

## M2der's Digest - Lifestyle Survey

### 1) NATION

France	2000	
Belgium	2	1484
The Netherlands	3	1520
Germany-West	4	2010
Italy	5	2197
Luxembourg	6	498
Danmark	7	1001
Ireland	8	500
Great-Britain	9	2153
Gæece	i 1	1000
SPain	12	1498
Portugal	13	999
Norway	15	1000
Austria	16	979
Switzerland	17	1474
Sweden	18	1000
Finland	19	1026

22339

### 2) SURVEY

Questionnaire A		11148
Questionnaire B	2	11191

22339

2

Good morning/afternoon/evening. I am from Gallup Poll. We are carrying out a survey about people's interests and attitudes in Europe.

This survey is being carried out in this country and in all other European countries. Would you be willing to answer some questions please?

#### SHOWCARD 1

1. We are interested to know how people are getting along, these days. Would you say that in this country, people have better or worse living conditions now than 5 years ago? (CODE ONE ONLY)

- 1 Much better
- 2 Slightly better
- 3 No change
- 4 Slightly worse
- 5 Far worse
- 6 Don't know

#### SHOWCARD 2 (Version A)

2. In your opinion, which, if any, of the countries; on this card enjoy a better standard of living than we do? (PROBE FULLY - CODE ALL MENTIONED)

- Japan V685
- Britain V686
- Denmark V687

Luxembourg V688  
Sweden V689  
Yugoslavia V690  
U.S.A. V691  
Portugal V692  
Spain V693  
West Germany V694  
Italy V695  
Don't know V696

(None of these)

SHOWCARD 2 (Version B)

2. In your opinion, which, if any, of the countries, on this card enjoy a better standard of living than we do? (PROBE FULLY - CODE ALL MENTIONED)

France V785  
Holland/Netherlands V786  
Ireland V787  
West Germany V788  
Greece V789  
Norway V790  
U.S.A. V791  
Switzerland V792  
Belgium V793  
Finland V794  
Austria V795  
Don't know V796

(None of these)

3

3a Would you please tell me which, if any, of the items I am going to read out you have in your home at present? We are talking about items you have in your main home only. (READ OUT EACH ITEM AND CODE IF IN HOME UNDER Q.3a) ROTATE ORDER OF READING ITEMS, i.e. 1ST INTERVIEW STATEMENT, 2ND AT A; 2ND AT B etc. REMEMBER TO READ OUT ALL STATEMENTS.

CODE START POINT: 1 A - 2 B - 3 C - 4 D V2

ASK Q-3b FOR EACH ITEM 114- THE HOME AT Q.3a

3b

Was... (CODE UNDER Q.3b) D=VIEWER NOTE: I  
FININTERVIEWING

PERSON WHO IS NOT THE OWNER OF PROPERTY - INCLUDE ITEMS BELONGING TO THE OWNER OF THE PROPERTY

3A - 3b -

IN HOME IN LAST 3 years More than 3 years ago Don't know

- A) A) Combined refrigerator, freezer V3 1 2 3 V27  
B) Refrigerator V4 1 2 3 V28  
C) Separate deep freezer V5 1 2 3 V29  
D) Electric dishwasher V6 1 2 3 V30

- E) Microwave oven V7 2 3 V31
- B) F) Automatic washing machine (front loading) \_vrU built-in dryer V8 1 2 3 V32
- G) Automatic washing machine (front loading without built-in dryer V9 1 2 3 V33
- H) Automatic washing machine (top loading) Vio 1 2 3 V34
- I) Spin dryer (separate) Vil 1 2 3 V35
- J) Tumble dryer (separate) V12 1 2 3 V36
- K) Electric iron/steam iron. V13 1 2 3 V37
- L) Water softener V14 1 2 3 V38
- C) M) Electric waste disposal unit V15 1 2 3 V39
- N) Electric food processor V16 1 2 3 V40
- O) Electric blender/liquidiser V17 1 2 3 V41
- P) Electric kitchen mixer (not hand) V18 1 2 3 V42
- Q) Electric kitchen hand mixer V19 1 2 3 V43
- R) Electric filter coffee maker V20 1 2 3 V44
- S) Electric espresso coffee maker V21 2 3 V45
- D) T) Vacuum cleaner V22 2 3 V46
- U) Electric floor polisher V23 1 2 3 V47
- V) Electric sewing machine V24 1 2 3 V48
- W) Air conditio 1 9 V25 1 2 3 V49
- None of these V26

4

### SHOWCARD3

4a Does your household have any of the following pMable audio equipment?

'Personal'headphones CD player V50

'Personal' headphones stereo system (eg. Walkman) V51

Portable

Portable radio V52

Portable radio/cassette recorder V53

Portable cassette player - no recording facility V54

Portable TVIradioleassette recorder V55

Portable CD player V56

None of these V57

Don't know V58

4b) Does your household have any non-portable Ili-fi stereo audio equipment?

i Yes - ASK QAc V59

2 No SK[P TO

3 Don't know Q.5

### SHOWCARD4

(ASK QAc IF YES (CODE 1) AT QÅb - REST SK[P TO Q.5)

4c Please tell me whether or not any of your equipment is able to... (READ OUT STATEMENT AND CODE ONE RESPONSE FOR EACH)

Yes No Don't know

a) Play long playing records (LP's) 2 3 V60

b) Play audio cassettes 2 3 V61

- c) Play compact discs (CD's) 2 3 V62
- d) Record on cassette from the radio 1 2 3 V63
- e) Record on cassette from an LP 2 3 V64
- f) Copy on cassette from another cass,-,tte 2 3 V65

ASK A

5. Do you, yourself, own and use any of these nowadays? (READ OUT EACH ITEM AND CODE AS APPROPRIATE)

Own Use Not own

- a) Pedal cycle (Bicycle) i V66 2 V67 3 V68
- b) Moped or motor assisted i V69 2 V70 3 V71
- c) Motor scooter i V72 3 V73 3 V74
- d) Motor cycle i V75 2 V76 3 V77

5

6. Which of these items do you own or have at h:)me? ROTATE ORDER OF READING ITEMS Le. 1ST INTERVIEW START AT A, 2ND AT B etc. REMEMBER TO READ OUT ALL STATEMENTS. (CODE ALL MENTIONED)

CODE START POINT: 1 A - 2 B 3 C 4 D V78

Caravan V79.

Frame camping tent V80

Sail boat without motor V81

Sail boat with inboard motor V82

Any boat with outboard motor V83

Other boat without motor V84

Sids V85

Sauna bath V86

Bathroom or shower room. V87

Jacuzzi V88

Fitted bidet V89

Running cold water V90

Running hot water V91

Mains gas V92

Mains electricity V93

Private garden (for sole household use) V94

Powered lawn mower V95

Central heating (whole accommodation) V96

Central heating (part of accommodation) V97

Electric drill V98

Shotgun/riflehand gun/Pistol, V99

Military gun (SWITZERLAND ONLY) Vioo

Musical instrument viol

D) Electric hairdryer V102

Electric toothbrush V103

Home computer V10,4

Word processor V105

Typewriter V106

Cordless telephone V107

Mobile telephone (not fixed car phone) V108

Telephone answering machine V109

Exercise machine Vilo

Still camera (not video) - ASK Q.7 Vill

Video carnera Vi 12

None of these Vi 13

ASK Q.7 IF HAVE STILL CAMERA AT Q.6 - REST SEIP TO Q.8  
SHOWCARD5

7a You said there is a still camera in the household. Can you tell me which of the following features it has? If there is more than one, camera in the household, please tell me about the most expensive one. (CODE ALL MENTIONED).

- Automatic exposure VI 14
- Auto-focus vi 15
- Built-in flash VI 16
- Zoom lens VI 17
- A lens that is inter-changeable vi 18
- The film is wound on automatically vi 19
- None of these V120
- Don't know V121

7b Did you, personally buy the camera we have been speaking about?

- 1 Yes V122
- 2 No
- 3 Don't know

7c Does your household have a camera that makes instant pictures (eg. Polaroid)?

- 1 Yes V123
- 2 No
- 3 Don't know

ASK A

8. About how many films have you personally used in the last 12 months? I mean films for a still camera? (CODE ONE ONLY)

- 1 None V124
- 2 1-3
- 3 4-6
- 4 7-9
- 5 10-14
- 6 15 or more
- 7 Don't know

9. How many television sets do you have in your household, in working order, or that are usually in working order at the moment?

