

NOP Consumer Market Research  
 Ludgate House  
 Blackfriars Road  
 London SE1 9UL

Job No.	Card	Serial No.	Country
(1) - (6)	(7) - (8)	(9)-(12)	(13)-(14)
433522	0 1		1 5

Job No : J 433522  
 Issue : 1  
 Date : 24 January, 2002

**FLASH 117**

**RESPONDENTS NAME:**

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**TELEPHONE NUMBER:**

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**RESULT OF CONTACT**

Call No	Inter-viewers ID	Date	Time	Length	Dispos-ition	Comments	Units
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							

**STANDARD DIAL DISPOSITION CODES**

NR	- No reply	HHR	- Household/Company refusal
ENG	- Circuit Engaged	RR	- Respondent Refusal
NU	- No. unobtainable (Not a working no.)	ANS	- Answerphone
NNAS	- No. Not applicable to study(home telephone if business no. if consumer study)	REJ	- Reject (Respondent who might be otherwise eligible but is deaf, intoxicated, abusive or unwilling or unable to provide usable information)
LB	- Language barrier	COMP	- Completed interviews (segregated by type)
SRNA	- Selected respondent not available	PART	- Partial (interview terminated by respondent before completion)
CUTS	- Contact unable to speak for H.Hold		
INEL	- H.Hold/Business ineligible for specific reason		

Card 01

Q.No	Question	Answer	Code	Skip to
	Hello, I am... from NOP Research. We are carrying out a survey amongst adults about issues concerning the consumer when buying products/services. Is it convenient to talk to you now, it will take about 10 minutes?	OK	1	Q.D1
		Not OK	2	Arrange recall
Q.D1	<b>RECORD SEX OF RESPONDENT - DO NOT ASK</b>	Male	1	
		Female	2	Q.D2
Q.D2	First of all could I just check a few details with you. What was your age on your last birthday?  (RECORD ACTUAL AGE)	Refused	00	Q.D3
Q.D3	And at what age did you finish your full-time education?  (RECORD ACTUAL AGE)	Did not go to school	01	
		Still studying	99	Q.D4
		Refused	00	

Q.No	Question	Answer	Code	Skip to
Q.D4	<p>As far as your current occupation is concerned, would you say that you are self-employed, an employee, a manual worker or would you say that you are without a professional activity (that is you do not have a job)?</p> <p><b>PROBE TO PRECODES</b></p> <p><b>INTERVIEWER – WHEN CURRENT STATUS HAS BEEN DETERMINED, THEN ASK:</b></p> <p>Which of the following best describes your current occupation – <b>READ OUT PRECODES THAT RELATE TO CURRENT STATUS. ONE ANSWER ONLY</b></p>			
Q.D4	<p><b>SELF-EMPLOYED</b> Farmer/forester/fisherman</p> <p>Owner/proprietor of a shop or a craftsman (e.g builder/decorator/carpenter)</p> <p>Professional (e.g. Lawyer/ medical practitioner/ accountant/architect)</p> <p>Manager of a company</p> <p>Other (specify)</p> <hr/> <p><b>EMPLOYEE</b> Professional (employed doctor/ lawyer/ accountant/architect)</p> <p>General management/director/ senior management</p> <p>Middle management</p> <p>Office clerk ( clerical worker)</p> <p>Other employee (salesman/nurse etc.)</p> <p>Other (Specify)</p> <hr/> <p><b>MANUAL WORKER</b> Supervisor/foreman (team leader etc.)</p> <p>Skilled manual work</p> <p>Unskilled manual worker</p> <p>Other (Specify)</p> <hr/> <p><b>WITHOUT A PROFESSIONAL ACTIVITY/ NOT WORKING</b> Looking after the home</p> <p>Student (full-time)</p> <p>Retired</p> <p>Looking for a job</p> <p>Other (Specify)</p> <hr/> <p><b>Refused</b></p>	<p>( ) - ( )</p> <p>11</p> <p>12</p> <p>13</p> <p>14</p> <p>15</p> <p>21</p> <p>22</p> <p>23</p> <p>24</p> <p>25</p> <p>26</p> <p>31</p> <p>32</p> <p>33</p> <p>34</p> <p>41</p> <p>42</p> <p>43</p> <p>44</p> <p>45</p> <p>99</p>	<p>Q.1</p>	

3.

