

Reader's  
Digest

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***EURODATA***

A Consumer Survey of 17 European Countries sponsored by  
**THE READER'S DIGEST ASSOCIATION, INC.**

# GALLUP

Social Surveys (Gallup Poll) Limited  
S. 5001 A  
LIFESTYLE SURVEY  
May 1990

Private and Confidential

Int. No.

Con. No.

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)

(111)

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

### SHOWCARD 2

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)

(112)

- 1 Japan
- 2 Britain
- 3 Denmark
- 4 Luxembourg
- 5 Sweden
- 6 Yugoslavia
- 7 U.S.A.
- 8 Portugal
- 9 Spain
- 0 West Germany
- X Italy
- V Don't know
- R None of these

- 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 START AT A, 2ND AT B etc. REMEMBER TO READ OUT ALL STATEMENTS

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

(113)

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

- 3b Was... (ITEM AT Q.3a) acquired in the last three years? (CODE UNDER Q.3b) INTERVIEWER NOTE: IF INTERVIEWING PERSON WHO IS NOT THE OWNER OF PROPERTY - INCLUDE ITEMS BELONGING TO THE OWNER OF THE PROPERTY

(116-38)

		3a IN HOME (114-5)	3b IN LAST 3 YEARS		MORE THAN 3 YEARS AGO	DON'T KNOW
A	A) Combined fridge/deep freezer	1	1	2	3	(116)
	B) Refrigerator (Electric or gas)	2	1	2	3	
	C) Separate deep freezer	3	1	2	3	
	D) Electric dishwasher	4	1	2	3	
	E) Microwave oven	5	1	2	3	
B	F) Automatic washing machine (front loading) with built in dryer	6	1	2	3	
	G) Automatic washing machine (front loading) without built in dryer	7	1	2	3	
	H) Automatic washing machine (top loading)	8	1	2	3	
	I) Spin dryer (separate)	9	1	2	3	
	J) Tumble dryer (separate)	0	1	2	3	
C	K) Electric iron/steam iron	X	1	2	3	
	L) Water softener	V	1	2	3	
	M) Electric waste disposal unit	1	1	2	3	
	N) Electric food processor	2	1	2	3	
	O) Electric blender/liquidiser	3	1	2	3	
	P) Electric kitchen mixer (not hand)	4	1	2	3	
	Q) Electric kitchen hand mixer	5	1	2	3	
R) Electric filter coffee maker	6	1	2	3		
D	S) Electric espresso coffee maker	7	1	2	3	
	T) Vacuum cleaner	8	1	2	3	
	U) Electric floor polisher	9	1	2	3	
	V) Electric sewing machine	0	1	2	3	
	W) Air conditioning	X	1	2	3	(138)
	None of these	V	-	-	-	

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**SHOWCARD 2**

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)

- (112)
- 1 France
  - 2 Holland/Netherlands
  - 3 Ireland
  - 4 West Germany
  - 5 Greece
  - 6 Norway
  - 7 U.S.A.
  - 8 Switzerland
  - 9 Belgium
  - 0 Finland
  - X Austria
  - V Don't know
  - R None of these

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 START AT A, 2ND AT B etc. REMEMBER TO READ OUT ALL STATEMENTS

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

(113) ASK Q.3b FOR EACH ITEM IN THE HOME AT Q.3a

3b Was... (ITEM AT Q.3a) acquired in the last three years? (CODE UNDER Q.3b) INTERVIEWER NOTE: IF INTERVIEWING PERSON WHO IS NOT THE OWNER OF PROPERTY - INCLUDE ITEMS BELONGING TO THE OWNER OF THE PROPERTY

(115-38)

	3a IN HOME (114-5)	IN LAST 3 YEARS	3b MORE THAN 3 YEARS AGO	DON'T KNOW	
A A) Combined fridge/deep freezer	1	1	2	3	(116)
B) Refrigerator (Electric or gas)	2	1	2	3	
C) Separate deep freezer	3	1	2	3	
D) Electric dishwasher	4	1	2	3	
E) Microwave oven	5	1	2	3	
B F) Automatic washing machine (front loading) with built in dryer	6	1	2	3	
G) Automatic washing machine (front loading) without built in dryer	7	1	2	3	
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K) Electric iron/steam iron	X	1	2	3	
L) Water softener	V	1	2	3	
C M) Electric waste disposal unit	1	1	2	3	
N) Electric food processor	2	1	2	3	
O) Electric blender/liquidiser	3	1	2	3	
P) Electric kitchen mixer (not hand)	4	1	2	3	
Q) Electric kitchen hand mixer	5	1	2	3	
R) Electric filter coffee maker	6	1	2	3	
S) Electric espresso coffee maker	7	1	2	3	
D T) Vacuum cleaner	8	1	2	3	
U) Electric floor polisher	9	1	2	3	
V) Electric sewing machine	0	1	2	3	
W) Air conditioning	X	1	2	3	(138)
None of these	V	-	-	-	

**SHOWCARD 3**

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

- (139)
- 1 'Personal' headphones CD player
  - 2 'Personal' headphones stereo system (eg. Walkman)
- Portable
- 3 Portable radio
  - 4 Portable radio/cassette recorder
  - 5 Portable cassette player - no recording facility
  - 6 Portable TV/radio/cassette recorder
  - 7 Portable CD player
  - 8 None of these
  - 9 Don't know

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

- (140)
- 1 Yes - ASK Q.4c
  - 2 No ) SKIP TO
  - 3 Don't know ) Q.5

**SHOWCARD 4**

(ASK Q.4c IF YES (CODE 1) AT Q.4b - REST SKIP TO Q.5)

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

(141)

	Yes	No	Don't know
a) Play long playing records (LP's)	1	2	3
b) Play audio cassettes	1	2	3
c) Play compact discs (CD's)	1	2	3
d) Record on cassette from the radio	1	2	3
e) Record on cassette from an LP	1	2	3
f) Copy on cassette from another cassette	1	2	3

(146)

**ASK ALL**

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

(147)

	Own	Use	Not own
a) Pedal cycle (Bicycle)	1	2	3
b) Moped or motor assisted bicycle	1	2	3
c) Motor scooter	1	2	3
d) Motor cycle	1	2	3

(150)

