

**NORTHERN IRELAND**

ULSTER MARKETING SURVEYS - 56.0 - SUMMER 2001

YOUR SURVEY NUMBER

3	9	2	L	1
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1-5

COUNTRY CODE

0	9
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6-7

OUR SURVEY NUMBER

5	6	0
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8-10

INTERVIEW NUMBER

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11-16

Q.1. What is your nationality ? Please tell me the country (or countries) that apply. (MULTIPLE ANSWERS POSSIBLE)

Belgium.....	17	1,	
Denmark.....		2,	
Germany.....		3,	
Greece.....		4,	
Spain.....		5,	
France.....		6,	
Ireland.....		7,	
Italy.....		8,	
Luxembourg.....		9,	
Netherlands.....		10,	
Portugal.....		11,	
United Kingdom (Great Britain, Northern Ireland)...		12,	
Austria.....		13,	
Sweden.....		14,	
Finland.....		15,	
Other countries.....		16,	CLOSE INTERVIEW
DK.....		17,	CLOSE INTERVIEW

Q.2. In your opinion, how important is it to be able to use a computer in your daily life? Is it very important, fairly important, not very important or not at all important?

Very important.....	34	1
Fairly important.....		2
Not very important.....		3
Not at all important.....		4
DK.....		5

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- D.15. a) What is your current occupation ?  
 b) (IF NOT DOING ANY PAID WORK CURRENTLY - CODES 01 TO 04 IN D.15a) Did you do any paid work in the past ?  
 What was your last occupation ?

	a) CURRENT OCCUPATION	b) LAST OCCUPATION
<b>NOT WORKING</b>	35-36	-----
Responsible for ordinary shopping and looking after the home, or without any current occupation, not working	01	-----
Student	02	-----
Unemployed or temporarily not working	03	-----
Retired or unable to work through illness	04	-----
<b>SELF EMPLOYED</b>		37-38
Farmer	05	01
Fisherman	06	02
Professional (lawyer, medical practitioner, accountant, architect, ...)	07	03
Owner of a shop, craftsmen, other self employed person	08	04
Business proprietors, owner (full or partner) of a company	09	05
<b>EMPLOYED</b>		
Employed professional (employed doctor, lawyer, accountant, architect)	10	06
General management, director or top management (managing directors, director general, other director)	11	07
Middle management, other management (department head, junior manager, teacher, technician)	12	08
Employed position, working mainly at a desk	13	09
Employed position, not at a desk but travelling (salesmen, driver, ...)	14	10
Employed position, not at a desk, but in a service job (hospital, restaurant, police, fireman, ...)	15	11
Supervisor	16	12
Skilled manual worker	17	13
Other (unskilled) manual worker, servant	18	14
<b>NEVER DID ANY PAID WORK</b>	-----	15

- Q.3. Do you use a computer ...
- a) ... (IF CODES 05 TO 18 IN D.15.a) at work?
  - b) ... and at home, for your work?
- ASK ALL**
- c) ... at home, but for other reasons than for your work?
  - d) ... at school or university?
  - e) ... at a public Internet access point (e.g. a library, a public office, etc.)?
  - f) ... elsewhere?

	YES		NO	DK
a. At work	39	1*	2	3
b. At home, for your work	40	1*	2	3
c. At home, but for other reasons than for your work	41	1*	2	3
d. At school or university	42	1*	2	3
e. At a public Internet access point	43	1*	2	3
f. Elsewhere	44	1*	2	3

**ASK IF ONE OR MORE CODED 1\* AT Q.3a-f, OTHERS GO TO Q.5.**

- Q.4 Which of the following do you use ? (DO NOT SHOW CARD - READ OUT - MULTIPLE ANSWERS POSSIBLE)

The Internet.....	1,	45
A mobile phone.....	2,	46
A Personal Organiser, Personal Digital Assistant/ PDA such as a Psion, Palm Pilot, etc.....	3,	47
TV.....	4,*	48
None of these (SPONTANEOUS).....	8,	52
DK.....	9,	53

(INT. IF 'USE TV\*', ASK ITEMS 5, 6 & 7) - OTHERS GO TO Q.5

Cable TV (INT. IF 'USE TV') .....	5,	49
Satellite (INT. IF 'USE TV') .....	6,	50
Digital TV (INT. IF 'USE TV') .....	7,	51

