

11. What are the most important problems you face personally at the moment?
 (Mark the first mentioned only)

- 1 Personal or family problems; health
- 2 Housing
- 3 Prices, wages, family budget
- 4 Work, unemployment
- 5 Other
 (write in) _____
- 0 Don't know

12. In general terms, would you say that the situation in Britain is now better, worse or neither better nor worse than it was 4 or 5 years ago?

- 1 Better
- 2 Worse
- 3 Neither
- 0 Don't know

13. The press, newspapers, radio, television, often mention the European Community - The Common Market - as being a factor in the future of Britain and the other countries of Europe.

Are you personally very interested, a little interested, or not at all interested in the problems of the European Community?

- 1 Very interested
- 2 A little "
- 3 Not at all "
- 0 Don't know; no reply

14. Whether or not you have the time to take a personal interest in the problems of the European Community, do you feel that these problems are very important, important, not very important or unimportant for the future of Britain and the British people?

- 1 Very important
- 2 Important
- 3 Not very important
- 4 Unimportant
- 0 Don't know

15. Show CARD A: The nine countries of the European Economic Community - The Common Market - are together dealing with a number of shared problems. Here is a list of them. Could you tell me, for each of these problems, if it appears very important to you, important, of little importance, or not at all important.

(Mark an answer for each problem on the card)

- Replacing the currencies of all member countries, including the British, with a single European currency
- Reducing the differences between developed regions and less developed regions of the member countries
- A common fight against rising prices
- Co-ordinating the social policies of the member countries in the fields of employment and job training
- Implementation of a common policy on energy supplies
- Modernisation of European agriculture by encouraging the most productive farms and providing retraining for people who leave agriculture
- Introduction of a common policy for protecting nature and fighting pollution
- Introduction of a common policy on aid to underdeveloped countries outside of Europe
- Protection of consumers against fraudulent selling and misleading advertising
- Achieving a common foreign policy in discussions with the United States and Russia

	Very important	Important	Of little importance	Not at all important	Don't know
Replacing the currencies of all member countries, including the British, with a single European currency	1	2	3	4	0
Reducing the differences between developed regions and less developed regions of the member countries	1	2	3	4	0
A common fight against rising prices	1	2	3	4	0
Co-ordinating the social policies of the member countries in the fields of employment and job training	1	2	3	4	0
Implementation of a common policy on energy supplies	1	2	3	4	0
Modernisation of European agriculture by encouraging the most productive farms and providing retraining for people who leave agriculture	1	2	3	4	0
Introduction of a common policy for protecting nature and fighting pollution	1	2	3	4	0
Introduction of a common policy on aid to underdeveloped countries outside of Europe	1	2	3	4	0
Protection of consumers against fraudulent selling and misleading advertising	1	2	3	4	0
Achieving a common foreign policy in discussions with the United States and Russia	1	2	3	4	0

25. Taking into account the great problems facing Britain at this time, which of these three ways would you prefer to solve the problems?
(Show CARD B - mark ONE answer only)

- 1 The British Government should act independently in Britain's own best interests
- 2 The nine countries of the Common Market should get together before taking action but each government should have the final say on what happens in its own country
- 3 It will be necessary for all the citizens of the member countries to elect a single Parliament and for this to evolve quickly into a true European Government
- 4 None of these
- 0 Don't know

26. All things considered, are you in favour of the unification of Europe, against it, or are you indifferent?
If in favour or against: Very much or only somewhat?

- 1 Very much in favour
- 2 Somewhat in favour
- 3 Don't mind; indifferent
- 4 Somewhat against
- 5 Very much against
- 0 Don't know; no reply

27. One of the proposals is to elect a European Parliament in May 1978, in other words within three years, by a popular vote of all the citizens in the member states of the European Community (the Common Market). Are you, yourself, for or against this proposal? How strongly do you feel about it?

