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A Survey of Europe Today

THE READERS DIGEST SURVEY
OF EUROPE TODAY, 1969

Study Number 987
Data Preparation Class I

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Processing of this survey was undertaken by the Data Archive as part of a joint venture in cross-national European research begun in the mid-1970's by three members of CESSDA, the Committee of European Social Science Data Archives. The aim of the project was to make more generally available important multi-nation studies, and to produce standardised documentation of a relatively sophisticated kind. BASS (The Belgian Archives for the Social Sciences) agreed to continue their work on the Euro-barometers on behalf of the entire European academic community, the Zentralarchiv at the University of Cologne undertook the processing of the 1962 European Communities Study, and the Data Archive at Essex took on the Survey of Europe.

What is presented here is an entirely new set of documentation for the now re-coded data set, which reflects the comparability (or lack of it where appropriate) of the data for each country and includes marginals.

A copy of any or all of the individual country questionnaires are available from the Data Archive, as are further details.

Coverage of the Survey

The survey, carried out in 16 western European countries in 1969, was intended to up-date and extend the coverage of the 1963 Products and People survey. Coverage was expanded from the original six countries (the five EEC countries plus Great Britain) to cover all the countries of EFTA as well as Finland, Spain and the Republic of Ireland. Like the 1963 study, this survey was intended primarily to be a marketing survey of western European countries, to measure these countries' differences as consumers over a wide range of goods and services, and to see how subscribers to the Reader's Digest compared against the total population of each country. However, a number of other broader attitudinal questions have been added, as in 1963, which give the survey a much wider relevance and potential audience than might otherwise be expected. Apart from measuring the use and ownership of more than 200 consumer goods and services, information was also collected about people and families of Europe and their attitudes over a wide range of topics. A broad overview of these is presented below.

1. Families, Homes and Possessions

Size and composition of households; occupational structures; family incomes; educational backgrounds; languages spoken and read; religions; types of accommodation; amenities and tenure; savings; insurance.

2. In the Home

Labour-saving equipment; kitchen equipment; washing and cleaning.

3. Food and Drink

Information on types of food and drink consumed, preferred.

4. The Leisure Hours

Television viewing; involvement in various specified leisure activities, including adult education; second home ownership; pet ownership.

5. Transport and Tourism

Automobile ownership; holiday activities and travel.

6. Fashion

Attitudes to fashion; amount spent on grooming aids, cosmetics, clothing, wrist-watches.

7. Attitudes to Europe

Sense of well-being; knowledge of and attitudes to Common Market and European union; national images and perception of same; identification of and attitudes towards various countries and their products.

8. Socio-Cultural Attitudes

Attitudes to advertising; the generation gap; social tolerance (class, sex, religion, colour etc.); attitudes towards law-breakers and social justice; honesty and family relationships.

The Sample

Fieldwork was carried out by local companies in the 16 countries. Questions were asked of a probability sample representative of the national population aged 18 and over living in private households. Exact totals for each country are given below:

Luxembourg	499	Ireland	487
Belgium	2000	Portugal	499
Italy	1983	Norway	1554
France	2049	Finland	1678
Austria	606	Holland	2096
Switzerland	1981	Sweden	1491
Great Britain	1996	Spain	1524
West Germany	2206	Denmark	1531

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
1/1-4	1	Case Number	0000 - 9999	24180
1/5-6		Card Number	01 - Card One	24180
1/7-8		Country Identification	01 - France	2049
			02 - Belgium	2000
			03 - Holland	2096
			04 - Luxembourg	499
			05 - Italy	1983
			06 - West Germany	2206
			07 - Switzerland	1981
			08 - Austria	606
			11 - Britain	1996
			12 - Ireland	487
			13 - Denmark	1531
			14 - Finland	1678
			15 - Sweden	1491
			16 - Norway	1554
			17 - Spain	1524
			18 - Portugal	499
1/9	2	Q1 - Living conditions in this country compared with 5 years ago	1 Much better 2 Slightly better 3 Hardly any change 4 Slightly worse 5 Far worse 6 Don't know	4504 10558 4999 2500 880 739
		Q2 - Which, if any, of the following countries in your opinion enjoys a better standard of living:-		
1. 0-21	3 - 14	France questionnaire	See Appendix 1	
		Belgium "	" " 2	
		Holland "	" " 3	
		Luxembourg "	" " 4	
		Italy "	" " 5	
		West Germany "	" " 6	
		Switzerland "	" " 7	
		Austria "	" " 8	
		Britain "	" " 9	
		Ireland "	" " 10	
		Denmark "	" " 11	
		Finland "	" " 12	
		Sweden "	" " 13	
		Norway "	" " 14	
		Spain "	" " 15	
		Portugal "	" " 16	

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		Q3a - Items in home:-		
1/22	15	Electric vacuum cleaner	1 Yes 0 No	17616 6564
1/23	16	Electric iron with steam	1 Yes 0 No	4089 20091
1/24	17	Electric iron without steam	1 Yes 0 No	20092 4088
1/25	18	Refrigerator (electric or gas)	1 Yes 0 No	18571 5609
1/26	19	Electric dishwasher	1 Yes 0 No	836 23344
1/27	20	Water softener	1 Yes 0 No	426 23754
1/28	21	Electric washing machine - top loading	1 Yes 0 No	9782 14398
1/29	22	Electric washing machine - front loading	1 Yes 0 No	4815 19365
1/30	23	Separate spindryer	1 Yes 0 No	5255 18925
1/31	24	Separate tumble dryer	1 Yes 0 No	413 23767
1/32	25	Colour T.V. set	1 Yes 0 No	240 23940
1/33	26	Black & white T.V. set - portable	1 Yes 0 No	987 23193
1/34	27	Black & white T.V. set - not portable	1 Yes 0 No	17724 6456
1/35	28	Electric toaster	1 Yes 0 No	7235 16945
1/36	29	Electric kitchen mixer (not hand)	1 Yes 0 No	4792 19388
1/37	30	Electric hand mixer	1 Yes 0 No	9361 14819

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
1/38	31	Electric sewing machine	1 Yes 0 No	8540 15640
1/39	32	Record player/Radiogram (mono)	1 Yes 0 No	8345 15835
1/40	33	Record player/Radiogram (stereo)	1 Yes 0 No	3527 20653
1/41	34	Portable transistor radio	1 Yes 0 No	14154 10026
1/42	35	Tape recorder - with cassette loading	1 Yes 0 No	1322 22858
1/43	36	Tape recorder - without cassette loading	1 Yes 0 No	3970 20210
1/44	37	Air conditioner	1 Yes 0 No	557 23623
1/45	38	None of these	1 Yes 0 No	419 23761
		Q3b - Item acquired in last three years?		
1/46	39	Electric vacuum cleaner	1 Yes 0 No	4170 20010
1/47	40	Electric iron with steam	1 Yes 0 No	1538 22642
1/48	41	Electric iron without steam	1 Yes 0 No	4232 19948
1/49	42	Refrigerator (electric or gas)	1 Yes 0 No	5254 18926
1/50	43	Electric dishwasher	1 Yes 0 No	524 23656
1/51	44	Water softener	1 Yes 0 No	193 23987
1/52	45	Electric washing machine - top loading	1 Yes 0 No	2585 21595

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
1/53	46	Electric washing machine - front loading	1 Yes 0 No	2373 21807
1/54	47	Separate spindryer	1 Yes 0 No	1374 22806
1/55	48	Separate tumble dryer	1 Yes 0 No	183 23997
1/56	49	Colour T.V. set	1 Yes 0 No	202 23978
1/57	50	Black & white T.V. set - portable	1 Yes 0 No	466 23714
1/58	51	Black & white T.V. set - not portable	1 Yes 0 No	5805 18375
1/59	52	Electric toaster	1 Yes 0 No	2200 21980
1/60	53	Electric kitchen mixer - (not hand)	1 Yes 0 No	1397 22783
1/61	54	Electric hand mixer	1 Yes 0 No	3595 20585
1/62	55	Electric sewing machine	1 Yes 0 No	2171 22009
1/63	56	Record player/radiogram (mono)	1 Yes 0 No	2241 21939
1/64	57	Record player/radiogram (stereo)	1 Yes 0 No	1748 22432
1/65	58	Portable transistor radio	1 Yes 0 No	5231 18949
1/66	59	Tape recorder - with cassette loading	1 Yes 0 No	814 23366
1/67	60	Tape recorder - without cassette loading	1 Yes 0 No	1751 22429
1/68	61	Air conditioner	1 Yes 0 No	252 23928

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
1/69	62	None of these	1 Yes 0 No	5864 18316
		Q3c - First one in home ?		
1/70	63	Electric vacuum cleaner	1 Yes 0 No	9766 14414
1/71	64	Electric iron with steam	1 Yes 0 No	2773 21407
1/72	65	Electric iron without steam	1 Yes 0 No	8500 15680
1/73	66	Refrigerator (electric or gas)	1 Yes 0 No	13586 10594
1/74	67	Electric dishwasher	1 Yes 0 No	722 23458
1/75	68	Water softener	1 Yes 0 No	358 23822
1/76	69	Electric washing machine - top loading	1 Yes 0 No	6903 17277
1/77	70	Electric washing machine - front loading	1 Yes 0 No	3367 20813
1/78	71	Separate spin dryer	1 Yes 0 No	4385 19795
1/79	72	Separate tumble dryer	1 Yes 0 No	357 23823
1/80	73	Colour T.V. set	1 Yes 0 No	208 23972
		Contd. Card 2 Col. 7		
2/1-4		Case Number	0000 - 9999	24180
2/5-6		Card Number	02 - Card Two	24180
		Q3c - contd.		
2/7	74	Black & white T.V. set - portable	1 Yes 0 No	708 23472
2/8	75	Black & white T.V. set - not portable	1 Yes 0 No	12670 11510
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CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
2/9	76	Electric toaster	1 Yes 0 No	5784 18396
2/10	77	Electric kitchen mixer (not hand)	1 Yes 0 No	4052 20128
2/11	78	Electric hand mixer	1 Yes 0 No	8231 15949
2/12	79	Electric sewing machine	1 Yes 0 No	6825 17355
2/13	80	Record player/radiogram (mono)	1 Yes 0 No	6509 17671
2/14	81	Record player/radiogram (stereo)	1 Yes 0 No	2686 21494
2/15	82	Portable transistor radio	1 Yes 0 No	9484 14696
2/16	83	Tape recorder - with cassette loading	1 Yes 0 No	1140 23040
2/17	84	Tape recorder - without cassette loading	1 Yes 0 No	3394 20786
2/18	85	Air conditioner	1 Yes 0 No	492 23688
2/19	86	None of these	1 Yes 0 No	1404 22776
2/20 - 5/18	87 - 307	Q4 - Which, if any, of the following countries, are in your opinion, particularly good at making the following:- <u>SAMPLE A - CAMERAS</u>		
2/20	87	Britain	1 Yes 0 No	851 11319
2/21	88	Denmark	1 Yes 0 No	88 12082
2/22	89	Norway	1 Yes 0 No	38 12132
2/23	90	Sweden	1 Yes 0 No	492 11678

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
2/24	91	Finland	1 Yes 0 No	47 12123
2/25	92	France	1 Yes 0 No	484 11686
2/26	93	Belgium	1 Yes 0 No	137 12033
2/27	94	Holland	1 Yes 0 No	172 11998
2/28	95	West Germany	1 Yes 0 No	6386 5784
2/29	96	Switzerland	1 Yes 0 No	1520 10650
2/30	97	Italy	1 Yes 0 No	363 11807
2/31	98	Spain	1 Yes 0 No	65 12105
2/32	99	Japan	1 Yes 0 No	6261 5909
2/33	100	USA	1 Yes 0 No	1519 10651
2/34	101	None	1 Yes 0 No	29 12141
2/35	102	Don't Know	1 Yes 0 No	2236 9934
36	103	Austria on Swiss Questionnaire	1 Yes 0 No	40 12130
<u>SAMPLE B - REFRIGERATORS</u>				
2/20	87	Britain	1 Yes 0 No	1519 10491
2/21	88	Denmark	1 Yes 0 No	721 11289
2/22	89	Norway	1 Yes 0 No	494 11516
2/23	90	Sweden	1 Yes 0 No	1347 10663
2/24	91	Finland	1 Yes 0 No	654 11356

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
2/25	92	France	1 Yes 0 No	852 11158
2/26	93	Belgium	1 Yes 0 No	281 11729
2/27	94	Holland	1 Yes 0 No	598 11412
2/28	95	West Germany	1 Yes 0 No	4938 7072
2/29	96	Switzerland	1 Yes 0 No	631 11379
2/30	97	Italy	1 Yes 0 No	2447 9563
2/31	98	Spain	1 Yes 0 No	84 11926
2/32	99	Japan	1 Yes 0 No	916 11094
2/33	100	USA	1 Yes 0 No	2560 9450
2/34	101	None	1 Yes 0 No	52 11958
2/35	102	Don't Know	1 Yes 0 No	2392 9618
2/36	103	Austria on Swiss Questionnaire	1 Yes 0 No	63 11947
		<u>SAMPLE A - TYPEWRITERS/ ELECTRIC CALCULATORS</u>		
2/37	104	Britain	1 Yes 0 No	1847 10323
2/38	105	Denmark	1 Yes 0 No	148 12022
2/39	106	Norway	1 Yes 0 No	156 12014
2/40	107	Sweden	1 Yes 0 No	961 11209
2/41	108	Finland	1 Yes 0 No	37 12133
2/42	109	France	1 Yes 0 No	572 11598

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
2/43	110	Belgium	1 Yes 0 No	124 12046
2/44	111	Holland	1 Yes 0 No	207 11963
2/45	112	West Germany	1 Yes 0 No	3747 8423
2/46	113	Switzerland	1 Yes 0 No	1133 11037
2/47	114	Italy	1 Yes 0 No	1829 10341
2/48	115	Spain	1 Yes 0 No	31 12139
2/49	116	Japan	1 Yes 0 No	1020 11150
2/50	117	U.S.A.	1 Yes 0 No	3254 8916
2/51	118	None	1 Yes 0 No	55 12115
2/52	119	Don't know	1 Yes 0 No	3653 8517
2/53	120	Austria on Swiss Questionnaire	1 Yes 0 No	36 12134
<u>SAMPLE B - AEROPLANES</u>				
2/37	104	Britain	1 Yes 0 No	3936 8074
2/38	105	Denmark	1 Yes 0 No	67 11943
2/39	106	Norway	1 Yes 0 No	33 11977
2/40	107	Sweden	1 Yes 0 No	1187 10823
2/41	108	Finland	1 Yes 0 No	65 11945
2/42	109	France	1 Yes 0 No	3464 8546
2/43	110	Belgium	1 Yes 0 No	126 11884

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
2/44	111	Holland	1 Yes 0 No	517 11493
2/45	112	West Germany	1 Yes 0 No	1541 10469
2/46	113	Switzerland	1 Yes 0 No	119 11891
2/47	114	Italy	1 Yes 0 No	362 11648
2/48	115	Spain	1 Yes 0 No	29 11981
2/49	116	Japan	1 Yes 0 No	1000 11010
2/50	117	U.S.A.	1 Yes 0 No	7190 4820
2/51	118	None	1 Yes 0 No	63 11947
2/52	119	Don't know	1 Yes 0 No	2480 9530
2/53	120	Austria on Swiss Questionnaire	1 Yes 0 No	5 12005
		<u>SAMPLE A - CHINAWARE</u>		
2/54	121	Britain	1 Yes 0 No	2083 10087
2/55	122	Denmark	1 Yes 0 No	1244 10926
2/56	123	Norway	1 Yes 0 No	430 11740
2/57	124	Sweden	1 Yes 0 No	878 11292
2/58	125	Finland	1 Yes 0 No	1016 11154
2/59	126	France	1 Yes 0 No	2233 9937
2/60	127	Belgium	1 Yes 0 No	613 11557
2/61	128	Holland	1 Yes 0 No	1291 10879
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CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
2/62	129	West Germany	1 Yes 0 No	3264 8906
2/63	130	Switzerland	1 Yes 0 No	486 11684
2/64	131	Italy	1 Yes 0 No	802 11368
2/65	132	Spain	1 Yes 0 No	169 12001
2/66	133	Japan	1 Yes 0 No	1594 10576
2/67	134	U.S.A.	1 Yes 0 No	174 11996
2/68	135	None	1 Yes 0 No	92 12078
2/69	136	Don't know	1 Yes 0 No	2447 9723
2/70	137	Austria on Swiss Questionnaire	1 Yes 0 No	195 11975
		<u>SAMPLE B - BEER</u>		
2/54	121	Britain	1 Yes 0 No	2153 9857
2/55	122	Denmark	1 Yes 0 No	2778 9232
2/56	123	Norway	1 Yes 0 No	496 11514
2/57	124	Sweden	1 Yes 0 No	580 11430
2/58	125	Finland	1 Yes 0 No	631 11379
2/59	126	France	1 Yes 0 No	808 11202
2/60	127	Belgium	1 Yes 0 No	1917 10093
2/61	128	Holland	1 Yes 0 No	1651 10359
2/62	129	West Germany	1 Yes 0 No	6915 5095

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
2/63	130	Switzerland	1 Yes 0 No	759 11241
2/64	131	Italy	1 Yes 0 No	218 11792
2/65	132	Spain	1 Yes 0 No	162 11848
2/66	133	Japan	1 Yes 0 No	74 11936
2/67	134	U.S.A.	1 Yes 0 No	343 11667
2/68	135	None	1 Yes 0 No	58 11952
2/69	136	Don't know	1 Yes 0 No	1321 10689
2/70	137	Austria on Swiss Questionnaire	1 Yes 0 No	277 11733
		<u>SAMPLE A - CHEMICALS AND PLASTICS</u>		
2/71	138	Britain	1 Yes 0 No	1770 10400
2/72	139	Denmark	1 Yes 0 No	318 11852
2/73	140	Norway	1 Yes 0 No	311 11859
2/74	141	Sweden	1 Yes 0 No	830 11340
2/75	142	Finland	1 Yes 0 No	362 11808
2/76	143	France	1 Yes 0 No	1108 11062
2/77	144	Belgium	1 Yes 0 No	454 11716
2/78	145	Holland	1 Yes 0 No	605 11565
2/79	146	West Germany	1 Yes 0 No	4058 8112

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINAL
2/80	147	Switzerland	1 Yes 0 No	867 11303
		Contd. on CARD 3 COL. 7		
3/1-4		Case Number	0000 - 9999	24180
3/5-6		Card Number	03 - Card Three	24180
3/7	148	Italy	1 Yes 0 No	610 11560
3/8	149	Spain	1 Yes 0 No	81 12089
3/9	150	Japan	1 Yes 0 No	1095 11075
3/10	151	U.S.A.	1 Yes 0 No	4254 7916
3/11	152	None	1 Yes 0 No	68 12102
3/12	153	Don't know	1 Yes 0 No	3503 8667
3/13	154	Austria on Swiss Questionnaire	1 Yes 0 No	59 12111
		<u>SAMPLE B - WOOLLEN GOODS</u>		
2/71	138	Britain	1 Yes 0 No	4559 7451
2/72	139	Denmark	1 Yes 0 No	594 11416
2/73	140	Norway	1 Yes 0 No	1802 10208
2/74	141	Sweden	1 Yes 0 No	811 11199
2/75	142	Finland	1 Yes 0 No	832 11178
2/76	143	France	1 Yes 0 No	1266 10744
2/77	144	Belgium	1 Yes 0 No	606 11404
2/78	145	Holland	1 Yes 0 No	846 11164
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CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
2/79	146	West Germany	1 Yes 0 No	11 23
2/80	147	Switzerland	1 Yes 0 No	1284 10726
3/7	148	Italy	1 Yes 0 No	2009 10010
3/8	149	Spain	1 Yes 0 No	325 11685
3/9	150	Japan	1 Yes 0 No	217 11793
3/10	151	U.S.A.	1 Yes 0 No	1434 10576
3/11	152	None	1 Yes 0 No	82 11928
3/12	153	Don't know	1 Yes 0 No	2381 9629
3/13	154	Austria on Swiss Questionnaire	1 Yes 0 No	148 11862
		<u>SAMPLE A - COSMETICS</u>		
3/14	155	Britain	1 Yes 0 No	1573 10597
3/15	156	Denmark	1 Yes 0 No	134 12036
3/16	157	Norway	1 Yes 0 No	54 12116
3/17	158	Sweden	1 Yes 0 No	295 11875
3/18	159	Finland	1 Yes 0 No	137 12033
3/19	160	France	1 Yes 0 No	8388 3782
3/20	161	Belgium	1 Yes 0 No	206 11964
3/21	162	Holland	1 Yes 0 No	210 11960
3/22	163	West Germany	1 Yes 0 No	1121 11049

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
3/23	164	Switzerland	1 Yes 0 No	490 11680
3/24	165	Italy	1 Yes 0 No	674 11496
3/25	166	Spain	1 Yes 0 No	254 11916
3/26	167	Japan	1 Yes 0 No	169 12001
3/27	168	U.S.A.	1 Yes 0 No	2533 9637
3/28	169	None	1 Yes 0 No	30 12140
3/29	170	Don't know	1 Yes 0 No	2170 10000
3/30	171	Austria on Swiss Questionnaire	1 Yes 0 No	4 12166
<u>SAMPLE B - WINES</u>				
3/14	155	Britain	1 Yes 0 No	201 11809
3/15	156	Denmark	1 Yes 0 No	127 11883
3/16	157	Norway	1 Yes 0 No	44 11966
/17	158	Sweden	1 Yes 0 No	69 11941
3/18	159	Finland	1 Yes 0 No	134 11876
3/19	160	France	1 Yes 0 No	8589 3421
3/20	161	Belgium	1 Yes 0 No	337 11673
3/21	162	Holland	1 Yes 0 No	154 11856
3/22	163	West Germany	1 Yes 0 No	2237 9773
3/23	164	Switzerland	1 Yes 0 No	539 11471

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
3/24	165	Italy	1 Yes 0 No	4670 7340
3/25	166	Spain	1 Yes 0 No	4328 7682
3/26	167	Japan	1 Yes 0 No	52 11958
3/27	168	U.S.A.	1 Yes 0 No	261 11749
3/28	169	None	1 Yes 0 No	65 11945
3/29	170	Don't know	1 Yes 0 No	1050 10960
3/30	171	Austria on Swiss Questionnaire	1 Yes 0 No	83 11927
		<u>SAMPLE A - SHOES AND LEATHER GOODS</u>		
3/31	172	Britain	1 Yes 0 No	1582 10588
3/32	173	Denmark	1 Yes 0 No	480 11690
3/33	174	Norway	1 Yes 0 No	605 11565
3/34	175	Sweden	1 Yes 0 No	775 11395
3/35	176	Finland	1 Yes 0 No	882 11288
3/36	177	France	1 Yes 0 No	1495 10675
3/37	178	Belgium	1 Yes 0 No	495 11675
3/38	179	Holland	1 Yes 0 No	831 11339
3/39	180	West Germany	1 Yes 0 No	1750 10420
3/40	181	Switzerland	1 Yes 0 No	1022 11148

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
3/41	182	Italy	1 Yes 0 No	5552 6618
3/42	183	Spain	1 Yes 0 No	1128 11042
3/43	184	Japan	1 Yes 0 No	179 11991
3/44	185	U.S.A.	1 Yes 0 No	578 11592
3/45	186	None	1 Yes 0 No	74 12096
3/46	187	Don't know	1 Yes 0 No	1916 10254
3/47	188	Austria on Swiss Questionnaire	1 Yes 0 No	78 12092
		<u>SAMPLE B - CUTLERY</u>		
3/31	172	Britain	1 Yes 0 No	2082 9928
3/32	173	Denmark	1 Yes 0 No	407 11603
3/33	174	Norway	1 Yes 0 No	502 11508
3/34	175	Sweden	1 Yes 0 No	3397 8613
3/35	176	Finland	1 Yes 0 No	544 11466
3/36	177	France	1 Yes 0 No	968 11042
3/37	178	Belgium	1 Yes 0 No	379 11631
3/38	179	Holland	1 Yes 0 No	198 11812
3/39	180	West Germany	1 Yes 0 No	4216 7794
3/40	181	Switzerland	1 Yes 0 No	613 11397
3/41	182	Italy	1 Yes 0 No	354 11656

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
3/42	183	Spain	1 Yes 0 No	184 11826
3/43	184	Japan	1 Yes 0 No	750 11260
3/44	185	U.S.A.	1 Yes 0 No	778 11232
3/45	186	None	1 Yes 0 No	61 11949
3/46	187	Don't know	1 Yes 0 No	2883 9127
3/47	188	Austria on Swiss Questionnaire	1 Yes 0 No	41 11969
		<u>SAMPLE A - FURNITURE</u>		
3/48	189	Britain	1 Yes 0 No	1360 10810
3/49	190	Denmark	1 Yes 0 No	2296 9874
3/50	191	Norway	1 Yes 0 No	1607 10563
3/51	192	Sweden	1 Yes 0 No	3177 8993
3/52	193	Finland	1 Yes 0 No	1782 10388
3/53	194	France	1 Yes 0 No	1125 11045
3/54	195	Belgium	1 Yes 0 No	804 11366
3/55	196	Holland	1 Yes 0 No	711 11459
3/56	197	West Germany	1 Yes 0 No	1829 10341
3/57	198	Switzerland	1 Yes 0 No	588 11582
3/58	199	Italy	1 Yes 0 No	764 11406
3/59	200	Spain	1 Yes 0 No	489 11681