Q.No	Question	Answer	Code	Skip to		
	I would like to start by asking you about consumer information which is sometimes a subject of debate in Britain and the European Union					
Q.1	Personally, as a consumer, do you feel in general that you are <b>READ OUT PRECODES</b> about products and services that are offered to you? <b>ONE ANSWER</b>  <b>DO NOT READ OUT</b>	Very well informed Well informed Badly informed Very badly informed (Depends, neither well or badly informed) (DK/NA)	1 2 3 4 5 6	Q.2		
Q.2	And how often – <b>READ OUT SCALE</b> - do you personally, as a consumer, consult the following information sources when you are considering a purchase? <b>ROTATE ORDER OF READING OUT ITEMS</b> <b>- ONE ANSWER PER ITEM</b>					
		<b>OFTEN</b>	<b>SOMETIMES</b>	<b>NEVER</b>	<b>DK/NA</b>	
	a) the internet	( ) 1	2	3	4	
	b) daily newspapers	( ) 1	2	3	4	
	c) television	( ) 1	2	3	4	
	d) friends and relatives	( ) 1	2	3	4	
	e) consumer publications	( ) 1	2	3	4	
	f) magazines	( ) 1	2	3	4	
	g) manufacturer brochures	( ) 1	2	3	4	
	h) advertising leaflets	( ) 1	2	3	4	
	i) other sources ( <b>SPECIFY</b> )	( ) 1	2	3	4	
	1. _____	( ) 1	2	3	4	
	2. _____	( ) 1	2	3	4	
	3. _____	( ) 1	2	3	4	Q.3

Q.No	Question	Answer	Code	Skip to	
Q.3	Who would you turn to, to get information on consumer issues? I am going to read out a number of information sources and I would like you to select the three sources you use the most starting with the one used most. So, which out of the following do you use most as an information source? <b>READ OUT PRECODES ROTATE ORDER OF READING OUT BETWEEN INTERVIEWS. NOW PROBE FOR 2<sup>ND</sup> AND 3<sup>RD</sup> MOST</b>				
		1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	
	a) companies, manufacturers	( ) 1	2	3	
	b) public institutions here in Britain	( ) 1	2	3	
	c) local consumer advice centre	( ) 1	2	3	
	d) European institutions	( ) 1	2	3	
	e) consumer organisations	( ) 1	2	3	
	f) colleagues and relatives	( ) 1	2	3	Q.4
	It sometimes happens that purchases do not give satisfaction and a dispute can arise between a consumer a retailer or manufacturer.				
Q.4	If you had a dispute with a retailer or a manufacturer here in Britain, do you think that your consumer rights would be ..... <b>READ OUT PRECODES</b>  <b>ONE ANSWER ONLY</b>  <b>DO NOT READ OUT</b>	<p>Very well protected</p> <p>Well protected</p> <p>Badly protected</p> <p>Very badly protected</p> <p>{ (Depends, neither well or badly protected)</p> <p>(DK/NA)</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p>	Q.5	
Q.5	And if you had a dispute with a retailer or a manufacturer in another country of the EU, do you think that your consumer rights would be ..... <b>READ OUT PRECODES</b>  <b>ONE ANSWER ONLY</b>  <b>DO NOT READ OUT</b>	<p>Very well protected</p> <p>Well protected</p> <p>Badly protected</p> <p>Very badly protected</p> <p>{ (Depends, neither well or badly protected)</p> <p>(DK/NA)</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p>	Q.6	