**PUNCHER: PLEASE NOTE COL. NUMBER ORDER**

IF "EMPLOYED" OR "SELF-EMPLOYED" OR "UNEMPLOYED", CODES 03, 05 TO 18 IN D.15.a

Q.5. In general, for which of the following do you think it is important to use a computer and/or the Internet? (SHOW CARD - 'Q.5' READ OUT - MULTIPLE ANSWERS POSSIBLE)

To do a job.....	54	1,
To keep a job.....		2,
To get a job.....		3,
To search for and/or use educational and learning material.....		4,
To get access to local or national authorities or public utilities.....		5,
To communicate with family or friends.....		6,
To find information on products and services.....		7,
To buy products and services.....		8,
To get other information or free services.....		9,
For other reasons (SPONTANEOUS).....		10,
DK.....		11,

ASK ALL

Q.6. Which, if any, of these computer training qualifications do you have? (SHOW CARD 'Q.6' - READ OUT - MULTIPLE ANSWERS POSSIBLE)

Degree in computer science.....	65	1,
School certificate in the use of computers.....		2,
Certificate in the use of computers from a public training institution.....		3,
Certificate in the use of computers from a private training company.....		4,
Certificate in the use of computers as a result of distance learning.....		5,
Other (SPONTANEOUS).....		6,
None (SPONTANEOUS).....		7,
DK.....		8,

IF 'EMPLOYED' OR 'SELF-EMPLOYED' OR 'UNEMPLOYED', CODES 03, 05 TO 18 IN D.15.a

Q.7. Have you ever had computer training for your job, or not? (IF "YES", CONTINUE WITH Q.8, OTHERS GO TO Q.9)

Yes.....	73	1
No.....		2
DK.....		3

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IF "HAVE ALREADY HAD COMPUTER TRAINING FOR YOUR JOB", CODE 1 IN Q.7 -  
OTHERS GO TO Q.9

Q.8. Please think about your last computer training...

READ OUT	YES		NO	DK
1. Did it take place within the last twelve months?	74	1	2	3
2. Did it take place within the last month?	75	1	2	3
3. Did it take place in your workplace?	76	1	2	3
4. Was it organised within your normal working hours?	77	1	2	3
5. Was it paid for by your employer?	78	1	2	3
6. Did it make your job easier?	79	1	2	3

IF "EMPLOYED" OR "SELF-EMPLOYED" OR "UNEMPLOYED", CODE 03, 05 TO 18 IN D.15.a

Q.9 Telework occurs when paid workers carry out all, or part of, their work away from their normal places of activity, usually from home, using information and communication technologies. Do you currently telework, or not? (IF YES) Regularly or occasionally? (IF NO) Would you be interested in teleworking, or not?

Yes, regularly .....	80	1
Yes, occasionally.....		2
No, but I would be interested in trying teleworking.....		3
No, and I would not be interested in trying teleworking.....		4
DK.....		5

IF "REGULARLY" OR "OCCASIONALLY", CODE 1 OR 2 IN Q.9

Q.10. Are you teleworking within the framework of an agreement between...? (SHOW CARD 'Q.10' - READ OUT - MULTIPLE ANSWERS POSSIBLE)

a trade union(s) and your employer.....	81	1,
trade union(s) and an employers' association for a particular industry.....		2,
trade union(s) and an employers' association for industry as a whole.....		3,
No, not within the framework of an agreement.....		4,
Other (SPONTANEOUS).....		5,
DK.....		6,

**IF "EMPLOYED" OR "SELF-EMPLOYED", CODES 05 TO 18 IN D.15.a**

Q.11. Thinking of information and communication technologies, such as computer networks or systems, the Internet, e-mail, videoconferencing, have any been introduced at your workplace or not? (IF YES) Would you agree or disagree that...? (OTHERS GO TO Q.12)

READ OUT	AGREE	DISAGREE	DK
1. Actual needs were met	87 1	2	3
2. End users were consulted	88 1	2	3
3. Appropriate technical training was given	89 1	2	3
4. The company/organisation became more efficient	90 1	2	3
5. It led to significant organisational changes (new roles, new tasks)	91 1	2	3
6. (IF "AGREE" AT ITEM 5) Specific training on the new roles and tasks was given	92 1	2	3
7. Job quality at your workplace has improved	93 1	2	3