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

(151) CODE START POINT: 1 A - 2 B - 3 C - 4 D

- A | 1 Caravan
- (152) 2 Frame camping tent
- 3 Sail boat without motor
- 4 Sail boat with inboard motor
- 5 Any boat with outboard motor
- 6 Other boat without motor
- 7 Skis
- B 8 Sauna bath
- 9 Bathroom or shower room
- 0 Jacuzzi
- X Fitted bidet
- V Running cold water
- (153) 1 Running hot water
- 2 Mains gas
- 3 Mains electricity
- C 4 Private garden (for sole household use)
- 5 Powered lawn mower
- 6 Central heating (whole accommodation)
- 7 Central heating (part of accommodation)
- 8 Electric drill
- 9 Shotgun/rifle/hand gun/pistol
- 0 Military gun (SWITZERLAND ONLY)
- X Musical instrument
- D V Electric hairdryer
- (154) 1 Electric toothbrush
- 2 Home computer
- 3 Word processor
- 4 Typewriter
- 5 Cordless telephone
- 6 Mobile telephone (not fixed car phone)
- 7 Telephone answering machine
- 8 Exercise machine
- 9 Still camera (not video) - ASK Q.7
- 0 Video camera
- X None of these

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

**SHOWCARD 5**

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)

- (155)
- 1 Automatic exposure
  - 2 Auto-focus
  - 3 Built-in flash
  - 4 Zoom lens
  - 5 A lens that is inter-changeable
  - 6 The film is wound on automatically
  - 7 None of these
  - 8 Don't know

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

- (156)
- 1 Yes
  - 2 No
  - 3 Don't know

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

- (157)
- 1 Yes
  - 2 No
  - 3 Don't know

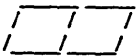
ASK ALL

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

- (158)
- 1 None
  - 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?

(159) a)  Colour TV sets (WRITE IN NUMBER)

(161) b)  Black & white TV sets (WRITE IN NUMBER)

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

10. Thinking now about the main TV set in the household...

a) Is this set... (READ OUT)

- (163)
- 1 Colour, or
  - 2 Black and white?

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

- (164)
- 1 Portable (up to 17"), or
  - 2 Not portable (17" or more)

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

- (165)
- 1 Within the last three years, or
  - 2 Longer ago?
  - 3 Don't know

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

- (166)
- 1 Receive Cable TV, or
  - 2 Not receive Cable TV?
  - 3 Don't know

10e) And does it... (READ OUT)

- (167)
- 1 Have remote control, or
  - 2 Not have remote control?
  - 3 Don't know

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

- (168)
- 1 Linked to a video recorder, or
  - 2 Not linked to a video recorder?
  - 3 Don't know

g) Do you have... (READ OUT)

- (169)
- 1 A Satellite dish, or
  - 2 A squarial (BRITAIN ONLY), or
  - 3 Not have a Satellite dish (squarial)?
  - 4 Don't know

ASK ALL

11a Do you or does any member of your household have a car, including a company car, that is used wholly or partly for private motoring?

- (170)
- 1 Yes - ASK Q.11b
  - 2 No ) SKIP
  - 3 Don't know ) TO Q.13

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

11b How many cars in the household are used for private motoring?

- (171)
- 1 One
  - 2 Two
  - 3 Three
  - 4 Four or more

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

12a 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)

(172-3)

	1st most used car	2nd most used car
Yes, company car	1	1
No, private car	2	2
Don't know	3	3
No answer	-	4

12b What is the make of the.....car?  
(211-20)

	<u>1st most used car</u> (211 - 15)	<u>2nd most used car</u> (216 - 20)
Audi	1	1
Alfa Romeo	2	2
Aston Martin	3	3
Austin Rover	4	4
BMW	5	5
British Leyland	6	6
Chrysler	7	7
Citroen	8	8
Daihatsu	9	9
Daimler	0	0
Dodge	X	X
Ferrari	V	V
.....		
Fiat	1	1
Ford	2	2
FSO	3	3
Honda	4	4
Hyundai	5	5
Jaguar	6	6
Lada	7	7
Lancia	8	8
Land Rover	9	9
Marina/Ital	0	0
Mazda	X	X
Mercedes	V	V
.....		
MG	1	1
Mitsubishi	2	2
Muscovitch	3	3
Nissan/Datsun	4	4
Opel	5	5
Peugeot	6	6
Porsche	7	7
Proton	8	8
Renault	9	9
Saab	0	0
Seat	X	X
Simca	V	V
.....		
Skoda	1	1
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

	<u>1st most used car</u>	<u>2nd most used car</u>
Other (PLEASE SPECIFY)	1	1
.....		
Don't know	2	2
No answer	-	3

12c And does the.... have 2, 3, 4 or 5 doors?  
(221)

	<u>1st most used car</u>	<u>2nd most used car</u>
2 doors	1	1
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)  
(223)

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

12e What is the engine size of your... ?  
(225)

	<u>1st most used car</u>	<u>2nd most used car</u>
1,000 cc or less (1.0 litre or less)	1	1
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) ?  
(227)

	<u>1st most used car</u>	<u>2nd most used car</u>
1980 or earlier	1	1
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?

(229)

	1st most used car	2nd most used car
New	1	1
Secondhand	2	2
Demonstration	3	3
Don't know	4	4
No answer	-	5

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

(231)

	1st most used car	2nd most used car
Radio-cassette player	1	1
Radio	2	2
Cassette player	3	3
CD player	4	4
Telephone	5	5
None of these	6	6
Don't know	7	7
No answer	-	8

12i Approximately, how many kilometres does the... cover for private use in a year?

(233)

	1st most used car	2nd most used car
Below 5,000 km	1	1
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	0	0
No answer	-	1

12j Does the... run on leaded petrol, unleaded petrol, diesel or propane?