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
3/60	201	Japan	1 Yes 0 No	185 11985
3/61	202	U.S.A.	1 Yes 0 No	542 11628
3/62	203	None	1 Yes 0 No	73 12097
3/63	204	Don't know	1 Yes 0 No	2202 9968
3/64	205	Austria on Swiss Questionnaire	1 Yes 0 No	74 12096
		<u>SAMPLE B - CHIPS</u>		
3/48	189	Britain	1 Yes 0 No	3749 8261
3/49	190	Denmark	1 Yes 0 No	958 11052
3/50	191	Norway	1 Yes 0 No	1379 10631
3/51	192	Sweden	1 Yes 0 No	1614 10396
3/52	193	Finland	1 Yes 0 No	787 11223
3/53	194	France	1 Yes 0 No	1160 10850
3/54	195	Belgium	1 Yes 0 No	339 11671
3/55	196	Holland	1 Yes 0 No	1458 10552
3/56	197	West Germany	1 Yes 0 No	1843 10167
3/57	198	Switzerland	1 Yes 0 No	64 11946
3/58	199	Italy	1 Yes 0 No	531 11479
3/59	200	Spain	1 Yes 0 No	224 11786
3/60	201	Japan	1 Yes 0 No	4453 7557

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
3/61	202	U.S.A.	1 Yes 0 No	3251 8759
3/62	203	None	1 Yes 0 No	22 11988
3/63	204	Don't know	1 Yes 0 No	2512 9498
3/64	205	Austria on Swiss Questionnaire	1 Yes 0 No	3 12007
		<u>SAMPLE A - DRUGS/ PHARMACEUTICALS</u>		
3/65	206	Britain	1 Yes 0 No	1644 10526
3/66	207	Denmark	1 Yes 0 No	420 11750
3/67	208	Norway	1 Yes 0 No	169 12001
3/68	209	Sweden	1 Yes 0 No	815 11355
3/69	210	Finland	1 Yes 0 No	327 11843
3/70	211	France	1 Yes 0 No	11409 10761
3/71	212	Belgium	1 Yes 0 No	399 11771
3/72	213	Holland	1 Yes 0 No	659 11511
3/73	214	West Germany	1 Yes 0 No	4867 7303
3/74	215	Switzerland	1 Yes 0 No	3254 8916
3/75	216	Italy	1 Yes 0 No	418 11752
3/76	217	Spain	1 Yes 0 No	75 12095
3/77	218	Japan	1 Yes 0 No	252 11918
3/78	219	U.S.A.	1 Yes 0 No	3335 8835

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
3/79	220	None	1 Yes 0 No	36 12134
3/80	221	Don't know	1 Yes 0 No	2707 9463
		<u>Contd. Card 4 Col. 7</u>		
4/1-4		Case Number	0000 - 9999	24180
4/5-6		Card Number	04 - Card four	24180
		<u>SAMPLE A - DRUGS/ PHARMACEUTICALS contd.</u>		
4/7	222	Austria on Swiss Questionnaire	1 Yes 0 No	8 12162
		<u>SAMPLE B - GLASS</u>		
3/65	206	Britain	1 Yes 0 No	965 11045
3/66	207	Denmark	1 Yes 0 No	710 11300
3/67	208	Norway	1 Yes 0 No	465 11545
3/68	209	Sweden	1 Yes 0 No	1575 10435
3/69	210	Finland	1 Yes 0 No	1396 10614
3/70	211	France	1 Yes 0 No	1706 10304
3/71	212	Belgium	1 Yes 0 No	1290 10720
3/72	213	Holland	1 Yes 0 No	819 11191
3/73	214	West Germany	1 Yes 0 No	2242 9768
3/74	215	Switzerland	1 Yes 0 No	504 11506
3/75	216	Italy	1 Yes 0 No	1942 10068
3/76	217	Spain	1 Yes 0 No	160 11850

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
3/77	218	Japan	1 Yes 0 No	560 11450
3/78	219	U.S.A.	1 Yes 0 No	524 11486
3/79	220	None	1 Yes 0 No	117 11893
3/80	221	Don't know	1 Yes 0 No	3038 8972
4/7	222	Austria on Swiss Questionnaire	1 Yes 0 No	70 11940
		<u>SAMPLE A - CARS</u>		
4/8	223	Britain	1 Yes 0 No	4913 7257
4/9	224	Denmark	1 Yes 0 No	138 12032
4/10	225	Norway	1 Yes 0 No	65 12105
4/11	226	Sweden	1 Yes 0 No	2481 9689
4/12	227	Finland	1 Yes 0 No	107 12063
4/13	228	France	1 Yes 0 No	4614 7556
4/14	229	Belgium	1 Yes 0 No	309 11861
4/15	230	Holland	1 Yes 0 No	625 11545
4/16	231	West Germany	1 Yes 0 No	6970 5200
4/17	232	Switzerland	1 Yes 0 No	225 11945
4/18	233	Italy	1 Yes 0 No	3928 8242
4/19	234	Spain	1 Yes 0 No	157 12013
4/20	235	Japan	1 Yes 0 No	2394 9776

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
4/21	236	U.S.A.	1 Yes 0 No	5975 6195
4/22	237	None	1 Yes 0 No	28 12142
4/23	238	Don't know	1 Yes 0 No	1261 10909
4/24	239	Austria on Swiss Questionnaire	1 Yes 0 No	2 12168
		<u>SAMPLE B - STEEL</u>		
4/8	223	Britain	1 Yes 0 No	2573 9437
4/9	224	Denmark	1 Yes 0 No	170 11840
4/10	225	Norway	1 Yes 0 No	317 11693
4/11	226	Sweden	1 Yes 0 No	4191 7819
4/12	227	Finland	1 Yes 0 No	330 11680
4/13	228	France	1 Yes 0 No	1095 10915
4/14	229	Belgium	1 Yes 0 No	813 11197
4/15	230	Holland	1 Yes 0 No	365 11645
4/16	231	West Germany	1 Yes 0 No	5242 6768
4/17	232	Switzerland	1 Yes 0 No	230 11780
4/18	233	Italy	1 Yes 0 No	290 11720
4/19	234	Spain	1 Yes 0 No	101 11909
4/20	235	Japan	1 Yes 0 No	1117 10893
4/21	236	U.S.A.	1 Yes 0 No	2890 9120

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
4/22	237	None	1 Yes 0 No	19 11991
4/23	238	Don't know	1 Yes 0 No	2293 9717
4/24	239	Austria on Swiss Questionnaire	1 Yes 0 No	73 11937
<u>SAMPLE A - WOMEN'S FASHIONS</u>				
4/25	240	Britain	1 Yes 0 No	2340 9830
4/26	241	Denmark	1 Yes 0 No	409 11761
4/27	242	Norway	1 Yes 0 No	208 11962
4/28	243	Sweden	1 Yes 0 No	773 11397
4/29	244	Finland	1 Yes 0 No	664 11506
4/30	245	France	1 Yes 0 No	7779 4391
4/31	246	Belgium	1 Yes 0 No	342 11828
4/32	247	Holland	1 Yes 0 No	413 11757
4/33	248	West Germany	1 Yes 0 No	1329 10841
4/34	249	Switzerland	1 Yes 0 No	545 11625
4/35	250	Italy	1 Yes 0 No	2241 9929
4/36	251	Spain	1 Yes 0 No	232 11938
4/37	252	Japan	1 Yes 0 No	148 12022
4/38	253	U.S.A.	1 Yes 0 No	1038 11132
4/39	254	None	1 Yes 0 No	17 12153

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
4/40	255	Don't know	1 Yes 0 No	1962 10208
4/41	256	Austria on Swiss Questionnaire	1 Yes 0 No	43 12127
		<u>SAMPLE B - TYRES</u>		
4/25	240	Britain	1 Yes 0 No	3159 8851
4/26	241	Denmark	1 Yes 0 No	141 11869
4/27	242	Norway	1 Yes 0 No	362 11648
4/28	243	Sweden	1 Yes 0 No	806 11204
4/29	244	Finland	1 Yes 0 No	560 11450
4/30	245	France	1 Yes 0 No	3066 8944
4/31	246	Belgium	1 Yes 0 No	480 11530
4/32	247	Holland	1 Yes 0 No	462 11548
4/33	248	West Germany	1 Yes 0 No	2627 9387
4/34	249	Switzerland	1 Yes 0 No	309 11701
4/35	250	Italy	1 Yes 0 No	1608 10402
4/36	251	Spain	1 Yes 0 No	140 11870
4/37	252	Japan	1 Yes 0 No	781 11229
4/38	253	U.S.A.	1 Yes 0 No	3467 8543
4/39	254	None	1 Yes 0 No	46 11964
4/40	255	Don't know	1 Yes 0 No	3048 8962

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
4/41	256	Austria on Swiss Questionnaire	1 Yes 0 No	59 11951
		<u>SAMPLE A - SYNTHETIC/MAN MADE FIBRES</u>		
4/42	257	Britain	1 Yes 0 No	1938 10232
4/43	258	Denmark	1 Yes 0 No	189 11981
4/44	259	Norway	1 Yes 0 No	209 11961
4/45	260	Sweden	1 Yes 0 No	516 11654
4/46	261	Finland	1 Yes 0 No	279 11891
4/47	262	France	1 Yes 0 No	1164 11006
4/48	263	Belgium	1 Yes 0 No	370 11800
4/49	264	Holland	1 Yes 0 No	562 11608
4/50	265	West Germany	1 Yes 0 No	3021 9149
4/51	266	Switzerland	1 Yes 0 No	652 11518
4/52	267	Italy	1 Yes 0 No	905 11265
4/53	268	Spain	1 Yes 0 No	280 11890
4/54	269	Japan	1 Yes 0 No	1025 11145
4/55	270	U.S.A.	1 Yes 0 No	3176 8994
4/56	271	None	1 Yes 0 No	67 12103
4/57	272	Don't know	1 Yes 0 No	4275 7895
4/58	273	Austria on Swiss Questionnaire	1 Yes 0 No	29 12141

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE B - ORANGES</u>		
4/42	257	Britain	1 Yes 0 No	38 11972
4/43	258	Denmark	1 Yes 0 No	46 11964
4/44	259	Norway	1 Yes 0 No	25 11985
4/45	260	Sweden	1 Yes 0 No	28 11982
4/46	261	Finland	1 Yes 0 No	12 11998
4/47	262	France	1 Yes 0 No	428 11582
4/48	263	Belgium	1 Yes 0 No	35 11975
4/49	264	Holland	1 Yes 0 No	59 11951
4/50	265	West Germany	1 Yes 0 No	66 11944
4/51	266	Switzerland	1 Yes 0 No	65 11945
4/52	267	Italy	1 Yes 0 No	5247 6763
4/53	268	Spain	1 Yes 0 No	8808 3202
4/54	269	Japan	1 Yes 0 No	372 11638
4/55	270	U.S.A.	1 Yes 0 No	1071 10939
4/56	271	None	1 Yes 0 No	150 11860
4/57	272	Don't know	1 Yes 0 No	1123 10887
4/58	273	Austria on Swiss Questionnaire	1 Yes 0 No	3 12007

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE A - MENS SUITS</u>		
4/59	274	Britain	1 Yes 0 No	5432 6738
4/60	275	Denmark	1 Yes 0 No	441 11729
4/61	276	Norway	1 Yes 0 No	511 11659
4/62	277	Sweden	1 Yes 0 No	796 11374
4/63	278	Finland	1 Yes 0 No	629 11541
4/64	279	France	1 Yes 0 No	2079 10091
4/65	280	Belgium	1 Yes 0 No	440 11730
4/66	281	Holland	1 Yes 0 No	806 11364
4/67	282	West Germany	1 Yes 0 No	1373 10797
4/68	283	Switzerland	1 Yes 0 No	516 11654
4/69	284	Italy	1 Yes 0 No	1857 10313
4/70	285	Spain	1 Yes 0 No	327 11843
4/71	286	Japan	1 Yes 0 No	137 12033
4/72	287	U.S.A.	1 Yes 0 No	716 11454
4/73	288	None	1 Yes 0 No	46 12124
4/74	289	Don't know	1 Yes 0 No	2473 9697
4/75	290	Austria on Swiss Questionnaire	1 Yes 0 No	50 12120

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE B - CANNED FISH PRODUCTS</u>		
4/59	274	Britain	1 Yes 0 No	936 11074
4/60	275	Denmark	1 Yes 0 No	2563 9447
4/61	276	Norway	1 Yes 0 No	5380 6630
4/62	277	Sweden	1 Yes 0 No	1913 10097
'63	278	Finland	1 Yes 0 No	1354 10656
4/64	279	France	1 Yes 0 No	902 11108
4/65	280	Belgium	1 Yes 0 No	272 11738
4/66	281	Holland	1 Yes 0 No	1117 10893
4/67	282	West Germany	1 Yes 0 No	644 11366
4/68	283	Switzerland	1 Yes 0 No	68 11942
4/69	284	Italy	1 Yes 0 No	640 11370
4/70	285	Spain	1 Yes 0 No	1527 10483
4/71	286	Japan	1 Yes 0 No	1659 10351
4/72	287	U.S.A.	1 Yes 0 No	855 11155
4/73	288	None	1 Yes 0 No	141 11869
4/74	289	Don't know	1 Yes 0 No	2166 9844
4/75	290	Austria on Swiss Questionnaire	1 Yes 0 No	5 12005

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE A - DAIRY PRODUCTS</u>		
4/76	291	Britain	1 Yes 0 No	1002 11168
4/77	292	Denmark	1 Yes 0 No	5353 6817
4/78	293	Norway	1 Yes 0 No	11053 1117
4/79	294	Sweden	1 Yes 0 No	1032 11138
4/80	295	Finland	1 Yes 0 No	916 11254
		<u>Contd. on Card 5 Col. 7</u>		
5/1-4		Case Number	0000 - 9999	24180
5/5-6		Card Number	05 Card Five	24180
5/7	296	France	1 Yes 0 No	2188 9982
5/8	297	Belgium	1 Yes 0 No	942 11228
5/9	298	Holland	1 Yes 0 No	5956 6214
5/10	299	West Germany	1 Yes 0 No	964 11206
5/11	300	Switzerland	1 Yes 0 No	4271 7899
5/12	301	Italy	1 Yes 0 No	592 11578
5/13	302	Spain	1 Yes 0 No	144 12026
5/14	303	Japan	1 Yes 0 No	39 12131
5/15	304	U.S.A.	1 Yes 0 No	426 11744
5/16	305	None	1 Yes 0 No	26 12144
5/17	306	Don't know	1 Yes 0 No	1161 11009
		- 30 -		

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
5/18	307	Austria on Swiss Questionnaire	1 Yes 0 No	47 12123
		<u>SAMPLE B - DAIRY PRODUCTS</u>		
4/76	291	Britain	1 Yes 0 No	970 11040
4/77	292	Denmark	1 Yes 0 No	4918 7092
4/78	293	Norway	1 Yes 0 No	1013 10997
4/79	294	Sweden	1 Yes 0 No	908 11102
4/80	295	Finland	1 Yes 0 No	930 11080
5/7	296	France	1 Yes 0 No	2141 9869
5/8	297	Belgium	1 Yes 0 No	888 11122
5/9	298	Holland	1 Yes 0 No	5585 6425
5/10	299	West Germany	1 Yes 0 No	962 11048
5/11	300	Switzerland	1 Yes 0 No	4008 8002
5/12	301	Italy	1 Yes 0 No	581 11429
5/13	302	Spain	1 Yes 0 No	151 11859
5/14	303	Japan	1 Yes 0 No	54 11956
5/15	304	U.S.A.	1 Yes 0 No	498 11512
5/16	305	None	1 Yes 0 No	35 11975
5/17	306	Don't know	1 Yes 0 No	1176 10834
5/18	307	Austria on Swiss Questionnaire	1 Yes 0 No	54 11956

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
5/19 - 6/29	308 - 392	Q5 - Which country do you think of as mainly making products of the following sort ? <u>SAMPLE A - GOOD QUALITY PRODUCTS</u>		
5/19	308	Britain	1 Yes 0 No	3472 8698
5/20	309	Denmark	1 Yes 0 No	1559 10611
5/21	310	Norway	1 Yes 0 No	922 11248
5/22	311	Sweden	1 Yes 0 No	2758 9412
5/23	312	Finland	1 Yes 0 No	897 11273
5/24	313	France	1 Yes 0 No	1940 10230
5/25	314	Belgium	1 Yes 0 No	577 11593
5/26	315	Holland	1 Yes 0 No	1376 10794
5/27	316	West Germany	1 Yes 0 No	5332 6838
5/28	317	Switzerland	1 Yes 0 No	3355 8815
5/29	318	Italy	1 Yes 0 No	919 11251
5/30	319	Spain	1 Yes 0 No	181 11989
5/31	320	Japan	1 Yes 0 No	1466 10704
5/32	321	U.S.A.	1 Yes 0 No	2320 9850
5/33	322	None	1 Yes 0 No	102 12068
5/34	323	Don't know	1 Yes 0 No	1811 10359
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CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
5/35	324	Austria on Swiss Questionnaire	1 Yes 0 No	29 12141
		<u>SAMPLE B - DULL, UNATTRACTIVE PRODUCTS</u>		
5/19	308	Britain	1 Yes 0 No	901 11109
5/20	309	Denmark	1 Yes 0 No	231 11779
5/21	310	Norway	1 Yes 0 No	264 11746
5/22	311	Sweden	1 Yes 0 No	227 11783
5/23	312	Finland	1 Yes 0 No	316 11694
5/24	313	France	1 Yes 0 No	445 11565
5/25	314	Belgium	1 Yes 0 No	483 11527
5/26	315	Holland	1 Yes 0 No	349 11661
5/27	316	West Germany	1 Yes 0 No	702 11308
5/28	317	Switzerland	1 Yes 0 No	183 11827
5/29	318	Italy	1 Yes 0 No	503 11507
5/30	319	Spain	1 Yes 0 No	711 11299
5/31	320	Japan	1 Yes 0 No	973 11037
5/32	321	U.S.A.	1 Yes 0 No	644 11366
5/33	322	None	1 Yes 0 No	1487 10523
5/34	323	Don't know	1 Yes 0 No	5735 6275

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
5/35	324	Austria on Swiss Questionnaire	1 Yes 0 No	68 11942
		<u>SAMPLE A - POOR QUALITY PRODUCTS</u>		
5/36	325	Britain	1 Yes 0 No	269 11901
5/37	326	Denmark	1 Yes 0 No	90 12080
5/38	327	Norway	1 Yes 0 No	145 12025
5/39	328	Sweden	1 Yes 0 No	135 12035
5/40	329	Finland	1 Yes 0 No	154 12016
5/41	330	France	1 Yes 0 No	562 11608
5/42	331	Belgium	1 Yes 0 No	435 11735
5/43	332	Holland	1 Yes 0 No	166 12004
5/44	333	West Germany	1 Yes 0 No	315 11855
5/45	334	Switzerland	1 Yes 0 No	85 12085
5/46	335	Italy	1 Yes 0 No	2001 10169
5/47	336	Spain	1 Yes 0 No	1904 10266
5/48	337	Japan	1 Yes 0 No	2630 9540
5/49	338	U.S.A.	1 Yes 0 No	603 11567
5/50	339	None	1 Yes 0 No	1108 11062
5/51	340	Don't know	1 Yes 0 No	4714 7456
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CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
5/52	341	Austria on Swiss Questionnaire	1 Yes 0 No	18 12152
		<u>SAMPLE B - UP TO DATE PRODUCTS</u>		
5/36	325	Britain	1 Yes 0 No	1883 10127
5/37	326	Denmark	1 Yes 0 No	785 11225
5/38	327	Norway	1 Yes 0 No	529 11481
5/39	328	Sweden	1 Yes 0 No	1819 10191
5/40	329	Finland	1 Yes 0 No	841 11169
5/41	330	France	1 Yes 0 No	2509 9501
5/42	331	Belgium	1 Yes 0 No	293 11717
5/43	332	Holland	1 Yes 0 No	383 11627
5/44	333	West Germany	1 Yes 0 No	2958 9052
5/45	334	Switzerland	1 Yes 0 No	821 11189
5/46	335	Italy	1 Yes 0 No	1177 10833
5/47	336	Spain	1 Yes 0 No	199 11811
5/48	337	Japan	1 Yes 0 No	2348 9662
5/49	338	U.S.A.	1 Yes 0 No	4507 7503
5/50	339	None	1 Yes 0 No	101 11909
5/51	340	Don't know	1 Yes 0 No	2410 9600

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
5/52	341	Austria on Swiss Questionnaire	1 Yes 0 No	14 11996
		<u>SAMPLE A - INEXPENSIVE/ GOOD VALUE PRODUCTS</u>		
5/53	342	Britain	1 Yes 0 No	921 11249
5/54	343	Denmark	1 Yes 0 No	351 11819
5/55	344	Norway	1 Yes 0 No	308 11862
5/56	345	Sweden	1 Yes 0 No	576 11594
5/57	346	Finland	1 Yes 0 No	213 11957
5/58	347	France	1 Yes 0 No	621 11549
5/59	348	Belgium	1 Yes 0 No	382 11788
5/60	349	Holland	1 Yes 0 No	725 11445
5/61	350	West Germany	1 Yes 0 No	2068 10102
5/62	351	Switzerland	1 Yes 0 No	900 11270
5/63	352	Italy	1 Yes 0 No	1372 10798
5/64	353	Spain	1 Yes 0 No	736 11434
5/65	354	Japan	1 Yes 0 No	3906 8264
5/66	355	U.S.A.	1 Yes 0 No	762 11408
5/67	356	None	1 Yes 0 No	355 11815
5/68	357	Don't know	1 Yes 0 No	3188 8982
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CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
5/69	358	Austria on Swiss Questionnaire	1 Yes 0 No	41 12129
		<u>SAMPLE B - WELL FINISHED PRODUCTS</u>		
5/53	342	Britain	1 Yes 0 No	2284 9726
5/54	343	Denmark	1 Yes 0 No	878 11132
5/55	344	Norway	1 Yes 0 No	714 11296
5/56	345	Sweden	1 Yes 0 No	2130 9880
5/57	346	Finland	1 Yes 0 No	753 11257
5/58	347	France	1 Yes 0 No	1177 10833
5/59	348	Belgium	1 Yes 0 No	348 11662
5/60	349	Holland	1 Yes 0 No	775 11235
5/61	350	West Germany	1 Yes 0 No	4441 7569
5/62	351	Switzerland	1 Yes 0 No	2572 9438
5/63	352	Italy	1 Yes 0 No	662 11348
5/64	353	Spain	1 Yes 0 No	151 11859
5/65	354	Japan	1 Yes 0 No	1121 10889
5/66	355	U.S.A.	1 Yes 0 No	1462 10548
5/67	356	None	1 Yes 0 No	96 11914
5/68	357	Don't know	1 Yes 0 No	2350 9660

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
5/69	358	Austria on Swiss Questionnaire	1 Yes 0 No	38 11972
		<u>SAMPLE A EXPENSIVE PRODUCTS</u>		
5/70	359	Britain	1 Yes 0 No	2386 9784
5/71	360	Denmark	1 Yes 0 No	561 11609
5/72	361	Norway	1 Yes 0 No	391 11779
5/73	362	Sweden	1 Yes 0 No	1695 10475
5/74	363	Finland	1 Yes 0 No	505 11665
5/75	364	France	1 Yes 0 No	3006 9164
5/76	365	Belgium	1 Yes 0 No	232 11938
5/77	366	Holland	1 Yes 0 No	301 11869
5/78	367	West Germany	1 Yes 0 No	1213 10957
5/79	368	Switzerland	1 Yes 0 No	2268 9902
5/80	369	Italy	1 Yes 0 No	521 11649
		<u>Contd. on Card 6 Col.7</u>		
6/1-4		Case Number	0000 - 9999	24180
6/5-6		Card Number	06 Card Six	24180
6/7	370	Spain	1 Yes 0 No	160 12010
6/8	371	Japan	1 Yes 0 No	201 11969
6/9	372	U.S.A.	1 Yes 0 No	2512 9658
6/10	373	None	1 Yes 0 No	115 12055

