

ZA-Archiv Nummern 1285 - 1300

A Survey of Europe Today

APPENDIX 1

the questionnaire

INTERSCAN LIMITED
L.N. 1925

Interviewer's Number
and Questionnaire No.

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I am from Interscan and we are carrying out a survey about people's interests and attitudes to various problems in other countries. This survey is being carried out in this country and in all other European countries.

1
Cols.

1. We are interested to know how people are getting along these days. Would you say that in this country, people have **BETTER** or **WORSE** living conditions now than 5 years ago?

Much better	Y	7
Slightly better	X	
Hardly any change	0	
Slightly worse	1	
Far worse	2	
Don't know	3	

If 'BETTER' Ask:

'Much better or slightly better?'

If 'WORSE' Ask:

'Slightly worse or far worse?'

2. Which, if any, of the countries on this card (SHOW CARD A) in your opinion enjoys a better standard of living than we do?

A	B		8
Iceland	France	Y	
Britain	Holland	X	
Denmark	Ireland	0	
Norway	W. Germany	1	
Sweden	Greece	2	
Finland	Lux.	3	
U. S. A.	U. S. A.	4	
Portugal	Switzerland	5	
Spain	Belgium	6	
Yugoslavia	Yugoslavia	7	
Italy	Austria	8	
None of these	None of these	A	
Don't know	Don't know	9	

If the sample was shown List A, the other half was shown List B. The name of the country in which the survey took place was deleted from the relevant card, and Yugoslavia was deleted from the other card to give lists of equal length.

SHOW CARD B

3a. Would you please tell me which, if any, of the items on this card you have in your home at present?

PROBE: 'Any others?' UNTIL 'No, no others'.

FOR EACH ITEM NOT MENTIONED CHECK WITH INFORMANT THAT HE/SHE DOES NOT HAVE ONE IN HOME.

FOR EACH ITEM IN HOME ASK b) AND c)

b. Was it acquired in the last three years?

c. Is the _____ in your home the first one acquired, or did the home have one before?

Cols.

	a)		b)		c)		
	IN HOME	IN LAST 3 YEARS	MORE THAN 3 YEARS AGO	FIRST ONE	NOT FIRST ONE		
Electric Vacuum Cleaner	Y	Y	A	Y	B	9-11	
Electric Iron with Steam	X	X	A	X	B		
Electric Iron without Steam	O	O	A	O	B		
Refrigerator (Electric or Gas)	1	1	A	1	B		
Electric Dishwasher	2	2	A	2	B		
Water Softener	3	3	A	3	B		
Elec. Washing Machine-Top Loading	4	4	A	4	B		
Elec. Washing Machine-Front Loading	5	5	A	5	B		
Separate Spin Dryer	6	6	A	6	B		
Separate Tumbler Dryer	7	7	A	7	B		
Colour T. V. Set	8	8	A	8	B	12-14	
Black & White T. V. Set - Portable	9	9	A	9	B		
Black & White T. V. Set - Not Portable	Y	Y	A	Y	B		
Electric Toaster	X	X	A	X	B		
Electric Kitchen Mixer (Not Hand)	O	O	A	O	B		
Electric Hand Mixer	1	1	A	1	B		
Electric Sewing Machine	2	2	A	2	B		
Record Player/Radiogram (Mono)	3	3	A	3	B		
Record Player/Radiogram (Stereo)	4	4	A	4	B		
Portable Transistor Radio	5	5	A	5	B		
Tape Recorder-With Cassette Loading	6	6	A	6	B		
Tape Recorder-Without Cassette Loading	7	7	A	7	B		
Air Conditioner	8	8	A	8	B		
None of these	9						

4. Some countries are known for making certain types of goods; for example, French perfumes are well known. I would like you to tell me which of these countries (SHOW CARD C), if any, are in your opinion, particularly good at making _____?

READ OUT EACH ITEM IN TURN FROM THE APPROPRIATE BLOCK (A OR B INTERVIEWS).

ALLOW INFORMANT TIME TO CONSIDER ALL COUNTRIES BEFORE GOING ON TO NEXT ITEM.

PROBE: 'Any others?' UNTIL 'No, no others.'

INFORMANT MAY MENTION SEVERAL COUNTRIES OR NONE FOR EACH ITEM.

READ IN FORWARD AND REVERSE ORDER AT ALTERNATE INTERVIEWS.

Cols.

LIST OF COUNTRIES SHOWN IN CARD C	FORWARD ORDER A														DON'T KNOW	Total	
	BRITAIN	DENMARK	NORWAY	SWEDEN	FINLAND	FRANCE	BELGIUM	HOLLAND	WEST GERMANY	SWITZERLAND	ITALY	SPAIN	JAPAN	U. S. A.			NONE
A.																	
Cameras	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	15, 16
Typewriters/Elec. Calculators	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	17, 18
Chinaware	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	19, 20
Chemicals and Plastics	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	21, 22
Cosmetics	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	23, 24
Shoes and Leather Goods	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	25, 26
Furniture	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	27, 28
Drugs/Pharmaceuticals	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	29, 30
Cars	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	31, 32
Women's Fashions	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	33, 34
Synthetic/Man Made Fibres	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	35, 36
Men's Suits	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	37, 38
Dairy Products	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	39, 40
B.																	
Refrigerators	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	
Aeroplanes	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	
Beer	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	
Woolen Goods	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	A
Wines	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	S
Cutlery	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	A
Ships	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	B
Glass	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	O
Steel	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	V
Tyres	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	E
Oranges	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	
Canned Fish Products	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	
Dairy Products	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	

SHOW CARD C AGAIN

5. Now using the same card could you tell me which country or countries you think of as mainly making products of the following sort?

READ OUT EACH PHRASE IN TURN FROM THE APPROPRIATE BLOCK (A OR B INTERVIEWS).

ALLOW INFORMANT TIME TO CONSIDER ALL COUNTRIES BEFORE GOING ON TO NEXT PHRASE.

PROBE: 'Any others?' UNTIL 'No, no others.'

INFORMANT MAY MENTION SEVERAL COUNTRIES OR NONE FOR EACH PHRASE.

READ IN FORWARD AND REVERSE ORDER AT ALTERNATE INTERVIEWS.

Cols.