(235)

	1st most used car	2nd most used car
Leaded petrol	1	1
Unleaded petrol	2	2
Diesel	3	3
Propane	4	4
Don't know	5	5
No answer	-	6

**ASK ALL**

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

- (237)
- 1 Yes
  - 2 No

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 POINT (CODE ONE ONLY)

(238) 1 A - 2 B - 3 C - 4 D

FOR EACH ITEM DRUNK ASK Q.14b (IF NONE DRUNK SKIP TO Q.14c)

14b When was the last time you drank... (DRINK AT Q.14a)? IF WITHIN LAST 7 DAYS (NOT INCLUDING DAY OF INTERVIEW) RECORD BELOW

	14a Drunk in past year (239-40)	14b Drunk in past 7 days (241-42)
A a) French Cognac	1	1
b) Other Brandies	2	2
c) Scotch Whisky	3	3
d) Malt Whisky	4	4
e) Other whiskeys	5	5
f) Gin	6	6
g) Dark or white rum	7	7
h) Vodka	8	8
B i) Schnapps, Akquavit, Geneva, fruit spirit, vegetable spirit	9	9
j) Pastis (e.g. Pernod, Ricard, Ouzo)	0	0
k) Liqueurs (e.g. Cointreau, Grand Manier, Cherry Brandy)	X	X
l) Sherry	V	V
m) Port	1	1
C n) Sweet Vermouth	2	2
o) Dry Vermouth	3	3
p) Other wine aperitifs (e.g. Dubonnet)	4	4
q) Red, white or rose still wine	5	5
r) French Champagne	6	6
s) Other sparkling wine	7	7
D t) Beer, Stout or Lager	8	8
u) Cider	9	9
None of these	0	0

**ASK ALL  
SHOWCARD 7**

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

(243)

**SHOWCARD 7**

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

(244)

	14c Alcohol	14d Bottled water
Every/almost every day	1	1
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 These days, do you drink any beer or wine that is specially produced with a reduced alcohol content, or with no alcohol content? I do not mean drinks that you dilute yourself? (CODE ALL MENTIONED)

- (245)
- 1 Yes, beer
  - 2 Yes, wine
  - 3 No, neither

Moving now to another subject...

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

- (246)
- 1 Yes - ASK Q.15b - 18
  - 2 No ) SKIP
  - 3 Don't know ) TO Q.19

ASK Q.15b IF HEARD OF EEC - REST SKIP TO Q.19

15b Do you know how many countries are members of the European Community? IF YES: How many?

- (247)
- 1 Yes (WRITE IN NUMBER)
  - 2 No
- (248 - 9)

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 do you not know?

- (250)
- 1 Yes, member )
  - 2 No, not a member ) ASK Q.15d
  - 3 Don't know )

15d Do you, or don't you think that this country should be a member of the European Community, that is the EEC or Common Market? (CODE ONE ONLY)

- (251)
- 1 Yes, should be
  - 2 No, should not be
  - 3 Don't know

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, if any, of the countries of Eastern Europe do you think should now be invited to join the European Community that is the EEC or Common Market? (PROBE FULLY - CODE ALL MENTIONED UNDER Q.15f)

INTERVIEWER NOTE: IF RESPONDENT MENTIONS 'BENELUX COUNTRIES', RING CODES FOR BELGIUM, HOLLAND AND LUXEMBOURG

	15e Should be members (252 - 54)	15f Should be invited (255 - 57)
<u>Western Europe</u>		
Austria	1	1
Belgium	2	2
Britain/United Kingdom	3	3
Denmark	4	4
Finland	5	5
France	6	6
Germany (West)	7	7
Greece	8	8
Holland/Netherlands	9	9
Iceland	0	0
Italy	X	X
Ireland	V	V
Luxembourg	1	1
Norway	2	2
Portugal	3	3
Spain	4	4
Sweden	5	5
Switzerland	6	6
Turkey	7	7
<u>Eastern Europe</u>		
Bulgaria	8	8
Czechoslovakia	9	9
East Germany	0	0
Estonia	X	X
Hungary	V	V
Latvia	1	1
Lithuania	2	2
Poland	3	3
Romania	4	4
Russia	5	5
Yugoslavia	6	6
U.S.A.	7	7
Other (PLEASE SPECIFY)		
.....		
None	8	8
Don't know	9	9



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

16. 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)

(258) CODE ORDER: 1 = A First - 2 = B First

	Good thing	Bad thing	Both/neither don't know
(259) A) Your standard of living	1	2	3
(260) B) The future of Europe	1	2	3

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

- (261)
- 1 Yes - ASK Q.17b
  - 2 No ) SKIP
  - 3 Don't know ) TO Q.18

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

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

- (262)
- 1 A good thing
  - 2 Neither good nor bad
  - 3 A bad thing
  - 4 Don't know

**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. 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

(263) 2 CARD M SHOWN FIRST

	For - very much	For - to some extent	Against - to some extent	Against - very much	Don't know
Statement A: Taxes/European Community	1	2	3	4	5 (264)
Statement B: Taxes/Eastern Europe	1	2	3	4	5
Statement C: Taxes/Outside Europe	1	2	3	4	5
Statement D: Agricultural policy	1	2	3	4	5
Statement E: Work in Community	1	2	3	4	5
Statement F: Diplomas/professional qualifications	1	2	3	4	5
Statement G: Pooling scientific research	1	2	3	4	5
Statement H: Equal social benefits	1	2	3	4	5 (271)

**ASK IN ALL COUNTRIES**

**ASK ALL**

**SHOWCARD 8**

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

(CODE ONE ONLY)

- (272)
- 1 For, very much
  - 2 For to some extent
  - 3 Neither for nor against
  - 4 Against, to some extent
  - 5 Against, very much
  - 6 Don't know

**SHOWCARD 9**

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

(273)

- 1 In favour, very much
- 2 In favour, to some extent
- 3 Neither in favour nor opposed
- 4 Opposed, to some extent
- 5 Opposed, very much
- 6 Don't know

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)

(274)

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)

(275)

	Q.20a Young	Q.20b Old
Favourable	1	1
Neither favourable nor unfavourable	2	2
Unfavourable	3	3
Don't know	4	4

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

16. 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)

(258) CODE ORDER: 1 = A First - 2 = B First

	Good thing	Bad thing	Both/neither don't know
(259)A) Your standard of living	1	2	3
(260)B) The future of Europe	1	2	3

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

- (261)
- 1 Yes - ASK Q.17b
  - 2 No ) SKIP
  - 3 Don't know ) TO Q.18

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

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

- (262)
- 1 A good thing
  - 2 Neither good nor bad
  - 3 A bad thing
  - 4 Don't know

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. 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)

(263) CODE ORDER: 1. CARD K SHOWN FIRST  
2. CARD M SHOWN FIRST

	For - very much	For - to some extent	Against - to some extent	Against - very much	Don't know
Statement A: Remove border controls	1	2	3	4	5 (254)
Statement B: Same sentences/crimes	1	2	3	4	5
Statement C: Independent Police Force	1	2	3	4	5
Statement D: Common Foreign Policy	1	2	3	4	5
Statement E: Customs Duties	1	2	3	4	5
Statement F: Equal VAT	1	2	3	4	5
Statement G: Common currency	1	2	3	4	5
Statement H: Stronger/economically	1	2	3	4	5 (271)