- a) Colour TV sets (WRITE IN NUMBER) V125
- b) Black and white, TV sets (WRITE IN NUMBER)V128
- 7

ASK Q.10 a -g FOR THE MAIN TV SET IN THE HOUSEHOLD - IF NO TV SET SKIP TO Q.11

10. Tell me about the main TV set in the household...

a) Is this set... (Read out)

- 1 Colour, or V131
- 2 Black and white?

b) And is it... (READ OUT~

- 1 Portable (up to 17"), or V132
- 2 Not portable (17" or more)

c) And was this set obtained ... (READ OUT)

- 1 Within the last three years V133

- 2 Longer ago?
- 3 Don't know

d) And does it... (READ OUT)

- i Receive Cable TV, or V134
- 2 Not receive Cable TV?
- 3 Don't know

e) And does it... (READ OUT)

- i Have remote control, or V135
- 2 14= have remote control?
- 3 Don't know

f) And is your main set... (READ OUT)

- i Linked to a video recorder, or V136
- 2 bLQI linked to a video recorder?
- 3 Don't know

g) Do you have (READ OUT)

- i A Satellite dish, or V137
- 2 A squarial (BRITAIN ONLY), or
- 3 L<~t have a Satellite dish (squarial)
- 4 Don't know

ASK ALL

11a Doyouordoesanymemberofyourhousehc,ldhaveacar,includingacompanyear,thati  
susedwhollyorpartlyforprivatemotoring?

- i Yes - ASK Q. 11b V138
- 2 No SK[P
- 3 Don't know TO Q. 13

ASK Q.11b IF YES (CODE 1) AT Q.11a - REST SKIP TO Q. 13

11b Howmanycarsinthehouseholdareusedfoi-privatemotoring?

- i One V139
- 2 Two
- 3 Threc

4 Four or more

8

ASK Q. 12a -j ABOUT EACH CAR USED FOR PRIVATE MOTORING (UP TO TWO CARS)  
WITH THE FIRST CAR ASKED  
ABOUT BEING THE MOST USED AND THE SECOND CAR BEING THE SECOND MOST USED.  
IF 2 CARS USED  
EQUALLY, ASK 1ST ABOUT NEWEST CAR.

12 a Is the ... a company car, that is, does it belong to a company for  
which a member of the household works? (CODE ONE ONLY FOR

EACH CAR) 1 st most used car	2n- d M.o -st- used car
Yes, company car i V140	i V141
No, private car2	2
Don't know 3	3
No answer -	4

12b What is the make of the car?

1 st most 2nd most  
used car used car

Audi	i	V144	i	V149
Alfa Romeo		2		2
Aston Martin		3		3
Austin Rover		4		4
BMW	5		4	
British Leyland		6		6
Chrysler	7		7	
Citroen	8		8	
Daihatsu	9		9	
Daimler	0		0	
Dodge	x		x	
Ferrari	v		v	
Fiat	i	V145	i	V150
Ford2		2		
FSO3		3		
Honda	4		4	
Hyundai	5		5	
Jaguar	6		6	
Lada7		7		
Lancia	8		8	
Land Rover	9		9	
Marinalltal	0		0	
Mazda	x		x	
Mercedes	v		v	
MG	i	V146	i	V151
Mitsuibishi	2		2	
Muscovitch	3		3	
Nissan/Datsun	4		4	
Opel5		5		
Peugeot	6		6	
Porsche	7		7	
Proton	8		8	
Renault		9		9
Saab0		0		
eat	x		x	
imcav		v		
Skoda		V147	i	V152
Subaru	2		2	
Suzuki	3		3	
Talbot	4		4	
Toyota	5		5	
Trabant	6		6--	
UMM	7		7	
Vauxhall	8		8	
Volkswagen	9		9	
Volvo	0		0	
Wartburg	x		x	
Yugo	v		v	
Other		V148	i	V153
(PLEASE SPECIM				
Don't know	2		2	
No answer	-		3	

12c And does the .... have 2, 3, 4 or 5 doors?

1 st most 2nd most  
used car used car

2 doors	i	V154	i	V155
3 doors	2	2		
4 doors	3	3		
5 doors	4	4		
Don't know	5	5		
No answer	-	6		

SHOWCARD 6

12d Which of these best describes your ? CODE ONE ONLY FOR EACH CAR)

	1 st most used car	2nd most used car		
Saloon/Sedan/Matchback	i	V156	i	V157
'Jeep'type 2	2			
Estate/station wagon	3	3		
Coupe	4	4		
Convertible	5	5		
Sports car	6	6		
Van	7			
Other (PLEASE SPECIFY)	8	8		
Don't know	9	9		
No answer	-	0		

10

12e What is the engine size of your .... ?

	1 st most used car	2nd most used car		
1,000 cc or less (1.0 litre or less)		V158	i	V159
Over 1.000 cc - 1.300 cc (over 1.0 - 1.3 l)	2	2		
over 1.300 cc - 1,600 cc (over 1.3 - 1.6 l)	3	3		
Over 1,600 cc - 1,750 cc (over 1.6 - 1.75 l)	4	4		
Over 1,750 cc - 2,000 cc (over 1.75 - 2.0 l)	5	5		
Over 2.000 cc - 2.300 cc (over 2.0 - 2.3 l)	6	6		
Over 2.300 cc (over 2.3 l)	7	7		
Don't know	8	8		
No answer	-	9		

12f In what year was the first registered?  
(i.e. IN WHAT YEAR WAS THE CAR MADE)?

	1 st most used car	2nd most used car		
1980 or earlier	i	V160	i	V161
1981	2	2		
1982	3	3		
1983	4	4		
1984	5	5		
1985	6	6		
1986	7	7		
1987	8	8		
1988	9	9		
1989	0	0		
1990	x	x		
Don't know	v	v		

No answer		R	
12g When you got the was it new, second hand or a demonstration vehicle?			
1 st most		2nd most	
used car		used car	
New i	V162	i	V163
Second-hand	2		2
Demonstration	3		3
Don't know	4		4
No answer	-		5

il

12h Is the ... fitted. with a radio-cassette player, a s,-,parate radio, a separate cassette player, a CD player or a fixed telephone? (CODE ALL MENTIONED)

1. st most	2nd most		
used car	used car		
Radio-cassette player	V164		V171
Radio	V165		V172
Cassette player	V166		V173
CD player	V167		V174
Telephone	V168		V175
None of these	V169		V176
Don't know	V170		V177
No answer			V178

12i Approximately, how many kilometers does tb e .... cover for private use in a year?

1 st most	2nd most		
used car	used car		
Below 5.000 km	i	V179	i vi 80
5,000 - 9,999 km	2		2
10,000 - 14,999 km	3		3
15,000 - 19,999 km	4		4
20,000 - 24,999 km	5		5
25,000 - 29,999 km	6		6
30,000 - 39,999 km	7		7
40,000 - 54,999 km	8		8
55,000 or more	9		9
Don't know	9		0
No answer	-		x

1 2j Does the ... run on leaded petrol, unleaded petrol, diesel or propane?

1 st. most	2nd most		
used car	used car		
Leaded petrol	i	visi i	V186
Unleaded petrol	2	V182	2 V187
Diesel	3	V183	3 V188
Propane	4	V184	4 V189
Don't know	5	V185	i V190
No answer	-	i	V191

ASK ALL

13. Do you, yourself, have a full licence to drive the car?

i Yes V192

2 No

12

14a I am going to read out a list of beverages that people drink in various countries. Can you tell me which, if any, of them you have drunk in the past year? (READ OUT EACH ITEM AND CODE IF DRUNK)

FOR YOUR 1ST INTERVIEW READ OUT ITEMS FROM POINT A, FOR YOUR 2ND FROM POINT B - REMEMBERING TO READ OUT ALL ITEMS ETC.