	FORWARD ORDER A														DON'T KNOW	Total																
	BRITAIN	DENMARK	NORWAY	SWEDEN	FINLAND	FRANCE	BELGIUM	HOLLAND	WEST GERMANY	SWITZERLAND	ITALY	SPAIN	JAPAN	U. S. A.			NONE															
A																																
Good quality products	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	41,42															
Poor quality products	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	43,44															
Inexpensive/good value products	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	45,46															
Expensive products	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	47,48															
Well designed products	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	49,50															
B																																
Dull, unattractive products	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	AS															
Up to date products	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	A															
Well finished products	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	B															
Reliable products	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	O															
Flashy products	Y	X	O	1	2	3	4	5	6	7	8	9	Y	X	O	1	V															
6. Thinking about the products and goods you buy, would you like to see MORE or FEWER being IMPORTED FROM OUTSIDE THIS COUNTRY, or are you satisfied with the current situation?	<table border="1"> <tr> <td>MORE products imported</td> <td>Y</td> </tr> <tr> <td>FEWER products imported</td> <td>X</td> </tr> <tr> <td>Satisfied with present situation</td> <td>0</td> </tr> <tr> <td>Don't know</td> <td>1</td> </tr> </table>														MORE products imported	Y	FEWER products imported	X	Satisfied with present situation	0	Don't know	1										
MORE products imported	Y																															
FEWER products imported	X																															
Satisfied with present situation	0																															
Don't know	1																															
7. Now can you tell me which of these items your home possesses?	<table border="1"> <tr> <td>Sauna Bath</td> <td>2</td> </tr> <tr> <td>Private telephone</td> <td>3</td> </tr> <tr> <td>Bathroom or Shower Room</td> <td>4</td> </tr> <tr> <td>Running Cold Water</td> <td>5</td> </tr> <tr> <td>Running Hot Water</td> <td>6</td> </tr> <tr> <td>Private Garden (For sole h/h use)</td> <td>7</td> </tr> <tr> <td>Central Heating - Whole Accom.</td> <td>8</td> </tr> <tr> <td>Central Heating - Part of Accom.</td> <td>9</td> </tr> </table>														Sauna Bath	2	Private telephone	3	Bathroom or Shower Room	4	Running Cold Water	5	Running Hot Water	6	Private Garden (For sole h/h use)	7	Central Heating - Whole Accom.	8	Central Heating - Part of Accom.	9		
Sauna Bath	2																															
Private telephone	3																															
Bathroom or Shower Room	4																															
Running Cold Water	5																															
Running Hot Water	6																															
Private Garden (For sole h/h use)	7																															
Central Heating - Whole Accom.	8																															
Central Heating - Part of Accom.	9																															
READ OUT EACH ITEM FORWARD AND REVERSE ORDER AT ALTERNATE INTERVIEWS	<table border="1"> <tr> <td>FORWARD ORDER A</td> <td></td> </tr> <tr> <td>REVERSE ORDER B</td> <td></td> </tr> </table>														FORWARD ORDER A		REVERSE ORDER B															
FORWARD ORDER A																																
REVERSE ORDER B																																

SHOW CARD D

Cols

8. Which of the items on this card are in your household?
 PROMT: 'Any others?' UNTIL No, no others.

Deep Freeze	Y	Sail Boat without motor	Y	5253
Electric Hair Dryer	X	Boat with outboard motor	X	
Polaroid Camera	0	Boat with inboard motor	0	
Still Camera	1	Other boat without motor	1	
Cine Camera	2	Electric Drill	2	
Film Projector	3	Electric Toothbrush	3	
Slide Projector	4	Powered Lawn Mower	4	
Caravan	5	Frame Camping Tent	5	
		None of these	9	

IF STILL CAMERA MENTIONED AT Q. 8 ASK Q. 9 a, b, and c.

9. a. What kind of film does the (mpst used) still camera take?

a) Instamatic Cartridge	Y	54
35 mm	X	
Other Roll Film	0	
Other (specify)		
Don't know	9	

b. About how many films for a still camera have you personally bought in the last 12 months, for your own or for someone else's use?

- i) Firstly black & white films
- ii) Secondly, Colour Slide films
- iii) Thirdly, Colour Print films

b)	(i)	(ii)	(iii)	55-56
	BLACK AND WHITE	COLOUR SLIDE	COLOUR PRINT	
None	Y	4	Y	
1 - 3	X	5	X	
4 - 6	0	6	0	
7 - 9	1	7	1	
10+	2	8	2	
Don't know	3	9	3	

c. Have you personally or has anyone in your household taken any flash light pictures in the last 12 months?

c)	Y	57
Yes	4	
No	5	
Don't know	6	

IF CINE CAMERA MENTIONED AT Q. 8 ASK Q. 10.

10. About how many cine camera films have you personally bought in the last 12 months, for your own or someone else's use?

None	Y	57
1 - 3	X	
4 - 6	0	
7 - 9	1	
10+	2	
Don't know	3	

ASK ALL

Cols

11. a. Does any member of your household have a car that is used for private motoring?

a. Yes	Y	58
No	X	
Don't know	0	
b. One	1	
Two	2	
Three	3	
Four or more	4	

IF YES ASK b. IF NO SKIP TO Q. 14.

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

ASK Q. 12 a-g ABOUT EACH CAR (UP TO TWO) FIRST CAR BEING MOST USED, ETC.

12. a. What is the make?

	1st CAR (MOST USED)	2nd CAR (NEXT MOST USED)	
BMC	A	B	59-60
Ford	A	B	
Standard Triumph	A	B	
Rootes	A	B	
Vauxhall	A	B	
Rover	A	B	
Jaguar/Daimler	A	B	
Volkswagen	A	B	
Fiat	A	B	
Renault	A	B	
Other (specify)	A	B	
Don't know	A	B	

12. b. What is the model?

	1st CAR (MOST USED)	2nd CAR (NEXT MOST USED)	
Model (specify)			61-62
Saloon Car	Y	Y	
Estate Car	X	X	
Sports Car	0	0	
Van	1	1	
Other	2	2	

c. What is the engine size?

1000 cc or less	4	4	59-60
1001-1750 cc	5	5	
1751 cc or over	6	6	
Don't know	7	7	

d. When was it first registered? (i.e. What year was the car made?)

1962 or earlier	Y	Y	61-62
1963	X	X	
1964	0	0	
1965	1	1	
1966	2	2	
1967	3	3	
1968	4	4	
1969	5	5	
Don't know	6	6	

e. When you got it, was it new or secondhand?

New	7	7	61-62
Secondhand	8	8	
Don't know	9	9	

Office Use Only	65	66	67	68	69	70	71	72	73	74	

f. Does it have a radio? Fitted or Portable?	Permanently fitted	Y	Y	
	Fitted but also portable	X	X	
	Portable, not fitted	0	0	
	No radio	1	1	
g. How many miles does it cover in a year?	Below 3125 miles	2	2	63-64
	3125-6249 miles	3	3	
	6250-9374 miles	4	4	
	9375-12,499 miles	5	5	
	12,500-15,624 miles	6	6	
	15,625-18,749 miles	7	7	
	18,750-24,999 miles	8	8	
	25,000 or more	9	9	
Don't know	A	A		

13.a. Do you yourself personally buy most of the petrol for this (any of these) cars?	a. Yes	Y	II Cols.
	No	X	
	Don't know	0	
b. Do you personally usually wash or clean the car? IF NO/DON'T KNOW SKIP TO Q. 14 IF YES ASK c. AND d.	b. Yes	1	7
	No	2	
	Don't know	3	

13.c. Which would best describe how often you use a car shampoo? -Almost always when you clean the car? -On about half the occasions? -or Almost never?	c. Almost always	4	7
	About half	5	
	Almost never	6	
	Don't know	7	

d. About how many times a year do you use polish on your car?	d. Never	Y	8
	1 - 3	X	
	4 - 6	0	
	6 +	1	
	Don't know	2	

ASK ALL

14. Do you yourself own and use any of these nowadays? READ OUT ITEMS		NOT OWNED	OWNED	
	Motor Scooter	A	3	
	Motor Cycle	B	4	
	Pedal Cycle	C	5	
	Moped or Motor assisted Bicycle	D	6	

15.a. I am going to read out a list of Beverages that people drink in various countries. Can you tell me which of them you have ever drunk in the past year?