ASK IN ALL COUNTRIES

ASK ALL SHOWCARD 8

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

- (272)
- 1 For, very much
  - 2 For to some extent
  - 3 Neither for nor against
  - 4 Against, to some extent
  - 5 Against, very much
  - 6 Don't know

SHOWCARD 9

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

- (273)
- 1 In favour, very much
  - 2 In favour, to some extent
  - 3 Neither in favour nor opposed
  - 4 Opposed, to some extent
  - 5 Opposed, very much
  - 6 Don't know

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)

(274)

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)

(275)

	Q.20a Young	Q.20b Old
Favourable	1	1
Neither favourable nor unfavourable	2	2
Unfavourable	3	3
Don't know	4	4

**SHOWCARD 10**

21. Looking at this showcard, please tell me how much confidence you have in each of the following in this country. Is it a great deal, quite a lot, not very much or none 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.

(311) ORDER:      1    FORWARD                      -                      2    REVERSE

	A great deal	Quite a lot	Not very much	None at all	Don't know
a) The Church	1	2	3	4	5 (312)
b) The Armed Forces	1	2	3	4	5
c) The Education system	1	2	3	4	5
d) The Legal system	1	2	3	4	5
e) The Press	1	2	3	4	5
f) The TV and radio media	1	2	3	4	5
g) The advertising industry	1	2	3	4	5
h) The Trade Unions	1	2	3	4	5
i) The Police	1	2	3	4	5
j) Parliament	1	2	3	4	5
k) The European Parliament	1	2	3	4	5
l) The Civil Service	1	2	3	4	5
m) Local Government	1	2	3	4	5
n) International companies	1	2	3	4	5
o) The Social Security System	1	2	3	4	5
p) The European Community	1	2	3	4	5 (327)

**SHOWCARD 11**

22. 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

(328) ORDER:      1    FORWARD                      -                      2    REVERSE

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know/not applicable
a) The migrant workers in this country should be sent home	1	2	3	4	5	6 (329)
b) Migrant workers are vital to this country's economy	1	2	3	4	5	6
c) In the next ten years most people will rather have more leisure than more money	1	2	3	4	5	6
d) Work is essential for a full life	1	2	3	4	5	6
e) Social behaviour will continue to get worse	1	2	3	4	5	6
f) The new values that are emerging will make a better society	1	2	3	4	5	6
g) I see my work as a career not just a job	1	2	3	4	5	6
h) People should not be expected to work beyond the hours for which they are paid	1	2	3	4	5	6 (336)

**SHOWCARD 10**

21. 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.

(311)ORDER:           1   FORWARD           -           2   REVERSE

	<u>Strongly approve</u>	<u>Somewhat approve</u>	<u>Neither approve nor disapprove</u>	<u>Somewhat disapprove</u>	<u>Strongly disapprove</u>	<u>Don't know</u>
a) People who fight against social injustice	1	2	3	4	5	6 (312)
b) People who don't declare all their income for tax purposes	1	2	3	4	5	6
c) People who drive after drinking	1	2	3	4	5	6
d) People who always drive within the speed limit	1	2	3	4	5	6
e) People who smack their children	1	2	3	4	5	6
f) People who on finding a lost article keep it for themselves	1	2	3	4	5	6
g) People who marry someone of a different class or educational background	1	2	3	4	5	6
h) People who marry someone of a different cultural and religious background	1	2	3	4	5	6
i) People who smoke in public places	1	2	3	4	5	6
j) People who believe that marriage is out-dated	1	2	3	4	5	6
k) People who believe that welfare is the responsibility of the Government	1	2	3	4	5	6
l) People who use leaded petrol	1	2	3	4	5	6
m) People who think that women should have the right to choose to have an abortion	1	2	3	4	5	6 (324)

**SHOWCARD 11**

22. 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

(325)ORDER:           1   FORWARD           -           2   REVERSE

	<u>Strongly agree</u>	<u>Agree</u>	<u>Neither agree nor disagree</u>	<u>Disagree</u>	<u>Strongly disagree</u>	<u>Don't know</u>
a) A marriage without having children is not complete	1	2	3	4	5	6 (326)
b) Having children interferes too much with the freedom of parents	1	2	3	4	5	6
c) A woman's place is in the home	1	2	3	4	5	6
d) Women should have more freedom to do what they want	1	2	3	4	5	6
e) I am very happy with the kind of life I lead	1	2	3	4	5	6
f) I wish I could change my role in life and do something entirely different	1	2	3	4	5	6
g) Religion continues to be a force in society	1	2	3	4	5	6
h) Communism is finished as an ideology in Europe	1	2	3	4	5	6 (333)

23. 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 DONE) ALTERNATE BETWEEN FORWARD AND REVERSE ORDER AT ALTERNATIVE INTERVIEWS AND CODE ORDER.

(337) ORDER: 1 FORWARD - 2 REVERSE  
(338)

- 1 Gardening
- 2 Wall papering
- 3 Painting walls or woodwork
- 4 Electrical improvements or repairs
- 5 Plumbing improvements or repairs
- 6 Home carpentry
- 7 Car servicing, repairs or maintenance
- 8 Dress making
- 9 Knitting
- 0 None of these

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

- (339)
- 1 Yes, sport
  - 2 Yes, exercise
  - 3 No

SHOWCARD 12

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

- (340)
- 1 Very concerned
  - 2 Fairly concerned
  - 3 Not very concerned
  - 4 Not at all concerned
  - 5 Don't know

24c 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)

- (341)
- 1 Yes, diet drinks
  - 2 Yes, mineral water
  - 3 No
  - 4 Don't know

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

- (342)
- 1 Vegetarian
  - 2 Vegan
  - 3 Neither

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

(343) ASK 24f IF NEVER SMOKE - REST SKIP TO Q.25

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

(344)

	24e	24f
Regularly	1	1
Occasionally	2	2
Never	3	3

ASK ALL

25a Have you a dog, cat, caged-bird or another pet in your home? (CODE ALL MENTIONED)

- (345)
- 1 Dog ) ASK
  - 2 Cat ) Q.25b
  - 3 Caged-bird )
  - 4 Other pet ) SKIP TO Q.26
  - 5 None )

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

25b Do you buy canned or ready prepared pet food for your...? (346-7)

- i) dog?
- ii) cat?

	i	ii
	Dog	Cat
Yes	1	1
No	2	2
Don't know	3	3

ASK ALL

26a 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)

(348) (349)

V Don't know

ASK Q.26b IF BOUGHT BOOKS AT Q.26a - REST SKIP TO Q.26f

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

- (350)
- 1 Less than £3.00
  - 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 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?