ALWAYS CODE YOUR STARTING POW'(CODE ONE ONLY)

1A - 2B - 3C -4D V193

FOREACH=DRUNKASKQ.14b(IFliQbF,DRUNKSIGPTOQ.14c)

14b When was the last time you drank .... (DRINK AT Q. 14a)?  
IF WIT1-1IN LAST 7 DAYS (NOT INCLUDI4G DAY OF INTERVIEW) RECORD BELOW

	14a	14b		
	Drunk in	Drunk in		
	past year	past 7 days		
A)	a) French Cognac	V194	V216	
	b) Other brandies	V195	V217	
	c) Scotch Whisky	V196	V218	
	d) Malt Whisky	V197	V219	
	e) Other whiskeys	V198	V220	
	f) Gin	V199	V221	
	g) Dark or white rum	V200	V222	
	h) Vodka	V201	V224	
B)	i) Schnaps, Akquavit, Geneva, fruit spirit, vegetable spirit	V202	V224	
	j) Pastis (e.g. Pernod, Ricard, Ouzo)	V203	V225	
	k) Liqueurs (e.g. Cointreau, Grand Marnier Cherry Brandy)	V204	V226	
	l) Sherry	V205	V227	
	m) Port	V206	V228	
C)	n) Sweet Vermouth	V207	V229	
	o) Dry Vermouth	V209	V230	
	p) Other wine aperitifs (e.g. Dubonnet)	V209	V231	
	q) Red, white or rose still wine	V210	V232	
	r) French Champagne	V211	V233	
	s) Other sparkling wine	V212	V234	
D)	t) Beer, Stout or Lager	V213	V235	
	u) Cider	V214	V236	
	None of these	V215	V237	

13

ASK AL  
SHOWCARD7

14c How often these days would you say that you consume any alcoholic drink? (CODE ONE ONLY UNDER Q. 14c)

SHOWCARD7

14d And how often do you drink bottled mineral water (either with or without gas)? (CODE ONE ONLY UNDER Q. 14d)

	14c	14d-		
	Alcohol.	Bottled water		
	Every/almost every day	i	V238	i V239
	3 or more times a week	2		2

Once or twice a week 3 3  
2 or 3 times a month 4 4  
Once a month or less often 5 5  
Never 6 6

14e

Thesedays,doyoudrinkanybeerorwinethatispeciallyproducedwithareducedalcoholcontentorwithnoalcoholcontent?Ido

not mean drinks that you dilute yourself (CODE ALL MENTIONED)

Yes, beer V240

No, wine V241

No, neither V242

Moving now to another subject ...

15a Have you heard of the European Community that is the EEC or Common Market?

1. Yes - ASK Q.15b - 18 V243

2 No SKIP

3 Don't know TO Q. 19

ASKQ.]5bIFHF-ARDOFEEC-RUTS PTOQ.19

15b Do you know how many countries are members of the European Community?

IF YES: How many?

i Yes (WRITE IN NUMBER) V244

2 No V245

15c Do you know if this country is or is not a member of the European Community that is the EEC or Common Market, or you you not know?

i Yes, member V246

2 No, not a member ASK Q. 15d

3 Don't know

15d

Doyou,ordonyouthinkthatthiscountry~,houldbeamemberoftheEuropeanCommunity,thatistheEECorCommonMarket?

(CODE ONE ONLY)

i Yes, should be V247

2 No, should not be

3 Don't know

14

15e Which other country or countries do you think: should become members of the European Community, that is the EEC or Common Market? (PROBE FULLY, CODE ALL MENTIONED UNDER Q.15e)

15f

Which,ifany,ofthecountriesofEasternEurope,doyouthinkshouldn'tbeinvitedtojointheEuropeanCommunity,thatistheEEC

or Common Market? (PROBE FULLY - CODE ALL MENTIONED, UNDER Q.15f)

INTERVIEWER NOTE: IF RESPONDENT MENTIONED 'LUXEMBOURG'; RING CODES FOR BELGIUM, HOLLAND AND LUXEMBOURG

lse	15f	
Should be	Should be	
members	invited	
Western Europe		
Austria V248	V281	
Belgium V249	V282	
Britain/United Kingdom V250		V283
Denmark V251	V284	
Finland V252	V285	
France V253	V286	
Germany (West) V254		V287
Greece V255	V288	
Holland/Netherlands V256		V289
Iceland V257	V290	
Italy V258	V291	
Ireland V259	V292	
Luxembourg V260	V293	
Norway V261	V294	
Portugal V262	V295	
Spain V263	V296	
Sweden V264		V297
Switzerland V265	V298	
Turkey V266	V299	
Eastern Europe=		
Bulgaria V267	V300	
Czechoslovakia V268		V301
East Germany V269	V302	
Estonia V270	V303	
Hungary V271	V304	
Latvia V272	V305	
Lithuania V273	V306	
Poland V274	V307	
Romania V275	V308	
Russia V276	V309	
Yugoslavia V277	V310	
U.S.A. V278	V311	
Other (PLEASE SPECIFY)		
None V279	V312	
Don't know V280	V313	

QUESTIONS 16 - 18 SHOULD ONLY BE ASKED IN THE 12 COUNTRIES OF THE EC

16. VERSION A: Do you believe that the European Community, that is the EEC or Common Market, has so far been a good thing or a bad thing from the point of view of .... ? (READ (UT ITEMS A AND B IN REVERSE ORDER IN ALTERNATE INTERVIEWS AND CODE ORDER USED)

CODE ORDER: 1 = A First - 2 = B First. V671

Good thing    Bad thing    Both/neither

Don't know

A) Your standard of living    1    2    3    V672

B) The future of Europe    1    2    3    V673

16. VERSION B: Do you believe that the European Community, that is the EEC or Common Market, has so far been a good thing or a bad thing from the point of view of .... ? (READ OUT ITEMS A AND B IN REVERSE ORDER IN ALTERNATE INTERVIEWS AND

CODE ORDER USED)

CODE ORDER: 1 = A First - 2 = B First - V771

Good thing    Bad thing Both/neither

Don't know

A) Your standard of living    1    2    3    V772

B) The future, of Europe    1    2    3    V773

17a VERSION A: Have you read in the papers, seen on television or heard anything about the Single European Market of 1992?

i    Yes - ASK Q. 17b    V674

2    No SKT

3    Don't know    TO Q. 18

ASK Q.17B IF YES (CODE 1) AT Q.17a - REST SKIP TO Q.18

17b VERSION A: Do you think the completion of the Single European Market of 1992 will be, for you, a good thing or a bad thing?

i    A good thing    V675

2    Neither good nor bad

3    A bad thing

4    Don't know

17a VERSION B: Have you read in the papers, seen on television or heard anything about the Single European Market of 1992?

i    Yes - ASK Q. 17b    V774

2    No SKT

3    Don't know    TO Q. 18

ASK Q.17B IF YES (CODE 1) AT Q.17a - REST SKIP TO Q.18

17b VERSION B: Do you think the completion of the Single European Market of 1992 will be, for you, a good thing or a bad thing?

i    A good thing    V775

2    Neither good nor bad

3    A bad thing

4    Don't know

16

ASK ALL KNOW ABOUT EC

SHOWCARDS K AND M

INTERVIEWER NOTE: SHOW CARDS K AND M IN FORWARD AND REVERSE ORDER IN ALTERNATE INTERVIEWS, AND

CODE ORDER USED

18 VERSION A: Could you please look at the statements on these two cards, one by one, and tell me for each statement whether you are

personally for or against the statement? Are you very much for, to some extent for, to some extent against or very much against ... ?

(ASK FOR EACH STATEMENT IN THE ORDER THEY APPEAR ON THE CARDS)

CODE ORDER:    1. CARD K SHOWN FIRST V676

2.    CARD M SHOWN FIRST

For -For -Against - Against - Don't

very much    to some extent.    to some extent very much know

Statement A: Taxes/European Community    1    2    3    4    5    V677

Statement B: Taxes/Eastern Europe    1    2    3    4    5    V678

Statement C: Taxes/Outside Europe    1    2    3    4    5    V679

Statement D: Agricultural policy 1 2 3 4 5 V680  
Statement E: Work in Community 2 3 4 5 V681  
Statement F: Diplomas/professional  
qualifications 1 2 3 4 5 V682  
Statement G: Pooling scientific research 1 2 3 4 5 V683  
Statement H: Equal social benefits 1 2 3 4 5 V684

ASK ALL KNOW ABOUT EC

SHOWCARDS K AND M

INTERVIEWER NOTE: SHOW CARDS K AND M IN FORWARD AND REVERSE ORDER IN  
ALTERNATE INTERVIEWS AND  
CODE ORDER USED

18 VERSION B: Could you please look at the statements on these two cards,  
one by one, and tell me for each statement whether you are  
personally for or against the statement? Art you very much for, to some  
extent for, to some extent against or very much against. ... ?

(ASK FOR EACH STATEMENT IN THE OIWER THEY APPEAR ON THE CARDS)

CODE ORDER: 1 CARD K SHOWN FIRST V776  
2. CARD M SHOWN FIRST

For -For -Against - Against - Don't  
very much to some extent to some extent very much know  
Statement A: Remove Border controls 1 2 3 4 5 V777  
Statement B: Same sentences/crimes 1 2 3 4 5 V778  
Statement C: Independent Police Force 1 2 3 4 5 V779  
Statement D: Common Foreign Policy 1 2 3 4 5 V780  
Statement E: Customs Duties 2 3 4 5 V781  
Statement F: Equal VAT 2 3 4 5 V782  
Statement G: Common currency 2 3 4 5 V783  
Statement H: Strongerleconomically 1 2 3 4 5 V784  
17

ASK IN ALL COUNTRIES

ASK A

SHOWCARD8

19a In general, are you for or against efforts being made to unify the  
countries of Western Europe? (CODE ONE ONLY)

i For, very much V314  
2 For to some extent  
3 Neither for nor against  
4 Against, to some extent  
5 Against, very much  
6 Don't know

SHQ-WCARD9

19b Are you personally in favour of, or opposed to, the unification of the  
two German states?

i In favour, very much V315  
2 In favour, to some extent  
3 Neither in favour nor opposed  
4 Opposed, to some extent  
5 Opposed, very much  
6 Don't Imow

20a Thinking about young people today between, say 16 and 25 years old, would you say that in the main, you have a favourable or an unfavourable impression of them, or neither favourable nor unfavourable? (CODE ONE ONLY UNDER Q.20a BELOW)

20b And what about people over 45. Would you say that in the main, you have a favourable, or an unfavourable impression of them, or neither favourable nor unfavourable? (CODE ONE ONLY UNDER Q.20b BELOW).