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
6/11	374	Don't know	1 Yes 0 No	3049 9121
6/12	375	Austria on Swiss Questionnaire	1 Yes 0 No	17 12153
		<u>SAMPLE B - RELIABLE PRODUCTS</u>		
5/70	359	Britain	1 Yes 0 No	2503 9507
5/71	360	Denmark	1 Yes 0 No	928 11082
5/72	361	Norway	1 Yes 0 No	802 11208
5/73	362	Sweden	1 Yes 0 No	2352 9658
5/74	363	Finland	1 Yes 0 No	800 11210
5/75	364	France	1 Yes 0 No	1048 10962
5/76	365	Belgium	1 Yes 0 No	354 11656
5/77	366	Holland	1 Yes 0 No	918 11092
5/78	367	West Germany	1 Yes 0 No	4709 7301
5/79	368	Switzerland	1 Yes 0 No	2390 9620
5/80	369	Italy	1 Yes 0 No	500 11510
6/7	370	Spain	1 Yes 0 No	159 11851
6/8	371	Japan	1 Yes 0 No	834 11176
6/9	372	U.S.A.	1 Yes 0 No	1532 10478
6/10	373	None	1 Yes 0 No	140 11870
6/11	374	Don't know	1 Yes 0 No	2292 9718

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
6/12	375	Austria on Swiss Questionnaire	1 Yes 0 No	58 11952
		<u>SAMPLE A - WELL DESIGNED PRODUCTS</u>		
6/13	376	Britain	1 Yes 0 No	1868 10302
6/14	377	Denmark	1 Yes 0 No	1192 10978
6/15	378	Norway	1 Yes 0 No	690 11480
6/16	379	Sweden	1 Yes 0 No	2168 10002
6/17	380	Finland	1 Yes 0 No	1036 11134
6/18	381	France	1 Yes 0 No	2278 9892
6/19	382	Belgium	1 Yes 0 No	289 11881
6/20	383	Holland	1 Yes 0 No	441 11729
6/21	384	West Germany	1 Yes 0 No	2880 9290
6/22	385	Switzerland	1 Yes 0 No	1237 10933
6/23	386	Italy	1 Yes 0 No	1491 10679
6/24	387	Spain	1 Yes 0 No	188 11982
6/25	388	Japan	1 Yes 0 No	1037 11133
6/26	389	U.S.A.	1 Yes 0 No	1768 10402
6/27	390	None	1 Yes 0 No	87 12083
6/28	391	Don't know	1 Yes 0 No	3177 8993

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINAL
6/29	392	Austria on Swiss Questionnaire	1 Yes 0 No	56 12114
		<u>SAMPLE B - FLASHY PRODUCTS</u>		
6/13	376	Britain	1 Yes 0 No	595 11415
6/14	377	Denmark	1 Yes 0 No	88 11922
6/15	378	Norway	1 Yes 0 No	65 11945
6/16	379	Sweden	1 Yes 0 No	314 11696
6/17	380	Finland	1 Yes 0 No	220 11790
6/18	381	France	1 Yes 0 No	1248 10762
6/19	382	Belgium	1 Yes 0 No	245 11765
6/20	383	Holland	1 Yes 0 No	133 11877
6/21	384	West Germany	1 Yes 0 No	595 11415
6/22	385	Switzerland	1 Yes 0 No	265 11745
6/23	386	Italy	1 Yes 0 No	2029 9981
6/24	387	Spain	1 Yes 0 No	978 11032
6/25	388	Japan	1 Yes 0 No	2476 9534
6/26	389	U.S.A.	1 Yes 0 No	2908 9102
6/27	390	None	1 Yes 0 No	453 11557
6/28	391	Don't know	1 Yes 0 No	3840 8170
6/29	392	Austria on Swiss Questionnaire	1 Yes 0 No	11 11999

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
6/30	393	Q6 - Of goods you would buy, would you like to see <u>more</u> or <u>fewer</u> imported from outside this country.	1 More products imported 2 Fewer products imported 3 Satisfied with present situation 4 Don't know	2766 6965 12776 1673
6/31 - 6/38	394 - 401	Q7 - Which of these items does your home possess.		
6/31	394	Sauna bath	1 Yes 0 No	1187 22993
6/32	395	Private telephone	1 Yes 0 No	12023 12157
6/33	396	Bathroom or shower room	1 Yes 0 No	17235 6945
6/34	397	Running cold water	1 Yes 0 No	22242 1938
6/35	398	Running hot water	1 Yes 0 No	16824 7356
6/36	399	Private garden (for sole H/h use)	1 Yes 0 No	12382 11798
6/37	400	Central heating - whole accommodation	1 Yes 0 No	9364 14816
6/38	401	Central heating - part of accommodation	1 Yes 0 No	1307 22873
6/39 - 6/56	402 - 419	Q8 - Which of the following items in household ?		
6/39	402	Deep freeze	1 Yes 0 No	3864 20316
6/40	403	Electric hair dryer	1 Yes 0 No	11184 12996
6/41	404	Polaroid camera	1 Yes 0 No	646 23534
6/42	405	Still camera	1 Yes 0 No	15091 9089

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
6/43	406	Cine camera	1 Yes 0 No	2191 21989
6/44	407	Film projector	1 Yes 0 No	1746 22434
6/45	408	Slide projector	1 Yes 0 No	2882 21298
6/46	409	Caravan	1 Yes 0 No	470 23710
6/47	410	Sail boat without motor	1 Yes 0 No	193 23987
6/48	411	Boat with outboard motor	1 Yes 0 No	690 23490
6/49	412	Boat with inboard motor	1 Yes 0 No	309 23871
6/50	413	Other boat without motor	1 Yes 0 No	857 23323
6/51	414	Electric drill	1 Yes 0 No	4527 19653
6/52	415	Electric toothbrush	1 Yes 0 No	526 23654
6/53	416	Powered lawn mower	1 Yes 0 No	1888 22292
6/54	417	Frame camping tent	1 Yes 0 No	2699 21481
6/55	418	"Inu-motor" boat	1 Yes 0 No	122 24058
6/56	419	None of these	1 Yes 0 No	9248 14932
		If "STILL CAMERA" mentioned Q8 ask :- Q9a, b & c.		
6/57 - 6/61	420 - 424	Q9a - What kind of film does (most used) still camera take:-		
6/57	420	Instamatic cartridge	1 Yes 0 No	1982 22198
6/58	421	35mm	1 Yes 0 No	3971 20209
6/59	422	Other roll film	1 Yes 0 No	7638 16542

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
6/60	423	Other	1 Yes 0 No	12 24168
6/61	424	Don't know	1 Yes 0 No	1615 22565
6/62 - 6/64	425 - 427	Q9b - about how many films for a still camera have you personally bought in the last twelve months for your own or someone elses use		
6/62	425	Black and white film	1 None 2 1 - 3 3 4 - 6 4 7 - 9 5 10 + 6 Don't know 7 Wild	6164 5055 1780 344 746 10081 10
6/63	426	Colour slide film	1 None 2 1 - 3 3 4 - 6 4 7 - 9 5 10 + 6 Don't know 7 Wild	10195 1711 880 191 399 10798 6
6/64	427	Colour print film	1 None 2 1 - 3 3 4 - 6 4 7 - 9 5 10 + 6 Don't know 7 Wild	7882 3831 1313 307 537 10300 10
6/65	428	Q9c - Have you personally or has anyone in your household taken any flash light pictures in the last twelve months.	1 Yes 2 No 3 Don't know 4 Wild	8097 6520 9561 2
6/66	429	Q10 - If cine camera mentioned at Q8 - how many cine films have you personally bought in the last twelve months	1 None 2 1 - 3 3 4 - 6 4 7 - 9 5 10 + 6 Don't know 7 Wild	557 663 483 122 335 21998 27

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
6/67	430	Q11a - Does any member of household have car used for private motoring	1 Yes 2 No 3 Don't know 4 Wild	13020 11051 103 6
		If 'Yes' :- (otherwise move to Q14)		
6/68	431	Q11b - How many cars in household used for private motoring	0 Not mentioned 1 One 2 Two 3 Three 4 Four or more	11283 11228 1474 147 48
		FIRST CAR (Most Used)		
		Q12a What make ?		
6/69	432	British Makes	& BMC (Austin/Morris/MG/Riley/Wolsely) - Ford 0 Standard Triumph 1 Rootes (Sunbeam/Hillman/Singer/Humber) 2 Vauxhall 3 Rover 4 Jaguar/Daimler	364 906 143 191 333 31 51
		French Makes	5 Citroen 6 Renault 7 Simca 8 Peugeot 9 Daf	578 769 461 548 121
		Dutch Makes	Blank Not mentioned Wild	19176 8
6/70	433	German Makes	& Mercedes Benz - B.M.W. 0 Auto Union 1 Ford 2 Opel 3 N.S.U. 4 Volkswagon 5 Porche 6 Skoda 7 Moscovitch 8 Volgu 9 Wartburg Blank Not mentioned	281 145 167 854 1357 150 1655 7 73 82 9 32 19368
		East European Makes		
6/71	434	Italian Makes	& Alfa Romeo - Lancia 0 Fiat	54 37 1294

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
6/71	434	Swedish Makes Spanish Makes	1 Volvo 2 Saab 3 Seat 4 Austin Authi 5 MG Authi 6 Citroen (Spanish) 7 Renault (FASA) 8 Simca- Barreiros 9 Dodge-Barreiros Blank Not mentioned	545 192 303 12 9 41 143 43 7 21500
6/72	435	Japanese Makes American Makes	& Toyota - Datsun 0 Honda 1 American Motors 2 Buick 3 Cadillac 4 Chevrolet 5 Chrysler 6 Dodge, De Soto 7 Ford 8 Oldsmobile 9 Pontiac Blank Not mentioned	46 23 7 0 5 1 45 6 15 31 13 1 23987
6/73	436	American Makes	& Rambler - Lincoln/Mercury 0 Plymouth 1 Valiant 2 THRU 7 Wild 8 Other makes all countries 9 Make not known/not stated Blank Not mentioned Wild	12 0 21 8 30 205 74 23829 1
6/74	437	Q12b - Model of car	0 Not mentioned 1 Saloon 2 Estate car 3 Sports car 4 Van 5 Other	12416 10013 1155 142 362 92
6/75 - 78	438- 441	Q12c - Engine size - Not Austria/Switzerland/Germany		
6/75	438	1000cc or less	1 Yes 0 No	3115 21065
6/76	439	1001cc to 1750cc	1 Yes 0 No	6682 17498
6/77	440	1751cc or over	1 Yes 0 No	1527 22653

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
6/78	441	Don't know	1 Yes 0 No	1651 22529
6/79	442	Austria, Swiss & Germany only :- Undefined on other questionnaires	0 Not applicable 1 850cc 2 851 - 1000cc 3 1001 - 1500cc 4 1501 - 1750cc 5 1751 - 2000cc 6 2001 and over 7 Don't know	3347 104 75 722 253 135 75 82
6/80	443	Q12d - Year first registered	0 Not mentioned 1 1962 or earlier 2 1963 3 1964 4 1965 5 1966 6 1967 7 1968 8 1969 9 Don't know	40 3144 966 1352 1500 1543 1679 1791 439 11726
7/1-4		Case Number	0000 - 9999	24180
7/5-6		Card Number	07 - Card Seven	24180
7/7	444	Q12e - New or second-hand when acquired	0 Not mentioned 1 New 2 Second-hand 3 Don't know	40 7185 5646 11309
7/8	445	Q12f - Radio, fitted or portable	0 Not mentioned 1 Permanently fitted 2 Fitted but also portable 3 Portable, not fitted 4 No radio 5 Wild	11191 2818 500 659 9009 3
7/9	446	Q12g - Annual mileage	0 Not mentioned 1 Below 3215 miles (5000 km) 2 3125 - 6249 miles (5000 - 10000 km) 3 6250 - 9374 miles (10000 - 15000 km) 4 9375 - 12499 miles (15000 - 20000 km) 5 12500 - 15624 miles (20000 - 25000 km)	12533 901 2453 3089 2101 1315

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
7/9	446	Contd.	6 15625 - 18749 miles (25000 - 30000 km) 7 18750 - 24999 miles (30000 - 40000 km) 8 25000 miles & over (40000 km and over) 9 Wild	644 561 580 3
		SECOND CAR (next most used)		
		Q12a - What make ?		
7/10	447	British makes	& BMC(Austin/Morris/MG/ Riley/Wolsely) - Ford 0 Standard Triumph 1 Rootes (Sunbeam/Hillman/ Singer/Humber) 2 Vauxhall 3 Rover 4 Jaguar/Daimler 5 Citroen 6 Renault 7 Simca 8 Peugeot 9 Daf Blank Not mentioned Wild	192 96 29 23 26 1 12 85 88 43 57 10 23517 1
		French Makes		
		Dutch Make		
7/11	448	German Makes	& Mercedes Benz - B.M.W. 0 Auto Union 1 Ford 2 Opel 3 N.S.U. 4 Volkswagon 5 Porche 6 Skoda 7 Moscovitch 8 Volgu 9 Wartburg Blank Not mentioned	46 31 14 61 108 21 225 2 9 1 0 2 23660
		East European Makes		
7/12	449	Italian Makes	& Alfa Romeo - Lancia 0 Fiat 1 Volvo 2 Saab 3 Seat 4 Austin Authi 5 MG Authi 6 Citroen (Spanish) 7 Renault (FASA) 8 Simca - Barreiros 9 Dodge - Barreiros Blank Not mentioned	15 8 226 43 20 30 2 4 5 17 6 6 23798
		Swedish Makes		
		Spanish Makes		

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
7/13	450	Japanese Makes	& Toyota - Datsun 0 Honda 1 American Motors 2 Buick 3 Cadillac 4 Chevrolet 5 Chrysler 6 Dodge, de Soto 7 Ford 8 Oldsmobile 9 Pontiac Blank Not mentioned	0 0 1 0 2 0 12 3 2 3 0 2 24155
7/14	451	American Makes	& Rambler - Lincoln/Mercury 0 Plymouth 1 Valiant 4 Wild 5 Wild 8 Other makes (all countries) 9 Make not known/not stated Blank Not mentioned	0 0 2 0 2 1 50 26 24099
7/15	452	Q12b - Model of car	0 Not mentioned 1 Saloon car 2 Estate car 3 Sports car 4 Van 5 Other	22696 1157 156 55 91 25
7/16 - 7/19	453 - 456	Q12c - Engine size - Not Austria/Swiss/Germany		
7/16	453	1000cc or less	1 Yes 0 No	515 23665
7/17	454	1000cc - 1750cc	1 Yes 0 No	743 23437
7/18	455	1750cc or over	1 Yes 0 No	209 23971
7/19	456	Don't know	1 Yes 0 No	209 23971
7/20	457	Austria, Swiss, Germany only	0 Not applicable 1 Up to 850cc 2 850 - 1000cc 3 1001 - 1500cc 4 1501 - 1750cc 5 1751 - 2000cc 6 2001cc and over 7 Don't know	3672 27 10 107 30 23 10 14
		Undefined on other questionnaires		

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
7/21	458	Q12d - Year first registered	0 Not mentioned 1 1962 or earlier 2 1963 3 1964 4 1965 5 1966 6 1967 7 1968 8 1969 9 Don't know	1 480 141 158 156 166 194 228 80 22576
7/22	459	Q12e - New or second-hand when acquired	1 New 2 Second-hand 3 Don't know	806 842 22532
7/23	460	Q12f - Radio, fitted or portable	0 Not mentioned 1 Permanently fitted 2 Fitted but also portable 3 Portable, not fitted 4 No radio 5 Wild	22511 409 53 60 1146 1
7/24	461	Q12g - Annual mileage	0 Not mentioned 1 Below 3125 miles (5000 km) 2 3125 - 6249 miles (5000 - 10000 km) 3 6250 - 9374 miles (10000 - 15000 km) 4 9375 - 12499 miles (15000 - 20000 km) 5 12500 - 15624 miles (20000 - 25000 km) 6 15625 - 18749 miles (25000 - 30000 km) 7 18750 - 24999 miles (30000 - 40000 km) 8 25000 or more miles (40000 km) 9 Don't know	22677 199 386 370 222 148 70 50 56 2
7/25	462	Q13a - Do you yourself personally buy most of the petrol for this (any of these) cars	0 Not mentioned 1 Yes 2 No 3 Don't know	8 7813 5007 11352
7/26	463	Q13b - Do you personally usually wash or clean the car	0 Not mentioned 1 Yes	6 7403

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINAL
7/26	463	Contd. If 'YES' ask 13c & d.	2 No 3 Don't know	5419 11352
7/27	464	Q13c - Car shampoo used how often	0 Not mentioned 1 Almost always 2 About half 3 Almost never 4 Don't know	4 2235 1601 3551 16789
7/28	465	Q13d - Polish - how many times per year	1 Never 2 1 - 3 3 4 - 6 4 6 + 5 Don't know	1932 4232 825 478 16713
7/29 - 7/33	466 - 470	Q14 - Do you yourself own and use any of these nowadays.		
7/29	466	Motor scooter	1 Yes 0 No	413 23767
7/30	467	Motor cycle	1 Yes 0 No	647 23533
7/31	468	Pedal cycle	1 Yes 0 No	9702 14478
7/32	469	Moped or motor assisted bicycle	1 Yes 0 No	2248 21932
7/33	470	None of these	1 Yes 0 No	4642 19538
7/34 - 8/59	471 - 570	Q15 - <u>BEVERAGES</u> (1) Pure ready to drink juices eg. orange, tomato		
7/34	471	Drunk in past year	1 Yes 0 No	14618 9562
7/35	472	Drunk in past 7 days	1 Yes 0 No	6923 17257
7/36	473	Drunk in past 7 days at home	1 Yes 0 No	5982 18198
7/37	474	Drunk in past 7 days elsewhere	1 Yes 0 No	1120 23060

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		(2) Squashes or syrups eg. orange, lemon		
7/38	475	Drunk in past year	1 Yes 0 No	12036 12144
7/39	476	Drunk in past 7 days	1 Yes 0 No	5825 18355
7/40	477	Drunk in past 7 days at home	1 Yes 0 No	5381 18799
7/41	478	Drunk in past 7 days elsewhere	1 Yes 0 No	525 23655
		(3) Lemonade/other fizzy drinks		
7/42	479	Drunk in past year	1 Yes 0 No	16223 7957
7/43	480	Drunk in past 7 days	1 Yes 0 No	9290 14890
7/44	481	Drunk in past 7 days at home	1 Yes 0 No	7712 16468
7/45	482	Drunk in past 7 days elsewhere	1 Yes 0 No	2054 22126
		(4) Soda water/Tonic water		
7/46	483	Drunk in past year	1 Yes 0 No	7553 16627
7/47	484	Drunk in past 7 days	1 Yes 0 No	3272 20908
7/48	485	Drunk in past 7 days at home	1 Yes 0 No	2559 21621
7/49	486	Drunk in past 7 days elsewhere	1 Yes 0 No	844 23336
		(5) Mineral spring water eg. Vichy, Evian		
7/50	487	Drunk in past year	1 Yes 0 No	9696 14484

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
7/51	488	Drunk in past 7 days	1 Yes 0 No	5842 18338
7/52	489	Drunk in past 7 days at home	1 Yes 0 No	5259 18921
7/53	490	Drunk in past 7 days elsewhere (6) Cola drinks eg. Pepsi, Coca-cola	1 Yes 0 No	744 23436
7/54	491	Drunk in past year	1 Yes 0 No	9682 14498
7/55	492	Drunk in past 7 days	1 Yes 0 No	4372 19808
7/56	493	Drunk in past 7 days at home	1 Yes 0 No	2797 21383
7/57	494	Drunk in past 7 days elsewhere (7) French Cognac	1 Yes 0 No	1874 22306
7/58	495	Drunk in past year	1 Yes 0 No	6650 17530
7/59	496	Drunk in past 7 days	1 Yes 0 No	1939 22241
7/60	497	Drunk in past 7 days at home	1 Yes 0 No	1386 22794
7/61	498	Drunk in past 7 days elsewhere (8) Other brandies	1 Yes 0 No	630 23550
7/62	499	Drunk in past year	1 Yes 0 No	6442 17738
7/63	500	Drunk in past 7 days	1 Yes 0 No	2297 21883
7/64	501	Drunk in past 7 days at home	1 Yes 0 No	1617 22563
7/65	502	Drunk in past 7 days elsewhere	1 Yes 0 No	845 23335

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		(9) Scotch Whisky		
7/66	503	Drunk in past year	1 Yes 0 No	6785 17395
7/67	504	Drunk in past 7 days	1 Yes 0 No	2044 22136
7/68	505	Drunk in past 7 days at home	1 Yes 0 No	1366 22814
7/69	506	Drunk in past 7 days elsewhere	1 Yes 0 No	774 23406
		(10) Gin		
7/70	507	Drunk in past year	1 Yes 0 No	4293 19887
7/71	508	Drunk in past 7 days	1 Yes 0 No	1073 23107
7/72	509	Drunk in past 7 days at home	1 Yes 0 No	633 23547
7/73	510	Drunk in past 7 days elsewhere	1 Yes 0 No	482 23698
		(11) Rum		
7/74	511	Drunk in past year	1 Yes 0 No	5379 18801
7/75	512	Drunk in past 7 days	1 Yes 0 No	1469 22711
7/76	513	Drunk in past 7 days at home	1 Yes 0 No	1145 23035
7/77	514	Drunk in past 7 days elsewhere	1 Yes 0 No	342 23838
		(12) Vodka		
7/78	515	Drunk in past year	1 Yes 0 No	3140 21040
7/79	516	Drunk in past 7 days	1 Yes 0 No	593 23587

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
7/80	517	Drunk in past 7 days at home	1 Yes 0 No	310 23870
		Contd. Card 8 Col.7		
8/1-4		Case Number	0000 - 9999	24180
8/5-6		Card Number	08 Card Eight	24180
8/7	518	Drunk in past 7 days elsewhere	1 Yes 0 No	292 23888
		(13) Schnapps, Aquavit, Geneva, fruit spirit/vegetable spirit		
8/8	519	Drunk in past year	1 Yes 0 No	8041 16139
8/9	520	Drunk in past 7 days	1 Yes 0 No	3262 20918
8/10	521	Drunk in past 7 days at home	1 Yes 0 No	2468 21712
8/11	522	Drunk in past 7 days elsewhere	1 Yes 0 No	994 23186
		(14) Pastis eg. Pernod Ricard		
8/12	523	Drunk in past year	1 Yes 0 No	2421 21759
8/13	524	Drunk in past 7 days	1 Yes 0 No	789 23391
8/14	525	Drunk in past 7 days at home	1 Yes 0 No	495 23685
8/15	526	Drunk in past 7 days elsewhere	1 Yes 0 No	301 23879
		(15) Liqueurs, Cherry Brandy		
8/16	527	Drunk in past year	1 Yes 0 No	7858 16322
8/17	528	Drunk in past 7 days	1 Yes 0 No	1991 22189

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
8/18	529	Drunk in past 7 days at home	1 Yes 0 No	1356 22814
8/19	530	Drunk in past 7 days elsewhere (16) Sherry	1 Yes 0 No	692 23488
8/20	531	Drunk in past year	1 Yes 0 No	5560 18620
8/21	532	Drunk in past 7 days	1 Yes 0 No	1723 22457
8/22	533	Drunk in past 7 days at home	1 Yes 0 No	1204 22976
8/23	534	Drunk in past 7 days elsewhere (17) Port	1 Yes 0 No	601 23579
8/24	535	Drunk in past year	1 Yes 0 No	5330 18850
8/25	536	Drunk in past 7 days	1 Yes 0 No	1035 23145
8/26	537	Drunk in past 7 days at home	1 Yes 0 No	731 23449
8/27	538	Drunk in past 7 days elsewhere (18) Sweet Vermouth	1 Yes 0 No	330 23850
8/28	539	Drunk in past year	1 Yes 0 No	5272 18908
8/29	540	Drunk in past 7 days	1 Yes 0 No	1540 22640
8/30	541	Drunk in past 7 days at home	1 Yes 0 No	1080 23100
8/31	542	Drunk in past 7 days elsewhere	1 Yes 0 No	543 23637

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		(19) Dry Vermouth		
8/32	543	Drunk in past year	1 Yes 0 No	3698 20482
8/33	544	Drunk in past 7 days	1 Yes 0 No	1031 23149
8/34	545	Drunk in past 7 days at home	1 Yes 0 No	698 23482
8/35	546	Drunk in past 7 days elsewhere	1 Yes 0 No	401 23779
		(20) Other aperitif wines		
8/36	547	Drunk in past year	1 Yes 0 No	5060 19120
8/37	548	Drunk in past 7 days	1 Yes 0 No	1655 22525
8/38	549	Drunk in past 7 days at home	1 Yes 0 No	1084 23096
8/39	550	Drunk in past 7 days elsewhere	1 Yes 0 No	646 23534
		(21) Red or white wine		
8/40	551	Drunk in past year	1 Yes 0 No	15522 8658
8/41	552	Drunk in past 7 days	1 Yes 0 No	9071 15109
8/42	553	Drunk in past 7 days at home	1 Yes 0 No	7843 16337
8/43	554	Drunk in past 7 days elsewhere	1 Yes 0 No	1937 22243
		(22) French champagne		
8/44	555	Drunk in past year	1 Yes 0 No	4239 19941
8/45	556	Drunk in past 7 days	1 Yes 0 No	683 23497

