08
Other (SPONTANEOUS).....	09
Refusal (SPONTANEOUS).....	10

- D.8. How old were you when you stopped full-time education ?  
(IF STILL STUDYING : CODE 00 - GO TO D.10)

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515-516

## NO QUESTION D.9

- D.10. SEX
- |             |     |   |
|-------------|-----|---|
| Male.....   | 517 | 1 |
| Female..... |     | 2 |

- D.11. How old are you ?

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518-519

## NO QUESTIONS D12 TO D14

- D.15. a) What is your current occupation ?  
 b) (IF NOT DOING ANY PAID WORK CURRENTLY - CODES 01 TO 04 IN D.15a) Did you do any paid work in the past ?  
 What was your last occupation ?

	a) CURRENT OCCUPATION	b) LAST OCCUPATION
<b>NOT WORKING</b>	520-521	-----
Responsible for ordinary shopping and looking after the home, or without any current occupation, not working	01	-----
Student	02	-----
Unemployed or temporarily not working	03	-----
Retired or unable to work through illness	04	-----
<b>SELF EMPLOYED</b>		522-523
Farmer	05	01
Fisherman	06	02
Professional (lawyer, medical practitioner, accountant, architect, ...)	07	03
Owner of a shop, craftsmen, other self employed person	08	04
Business proprietors, owner (full or partner) of a company	09	05
<b>EMPLOYED</b>		
Employed professional (employed doctor, lawyer, accountant, architect)	10	06
General management, director or top management (managing directors, director general, other director)	11	07
Middle management, other management (department head, junior manager, teacher, technician)	12	08
Employed position, working mainly at a desk	13	09
Employed position, not at a desk but travelling (salesmen, driver, ...)	14	10
Employed position, not at a desk, but in a service job (hospital, restaurant, police, fireman, ...)	15	11
Supervisor	16	12
Skilled manual worker	17	13
Other (unskilled) manual worker, servant	18	14
<b>NEVER DID ANY PAID WORK</b>	-----	15

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## NO QUESTIONS D16 TO 18

D.19. Are you in your household, the person who contributes most to the household income? **READ OUT**

Yes.....	524	1
No.....		2
Both equally.....		3
DK.....		4

## NO QUESTION D20

## ULSTER MARKETING SURVEYS - 55.2 - SPRING 2001

**IF CODE 2 AT D.19, ASK**

- D.21.a) What is the current occupation of the person who contributes most to the household income ?
- D.21.b) (**IF NOT DOING ANY PAID WORK CURRENTLY - CODE 01 TO 04 IN D.21a**)  
Did he/she do any paid work in the past ?  
What was his/her last occupation ?

	CURRENT OCCUPATION	LAST OCCUPATION
<b>NOT WORKING</b>	525-526	-----
Responsible for ordinary shopping and looking after the home, or without any current occupation, not working	01	-----
Student	02	-----
Unemployed or temporarily not working	03	-----
Retired or unable to work through illness	04	-----
<b>SELF EMPLOYED</b>		527-528
Farmer	05	01
Fisherman	06	02
Professional (lawyer, medical practitioner, accountant, architect, ...)	07	03
Owner of a shop, craftsmen, other self employed person	08	04
Business proprietors, owner (full or partner) of a company	09	05
<b>EMPLOYED</b>		
Employed professional (employed doctor, lawyer, accountant, architect)	10	06
General management, director or top management (managing directors, director general, other director)	11	07
Middle management, other management (department head, junior manager, teacher, technician)	12	08
Employed position, working mainly at a desk	13	09
Employed position, not at a desk but travelling (salesmen, driver, ...)	14	10
Employed position, not at a desk, but in a service job (hospital, restaurant, police, fireman, ...)	15	11
Supervisor	16	12
Skilled manual worker	17	13
Other (unskilled) manual worker, servant	18	14
<b>NEVER DID ANY PAID WORK</b>	-----	15

## NO QUESTIONS D.22 TO D.24

D.25. Would you say you live in a ... ? (READ OUT)

Rural area or village.....	529	1
Small or middle sized town.....		2
Large town.....		3
DK.....		4

## THERE ARE NO QUESTIONS D.26 - D.28

D.29. We also need some information about the income of this household to be able to analyse the survey results for different types of households. Here is a list of income groups. (SHOW INCOME CARD 'D.29') Please count the total wages and salaries PER MONTH of all members of this household; all pensions and social insurance benefits; child allowances and any other income like rents, etc. ... Of course, your answer as all other replies in this interview will be treated confidentially and referring back to you or your household will be impossible. Please give me the letter of the income group your household falls into before tax and other deductions.

530-531

B.....	01
T.....	02
P.....	03
F.....	04
E.....	05
H.....	06
L.....	07
N.....	08
R.....	09
M.....	10
S.....	11
K.....	12
Refusal.....	13
DK.....	14

INTERVIEW PROTOCOL

P.1. - Date of interview	DAY	MONTH
	_ _  532-533	_ _  534-535

P.2. - Time of the beginning of the interview	HOUR	MINUTES
USE 24 HOUR CLOCK	_ _  536-537	_ _  538-539

P.3. - Number of minutes the interview lasted	MINUTES
	_ _ _  540-542

P.4. - Number of persons present during the interview, including interviewer.

Two (interviewer and respondent).....	543	1
Three.....		2
Four.....		3
Five or more.....		4

P.5. - Respondent cooperation

Excellent.....	544	1
Fair.....		2
Average.....		3
Bad.....		4

P.6. - Size of locality

Less than 2,000 people.....	545	1
2,001 - 20,000 people.....		2
20,001 - 100,000 people.....		3
100,001 people and more.....		4

PUNCHER NOTE: NO COLS. 546-548

INTERVIEWER: THERE IS NO P.7

P.8. - Postal code

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549-556

P.9. - SAMPLE POINT NUMBER

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557-564

P.10. - INTERVIEWER NUMBER

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565-572

ULSTER MARKETING SURVEYS - 55.2 - SPRING 2001

P.11. - WEIGHTING FACTOR

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573-580

P.12 - Telephone available in household ?

Yes.....	581	1
No.....		2