- (351)
- 1 Mostly fiction (novels)
  - 2 Mostly non-fiction
  - 3 Half and half
  - 4 Don't know

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

- (352)
- 1 Yes, by post - ASK Q.26e
  - 2 No ) SKIP
  - 3 Don't know ) TO Q.26f

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

26e From which firm(s) did you buy it/them? (353)

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

ASK ALL

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

(354) (355)

V Don't know

23a Which languages can 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

(334)

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

(336)

ASK Q.23c IF SPEAK MORE THAN ONE LANGUAGE AT Q.23a - REST SKIP TO Q. 24

23c And which language do you usually speak at home? (CODE ONE ONLY UNDER 23c)

(338)

	23a Speak (334)	23b Read (336)	23c At home (338)
Danish	1	1	1
Dutch/Flemish	2	2	2
English	3	3	3
Finnish	4	4	4
French	5	5	5
German	6	6	6
Greek	7	7	7
Italian	8	8	8
Norwegian	9	9	9
Portugese	0	0	0
Spanish	X	X	X
Swedish	V	V	V
Other (PLEASE SPECIFY)	1	1	1
.....	.....	.....	.....
.....	.....	.....	.....
.....	.....	.....	.....
.....	.....	.....	.....

ASK ALL  
SHOWCARD 12

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

(340)

	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 (340)
b) Protection of the Environment	1	2	3	4	5	6
c) Abolition of nuclear-power stations	1	2	3	4	5	6
d) Destruction of nuclear weapons	1	2	3	4	5	6
e) More rights for women	1	2	3	4	5	6
f) The Human Rights movement	1	2	3	4	5	6
g) Animal Rights	1	2	3	4	5	6 (346)

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

(347/348)

- 1 Catholic (Roman) )
- 2 Catholic (Greek Orthodox) )
- 3 Protestant National Church )
- (e.g. Church of England/Church of )
- Scotland) )
- 4 Lutheran ) ASK
- 5 Calvinist ) Q.25b
- 6 Methodist/Baptist )
- 7 Other Protestant (PLEASE SPECIFY) )
- ..... )
- 8 Jewish )
- 9 Muslim )
- 0 Hindu )
- X Other (PLEASE SPECIFY) ) SKIP
- ..... ) TO Q.26
- V None )

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

25b Did you go to church or your place of worship last Christmas?

(349)

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

ASK ALL

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

(350)

ASK Q.26b IF NEVER SMOKE - REST SKIP TO Q.27

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

(351)

	Q.26a	Q.26b
Regularly	1	1
Occasionally	2	2
Never	3	3

(PUNCH INSTRUCTION - SKIP TO COLUMN 356)

ASK ALL

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 CODE IF BOUGHT FOR SPECIFIED AMOUNT)

(356)

- 1 Wristwatch
- 2 Single item of luggage
- 3 Piece of jewellery
- 4 Pen
- 5 Raincoat
- 6 China or glass
- 7 None of these
- 8 Don't know

28a On how many days a week do you usually watch television not including watching video tapes? (CODE ONE ONLY)

(357)

- 1 7 days a week
- 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 IF EVER WATCH TV (CODES 1, 2, 3, 4, 5 OR 6 AT Q.28a) - REST SKIP TO Q.29

28b On a day when you watch TV, for about how many hours on average do you view television not including when you watch video tapes? (CODE ONE ONLY)

(358)

- 1 1 hour or less
- 2 Over 1 - up to and including 2 hours
- 3 Over 2 - up to and including 3 hours
- 4 Over 3 - up to and including 4 hours
- 5 Over 4 - up to and including 5 hours
- 6 Over 5 - up to and including 6 hours
- 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 ALL

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

(359)

- 1 1 day a week
- 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 NOT READ ON THE SAME DAY) - (WRITE IN)

(360)

Newspapers

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 NOT READ YESTERDAY - WRITE IN)

(361)

Newspapers

V Don't know

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?

(362) (WRITE IN NUMBER)

V Don't know

b) and fortnightly magazines?

(363)

V Don't know

c) and monthly magazines?

(364)

V Don't know

d) and any others?

(365)

V Don't know

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

(366)

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

**SHOWCARD 13**

33a We are interested in various newspapers and magazines that people read. Would you please look at this card and tell me for each publication whether you happen to have looked at any copy of it in the past 1 year, it doesn't matter where?  
(PROBE FULLY - CODE ALL MENTIONED UNDER Q.33a)

(367)

**ASK Q.33b FOR EVERY MAGAZINE MENTIONED AT Q.33a**

33b When was the last time you looked at a copy of....? (MAGAZINE AT Q.33a) It doesn't matter where or how old the issue was.  
(CODE UNDER Q.33b)

(368)

INTERVIEWER NOTE: IF RESPONDENT ANSWERS 'TODAY' DO NOT RECORD ANSWER BUT ASK: WHEN DID YOU LAST LOOK AT A COPY APART FROM TODAY?

Weekly	Q.33a	Q.33b					Don't know	
	Looked in last year (367)	Yesterday	2 - 7 days ago	8 - 14 days ago	15 - 30 days ago	Longer ago		
a) Radio Times	1	1	2	3	4	5	6	(368)
b) TV Times	2	1	2	3	4	5	6	
<b>Sunday Colour Supplements</b>								
c) Observer Magazine	3	1	2	3	4	5	6	
d) You (Mail on Sunday)	4	1	2	3	4	5	6	
e) Sunday Times Magazine	5	1	2	3	4	5	6	
<b>Monthly</b>								
f) Essentials	6	1	2	3	4	5	6	
g) Family Circle	7	1	2	3	4	5	6	
h) Good Housekeeping	8	1	2	3	4	5	6	
i) Ideal Home	9	1	2	3	4	5	6	
j) Prima	0	1	2	3	4	5	6	
k) Reader's Digest	X	1	2	3	4	5	6	(378)
None of these	V	-	-	-	-	-	-	

**ASK Q.34 IF READERS DIGEST READ WITHIN LAST MONTH AT Q.33b (CODES 1 - 4) - REST SKIP TO Q.35**

34a When you read the Reader's Digest, on how many separate occasions would you say that generally look at or read a typical issue of it?