- 1 Completely favour
- 2 Favour on the whole
- 3 Disagree in general
- 4 Disagree completely
- 0 Don't know; no reply

28. Would you approve or disapprove if citizens of other member states of the European Community who have been resident in Britain for some time were given the same voting rights in Britain as British people in elections to the European Parliament?

- 1 Approve
- 2 Disapprove
- 0 Don't know

29. Do you approve or disapprove of the idea of candidates from other countries of the European Community standing for election in Britain to the European Parliament alongside candidates from Britain?

- 1 Approve
- 2 Disapprove
- 0 Don't know

30. Generally speaking, do you think that British membership of the Common Market is a good thing, a bad thing, or neither good nor bad?

- 1 Good
- 2 Bad
- 3 Neither
- 0 Don't know; no reply

31. If you were to be told tomorrow that the European Community (the Common Market) had been scrapped, would you be very sorry about it, indifferent, or relieved?

- 1 Very sorry
- 2 Indifferent
- 3 Relieved
- 0 Don't know; no reply

32. Do you think the movement toward the unification of Europe should be speeded up, slowed down or continued as it is at present?

- 1 Speeded up
- 2 Slowed down
- 3 Continued as it is at present
- 0 Don't know

33. Are you, for example, in favour or opposed to the idea of European citizenship and issuing a European passport to all the citizens of the European Community?

- 1 In favour
- 2 Opposed
- 0 Don't know

34. There is a proposal to create a European political union among the member countries of the Community by 1980 with a European Government which would decide on major issues and a European Parliament to monitor its activities. Do you approve or disapprove of this plan for European political union?

- 1 Totally approve
- 2 Approve on the whole
- 3 Disapprove on the whole
- 4 Totally disapprove
- 0 Don't know

35. Would you, or would you not, be willing to make some personal sacrifice - for example, pay a little more taxes to bring about the unification of Europe? Would you be very willing, fairly willing, not very willing, or not at all willing?

- 1 Very willing
- 2 Fairly willing
- 3 Not very willing
- 4 Not at all willing
- 0 Don't know; no reply

36. Some people say that taxes and wage deductions to pay for social security and health programmes are now too high and should be reduced, even if this means a cut in services. Others say that the Government should improve social security and health programmes, even if this means higher taxes and wage deductions.

Which of these two statements comes closest to your own opinion? (Show CARD C)

- 1 Taxes and wage deductions for social security and health programmes should be reduced, even if this means a cut in services
- 2 Social security and health programmes should be improved, even if this means higher taxes and wage contributions
- 0 Don't know; no reply

63. Do you think that if things are not going well in Britain people like yourself can help to bring about a change for the better or not?
 1 Yes
 2 No
 0 Don't know; no reply
64. When you get together with your friends, would you say you discuss political matters frequently, occasionally or never?
 1 Frequently } Ask D.65
 2 Occasionally }
 3 Never } Ask D.66
 0 Don't know; no reply }
65. If frequently/occasionally: And which of the statements on this card best describes the part you, yourself, take in these discussions?
 (Show CARD D - mark ONE answer only)
 1 Even though I have my own opinions I usually just listen
 2 Mostly I listen, but once in a while I express my opinions
 3 I take an equal share in the conversation
 4 I do more than just hold up my end in the conversation; I usually try to convince others that I'm right
 0 Don't know; no reply

- ASK ALL
66. Some people are attracted to new things and new ideas, while others are more cautionary about such things. What is your own attitude to what is new? (Read out)
 1 Very much attracted
 2 Attracted on the whole
 3 It depends; varies
 4 Cautious on the whole
 5 Very cautious
 0 Don't know
67. When you, yourself, hold a strong opinion, do you ever persuade your friends, relatives or fellow workers to adopt this opinion? if YES: Does this happen often, from time to time or rarely?
 1 Often
 2 From time to time
 3 Rarely
 4 Never
 0 Don't know; no reply
68. Coming to more personal matters, on the whole, are you very satisfied, fairly satisfied, not very satisfied or not at all satisfied with the life you lead?
 1 Very satisfied
 2 Fairly satisfied
 3 Not very satisfied
 4 Not at all satisfied
 0 Don't know; no reply