READ OUT EACH ITEM FOR EACH DRUNK ASK b.

ALWAYS READ OUT ITEMS I-VI FIRST, THEN FROM STARTING POINT A IN EVERY FOURTH INTERVIEW etc.

- b. When was the last time you drank _____ ?
IF WITHIN LAST 7 DAYS (NOT INCLUDING DAY OF INTERVIEW) RECORD BELOW AND ASK c)
- c. Was that at home or elsewhere?

	a) Drunk In Past Year	b)		c)		
		Not In Past 7 Days	In Past 7 Days	In Past 7 Days At Home	Elsewhere	
I Pure, ready-to-drink juices e.g. orange, tomato	Y	A	X	0	1	9
II Squashes or syrups. e.g. orange, lemon	2	A	3	4	5	
III Lemonade/other fizzy drinks	6	A	7	8	9	10
IV Soda Water/Tonic Water	Y	A	X	0	1	
V Mineral Spring Water (e.g. Vichy, Evian)	2	A	3	4	5	11
VI Cola drinks -(e.g. Pepsi - Coca Cola)	6	A	7	8	9	
A French Cognac	Y	A	X	0	1	12
Other Brandies	2	A	3	4	5	
Scotch Whisky	6	A	7	8	9	13
Gin	Y	A	X	0	1	
Rum	2	A	3	4	5	14
Vodka	6	A	7	8	9	
B Schnapps, Akquavit, Geneva, fruit spirit/vegetable spirit	Y	A	X	0	1	15
Pastis - e.g. Pernod, Ricard	2	A	3	4	5	
Liqueurs, cherry brandy	6	A	7	8	9	16
Sherry	Y	A	X	0	1	
C Port	2	A	3	4	5	17
Sweet Vermouth	6	A	7	8	9	
Dry Vermouth	Y	A	X	0	1	18
Other aperitif wines	2	A	3	4	5	
Red or White wine	6	A	7	8	9	19
D French Champagne	Y	A	X	0	1	
Other sparkling wine	2	A	3	4	5	20
Beer or Stout or Lager	6	A	7	8	9	
Cider	Y	A	X	0	1	21

STARTING POINT A B C D

16. a. Have you heard of the European Common Market?

Yes	Y	18
No	X	
Don't know	0	

IF NO/DON'T KNOW, SKIP TO Q. 19.

IF YES, ASK b) - e)

b. Do you happen to know any of the countries that are at present members of the Common Market? IF YES ASK: 'Which?' PROBE: 'Any others?' UNTIL 'No, no others.'
DO NOT PROMPT RECORD ONLY THOSE NAMED BY INFORMANT IN GRID BELOW.

c. Which countries, in your opinion, should become members of the Common Market? PROBE: 'Any others?' UNTIL 'No, no others.'
DO NOT PROMPT RECORD ONLY THOSE NAMED BY INFORMANT IN GRID BELOW.

d. Which country do you think has so far got the MOST BENEFIT from the Common Market?
RECORD ONE ANSWER IN GRID BELOW.

e. Which country has got the LEAST BENEFIT so far?
RECORD ONE ANSWER IN GRID BELOW.

INTERVIEWER NOTE: IF INFORMANT MENTIONS 'BENELUX COUNTRIES' RING CODES FOR BELGIUM, HOLLAND & LUXEMBOURG.

	b) PRESENT MEMBERS	c) SHOULD BE MEMBERS	d) MOST BENEFIT	e) LEAST BENEFIT	
Iceland	Y	Y	Y	Y	19-22
Ireland	X	X	X	X	
Britain	0	0	0	0	
Denmark	1	1	1	1	
Norway	2	2	2	2	
Sweden	3	3	3	3	
Finland	4	4	4	4	
France	5	5	5	5	
Belgium	6	6	6	6	
Luxembourg	7	7	7	7	
Holland	8	8	8	8	
West Germany	9	9	9	9	
Switzerland	Y	Y	Y	Y	23-26
Austria	X	X	X	X	
Italy	0	0	0	0	
Portugal	1	1	1	1	
Spain	2	2	2	2	
Greece	3	3	3	3	
U. S. A.	4	4	4	4	
Other (Specify)	_____	_____	_____	_____	
None	8	8	8	8	
Don't know	9	9	9	9	

INTERVIEWER NOTE: IN QUESTIONS 17, 18 AND 19 THE WORDING MARKED WITH ONE ASTERISK IS TO BE USED IN BELGIUM, FRANCE, HOLLAND, ITALY, LUXEMBOURG, WEST GERMANY. THE WORDING MARKED WITH TWO ASTERISKS IS TO BE USED IN BRITAIN, NORWAY, PORTUGAL, SPAIN, FINLAND, SWEDEN, SWITZERLAND, AUSTRIA, DENMARK, IRELAND.

17.* By and large, do you think that the European Common Market will be more of an advantage or disadvantage for this country in the end?

** By and large, do you think that the European Common Market will be more of an advantage or disadvantage for this country if we join?

More of an advantage	Y	27
No difference	X	
More of a disadvantage	0	
Don't know	1	

18.* Do you believe that the Common Market has so far been a GOOD THING or a BAD THING from the point of view of _____?

** If this country joined the Common Market do you think it would be a GOOD THING or a BAD THING from the point of view of _____?

READ OUT ITEMS IN REVERSE ORDER IN ALTERNATE INTERVIEWS

	GOOD THING	BAD THING	BOTH/NEITHER DON'T KNOW	
Your standard of living	Y	X	0	28
The future of Europe	1	2	3	

FORWARD ORDER A
REVERSE ORDER B

INTERVIEWER NOTE: QUESTION 19 IS NOT TO BE ASKED IN FINLAND.

SHOW PACK OF CARDS E-K, IN REVERSE ORDER IN ALTERNATE INTERVIEWS.

19.* Could you please look at these cards one by one and tell me whether you personally are FOR or AGAINST the statement written on each?

** Could you please look at these cards one by one and tell me, assuming this country joined the Common Market, whether you personally are FOR or AGAINST the statement written on each?

SEE PAGES 172 AND 174 FOR STATEMENTS SHOWN ON CARDS

		FORWARD ORDER A REVERSE ORDER B			
A	B	For	Ag- inst	Both/Neither Don't Know	
CARD E Customs Duties	Foreign Policy	Y	X	0	29
CARD F Diplomas/Professional Qualifications	Citizen/Work	1	2	3	
CARD G Agricultural Policy	Scientific Research	4	5	6	
CARD H Taxes/Common Market	Social Benefits	7	8	9	
CARD J Countries More Like Each Other	Taxes/Outside Europe	Y	X	0	30
CARD K Common Currency	Common Currency	1	2	3	

INTERVIEWER NOTE:

Q. 20-26 TO BE ASKED IN A INTERVIEWS ONLY
Q. 27-33 TO BE ASKED IN B INTERVIEWS ONLY

20. Now I am going to read out some things which people do as a matter of course. Would you tell me for each whether you approve or disapprove of people who do these things, or doesn't it worry you?