(411)

- 1 Once
- 2 Twice
- 3 3 times
- 4 4 times
- 5 5 times
- 6 6 times
- 7 7 or more
- 8 Less often
- 9 Don't know

34b And could you make a guess at how much time IN TOTAL you generally spend reading or looking at a typical issue of Reader's Digest?

(412)

INTERVIEWER NOTE: THIS QUESTION REFERS TO THE TOTAL TIME SPENT OVER WHATEVER NUMBER OF OCCASIONS RESPONDENT LOOKS AT PUBLICATION.

- 1 Less than 15 minutes
- 2 15 - 29 minutes
- 3 30 - 59 minutes
- 4 1 hour - 1 hr 29 minutes
- 5 One and a half hrs - 1 hr 59 minutes
- 6 2 hrs - 2 hrs 29 minutes
- 7 Two and a half hrs - 2 hrs 59 minutes
- 8 3 hrs - 3 hrs 29 minutes
- 9 Three and a half hrs - 3 hrs 59 minutes
- 0 4 hrs - 4 hrs 59 minutes
- X 5 hrs or more
- V Don't know

**ASK ALL**

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)

(413)

**ASK Q.35b IF YES (CODES 1 OR 2) AT Q.35a - REST SKIP TO Q.39**

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

(414)

	35a Last 3 yrs	35b Last 12 months
Yes, this country	1	1
Yes, abroad	2	2
No, neither	3	3

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

(415)

**ASK Q.36b IF TAKEN HOLIDAY IN PAST 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)

(416)

	36a Last 3 yrs	36b Last 12 months
Package in this country	1	1
Package abroad	2	2
Not package	3	3
Don't know	4	4



**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)

- (417)
- 1 A winter sports holiday
- 2 A winter sun holiday
- 3 A cruise holiday
- 4 A holiday with your own car
- 5 A holiday with a rented self drive car
- 6 A holiday with travel by air
- 7 A holiday with travel by sea (not a cruise)
- 8 A holiday with travel by coach for more than two hours
- 9 A holiday with train travel of more than two hours
- 0 None of these

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

(418)

Europe

- 1 Austria
- 2 Belgium/Luxembourg
- 3 Britain
- 4 Cyprus
- 5 Czechoslovakia
- 6 Denmark
- 7 Finland
- 8 France/Corsica/Monaco
- 9 Germany (East)
- 0 Germany (West)
- X Greece/Greek Islands
- V Holland/Netherlands

(419)

- 1 Hungary
- 2 Ireland
- 3 Italy/Sicily/Sardinia
- 4 Malta
- 5 Norway
- 6 Poland
- 7 Portugal/Azores/Madeira
- 8 Romania
- 9 Russia
- 0 Spain/Balearics/Canaries
- X Sweden
- V Switzerland

(420)

- 1 Turkey
- 2 Yugoslavia
- 3 Other European country (PLEASE SPECIFY)

Rest of the world

- 4 Morocco
- 5 Tunisia
- 6 Other in Africa
- 7 Israel/Middle East
- 8 India/Pakistan
- 9 Asia & Far East
- 0 Australia/New Zealand
- X Canada
- V USA

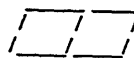
(421)

- 1 West Indies/Caribbean
- 2 South America/Mexico/Brazil
- 3 Other non-European country (PLEASE SPECIFY)

**ASK ALL**

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

(422)



stays in paid accommodation

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

(424)

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

**ASK ALL WOMEN - MEN SKIP TO Q.42**

41. I am going to read out some toiletry articles and 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 POINT B etc. - REMEMBER TO READ OUT ALL STATEMENTS. CODE STARTING POINT)

(425)

START-POINT:

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

(426)

- A
  - 1 Foundation cream or liquid or creamy make-up
  - 2 Rouge, blusher, hi-lighters
  - 3 Face powder
  - 4 Face cleanser cream or lotion
  - 5 Facial moisturizing cream
  - 6 Rejuvenating facial creams or lotions
- B
  - 7 Hair conditioner
  - 8 Hair spray or lacquer spray
  - 9 Hair mousse or gel or setting lotions
  - 0 Hair colourants or rinses
  - X Home perms
- C
  - V Hand creams or lotions
  - 1 Body preparations - creams or lotions
  - 2 Deodorants (roll-on, aerosol, stick, spray)
  - 3 Preparations for the bath
  - 4 Electric lady shaver
  - 5 Hair remover - wax, lotion
  - 6 Denture cleaner
- D
  - 7 Lipstick/lipgloss
  - 8 Eye pencil, mascara or other eye cosmetics
  - 9 Nail varnish
  - 0 Eau de toilette, eau de parfum, Eau de Cologne
  - X Concentrated perfume or scent
  - V Hair dryer
  - 1 Other heated hair appliances
  - 2 None of these

(428)

ASK ALL 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 IF USED ROTATE ORDER OF READING OUT I.e. 1ST INTERVIEW START AT A etc. REMEMBER TO READ OUT ALL STATEMENTS. CODE START POINT.

(429)CODE START POINT:

- 1 A FIRST
- 2 B FIRST

(430)

- A 1 Shaving brush
- 2 Shaving cream: brushless
- 3 Shaving cream: aerosol cream or gel
- 4 Electric shaver
- 5 Pre-shaving lotion
- 6 Splash-on lotion or toilet water
- 7 After-shave moisturiser or balm
- 8 Hair conditioner
- B 9 Hairdressing oil/cream/lotion/pomade
- 0 Hairspray
- X Hairsetting gel/mousse
- V Hair colour restorer

- (431)1 Denture cleaner
- 2 Deodorants
- 3 Skin care cream/liquid
- 4 Bath preparations
- 5 Shower gels
- 6 None of these

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

- (432)
- 1 Wet - ASK Q.42c
  - 2 Dry ) SKIP
  - 3 Don't shave ) TO Q.43

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

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

- (433)
- 1 Disposable plastic razors
  - 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?