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
8/46	557	Drunk in past 7 days at home	1 Yes 0 No	382 23798
8/47	558	Drunk in past 7 days elsewhere	1 Yes 0 No	279 23901
		(23) Other sparkling wine		
8/48	559	Drunk in past year	1 Yes 0 No	6418 17762
8/49	560	Drunk in past 7 days	1 Yes 0 No	1408 22772
8/50	561	Drunk in past 7 days at home	1 Yes 0 No	1027 23153
8/51	562	Drunk in past 7 days elsewhere	1 Yes 0 No	406 23774
		(24) Beer, stout or lager		
8/52	563	Drunk in past year	1 Yes 0 No	16125 8055
8/53	564	Drunk in past 7 days	1 Yes 0 No	10347 13833
8/54	565	Drunk in past 7 days at home	1 Yes 0 No	7550 16630
8/55	566	Drunk in past 7 days elsewhere	1 Yes 0 No	3846 20334
		(25) Cider		
8/56	567	Drunk in past year	1 Yes 0 No	4343 19837
8/57	568	Drunk in past 7 days	1 Yes 0 No	1614 22566
8/58	569	Drunk in past 7 days at home	1 Yes 0 No	1317 22863
8/59	570	Drunk in past 7 days elsewhere	1 Yes 0 No	275 23905
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CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		(26) "Magenbitter, Magenlikör"		
8/60	571	Drunk in past year	1 Yes 0 No	1081 23099
8/61	572	Drunk in past 7 days	1 Yes 0 No	390 23790
8/62	573	Drunk in past 7 days at home	1 Yes 0 No	314 23866
8/63	574	Drunk in past 7 days elsewhere	1 Yes 0 No	87 24093
8/64	575) UNDEFINED		
8/65	576			
8/66	577			
8/67	578			
8/68	579	Q16a - Have you heard of the European Common Market	1 Yes 2 No 3 Don't know 4 Wild	20660 2761 750 9
8/69	580	Q16a, German & Swiss Questionnaires If NO, Q16b - c, Q17, Q18 not asked	1 Don't know 0 Not applicable	233 23947
		Q16b - Present members		
8/70	581	Iceland	1 Yes 0 No	107 24073
8/71	582	Ireland	1 Yes 0 No	71 24109
8/72	583	Britain	1 Yes 0 No	1575 22605
8/73	584	Denmark	1 Yes 0 No	1952 22228
8/74	585	Norway	1 Yes 0 No	977 23203
8/75	586	Sweden	1 Yes 0 No	1259 22921
8/76	587	Finland	1 Yes 0 No	428 23752

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
8/77	588	France	1 Yes 0 No	16257 7947
8/78	589	Belgium	1 Yes 0 No	13887 10293
8/79	590	Luxembourg	1 Yes 0 No	10934 13246
8/80	591	Holland	1 Yes 0 No	12957 11223
		Contd. Card 9 Col.7		
9/1-4		Case Number	0000 - 9999	24180
9/5-6		Card Number	09 Card Nine	24180
9/7	592	West Germany	1 Yes 0 No	14837 9343
9/8	593	Switzerland	1 Yes 0 No	1454 22726
9/9	594	Austria	1 Yes 0 No	604 23576
9/10	595	Italy	1 Yes 0 No	11663 12517
9/11	596	Portugal	1 Yes 0 No	288 23892
9/12	597	Spain	1 Yes 0 No	707 23473
9/13	598	Greece	1 Yes 0 No	215 23965
9/14	599	U.S.A.	1 Yes 0 No	662 23498
9/15	600	Other	1 Yes 0 No	45 24135
9/16	601	None	1 Yes 0 No	50 24130
9/17	602	Don't know	1 Yes 0 No	2823 21357
		<u>Q16c</u> - Should be members		
9/18	603	Iceland	1 Yes 0 No	1340 22840
- 60 -				

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
9/19	604	Ireland	1 Yes 0 No	1850 22330
9/20	605	Britain	1 Yes 0 No	10866 13314
9/21	606	Denmark	1 Yes 0 No	5004 19176
9/22	607	Norway	1 Yes 0 No	4668 19512
9/23	608	Sweden	1 Yes 0 No	4785 19395
9/24	609	Finland	1 Yes 0 No	2771 21409
9/25	610	France	1 Yes 0 No	387 23793
9/26	611	Belgium	1 Yes 0 No	272 23908
9/27	612	Luxembourg	1 Yes 0 No	401 23779
9/28	613	Holland	1 Yes 0 No	370 23810
9/29	614	West Germany	1 Yes 0 No	334 23846
9/30	615	Switzerland	1 Yes 0 No	2951 21229
9/31	616	Austria	1 Yes 0 No	2561 21619
9/32	617	Italy	1 Yes 0 No	535 23645
9/33	618	Portugal	1 Yes 0 No	1668 22512
9/34	619	Spain	1 Yes 0 No	2883 21297
9/35	620	Greece	1 Yes 0 No	1133 23047
9/36	621	U.S.A.	1 Yes 0 No	640 23540
9/37	622	Other	1 Yes 0 No	141 24039

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
9/38	623	None	1 Yes 0 No	1146 23034
9/39	624	Don't know	1 Yes 0 No	3809 20371
		<u>Q16d</u> - Most benefit		
9/40	625	Iceland	1 Yes 0 No	9 24171
9/41	626	Ireland	1 Yes 0 No	9 24171
9/42	627	Britain	1 Yes 0 No	329 23851
9/43	628	Denmark	1 Yes 0 No	72 24108
9/44	629	Norway	1 Yes 0 No	28 24152
9/45	630	Sweden	1 Yes 0 No	74 24106
9/46	631	Finland	1 Yes 0 No	25 24155
9/47	632	France	1 Yes 0 No	5131 19049
9/48	633	Belgium	1 Yes 0 No	445 23735
9/49	634	Luxembourg	1 Yes 0 No	202 23978
9/50	635	Holland	1 Yes 0 No	506 23674
9/51	636	West Germany	1 Yes 0 No	2650 21530
9/52	637	Switzerland	1 Yes 0 No	38 24142
9/53	638	Austria	1 Yes 0 No	16 24164
9/54	639	Italy	1 Yes 0 No	1407 22773
9/55	640	Portugal	1 Yes 0 No	9 24171

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
9/56	641	Spain	1 Yes 0 No	37 24143
9/57	642	Greece	1 Yes 0 No	6 24174
9/58	643	U.S.A.	1 Yes 0 No	136 24044
9/59	644	Other	1 Yes 0 No	3 24177
9/60	645	None	1 Yes 0 No	646 23534
9/61	646	Don't know	1 Yes 0 No	9504 14676
		<u>Q16e</u> - Least benefit		
9/62	647	Iceland	1 Yes 0 No	15 24165
9/63	648	Ireland	1 Yes 0 No	24 24156
9/64	649	Britain	1 Yes 0 No	257 23923
9/65	650	Denmark	1 Yes 0 No	143 24037
9/66	651	Norway	1 Yes 0 No	82 24098
9/67	652	Sweden	1 Yes 0 No	53 24127
9/68	653	Finland	1 Yes 0 No	102 24078
9/69	654	France	1 Yes 0 No	1295 22885
9/70	655	Belgium	1 Yes 0 No	768 23412
9/71	656	Luxembourg	1 Yes 0 No	784 23396
9/72	657	Holland	1 Yes 0 No	1185 22995
9/73	658	West Germany	1 Yes 0 No	1805 22375

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
9/74	659	Switzerland	1 Yes 0 No	114 24066
9/75	660	Austria	1 Yes 0 No	47 24133
9/76	661	Italy	1 Yes 0 No	988 23192
9/77	662	Portugal	1 Yes 0 No	26 24154
9/78	663	Spain	1 Yes 0 No	81 24099
9/79	664	Greece	1 Yes 0 No	30 24150
9/80	665	U.S.A.	1 Yes 0 No	37 24143
		Contd. Card 10 Col.7		
10/1-4		Case Number	0000 - 9999	24180
10/5-6		Card Number	10 Card ten	24180
10/7	666	Other	1 Yes 0 No	11 24169
10/8	667	None	1 Yes 0 No	928 23252
10/9	668	Don't know	1 Yes 0 No	12255 11925
10/10	669	Q17 - membership of common market advantage or disadvantage	0 Not mentioned 1 More of an advantage 2 No difference 3 More of a disadvantage 4 Don't know	4 11493 1741 3825 7116
10/11	670	Q18 - good thing or bad thing re standard of living	0 Not mentioned 1 Good thing 2 Bad thing 3 Both/neither/Don't know	3 8812 3749 11617
10/12	671	Q18 - good thing or bad thing re future of Europe	1 Good thing 2 Bad thing 3 Both/neither/Don't know	12529 1722 9929

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>Q19</u> - opinion on following statements (variations sample A/B)		
10/13	672	Customs Duties	0 Not mentioned 1 For 2 Against 3 Both/neither/don't know	21 7860 1054 3235
10/14	673	Diplomas/Professional qualifications	0 Not mentioned 1 For 2 Against 3 Both/neither/don't know	18 7821 945 3386
10/15	674	Agricultural policy	0 Not mentioned 1 For 2 Against 3 Both/neither/don't know	11 6652 1357 4150
10/16	675	Taxes/common market	0 Not mentioned 1 For 2 Against 3 Both/neither/don't know	8 5931 2450 3781
10/17	676	Countries more like each other	0 Not mentioned 1 For 2 Against 3 Both/neither/don't know	3 6149 2065 3953
10/18	677	Common currency	0 Not mentioned 1 For 2 Against 3 Both/neither/don't know	0 7101 1603 3466
10/19	678	United Europe (Swiss/German only)	0 Not mentioned 1 For 2 Against 3 Both/neither/don't know 4 Wild	9769 1600 319 482 0
		<u>SAMPLE B</u>		
10/13	672	Foreign policy	0 Not mentioned 1 For 2 Against 3 Both/neither/don't know	34 5402 1937 4637

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
10/14	673	Citizen/work	0 Not mentioned 1 For 2 Against 3 Both/neither/don't know	22 6855 1737 3396
10/15	674	Scientific research	0 Not mentioned 1 For 2 Against 3 Both/neither/don't know	13 8100 567 3330
10/16	675	Social benefits	0 Not mentioned 1 For 2 Against 3 Both/neither/don't know	6 7754 889 3361
10/17	676	Taxes/outside Europe	0 Not mentioned 1 For 2 Against 3 Both/neither/don't know	2 5109 2902 3997
10/18	677	Common currency	0 Not mentioned 1 For 2 Against 3 Both/neither/don't know	0 6687 1558 3765
10/19	678	United Europe (Swiss/German only)	0 Not mentioned 1 For 2 Against 3 Both/neither/don't know 4 Wild	9604 1520 299 586 1
10/20 - 11/33	679 - 710	<u>Q20 - 26 SAMPLE 'A' only</u> <u>Q20</u> - Do you approve or disapprove of the following people:-		
10/20	679	People who write about social injustice	0 Not mentioned 1 Approve 2 Disapprove 3 Doesn't worry 4 Don't know	23 7706 1683 1822 936
10/21	680	People who don't declare all their income for income tax purposes	0 Not mentioned 1 Approve	16 1316

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
10/21	680	contd.	2 Disapprove 3 Doesn't worry 4 Don't know	8243 1966 629
10/22	681	People who drive after drinking	0 Not mentioned 1 Approve 2 Disapprove 3 Doesn't worry 4 Don't know	13 277 11402 254 224
10/23	682	People who throw litter down in the street	0 Not mentioned 1 Approve 2 Disapprove 3 Doesn't worry 4 Don't know	6 272 11298 335 259
10/24	683	People who always drive within the speed limit	0 Not mentioned 1 Approve 2 Disapprove 3 Doesn't worry 4 Don't know	4 7455 3044 1145 522
10/25	684	People who smack their children	0 Not mentioned 1 Approve 2 Disapprove 3 Doesn't worry 4 Don't know	0 2497 7919 980 774
10/26	685	People who, on finding a lost article, do not hand it in	0 Not mentioned 1 Approve 2 Disapprove 3 Doesn't worry 4 Don't know	61 407 10885 559 258
10/27	686	People who take stationery from the office or small quantities of material from their work for personal use	0 Not mentioned 1 Approve 2 Disapprove 3 Doesn't worry 4 Don't know	53 442 9982 1214 479
10/28	687	People who think that a woman's place is in the home	0 Not mentioned 1 Approve 2 Disapprove 3 Doesn't worry 4 Don't know 5 More than one answer recorded	47 4382 5387 1326 549 479

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
10/29-37		Unused		
		<u>Q21</u> - Approve/disapprove of people who marry someone of:-		
10/38	688	<u>Q21a</u> - a different class or education	0 Not mentioned 1 Approve 2 Disapprove 3 Doesn't worry 4 Don't know	13 4619 2308 4602 628
10/39	689	<u>Q21b</u> - Different religion	0 Not mentioned 1 Approve 2 Disapprove 3 Doesn't worry 4 Don't know	7 4465 2841 4205 652
10/40	690	<u>Q21c</u> - Different country	0 Not mentioned 1 Approve 2 Disapprove 3 Doesn't worry 4 Don't know	0 5559 1701 4166 744
10/41	691	<u>Q21d</u> - Different colour	0 Not mentioned 1 Approve 2 Disapprove 3 Doesn't worry 4 Don't know	29 3645 4324 3368 804
10/42	692	<u>Q22</u> - Impression of young people (16 - 25) today	0 Not mentioned 1 Favourable 2 Unfavourable 3 Neither 4 Don't know 5 More than one answer recorded	23 6369 2501 2576 700 1
10/43-48		Unused		
10/49	693	<u>Q23</u> - Impression of people over 45	0 Not mentioned 1 Favourable 2 Unfavourable 3 Neither 4 Don't know	21 7846 699 2735 869
		<u>Q24</u> - Opinion on following statements about advertising		
10/50	694	Advertising is ESSENTIAL	0 Not mentioned 1 Generally agree 2 Partially agree	7 5791 3570

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
10/50	694	Contd.	3 Can't say/don't know 4 Partially disagree 5 Generally disagree	891 1268 643
10/51	695	In general, advertising leads to HIGHER prices	0 Not mentioned 1 Generally agree 2 Partially agree 3 Can't say/don't know 4 Partially disagree 5 Generally disagree	0 3619 3383 1640 2395 1133
10/52	696	Advertising SELDOM persuades people to buy things they shouldn't buy	0 Not mentioned 1 Generally agree 2 Partially agree 3 Can't say/don't know 4 Partially disagree 5 Generally disagree	6 1921 2498 1492 3832 2421
10/53-56		Unused		
10/57	697	In general advertisements do NOT present a true picture of the product advertised	0 Not mentioned 1 Generally agree 2 Partially agree 3 Can't say/don't know 4 Partially disagree 5 Generally disagree	0 2859 3822 1683 2681 1125
10/58	698	Advertising leads to BETTER products for the public	0 Not mentioned 1 Generally agree 2 Partially agree 3 Can't say/don't know 4 Partially disagree 5 Generally disagree 6 More than one answer recorded	19 2645 3127 2193 2787 1396 3
10/59	699	Advertising is NOT GOOD for keeping you informed about things you can buy	0 Not mentioned 1 Generally agree 2 Partially agree 3 Can't say/don't know 4 Partially disagree 5 Generally disagree 6 More than one answer recorded	17 1690 2337 1774 3741 2610 1

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
10/60	700	Q25a - Bought wrist watch in last 5 years	0 Not mentioned 1 Yes, self 2 Yes, someone else 3 No 4 Don't know 5 More than one answer recorded	28 2205 2402 7099 97 339
10/61	701	Q25b - How much did you pay for it (See App 19 for other currencies)	0 Not applicable 1 Less than £5 2 £5 - £10 3 Over £10 - £15 4 Over £15 - £20 5 Over £20 6 Don't know 7 More than one answer recorded	7322 698 1503 1006 590 866 157 34
10/62-71		Unused		
		Q26 - Which of the following do you or any of your household do at home:-		
10/72	702	Gardening	1 Yes 0 No	6799 5371
10/73	703	Wall papering	1 Yes 0 No	5005 7165
10/74	704	Painting walls or woodwork	1 Yes 0 No	7308 4862
10/75	705	Electrical improvements or repairs	1 Yes 0 No	4971 7199
10/76	706	Plumbing improvements or repairs	1 Yes 0 No	3072 9098
10/77	707	Home carpentry	1 Yes 0 No	4110 8060
10/78	708	Dress making	1 Yes 0 No	6239 5931
10/79	709	Knitting	1 Yes 0 No	7527 4643
10/80	710	None of these	1 Yes 0 No	1188 10982

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
11/1-4		Case Number	0000 - 9999	24180
11/5-6		Card Number	11 Card Eleven	24180
11/7-33		Unused		
10/20 - 11/33	679 - 754	<u>Q27 - 33 SAMPLE 'B' only</u>		
		<u>Q27 - How true are the following statements as far as you are concerned:-</u>		
10/20	679	I dress as far as possible according to the latest fashion	0 Not mentioned 1 Wholly true 2 Partly true 3 Not at all true 4 Don't know	20 1902 4042 5605 441
10/21	680	A new fashion has to be established before I wear it	0 Not mentioned 1 Wholly true 2 Partly true 3 Not at all true 4 Don't know	13 5085 3208 2572 1032
10/22	681	I wear what suits me whether it is fashionable or not	0 Not mentioned 1 Wholly true 2 Partly true 3 Not at all true 4 Don't know	11 7317 2733 1482
10/23	682	For myself I prefer conventional dress	0 Not mentioned 1 Wholly true 2 Partly true 3 Not at all true 4 Don't know	5 6988 2767 1533 717
10/24	683	I don't care about fashion	0 Not mentioned 1 Wholly true 2 Partly true 3 Not at all true 4 Don't know	1 3633 3462 4449 465
10/25	684	When buying new clothes I usually know what I want	1 Wholly true 2 Partly true 3 Not at all true 4 Don't know	9096 1857 507 550

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>Q28</u> - Professions admired most		
10/26	685	Local councillor	1 Yes 0 No	171 11839
10/27	686	School Teacher	1 Yes 0 No	1199 10811
10/28	687	Social Worker	1 Yes 0 No	875 11135
10/29	688	Member of Parliament	1 Yes 0 No	515 11495
10/30	689	Journalist	1 Yes 0 No	414 11596
10/31	690	Doctor	1 Yes 0 No	5687 6323
10/32	691	Policeman	1 Yes 0 No	327 11683
10/33	692	Army Officer	1 Yes 0 No	144 11866
10/34	693	University Teacher	1 Yes 0 No	811 11199
10/35	694	Trade Union Leader	1 Yes 0 No	221 11789
10/36	695	Vicar/Priest/Minister	1 Yes 0 No	927 11083
10/37	696	None/Don't know	1 Yes 0 No	1254 10756
10/38	697	<u>Q29</u> - Attend church or place of worship last Christmas	0 Not mentioned 1 Yes 2 No 3 Don't know/don't remember 4 Not a Christian	1 5629 5986 270 124
10/39	698	<u>Q30</u> - Would you have chosen to be born 50 years on from now	1 Prefer 50 years on 2 Stay as I am 3 Don't know 5 Wild	1622 9349 1035 4
10/40		Unused		

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
10/41	699	Q32a - Wall-to-wall fitted carpet in home	0 Not mentioned 1 Yes 2 No 3 Don't know 4 More than one answer recorded	1178 3190 7439 200 3
10/42	700	Q32b - If yes - in how many rooms	0 Not mentioned 1 1 room only 2 2 rooms 3 3 rooms 4 4 or more rooms 5 More than one answer recorded	7597 1279 1516 563 929 126
10/43-49		Unused		
		Q31 - Opinion on following statements about advertising		
10/50	701	Advertising is NOT essential	0 Not mentioned 1 Generally disagree 2 Partially disagree 3 Can't say/Don't know 4 Partially agree 5 Generally agree	3 3133 3212 1114 2305 2243
10/51	702	In general advertising leads to LOWER prices	1 Generally disagree 2 Partially disagree 3 Can't say/Don't know 4 Partially agree 5 Generally agree	2484 3352 1700 2530 1944
10/52	703	Advertising OFTEN persuades people to buy things they shouldn't buy	0 Not mentioned 1 Generally disagree 2 Partially disagree 3 Can't say/Don't know 4 Partially agree 5 Generally agree 6 More than one answer recorded	2 694 2152 926 3091 4944 201
10/53-56		Unused		
10/57	704	In general advertisements present A TRUE PICTURE of the product advertised	0 Not mentioned 1 Generally disagree 2 Partially disagree	1347 1663 3368

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
10/57	704	contd.	3 Can't say/Don't know 4 Partially agree 5 Generally agree	1351 2911 1370
10/58	705	Advertising leads to POORER products for the public	0 Not mentioned 1 Generally disagree 2 Partially disagree 3 Can't say/Don't know 4 Partially agree 5 Generally agree 6 More than one answer recorded	16 2821 3942 2096 1969 1161 5
10/59	706	Advertising is GOOD for keeping you informed about things you can buy	0 Not mentioned 1 Generally disagree 2 Partially disagree 3 Can't say/Don't know 4 Partially agree 5 Generally agree 6 More than one answer recorded	30 786 1081 1119 3633 5359 2
		<u>Q33 - LANGUAGES</u>		
		(a) Native/most used - SPEAK		
10/60	707	French	1 Yes 0 No	3109 8901
10/61	708	German	1 Yes 0 No	3968 8042
10/62	709	Italian	1 Yes 0 No	1491 10591
10/63	710	Spanish	1 Yes 0 No	937 11073
10/64	711	English	1 Yes 0 No	3649 8361
10/65	712	Danish	1 Yes 0 No	1033 10977
10/66	713	Swedish	1 Yes 0 No	1337 10673
10/67	714	Dutch	1 Yes 0 No	56 11954
10/68	715	Flemish	1 Yes 0 No	591 11491

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
10/69	716	Portuguese	1 Yes 0 No	288 11722
10/70	717	Finnish	1 Yes 0 No	875 11135
10/71	718	Norwegian	1 Yes 0 No	1042 10968
		(b) Native/most used - READ		
10/72	719	French	1 Yes 0 No	3010 9000
10/73	720	German	1 Yes 0 No	3610 8400
10/74	721	Italian	1 Yes 0 No	1338 10672
10/75	722	Spanish	1 Yes 0 No	924 11086
10/76	723	English	1 Yes 0 No	3273 8737
10/77	724	Danish	1 Yes 0 No	1332 10678
10/78	725	Swedish	1 Yes 0 No	1584 10426
10/79	726	Dutch	1 Yes 0 No	128 11882
10/80	727	Flemish	1 Yes 0 No	564 11446
		contd. Card 11 Col. 7		
11/1-4		Case Number	0000 - 9999	24180
11/5-6		Card Number	11 Card Eleven	24180
11/7	728	Portuguese	1 Yes 0 No	261 11749
11/8	729	Finnish	1 Yes 0 No	877 11133
11/9	730	Norwegian	1 Yes 0 No	1163 10847
		(a) Other languages - SPEAK		
11/10	731	French	1 Yes 0 No	1076 10934

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
11/11	732	German	1 Yes 0 No	545 11465
11/12	733	Italian	1 Yes 0 No	465 11545
11/13	734	Spanish	1 Yes 0 No	23 11987
11/14	735	English	1 Yes 0 No	284 11726
11/15	736	Danish	1 Yes 0 No	15 11995
11/16	737	Swedish	1 Yes 0 No	37 11973
11/17	738	Dutch	1 Yes 0 No	16 11994
11/18	739	Flemish	1 Yes 0 No	689 11321
11/19	740	Portuguese	1 Yes 0 No	24 11986
11/20	741	Finnish	1 Yes 0 No	21 11989
11/21	742	Norwegian	1 Yes 0 No	18 11992
		(b) Other languages - READ		
11/22	743	French	1 Yes 0 No	1017 10993
11/23	744	German	1 Yes 0 No	476 11534
11/24	745	Italian	1 Yes 0 No	515 11495
11/25	746	Spanish	1 Yes 0 No	22 11988
11/26	747	English	1 Yes 0 No	247 11763
11/27	748	Danish	1 Yes 0 No	9 12001
11/28	749	Swedish	1 Yes 0 No	27 11983

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
11/29	750	Dutch	1 Yes 0 No	9 12001
11/30	751	Flemish	1 Yes 0 No	663 11347
11/31	752	Portuguese	1 Yes 0 No	11 11999
11/32	753	Finnish	1 Yes 0 No	10 12000
11/33	754	Norwegian	1 Yes 0 No	4 12006
		ALL RESPONDENTS :-		
11/34	755	Q34a - television viewing frequency	0 Not mentioned 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 T.V. 8 Undefined	4 11698 998 1513 3134 2411 1343 2975 104
11/35	756	Q34b - number of hours watched per day, on the days watched	& 1 or less - Over 1 - up to 2 0 Over 2 - up to 3 1 Over 3 - up to 4 2 Over 4 - up to 5 3 Over 5 - up to 6 4 Over 6 - up to 7 5 Over 7 - up to 8 6 Over 8 - up to 9 7 Over 9 8 Don't know	2755 7669 6504 2353 764 260 92 18 22 24 3718
11/36	757	Q34c - hours out of ten watched commercial T.V.	& None - 1 or less 0 Over 1 - up to 2 1 Over 2 - up to 3 2 Over 3 - up to 4 3 Over 4 - up to 5 4 Over 5 - up to 6 5 Over 6 - up to 7 6 Over 7 - up to 8 7 Over 8 - up to 9 8 Over 9 9 Don't know Blank Not mentioned	359 429 434 477 356 658 691 888 180 117 948 18633 10

