

**GREAT BRITAIN**

NOP Consumer Market Research  
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Job No.	Card	Serial No.	Country
(1) - (5)	(6) - (7)	(8) - (11)	(12-13)
48667	0 1		1 5

Job No : J 48667  
 Issue : 2  
 Date : 18 December, 1998

**FLASH EB 65**

**RESPONDENTS NAME:**

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**TELEPHONE NUMBER:**

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**RESULT OF CONTACT**

Call No	Inter-viewers ID	Date	Time	Length	Disposition	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	1	Q.A
Q.A	<b>RECORD SEX OF RESPONDENT - DO NOT ASK</b>	Not OK	2	Arrange recall
Q.B	First of all could I just check a few details with you. What was your age on your last birthday?	Male	1	Q.B
		Female	2	
Q.C	And at what age did you finish your full-time education?	_____ (RECORD ACTUAL AGE)	Refused 00	Q.C
Q.C	And at what age did you finish your full-time education?	_____ (RECORD ACTUAL AGE)	01	Q.D
		Did not go to school	99	
		Still studying	00	
		Refused		
Q.D	And what is your occupation? <b>PROBE TO PRECODES</b>	Farmer/fisherman	01	Q.E
		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	
		_____ Refused	12	

Q.No	Question	Answer	Code	Sk tc
Q.E	<p>If there were a General Election tomorrow <b>(IF RESPONDENT IS UNDER 18 SAY: "and you had to vote")</b> which PARTY would you support?</p>	Conservative Labour Liberal Democrat Scottish National Party Plaid Cymru Referendum Party The Green Party Other Would vote blank Would not vote DK	01 02 03 04 05 06 76 96 97 98 99	Q.1
Q.1	<p>I would like to ask you a few questions about purchases and about the information you sometimes need before making a purchase. For each of the products I read out, please imagine that you are about to consider purchasing it. I would like to know for which of the products you would say - "Yes, for this purchase I sometimes feel the need to be better informed in order to make a proper choice". Is this the case for: <b>READ OUT EACH ITEM - ROTATE ORDER OF READING. MULTIPLE ANSWERS ALLOWED</b></p>	Furniture Leisure equipment: television, hi-fi, video A car A life insurance policy or an investment A package holiday Clothes or footwear Household cleaning products Food stuffs	() 1 2 3 4 5 6 7 8	Q.2
Q.2	<p>Now I would like to know which types of information you feel are lacking most often. Amongst the different types of information which I am going to read out, for which ones would you say, when you are about to consider a significant purchase, "Yes, this is the type of information which I feel is often lacking". <b>READ OUT EACH PRECODE - ROTATE ORDER - MULTIPLE ANSWERS ALLOWED.</b></p>	Advice on the usefulness and use of the product A list of available makes and models The characteristics of available products A performance comparison Cost-in-use comparison over the long term A list of accessible retailers A list of prices applicable in your vicinity	() 1 2 3 4 5 6 7	Q.3

Q.No	Question	Answer	Code	Skip to
Q.3a	<p>Based on your own experience, when you want to get the information you are interested in before making a significant purchase how often do you make effort to get it?</p> <p><b>READ OUT PRECODES</b></p> <p><b>ONE ANSWER ONLY</b></p>	<p>(Yes), always or most of the time</p> <p>(Yes), quite often</p> <p>It depends</p> <p>Not often</p> <p>Never or almost never</p> <p>(Depends on the purchase/on the product)</p> <p>(DK)</p>	<p>()</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p>	Q.3b
	<p>b) And how often do you spend money in order to get this information, for example by buying a magazine or consulting an expert?</p> <p><b>READ OUT PRECODES</b></p> <p><b>ONE ANSWER ONLY</b></p>	<p>(Yes), always or most of the time</p> <p>(Yes), quite often</p> <p>It depends</p> <p>Not often</p> <p>Never or almost never</p> <p>(Depends on the purchase/on the product)</p> <p>(DK)</p>	<p>()</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p>	Q.4
Q.4	<p>Again, based on your own experience, is the information you manage to get before making an important purchase satisfactory. Would you say it was satisfactory ... <b>READ OUT PRECODES</b></p> <p><b>ONE ANSWER ONLY</b></p>	<p>(Yes), always or most of the time</p> <p>(Yes), quite often</p> <p>It depends</p> <p>Not often</p> <p>Never or almost never</p> <p>(Depends on the purchase/on the product)</p> <p>(DK)</p>	<p>()</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p>	Q.5
Q.5	<p>An independent body or a group of independent specialists could keep up-to-date the information one is looking for when considering a significant purchase and provide the information on request. If such a service was always available, whether by mail, by phone, from a consulting centre or even the Internet, would you be interested in using the service when making a significant purchase... <b>READ OUT PRECODES</b></p> <p><b>ONE ANSWER ONLY</b></p>	<p>(Yes), always or most of the time</p> <p>(Yes), quite often</p> <p>It depends</p> <p>Not often</p> <p>Never or almost never</p> <p>(Depends on the purchase/on the product)</p> <p>(DK)</p>	<p>()</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p>	Q.6



Q.No	Question	Answer	Code	Skip to
	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	Q.G
	Essex	22 Highlands, Island	46	
	Greater London	23 Grampians	47	
	Hampshire, Isle of Wight	24		
Q.G	Would you say you lived in a .... <b>READ OUT PRECODES</b>			
		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 : \_\_\_\_\_