Now for some questions to provide more information about what is important to present-day consumers:

69. Comparing your present financial situation (or that of your family) with your situation this time last year, would you say that in your particular case prices have risen faster than your income, more slowly or at more or less the same rate?
 1 Faster
 2 More slowly
 3 More or less the same rate
 0 Don't know; no reply
70. If prices continue to rise at the same rate over the next few months, which of the following would you definitely, probably, probably not or definitely not decide to do?
 (Read out and mark an answer for each statement)

	Yes, definitely	Yes, probably	Probably not	Definitely not	Don't know/no reply
a) Shop around for cheaper goods	1	2	3	4	0
b) For the time being, give up the idea of making any major purchases such as: furniture, household appliances, television, car etc.	1	2	3	4	0
c) Cut normal spending on clothes	1	2	3	4	0
d) Prepare cheaper meals	1	2	3	4	0
e) Go for special offers or sale goods	1	2	3	4	0
f) Spend less on entertainment and outings	1	2	3	4	0
g) Spend less on holidays	1	2	3	4	0
h) Get together with other consumers to obtain more information and defend your interests	1	2	3	4	0
i) Stop trying to put aside savings	1	2	3	4	0
j) Draw on existing savings	1	2	3	4	0
k) Work overtime or try to find a second job	1	2	3	4	0

211. People sometimes say that they feel they have been cheated when buying something.

Can you remember you or your husband/wife buying something with which you were not wholly satisfied this year or last year?

If YES: Can you remember what kind of goods were involved? (Do NOT prompt)

If NO - skip to Q.213

- 1 Fresh foodstuffs
- 2 Tinned, frozen food etc
- 3 Medicines
- 4 Toiletries or beauty care products
- 5 Household equipment
- 6 Furniture
- 7 Clothing
- 8 Car
- 9 Holidays, hotel, holiday rental etc
- X Other (write in)

- 0 Don't know/no reply } Go to Q213
- V Don't recall being cheated }

212. Show CARD E: Did you take action?

If Yes: What did you do? (Mark all mentioned)

- 1 Decided never to set foot again in that shop
- 2 Complained to the sales assistant but took no further action
- 3 Asked for the goods to be replaced or my money refunded
- 4 Let friends and acquaintances know about my experiences with the shop or goods concerned
- 5 Complained to a consumers' organisation or publication
- 6 Took legal action
- 7 Other

- (write in) -----
- 0 Don't know/no reply
- X Didn't say 'Yes' to Q211
- V Hasn't done anything

220. Here are some opinions about the way in which people do their shopping. Could you tell me for each opinion whether you agree entirely, agree on the whole, disagree on the whole, disagree entirely, or have no opinion? (read out - mark an answer for each statement)

- a) Most people are very careful about what they buy and think before deciding
- b) Most people let themselves be influenced mainly by advertising
- c) Most people think that a higher price nearly always means better quality

	Agree entirely	Agree on the whole	Disagree on the whole	Disagree entirely	No opinion/no reply
a)	1	2	4	5	0
b)	1	2	4	5	0
c)	1	2	4	5	0

223. Do you feel that consumers like you have sufficient or insufficient information to make major purchases like furniture, household appliances, television, cars etc?

- 1 Sufficient information
- 2 Insufficient "
- 0 Don't know/no reply

224. Do you feel that consumers like you have sufficient information when shopping for food?

- 1 Sufficient information
- 2 Insufficient "
- 0 Don't know/no reply

225. On the basis of your own experiences, do you entirely agree, agree on the whole, disagree on the whole, or entirely disagree with the following opinions? (Read out - mark an answer for each)

- a) Advertising provides consumers with useful information
- b) Advertising often makes consumers buy goods which they do not really need
- c) Advertising often misleads consumers as to the quality of products

	Agree entirely	Agree on the whole	Disagree on the whole	Disagree entirely	DK/no reply
a)	1	2	3	4	0
b)	1	2	3	4	0
c)	1	2	3	4	0

ASK ALL

213. Show CARD F: Have you or your husband/wife had to complain as a customer about a mistake or error made by one of the following public services this year or last year?