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
11/37	758	Q34d - (Not asked BRITAIN) - numbers of hours viewed during advertising periods	1 All the time 2 More than three quarters 3 Three quarters of the time 4 Half the time 5 One quarter of the time 6 Less than one quarter 7 None of the time 8 Don't know	755 576 541 1335 1070 579 1070 18254
		Q35 - Newspapers/Magazines read :- Titles see App 17 Publication (1)		
11/38	759	Q35a - looked at copy in last 3 months	0 No 1 Yes	17079 7101
11/39	760	Q35b - when last looked at	0 Not mentioned 1 In last 7 days 2 Over 7 days/in last month 3 Over 1 month 4 Wild	17462 3506 1998 1205 9
		Publication (2)		
11/40	761	a) - looked at copy in last 3 months	0 No 1 Yes	16517 7663
11/41	762	b) - when last looked at	0 Not mentioned 1 In last 7 days 2 Over 7 days/in last month 3 Over 1 month 4 Wild	16817 4162 2066 1122 13
		Publication (3)		
11/42	763	a) - looked at copy in last 3 months	0 No 1 Yes	18519 5661
11/43	764	b) - when last looked at	0 Not mentioned 1 In last 7 days 2 Over 7 days/in last month 3 Over 1 month 4 Wild	18845 3119 1754 842 10

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		Publication (4)		
11/44	765	a) - looked at copy in last three months	0 No 1 Yes	18373 5807
11/45	766	b) - when last looked at	0 Not mentioned 1 In last 7 days 2 Over 7 days/in last month 3 Over 1 month 4 Wild	18648 3144 1505 873 10
		Publication (5)		
11/46	767	a) - looked at copy in last three months	0 No 1 Yes	14748 9432
11/47	768	b) - when last looked at	0 Not mentioned 1 In last 7 days 2 Over 7 days/in last month 3 Over 1 month 4 Wild	15079 5324 2530 1243 4
		Publication (6)		
11/48	769	a) - looked at copy in last three months	0 No 1 Yes	16449 7731
11/49	770	b) - when last looked at	0 Not mentioned 1 In last 7 days 2 Over 7 days/in last month 3 Over 1 month 4 Wild	16837 4462 1830 1039 12
		Publication (7)		
11/50	771	a) - looked at copy in last 3 months	0 No 1 Yes	18007 6173
11/51	772	b) - when last looked at	0 Not mentioned 1 In last 7 days 2 Over 7 days/in last month 3 Over 1 month 4 Wild	18320 3548 1450 855 7
		Publication (8)		
11/52	773	a) - looked at copy in last 3 months	0 No 1 Yes	22783 1397

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
11/53	774	b) - when last looked at	0 Not mentioned 1 In last 7 days 2 Over 7 days/in last month 3 Over one month 4 Wild	22843 901 255 180 1
		Publication (9)		
11/54	775	a) - looked at copy in last 3 months	0 No 1 Yes	22810 1370
11/55	776	b) - when last looked at	0 Not mentioned 1 In last 7 days 2 Over 7 days/in last month 3 Over one month 4 Wild	22946 634 339 260 1
		Publication (10)		
11/56	777	a) - looked at copy in last 3 months	0 No 1 Yes	18575 5605
11/57	778	b) - when last looked at	0 Not mentioned 1 In last 7 days 2 Over 7 days/in last month 3 Over one month 4 Wild	18818 2903 1550 897 12
		Publication (11)		
11/58	779	a) - looked at copy in last 3 months	0 No 1 Yes	22742 1438
11/59	780	b) - when last looked at	0 Not mentioned 1 In last 7 days 2 Over 7 days/in last month 3 Over one month 4 Wild	22821 566 430 361 2
		Publication (12) - (not all countries)		
11/60	781	a) - looked at copy in last 3 months	0 No 1 Yes	22754 1426
11/61	782	b) - when last looked at	0 Not mentioned 1 In last 7 days 2 Over 7 days/in last month 3 Over one month 4 Wild	23371 512 167 114 16

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<p>If Sunday Times Colour Supp/Daily Telegraph Colour Supp or Reader's Digest read within last month ask Q36 for each.</p> <p>READER'S DIGEST :- (ITALY - EPOLA)</p>		
11/62	783	<u>Q36a</u> - looked at	0 Not asked 1 1 or 2 times 2 3 or 4 times 3 5 or 6 times 4 7 + times 5 Don't know 6 More than one answer recorded	15720 1534 2260 1636 2549 464 17
11/63	784	<u>Q36b</u> - total reading time	& 1 - 7 minutes - 8 - 12 minutes 0 13 - 17 minutes 1 18 - 37 minutes 2 38 - 57 minutes 3 58 minutes - 1 hour 27 minutes 4 1 hour 28 minutes - 2 hours 27 minutes 5 2 hours 28 minutes - 3 hours 27 minutes 6 3 hours 28 minutes - 5 hours 27 minutes 7 5 hours 28 minutes or more 8 Don't know Blank Not asked Wild	92 97 222 540 446 987 1578 1403 1240 1085 839 15650 1
11/64	785	<u>Q36c</u> - copies	0 Not asked 1 Kept in household 2 Pass on to others out- side household 3 Given back to lender 4 Left lying about 5 Thrown away 6 Other answer 7 Don't know 8 More than one answer recorded	15682 5009 1998 289 310 667 6 195 24
		<p><u>BRITAIN</u> Daily Telegraph Supplement - for other countries see App.18</p>		
11/65	786	<u>Q36a</u> - looked at	0 Not asked 1 1 or 2 times 2 3 or 4 times 3 5 or 6 times	19203 2545 1384 453

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
11/65	786	contd.	4 7 + times 5 Don't know 6 More than one answer recorded	323 271 1
11/66	787	<u>Q36b</u> - Total reading time	& 1 - 7 minutes - 8 - 12 minutes 0 13 - 17 minutes 1 18 - 37 minutes 2 38 - 57 minutes 3 58 mins - 1 hr 27 mins 4 1 hr 28 mins - 2 hrs 27 mins 5 2 hrs 28 mins - 3 hrs 27 mins 6 3 hrs 28 mins - 5 hrs 27 mins 7 5 hrs 28 mins or more 8 Don't know 9 Wild Blank Not asked	147 303 402 935 549 919 734 398 208 111 465 1 19008
11/67	788	<u>Q36c</u> - Copies	0 Not asked 1 Kept in household 2 Pass on to others outside household 3 Given back to lender 4 Left lying about 5 Thrown away 6 Other answer 7 Don't know 8 More than one answer recorded	19048 845 1367 703 410 1537 3 264 3
		<u>BRITAIN</u> Sunday Times Supplement - For other countries see App. 18.		
11/68	789	<u>Q36a</u> - Looked at	0 Not asked 1 1 or 2 times 2 3 or 4 times 3 5 or 6 times 4 7 + times 5 Don't know	20075 2092 1145 375 266 227
11/69	790	<u>Q36b</u> - Total reading time	& 1 - 7 minutes - 8 - 12 minutes 0 13 - 17 minutes 1 18 - 37 minutes 2 38 - 57 minutes 3 58 mins - 1 hr 27 mins 4 1 hr 28 mins - 2 hrs 27 mins 5 2 hrs 28 mins - 3 hrs 27 mins 6 3 hrs 28 mins - 5 hrs 27 mins 7 5 hrs 28 mins or more	144 286 353 769 460 816 621 302 170 56

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
11/69	790	contd.	8 Don't know Blank Not asked Wild	392 1910 1
11/70	791	<u>Q36c</u> - Copies	0 Not asked 1 Kept in household 2 Pass on to others outside household 3 Given back to lender 4 Left lying about 5 Thrown away 6 Other answers 7 Don't know 8 More than one answer recorded	19852 768 1175 542 335 1270 2 232 4
11/71	792	<u>Q37a</u> - Books read in past 12 months	0 Not mentioned 1 None 2 1 - 3 3 4 - 7 4 8 + 5 Don't know	5 9124 4513 3030 7008 500
11/72	793	<u>Q37b</u> - Books bought in last 12 months	1 None 2 1 - 3 3 4 - 7 4 8 + 5 Don't know	12138 3493 3015 5048 486
11/73	794	<u>Q37c</u> - Price of most expensive book bought in past 12 months (for other currencies see note App 20)	0 Not asked 1 Under 8/- 2 8/- less than 42/- 3 42/- less than 63/- 4 63/- less than £6 5 £6 or more 6 Don't know	13 946 5644 1819 1757 1165 12836
11/74	795	<u>Q37d</u> - Type of books bought in last 12 months	0 Not asked 1 Mostly fiction 2 Mostly non-fiction 3 About half and half 4 Don't know	6 4046 4312 3183 12633
11/75	796	Undefined	0) 1 } Undefined 2)	22895 501 784

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
11/76	797	<u>Q37e</u> - bought by post?	0 Not answered 1 Yes by post 2 No 3 Don't know	4 4477 7340 12359
11/77	798	<u>Q37f</u> - if YES, which firms * <u>Q38a</u> - Dog, cat or cage- bird in home	1 Reader's Digest only 2 Other firms only 3 Reader's Digest and other firms 4 Don't know	1072 2558 883 19667
11/78	799	Dog	1 Yes 0 Not mentioned	4690 19490
11/79	800	Cat	1 Yes 0 Not mentioned	4155 20025
11/80	801	Cage-bird Contd. Card 12 Col.7	1 Yes 0 Not mentioned	3108 21072
12/1-4		Case Number	0000 - 9999	24180
12/5-6		Card Number	12 Card Twelve	24180
12/7	802	None of these If DOG/CAT owned ask 38b & c <u>Q38b</u> - bought specially for DOG	1 Yes 0 Not mentioned	24097 83
12/8	803	Tinned food	1 Yes 0 No	1369 22811
12/9	804	Biscuits/meal	1 Yes 0 No	1210 22970
12/10	805	Fresh meat or fish	1 Yes 0 No	1704 22476
12/11	806	Frozen food	1 Yes 0 No	247 23933
12/12	807	None of these	1 Yes 0 No	4761 19419
12/13	808	None bought	1 Yes 0 No	37 24143

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
12/14	809	Tinned food	1 Yes 0 No	1066 23114
12/15	810	Biscuits/meal	1 Yes 0 No	219 23961
12/16	811	Fresh meat or fish	1 Yes 0 No	1162 23018
12/17	812	Frozen food	1 Yes 0 No	105 24075
12/18	813	None of these	1 Yes 0 No	22449 1731
12/19	814	None bought	1 Yes 0 No	74 24106
12/20	815	Q38c - Number of tins/ packages of food bought for DOG	0 Not mentioned 1 None 2 1 - 2 3 3 - 5 4 6 or more 5 More than one answer recorded	22195 519 803 366 283 14
12/21	816	Q38c contd.	1 Don't know 0 Not mentioned	2089 22091
12/22	817	Q38c - Number of tins/ packages of food bought for CAT	0 Not mentioned 1 None 2 1 - 2 3 3 - 5 4 6 or more 5 More than one answer recorded	22899 272 485 277 239 8
12/23	818	Q38c contd. Q39a - Correspondence course taken since leaving school :-	1 Don't know 0 Not mentioned	1346 22834
12/24	819	Yes	1 Yes 0 Not mentioned	4535 19645
12/25	820	No	1 Yes 0 Not mentioned	20540 3640
12/26	821	Still in full-time education	1 Yes 0 Not mentioned	561 23619

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>Q39b</u> - in connection with job?		
12/27	822	Career/job	1 Yes 0 Not mentioned	1813 22367
12/28	823	Personal interests/hobbies	1 Yes 0 Not mentioned	1159 23021
12/29	824	Don't know	1 Yes 0 Not mentioned	3010 21170
12/30	825	<u>Q40a</u> - classes attended since leaving full-time education	0 Not mentioned 1 Yes 2 No 3 Still in full-time education 4 More than one answer recorded	330 6799 16548 496 7
		<u>Q40b</u> - in connection with job?		
12/31	826	Career/job	1 Yes 0 Not mentioned	4116 20064
12/32	827	Personal interests/hobbies	1 Yes 0 Not mentioned	2787 21393
12/33	828	Don't know	1 Yes 0 Not mentioned	6853 17327
12/34	829	<u>Q41</u> - Holiday of 6 days or more away from home last year	1 Yes 2 No 3 Don't know	12687 11317 176
12/35	830	<u>Q42a</u> - Holiday abroad in past 3 years (1966 or since)	1 Yes 2 No 3 Don't know	7943 15947 290
		<u>Q42b</u> - in which country or countries		
12/36	831	Britain	1 Yes 0 No	113 24067
12/37	832	France	1 Yes 0 No	1774 22406

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
12/38	833	West Germany (inc. Berlin)	1 Yes 0 No	1782 22398
12/39	834	Belgium/Luxembourg	1 Yes 0 No	728 23452
12/40	835	Holland	1 Yes 0 No	648 23532
12/41	836	Monaco	1 Yes 0 No	153 24027
12/42	837	Italy	1 Yes 0 No	2215 21965
12/43	838	Spain	1 Yes 0 No	1565 22615
12/44	839	Portugal	1 Yes 0 No	185 23995
12/45	840	Switzerland	1 Yes 0 No	1304 22876
12/46	841	Austria	1 Yes 0 No	1407 22773
12/47	842	Ireland	1 Yes 0 No	161 24019
12/48	843	Israel	1 Yes 0 No	119 24061
12/49	844	Finland	1 Yes 0 No	180 24000
12/50	845	Denmark	1 Yes 0 No	788 23392
12/51	846	Sweden	1 Yes 0 No	777 23403
12/52	847	Norway	1 Yes 0 No	627 23553
12/53	848	Greece	1 Yes 0 No	189 23991
12/54	849	U.S.A./Canada	1 Yes 0 No	238 23942
12/55	850	South America/Mexico	1 Yes 0 No	114 24066
12/56	851	Any African country	1 Yes 0 No	236 23944
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CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
12/57	852	Any Asian country	1 Yes 0 No	89 24091
12/58	853	Yugoslavia	1 Yes 0 No	300 23880
12/59	854	Other European country	1 Yes 0 No	509 23671
12/60	855	Any other country	1 Yes 0 No	178 24002
		<u>Q42c</u> - travel by plane to any of the following countries in last 3 years		
12/61	856	Britain	1 Yes 0 No	52 24128
12/62	857	France	1 Yes 0 No	216 23964
12/63	858	West Germany (inc. Berlin)	1 Yes 0 No	201 23979
12/64	859	Belgium/Luxembourg	1 Yes 0 No	76 24104
12/65	860	Holland	1 Yes 0 No	103 24077
12/66	861	Monaco	1 Yes 0 No	39 24141
12/67	862	Italy	1 Yes 0 No	415 23765
12/68	863	Spain	1 Yes 0 No	772 23408
12/69	864	Portugal	1 Yes 0 No	62 24118
12/70	865	Switzerland	1 Yes 0 No	130 24050
12/71	866	Austria	1 Yes 0 No	238 23942
12/72	867	Ireland	1 Yes 0 No	93 24087
12/73	868	Israel	1 Yes 0 No	83 24097
12/74	869	Finland	1 Yes 0 No	23 24157

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
12/75	870	Denmark	1 Yes 0 No	102 24078
12/76	871	Sweden	1 Yes 0 No	71 24109
12/77	872	Norway	1 Yes 0 No	54 24126
12/78	873	Greece	1 Yes 0 No	111 24069
12/79	874	U.S.A./Canada	1 Yes 0 No	191 23989
12/80	875	South America/Mexico	1 Yes 0 No	31 24149
		contd. Card 13 Col.7		
13/1-4		Case Number	0000 - 9999	24180
13/5-6		Card Number	13 Card Thirteen	24180
13/7	876	Any African country	1 Yes 0 No	159 24021
13/8	877	Any Asian country	1 Yes 0 No	57 24123
13/9	878	Yugoslavia	1 Yes 0 No	75 24105
13/10	879	Other European country	1 Yes 0 No	213 23967
13/11	880	Any other country	1 Yes 0 No	86 24094
13/12	881	<u>Q43a</u> - Packaged inclusive holidays	0 Not mentioned 1 Yes 2 No 3 Don't know/other	3 2941 19824 1412
13/13	882	<u>Q43b</u> - Packaged holiday 1968	1 Yes 2 No 3 Don't know/other	1586 1746 20848
13/14	883	<u>Q43c</u> - Number of packaged holidays taken in 1968	1 One 2 Two 3 Three 4 More than three 5 Don't know/Not answered	1388 145 28 14 22605

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		For each holiday :-		
13/15	884	1st holiday - abroad/or not	0 Not answered 1 Abroad 2 Not abroad 3 More than one answer recorded	22541 1372 265 2
13/16	885	1st holiday - summer/winter	0 Summer (April-Sept) 1 Winter (Oct-March) 2 Not answered 3 More than one answer recorded	1334 262 22578 6
13/17	886	2nd holiday - abroad/not abroad	0 Not answered 1 Abroad 2 Not abroad	23963 165 52
13/18	887	2nd holiday - summer/winter	0 Not answered 1 Summer (April - Sept) 2 Winter (Oct - March) 3 More than one answer recorded	23973 143 63 1
13/19	888	3rd holiday - abroad/not abroad	0 Not answered 1 Abroad 2 Not abroad	24131 33 16
13/20	889	3rd holiday - summer/winter	0 Not answered 1 Summer (April - Sept) 2 Winter (Oct - March)	24131 36 13
		Of most recent summer holiday		
13/21	890	<u>Q44a</u> - how many other people included in booking	1 None 2 One 3 Two 4 Three 5 Four or more 6 Don't know	240 506 377 139 316 22602
13/22	891	<u>Q44b</u> - how many days	& Under 7 - 7 0 8 1 9 2 10 3 11 4 12 5 13	241 99 181 32 134 14 63 17

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
13/22	891	contd.	6 14 7 15 - 20 8 21 or more 9 Don't know	311 348 178 22562
13/23	892	Q44c - Cost of holiday - £ (for other currencies see App.20)	& Under 20 - 20 - 29 0 30 - 39 1 40 - 49 2 50 - 59 3 60 - 69 4 70 - 79 5 80 - 89 6 90 - 99 7 100 - 124 8 125 - 149 9 150 Blank Not mentioned	185 144 125 141 105 129 90 90 64 134 90 177 22706
13/24	893	Q44c - contd. Q44d - main method of travel on this holiday :-	0 Not mentioned 1 No answer	24058 122
13/25	894	Air	1 Yes 0 No	788 23392
13/26	895	Train	1 Yes 0 No	276 23904
13/27	896	Coach	1 Yes 0 No	456 23724
13/28	897	Car	1 Yes 0 No	107 24073
13/29	898	Boat/Ship	1 Yes 0 No	98 24082
		Q44e - if AIR - scheduled or chartered flight		
13/30	899	Scheduled	1 Yes 0 No	161 24019
13/31	900	Chartered	1 Yes 0 No	69 23579
13/32	901	Don't know	1 Yes 0 No	23418 762
13/33	902	Q45 - travel abroad for business reasons	1 Yes 2 No 3 Don't know	2075 21922 183

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
13/34	903	Q46 - frequency of visits to hairdresser	0 Not mentioned 1 Once a week or more often 2 Once a fortnight 3 Once a month 4 Less often than once a month 5 Don't know 6 More than one answer recorded	129 1212 2940 9317 9507 1066 9
		Q47 - WOMEN - use of toilet articles/cosmetics		
13/35	904	Moisturising creams or skin foods	1 Yes 0 No	6785 17395
13/36	905	Hand preparations	1 Yes 0 No	8671 15509
13/37	906	Foundation cream or liquid or creamy make-up	1 Yes 0 No	4205 19975
13/38	907	Eau de Cologne, lavender water, perfumed cologne, perfumed toilet water	1 Yes 0 No	8570 15610
13/39	908	Concentrated perfume or scents	1 Yes 0 No	5989 18191
13/40	909	Shampoo	1 Yes 0 No	10069 14111
13/41	910	Hair colorants	1 Yes 0 No	2738 21442
13/42	911	Hair setting lotion oil/cream/gel	1 Yes 0 No	4633 19547
13/43	912	Hair spray or lacquer spray	1 Yes 0 No	7305 16875
13/44	913	Lipstick	1 Yes 0 No	7898 16282
13/45	914	Nail varnish	1 Yes 0 No	5474 18706

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
13/46	915	Eye pencil, mascara, other eye cosmetics	1 Yes 0 No	3991 20189
13/47	916	False eye-lashes	1 Yes 0 No	289 23891
13/48	917	Face powder	1 Yes 0 No	5540 18640
13/49	918	Toothpaste	1 Yes 0 No	11179 13001
13/50	919	Toothpowder	1 Yes 0 No	1088 23092
13/51	920	Bath salts	1 Yes 0 No	4145 20035
13/52	921	Other preparations for putting in your bath	1 Yes 0 No	3850 20330
13/53	922	Mouth rinse	1 Yes 0 No	3058 21122
13/54	923	Talcum powder	1 Yes 0 No	6198 17982
13/55	924	Deodorants (roll-on, squeeze pack, stick, cream)	1 Yes 0 No	5756 18424
13/56	925	Deodorants (aerosol)	1 Yes 0 No	3351 20829
13/57	926	Hair piece	1 Yes 0 No	812 23368
13/58	927	Wig	1 Yes 0 No	243 23937
13/59	928	Electrically heated hair-curlers	1 Yes 0 No	477 23703
		Q48 - MEN - things used for washing and shaving		
13/60	929	Shaving soap or stick	1 Yes 0 No	3115 21065
13/61	930	Shaving cream; for use with brush	1 Yes 0 No	2476 21704

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
13/62	931	Shaving cream; brushless	1 Yes 0 No	597 23583
13/63	932	Shaving cream; aerosol foam	1 Yes 0 No	734 23446
13/64	933	Electric shaver	1 Yes 0 No	7392 16788
13/65	934	Pre-shaving lotion	1 Yes 0 No	2036 22144
13/66	935	After shave lotion	1 Yes 0 No	6522 17658
13/67	936	Eau-de-Cologne, lavender water, toilet water	1 Yes 0 No	3587 20593
13/68	937	Shampoo	1 Yes 0 No	7181 16999
13/69	938	Hairdressing - oil/cream/jelly	1 Yes 0 No	3954 20226
13/70	939	Hair setting lotion	1 Yes 0 No	1471 22709
13/71	940	Mouth rinse	1 Yes 0 No	1970 22210
13/72	941	Toothpaste	1 Yes 0 No	9509 14671
13/73	942	Toothpowder	1 Yes 0 No	800 23380
13/74	943	Talcum powder	1 Yes 0 No	2211 21969
13/75	944	Deodorants	1 Yes 0 No	3774 20406
13/76	945	Bath salts	1 Yes 0 No	2058 22122
13/77	946	Bath preparations other than bath salts	1 Yes 0 No	2036 22144
13/78	947	None of these	1 Yes 0 No	12925 11355

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
13/79	948	<u>Q49a</u> - last suit	0 Not mentioned 1 Made to measure 2 Ready - to - wear 3 Don't know	9 3899 7290 12982
13/80	949	<u>Q49b</u> - where bought	1 Multiple tailor 2 Multiple men's out-fitter 3 Department store 4 Independant men's outfitters/boutique 5 Independant tailor 6 Mail order house 7 Don't know	1085 3471 1319 2852 2234 83 13136
14/1-4		Case Number	0000 - 9999	24180
14/5-6		Card Number	14 Card Fourteen	24180
14/7-8	950	<u>Q49c</u> - How much did you pay for it - BRITAIN & IRELAND - £ (for other currencies see App 21)	12 5 or less 11 5 - 10 0 10 - 15 1 15 - 20 2 20 - 25 3 25 - 30 4 30 - 35 5 35 - 40 6 Over 40 7 Don't know 14 More than one answer recorded	78 283 1083 2361 2517 1996 1056 617 602 13586 1
		<u>Q50a/b - FOODSTUFFS :-</u> - INSTANT COFFEE POWDER		
14/9	951	Have in home at moment	0 No 1 Yes	18720 5460
14/10	952	Sometimes have in home - Coffee (ground or whole beans)	0 No 1 Yes	22548 1632
14/11	953	Have in home at moment	0 No 1 Yes	13998 10182
14/12	954	Sometimes have in home	0 No 1 Yes	23589 591