READ OUT ITEMS IN FORWARD AND REVERSE ORDER FOR ALTERNATE INTERVIEWS.

	FORWARD ORDER A				31
	Approve	Disapprove	Doesn't Worry	Don't Know	
People who write about social Injustice	Y	X	0	1	31
People who don't declare all their income for income tax purposes	2	3	4	5	
People who drive after drinking	6	7	8	9	
People who throw litter down in the street	Y	X	0	1	
People who always drive within the Speed Limit	2	3	4	5	32
People who smack their children	6	7	8	9	33
People who, on finding a lost article, do not hand it in	Y	X	0	1	
People who take stationery from the office or small quantities of material from their work for personal use	2	3	4	5	
People who think that a woman's place is in the home	6	7	8	9	

21. a. Do you approve or disapprove of people who marry someone of a different class or education or doesn't it worry you? RECORD BELOW

- b. - people who marry someone of a different religion?
- c. - people who marry someone from a different country?
- d. - people who marry someone of a different colour?

	Approve	Disapprove	Doesn't Worry	Don't Know	
Different class or education	Y	X	0	1	34
Different religion	2	3	4	5	
Different country	6	7	8	9	
Different colour	Y	X	0	1	

22. Considering young people today between 16 and 25 years old, would you say that, in the main, you have a favourable or an unfavourable impression of them, or neither one nor the other?

Favourable	2
Unfavourable	3
Neither one nor other	4
Don't know	5

23. And what about people over 45, would you say that, in the main, you have a favourable or unfavourable impression of them or neither one nor the other?

Favourable	6
Unfavourable	7
Neither one nor other	8
Don't know	9

24. I am going to read out some of the things people say about ADVERTISING. Would you please tell me for each statement whether you AGREE or DISAGREE with it. Please use this card as a guide in answering.

SHOW CARD M

READ OUT SENTENCES IN FORWARD AND REVERSE ORDER IN ALTERNATE INTERVIEWS.

	FORWARD ORDER A					36	
	Generally Agree	Partially Agree	Can't Say/Don't Know	Partially Disagree	Generally Disagree		
Advertising is ESSENTIAL	Y	X	0	1	2	36	
In general advertising leads to HIGHER prices	4	5	6	7	8		
Advertising SELDOM persuades people to buy things they shouldn't buy	Y	X	0	1	2		37
In general, advertisements do NOT present a true picture of the product advertised	4	5	6	7	8		
Advertising leads to BETTER products for the public	Y	X	0	1	2	38	
Advertising is NOT GOOD for keeping you informed about the things you can buy	4	5	6	7	8		

25. a. Have you bought a wrist watch for yourself or someone else in the past 5 years?

a) Yes, self	Y
Yes, someone else	X
No	0
Don't know	1

IF YES, ASK b)
b. How much did you pay for it? (IF MORE THAN ONE BOUGHT ASK FOR LAST BOUGHT)

b) Less than £5	2
£5 - £10	3
Over £10 - £15	4
Over £15 - £20	5
Over £20	6
Don't know	7

26. Which of these things do you yourself or does any member of your household do at home - at least sometimes?

	Not Done	Done	
Gardening	A	Y	40
Wall papering	A	X	
Painting walls or wood-work	A	0	
Electrical improvements or repairs	A	1	
Plumbing improvements or repairs	A	2	
Home carpentry	A	3	
Dress making	A	4	
Knitting	A	5	
None of these	A	6	

READ OUT EACH ITEM IN FORWARD AND REVERSE ORDER AT ALTERNATE INTERVIEW

FORWARD ORDER A
REVERSE ORDER B

Q. 27 - 33 TO BE ASKED ON B INTERVIEWS ONLY.

27. I am going to read some statements about FASHION. Please tell me for each statement whether it is WHOLLY TRUE, PARTLY TRUE, or NOT AT ALL TRUE as far as you are concerned?

READ OUT ITEMS IN FORWARD AND REVERSE ORDER IN ALTERNATE INTERVIEWS.

	WHOLLY TRUE	PARTLY TRUE	NOT AT ALL TRUE	DON'T KNOW	
I dress as far as possible according to the latest fashion	Y	X	0	1	31
A new fashion has to be established before I wear it	2	3	4	5	
I wear what suits me whether it is fashionable or not	6	7	8	9	
For myself I prefer conventional dress	Y	X	0	1	32
I don't care about fashion	2	3	4	5	
When buying new clothes I usually know what I want	6	7	8	9	

28. Which of these professions do you admire the MOST? Please look at this card and give one answer only.

SHOW CARD L.

Local Councillor	Y	33
School Teacher	X	
Social Worker	0	
Member of Parliament	1	
Journalist	2	
Doctor	3	
Policeman	4	
Army Officer	5	
University Teacher	6	
Trade Union Leader	7	
Vicar/Priest/Minister	8	
None/Don't Know	9	

29. Now on a completely different subject - Did you happen to go to Church or a place of worship last Christmas?

Yes	Y	34
No	X	
Don't know/don't remember	0	
Not a Christian	1	

30. The world is a fast changing place these days. If you had to choose, would you prefer to be born 50 years on from now, or would you rather stay as you are?

Prefer 50 years on	2	34
Stay as I am	3	
Don't know	4	

31. I am going to read out some things people say about ADVERTISING. Would you please tell me for each statement whether you AGREE or DISAGREE with it. Please use this card as a guide in answering.

SHOW CARD M

READ OUT SENTENCES IN FORWARD AND REVERSE ORDER IN ALTERNATE INTERVIEWS.

FORWARD ORDER A
REVERSE ORDER B

	Generally Agree	Partially Agree	Can't Say/Don't Know	Partially Disagree	Generally Disagree	
Advertising is NOT essential	2	1	0	X	Y	36
In general Advertising leads to LOWER prices	8	7	6	5	4	
Advertising OFTEN persuades people to buy things they shouldn't buy	2	1	0	X	Y	37
In general advertisements present A TRUE PICTURE of the product advertised	8	7	6	5	4	
Advertising leads to POORER products for the public	2	1	0	X	Y	38
Advertising is GOOD for keeping you informed about things you can buy	8	7	6	5	4	

32. a. Do you have any fitted or wall-to-wall carpeting in your home?

IF YES, ASK b)

b. In how many rooms? COUNT HALL & LANDING AS SEPARATE ROOMS BUT DISREGARD STAIRS

a.	Yes	Y	35
	No	X	
	Don't Know	0	
b.	1 room only	1	
	2 rooms	2	
	3 rooms	3	
	4 or more rooms	4	

33. a. Which languages can you SPEAK fairly fluently - enough to make yourself understood?

PROBE: 'Any others?' UNTIL 'No, no others'

b. And which languages can you understand enough to READ and enjoy a book or magazine in them?