Q.20a	Q20b		
Young	Old		
Favourable	i	V316	i V317
Neither favourable nor unfavourable	2		2
Unfavourable	3		3
Don't know	4		4

SHOWCARD I

21.

VERSION A: Looleingatthissboweare~pleasetellmehowmuchconfidenceyouhaveineachof thefollowinginthiscountry.Isita

great deal, quite a lot~ not very much or nont at all? (READ OUT EACH

STATEMENT AND CODE ONE RESPONSE FOR EACH)

READ OUT STATEMENTS IN FORWARD AND REVERSE ORDER FOR ALTERNATIVE INTERVIEWS AND CODE ORDER.

ORDER: i FORWARD 2 REVERSE V609

	A great deal	Quite a lot	Quite a much	Not very all	None at know	Don't	
a) The Church	1	2	3	4	5		V610
b) The Armed Forces			1	2	3	4	5 V611
c) The Education system	1			2	3	4	5 V612
d) The Legal system				2	3	4	5 V613
e) T13e Press		2	3	4	5		V614
f) The TV and radio media			1	2	3	4	5 V615
g) The advertising industry			1	2	3	4	5 V616
h) The Trade Unions			1	2	3	4	5 V617
i) The Police	1	2	3	4	5		V618
j) Parliament	1	2	3	4	5		V619
k) The European Parliament	1	2	3	4	5		V620
l) The Civil Service			1	2	3	4	5 V621
m) Local Government			1	2	3	4	5 V622
n) International companies			1	2	3	4	5 V623
o) The Social Security System			1	2	3	4	5 V624
p) The European Community	1	2	3	4	5		V625

SHOWCARD 10

21. VERSION B: I am going to read out some things that people do. Would you tell me for each, whether you approve or disapprove of

people who do these things, or doesn't it worry you? (READ OUT EACH STATEMENT AND CODE ONE RESPONSE FOR EACH)

READ OUT STATEMENTS IN FORWARD AND REVERSE ORDER FOR ALTERNATIVE INTERVIEWS AND CODE ORDER,

ORDER: 1 FORWARD 2 REVERSE V709

18

Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know
------------------	------------------	--------------------------------	---------------------	---------------------	------------

a) People who fight against social

- injustice 1 2 3 4 5 6 V710
- b) People who don't declare all their income for tax purposes 1. 2 3 4 5 6 V711
- c) People who drive after drinking 1 2 3 4 5 6 V712
- d) People who always drive within the speed limit 1 2 3 4 5 6 V713
- e) People who smack their children 1 2 3 4 5 6 V714
- f) People who on finding a lost article keep it for themselves 1 2 3 4 5 6 V715
- g) People who marry someone of a different class or educational background 1 2 3 4 5 6 V716
- h) People who marry someone of a different cultural and religious background 1 2 3 4 5 6 V717
- i) People who smoke in public places 1 2 3 4 5 6 V718
- j) People who believe that marriage is outdated 1 2 3 4 5 6 V719
- k) People who believe that welfare is the responsibility of the Government 1 2 3 4 5 6 V720
- l) People who use leaded petrol 1 2 3 4 5 6 V721
- m) People who think women should have the right to choose to have an abortion 1 2 3 4 5 6 V722

19

SHOWCART) 11

22. VERSION A: For each of the following statements could you tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree? (READ OUTEACH STATEMENT AND CODE ONE RESPONSE FOR EACH) READ OUT STATEMENTS IN FORWARD AND REVERSE ORDER FOR ALTERNATE INTERVIEWS AND ORDER

ORDER:1	Forward	2	REVERSE	V626
	Neither			
	Strongly agree	ly	agree nor	-Strongly
	agree	Agree	disagree,	Disagree
			disagree,	disagree
			not	applicable
			pop't-knowl	

- a) The migrant workers in this country should be sent home 1 2 3 4 5 6 V627
- b) Migrant workers are vital to this country's economy 1 2 3 4 5 6 V628
- c) In the next ten years most people will rather have more leisure than more money 1 2 3 4 5 6 V629
- d) Work is essential for a full. life 1 2 3 4 5 6 V630
- e) Social behaviour will. continue to get worse 1 2 3 4 5 6 V631
- f) The new values that are emerging will make a better society 1 2 3 4 5 6 V632
- g) I see my work as a career not just a job 1 2 3 4 5 6 V633
- h) People should not be expected to work beyond the hours for which they are paid 1 2 3 4 5 6V634

SHOWCARD 11

22. VERSION B: For each of the following statements could you tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree? (READ OUT EACH STATEMENT AND CODE ONE RESPONSE FOR EACH) READ OUT STATEMENTS IN FORWARD AND REVERSE ORDER FOR ALTERNATE INTERVIEWS AND CODE ORDER

ORDER: I Forward -2 REVERSE V723  
Neither  
Strongly agree nor Strongly Don't know  
agree Agree, disagree Disagree, disagree not applicable

- a) A marriage without having children is not complete 1 2 3 4 5 6 V724
- b) Having children interferes too much with the freedom of parents 1 2 3 4 5 6 V725
- c) A woman's place is in the home 1 2 3 4 5 6 V726
- d) Women should have more freedom. to do what they want 1 2 3 4 5 6 V727
- e) I am very happy with the kind of life I lead 1 2 3 4 5 6 V728
- f) I wish I could. change my role in life and do something entirely different 1 2 3 4 5 6 V729
- g) Religion continues to be a force in society 1 2 3 4 5 6 V730
- h) Communism is finished as an ideology in Europe 1 2 3 4 5 6 V731

23. VERSION A: Which of the following things do you yourself or does, any member of your household do at home at least sometimes? (READ OUT EACH STATEMENT AND CODE ONLY IF =) ALTERNATE BETWEEN FORWARD AND REVERSE ORDER AT ALTERNATIVE INTERVIEWS AND C:)DE ORDER.

- ORDER: i FORWARD- 2 REVERSE V635
- Gardening V636
- Wall papering V637
- Painting walls or woodwork V638
- Electrical improvements or repairs V639
- Plumbing improvements or repairs V640
- Home carpentry V641
- Car servicing, repairs or maintenance V642
- Dress making V643
- Knitting V644
- None of these V645

23a VERSION B: Which languages do you. speak fairly fluently, at least enough to make yourself understood, including the language you usually speak? (PROBE FULLY - CODE ALL MENTIONED UNDER 23a) INTERVIEWER NOTE: THIS INCLUDES THE LANGUAGE USUALLY SPOKEN

23b And which languages can you understand enough to read and enjoy a book or magazine in them? (PROBE FULLY - CODE ALL MENTIONED UNDER 23b) INTERVIEWER NOTE: THIS INCLUDES THE LANGUAGE USUALLY

USED

ASK Q.23c IF SPEAK MORE THAN ONE LANGUAGE AT Q.23a - REST SEP TO Q.24  
23c And which language do you usually speak at home? (CODE ONLY UNDER 23c)

	23a	23b	23c
	Speak	Read	At home
Danish	V732	V745	
Dutch/Flemish	V733	V746	
English	V734	V747	
Finnish	V735	V748	
French	V736	V749	
German	V737	V750	V758
Greek	V738	V751	
Italian	V739	V752	
Norwegian	V740	V753	
Portuguese	V741	V754	
Spanish	V742		
Swedish	V743	V756	
Other (PLEASE SPECIFY)	V744	V757	V759

24a VERSION A: Do you play any sport regularly, or exercise regularly?

Yes, sport V646  
Yes, exercise V647  
No V648

SHOWCARD 12

24b VERSION A: How concerned are you about what you eat and drink in relation to your health and fitness?