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		- Tea (including tea bags)		
14/13	955	Have in home at moment	0 Yes 1 No	10112 14068
14/14	956	Sometimes have in home	0 Yes 1 No	798 23382
		- Ready-to cook soups in packages or cubes		
14/15	957	Have in home at moment	0 No 1 Yes	17834 6346
14/16	958	Sometimes have in home	0 No 1 Yes	21410 2770
		- Tinned soups		
14/17	959	Have in home at moment	0 No 1 Yes	21289 2891
14/18	960	Sometimes have in home	0 No 1 Yes	21706 2474
		- Yoghurt		
14/19	961	Have in home at moment	0 No 1 Yes	20731 3449
14/20	962	Sometimes have in home	0 No 1 Yes	21004 3176
		- Olive oil or corn oil (for cooking or salads)		
14/21	963	Have in home at moment	0 No 1 Yes	17338 6842
14/22	964	Sometimes have in home	0 No 1 Yes	23120 1060
		- Jam or marmalade (bought in shop)		
14/23	965	Have in home at moment	0 No 1 Yes	16473 7707
14/24	966	Sometimes have in home	0 No 1 Yes	22285 1895
		- Packaged biscuits		
14/25	967	Have in home at moment	0 No 1 Yes	7559 16621
		- 96 -		

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
14/26	968	Sometimes have in home	0 No 1 Yes	21303 2877
		- Instant potatoes		
14/27	969	Have in home at moment	0 No 1 Yes	22194 1986
14/28	970	Sometimes have in home	0 No 1 Yes	22232 1948
		- Crispbread		
14/29	971	Have in home at moment	0 No 1 Yes	20241 3939
14/30	972	Sometimes have in home	0 No 1 Yes	21880 2300
		- Garlic clove		
14/31	973	Have in home at moment	0 No 1 Yes	19143 5037
14/32	974	Sometimes have in home	0 No 1 Yes	23133 1047
		- Fresh apples		
14/33	975	Have in home at moment	0 No 1 Yes	15083 9097
14/34	976	Sometimes have in home	0 No 1 Yes	21534 2646
		- Fresh oranges		
14/35	977	Have in home at moment	0 No 1 Yes	14840 9340
14/36	978	Sometimes have in home	0 No 1 Yes	21771 2409
		- Margarine		
14/37	979	Have in home at moment	0 Yes 1 No	8476 15704
14/38	980	Sometimes have in home	0 Yes 1 No	1127 23053
		- Butter		
14/39	981	Have in home at moment	0 No 1 Yes	14440 9740
- 97 -				

CARD/COLUMN	VAR. No.	TITLE	CODES		MARGINALS
14/40	982	Sometimes have in home	0	No	22792
			1	Yes	1388
		- Sugar-less sweeteners			
14/41	983	Have in home at moment	0	No	21720
			1	Yes	2460
14/42	984	Sometimes have in home	0	No	23436
			1	Yes	744
		- Tinned fruit			
14/43	985	Have in home at moment	0	No	18432
			1	Yes	5748
14/44	986	Sometimes have in home	0	No	20734
			1	Yes	3446
		- Frozen meat or fish			
14/45	987	Have in home at moment	0	No	21325
			1	Yes	2855
14/46	988	Sometimes have in home	0	No	19820
			1	Yes	4360
		- Frozen vegetables			
14/47	989	Have in home at moment	0	No	21978
			1	Yes	2202
14/48	990	Sometimes have in home	0	No	20482
			1	Yes	3682
		- None of these			
14/49	991	Have in home at moment	0	No	24053
			1	Yes	127
14/50	992	Sometimes have in home	0	No	23937
			1	Yes	243
		<u>Q51</u> - dish washing			
14/51	993	Plain water	1	Yes	411
			0	No	23769
14/52	994	Liquid detergent/soap	1	Yes	8591
			0	No	15589
14/53	995	Powdered detergent/soap	1	Yes	3021
			0	No	21159
14/54	996	Washing soda	1	Yes	109
			0	No	24071

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
14/55	997	Other	1 Yes 0 No	137 24043
14/56	998	Don't know	1 Yes 0 No	258 23922
		<u>Q52a/b - HOUSEHOLD CLEANING</u>		
		- Window cleaning cream/ liquid		
14/57	999	Have in home at moment	0 No 1 Yes	17001 7179
14/58	1000	Sometimes have in home	0 No 1 Yes	22967 1213
		- <u>Wax</u> furniture polish		
14/59	1001	Have in home at moment	0 No 1 Yes	19637 4543
14/60	1002	Sometimes have in home	0 No 1 Yes	23264 916
		- <u>Liquid</u> furniture polish		
14/61	1003	Have in home at moment	0 Yes 1 No	5961 18219
14/62	1004	Sometimes have in home	0 Yes 1 No	1364 22816
		- <u>Aerosol</u> furniture polish		
14/63	1005	Have in home at moment	0 No 1 Yes	22029 2151
14/64	1006	Sometimes have in home	0 No 1 Yes	23347 833
		- Aluminium foil		
14/65	1007	Have in home at moment	0 No 1 Yes	18650 5530
14/66	1008	Sometimes have in home	0 No 1 Yes	22760 1420
		- Paper tissues		
14/67	1009	Have in home at moment	0 No 1 Yes	18315 5865
14/68	1010	Sometimes have in home	0 No 1 Yes	22655 1525
		- 99 -		

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		- Disinfectants for household use		
14/69	1011	Have in home at moment	0 No 1 Yes	17516 6664
14/70	1012	Sometimes have in home	0 No 1 Yes	22682 1498
		- Products for whitening the sink and/or W.C.		
14/71	1013	Have in home at moment	0 No 1 Yes	14967 9213
14/72	1014	Sometimes have in home	0 No 1 Yes	23243 937
		Q53a - washing of clothes Electric washing machine - USED		
14/73	1015	- own household machine	1 Yes 0 No	6557 17623
14/74	1016	- communal machine in apartment block	1 Yes 0 No	1322 22858
14/75	1017	- take to laundrette or	1 Yes 0 No	695 23485
14/76	1018	- other	1 Yes 0 No	125 24055
14/77		Unused Electric washing machine - NOT USED	Unused (4 wild punches)	
14/78	1019	- send out to laundry	1 Yes 0 No	1183 22997
14/79	1020	- send out for washing only (not ironing)	1 Yes 0 No	323 23857
14/80	1021	- housewife does it	1 Yes 0 No	1900 22280
		Contd. Card 15 Col.7		
15/1-4		Case Number	0000 - 9999	24180
15/5-6		Card Number	15 Card Fifteen	24180
		- 100 -		

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
15/7	1022	- household employee/ help does it	1 Yes 0 No	146 24034
15/8	1023	- other	1 Yes 0 No	132 24048
15/9-10		Unused Q53b - How old is household electric machine if used	(19 wild punches) 1 Less than 3 years 2 3 - 5 years old 3 6 - 8 years old 4 9 years old or more 5 Don't know	 2131 1872 1221 1290 17666
15/12	1025	Q54 - Does anyone in household have any of the following Current bank account <u>with cheque book</u>	1 Yes 0 No	4460 19720
15/13	1026	Deposit bank account (earning interest)	1 Yes 0 No	5999 18181
15/14	1027	Tax-free bank savings (Norway only)	1 Yes 0 No	352 23828
15/15	1028	Unit trust shares	1 Yes 0 No	932 23248
15/16	1029	Stocks and shares in industry or commerce	1 Yes 0 No	1152 23028
15/17	1030	Life insurance policy - funeral expenses only	1 Yes 0 No	1909 22271
15/18	1031	Life insurance policy - maturing on death at whatever age	1 Yes 0 No	3538 20642
15/19	1032	Life insurance/endowment policy - fixed term	1 Yes 0 No	2965 21215
15/20	1033	P.O. Savings book	1 Yes 0 No	3668 20512
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CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
15/21	1034	Savings in Building Society (investment)	1 Yes 0 No	1090 23090
15/22	1035	Savings in recognised scheme especially associated with ultimate personal house purchase	1 Yes 0 No	563 23617
15/23	1036	Credit card	1 Yes 0 No	673 23507
15/24	1037	Giro account	1 Yes 0 No	2123 22057
15/25	1038	Premium bonds	1 Yes 0 No	2533 21647
15/26	1039	Other government savings or bonds	1 Yes 0 No	863 23317
15/27	1040	Trustee Savings Bank (Britain only)	1 Yes 0 No	243 23937
15/28	1041	Credit union (Ireland)	1 Yes 0 No	326 23854
15/29	1042	None of these	1 Yes 0 No	13627 10553
15/30	1043	<u>Q55</u> - anything being bought on an installment basis at the moment	1 Yes 2 No 3 Don't know	2215 10019 11946
15/31	1044	<u>Q56</u> - another home owned	0 Not mentioned 1 Yes 2 No	2 2494 21684
15/32	1045	<u>Q57</u> - subscription to Reader's Digest	0 Yes 1 No 2 Don't know	6931 16340 909
15/33	1046	Respondent is subscriber	0 Not mentioned 1 Yes	23246 934
		<u>CLASSIFICATION DATA I</u>		
15/34	1047	Respondent has	1 Full time occupation (30 hours or more per week)	11470

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
15/34	1047	contd.	2 Part-time (8 - 29 hours per week) 3 No paid occupation	1417 11293
15/35	1048	Respondent is :- Number of Electors in Household	1 Head of household 2 Not head of household	11038 13142
15/36	1049	Eleven	1 Yes 0 No	345 23835
15/37	1050	Ten	1 Yes 0 No	338 23842
15/38	1051	None	1 Yes 0 No	312 23868
15/39	1052	One	1 Yes 0 No	1893 22287
15/40	1053	Two	1 Yes 0 No	8071 16109
15/41	1054	Three	1 Yes 0 No	2513 21667
15/42	1055	Four	1 Yes 0 No	1342 22838
15/43	1056	Five	1 Yes 0 No	540 23640
15/44	1057	Six	1 Yes 0 No	219 23961
15/45	1058	Seven	1 Yes 0 No	278 23902
15/46	1059	Eight	1 Yes 0 No	570 23610
15/47	1060	Nine	1 Yes 0 No	296 23884
		Number of non-electors in household		
15/48	1061	Eleven	1 Yes 0 No	58 24121
15/49	1062	Ten	1 Yes 0 No	718 23462

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
15/50	1063	None	1 Yes 0 No	4118 20062
15/51	1064	One	1 Yes 0 No	1653 22527
15/52	1065	Two	1 Yes 0 No	1594 22586
15/53	1066	Three	1 Yes 0 No	830 23350
15/54	1067	Four	1 Yes 0 No	564 23616
15/55	1068	Five	1 Yes 0 No	446 23734
15/56	1069	Six	1 Yes 0 No	389 23791
15/57	1070	Seven	1 Yes 0 No	331 23849
15/58	1071	Eight	1 Yes 0 No	328 23852
15/59	1072	Nine	1 Yes 0 No	227 23953
15/60	1073	Informant is :-	0 Not mentioned 1 Starred elector 2 Non-electror 3 Wild	18145 5485 548 2
15/61	1074	Informant is <u>only</u> person interviewed in household	0 No 1 Yes	15420 8760
15/62	1075	Informant is Reader's Digest subscriber	0 No 1 Yes	19810 4370
15/63	1076	BELGIUM - Reader of Reader's Digest - (undefined for other countries)	0 Not mentioned 1 French Edition 2 Flemish Edition 3 Both	1339 438 215 8
15/64-65	1077	Age	Exact Age punched	
15/66	1078	Age code	0 Not mentioned 1 18 - 20 2 21 - 24	26 1345 1707

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
15/66	1078	contd.	3 25 - 34 4 35 - 44 5 45 - 54 6 55 - 64 7 65 + 8 Wild	4567 4853 4373 3899 3409 1
15/67	1079	Sex	0 Not mentioned 1 Male - Housewife 2 Male - Not Housewife 3 Female - Housewife 4 Female - Not Housewife	19 1813 9693 11298 1357
15/68 - 79	1080- 1091	SOCIAL CLASS (FOR CODES BY COUNTRY SEE APP 22) ROW PUNCHED IN ORIGINAL CARD 3 COL 42 : WHETHER PUNCHED :		
15/68	1080	Y	0 No 1 Yes	22931 1249
15/69	1081	-	0 No 1 Yes	22686 1494
15/70	1082	0	0 No 1 Yes	19761 4419
15/71	1083	1	0 No 1 Yes	19854 4326
15/72	1084	2	0 No 1 Yes	21001 3179
15/73	1085	3	0 No 1 Yes	22658 1522
15/74	1086	4	0 No 1 Yes	23312 868
15/75	1087	5	0 No 1 Yes	22405 1775
15/76	1088	6	0 No 1 Yes	22228 1952
15/77	1089	7	0 No 1 Yes	23762 418
15/78	1090	8	0 No 1 Yes	22743 1437
15/79	1091	9	0 No 1 Yes	22377 1803
15/80	1092	Marital Status	0 Not mentioned 1 Married	60 17504

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CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
15/80	1092	contd.	2 Single 3 Other (Divorced, widowed, separated)	4188 2428
16/1-4		Case Number	0000 - 9999	24180
16/5-6		Card Number	16 Card Sixteen	24180
16/7	1093	Denmark - Pensioner	0 No 1 Yes	23881 299
16/8	1094	Male Adults 21 +	0 Not mentioned 1 None 2 1 3 2 4 3 5 4 6 5	3 2575 18005 2938 541 94 24
16/9	1095	Female Adults 21 +	1 None 2 1 3 2 4 3 5 4 6 5	1027 19523 3076 471 68 15
16/10	1096	Children 0 - 4 Male	0 Not mentioned 1 None 2 1 3 2 4 3 5 4 6 5	1 21319 2413 403 37 5 2
16/11	1097	Children 0 - 4 Female	1 None 2 1 3 2 4 3 5 4 6 5	21524 2270 355 28 3 0
16/12	1098	Children 5 - 15 Male	0 Not mentioned 1 None 2 1 3 2 4 3 5 4 6 5	6 18623 3885 1303 274 58 31
16/13	1099	Children 5 - 15 Female	0 Not mentioned 1 None 2 1 3 2 4 3 5 4 6 5	4 18862 3810 1180 257 51 16

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
16/14	1100	No. of persons 16,17 - Male	0 Not mentioned 1 None 2 1 3 2 4 3 5 4 6 5	10 22730 1358 75 5 1 1
16/15	1101	No. of persons 16,17 - Female	0 Not mentioned 1 None 2 1 3 2 4 3 5 4 6 5	7 22759 1329 80 5 0 0
16/16	1102	No. of persons 18,19 & 20 - Male	0 Not mentioned 1 None 2 1 3 2 4 3 5 4 6 5	1 22050 1938 177 11 2 1
16/17	1103	No. of persons 18,19 & 20 - Female	0 Not mentioned 1 None 2 1 3 2 4 3 5 4 6 5	0 22248 1778 139 12 3 0
16/18	1104	Total in household - Male	0 Not mentioned 1 None 2 1 3 2 4 3 5 4 6 5	30 2398 10138 6912 3154 1056 492
16/19	1105	Total in household - Female	0 Not mentioned 1 None 2 1 3 2 4 3 5 4 6 5	19 1015 11805 6900 3089 943 409
16/20	1106	No. of full-time wage earners - Male	0 Not mentioned 1 None 2 1	3 5815 15625

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
16/20	1106	contd.	3 2 4 3 5 4 6 5	2211 452 58 16
16/21	1107	No. of full-time wage earners - Female	0 Not mentioned 1 None 2 1 3 2 4 3 5 4 6 5	0 17468 5863 727 101 15 6
16/22	1108	A or B Interview	1 A 2 B	12170 12010
16/23	1109	Total number in household (Adults and children)	& Twelve or more - Eleven 0 Ten 1 One 2 Two 3 Three 4 Four 5 Five 6 Six 7 Seven 8 Eight 9 Nine Blank Not mentioned Other Wild	56 50 82 2378 6076 5308 5071 2801 1333 599 248 138 27 13
16/24	1110	<u>CLASSIFICATION DATA II</u> Type of occupation (Head of Household, former husband in case of widow head of household)	0 Not mentioned 1 Farming/Fishing 2 Industry/Construction 3 Commerce/Transport/Services 4 Professional 5 Public Administration 6 Armed Forces 7 Head of Household alive but not working 8 Student 9 More than one answer recorded	347 2865 7899 8552 1383 2175 403 449 78 29
16/25	1111	Employer/Employee	0 Not mentioned 1 Employee 2 Own account only 3 Employer 4 Wild	1070 17263 3491 2353 3

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SECTION X</u>		
16/26	1112	Number of staff employed	0 Not applicable 1 Undefined 2 9 or fewer 3 10 - 49 4 50 - 99 5 100 + 6 None 7 Wild	21910 96 1609 300 51 94 117 3
		<u>SECTION Y</u>		
16/27	1113	Type of employee	0 Not applicable 1 Top Management/Manager 2 Senior Employee/ Executive 3 Supervisory 4 Other 5 Undefined 6 More than one answer recorded	7904 740 2042 2823 10375 280 16
		<u>SECTION Z</u>		
16/28	1114	Manual	0 Not applicable 1 Skilled 2 Semi skilled 3 Labourer 4 Other 5 More than one answer recorded	12684 5400 1964 2983 1143 3
16/29	1115	Manual - Norway	0 Not applicable 1 Farmer (own account) 2 Person owning 1 lorry and driving it himself	23839 321 20
16/30	1116	Non-Manual	0 Not applicable 1 Clerical/Sales 2 Services 3 Other 4 More than one answer recorded	18156 3242 1695 1086 1
16/31	1117	Accommodation	0 Not mentioned 1 One level only 2 More than one level 3 Undefined	381 14043 9441 315
16/32	1118	Entry:-	1 At ground level 2 2nd - 5th level 3 6th - 10th level 4 11th level 5 Undefined	13816 7208 550 39 2567

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		Ownership:-		
16/33	1119	Owned/Paid for	0 No 1 Yes	16926 7254
16/34	1120	Owned/Still paying	0 No 1 Yes	19954 4226
16/35	1121	Rented privately	0 No 1 Yes	16073 8107
16/36	1122	Rented from local administration/authority	0 No 1 Yes	21457 2723
16/37	1123	Rented with share (Finland only)	0 No 1 Yes	23915 265
16/38	1124	Rent free	0 No 1 Yes	23476 704
16/39	1125	Other	0 No 1 Yes	23819 361
16/40	1126	Building is:-	0 Not mentioned 1 1 storey high 2 2 storey 3 More than 2 storey 4 More than one answer recorded	483 4855 9893 8943 6
16/41	1127	Built:	0 Not mentioned 1 Pre 1900 2 1901 - 1939 3 1940 - 1945 4 1946 - 1959 5 1960 + 6 Not known	13 4545 6566 1059 5733 5307 957
16/42	1128	Number of rooms in <u>home</u>	0 Not mentioned 1 1 room only 2 2 rooms 3 3 - 4 rooms 4 5 - 6 rooms 5 7 - 9 rooms 6 10 + rooms	53 576 1957 10396 7919 2623 656
16/43	1129	Garage (owned or rented)	1 Part of home 2 As an extra 3 No garage 4 Not known	5219 3643 15184 134

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>CLASSIFICATION DATA III</u>		
16/44	1130	NET INCOME of household (See App 23 for amounts in \$)	0 This group Not mentioned 1 Q 2 R 3 I 4 J 5 O 6 M 7 S 8 A 9 Wild	11607 848 1413 1820 2155 2075 1855 1314 1902 1
16/45	1131	NET INCOME (contd)	0 This group Not mentioned 1 U 2 L 3 H 4 E 5 W 6 T 7 X 8 Don't know	18569 1149 750 406 222 157 99 175 2653
16/46	1132	Income - refused	0 Not mentioned 1 Yes	15315 8865
16/47	1133	GROSS INCOME - NOT BRITAIN (See App 18 for amounts in \$)	- More than one answer recorded 0 Not applicable 1 Q 2 R 3 I 4 J 5 O 6 M 7 S 8 A 9 Refused	1 18857 278 524 616 689 673 755 693 865 229
16/48	1134	GROSS INCOME - NOT BRITAIN (contd)	0 Not applicable 1 Y 2 L 3 H 4 E 5 W 6 T 7 X 8 Don't know 9 More than one answer recorded	20508 673 413 228 141 103 56 134 1923 1
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CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
16/49	1135	GROSS INCOME - refused	0 Not mentioned 1 Yes	6427 17753
16/50- 56	1136 - 1142	SAMPLING POINT - with the following individual variations		
		<u>FRANCE</u>		
16/54	1140	GEOGRAPHICAL REGION	1 Paris 2 North 3 East 4 West 5 Paris Basin - East 6 Paris Basin - West 7 South West 8 Alps 9 Mediterranean Coast	478 164 203 213 158 161 219 230 223
		<u>BELGIUM</u>		
16/50	1136	GEOGRAPHICAL REGION	1 Anvers (Antwerp) 2 Brabant 3 West Flanders 4 East Flanders 5 Hainaut 6 Liege 7 Limbourg 8 Luxembourg 9 Namur	335 438 196 256 304 247 126 30 68
16/52	1138	LINGUISTIC AREA	5 Flanders 6 Wallonia (French Speaking) 7 Brussels	1084 662 254
16/53	1139	TOWN SIZE	1 Less than 2,000 2 2,000 - 5,000 3 5,000 - 10,000 4 10,000 - 100,000 5 100,000 +	247 276 270 469 738
		<u>HOLLAND</u>		
16/50	1136	SAMPLING POINTS	0) Three big cities 1) and agglomerations 2) 3) 4) 5) 6 Cities with 100,000 - 250,000 inhabitants 7 50,000 - 100,000 inhabitants	189 23 134 45 97 37 610 326

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>HOLLAND</u>		
16/50	1136	contd.	8 Industrialised areas	207
			9 Rural areas	427
		GEOGRAPHICAL REGION		
16/51	1137	NORTH	0 Not mentioned	1717
			1 Groningen	88
			2 Friesland	89
			3 Drenthe	64
16/52	1138	EAST	4 Overijssel	138
			0 Not mentioned	379
			1 Gelderland	209
		WEST	2 Utrecht	134
			3 Noord - Holland	449
			4 Zuid Holland	519
		SOUTH	5 Zeeland	58
			6 Noord Brabant	223
			7 Limburg	125
		<u>LUXEMBOURG</u>		
16/53	1139	TOWN SIZE	0 Undefined	59
			1 Less than 2,000	89
			2 2,000 - 5,000	70
			3 5,000 - 10,000	50
			4 10,000 - 100,000	70
			5 100,000 +	40
			6 Undefined	121
		<u>ITALY</u>		
16/50	1136	GEOGRAPHICAL REGION	1 North West	572
			2 North East	404
			3 Central	395
			4 South	419
			5 Islands	193
		<u>GERMANY</u>		
16/50	1136	REGION	0 Berlin	60
			1 Schleswig-Holstein	81
			2 Hamburg	71
			3 Niedersachsen	221
			4 Bremen	27
			5 Nordrhein-Westfalen	556
			6 Hessen	207
			7 Rheinland Pfalz	180
			8 Baden-Wurttemberg	377
			9 Bayern	426

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SWITZERLAND</u>		
16/56	1142	Language regions	1 Neilson area 1 - French Speaking 457 2 Neilson area 11 } German 497 3 " " 111 } Speaking 432 4 " " 1V } 594 - Not mentioned 1	
		<u>AUSTRIA</u>		
16/50	1136	Region	1 Vorarlberg 11 2 Tirol 37 3 Oberosterreich 29 4 Salzburg 93 5 Karnten/Osttirol 46 6 Steiermark 78 7 Burgenland 21 8 Niederosterreich 85 9 Wien 206	
		<u>BRITAIN</u>		
16/51	1137	Region	0 Not mentioned 1523 1 South West and Wales 38 2 South West and Wales 81 3 Scotland 199 4 North 155	
16/52	1138	Region	0 Not mentioned 480 1 North 174 2 North West 241 3 Midlands 116 4 Midlands 137 5 London and South East 89 6 London and South East 593 7 South West and Wales 166	
		<u>IRELAND</u>		
16/51	1137	Region	0 Not mentioned 350 3 Dublin 115 4 Rest Leinster Urban 22	
16/52	1138	Region	0 Not mentioned 137 1 Rest Leinster Rural 88 2 Munster CB 32 3 Munster Other Urban 15 4 Munster Rural 104 5 Connaught & Ulster Urban 12 6 Connaught & Ulster Rural 99	