- (434)
- 1 Yes, contact lenses
  - 2 Yes, spectacles
  - 3 Yes, both
  - 4 No, neither

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

- (435)
- 1 Yes, mainly ) ASK
  - 2 Yes, equally ) Q.44b
  - 3 No, neither - SKIP TO Q.47

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

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 TURN AND CODE IF USUALLY HAVE IN HOME. ROTATE ORDER OF READING ITEMS, I.e. 1ST INTERVIEW START AT A, 2ND INTERVIEW START AT POINT B etc. REMEMBER TO READ OUT ALL STATEMENTS. CODE STARTING POINT)

(436)CODE START POINT:

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

(437)

- A 1 Instant coffee
- 2 Coffee (ground or whole beans)
- 3 Tea (including tea bags)
- 4 Ready-to-cook soups in packages or cubes
- 5 Tinned soups
- B 6 Yoghourt
- 7 Breakfast cereals
- 8 Packaged biscuits
- 9 Sugarless sweeteners
- 0 Tinned fruit
- C X Mayonnaise or salad cream (bought in shop)
- Y Butter

- (438)1 Margarine
- 2 Olive oil or cooking or salad oil
- 3 Cheese

- D 4 Rice
- 5 Frozen pizzas
- 6 Frozen chips
- 7 Frozen vegetables
- 8 Packeted, frozen meals (not pizzas)
- 9 Spagetti, Macaroni or other pasta (not tinned)
- 0 None of these

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)

- (439)
- 1 5 or more times a week
  - 2 3 - 4 times a week
  - 3 1 - 2 times a week
  - 4 1 - 3 times a month
  - 5 Less often
  - 6 Never
  - 7 Don't know

45. Can you tell me which of the following items you have in your home at the moment?  
(READ OUT EACH ITEM IN TURN AND CODE IF ANY IN THE HOME. READ OUT ITEMS IN FORWARD AND REVERSE ORDER AT ALTERNATIVE INTERVIEWS AND CODE ORDER)

(440) CODE ORDER:

- 1 FORWARD
- 2 REVERSE

(441)

- 1 Window cleaning cream/liquid/spray
- 2 Furniture polish
- 3 Floor polish
- 4 Fabric softener
- 5 Aluminium foil
- 6 Cling film
- 7 Paper tissues
- 8 Kitchen paper towels
- 9 Disinfectants for household use
- 0 Products for whitening the sink, surfaces and/or WC
- X None of these

SHOWCARD 15

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

(442)

Electric Washing Machine used

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

.....  
Electric Washing Machine not used

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

ASK ALL

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

(443)

- 1 Bank account
- 2 Building Society account (BRITAIN ONLY)
- 3 Cheque book
- 4 Any card that you can use to obtain cash from an automatic cash dispenser
- 5 Any card that you can use instead of cash ( without a cheque) - ASK Q.47b
- 6 None of these - SKIP TO Q.48

ASK Q.47b IF HAVE CARD (CODE 5) AT Q.47a - REST SKIP TO Q.48

SHOWCARD 16

47b Which of these sorts of cards do you have?  
(CODE ALL MENTIONED)

(444)

- 1 A card that immediately takes money out of your bank account
- 2 A card that requires you to pay the debt in full when you are billed
- 3 A card that allows you to pay off the debt over a number of months

ASK ALL

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

(445)

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.

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

ASK Q.49 IF CHIEF INCOME (CODE 1) AT Q.48 - REST SKIP TO Q.50

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)

(446)

- 1 Q Private medical insurance
- 2 S Life insurance that matures on your death
- 3 C Life insurance for a fixed number of years
- 4 L Private insurance that pays when you are ill
- 5 F Insurance of your home - the building
- 6 R Insurance of your home - your possessions
- 7 None of these
- 8 Don't know

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 letters shown against the items you have. (PROBE FULLY - CODE ALL MENTIONED)

(447)

- 1 N Post Office savings
- 2 J Stocks or shares
- 3 Z Other Government savings or bonds
- 4 B Insurance savings plans for children's education
- 5 P Unit Trusts
- 6 G Employers Pension Fund (not state)
- 7 T Private Pension Savings Plan
- 8 V Building Society
- 9 None of these
- 0 Don't know

ASK ALL - 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 Q's 50 - 55 ABOUT RESPONDENT.

50. Is the person with the chief income employed now?  
(448)

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

**ASK Q.51 IF CHIEF INCOME WORKED/HAVE WORKED  
(CODES 1 - 4) AT Q.50**

51. Does or did the person with the chief income work for someone else or for him/herself?  
(449)
- 1 Someone else, employee - ASK Q.52a
  - 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 IF 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 IF CODE 2 AT Q.51**

52b How many persons does/did the person with the chief income employ? (CODE ONE UNDER 52b)

(451)

	52a Supervise	52b Employ
None	1	1
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 CHIEF INCOME WORKING/HAVE WORKED (CODES 1 - 3) AT Q.51**

**SHOWCARD 19**

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

- (452)
- 1 Farming, fishing, forestry
  - 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
  - X Medical, hospital, health
  - V Armed Forces

54. What is/was the person with the chief income's job there?  
(453)

**Non-manual (White collar)**

- 1 Senior management (chairman, president, CEO, MJ, General Manager, director, Vice President, company secretary, treasurer, chief accountant)
- 2 Middle management (departmental head, or deputy head, manager, executives)
- 3 Other office workers, salespersons, clerical workers

**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?

- (454)
- 1 Less than 30 hours a week
  - 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?

- (455)
- 1 Yes, university degree
  - 2 Yes, professional qualifications
  - 3 Yes, craft or trade diploma etc.
  - 4 No
  - 5 Don't know

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

57. Are you employed now?

- (456)
- 1 Yes, employed )
  - 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 IF WORKED/HAVE WORKED (CODES 1 - 4) AT Q.57**

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

- (457)
- 1 Someone else, employee - ASK Q.59a
  - 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)

(459)

	59a Supervise	59b Employ
None	1	1
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

**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?

- (460)
- 1 Farming, fishing, forestry
  - 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/was your job there?  
(461)

Non-manual (White collar)

- 1 Senior management (chairman, president, CEO, MD, General Manager, director, Vice President, company secretary, treasurer, chief accountant)
- 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

62. How many hours a week do you/did you usually work?  
(462)

- 1 Less than 30 hours a week
- 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 INCOME

63. Do you have any professional or occupational qualifications?  
(463)

- 1 Yes, university degree
- 2 Yes, professional qualification
- 3 Yes, craft or trade diploma, etc.
- 4 No