PROBE: 'Any others?' UNTIL 'No, no others'

	a. SPEAK	b. READ	
French	Y	Y	39-40
German	X	X	
Italian	0	0	
Spanish	1	1	
English	2	2	
Danish	3	3	
Swedish	4	4	
Dutch	5	5	
Flemish	6	6	
Portuguese	7	7	
Finnish	8	8	
Norwegian	9	9	

INTERVIEWER NOTE: CODE ALL LANGUAGES INFORMANT SPEAKS/READS INCLUDING NATIVE OR MOST OFTEN USED LANGUAGE OTHER (SPECIFY)

Speak _____

Read _____

OFFICE USE ONLY			41-42
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ASK ALL

34. a. How often do you watch television these days? Would it be nearer to 5 or more days a week, 3 or 4 days a week, 1 or 2 days a week, or less often?

a.	7 days a week	Y	43
	6 days a week	X	
	5 days a week	0	
	3 or 4 days a week	1	
	1 or 2 days a week	2	
	Less often	3	
	Never watch T. V.	4	

IF 5 OR MORE DAYS A WEEK. ASK:

Do you view, 5 days, 6 days or 7 days?

IF EVER WATCH ASK b. AND c.

b. On a day when you watch, for about how many hours on average do you view television?

b.	Number of hours:	Y	44
	1 or less	Y	
	Over 1 - Up to 2	X	
	Over 2 - Up to 3	0	
	Over 3 - Up to 4	1	
	Over 4 - Up to 5	2	
	Over 5 - Up to 6	3	
	Over 6 - Up to 7	4	
	Over 7 - Up to 8	5	
	Over 8 - Up to 9	6	
	Over 9	7	
	Don't know	8	

c. About how many hours out of ten, that you watch television would you say you watch I. T. V. ?

c.	None	Y	45
	1 or less	X	
	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	9	

INTERVIEWER NOTE:

d. IS NOT TO BE ASKED IN BRITAIN

34. d. On a day when you watch, about how long on average do you view between _____ and _____ ?

d.	Between _____ and _____	Y	46
	All the time	X	
	More than three quarters	X	
	Three quarters of the time	0	
	Half the time	1	
	One quarter of the time	2	
	Less than one quarter	3	
	None of the time	4	
	Don't know	5	

SHOW CARD N.

SHOW CARD O

35. a. We are interested in various newspapers and magazines that people read. Would you please look at this card (SHOW CARD) and tell me for each publication whether you happen to have looked at any copy of it in the past 3 months - It doesn't matter where?

PROBE: 'Any others?' UNTIL 'No, no others.'

FOR EACH MENTIONED ASK b.

b. When was the last time you looked at a copy of _____ ?

NOTE: IF INFORMANT ANSWERS 'Today', DO NOT RECORD ANSWER BUT ASK 'When did you last look at a copy apart from today?'

	a.	b. LAST LOOKED AT			Cols.
		IN LAST 3 MONTHS	IN LAST 7 DAYS	OVER 7 DAYS/ IN LAST MONTH	
Woman's Realm	Y	X	0	1	47
Drive	2	3	4	5	
Daily Telegraph Colour Magazine	6	7	8	9	48
Woman	Y	X	0	1	
Reader's Digest	2	3	4	5	49
Woman's Own	6	7	8	9	
Sunday Times Colour Magazine	Y	X	0	1	49
Newsweek	2	3	4	5	
Time	6	7	8	9	50
Observer Colour Magazine	Y	X	0	1	
Life	2	3	4	5	

The media-list used in the above question was of course varied from country to country.

IF SUNDAY TIMES COLOUR SUPPLEMENT, DAILY TELEGRAPH COLOUR SUPPLEMENT OR READER'S DIGEST READ WITHIN LAST MONTH (Q. 35) ASK Q. 36 FOR EACH.

36. a. In general, on how many separate occasions do you look at an issue of _____ ?
 b. Could you make a guess as to how much time [IN TOTAL] you generally spend reading or looking at an issue of _____ ?

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

- c. What do you usually do, in the end with copies of _____ after you have finished reading them?

	READER'S DIGEST	DAILY TELEGRAPH SUPPLEMENT	SUNDAY TIMES SUPPLEMENT	
a. Looked at:				
1 or 2 times	Y	Y	Y	51-53
2 or 4 times	X	X	X	
5 or 6 times	0	0	0	
7 + times	1	1	1	
Don't know	2	2	2	
b. Total reading time:				
1 - 7 minutes	Y	Y	Y	54-56
8 - 12 minutes	X	X	X	
13 - 17 minutes	0	0	0	
18 - 37 minutes	1	1	1	
38 - 57 minutes	2	2	2	
58 minutes - 1 hr. 27 min.	3	3	3	
1 hr. 28 min. - 2 hr. 27 min.	4	4	4	
2 hr. 28 min. - 3 hr. 27 min.	5	5	5	
3 hr. 28 min. - 5 hr. 27 min.	6	6	6	
5 hr. 28 min. or more	7	7	7	
Don't know	8	8	8	
c. Copies:				
Kept in household	Y	Y	Y	57-59
Pass on to others outside household	X	X	X	
Given back to lender	0	0	0	
Left lying about	1	1	1	
Thrown away	2	2	2	
Other answer (specify)				
Don't know	9	9	9	

37. a. Not counting magazines, about how many books would you say that you have read in the past 12 months?

	(a) READ	(b) BOUGHT	
None	Y	3	60
1 - 3	X	4	
4 - 7	0	5	
8 +	1	6	
Don't know	2	7	

- b. About how many books have you bought in the past 12 months, either for yourself or someone else?

Cols.

IF ANY BOOKS BOUGHT IN PAST 12 MONTHS (Q. 37. b. CODES 4 OR 5 OR 6) ASK c) AND d) AND e)/f)

- d. Thinking about the books you have bought in the last 12 months, would you say that they were mostly fiction, mostly non-fiction, or about half and half?

d)			
Mostly fiction	4		61
Mostly non-fiction	5		
About half and half	6		
Don't know	7		

38. a. Have you a dog, cat or cage-bird in your home

Dog	Y		63
Cat	X		
Cage-bird	0		
None of these	1		

IF NEITHER DOG NOR CAT OWNED GO TO Q. 39. a.

IF DOG AND/OR CAT OWNED ASK Q. 38. b. FOR EACH OWNED (READ OUT ITEMS)

- b. Which, if any, of these do you or does anyone in your household specially buy for your _____ ? (MENTION DOG/CAT)

	DOG	CAT	
Tinned Food	Y	4	64
Biscuits/Meal	X	5	
Fresh meat of fish	0	6	
Frozen Food	1	7	
None of these	2	8	

IF ANY TINNED FOOD, BISCUITS, MEAL OR PACKAGED FROZEN FOOD BOUGHT AT Q. 38. b. ASK FOR DOG AND/OR CAT

- c. How many tins/packages have been purchased for your (MENTION DOG/CAT) in the past 7 days?

	DOG	CAT	
None	Y	4	65
1 - 2	X	5	
3 - 5	0	6	
6 or more	1	7	
Don't know	2	8	

39. a. Could you tell me whether you have taken any CORRESPONDENCE COURSES since you left full-time school or college?

Yes	Y		66
No	X		
Still in full-time education	0		

IF NO SKIP TO QUESTION 40. a
 IF YES ASK b.

- b. Were they in connection with your career or job or for personal interest or hobby reasons?

Career/job	1		66
Personal interest/hobbies	2		
Don't know	3		

40. a. And since you left full-time school or college, have you taken any courses by ATTENDING CLASSES?

Yes	4		66
No	5		
Still in full-time education	6		

IF NO SKIP TO Q. 41
 IF YES ASK b.