1 Very concerned V649  
2 Fairly concerned  
3 Not very concerned  
4 Not at all concerned  
5 Don't know

24c VERSION A: Do you these days drink calorie-reduced soft drinks, such as slim-line tonics or diet colas or mineral water as a low calorie drink? (CODE ALL MENTIONED)

Yes, diet drinks V650  
21

Yes, mineral water V651  
No V652  
Don't know V653

24d VERSION A: Are you a vegetarian or a vegan or neither? (CODE ONE ONLY)

1 Vegetarian V654  
2 Vegan  
3 Neither

24e VERSION A: Do you smoke regularly, occasionally or never? (CODE ONE ONLY UNDER 24e)

ASK 24f IF NEVER SMOKE - REST SKIP 0 Q-25

24f VERSION A: Have you ever smoked regularly, occasionally or have you never smoked? (CODE ONE ONLY UNDER 24f)

24e	24f		
Regularly	i V655	i	V656
Occasionally	2	2	
Never	3	3	

ASK A  
SHOWCARD 12

24. VERSION B: For each of the following statements, can you tell me whether you strongly approve, somewhat approve, somewhat disapprove or strongly disapprove? (READ : )UT EACH STATEMENT AND CODE ONE RESPONSE FOR EACH) READ OUT  
STATEN=S IN FORWARD AND REVERSE ORDER FOR ALTERNATE INTERVIEWS AND CODE ORDER

	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know
a) Protection of Wildlife	1	2	3	4	5	6 V760
b) Protection. of Environment	1	2	3	4	5	6 V761
c) Abolition of nuclear-power stations	1	2	3	4	5	6 V762
d) Destruction of nuclear weapons	1	2	3	4	5	6 V763
e) More rights for women	1	2	3	4	5	6 V764
f) The Human Rights movement	1	2	3	4	5	6 V765
g) Animal Rights	1	2	3	4	5	6 V766

ASK ALL

25a Version A: Have you a dog, cat, caged-bird or another pet in your home? (CODE ALL 1~4 MENTIONED).

Dog	ASK Q.25b	V657
Cat		V658
Caged-bird	SKIP TO Q.26	V659
Other pet		V660
None		V661

22

ASK 0.25b IF DOG OR CAT (CODES 1 OR 2) AT Q.25a - REST SKIP TO Q.26

25b VERSION A: Do you buy canned or ready prepared pet food for your ... ?

i) dog?  
ii) cat?

	Dog	Cat	
Yes	i V662	i	V663
No			
Don't know			

25a VERSION B: What is your religion? (CODE ONE ONLY)

i	Catholic (Roman)	V767
2	Catholic (Greek Orthodox)	
3	Protestant National Church	ASK
	(e.g. Church of England/Church of Scotland)	
4	Lutheran	Q.25b
5	Calvinist	
6	Methodist/Baptist	
7	Other Protestant (PLEASE SPECIFY)	

- 8 Jewish
- 9 Muslim
- 0 Hindu SKIP
- x Other (PLEASE SPECIFY) TO
- v None Q.26

ASK Q.25b IF CHRISTIAN - REST SKIP TO Q,26

25b VERSION B: Did you go to church or your place, of worship last Christmas?

- i Yes V768
- 2 No
- 3 Don't know

ASK A

26a VERSION A: Not counting magazines, about how many books have you bought in the past 12 months, either for yourself or for someone else? Please include any reference books you may have bought.

(WRITE IN)

- v Don't know V664

ASK Q.26b IF BOUGHT BOOKS AT REST SKIP TO Q,2

26b VERSION A: About how much did you pay for the most expensive book you bought in the past 12 months?

- i Less than £ 3.00 V665
- 2 £3.00 - less than £5.00
- 3 £5.00 - less than £10.00
- 4 £10.00 - less than £15.00
- 5 £15.00 - less than £20.00
- 6 £20.00 - less than £25.00
- 7 £25.00 - less than £30.00
- 8 £30.00 - less than £40.00
- 9 £40.00 - less than £50.00
- 0 £50.00 or more
- x Don't know

26c VERSION A: Thinking about the books you have bought in the last 12 months, would you say they were mostly fiction, that is novels, mostly non-fiction or about half and half?

23

- Mostly fiction (novels) V666
- 2 Mostly non-fiction
- 3 Half and half
- 4 Don't know

26d VERSION A: Were any of the books you bought in the last 12 months bought by post?

- i Yes, by post ASK Q.26e (Data not in Set)
- 2 No Skip
- 3 Don't know TO Q.26f

ASK Q.26e IF YES, (CODE 1) AT Q.26d - REST SKIP TO Q.26

26e VERSION A: From which firm(s) did you buy it/them?

- i Readers Digest only (Data not in Set)

- 2 From another firm only
- 3 From both Readers Digest and another firm
- 4 Don't know

ASK A

26f VERSION A: Not counting magazines, about how many books would you say that you have read in the past 12 months? (WRITE IN)

v Don't know V667

ASK ALL

26a VERSION B: Do you smoke regularly, occasionally or never? (CODE ONE ONLY UNDER Q.26a)

ASK Q.26b IF NEVER SMOKE - REST S P TO Q,27

26b VERSION B: Have you ever smoked regularly, occasionally or have never smoked? (CODE ONE ONLY UNDER Q.26b)

Q.26a Q.26b

Regularly i V769 i V770

Occasionally 2 2

Never 3 3

(PUNCH INSTRUCTION - SKOIP TO COLUMN 356.

ASK A

27. Have you personally spent more than 300 U.S. Dollars (TRANSLATE TO OWN CURRENCY) on any of the following items in the last two years? (READ OUT ITEMS AND ~Z:ODE IF BOUGHT FOR SPECIFIED, AMOUNT)

Wristwatch V319

Single item of luggage V320

Piece of jewellery V320

Pen V320

Raincoat V320

China or glass V320

None of these V325

Don't know V326

24

28a

On how many days a week do you usually watch television not including watching videotapes? (CODE ONE ONLY)

1 7 days a week V327

2 6 days a week

3 5 days a week

4 3 or 4 days a week

5 1 or 2 days a week

6 Less often

7 Never watch TV SKIP

8 Don't know to Q.29

ASK Q.28b JE EVER WATCH TV (CODES 1. 2.3.4.5. or 6 at Q.28a) - REST SKT TO Q.29

28b On a day when you watch TV, for about how many hours on average do you view television including when you watch videotapes? (CODE ONE ONLY)

- 1 1 hour or less V328
- 2 Over 1 - up to and including 2 hour;
- 3 over 2 - up to and including 3 hourE
- 4 Over 3 - up to and including 4 hour~
- 5 Over 4 - up to and including 5 hour;
- 6 Over 5 - up to and including 6 hour~
- 7 Over 6 - up to and including 7 hours
- 8 Over 7 - up to and including 8 hours
- 9 Over 8 - up to and including 9 hours
- 0 Over 9 hours
- x Don't know

ASK

29. On how many days on an average week would you say that you read or look into a newspaper?

- 1 1 day a week V329
- 2 2 days a week
- 3 3 days a week
- 4 4 days a week
- 5 5 days a week
- 6 6 days a week
- 7 7 days a week
- 8 Less often
- 9 Never
- 0 Don't know

30a

Thinking now about the average Saturday, how many different newspapers do you read or look into on an average Saturday? (COUNT SUPPLEMENTS ONLY IF THE PARENT PAPER IS = READ ON THE SAME DAY) - (WRITE IN)

- Newspapers V330
- v Don't know

30b Now, can you please think about yesterday, and tell me how many different newspapers you read or looked into yesterday? (COUNT SUPPLEMENTS ONLY IF THE PARENT PAPER WAS MURDERED YESTERDAY - WRITE IN)

Newspapers V331

- v Don't know

25

31. Would you now think about yesterday again, and tell me how many magazines, not including newspaper supplements, you read or looked into yesterday? (COUNT BOTH TITLES AND ISSUES, I.e. 2 ISSUES OF ONE TITLE COUNTS AS 2)

- a) first, how many weekly magazines? (WRITE IN NUMBER) V332
  - v Don't know
- b) and fortnightly magazines? V333
  - v Don't know
- c) and monthly magazines? V334
  - v Don't know
- d) and any others? V335
  - v Don't know

32. On how many days in an average week would you say that you read or look into any magazine?

- 1 7 days a week V336
- 1 6 days a week
- 1 5 days a week
- 1. 4 days a week
- 1 3 days a week
- 1 2 days a week
- 1 1 day a week
- 8 None
- 9 Don't know

ASK A

35a Have you had a holiday of 6 days or more away from home either in this country or abroad, in the last 3 years? (CODE UNDER Q.35a)

ASK Q.35b IF YES (CODES 1 or 2) AT Q. 5g - REST SKIP TO Q.39

And have you had such a holiday in the past 12 months either in this country or abroad? (CODE UNDER Q.35b)

35a 35b

Last 3 yrs Last 12 months

Yes, this country V338 V341

Yes, abroad V339 V342

No, neither V340 V343

36a Were any of your holidays in the past 3 year; package holidays with an inclusive price for travel and accommodation? (CODE UNDER Q.36a)