ASK ALL

64. Are you: (READ OUT)  
(464)

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

65. How many times have you been married (including lived as married)?  
(465)

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

66. Will you tell me your month and year of birth please?  
(WRITE IN AND CODE)  
(466)

month        year

(470)

- 1 18 - 20
- 2 21 - 24
- 3 25 - 29
- 4 30 - 34
- 5 35 - 39
- 6 40 - 44
- 7 45 - 49
- 8 50 - 54
- 9 55 - 59
- 0 60 - 64
- X 65 - 69
- V 70 - 74
  
- 1 75 - 79
- 2 80 +

67. Sex: (CODE)  
(472)

- 1 Male
- 2 Female

68. At what age did you (will you) finish your full-time education? INTERVIEWER NOTE: IF RESPONDENT HAS RETURNED TO EDUCATION THEN CODE WHEN COMPLETED/WILL COMPLETE FINAL EDUCATION  
(473)

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

U  
I  
C  
O  
N

69. HOUSEHOLD COMPOSITION:

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

	Male		Female	
TOTAL	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
	(511)	(512)	(523)	(524)

69b And how many are:

Adults aged 60 + (513)  (525)

Adults aged 50 - 59 (514)  (526)

Adults aged 26 - 49 (515)  (527)

Adults aged 21 - 25 (516)  (528)

Adults aged 18 - 20 (517)  (529)

Adults aged 16 - 17 (518)  (530)

Children aged 10-15 (519)  (531)

Children aged 5 - 9 (520)  (532)

Children aged 2 - 4 (521)  (533)

Children aged 0 - 1 (522)  (534)

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

69c And how many are full-time students, aged 18 or more, including those temporarily away but dependent on parent(s) in the household? (WRITE IN)

(535)

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

(536)

SHOWCARD 20

70. How often do you see or visit your mother? (CODE ONE ONLY) (537)

- 1 Deceased (NOT ON CARD)
- 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? (538)

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

72a How many children of your own do you have? (CODE ONE ONLY UNDER 72a) (539)

72b In your opinion what, if any, is the ideal number of children for a couple to have? (CODE ONE ONLY UNDER Q.72b) (540)

	Q.72a	Q.72b
None	1	1
One	2	2
Two	3	3
Three	4	4
Four	5	5
Five	6	6
Six or more	7	7
Don't know	-	8

ACCOMMODATION

73. Does your accommodation comprise a whole house or an apartment/flat? (541)

- 1 House - SKIP TO Q.75
- 2 Apartment/flat/maisonette - ASK Q.74

ASK Q.74 IF FLAT AT Q.73 (CODE 2)

74. Which floor is the flat entered on? (542)

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

ASK ALL

75. When was the property built? (543)

- 1 Pre 1900
- 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?  
(544)

- 1 Less than 1 year
- 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?  
(545)

- 1 Own - ASK Q.78a
- 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?  
(546)

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

ASK Q.78b IF RENT

78b Is it rented...? (READ OUT - CODE ONE ONLY)  
(547)

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

ASK ALL

79. How many rooms are there in the home that are used as bedrooms?  
(548)

- 1 1 room
- 2 2 rooms
- 3 3 rooms
- 4 4 rooms
- 5 5 rooms
- 6 6 rooms
- 7 7 or more rooms

80. How many toilets are there in your home?  
(549)

- 1 Outside toilet
- 2 1 inside toilet
- 3 2 inside toilets
- 4 3 or more inside toilets

81a Do you have another home which you own or rent and use as a second home?  
(550)

- 1 Yes - owned - ASK Q.81b
- 2 Yes - rented ) SKIP TO Q.82
- 3 No )

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

81b Did you buy the other home or was it inherited?  
(551)

- 1 Bought
- 2 Inherited

ASK ALL  
SHOWCARD 21

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

- (552)
- 1 Living comfortably on present income
- 2 Coping on present income
- 3 Finding it difficult on present income
- 4 Finding it very difficult on present income
- 5 Don't know

SHOWCARD 22

83. Please use this card to tell me your total household income BEFORE tax and other deductions. You need only read out the letter alongside the category you feel best applies.  
(553)

- 1 A Under £1,000 per year
- 2 B £1,000 - £2,499 per year
- 3 C £2,500 - £3,999 per year
- 4 D £4,000 - £5,499 per year
- 5 E £5,500 - £6,999 per year
- 6 F £7,000 - £8,499 per year
- 7 G £8,500 - £9,999 per year
- 8 H £10,000 - £12,499 per year
- 9 I £12,500 - £14,999 per year
- 0 J £15,000 - £19,999 per year
- X K £20,000 - £29,999 per year
- V L £30,000 - £39,999 per year

- 1 M £40,000 - £49,999 per year
- 2 N £50,000 - £74,999 per year
- 3 O £75,000 - £99,999 per year
- 4 P £100,000 - £124,999 per year
- 5 Q £125,000 + per year

- 6 Refused
- 7 Don't know

84. And does this include or exclude any bonuses that you may receive?  
(555)

- 1 Includes bonuses ) ASK
- 2 Excludes 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 Q.84

SHOWCARD 23

85. What bonus do you receive?  
(556)

- 1 1 months pay annually
- 2 2 months pay annually
- 3 Weekly bonus
- 4 One-off yearly bonus (not month pay)
- 5 Other
- 6 Don't know

ASK ALL

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.  
(557)

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

INTERVIEWER TO CODE:

87. Situation:  
(558)

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

88. Day of interview:  
(559)

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

89. Please may I have your name, initials and address?  
(PRINT FULL DETAILS)

Mr/Mrs/Miss/Ms: .....

Address: .....

Town: .....

County: .....

90. Are you on the telephone?  
(560)

- 1 No 'phone
- 2 Yes (WRITE IN NUMBER AND STD CODE)

STD: .....

91. Sampling point: (WRITE IN)  
(561)

□ □ □ □ □

92. Showcard set used:  
(564)

- 1 One
- 2 Two

OFFICE TO COMPLETE:

93. Distance from nearest town of over 100,000 population:  
(565)

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

94. Town size:  
(566)

- 1 Under 2,000
- 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:  
(567)

□ □

96. Region code:  
(569)

□ □

97. Questionnaire version:  
(571)

- 1 'A' Survey
- 2 'B' Survey

SWITZERLAND AND BELGIUM ONLY

98. Language of interview:  
(572)

- 1 Flemish
- 2 French
- 3 German

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307 Finchley Road, London NW3 6EH

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

Signed: .....

Date: ..... 1990