If YES: Do you remember what type of service was involved?

- 1 Water, gas, electricity
- 2 Postal services
- 3 Telephone
- 4 Public transport: railways, underground, bus etc
- 5 Bank, credit establishment, insurance Co.
- 6 Other

(write in) -----

- 0 Don't know/no reply } Go to Q215
- V Hasn't complained }

214. Show CARD G: Did you take any action?

If YES: What did you do? (Mark all mentioned)

- 1 Complained verbally
- 2 Made representations in writing
- 3 Complained to a consumers' organisation or publication
- 4 Took legal action
- 5 Other

(write in) -----

- X Didn't say 'Yes' to Q213
- V Hasn't done anything

ASK ALL

215. When you shop for food, do you often, seldom, or never check:

Often Seldom Never DK/No reply

- a) The unit price
- b) The amount weighed
- c) The final bill
- d) Your change
- e) Indications on label, packing (ingredients, date of freshness)

228. Do you think that brands which are heavily advertised are more expensive or less expensive than those which are less advertised or are not advertised at all?

- 1 More
- 2 Less expensive
- 3 No difference (volunteered)
- 0 Don't know/no reply

229. Are there newspapers, magazines or other publications which provide information on how to buy more wisely? If YES: Which? (Do not prompt - note below as applicable)

- 1 Specialised consumer information publications (write in)
-
-
-
- 2 Daily newspapers
- 3 Women's magazines
- 4 General interest magazines/periodicals
- 5 Other (write in)-----
- 0 Don't know/no reply } Go to Q231
- X No publication

230. If YES: What is the most important kind of information you look for in this publication? And the second most important? (Show CARD H - mark up to two answers below)

- 1 Foodstuffs
- 2 Textile products (clothing, household linen etc)
- 3 Toiletries and beauty products
- 4 Household equipment(household appliances, furniture etc)
- 5 Savings, insurance, credit etc
- 6 General consumer matters
- 0 Don't know/no reply
- X Did not reply 'Yes' to Q.229

ASK ALL

231. Have you already heard about organisations which have no links with manufacturers or traders and whose specific aim is to inform and defend the consumer?

- 1 Yes
- 2 No
- 0 Don't know/no reply } Skip to Q.234

If YES

232. Can you name one of these organisations here in Britain?

- 1 Yes (write in name of organisation)
-
- 2 No
- 0 Don't know/no reply
- X Didn't reply 'Yes' to Q.231

233. Are you a member of such an organisation?

- 1 Yes
- 2 No
- 0 Don't know/no reply
- X Didn't reply 'Yes' to Q.231

ASK ALL

234. As far as you know, do you feel that the organisations here in Britain involved in informing and defending the consumer are very effective, fairly effective, not very effective or not at all effective?

- 1 Very effective
- 2 Fairly effective
- 3 Not very effective
- 4 Not at all effective
- 0 Don't know/no reply

235. Do you think that these consumer information and defence organisations have any influence over government policies in Britain. If so, could you state how powerful you think their influence is?

- 1 Very powerful influence
- 2 Considerable influence
- 3 Little influence
- 4 Hardly any influence
- 0 Don't know/no reply

236. If you were offered the chance, would you agree to pay £3 50p per annum to become a member of an organisation which informs and defends consumers or to subscribe to its publication? Definitely, perhaps, or definitely not?

- 1 Definitely
- 2 Perhaps
- 3 Definitely not
- 0 Don't know/no reply

237. Have you ever heard of laboratory tests carried out to compare the price and quality of various brands of goods on sale to the public?