ASK Q.36b IF TAKEN HOLIDAY IN PAS - 12 MONTHS AT Q.35b - REST SKIP TO Q.37

36b And were any of the holidays taken in the past 12 months package holidays? (CODE UNDER Q.36b)

36a 36b

Last 3 yrs Last 12 months

Package in this country V344 V348

Package abroad V345 V349

Not package V346 V350

Don't know V347 V351

26

ASK ALL HOLIDAY TAKERS IN PAST 3 YEARS

37. Were any of your holidays in the past 3 years ... ? (READ OUT EACH HOLIDAY AND CODE IF APPLICABLE)

- winter sports holiday V352
- winter sun holiday V353
- cruise, holiday V354
- holiday with, your own car V355
- holiday with a rented self-drive car V356
- holiday with travel by air V357
- holiday with travel by sea (not a cruise) V358
- holiday with travel by coach for more than two hours V359
- holiday with train travel of more than two hours, V360
- None of these V361

38. In which country or countries have you had a holiday in the past 3 years? (PROBE FULLY - CODE ALL MENTIONED)

Europe,

Austria V362

Belgium/Luxemboug V363  
 Britain V364  
 Cyprus V365  
 Czechoslovalda V366  
 Denmark V367  
 Finland V368  
 France/Corsica/Monaco V369  
 Germany (East) V370  
 Germany (West) V371  
 Greect/Greek Islands V372  
 Holland/Netherlands V373  
 Hungary V374  
 Ireland V375  
 Italy/Sicily/Sardinia V376  
 Malta V377  
 Norway V378  
 Poland V379  
 Portugal/Azores/Madeira V380  
 Romania V381  
 Russia V382  
 Spain/Balearics/Canaries V383  
 Sweden. V384  
 Switzerland V385  
 Turkey V386  
 Yugoslavia V387  
 Other European country (PLEASE SPECIFY) V388  
 Rest of the worl  
 Morocco V389  
 Tunisia V390  
 Other in Africa V391  
 Israel/Middle East V392  
 India/Paldstan V393  
 Asial and Far East V394  
 Australia. 1 New Zealand V395  
 Canada V396  
 USA V397  
 West Indies/Caribbean V398  
 South America/Mexico/Brazil V399  
 Other non-European country (PLEASE SPECIFY) V400

27

ASK A

39. In the past 12 months only, how many separate, stays in p.~jd accommodation have you had away from home either on holiday or for other reasons, but excluding business trips? (KRITE IN)

Stays in paid accommodation V401

40. Do you or does any member of your househok. travel. outside this, country for business reasons?

i Yes V402

2 No

3 Do~'t know

ASK ALL WOMEN - MEN SIGP TO Q,42

41. I am going to read out some toiletry articles artd cosmetics. Would you please tell. me which of these items you are using these days?

(READ OUT EACH ITEM IN TURN AND CODE IF USED. ROTATE ORDER OF READING OUT, i.e. 1ST INTERVIEW START

AT A, 2ND INTERVIEW START AT POIN'r B etc. - REMEMBER TO READ OUT ALL STATEMENTS, CODE STARTING POINT)

START-POINT:

- i A V403
- i B
- i c
- i D

- A Foundation cream or liquid or creamy make -up V404
  - Rouge, blusher, hi-lighters V405
  - Face powder V406
  - Face cleanser cream or lotion V407
  - Facial moisturizing cream V408
  - Rejuvenating facial. cream or lotions V409
- B Hair conditioner V410
  - Hair spray or lacquer spray V411
  - Hair mousse or gel or setting lotions V412
  - Hair colourants or rinses V413
  - Home perms V414
- c Hand creams or lotions V415
  - Body preparations - cream or lotions V416
  - Deodorants (roll-on, aerosol, stick, spray) V417
  - Preparations for the bath. V418
  - Electric lady shaver V419
  - Hair remover - wax, lotion V420
  - Denture cleaner V421
- D Lipstick/lipgloss V422
  - Eye pencil, mascara or other eye cosmetics V423
  - Nail varnish V424
  - Eau de toilette, eau de parfum, Eau de Cologne V425
  - Concentrated perfume or scent V426
  - Hair dryer V427
  - Other heated hair appliances V428

None of these

28

ASK Ai-L mEN - WOMEN SKIP TO Q-43

42a I am now going to read out a list of things used for washing and shaving. Would you please tell me which of these things you are using nowadays? (READ OUT THE FOLLOWING ITEMS IN TURN AND CODE TF USFD ROTATE ORDER OF READING OUT i.e.

1ST INTERVIEW START AT A etc. REMEMBER TO READ OUT ALL STATEMENTS. CODE START POINT.

CODE START POINT:

- i A FIRST V429
- 2 B FIRST
- A Shaving brush V430
  - Shaving cream: brushless V431
  - Shaving cream: aerosol cream. or gel V432
  - Electric shaver V433
  - Pre-shaving lotion V434
  - Splash-on lotion or toilet water V435
  - After-shave moisturiser or balm. V436

- Hair conditioner V437
- B Hair dressing oil/cream/lotion/pomade V438
- Hairspray V439
- Hairsetting gel/mousse V440
- Hair colour restorer V441
- Denture cleaner V442
- Deodorants V443
- Skin care cream/liquid V444
- Bath preparations V445
- Shower gels V446
- None of these V447

42b Are you most often a wet or dry shaver?  
V448

- i Wet - ASK Q.42e
- 2 Dry SKIP
- 3 Don't know TO Q.43

ASK Q.42c IF WET SHAVER (CODE 1) A r Q.42b - REST SKIP TO Q.43

42c Do you usually use...? (READ OUT - CODE, ONE ONLY)

- i Disposable plastic razors V449
- 2 A razor with a double-edged blade
- 3 A razor for which you buy replacement heads
- 4 Another type of razor
- 5 Don't know

ASK ALL

43. Do you wear contact lenses or spectacles?
- i Yes, contact lenses V450
  - 2 Yes, spectacles
  - 3 Yes, both
  - 4 Neither

44a Are you the person who is mainly or equally responsible for buying food for the household?

- i Yes, mainly ASK V451
- 2 Yes, equally Q.44b
- 3 No, neither skip to Q.47

ASK Q.44b IF YES. (CODES 1 OR 2) AT ).44a - REST SKIP TO Q-.47

29

44b I am going to read out various foodstuffs that are popular in different countries. Can you tell me which of them you usually have in your home? (READ OUT EACH ITEM IN -URN AND CODE IF USUALLY HAVE IN HOME.

ROTATE ORDER OF READING

ITEMS, i.e. 1 ST INTERVIEW START AT ik, 2ND INTERVIEW START AT POINT B etc.

REMEMBER TO READ OUT ALL

STATISTICS, CODE STARTING POINT~

CODE START POINT:

- i A V452
- 2 B
- 3 c
- 4 D

A Instant coffee V453

- Coffée (ground or whole beans) V454
- Tea (including tea bags) V455
- Ready-to-cook soups in packages or cubes V456
- Tinned soups V457
- B Yoghourt V458
- Breakfast cereals V459
- Packaged biscuits V460
- Sugarless sweeteners V461
- Tinned fruit V462
- c Mayonnaise or salad cream (bought in shop) V463
- Butter V464
- Margarine V465
- Olive oil or cooking or salad oil V466
- Cheese V467
- D Rice V468
- Frozen pizzas V469
- Frozen chips V470
- Frozen vegetables V471
- Packaged, frozen meals (not pizzas) V472
- Spaghetti, Macaroni or other pasta (not tinned) V473
- None of these V474

SHOWCARD 14

44c How often do you serve convenience meals, that is frozen pizzas, packeted frozen meals, chilled, ready-to-heat meals or meals bought from a'take-away? (CODE ONE ONLY)

- 1 5 or more times a week V475
  - 2 3 - 4 times a week
  - 3 1 - 3 times a week
  - 4 1 - 2 times a week
  - 5 Less often
  - 6 Never
  - 7 Don't know
- 30

45. Can you tell me which of the following items you have in your home at the moment? (READ OUT EACH ~ IN TURN AND

CODE IF ANY IN THE HOME. READ our iTEmS iN FORWARD AND REVERSE ORDER AT ALTERNATIVE INTERVIEWS AND CODE ORDER)

CODE ORDER:

- 1 FORWARD V476
- 2 REVERSE
- Window cleaning cream/liquid/spray V477
- Furniture polish V478
- Floor polish V479
- Fabric softener V480
- Aluminium foil V481
- Cling film V482
- Paper tissues V483
- Kitchen paper towels V484
- Disinfectants for household use V485
- Products for whitening the sink, surfaces and/or WC V486
- None of these V487