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
16/50	1136	<u>DENMARK</u> Additional Area Codes	0 Copenhagen 1 Fræderiksberg 2 Unspecified 3 Northern Suburbs 4 Other suburbs 5 Aarhus 6 Odense 7 Aalborg 8 Other provincial towns more than 30,000 inhabitants 9 Provincial towns 2,000 - 29,999 inhabitants Blank Unmentioned Wild	217 54 47 91 133 87 61 104 99 231 409 1
16/51	1137		2 Capital Area 3 Urban Areas 4 Rural Districts 0 Unmentioned	543 581 394 13
16/52	1138		0 Unmentioned 1 Provincial towns (Islands) 2 Provincial towns (Jutland) 3 Rural Districts (Islands) 4 Rural Districts (Jutland) 5 Unspecified	555 220 361 150 244 1
		<u>FINLAND</u> Area Code		
16/54	1140	Approx Area	0 Southern Finland 1 Northern Finland	1119 559
16/56	1142	Code is dependant on '0' or '1' in Col 54	'0' '1' 1 Helsinki Savonlinna 2 Lahti Mikkeli 3 Hameenlinna Vaasa 4 Turku Jyvö skylä 5 Tampere Kokkola 6 Pori Oulu 7 Kotka Kajaani 8 Lappeenranta Kemi 9 Kubpio Rovaniemi 0 - Joensuu	381 111 149 221 206 177 93 115 151 74
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CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
16/50	1136	<u>SWEDEN</u> Region	1 South 2 South West 3 South East 4 Stockholm 5 Central Eastern (Ex Stockholm) 6 North	224 229 267 204 347 220
16/50	1136	<u>NORWAY</u> Region	1 Oslo Trade Area 2 } 3 } Eastern plus 4 } Southern Trade Areas 5 } 6 } 7 } Western Trade Areas 8 } 9 Central Trade Area - Northern Trade	359 163 99 199 93 107 103 115 204 109
16/54	1140	<u>SPAIN</u> Region	Y Galicia and Asturias - Old Castile and Leon 0 New Castile, Extramadura and Albacote Except Madrid - (metropolitan area) 1 Aragon & Logrono 2 Catalonia & Balearic Isles Except Barcelona (Metropolitan Areas) 3 Levante & Murcia 4 Andalusia 5 Basque Country & Navarra 6 Madrid (Metropolitan Area) 7 Barcelona (Metropolitan Area)	149 160 156 68 154 206 247 101 142 141
16/55	1141	<u>PORTUGAL</u> Area	0 Unmentioned 2 Provinces	498 1
16/56	1142	Area	1 Lisbon 2 } 3 } Provinces 4 }	149 58 42 35
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CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>PORTUGAL</u>		
16/56	1142	Area contd.	5) 6) 7) Provinces 8) 9 Oporto - Unmentioned	24 27 39 33 70 1
		<u>SITUATION:-</u>		
16/57	1143	In country (isolated)	1 Yes 0 No	2449 21731
16/58	1144	In village	1 Yes 0 No	7299 16881
16/59	1145	In Urban Area	1 Yes 0 No	10674 13506
16/60	1146	In Urban suburbs	1 Yes 0 No	5163 19017
16/61	1147	Other	1 Yes 0 No	103 24077
16/62	1148	Distance from nearest town of over 100,000 population	0 Not mentioned 1 30 miles or less 2 More than 30 miles 3 Wild	3592 10624 9961 3
16/63	1149	Town size	0 Not mentioned 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 7 500,000 + 8 Wild	1088 2921 7021 2876 2544 2102 1689 3938 1
16/64	1150	Age when informant completed full-time education	0 Not mentioned 1 14 or under 2 15 3 16 4 17 5 18 6 19 7 20 8 21 9 22 - 23 - 24 - 27 & 28 + Other Wild	508 9620 3013 2425 1643 1886 1041 979 655 883 963 554 10
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CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
16/65	1151	Education not completed (age above 16 estimated age of completion)	0 Not applicable 1 Not yet completed	23409 771
16/66	1152	Religion (except Holland - codes for Holland see App 24)	& National Church (eg. Church of England) - Roman Catholic 0 Orthodox Catholic 1 Lutheran (other) 2 Methodist (other) 3 Baptist (other) 4 Other protestant 5 Jewish 6 Other non-christian 7 Undefined 8 Undefined 9 None Other Wild	9711 9028 557 2571 169 119 305 64 55 43 71 1477 10
16/67 - 16/78	1153 - 1164	TV OWNERSHIP TV Ownership:- FRANCE		
16/67	1153	ORTF 1 ^o Chaine	1 Yes 0 No	334 1715
16/68	1154	ORTF 1 ^o + 11 ^o Chaine	1 Yes 0 No	1006 1043
16/69	1155	ORTF 1 ^o + Lux/Monte Carlo	1 Yes 0 No	31 2018
16/70	1156	ORTF 1 ^o + 11 ^o + Lux/Monte Carlo	1 Yes 0 No	86 1963
16/71	1157	ORTF 1 ^o + foreign TV	1 Yes 0 No	15 2034
16/72	1158	ORTF 1 ^o + 11 ^o + foreign TV	1 Yes 0 No	51 1998
16/73	1159) Unspecified	1 Yes 0 No	511 1538
16/74	1160	} Unused France		
16/75	1161			
16/76	1162			
16/77	1163			
16/78	1164			

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		TV Ownership:- BELGIUM		
16/67	1153	Unused Belgium		
16/68	1154	Unused Belgium		
16/69	1155	Unused Belgium		
16/70	1156	BRT + RTB (8)	1 Yes 0 No	1499 501
16/71	1157	ORTF 1 ^o Chaine (F)	1 Yes 0 No	804 1196
16/72	1158	ORTF 11 ^o Chaine (F)	1 Yes 0 No	311 1689
16/73	1159	Hilversum I (NL)	1 Yes 0 No	618 1382
16/74	1160	Hilversum II (NL)	1 Yes 0 No	289 1711
16/75	1161	Télé - Luxembourg (L)	1 Yes 0 No	49 1951
16/76	1162	1 Programm (D)	1 Yes 0 No	187 1813
16/77	1163	11 Programm (D)	1 Yes 0 No	142 1858
16/78	1164	Unspecified Belgium	1 Yes 0 No	482 1518
		TV Ownership - HOLLAND		
16/67	1153	Hilversum I	1 Yes 0 No	157 1939
16/68	1154	Hilversum I + II	1 Yes 0 No	0 2096
16/69	1155	Hilversum I + II + foreign TV	1 Yes 0 No	1699 397
16/70-78	1156 - 1164	Unused Holland (Some unspecified punches)		
		TV Ownership - LUXEMBOURG		
		No Codes		
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CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		TV OWNERSHIP - ITALY		
16/67	1153	Unused Italy (unspecified punches)		
16/68	1154	Canale Nazionale + Canale Seconds	1 Yes 0 No	1418 565
16/69	1155	Canale Nazionale only	1 Yes 0 No	80 1903
16/70- 16/78	1156- 1164	Unused Italy (Some unspecified punches)		
		TV OWNERSHIP - GERMANY		
16/67-71	1153 - 1157	Unused Germany		
16/72	1158	1 + 11 Programm	1 Yes 0 No	1698 508
16/73	1159	1 Programm only	1 Yes 0 No	78 2128
16/74-78	1160 - 1164	Unused Germany (Some unspecified punches)		
		TV OWNERSHIP - SWITZERLAND		
16/67	1153	Swiss TV (German speaking)	1 Yes 0 No	1029 952
16/68	1154	German 1 TV	1 Yes 0 No	829 1152
16/69	1155	German 11 TV	1 Yes 0 No	395 1586
16/70	1156	Austrian TV	1 Yes 0 No	172 1809
16/71	1157	Swiss TV (French speaking)	1 Yes 0 No	428 1553
16/72	1158	French TV, 1st Programme	1 Yes 0 No	166 1815
16/73	1159	French TV, 2nd Programme	1 Yes 0 No	104 1877
16/74-78	1160 - 1164	Unused Switzerland (Some unspecified punches)		

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		TV OWNERSHIP - AUSTRIA		
16/67 - 16/71	1153 - 1157	Unused Austria		
16/72	1158	1st & 2nd programme only	1 Yes 0 No	254 352
16/73	1159	1st programme only	1 Yes 0 No	117 489
16/74 - 16/75	1160 - 1161	Unused Austria (Some unspecified punches)		
16/76	1162	German TV	1 Yes 0 No	43 563
16/77	1163	Foreign TV	1 Yes 0 No	18 588
16/78	1164	Unused Austria		
		TV OWNERSHIP - UNITED KINGDOM		
16/67	1153	BBC 1 only	1 Yes 0 No	18 1978
16/68	1154	BBC 1 & ITV	1 Yes 0 No	1056 940
16/69	1155	BBC 1 & BBC 2 only	1 Yes 0 No	50 1946
16/70	1156	BBC 1, BBC2, and ITV	1 Yes 0 No	750 1246
16/71	1157	No set/set not working	1 Yes 0 No	122 1874
16/72 - 16/77	1158 - 1163	Unused United Kingdom		
16/78	1164	No TV set	1 Yes 0 No	0 1996
		TV OWNERSHIP - IRELAND		
16/67	1153	R.T.E. only	1 Yes 0 No	239 248
16/68	1154	R.T.E. and ITV only	1 Yes 0 No	5 482
16/69	1155	R.T.E. and BBC1 only	1 Yes 0 No	4 483
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CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		TV OWNERSHIP - IRELAND contd.		
16/70	1156	RTE, BBC1 and ITV	1 Yes 0 No	94 393
16/71	1157	RTE, BBC1, BBC2, and ITV	1 Yes 0 No	0 487
16/72	1158	No set/set not working	1 Yes 0 No	145 342
16/73-78	1159 - 1164	Unused Ireland		
		TV OWNERSHIP - DENMARK		
16/67	1153	Danish TV	1 Yes 0 No	734 797
16/68	1154	Danish TV and Swedish TV	1 Yes 0 No	395 1136
16/69	1155	Danish TV and German TV	1 Yes 0 No	205 1326
16/70	1156	Danish TV & German TV & Swedish TV	1 Yes 0 No	3 1528
16/71-78	1157 - 1164	Unused Denmark (Some unspecified punches)		
		TV OWNERSHIP FINLAND		
16/67	1153	Finnish TV (TV1)	1 Yes 0 No	733 945
16/68	1154	Finnish TV (TV & TV2)	1 Yes 0 No	573 1105
16/69	1155	Russian TV (Tallinn)	1 Yes 0 No	105 1573
16/70	1156	Swedish TV	1 Yes 0 No	70 1608
16/71-78	1157 - 1164	Unused Finland (Some unspecified punches)		
		TV OWNERSHIP - SWEDEN		
16/67	1153	Swedish TV	1 Yes 0 No	1192 299
16/68	1154	Swedish TV & Danish TV	1 Yes 0 No	187 1304
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CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		TV OWNERSHIP - SWEDEN contd.		
16/69	1155	Swedish TV & Norwegian TV	1 Yes 0 No	6 1485
16/70	1156	Swedish TV & Finnish TV	1 Yes 0 No	13 1478
16/71-78	1157 - 1164	Unused Sweden (Some unspecified punches)		
		TV OWNERSHIP - NORWAY		
16/67	1153	Norwegian TV	1 Yes 0 No	898 656
16/68	1154	Norwegian TV & Swedish TV	1 Yes 0 No	309 1245
16/69	1155	Norwegian & Danish TV	1 Yes 0 No	8 1546
16/70-78	1156 - 1164	Unused Norway (Some unspecified punches)		
		TV OWNERSHIP - SPAIN		
16/67	1153	TVE UHF plus VHF	1 Yes 0 No	598 926
16/68	1154	Unspecified	1 Mentioned 0 Not mentioned	398 1126
16/69	1155	TVE VHF only	1 Yes 0 No	0 1524
16/70	1156	TVE UHF only	1 Yes 0 No	503 1021
16/71-78	1157 - 1164	Unused Spain		
		TV OWNERSHIP - PORTUGAL		
16/67	1153	Programme 1	1 Yes 0 No	161 338
16/68	1154	Programme 2	1 Yes 0 No	7 492
16/69-78	1155 - 1164	Unused Portugal (Some unspecified punches)		
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CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
16/79	1165	Day of Interview	0 Not mentioned 1 Monday 2 Tuesday 3 Wednesday 4 Thursday 5 Friday 6 Saturday 7 Sunday 8 More than one answer recorded	61 3954 4329 4274 4078 3272 3137 1051 24
16/80	1166	Number of calls made	0 Not mentioned 1 3rd visit 2 4th visit 3 5th visit	21314 528 760 1578
17/1-4		Case Number	0000 - 9999	24180
17/5-6		Card Number	17 Card Seventeen	24180
17/7	1167	Card set used ie. order of response to certain questions (See Questionnaire)	0 Not mentioned 1 Forward 2 Reverse 3 More than one answer recorded	3492 11028 9654 4

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE A</u>		
1/10	3	Iceland	1 Yes 0 No	12 1057
1/11	4	Britain	1 Yes 0 No	167 902
1/12	5	Denmark	1 Yes 0 No	201 868
1/13	6	Norway	1 Yes 0 No	246 823
1/14	7	Sweden	1 Yes 0 No	344 725
1/15	8	Finland	1 Yes 0 No	62 1007
1/16	9	U.S.A.	1 Yes 0 No	771 298
1/17	10	Portugal	1 Yes 0 No	58 1011
1/18	11	Spain	1 Yes 0 No	34 1035
1/19	12	Unused - but some unidentified punches	1 Yes 0 No	5 1064
1/20	13	Italy	1 Yes 0 No	36 1033
1/21	14	Don't know	1 Yes 0 No	106 963
		<u>SAMPLE B</u>		
1/10	3	Unused - but some undefined punches	1 Yes 0 No	3 977
1/11	4	Holland	1 Yes 0 No	183 797
1/12	5	Ireland	1 Yes 0 No	33 947
1/13	6	West Germany	1 Yes 0 No	354 626

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE B</u> (contd)		
1/14	7	Greece	1 Yes 0 No	44 936
1/15	8	Luxembourg	1 Yes 0 No	93 887
1/16	9	U.S.A.	1 Yes 0 No	649 331
1/17	10	Switzerland	1 Yes 0 No	348 632
1/18	11	Belgium	1 Yes 0 No	106 874
1/19	12	Yugoslavia	1 Yes 0 No	9 971
1/20	13	Austria	1 Yes 0 No	29 951
1/21	14	Don't know	1 Yes 0 No	105 875

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE A</u>		
1/10	3	Iceland	1 Yes 0 No	12 973
1/11	4	Britain	1 Yes 0 No	54 937
1/12	5	Denmark	1 Yes 0 No	152 839
1/13	6	Norway	1 Yes 0 No	146 845
1/14	7	Sweden	1 Yes 0 No	383 608
1/15	8	Finland	1 Yes 0 No	30 961
1/16	9	U.S.A.	1 Yes 0 No	527 464
1/17	10	Portugal	1 Yes 0 No	2 989
1/18	11	Spain	1 Yes 0 No	13 978
1/19	12	Unused	1 0	0 991
1/20	13	Italy	1 Yes 0 No	15 976
1/21	14	Don't know	1 Yes 0 No	166 825
		<u>SAMPLE B</u>		
1/10	3	France	1 Yes 0 No	43 966
1/11	4	Holland	1 Yes 0 No	126 883
1/12	5	Ireland	1 Yes 0 No	5 1004
1/13	6	West Germany	1 Yes 0 No	335 674

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE B</u> (contd)		
1/14	7	Greece	1 Yes 0 No	0 1009
1/15	8	Luxembourg	1 Yes 0 No	71 938
1/16	9	U.S.A.	1 Yes 0 No	461 548
1/17	10	Switzerland	1 Yes 0 No	283 726
1/18	11	Unused	1 0	0 1009
1/19	12	Yugoslavia	1 Yes 0 No	4 1005
1/20	13	Austria	1 Yes 0 No	23 986
1/21	14	Don't know	1 Yes 0 No	195 814

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE A</u>		
1/10	3	Iceland	1 Yes 0 No	8 1022
1/11	4	Britain	1 Yes 0 No	91 939
1/12	5	Denmark	1 Yes 0 No	156 874
1/13	6	Norway	1 Yes 0 No	152 878
1/14	7	Sweden	1 Yes 0 No	566 464
1/15	8	Finland	1 Yes 0 No	25 1005
1/16	9	U.S.A.	1 Yes 0 No	621 409
1/17	10	Portugal	1 Yes 0 No	1 1029
1/18	11	Spain	1 Yes 0 No	3 1027
1/19	12	Unused - but some undefined punches	1 0	1 1029
1/20	13	Italy	1 Yes 0 No	11 1019
1/21	14	Don't know	1 Yes 0 No	134 896
		<u>SAMPLE B</u>		
1/10	3	France	1 Yes 0 No	56 1010
1/11	4	Unused - but some undefined punches	1 0	1 1065
1/12	5	Ireland	1 Yes 0 No	3 1063
1/13	6	West Germany	1 Yes 0 No	608 458

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE B</u> (contd)		
1/14	7	Greece	1 Yes 0 No	0 1066
1/15	8	Luxembourg	1 Yes 0 No	52 1014
1/16	9	U.S.A.	1 Yes 0 No	634 432
1/17	10	Switzerland	1 Yes 0 No	341 725
1/18	11	Belgium	1 Yes 0 No	82 984
1/19	12	Yugoslavia	1 Yes 0 No	4 1062
1/20	13	Austria	1 Yes 0 No	14 1052
1/21	14	Don't know	1 Yes 0 No	112 954

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE A</u>		
1/10	3	Iceland	1 Yes 0 No	3 247
1/11	4	Britain	1 Yes 0 No	15 235
1/12	5	Denmark	1 Yes 0 No	17 233
1/13	6	Norway	1 Yes 0 No	11 239
1/14	7	Sweden	1 Yes 0 No	58 192
1/15	8	Finland	1 Yes 0 No	0 250
1/16	9	U.S.A.	1 Yes 0 No	122 128
1/17	10	Portugal	1 Yes 0 No	0 250
1/18	11	Spain	1 Yes 0 No	0 250
1/19	12	Unused	1 0	0 250
1/20	13	Italy	1 Yes 0 No	0 250
1/21	14	Don't know	1 Yes 0 No	37 213
		<u>SAMPLE B</u>		
1/10	3	France	1 Yes 0 No	5 244
1/11	4	Holland	1 Yes 0 No	7 242
1/12	5	Ireland	1 Yes 0 No	0 249
1/13	6	West Germany	1 Yes 0 No	41 208
1/14	7	Greece	1 Yes 0 No	0 249

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE B</u> (contd)		
1/15	8	Unused - but some unidentified punches	1 0	2 247
1/16	9	U.S.A.	1 Yes 0 No	85 164
1/17	10	Switzerland	1 Yes 0 No	49 200
1/18	11	Belgium	1 Yes 0 No	0 249
1/19	12	Yugoslavia	1 Yes 0 No	0 249
1/20	13	Austria	1 Yes 0 No	1 248
1/21	14	Don't know	1 Yes 0 No	31 218

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE A</u>		
1/10	3	Iceland	1 Yes 0 No	49 941
1/11	4	Britain	1 Yes 0 No	352 638
1/12	5	Denmark	1 Yes 0 No	200 790
1/13	6	Norway	1 Yes 0 No	221 769
1/14	7	Sweden	1 Yes 0 No	410 580
1/15	8	Finland	1 Yes 0 No	82 908
1/16	9	U.S.A.	1 Yes 0 No	606 384
1/17	10	Portugal	1 Yes 0 No	33 957
1/18	11	Spain	1 Yes 0 No	36 954
1/19	12	Yugoslavia	1 Yes 0 No	24 966
1/20	13	Unused	1 0	0 990
1/21	14	Don't know	1 Yes 0 No	238 752
		<u>SAMPLE B</u>		
1/10	3	France	1 Yes 0 No	182 811
1/11	4	Holland	1 Yes 0 No	209 784
1/12	5	Ireland	1 Yes 0 No	51 942
1/13	6	West Germany	1 Yes 0 No	404 589
1/14	7	Greece	1 Yes 0 No	14 979

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE B</u> (contd)		
1/15	8	Luxembourg	1 Yes 0 No	78 915
1/16	9	U.S.A.	1 Yes 0 No	590 403
1/17	10	Switzerland	1 Yes 0 No	450 543
1/18	11	Belgium	1 Yes 0 No	151 842
1/19	12	Unused	1 0	0 993
1/20	13	Austria	1 Yes 0 No	66 927
1/21	14	Don't know	1 Yes 0 No	223 770

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE A</u>		
1/10	3	Iceland	1 Yes 0 No	10 1093
1/11	4	Britain	1 Yes 0 No	37 1066
1/12	5	Denmark	1 Yes 0 No	186 917
1/13	6	Norway	1 Yes 0 No	70 1033
1/14	7	Sweden	1 Yes 0 No	574 529
1/15	8	Finland	1 Yes 0 No	22 1061
1/16	9	U.S.A.	1 Yes 0 No	658 445
1/17	10	Portugal	1 Yes 0 No	1 1102
1/18	11	Spain	1 Yes 0 No	1 1102
1/19	12	Unused	1 0	0 1103
1/20	13	Italy	1 Yes 0 No	1 1102
1/21	14	Don't know	1 Yes 0 No	125 978
		<u>SAMPLE B</u>		
1/10	3	France	1 Yes 0 No	39 1064
1/11	4	Holland	1 Yes 0 No	160 943
1/12	5	Ireland	1 Yes 0 No	10 1093
1/13	6	Unused	1 0	0 1103
1/14	7	Greece	1 Yes 0 No	2 1101

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE B</u> (contd)		
1/15	8	Luxembourg	1 Yes 0 No	43 1060
1/16	9	U.S.A.	1 Yes 0 No	663 440
1/17	10	Switzerland	1 Yes 0 No	495 608
1/18	11	Belgium	1 Yes 0 No	22 1081
1/19	12	Yugoslavia	1 Yes 0 No	4 1099
1/20	13	Austria	1 Yes 0 No	17 1086
1/21	14	Don't know	1 Yes 0 No	127 976

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE A</u>		
1/10	3	Iceland	1 Yes 0 No	5 952
1/11	4	Britain	1 Yes 0 No	37 920
1/12	5	Denmark	1 Yes 0 No	40 917
1/13	6	Norway	1 Yes 0 No	19 938
1/14	7	Sweden	1 Yes 0 No	373 584
1/15	8	Finland	1 Yes 0 No	7 950
1/16	9	U.S.A.	1 Yes 0 No	415 542
1/17	10	Portugal	1 Yes 0 No	3 954
1/18	11	Spain	1 Yes 0 No	1 956
1/19	12	Unused - but some unidentified punches	1 0	1 956
1/20	13	Italy	1 Yes 0 No	3 954
1/21	14	Don't know	1 Yes 0 No	131 826
		<u>SAMPLE B</u>		
1/10	3	France	1 Yes 0 No	24 1000
1/11	4	Holland	1 Yes 0 No	52 972
1/12	5	Ireland	1 Yes 0 No	7 1017
1/13	6	West Germany	1 Yes 0 No	138 886
1/14	7	Greece	1 Yes 0 No	12 1012

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE B</u> (contd)		
1/15	8	Luxembourg	1 Yes 0 No	9 1015
1/16	9	U.S.A.	1 Yes 0 No	503 521
1/17	10	Unused - but some unidentified punches	1 Yes 0 No	1 1023
1/18	11	Belgium	1 Yes 0 No	8 1016
1/19	12	Yugoslavia	1 Yes 0 No	0 1024
1/20	13	Austria	1 Yes 0 No	11 1013
1/21	14	Don't know	1 Yes 0 No	146 878

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE A</u>		
1/10	3	Iceland	1 Yes 0 No	6 329
1/11	4	Britain	1 Yes 0 No	65 270
1/12	5	Denmark	1 Yes 0 No	117 218
1/13	6	Norway	1 Yes 0 No	66 269
1/14	7	Sweden	1 Yes 0 No	239 96
1/15	8	Finland	1 Yes 0 No	24 311
1/16	9	U.S.A.	1 Yes 0 No	246 89
1/17	10	Portugal	1 Yes 0 No	2 333
1/18	11	Spain	1 Yes 0 No	1 334
1/19	12	Unused	1 0	0 335
1/20	13	Italy	1 Yes 0 No	4 331
1/21	14	Don't know	1 Yes 0 No	27 308
		<u>SAMPLE B</u>		
1/10	3	France	1 Yes 0 No	29 242
1/11	4	Holland	1 Yes 0 No	100 171
1/12	5	Ireland	1 Yes 0 No	11 260
1/13	6	West Germany	1 Yes 0 No	180 91
1/14	7	Greece	1 Yes 0 No	2 269

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE B</u> (contd)		
1/15	8	Luxembourg	1 Yes 0 No	44 227
1/16	9	U.S.A.	1 Yes 0 No	165 106
1/17	10	Switzerland	1 Yes 0 No	203 68
1/18	11	Belgium	1 Yes 0 No	48 223
1/19	12	Yugoslavia	1 Yes 0 No	0 271
1/20	13	Unused	1 0	0 271
1/21	14	Don't know	1 Yes 0 No	16 255

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE A</u>		
1/10	3	Iceland	1 Yes 0 No	11 1007
1/11	4	Unused - but some undefined punches	1 0	2 1016
1/12	5	Denmark	1 Yes 0 No	251 767
1/13	6	Norway	1 Yes 0 No	175 843
1/14	7	Sweden	1 Yes 0 No	473 545
1/15	8	Finland	1 Yes 0 No	35 983
1/16	9	U.S.A.	1 Yes 0 No	668 350
1/17	10	Portugal	1 Yes 0 No	13 1005
1/18	11	Spain	1 Yes 0 No	21 997
1/19	12	Yugoslavia	1 Yes 0 No	5 1013
1/20	13	Italy	1 Yes 0 No	16 1002
1/21	14	Don't know	1 Yes 0 No	77 941
		<u>SAMPLE B</u>		
1/10	3	France	1 Yes 0 No	62 916
1/11	4	Holland	1 Yes 0 No	131 847
1/12	5	Ireland	1 Yes 0 No	22 956
1/13	6	West Germany	1 Yes 0 No	375 603
1/14	7	Greece	1 Yes 0 No	6 972