ASK ALL THOSE "USING A COMPUTER AT WORK OR AT HOME FOR WORK", CODE 1 IN Q.3.a OR Q.3.b

Q.12. In what way has the use of a computer, the e-mail/the Internet changed the way you work? (SHOW CARD 'Q.12' - READ OUT - MULTIPLE ANSWERS POSSIBLE)

You need more skills in your job.....	94	1,
You need less skills in your job.....		2,
You have more responsibilities in your job.....		3,
You have less responsibilities in your job.....		4,
You carry out more tasks in one day.....		5,
You carry out less tasks in one day.....		6,
It is easier to combine work and private life.....		7,
It is more difficult to combine work and private life.....		8,
Your job is easier.....		9,
Your job is harder.....		10,
It is easier to manage the flow of information relevant to your job.....		11,
It is harder to manage the flow of information relevant to your job.....		12,
Other (SPONTANEOUS).....		13,
Nothing has changed (SPONTANEOUS).....		14,
DK.....		15,

IF "EMPLOYED" OR "SELF-EMPLOYED", CODES 05 TO 18 IN D.15.a

Q.13. How many people in total work in the company/organisation where you work?

1 (interviewee works alone).....	109	1
2 - 4.....		2
5 - 9.....		3
10 - 49.....		4
50 - 99.....		5
100 - 249.....		6
250 - 499.....		7
500 and more.....		8
DK.....		9

**ASK ALL**

Now let's talk about another topic: **Financial Services**

Q.14. From each of the following statements, please tell me if you tend to agree or tend to disagree?

READ OUT	Tend to Agree	Tend to Disagree	DK
1. Banks give enough information about management of bank accounts	110 1	2	3
2. Having a bank account is very expensive	111 1	2	3
3. It is very difficult to win in a dispute with a bank	112 1	2	3
4. Buying on credit is more useful than dangerous	113 1	2	3
5. You never know beforehand how much it is going to cost to borrow money	114 1	2	3
6. You can borrow as much as you like, there are no real checks	115 1	2	3
7. The problem of borrowing more than you can pay back does not exist in Northern Ireland	116 1	2	3
8. Financial institutions clearly explain the way their mortgages work and the risks involved	117 1	2	3
9. It is very difficult to compare the conditions linked to different mortgage options	118 1	2	3
10. It is very difficult to win in a dispute with insurance companies	119 1	2	3
11. With insurance policies, you never know in advance how well you are covered	120 1	2	3

Q.15. In your opinion, in general, does legislation in Northern Ireland ensure or not ... ?

READ OUT	YES	NO	DK
1. the transparency of financial information	121 1	2	3
2. the protection of consumers' rights	122 1	2	3
3. a possible recovery action against banks and insurance companies	123 1	2	3
4. security when making a transaction	124 1	2	3
5. the protection of confidential information	125 1	2	3

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Q.16. Each member state has its own consumer protection standards. Do you think that these standards should be harmonised in the European Union, or not ? **IF YES** Totally or in part?

No..... 126 1  
 Yes, totally..... 2  
 Yes, in part..... 3  
 DK..... 4

Q.17. The opening up of markets and technological developments such as Telephone Banking, the Internet, etc. allows us increasingly to use remote banking and financial services. In your opinion, does the current legislation in Northern Ireland ensure or not ?

READ OUT	YES	NO	DK
1. the transparency of financial information	127 1	2	3
2. the protection of consumers' rights	128 1	2	3
3. the protection of confidential information	129 1	2	3
4. security when making a transaction	130 1	2	3
5. a possible recovery action against banks and insurance companies	131 1	2	3

Q.18. The marketing of financial services implies continuously introducing new technologies. In your opinion, is it necessary or not to take measures in the European Union to protect consumers in the use of these new technologies ? **IF YES** Totally or in part?