40. b. Were these classes in connection with your career or job or for personal interest or hobby reasons?

Career/job	7		66
Personal interest/hobbies	8		
Don't know	9		

Cols.

ASK ALL

41. Did you have a holiday of 6 days or more away from home last year?

Yes	Y
No	X
Don't know	0

ASK ALL

42. a. Have you had a holiday abroad (outside this country) in the past 3 years - 1966 or since?

Yes	1
No	2
Don't know	3

IF NO SKIP TO QUESTION 43. a.
IF YES ASK b.

42. b. In which country or countries have you had a holiday in the past 3 years?
PROBE: 'Any others?' UNTIL 'No, no other.'

FOR EACH COUNTRY VISITED IN PAST 3 YEARS ASK c.

c. Did you travel by PLANE for any of your holiday trips to in the past 3 years?

	42. b. HOLIDAY IN LAST 3 YEARS	42. c. BY PLANE		42. b. HOLIDAY IN LAST 3 YEARS	42. c. BY PLANE	
France	Y	Y	Finland	Y	Y	68-71
West Germany (inc. Berlin)	X	X	Denmark	X	X	
Belgium/Lux.	0	0	Sweden	0	0	
Holland	1	1	Norway	1	1	
Monaco	2	2	Greece	2	2	
Italy	3	3	U. S. A. /Canada	3	3	
Spain	4	4	S. America/Mexico	4	4	
Portugal	5	5	Any African country	5	5	
Switzerland	6	6	Any Asian country	6	6	
Austria	7	7	Yugoslavia	7	7	
Ireland	8	8	Other European country	8	8	
israel	9	9	Any other country	9	9	

INTERVIEWER NOTE:

IF 'OTHER EUROPEAN COUNTRY' OR 'ANY OTHER COUNTRY' ANSWERED FOR 42. b. OR 42. c. RING CODE AND ALSO WRITE IN NAME OF COUNTRY FOR b AND c SEPARATELY.

Cols.

67

68-71

43. a. Have any of your holiday trips in the past 3 years been PACKAGED INCLUSIVE HOLIDAYS - the kind which includes travel and accommodation at a much lower price than you could buy directly, if you went independently?

Yes	Y
No	X

IF NO SKIP TO Q. 45.
IF YES ASK:

43. b. Did you go on a PACKAGED HOLIDAY in 1968?

Yes	1
No	2

IF NO SKIP TO Q. 45.
IF YES ASK Q. 43. c. -e.

43. c. How many packaged holidays did you take in 1968?

One	4
Two	5
Three	6
More than 3	7
Don't know	8

FOR EACH ASK d. AND e.

43. d. Was this holiday taken outside this country (abroad) or inside the country (not abroad)?

	1st holiday	2nd holiday	3rd holiday	
--	-------------	-------------	-------------	--

d) Abroad	Y	2	6	73
Not abroad	X	3	7	
e) Summer (April-Sept.)	0	4	8	73
Winter (Oct. - March)	1	5	9	

e. Was this holiday taken in Summer or Winter?

ASK Q. 44 ABOUT ONE PACKAGED HOLIDAY TAKEN IN 1968. IF MORE THAN ONE HOLIDAY ASK ABOUT SUMMER HOLIDAY. IF MORE THAN ONE SUMMER HOLIDAY ASK ABOUT MOST RECENT.

44. d. What was your main method of travel on this holiday?

Air	Y	10
Train	X	
Coach	0	
Car	1	
Boat/Ship	2	

IF AIR ASK Q. 44. e. & f.

e. Was this an ordinary schedule flight or a specially chartered flight?

Scheduled	4
Chartered	5
Don't know	6

f. What airline was it?

ASK ALL

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

Yes	Y
No	X

46. Turning to a different subject - about how often do you go to the hairdresser these days?

Once a week or more often	1
Once a fortnight	2
Once a month	3
Less often than once a month	4

Cols.

72

III
Cols.

III
Cols.

11

ASK ALL WOMEN

47. I am now going to read out some TOILET ARTICLES AND COSMETICS. Would you please tell me which of these items you are using these days? READ OUT EACH ITEM IN TURN. ROTATE ORDER OF READING OUT. (SEE INSTRUCTIONS)

		Cols.		
A	Moisturising creams or skin foods	Y	12	
	Hand preparations	X		
	Foundation cream or liquid or creamy make-up	0		
	Eau de Cologne, lavender water, perfumed cologne and perfumed toilet water	1		
	Concentrated perfume or scents	2		
	Shampoo	3		
	B	Hair Colorants		4
		Hair setting lotion oil/cream/gel		5
		Hair spray or lacquer spray		6
Lipstick		7		
Nail varnish		8		
Eye pencil, mascara or other eye cosmetics		9		
C	False eye-lashes	Y		13
	Face powder	X		
	Toothpaste	0		
	Tooth powder	1		
	Bath salts	2		
	Other preparations for putting in your bath	3		
D	Mouth rinse	4		
	Talcum powder	5		
	Deodorants (roll-on, squeeze pack, stick, cream)	6		
	Deodorants (aerosol)	7		
	Hair piece	8		
	Wig	9		
Electrically heated hair-curlers	A			
READ OUT FROM STARTING POINT		A B C D		

ASK ALL MEN Q. 48 AND Q. 49

48. I am now going to read out a list of things used for WASHING and SHAVING. Would you please tell me which of these things you are using nowadays?

READ OUT THE FOLLOWING ITEMS IN TURN.

READ IN FORWARD AND REVERSE ORDER AT ALTERNATE INTERVIEWS.

	FORWARD ORDER	A					
	REVERSE ORDER	B					
Shaving soap or stick		Y	14				
Shaving cream: for use with brush		X					
brushless		0					
aerosol foam		1					
Electric shaver		2					
Pre-shaving lotion		3					
After-shave lotion		4					
Eau-de-Cologne, lavender water, toilet water		5					
Shampoo		6					
Hairdressing - oil/cream/jelly		7					
Hair setting lotion (SEE INSTRUCTIONS)		8					
Mouth rinse		9					
Toothpaste		Y		15			
	Tooth powder		X				
		Talcum powder			0		
			Deodorants			1	
					Bath salts		2
						Bath preparations other than bath salts	
None of these							

49. a. Was the last suit you bought MADE-TO-MEASURE OR READY-TO-WEAR? Don't know

SHOW CARD P

b. Where did you buy it from? Please choose a phrase from this card.

c. And how much did you pay for it?

Made-to-measure	Y	16							
Ready-to-wear	X								
Don't know	0								
Multiple tailor			1						
	Multiple men's outfitters			2					
			Department store		3				
				Independent men's outfitters/boutique		4			
					Independent tailor		5		
						Mail order house		6	
							Don't know		7
£5 or less									Y
	Over £5 - Up to £10								X
			Over £10 - Up to £15						0
		Over £15 - Up to £20						1	
				Over £20 - Up to £25				2	
					Over £25 - Up to £30			3	
						Over £30 - Up to £35		4	
Over £35 - Up to £40								5	
	Over £40							6	
			Don't know					7	

ASK ALL HOUSEWIVES (INCLUDING MALE HOUSEWIVES) Q. 50 - 53

Cols.