- 1 Yes
- 2 No
- 0 Don't know/no reply } Skip to Q.240

If YES

238. To what extent do you think that the organisations which carry out these product comparison tests and publish their results can be trusted - to a considerable extent, to some extent, not really, not at all?

- 1 To a considerable extent
- 2 To some extent
- 3 Not really
- 4 Not at all
- 0 Don't know/no reply
- X Didn't reply 'Yes' to Q.237

239. Speaking to yourself and your family, would you say that because of your knowledge of the results of such tests on any products you have changed your buying habits? If YES: Has this happened once, two or three times, or more often?

- 1 Once
- 2 Two or three times
- 3 More often
- 0 Don't know/no reply
- X Did not reply 'Yes' to Q.237

ASK ALL

240. Which of the following three strikes you as being the most important? (Show CARD I - mark one only)

- 1 Granting or increasing public subsidies to consumer information and defence organisations
- 2 Publication in newspapers of the results of tests on the price and quality of goods with the name of the manufacturers
- 3 Setting up an information and advice centre to deal with consumers' complaints in each town or district
- 0 Don't know/no reply

241. Do you think that the following information media provide good, poor or no information at all for consumers?

	Good	Poor	None at all	DK/ no reply
Daily newspapers	1	2	3	0
Magazines & periodicals	1	2	3	0
Radio	1	2	3	0
Television	1	2	3	0

245. Do you know of any television broadcasts here in Britain, other than advertisements, which are specifically designed to provide consumers with objective information?

1 Yes
2 No
0 Don't know; no reply

246. Would you like such broadcasts introduced (or extended)?

1 Yes
2 No
0 Don't know; no reply

247. Here are some opinions about the Common Market (show CARD J). In each case I would like to know if you agree entirely, agree on the whole, disagree on the whole, disagree entirely or if you have no opinion?
(Mark an answer for each statement)

- a) The Common Market promotes industrial development in Britain
- b) The Common Market facilitates exports of our industrial goods and boosts national production
- c) The Common Market enables consumers in Britain to have a wider range of products
- d) The Common Market makes it easier for us to export our agricultural products
- e) The Common Market helps to hold price increases back by encouraging competition

Agree entirely	Agree on the whole	Disagree on the whole	Disagree entirely	Don't know/ no reply
1	2	3	4	0
1	2	3	4	0
1	2	3	4	0
1	2	3	4	0
1	2	3	4	0

252. Do you, or your husband/wife, pay a subscription to one or more associations of any kind - trade union, educational, sporting, religious, political, artistic, cultural or other?

1 Yes, one
2 Yes, more than one
3 No, none
0 Don't know/no reply } Skip to Q.255

IF YES

253. Into which of the following categories do the activities of the(se) association(s) mainly fall? (SHOW CARD K - mark all mentioned)

- 1 Trade union, friendly society
- 2 Political
- 3 Religious or philosophical
- 4 Sporting
- 5 Consumer defence
- 6 Educational (parent, youth movement)
- 7 Artistic or cultural
- 8 Former pupils, common interest of various types
- 9 Other

(write in) -----
0 Don't know; no reply
X Don't belong to an association (Q252)

254. Are you, or your husband/wife, ordinary subscribers or active members?

1 Ordinary subscriber
2 Active member
0 Don't know/no reply
X Don't belong to an association (Q252)

ASK ALL

255. Do you feel affinities with any particular political party? If so, do you feel yourself very involved with this party, fairly involved, or merely a sympathiser?

1 Very involved
2 Fairly involved
3 Merely sympathiser
0 Don't know/no reply
X No affinities with any party

256. On the whole, do you feel that this party defends people like you as consumers - very well, fairly well, or only to a small degree?