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE B</u> (contd)		
1/15	8	Luxembourg	1 Yes 0 No	32 946
1/16	9	U.S.A.	1 Yes 0 No	532 446
1/17	10	Switzerland	1 Yes 0 No	380 598
1/18	11	Belgium	1 Yes 0 No	39 939
1/19	12	Unused - but some undefined punches	1 0	3 975
1/20	13	Austria	1 Yes 0 No	72 906
1/21	14	Don't know	1 Yes 0 No	77 901

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE A</u>		
1/10	3	Iceland	1 Yes 0 No	1 247
1/11	4	Britain	1 Yes 0 No	154 94
1/12	5	Denmark	1 Yes 0 No	71 177
1/13	6	Norway	1 Yes 0 No	32 216
1/14	7	Sweden	1 Yes 0 No	97 151
1/15	8	Finland	1 Yes 0 No	12 236
1/16	9	U.S.A.	1 Yes 0 No	182 16
1/17	10	Portugal	1 Yes 0 No	5 243
1/18	11	Spain	1 Yes 0 No	30 218
1/19	12	Unused	1 0	0 248
1/20	13	Italy	1 Yes 0 No	28 220
1/21	14	Don't know	1 Yes 0 No	17 231
		<u>SAMPLE B</u>		
1/10	3	France	1 Yes 0 No	52 187
1/11	4	Holland	1 Yes 0 No	45 194
1/12	5	Unused	1 0	0 239
1/13	6	West Germany	1 Yes 0 No	71 168
1/14	7	Greece	1 Yes 0 No	5 234

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE B</u> (contd)		.
1/15	8	Luxembourg	1 Yes 0 No	16 223
1/16	9	U.S.A.	1 Yes 0 No	179 60
1/17	10	Switzerland	1 Yes 0 No	63 176
1/18	11	Belgium	1 Yes 0 No	23 216
1/19	12	Yugoslavia	1 Yes 0 No	5 234
1/20	13	Austria	1 Yes 0 No	27 212
1/21	14	Don't know	1 Yes 0 No	18 221

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE A</u>		
1/10	3	Iceland	1 Yes 0 No	6 762
1/11	4	Britain	1 Yes 0 No	34 734
1/12	5	Unused	1 0	0 768
1/13	6	Norway	1 Yes 0 No	6 762
1/14	7	Sweden	1 Yes 0 No	446 322
1/15	8	Finland	1 Yes 0 No	4 764
1/16	9	U.S.A.	1 Yes 0 No	291 477
1/17	10	Portugal	1 Yes 0 No	1 767
1/18	11	Spain	1 Yes 0 No	0 768
1/19	12	Yugoslavia	1 Yes 0 No	0 768
1/20	13	Italy	1 Yes 0 No	3 765
1/21	14	Don't know	1 Yes 0 No	72 696
		<u>SAMPLE B</u>		
1/10	3	France	1 Yes 0 No	20 743
1/11	4	Holland	1 Yes 0 No	47 716
1/12	5	Ireland	1 Yes 0 No	2 761
1/13	6	West Germany	1 Yes 0 No	112 651
1/14	7	Greece	1 Yes 0 No	1 762

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE B</u> (contd)		
1/15	8	Luxembourg	1 Yes 0 No	15 748
1/16	9	U.S.A.	1 Yes 0 No	311 452
1/17	10	Switzerland	1 Yes 0 No	142 621
1/18	11	Belgium	1 Yes 0 No	14 749
1/19	12	Unused	1 0	0 763
1/20	13	Austria	1 Yes 0 No	7 756
1/21	14	Don't know	1 Yes 0 No	94 669

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE A</u>		
1/10	3	Iceland	1 Yes 0 No	30 807
1/11	4	Britain	1 Yes 0 No	400 437
1/12	5	Denmark	1 Yes 0 No	414 423
1/13	6	Norway	1 Yes 0 No	158 679
1/14	7	Sweden	1 Yes 0 No	751 86
1/15	8	Unused	1 0	0 857
1/16	9	U.S.A.	1 Yes 0 No	637 200
1/17	10	Portugal	1 Yes 0 No	16 821
1/18	11	Spain	1 Yes 0 No	30 807
1/19	12	Yugoslavia	1 Yes 0 No	13 824
1/20	13	Italy	1 Yes 0 No	44 793
1/21	14	Don't know	1 Yes 0 No	40 797
		<u>SAMPLE B</u>		
1/10	3	France	1 Yes 0 No	229 612
1/11	4	Holland	1 Yes 0 No	212 629
1/12	5	Ireland	1 Yes 0 No	34 807
1/13	6	West Germany	1 Yes 0 No	478 363
1/14	7	Greece	1 Yes 0 No	17 824

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE B</u> (contd)		
1/15	8	Luxembourg	1 Yes 0 No	113 728
1/16	9	U.S.A.	1 Yes 0 No	646 195
1/17	10	Switzerland	1 Yes 0 No	404 437
1/18	11	Belgium	1 Yes 0 No	115 726
1/19	12	Unused	1 0	0 841
1/20	13	Austria	1 Yes 0 No	79 762
1/21	14	Don't know	1 Yes 0 No	81 760

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE A</u>		
1/10	3	Iceland	1 Yes 0 No	1 752
1/11	4	Britain	1 Yes 0 No	16 735
1/12	5	Denmark	1 Yes 0 No	9 744
1/13	6	Norway	1 Yes 0 No	5 748
1/14	7	Unused - but some undefined punches	1 0	1 752
1/15	8	Finland	1 Yes 0 No	202 491
1/16	9	U.S.A.	1 Yes 0 No	3 750
1/17	10	Portugal	1 Yes 0 No	0 753
1/18	11	Spain	1 Yes 0 No	1 752
1/19	12	Yugoslavia	1 Yes 0 No	0 753
1/20	13	Italy	1 Yes 0 No	1 752
1/21	14	Don't know	1 Yes 0 No	72 681
		<u>SAMPLE B</u>		
1/10	3	France	1 Yes 0 No	1 737
1/11	4	Holland	1 Yes 0 No	2 736
1/12	5	Ireland	1 Yes 0 No	0 738
1/13	6	West Germany	1 Yes 0 No	12 726
1/14	7	Greece	1 Yes 0 No	0 738

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE B</u> (contd)		
1/15	8	Luxembourg	1 Yes 0 No	0 738
1/16	9	U.S.A.	1 Yes 0 No	284 454
1/17	10	Switzerland	1 Yes 0 No	60 678
1/18	11	Belgium	1 Yes 0 No	0 738
1/19	12	Unused - but some undefined punches	1 0	1 737
1/20	13	Austria	1 Yes 0 No	0 738
1/21	14	Don't know	1 Yes 0 No	87 651

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE A</u>		
1/10	3	Iceland	1 Yes 0 No	10 773
1/11	4	Britsin	1 Yes 0 No	42 741
1/12	5	Denmark	1 Yes 0 No	102 681
1/13	6	Unused - but some unidentified punches	1 0	1 782
1/14	7	Sweden	1 Yes 0 No	577 205
1/15	8	Finland	1 Yes 0 No	7 767
1/16	9	U.S.A.	1 Yes 0 No	418 365
1/17	10	Portugal	1 Yes 0 No	1 782
1/18	11	Spain	1 Yes 0 No	1 782
1/19	12	Yugoslavia	1 Yes 0 No	0 783
1/20	13	Italy	1 Yes 0 No	4 779
1/21	14	Don't know	1 Yes 0 No	94 689
		<u>SAMPLE B</u>		
1/10	3	France	1 Yes 0 No	35 736
1/11	4	Holland	1 Yes 0 No	46 725
1/12	5	Ireland	1 Yes 0 No	3 768
1/13	6	West Germany	1 Yes 0 No	221 550
1/14	7	Greece	1 Yes 0 No	1 770

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE B</u> (contd)		
1/15	8	Luxembourg	1 Yes 0 No	24 747
1/16	9	U.S.A.	1 Yes 0 No	440 331
1/17	10	Switzerland	1 Yes 0 No	187 584
1/18	11	Belgium	1 Yes 0 No	19 752
1/19	12	Unused - but some undefined punches	1 0	1 770
1/20	13	Austria	1 Yes 0 No	10 761
1/21	14	Don't know	1 Yes 0 No	135 636

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE A</u>		
1/10	3	Iceland	1 Yes 0 No	111 679
1/11	4	Britain	1 Yes 0 No	381 409
1/12	5	Denmark	1 Yes 0 No	187 603
1/13	6	Norway	1 Yes 0 No	195 595
1/14	7	Sweden	1 Yes 0 No	283 507
1/15	8	Finland	1 Yes 0 No	118 672
1/16	9	U.S.A.	1 Yes 0 No	509 281
1/17	10	Portugal	1 Yes 0 No	41 749
1/18	11	Unused - but some unidentified punches	1 0	19 771
1/19	12	Yugoslavia	1 Yes 0 No	57 733
1/20	13	Italy	1 Yes 0 No	152 638
1/21	14	Don't know	1 Yes 0 No	218 572
		<u>SAMPLE B</u>		
1/10	3	France	1 Yes 0 No	325 409
1/11	4	Holland	1 Yes 0 No	213 521
1/12	5	Ireland	1 Yes 0 No	80 654
1/13	6	West Germany	1 Yes 0 No	344 390
1/14	7	Greece	1 Yes 0 No	31 703

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE B</u> (contd)		
1/15	8	Luxembourg	1 Yes 0 No	104 630
1/16	9	U.S.A.	1 Yes 0 No	451 283
1/17	10	Switzerland	1 Yes 0 No	251 483
1/18	11	Belgium	1 Yes 0 No	169 565
1/19	12	Unused - but some undefined punches	1 0	33 701
1/20	13	Austria	1 Yes 0 No	105 629
1/21	14	Don't know	1 Yes 0 No	191 543

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE A</u>		
1/10	3	Iceland	1 Yes 0 No	19 229
1/11	4	Britain	1 Yes 0 No	62 186
1/12	5	Denmark	1 Yes 0 No	22 226
1/13	6	Norway	1 Yes 0 No	30 218
1/14	7	Sweden	1 Yes 0 No	34 214
1/15	8	Finland	1 Yes 0 No	15 233
1/16	9	U.S.A.	1 Yes 0 No	87 161
1/17	10	Unused - but some undefined punches	1 0	3 245
1/18	11	Spain	1 Yes 0 No	26 222
1/19	12	Yugoslavia	1 Yes 0 No	10 238
1/20	13	Italy	1 Yes 0 No	25 223
1/21	14	Don't know	1 Yes 0 No	139 109
		<u>SAMPLE B</u>		
1/10	3	France	1 Yes 0 No	79 172
1/11	4	Holland	1 Yes 0 No	38 213
1/12	5	Ireland	1 Yes 0 No	16 235
1/13	6	West Germany	1 Yes 0 No	59 192
1/14	7	Greece	1 Yes 0 No	15 236

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
		<u>SAMPLE B</u> (contd)		
1/15	8	Luxembourg	1 Yes 0 No	18 233
1/16	9	U.S.A.	1 Yes 0 No	89 162
1/17	10	Switzerland	1 Yes 0 No	42 209
1/18	11	Belgium	1 Yes 0 No	38 213
1/19	12	Unused	1 0	0 251
1/20	13	Austria	1 Yes 0 No	17 234
1/21	14	Don't know	1 Yes 0 No	128 123

Publication No.	TITLE	TITLE
	<u>BRITAIN</u>	<u>FRANCE</u>
1	Woman's Realm	Elle
2	Drive	Télé 7 Jours
3	Daily Telegraph Colour Magazine	Constellation
4	Woman	Marie - Claire
5	Reader's Digest	Selection du Reader's Digest
6	Woman's Own	Paris Match
7	Sunday Times Colour Magazine	L'Express
8	Newsweek	Newsweek
9	Time	Time
10	Observer Colour Magazine	Modes et Travaux
11	Life	Life
12	Not used	Not used
	<u>BELGIUM</u>	<u>HOLLAND</u>
1	Le Soir Illustré	Elsevier
2	Le Patriote Illustré	Panorama
3	Moustique	Nieuwe Revu
4	Pourquoi Pas	Spiegel
5	Selection du Reader's Digest	Het Beste uit Reader's Digest
6	Femmes d'aujourd'hui	Eva
7	Not used	Libelle
8	Not used	Newsweek
9	Time	Time
10	Marie - Claire	Margriet
11	Life	Life
12	Not used	Not used

Publication No.	TITLE	TITLE
	<u>LUXEMBOURG</u>	<u>ITALY</u>
1	Soir Illustré	Epoca
2	Patriote Illustré	Oggi
3	Letzeburger Revue	Amica
4	Stern	Grazia
5	Das Beste aus Reader's Digest	Selezione dal Reader's Digest
6	Femmes d'aujourd'hui	Domenica del Corriere
7	Das Familienblatt	Gente
8	Hör Zu	Newsweek
9	Time	Time
10	Quick	L'Europeo
11	Life	Life
12	Not used	Not used
	<u>GERMANY</u>	<u>AUSTRIA</u>
1	Bunte Illustrierte	Bunte Österreichische Illustrierte
2	Brigitte	Brigitte
3	Jasmin	Jasmin
4	Eltern	Eltern
5	Das Beste aus Reader's Digest	Das Beste aus Reader's Digest
6	Hör Zu	Hör Zu
7	Stern	Stern
8	Newsweek	Newsweek
9	Time	Time
10	Spiegel	Spiegel
11	Life	Life
12	Not used	Not used

Publication No.	TITLE	TITLE
	<u>SWITZERLAND (GERMAN)</u>	<u>SWITZERLAND (FRENCH)</u>
1	Annabelle	Bouquet
2	Beobachter	Trent Jours
3	Nebelspalter	L'Illustré
4	Elle	Radio T.V.
5	Das Beste aus Reader's Digest	Reader's Digest
6	Pro	Paris Match/Marie - Claire
7	Radio und Fernsehen	Femina
8	Ringiers Unterhaltende Blätter	Abeille
9	Schweizerische Illustrierte	Revue de Madame
10	Sie und Er	Constellation
11	Die Weche	Femme d'aujourd'hui
12	Not used	Not used
	<u>IRELAND</u>	<u>DENMARK</u>
1	Woman's Way	Allt for Damerne
2	R.T.E. Guide	Familie Journalen
3	Daily Telegraph Colour Magazine	Hjemmet
4	Woman	Søndags Bladet
5	Reader's Digest	Det Bedste fra Reader's Digest
6	Woman's Own	Billed Bladet
7	Sunday Times Colour Magazine	Se og Hør
8	Newsweek	Newsweek
9	Time	Time
10	Observer Colour Magazine	Bo Bedre
11	Life	Life
12	Not used	Not used

Publication No	TITLE	TITLE
	<u>FINLAND</u>	<u>SWEDEN</u>
1	Apu	Allers
2	Hymy	Allt i Hemmet
3	Me Naiset	Dämernas Värld
4	Seura	Hemmets Veckotidning
5	Valitut Palat	Das Bästa ut Reader's Digest
6	Suomen Kuvalehti	Ica - Kuriren
7	Uusi Maailma	Femina
8	Newsweek	Newsweek
9	Time	Time
10	Viikkosanomat	Se
11	Life	Life
12	Not used	Aret Runt
	<u>NORWAY</u>	<u>SPAIN</u>
1	Alle Kvinner	Gaceta Ilustrada
2	Allers	Actualidad Espanola
3	Det Nye	Blanco y Negro
4	Hjemmet	Triunfo
5	Det Beste fra Reader's Digest	Selecciones del Reader's Digest
6	Illustrert	Ama
7	Norsk Ukeblad	Hola
8	Newsweek	Newsweek
9	Time	Time
10	Vi Menn	Telva
11	Life	Life
12	Not used	Not used

Publication No.	TITLE	
	<u>PORTUGAL</u>	
1	Seculo Illustrado	
2	Flama	
3	Cronica Femina	
4	Nova Antenta	
5	Reader's Digest	
6	Modas e Bordados	
7	Donas de Casa	
8	Newsweek	
9	Time	
10	Plateia	
11	Life	
12	Not used	

	<u>11/62-64</u>	<u>11/65-67</u>	<u>11/68-70</u>	
Germany	R.D.	Spiegel	Eltern	
Austria	R.D.	Bunte	Eltern	
Swiss F.	R.D.	Bouquet	L'Illustre	
Swiss G.	R.D.	Annabelle	Nebelspalter	
Ireland	R.D.	D. Telegraph Colour Supp	Sunday Times Colour Supp	
Norway	R.D.	Norsk Ukeblad	Allers	
Finland	R.D.	Apu	Suomen Kuvalehti	
Portugal	R.D.	Seculo Illustrado	Flama	
Britain	R.D. 5	3 D. Telegraph Colour Supp	7 Sunday Times Colour Supp	
France	R.D. 5	9 Time	11 Life	
Belgium	R.D. 5	9 Time	11 Life	
Holland	R.D. 5	? Not used	? Not used	
Luxembourg	R.D. 5	9 Time	11 Life	
Italy	EPOCA 5	Oggi	5 Selezione dal Reader's Digest	11/62-64 EPOCA
Denmark	R.D.	Søndags BT	Familie Journalen	
Sweden	R.D.	Hemmets Veckotidning	Aret Runt	
Spain	R.D.	Gaceta Illustrada	Telva	

	<u>BRITAIN & IRELAND</u>	<u>ITALY</u>	<u>BELGIUM/LUX</u>	<u>SWISS</u>	<u>GERMANY</u>	<u>AUSTRIA</u>
1	Less than £5	Less than 7.500 lire	Less than 625frs	Less than sfr50.	Less than 50 DM	
2	£5 - £10	7,501 - 15,000	625.- 1,250	51. - 100.	51 - 100	None
3	£10 - £15	15,001 - 22,500	1,251 - 1,825	101. - 150.	101 - 150	Specified
4	£15 - £20	22,501 - 30,000	1,876 - 2,500	151. - 200.	151 - 200	
5	Over £20	More than 30,000	More than 2,500	More than sfr200.	200 DM or over	
	<u>FINLAND</u>	<u>PORTUGAL</u>	<u>NORWAY & DENMARK</u>	<u>HOLLAND</u>	<u>SPAIN</u>	<u>SWEDEN</u>
1	Less than 50mk	Less than 350 ¢00	Less than KR90	Less than f40	Less than 835 pts	Less than 65kr
2	50 - 100mk	350 ¢00 - 700¢00	90 - 175KR	40 - 79	835 - 1,670	65 - 130
3	100 - 150	700¢00 - 1,000¢00	176 - 260 KR	80 - 119	1,671 - 2,505	130 - 200
4	150 - 200	1,000 - 1,400¢00	261 - 350 KR	120 - 159	2,506 - 3,340	200 - 250
5	Over 200mk	More than 1,400¢00	Over 350 KR	f160 or more	More than 3,340	Over 250 kr

Q44C - Cost of holiday local currencies

13/23	SWITZERLAND (SF r)	SPAIN (pts)
Row:-		
&	Less than 200	Less than 1,400
-	200 - 299	1,401 - 2,030
0	300 - 399	2,031 - 2,730
1	400 - 499	2,731 - 3,430
2	500 - 599	3,431 - 4,130
3	600 - 699	4,131 - 4,830
4	700 - 799	4,831 - 5,530
5	800 - 899	5,531 - 6,230
6	900 - 999	6,231 - 6,930
7	1,000 - 1,249	6,931 - 8,680
8	1,250 - 1,499	8,681 - 10,430
9	1,500 and over	10,430 and over

Converted from British value at rate US \$ 2.4 = £1, then converted into local currency.

For other countries (where specified) see Booklet : Data Processing
Working Instructions.

Note:- Also applies Q37C (BOOKS) for all countries (British currency quoted)

14/7-8 Q49C - Values in local currency

Code	DENMARK	HOLLAND f	SPAIN pts	SWEDEN Kr	FINLAND MK
12	90Kr	45	under 835	under 65	under 50
11	90 - 179	45 - 85	835 - 1,670	65 - 130	50 - 100
0	180 - 269	85 - 125	1,671 - 2,500	130 - 200	100 - 150
1	270 - 359	125 - 175	2,501 - 3,340	200 - 250	150 - 200
2	360 - 449	175 - 225	3,351 - 4,200	250 - 320	200 - 250
3	450 - 539	225 - 275	4,201 - 5,000	320 - 400	250 - 300
4	540 - 629	275 - 325	5,001 - 5,850	400 - 450	300 - 350
5	630 - 719	325 - 375	5,851 - 6,700	450 - 500	350 - 400
6	720 or more	375 and over	6,700 and over	500 and over	400 and over
Code	PORTUGAL \$	NORWAY Kr	ITALY lire	BELGIUM frs	LUXEMBOURG
12	under 350	under 90	under 7,500	under 625	As Belgium
11	350 - 700	9 - 170	7,500 - 15000	626 - 1,250	
0	700 - 1,000	171 - 260	15,001 - 22,500	1,251 - 1,875	
1	1,000 - 1,400	261 - 350	22,501 - 30,000	1,875 - 2,500	
2	1,400 - 1,750	351 - 400	30,001 - 37,500	2,501 - 3,125	
3	1,750 - 2,100	401 - 520	37,501 - 45,000	3,126 - 3,750	
4	2,100 - 2,450	521 - 600	45,001 - 52,500	3,751 - 4,375	
5	2,450 - 2,800	601 - 700	52,501 - 60,000	4,376 - 5,000	
6	2,800 and over	over 700	60,000 and over	5,000 and over	
Code	SWISS sfr	GERMANY DM	AUSTRIA		
12	under 50	under 50	Unspecified		
11	50 - 99	50 - 100			
0	100 - 149	100 - 150			
1	150 - 199	150 - 200			
2	200 - 249	200 - 250			
3	250 - 299	250 - 300			
4	300 - 349	300 - 350			
5	350 - 399	350 - 400			
6	400 and over	400 and over			

Classification Data I 15/68-79

	<u>SOCIAL CLASS</u>	<u>ORIGINAL ROW</u>
<u>FINLAND</u>	V + 1V	3 + 2
	111/2	1
	111/1	0
	11 + 1	X + Y
	V - 111/2	3 + 2 + 1
	111/1-1	0 + X + Y
<u>SWEDEN</u>	A + AB	Y + 3
	B	Y + 0
	C	1 + 2 + 4
	111	5
	A + 1B1	Y + X
DENMARK)	
NORWAY) UNDEFINED	

CLASSIFICATION DATA I 15/68 - 79

BRITAIN, IRELAND, BELGIUM, LUXEMBOURG, ITALY, GERMANY,
SWITZERLAND, AUSTRIA, PORTUGAL, SPAIN :-

SOCIAL CLASSORIGINAL ROW

A	Y
B	-
C1	0
C2	1
D	2
E (D2 PORTUGAL)	3
F1 (IRELAND ONLY)	4
F2 (IRELAND ONLY)	5

FRANCE

A	0 + 2
B	1 + 3 + 4 + 7
C	5
D	6 + 8
E	Y + X
B1 (A - C)	1
B2 (C - M)	3
B3 (E - M)	4

HOLLAND

GMW	4
KM/1	5 + 8
KM/2	5 + 9
OV/1	6 + 8
OV/2	6 + 9
AV	7

CLASSIFICATION DATA III 16/44TOTAL HOUSEHOLD INCOME AFTER TAXES ETC.

<u>WEEKLY (\$)</u>		<u>MONTHLY (\$)</u>		<u>YEARLY (\$)</u>
Less than 12	Q	Less than 52	Q	Less than 624
12 - 23	R	52 - 103	R	624 - 1,247
24 - 35	I	104 - 155	I	1,248 - 1,871
36 - 47	J	156 - 207	J	1,872 - 2,495
48 - 59	O	208 - 259	O	2,496 - 3,119
60 - 71	M	260 - 311	M	3,120 - 3,743
72 - 83	S	312 - 363	S	3,744 - 4,367
84 - 95	A	364 - 415	A	4,368 - 4,991
96 - 119	U	416 - 519	U	4,992 - 6,239
120 - 143	L	520 - 623	L	6,240 - 7,487
144 - 167	H	624 - 727	H	7,488 - 8,735
168 - 191	E	728 - 831	E	8,736 - 9,983
192 - 215	W	832 - 935	W	9,984 - 11,231
216 - 239	T	936 - 1039	T	11,232 - 12,479
240 +	X	1040 +	X	12,480 +

CARD/COLUMN	VAR. No.	TITLE	CODES	MARGINALS
16/66			0 Dutch Reformed 1 Calvinist 2 Baptist 3 Jehova's Witness 4 Jewish 5 Evangelist 6 Orthodox Catholic 9 No religion	