50. a. I am going to read out various FOODSTUFFS that are popular in different countries. Can you tell me which of them you have in the home AT THE MOMENT?

READ OUT EACH ITEM IN TURN. ROTATE ORDER OF READING OUT. (SEE INSTRUCTIONS)

FOR ITEMS NOT IN HOME AT Q. 50. a. ASK b.

b. Do you (SOMETIMES) have _____ in your home?

READ OUT IN TURN EACH ITEM NOT MENTIONED AT Q. 50. a. RECORD EACH ITEM AT EITHER 'SOMETIMES IN HOME' OR 'NEVER IN HOME'.

	(a) HAVE IN HOME	(b)			
		SOMETIMES IN HOME	NEVER IN HOME		
A	Instant coffee powder	Y	Y	A	18-19
	Coffee (ground or whole beans)	X	X	A	
	Tea (including tea bags)	0	0	A	
	Ready-to-cook soups in packages or cubes	1	1	A	
	Tinned soups	2	2	A	
B	Yoghurt	3	3	A	
	Olive oil or corn oil (for cooking or salads)	4	4	A	
	Jam or marmalade (bought in shop)	5	5	A	
	Packaged biscuits	6	6	A	
C	Instant potatoes	7	7	A	20-21
	Crispbread	8	8	A	
	Garlic clove	9	9	A	
	Fresh apples	Y	Y	A	
	Fresh oranges	X	X	A	
	Margarine	0	0	A	
D	Butter	1	1	A	
	Sugarless sweeteners	2	2	A	
	Tinned fruit	3	3	A	
	Frozen meat or fish	4	4	A	
	Frozen vegetables	5	5	A	
	None of these	6	6	A	

READ OUT FROM STARTING POINT A B C D

51. When you wash dishes do you use plain water or do you add something?

PROBE IF NECESSARY

'What do you add?'

Use plain water	Y	22
Use liquid detergent/soap	X	
Use powdered detergent/soap	0	
Use washing soda	1	
Other (specify)		

52. a. Now can you tell me which of these you have in the home AT THE MOMENT?

READ OUT EACH ITEM IN TURN.
READ IN FORWARD AND REVERSE ORDER AT ALTERNATE INTERVIEWS.

FOR ITEMS NOT IN HOME AT Q. 52. a. ASK Q. 52. b.

52. b. Do you SOMETIMES have _____ at home?

READ OUT IN TURN EACH ITEM NOT MENTIONED AT Q. 52. a. RECORD EACH ITEM AT EITHER 'SOMETIMES IN HOME' OR 'NEVER IN HOME'.

	52. a.	52. b.		
	HAVE IN HOME AT MOMENT	SOMETIMES IN HOME	NEVER IN HOME	
Window cleaning cream/liquid	Y	Y	A	23-24
Wax furniture polish	X	X	A	
Liquid furniture polish	0	0	A	
Aerosol furniture polish	1	1	A	
Aluminium foil	2	2	A	
Paper tissues	3	3	A	
Disinfectants for household use	4	4	A	
Products for whitening the sink and/or W.C.	5	5	A	
		FORWARD ORDER	A	
		REVERSE ORDER	B	

53. a. How do you wash most of the clothes in this family?

PROBE: Is an Electric Washing Machine used or not?

PROBE ALSO FOR FURTHER DETAILS AND RING APPROPRIATE CODE.

Electric Washing Machine used	Y	25	
-own household machine			X
-communal machine in apartment block			0
-take to laundrette or work			
-other (specify) _____			
Electric Washing Machine not used			
-send out to Laundry	3		
-send out for washing only (not ironing)	4		
-housewife does it	5		
-household employee/help does it	6		
-other (specify) _____			

IF HOUSEHOLD ELECTRIC MACHINE USED AT a) (CODE Y) ASK b).

b. How old is your machine?

Less than 3 years old	Y	26
3 - 5 years old	X	
6 - 8 years old	0	
9 years old or more	1	
Don't know	2	

ASK ALL HEADS OF HOUSEHOLD Q. 54, 55 (INCLUDING WOMEN HEADS OF HOUSEHOLD)

Cols

SHOW CARD Q.

54. Would you mind telling me whether you personally or anyone in your household has any of these?

Please read out the letters shown against any items you have.

PROBE: 'Any others?' TO 'No, no others.'

Q. A current bank account with cheque book	Y	
S. A deposit bank account (that earns interest)	X	
L. Tax-free bank savings (NORWAY ONLY)	0	
F. Unit Trust shares	1	
R. Stocks and Shares in industry and commerce	2	
N. Life insurance policy-funeral expenses only	3	
J. Life insurance policy-maturing on death at whatever age	4	27
B. Life insurance/Endowment policy - fixed term	5	
T. P. O. Savings Book	6	
V. Savings in a Building Society (investment)	7	
X. Savings in a recognised scheme especially associated with ultimate personal house purchase	8	
G. A credit card	9	
W. A Giro Account	Y	
D. Premium Bonds	X	
K. Other Government savings or bonds	0	
C. Trustee Savings Bank (Britain only)	1	
None of these	2	28

55. Is there anything at the moment which you are buying on an instalment basis?

Yes	4
No	5
Don't know	

ASK ALL

56. Apart from this home, do you have another home, which you own or have for your own use all the year?

Yes	Y
No	X

25

CLASSIFICATION DATA I

Cols. 39-40

NAME:	Col. 35		
ADDRESS:			
RESPONDENT HAS:			
Full-time occupation (30 hours or more per week)	Y	AGE: (Exact)	
Part time occupation (8-29 hours per week)	X	18 - 20	Col. 41
No paid occupation	0	21 - 24	Y
		25 - 34	X
		35 - 44	0
		45 - 54	1
		55 - 64	2
		65 +	3
OCCUPATION OF RESPONDENT:		SEX:	
Give full details including type and size of firm (inc. no. of employees)		Male - Housewife	5
		Male - Not Housewife	6
		Female - Housewife	7
		Female - Not Housewife	8
		CLASS:	
		A	Col. 42
		B	Y
		C1	X
		C2	0
		D	1
		E	2
			3
RESPONDENT IS:		MARITAL STATUS:	
Head of Household	1	Married	Col. 43
(If Widow, give details of former husband)		Single	6
		Other	7
		(Divorced/Widowed/Separated)	8
		Specify which	
		HOUSEHOLD COMPOSITION:	
		(INCLUDE INFORMANT)	Col. 44
		No. of adults (21 +)	Male Female
			<input type="checkbox"/> <input type="checkbox"/>
Not Head of Household	2	No. of children (0 - 4)	Col. 45
			<input type="checkbox"/> <input type="checkbox"/>
OCCUPATION OF HEAD OF HOUSEHOLD:		No. of children (5 - 15)	Col. 46
Give full details including type and size of firm (inc. no. of employees)			<input type="checkbox"/> <input type="checkbox"/>
		No. of persons (16, 17)	Col. 47
			<input type="checkbox"/> <input type="checkbox"/>
		No. of persons (18, 19 & 20)	Col. 48
			<input type="checkbox"/> <input type="checkbox"/>
		CHECK TOTAL IN HOUSEHOLD	Col. 49
			<input type="checkbox"/> <input type="checkbox"/>
		Number of full-time wage earners in household	Col. 50
			<input type="checkbox"/> <input type="checkbox"/>
Number of electors in household	Col. 36		Col. 51
	<input type="checkbox"/>		
Number of non-electors in household	Col. 37	A interview	Y
	<input type="checkbox"/>	B interview	X
Informant is starred elector	Col. 38		Col. 52
	Y		
Informant is non-elector	X		
Informant is only person interviewed in household	0		
Informant is R. D. subscriber	1		