1 Very well
2 Fairly well
3 Only to a small degree
0 Don't know/no reply
X No affinities with any party (Q.255)

257. Do you regard yourself as belonging to a religion? IF YES: Which of them?

- 1 Church of England
- 2 Church of Scotland
- 3 Free Church, Non-Conformist
- 4 Roman Catholic
- 5 Jewish
- 6 Other
- 0 No religion

258. Do you personally feel, irrespective of how often you go to church, that your religion is of great importance, some importance or only of little importance in your life?

1 Great importance
2 Some importance
3 Only of little importance
0 Don't know/no reply
X No religion

259. IF GREAT/SOME/LITTLE IMPORTANCE: Do you go to religious services several times a week, once a week, a few times a year or never?

1 Several times a week
2 Once a week
3 A few times a year
4 Never
0 Don't know/no reply
X No religion

260. Are you: (Read out)
 1 Single
 2 Married
 3 Living as married
 4 Divorced
 5 Separated
 6 Widowed
261. How old were you when you finished your full-time education?
 1 Up to 14 years
 2 15 years
 3 16 "
 4 17 "
 5 18 "
 6 19 "
 7 20 "
 8 21 "
 9 22 years or older
 X Still studying
262. If there were a General Election tomorrow (say, if under 18: and you had a vote), which party would you support?
 1 Conservative
 2 Labour
 3 Liberal
 4 Nationalist
 5 Other
 9 None
 0 Don't know; no reply
264. If Don't know: Which party would you be most inclined to support?
 1 Conservative
 2 Labour
 3 Liberal
 4 Nationalist
 5 Other
 9 None
 0 Don't know; no reply
266. Sex:
 1 Man
 2 Woman
267. Can you tell me your date of birth please? (Write in date of birth AND age)
 Birth: _____
 Age: _____
269. How many person live at home (including yourself, all adults and any children? (Write in) _____
270. How many children living at home: (Write in)
 a) between 8 and 15? _____
 b) under 8? _____
272. We would like to analyse the survey results according to the income of the persons interviewed.
 Show INCOME CARD: Here is a scale of incomes and we would like to know in what group your family is, counting all wages, salaries, pensions and any other income that comes in.
 Just give me the number of the group your household falls into before tax and other deductions.
 1 2 3 4 5 6 7

273. Occupation of self: (Write in AND code)

 Self employed:
 1 Farmers, fishermen (skippers)
 2 Professional - lawyers, accountants, etc.
 3 Business - owners of shops, craftsmen, proprietors
 Employed:
 4 Manual worker
 5 White collar - office worker
 6 Executive, top management, director
 Not employed:
 7 Retired
 8 Housewife, not otherwise employed
 9 Student, military service
 0 Unemployed
274. If self-employed or employed: Others go to Q.275
 How many people are working where you work? (Organisation, company, shop, factory, etc.)
 1 Less than 5
 2 5 - 49
 3 50 - 499
 4 500 and over
275. Are you the head of the household?
 1 Yes - go to Q.278
 2 No - ask Q.276
276. Occupation of head of household: (Write in AND code)

 Self employed:
 1 Farmers, fishermen (skippers)
 2 Professional - lawyers, accountants, etc.
 3 Business - owners of shops, craftsmen, proprietors
 Employed:
 4 Manual worker
 5 White collar - office worker
 6 Executive, top management, director
 Not employed:
 7 Retired
 8 Housewife, not otherwise employed
 9 Student, military service
 0 Unemployed
277. FOR OFFICE USE ONLY
- | | | | |
|---|---|---|---|
| 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 |
| 9 | 0 | X | V |
278. Would you say you live in a: (Read out)
 1 Rural area or village
 2 Small or middle size town
 3 Big town
280. FOR OFFICE USE ONLY
- | | | | |
|---|---|---|---|
| 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 |
| 9 | 0 | X | V |

I hereby attest that this is a true record of an interview, made strictly in accordance with your requirements, with a person who is a stranger to me. This form was completed entirely at the time of interview.

Signed: _____ Date: _____

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