SHOWCARD 15

46. How do you wash of the clothes in youi household? (CODE ONE ONLY)

Electric washing machine used V488

- i own household machine,
- 2 communal machine, in apartment block
- 3 take to laundrette or work
- 4 other (PLEASE SPECIFY)

Electric Washine Machine not us

- 5 send out to Laundry
- 6 send out for washing only (not ironing)
- 7 housewife does it by hand
- 8 household employeeshelp does it by hand
- 9 other (PLEASE SPECIFY)

ASK A

47a Do you personally have any of the following .... ? (READ OUT - CODE ALL MENTIONED)

Bank account V489

Building Society account (BRITAIN ONL'n V490

Cheque book V491

Any card that you can use to obtain cash from an automatic cash dispenser V492

Any card that you can use instead of cash without a cheque, - ASK Q.47b V493

None of these - SKIP TO Q.48 V494

ASK Q.47b IF HAVE CARD (CODE 5) A 0.47a - REST SIGP TO Q.48

SHOWCARD 16

47b Which of these sorts of cards do you have? (CODE ALL I vA[ENTIONED)

- card that immediately takes money out of your bank account V495
- card that requires you to pay the, debt in full when you are billed V496
- card that allows you to pay off the debt over a number of months V497

31

ASK ALL

48. Do you have the highest, that is the chief income in the household, whether or not you are working?

INTERVIEWER NOTE: CHIEF INCOME IS, DEFINED AS THE PERSON WHO HAS THE LARGEST INCOME, WHETHER RETIRED OR NOT. IF TWO PERSONS QUALIFY WITH EQUAL INCOME THEN THE OLDEST MALE IS THE CHIEF INCOME, OR THE OLDEST FEMALE IF ALL FEMALES.

- i Yes - ASK Q.49 V498
- 2 No SKIP
- 3 Don't know TO Q.50

ASK Q.49 IF CHIEF INCOME (CODE 1) at Q.48 - REST SKIP TO SHOWCARD 17

49a Please would you tell me, whether you personally or anyone in your household has any of the following types, of insurance? Please just read out the letters shown against the items you have (PROBE FULLY - CODE ALL MENTIONED)

- Q Private medical insurance V499
- s Life insurance that matures on your death V500
- c Life insurance for a fixed number of years V501
- L Private insurance that pays when you are ill V502
- F Insurance of your home - the building V503
- R Insurance of your home - your possessions V504
- None of these V505
- Don'tknow V506

SHOWCARD 18

49b  
 And do you or does anyone in your household have savings, or investments in any of the following? Please just read out the item shown against the items you have. (PROBE FULLY - CODE ALL 1V=IONED)

- N Post Office savings V507
- i Stocks or shares V508
- z Other Government savings or bonds; V509
- B Insurance saving plans for children's education V510
- p Unit Trusts V511
- G Employers Pension Fund (not state: V512
- T Private Pension Savings Plan V513
- v Building Society V514
- None of these V515
- Don'tknow V516

ASK ATL - DEMOGRAPHICS

OCCUPATIONAL DETAILS

I would now like to ask you about the occupation of the person with the highest income, i.e. the chief income. IF RESPONDENT IS CHIEF INCOME (AT Q.48) ASK Qs 50 -55 ABOUT RESPONDENT.

50. Is the person with the chief income employed now?

- i Yes, employed V517
- 2 No, retired, pensioned ASK
- 3 No, unemployed. Q.51
- 4 No, housewife not otherwise working: Lg
- 5 No, student - SKIP TO Q.56

ASK Q.51 IF CHIEF INCOME WORKER OR WORKED (CODES 1 - 4) AT Q.50

Does or did the person with the chief income work for someone else or for him/herself.

- i Someone else, employee - ASK Q.52a; 2b V518
- 2 Him/herself, self-employed employing others - ASK Q.52b
- 3 Him/herself, working on own account - SKIP TO Q.53
- 4 Never worked - SKIP TO Q.56

ASK Q.52a TF CODE 1 AT Q.51

52a How many persons is/was the person with the chief income responsible for supervising? (CODE ONE UNDER 52a)

ASK Q.52b IE CODE 2 AT Q.51

52b How many persons does/did the person with the chief income employ?

(CODE ONE UNDER 52b)

	52a	52b		
	Supervise		Employ	
None	i	V519	i	V520
Less than 5	2		2	
Between 5 and 9	3		3	
Between 10 and 49	4		4	
Between 50 and 99	5		5	
100 or more	6		6	
Don't know	7		7	

ASK ALL CHTEFTNCOH£WORMGIHAVE 'ORKED(CODES1-3)ATQ.51

53. In what type of industry, business or activity does/did the person with the chief income work?

- i Farming, fishing, forestry V521
- 2 Heavy industry/mining/energy
- 3 Construction
- 4 Manufacturing
- 5 Commerce, banking, insurance etc.,
- 6 Distribution wholesale/retail
- 7 Transport
- 8 Public Administration (Central and local Govt)
- 9 Services/catering, tourism, legal, media, arts
- 0 Education
- \* Medical, hospital, health
- \* Armed Forces

54. What is/are the person with the chief income's job there?

Non-manual (White collar)

- i Senior management (Chairman, president, CEO, Vice President, General manager, director, Vice President, company secretary, treasurer, chief accountant. V522
- 2 Middle Management (departmental head, or deputy head, manager, executives)
- 3 Other office workers, salespersons clerical workers
- 4 Other non-manual

Manual (Blue collar)

- 5 Skilled
- 6 Semi-skilled
- 7 Unskilled

55. How many hours a week does/did the person with the chief income usually work?

33

- 1. Less than 30 hours a week V523
- 2 30 - less than 35 hours a week
- 3 35 - less than 40 hours a week
- 4 40 - less than 45 hours a week
- 5 45 - less than 50 hours a week
- 6 50 or more hours a week

ASK ALL

56. Does the person with the chief income have any professional or occupational qualifications?

- Yes, university degree V524
- Yes, professional qualifications V525
- Yes, craft or trade diploma etc V526
- No V527
- Don't know V528

ASK Q.57 W RESPONDENT IS NOT CHIEF -- INCOME (CODE 2 OR 3) AT Q.48 - REST SKIP TO Q.64

57. Are you, employed now?

- 1 Yes, employed V529
- 2 No, retired, pensioned ASK
- 3 No, unemployed Q.58
- 4 No, housewife not otherwise working
- 5 No, student - SKIP TO Q.63

ASK Q.58 JE WORKED/HAVE WORKED (CODE 1 - 4) AT Q.57 - AT Q.57

58. Did you, or did you, work for someone else or for yourself?

- 1 Someone else, employee - ASK Q.59a V530
- 2 Myself, self-employed employing others - ASK Q.59b
- 3 Myself, working on own account - SKIP TO Q.60
- 4 Never worked - SKIP TO Q.63

ASK Q.59a IF CODE 1 AT Q.58

59a How many persons are you/were you responsible for supervising? (CODE ONE UNDER 59a)

ASK Q.59b IF CODE 2 AT Q.58

59b How many persons do you/did you employ? (CODE ONE UNDER 59b)

59a 59b

	Supervise	Employ
None	1 V531	1 V532
Less than 5	2	2
Between 5 and 9	3	3
Between 10 and 49	4	4
Between 50 and 99	5	5
100 or more	6	6

34

ASK ALL WORKING HAVE WORKED (CODES 1 - 3) AT Q.58

SHOWCARD 19

60. In what type of industry, business or activity do you/did you work?

- 1 Farming, fishing, forestry V533
- 2 Heavy industry/mining/energy
- 3 Construction
- 4 Manufacturing
- 5 Commerce, banking, insurance etc.
- 6 Distribution wholesale/retail
- 7 Transport
- 8 Public administration (Central and Local Govt)
- 9 Services/catering, tourism, media, arts

- 0 Education
- x Medical, hospital, health
- v Armed Forces

61. What is/3yz your job there?

Non-manual (White collar)

- i Senior management (Chairman, president~ CEO, MD  
General manager, director, Vice President,  
company seeretary, treasurer, chief accountant V534
- 2 Middle management (departmental head, or deputy  
head, manager, executives)
- 3 Other office workers, salespersons, elerical. workers
- 4 Other non-manual

ManuQ (Blue collar)

- 5 Skilled
- 6 Semi-skilled
- 7 Unskilled

55. How many hours a week do youldid you usu211y work?

- i Less than 30 hours a week V535
- 2 30 - less than 35 hours a week
- 3 35 - less than 40 hours a week
- 4 40 - less than 45 hours a week
- 5 45 - less than 50 hours a week
- 6 50 or more hours a week