CARD USED FOR INCOME QUESTION

TOTAL HOUSEHOLD INCOME AFTER TAXES

	Weekly	Monthly	Yearly
Q	Less than £8	Less than £22	Less than £260
R	£8 or over/Less than £10	£22 or over/Less than £43	£260 or over/Less than £520
S	£10 or over/Less than £15	£43 or over/Less than £65	£520 or over/Less than £780
T	£15 or over/Less than £20	£65 or over/Less than £87	£780 or over/Less than £1,040
U	£20 or over/Less than £25	£87 or over/Less than £108	£1,040 or over/Less than £1,300
V	£25 or over/Less than £30	£108 or over/Less than £130	£1,300 or over/Less than £1,560
W	£30 or over/Less than £35	£130 or over/Less than £152	£1,560 or over/Less than £1,820
X	£35 or over/Less than £40	£152 or over/Less than £173	£1,820 or over/Less than £2,080
Y	£40 or over/Less than £50	£173 or over/Less than £216	£2,080 or over/Less than £2,600
Z	£50 or over/Less than £60	£216 or over/Less than £260	£2,600 or over/Less than £3,120
AA	£60 or over/Less than £70	£260 or over/Less than £303	£3,120 or over/Less than £3,640
AB	£70 or over/Less than £80	£303 or over/Less than £346	£3,640 or over/Less than £4,160
AC	£80 or over/Less than £90	£346 or over/Less than £390	£4,160 or over/Less than £4,680
AD	£90 or over/Less than £100	£390 or over/Less than £433	£4,680 or over/Less than £5,200
AE	£100 or over	£433 or over	£5,200 or over

26

CLASSIFICATION DATA II

COMPLETE THIS COLUMN
(SEE INSTRUCTIONS)
FOR HEAD OF HOUSEHOLD

(FORMER HUSBAND IN CASE OF
WIDOW WHO IS HEAD OF
HOUSEHOLD

TYPE OF OCCUPATION:

Farming/Fishing Y
Industry/Construction X
Commerce/Transport/Services 0
Professional 1
Public Administration 2
Armed Forces 3

EMPLOYER/EMPLOYEE:

Employee Y
Own Account only X
Employer 0

-IF EMPLOYEE ASK SECTION
Y AND IF SUPERVISORY OR
OTHER, SECTION Z.

-IF OWN ACCOUNT ONLY ASK
SECTION Z

-IF EMPLOYER ASK SECTION X

SECTION X

No. of staff employed
9 or fewer 2
10 - 49 3
50 - 99 4
100 + 5

SECTION Y

Type of employee
Top Management/Manager Y
Senior Employee/Executive X
Supervisory 0
Other 1

SECTION Z

Manual - Skilled 3
- Semi Skilled 4
- Labourer 5
- Other (Specify) 6

Non-Manual

- Clerical/Sales Y
- Services X
- Other (Specify) 0

ACCOMMODATION:

One level only Y
More than one level X
Entered at ground level 1
- 2nd - 5th level 2
- 6th - 10th level 3
- 11th + level 4

Owned/Paid for Y
Owned/Still paying X
Rented Privately 0
Rented from local administration/
authority 1
Rented with share (Finland only) 2
Rent Free 3
Other (Specify) _____

Building is:
- 1 storey only 5
- 2 storey 6
- More than 2 storey 7

Built:
- Pre 1900 Y
- 1901 - 1939 X
- 1940 - 1945 0
- 1946 - 1959 1
- 1960 + 2

Number of rooms in home:
(DO NOT COUNT W. C.,
BATHROOM, HALLS,
LANDINGS)

- 1 room only Y
- 2 rooms X
- 3 - 4 rooms 0
- 5 - 6 rooms 1
- 7 - 9 rooms 2
- 10 + rooms 3

Garage (Owned or Rented):
- Part of home 5
- As an extra 6
- No garage 7

Col. 57

Col. 58

Col. 59

Col. 60

Col. 53

Col. 54

Col. 55

Col. 56

CLASSIFICATION DATA III

TOTAL HOUSEHOLD INCOME
AFTER TAXES

SHOW CARD AND SAY:
Would you please look at this
card and tell me which letter
best represents the total income
of your household after taxes,
deductions for social insurance,
etc.

(CARD is shown **NET INCOME**
above left)

Col. 61		Col. 62	
Q	Y	U	Y
R	X	L	X
I	0	H	0
J	1	E	1
O	2	W	2
M	3	T	3
S	4	X	4
A	5	Don't know	5
		Refused	6

NOT TO BE
ASKED IN
BRITAIN **GROSS INCOME**

Col. 63		Col. 64	
Q	Y	U	Y
R	X	L	X
I	0	H	0
J	1	E	1
O	2	W	2
M	3	T	3
S	4	X	4
A	5	Don't know	5
		Refused	6

**SAMPLING POINT (INCLUDING
GEOGRAPHIC REGION)**

NAME: _____

NUMBER: _____

□ □ □ □ □

SITUATION:

In country (isolated) Y
In Village X
In Urban Area 0
In Urban Suburbs 1
Other (Specify) _____

**DISTANCE FROM NEAREST
TOWN OF OVER 100,000**

POPULATION:

30 miles or less **TO BE
CODED IN
OFFICE**
More than 30 miles

TOWN SIZE:

Under 2,000 Y
2,001 - 20,000 X
20,001 - 50,000 0
50,001 - 100,000 1
100,001 - 250,000 2
250,001 - 500,000 3
500,000 + 4

↑
**TO BE
CODED IN
OFFICE**
↓

**AGE WHEN INFORMANT
COMPLETED FULL-TIME
EDUCATION:**

	14 or under	Y
If informant	15	X
not yet com- pleted	16	0
education,	17	1
ring Code 9,	18	2
and also code	19	3
estimated age	20	4
of	21	5
completion.	22-23	6
	24-27	7
	28 +	8
	Not yet completed	9

RELIGION:

National Church Y
(e. g. Church of England)
Roman Catholic X
Orthodox Catholic 0
Lutheran (Other) 1
Methodist (Other) 2
Baptist (Other) 3
Other Protestant 4
Jewish 5
Other Non Christian 6
Other (Specify) _____
None 9

**ONE
CODE
ONLY**

T. V. OWNERSHIP:

B. B. C. 1 only Y
B. B. C. 1 & I. T. V. X
B. B. C. 1 & B. B. C. 2 only 0
B. B. C. 1, B. B. C. 2 & I. T. V. 1
No Set/Set not working 2

DAY OF INTERVIEW:

Monday Y
Tuesday X
Wednesday 0
Thursday 1
Friday 2
Saturday 3
Sunday 4

CARD SET USED:

1 5
2 6

Col. 71

Col. 72

Col. 73

Col. 74

Col. 75