Q.No	Question	Answer	Code	Skip to				
	Now I would like to ask you some questions about the representation and defence of consumer interests in political decisions							
Q.6	Some political decisions made at various levels by different types of public authority concern consumer interests. How well represented do you think consumer interests are .... <b>READ OUT SCALE ... at ..... READ OUT FIRST ITEM</b> ▪ <b>NOW REPEAT FOR OTHER ITEMS LISTED</b>		<b>DO NOT READ OUT:</b>					
		Very well represented	Well represented	Badly represented	Very badly represented	(Depends / neither well or badly)	(DK/NA)	
	a) the level of your local authority	( )	1	2	3	4	5	6
	b) the level of your national (or regional) authorities	( )	1	2	3	4	5	6
	c) European Union level	( )	1	2	3	4	5	6
Q.7	In order to defend you consumer interests as a whole how effective do you think it is to .....							Q.7
	<b>READ OUT FIRST ITEM - ROTATE ORDER BETWEEN INTERVIEWS</b> ▪ <b>NOW REPEAT FOR ALL OTHER ITEMS LISTED</b> ▪ <b>ONE ANSWER PER ITEM</b>					<b>DO NOT READ OUT</b>		
			Effective	Not very effective	Not at all effective	(Depends/ neither effective /not effective)	(DK/NA)	
	a) contact a consumer association	( )	1	2	3	4	5	
	b) make your opinion know via the media	( )	1	2	3	4	5	
	c) contact authorities here in Britain	( )	1	2	3	4	5	
	d) contact European institutions	( )	1	2	3	4	5	
	e) contact you member of Parliament in Britain	( )	1	2	3	4	5	
	f) contact your member of the European Parliament	( )	1	2	3	4	5	
	g) make your opinion known via the internet	( )	1	2	3	4	5	<b>SEE INSTR</b>
	▪ <b>IF RESPONDENT IS AGED 19 OR OVER , ASK Q.8A</b> ▪ <b>IF RESPONDENT IS UNDER 19 YEARS, ASK Q.8b</b>							
Q.8a	When voting in elections, do measures regarding consumer interests proposed by candidates influence your vote at .... <b>READ OUT FIRST ITEM - ROTATE ORDER - AND THEN REPEAT FOR OTHER ITEMS</b>		YES	NO	(DK/NA)			
	a) local elections	( )	1	2	3			
	b) regional elections	( )	1	2	3			
	c) national elections	( )	1	2	3			
	d) European elections	( )	1	2	3			Q.F