ASK ALL NOT CHIEF INCOM

63. Do you have any professional or occupational qualifications?

- Yes, university degree. V536
  - Yes, professional qualifications V537
  - Yes, craft or trade diploma etc V538
  - No V539
- 35

ASK A

64. Are you: (READ OUT)

- i Single V540
- 2 Married
- 3 Living as married
- 4 Divorced
- 5 Separated/living apart
- 6 Widowed

65. How many times have you been married (inc luding lived as married)?

- i Once V541
- 2 Twice
- 3 Three times
- 4 Four or more times
- 5 Never

66. Will you tell me your month and year of birth please? (WRrM IN AND CODE)

	month	V542	
	year	V543	
1	18-20	AGE	
2	21-24		
3	25-29		
4	30-34		
5	35-39		
6	49-44		
7	45-49		
8	50-54		
9	55-59		
0	60-64	AGE	
*	65-69		
*	70-74		
3	75-79		
3	80+		

67. Sex: (CODE)

i	Male	V545
2	Female	

68. At what age did you (will you) finish your fullz~e education? INT

RVIEWER NOTE: IF RESPONDENT HAS RETURNED TO

EDUCATION THEN CODE WHEN C01~1PLETED/WIILL COMPLETE FINAL EDUCATION

1	14 OR UNDER	V546
2	15	
3	16	
4	17	
5	18	
6	19	
7	20	
8	21	
9	22-23	
0	24-27	
x	28 or over	
36		

69. HOUSEHOLD COMPOSOMON:

a) How many people are there in the household, iacluding yourself and students and children temporarily away from home?

	Male	Female
Total	V547	V558

69b And how many are:

Adults aged 60 +	V548	V559
Adults aged 50 - 59	V549	V560
Adults aged 26 - 49	V550	V561
Adults aged 21 - 25	V551	V562
Adults aged 18 - 20	V552	V563
Adults aged 16 - 17	V553	V564

Children aged 10 - 15 V554 V565  
 Children aged 5 - 9 V555 V566  
 Children aged 2 - 4 V556 V567  
 Children. aged 0 - 1 V557 V568

RECORD THE NUMBER IN EACH AGE GROUP AND CHECK THE TOTAL AGREES

69c

And how many are full-time students, aged 16 or more, including those temporarily away but dependent on parent(s) in the household?

(WRITE IN)

V569

69d And how many persons in the household are working full or part time for wages or income? (WRITE IN)

V570

SHOWCARD 20

70. How often do you see or visit your mother? (CODE ONE ONLY)

- i Deceased (NOT ON CARD) V571
- 2 She lives in the same household
- 3 Daily
- 4 At least several times a week
- 5 At least once a month
- 6 Several times a year
- 7 Less often
- 8 Never

71. By the time you became 16 years old were your parents still together?

- i Yes V572
- 2 No, one or both had died
- 3 No, they had separated/divorced.
- 4 Don't know

37

72a How many children of your own do you have? (CODE ONE ONLY UNDER 72a)

72b In your opinion what, if any, is the ideal number of children for a couple to have (CODE ONE ONLY UNDER Q.72b)

Q.72a	Q72b	
None	V573	V574
One	2	
Two	3	
Three	4	
Four	5	
Five	6	
Six or more	7	7
Don't know	8	

ACCOMMODATION

73. Does your accommodation comprise a whole house or an apartment/flat?

- i House - SKIP TO Q.75 V575
  - 2 Apartment/flat/maisonette - ASK Q 74
- ASK Q.74 IF FLAT AT 0.73 (CODE 2)

74. Which floor is the flat entered on?

- i Ground level V576
- 2 2nd - 5th level
- 3 6th - 10th level
- 4 11 th or higher level

ASK A

75. When was the property built?

- i Pre 1900 V577
- 2 1901-1939
- 3 1940-1945
- 4 1946-1959
- 5 1960-1973
- 6 1974+
- 7 Don't know

76. How long have you lived in this accommodation?

- i Less than 1 year V578
- 2 1 year to less than 2 years
- 3 2 years to less than 5 years
- 4 5 years to less than 10 years
- 5 10 years or more
- 6 Don't know

77. Do you own or rent this accommodation?

- i OwnASK Q.78a V579
- 2 Rent SKIP
- 3 Rent it free TO Q.78b
- 4 Don't know SKIP To. Q.79

ASK Q.78a IF OWN

78a It is owned outright?

38

- i Yes V580
- 2 No NOW SKIP
- 3 Don't know TO Q.79
- 4 Refused

ASK Q.78a IF OWN

78b Is it rented...? (READ OUT - CODE ONE ONLY)

- i Privately V581
- 2 From a local authority
- 3 From a housing association
- 4 Don't know
- 5 Refused

ASK,&

79. How many rooms are there in the home that are used as bedrooms?

- 1 1 room, V582
- 2 2 rooms
- 3 3 rooms
- 4 4 rooms
- 5 5 rooms

- 6 6rooms
- 7 7 or more rooms

80. How many toilets are there in your home?

- i Outside toilet V583
- 2 1 inside toilet V584
- 3 2 inside toilets V585
- 4 3 or more inside toilets V586

gla Doyouhaveanotherhomewhichyouowncrrentanduseasasecondhome?

- i Yes -owned ASK Q.81b V587
- 2 Yes -rented SKIP TO.
- 3 No

ASK 0.81b IF OWNED OTHER HOME (C(DE 1) AT Q.81a - REST SKIP TO Q.82

81b Did you buy the other home or was it inherited?

- i Bought V588
- 2 Inherited

ASK A

SHOWCAU 21

82. Which of these phrases comes closest to your feelings about your household's income these days? (CODE ONE ONLY)

- i Living comfortably on, present income, V589
  - 2 Coping on present income
  - 3 Finding it difficult on present incune
  - 4 Finding it very difficult on present income
  - 5 Don't know
- 39

SHOWCARD 22

83. Please use this card to tell. me your total house~hold income BEFORE tax and other deductions. You need only read out the letter alongside the category you feel best applies.

- A Under £1,000 per year INCOME
- B £1,000 - £2,499 per year
- c £2,500 - £3,999 per year
- D £4,000 - £5,499 per year
- E £5,500 - £6,999 per year
- F £7,000 - £8,499 per year
- \* £8,500 - £9,999 per year
- \* £10,000 - £12,499 per year
- 1 £12,500 - £14,999 per year
- 1 £15,000 - £19,999 per year
- K £20,000 - £29,999 per year
- L £30,000 - £39,999 per year
- m £40,000 - £49,999 per year
- N £50,000 - £74,999 per ycar
- 0 £75,000 - £99,999 per year
- p £100,000 - £124,999 per year
- Q £125,000 + per year

Refused

Don't know

84. And does this include or exclude any bonuses, that you may receive?

- i Includes bonuses ASK V591
- 2 Exclude bonuses Q.85
- 3 Do not receive bonuses SKIP
- 4 Don't know TO Q.86

ASK Q.85 IF RECEIVE BONUS (CODES 1 OR 2) AT SHOWCARD) 18

85. What bonus do you receive?

- 1 months pay annually V592
- 2 months pay annually V593
- Weekly bonus V594
- One-off yearly bonus (not month pay) V595
- Other V596
- Don't know V597

ASK A

86. Do you, or does, anyone in your household, receive the Reader's Digest magazine, every month by an annual subscription directly from Reader's Digest? Please include those who receive a subscription as a gift.

- i Yes (Data not in SET)
  - 2 No
  - 3 Don't know
- 40

INTERVIEWER TO CODE:

87. Situation:

- i In country (isolated) V598
- 2 In village (rural)
- 3 Town/city conurbation
- 4 Other (PLEASE SPECIFY)

88. Day of interview:

- i Monday V599
- 2 Tuesday
- 3 Wednesday
- 4 Thursday
- 5 Friday
- 6 Saturday
- 7 Sunday

90. Are you on the telephone?

- i No 'phone' V600
- 2 Yes (WRITE IN NUMBER AND STANDARD CODE)

STD:

91. Sampling point: (WRITE IN)

(undocumented) V601

92. Showcard set used:

- i One V602
- 2 Two

OFFICE TO COMPLETE:

93. Distance from nearest town of over 100,000 population:

- 1 30 miles or less V603
- 2 More than 30 miles

94. Town size:

- i Under 2,000 V604
- 2 2,001 - 20,000
- 3 20,001 - 50,000
- 4 50,001 - 100,000
- 5 100,001 - 250,000
- 6 250,001 - 500,000
- 7 500,001+

95. Country code:

V605

96. Region code:

V606

41

97. Questionnaire version:

- i 'A'Survey V607
- 2 'S'Survey

SWI=RLAND AND BELGIUM ONLY

98. Language of interview:

- i Flemish V608
- 2 French
- 3 German