Q.No	Question	Answer	Code	Skip to																																																																																																
Q.Bb	If you had the vote, would measures regarding consumer interests proposed by candidates influence your vote at ... <b>READ OUT FIRST ITEM - ROTATE ORDER - AND THEN REPEAT FOR OTHER ITEMS LISTED</b>	<table border="1"> <thead> <tr> <th></th> <th>YES</th> <th>NO</th> <th>(DK/NA)</th> </tr> </thead> <tbody> <tr> <td>a) local elections</td> <td>( )</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>b) regional elections</td> <td>( )</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>c) national elections</td> <td>( )</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>d) European elections</td> <td>( )</td> <td>1</td> <td>2</td> <td>3</td> </tr> </tbody> </table>		YES	NO	(DK/NA)	a) local elections	( )	1	2	3	b) regional elections	( )	1	2	3	c) national elections	( )	1	2	3	d) European elections	( )	1	2	3																																																																										
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Q.F	<p>Thank you very much for your help today. Before I close could I just check in which region of the country you live?</p> <p><b>PROBE TO PRECODES</b></p> <table border="1"> <tbody> <tr><td>Cleveland, Durham</td><td>01</td><td>Kent</td><td>25</td></tr> <tr><td>Cumbria</td><td>02</td><td>Avon, Gloucestershire</td><td>26</td></tr> <tr><td>Northumberland</td><td>03</td><td>Wiltshire</td><td>27</td></tr> <tr><td>Tyne and Wear</td><td>04</td><td>Cornwall, Devon</td><td>28</td></tr> <tr><td>Humberside</td><td>05</td><td>Dorset, Somerset</td><td>29</td></tr> <tr><td>North Yorkshire</td><td>06</td><td>Hereford &amp; Worcester</td><td>30</td></tr> <tr><td>South Yorkshire</td><td>07</td><td>Warwickshire</td><td>31</td></tr> <tr><td>West Yorkshire</td><td>08</td><td>Shropshire, Staffordshire</td><td>32</td></tr> <tr><td>Derbyshire</td><td>09</td><td>West Midlands(county)</td><td>33</td></tr> <tr><td>Nottinghamshire</td><td>10</td><td>Cheshire</td><td>34</td></tr> <tr><td>Leicestershire</td><td>11</td><td>Greater Manchester</td><td>35</td></tr> <tr><td>Northamptonshire</td><td>12</td><td>Lancashire</td><td>36</td></tr> <tr><td>Lincolnshire</td><td>13</td><td>Merseyside</td><td>37</td></tr> <tr><td>East Anglia</td><td>14</td><td>Clwyd, Dyfed</td><td>38</td></tr> <tr><td>Bedfordshire</td><td>15</td><td>Gwynedd, Powys</td><td>39</td></tr> <tr><td>Hertfordshire</td><td>16</td><td>Gwent</td><td>40</td></tr> <tr><td>Berkshire</td><td>17</td><td>M-S-W Glamorgan</td><td>41</td></tr> <tr><td>Buckinghamshire</td><td>18</td><td>Borders, Central Fife</td><td>42</td></tr> <tr><td>Oxfordshire</td><td>19</td><td>Lothian, Tayside</td><td>43</td></tr> <tr><td>Surrey</td><td>20</td><td>Dumfries, Galloway</td><td>44</td></tr> <tr><td>East/West Sussex</td><td>21</td><td>Strathclyde</td><td>45</td></tr> <tr><td>Essex</td><td>22</td><td>Highlands, Island</td><td>46</td></tr> <tr><td>Greater London</td><td>23</td><td>Grampians</td><td>47</td></tr> <tr><td>Hampshire, Isle of Wight</td><td>24</td><td></td><td></td></tr> </tbody> </table>	Cleveland, Durham	01	Kent	25	Cumbria	02	Avon, Gloucestershire	26	Northumberland	03	Wiltshire	27	Tyne and Wear	04	Cornwall, Devon	28	Humberside	05	Dorset, Somerset	29	North Yorkshire	06	Hereford & Worcester	30	South Yorkshire	07	Warwickshire	31	West Yorkshire	08	Shropshire, Staffordshire	32	Derbyshire	09	West Midlands(county)	33	Nottinghamshire	10	Cheshire	34	Leicestershire	11	Greater Manchester	35	Northamptonshire	12	Lancashire	36	Lincolnshire	13	Merseyside	37	East Anglia	14	Clwyd, Dyfed	38	Bedfordshire	15	Gwynedd, Powys	39	Hertfordshire	16	Gwent	40	Berkshire	17	M-S-W Glamorgan	41	Buckinghamshire	18	Borders, Central Fife	42	Oxfordshire	19	Lothian, Tayside	43	Surrey	20	Dumfries, Galloway	44	East/West Sussex	21	Strathclyde	45	Essex	22	Highlands, Island	46	Greater London	23	Grampians	47	Hampshire, Isle of Wight	24					Q.F
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Q.G	Would you say you lived in a .... <b>READ OUT PRECODES</b>	Large town or city	1	*See Insts.
		Small or medium size town	2	
		Rural area or village	3	
		DK	4	

**INTERVIEWER RECORD:**

**TOWN LIVED IN** : \_\_\_\_\_

**POST CODE** : \_\_\_\_\_

**(H) LENGTH OF INTERVIEW IN MINUTES** : \_\_\_\_\_