No..... 132 1  
 Yes, totally..... 2  
 Yes, in part..... 3  
 DK..... 4

Q.19. In your opinion, are there obstacles preventing consumers from using financial services anywhere in the European Union ?  
 (IF YES) Which ones ? (SHOW CARD 'Q.19' - READ OUT - MULTIPLE ANSWERS POSSIBLE)

No, no obstacles.....133 1,  
 Yes, lack of information..... 2,  
 Yes, bad information..... 3,  
 Yes, too risky..... 4,  
 Yes, necessary to have large amounts to invest..... 5,  
 Yes, difficulties due to distance..... 6,  
 Yes, poor legal protection in the event of problems..... 7,  
 Yes, language problems..... 8,  
 Others (SPONTANEOUS)..... 9,  
 DK..... 10

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Q.20.a) Which one of the following means of payment do you prefer to use to pay for an important purchase in Northern Ireland? By important purchase, I mean a purchase of at least £60stg. (SHOW CARD 'Q.20' - ONE ANSWER ONLY)

Q.20.b) And what means of payment do you prefer to use to pay for an important purchase in another member country of the European Union? (SHOW CARD 'Q.20' AGAIN - ONE ANSWER ONLY)

READ OUT	a) IN NORTHERN IRELAND	b) IN ANOTHER MEMBER COUNTRY
1. Cash	143 1	144 1
2. Electronic purse (Int. refer to description in guidelines)	2	2
3. Cheque	3	3
4. Credit card (such as: EUROCARD/ MASTERCARD, VISA, AMERICAN EXPRESS OR DINERS) or Debit card (such as SWITCH)	4	4
5. Bank transfer	5	5
6. Postal transfer	6	6
7. Other form of payment (SPONTANEOUS)	7	7
8. DK	8	8
9. Never bought anything in another member country (SPONTANEOUS)	-----	9

(IF CODES 1, 2,3,4,5 OR 6 IN Q.20a)

Q.21.a) For which reasons do you prefer to use this means of payment in Northern Ireland? (SHOW CARD 'Q.21' - SEVERAL ANSWERS POSSIBLE)

(IF CODES 1,2,3,4,5, OR 6 IN Q.20b)

Q.21.b) Why do you prefer to use this means of payment in another member country of the European Union? (SHOW CARD 'Q.21' AGAIN - SEVERAL ANSWERS POSSIBLE)

READ OUT	b) IN NORTHERN IRELAND	b) IN ANOTHER MEMBER COUNTRY
1. Because the price is good	145 1,	153 1,
2. Because it is easy	2,	2,
3. To avoid the risks of a dispute	3,	3,
4. To avoid the risk of loss or theft	4,	4,
5. To avoid being attacked	5,	5,
6. For safety reasons, for example, because there is a PIN NUMBER	6,	6,
7. Other (SPONTANEOUS)	7,	7,
8. DK	8,	8,

**ASK ALL**

Q.22. Have you ever made payments, by telephone, by computer, by Internet, etc. ?  
 (IF YES) Have you ever made such payments using a card with a PIN NUMBER, or not?

No..... 161 1  
 Yes, already paid this way BUT WITHOUT a card using a pin number..... 2  
 Yes, already paid this way WITH a card using a pin number.... 3  
 DK..... 4

**IF NO, CODE 1 IN Q.22**

Q.23. Why have you never made such payments this way ?  
 (SHOW CARD 'Q.23' - READ OUT - ONE ANSWER ONLY)

I do not have a payment card..... 162 1  
 I have never had the opportunity to..... 2  
 I do not think it's safe..... 3  
 I am not interested in paying that way..... 4  
 I can't remember my pin number (SPONTANEOUS)..... 5  
 Other (SPONTANEOUS)..... 6  
 DK..... 7

**ASK ALL**

Q.24.a) Would you be ready to use a pre-paid card, an electronic purse (INTERVIEWER: REFER TO DESCRIPTION IN GUIDELINES) to pay for a minor purchase in Northern Ireland, such as a newspaper or a loaf of bread ?

Q.24.b) And when you travel in another member country of the European Union?

READ OUT	Yes	No	Does not exist (SPONT.)	DK
a) In Northern Ireland	163 1	2	3	4
b) In another member country of the European Union	164 1	2	3	4

Q.25.a) Do you have a savings account, that is a deposit account which pays interest but does not have a payment card or a cheque book, with ...? (IF "YES", GO TO NEXT ITEM)

Q.25.b) (IF NO) Why not? (SHOW CARD 'Q.25b' - ONE ANSWER ONLY)

READ OUT	Q.25a)		Q.25b) If no			
	Yes		Never had one	Closed it Myself	Closed by Institution	Other/DK
1. a bank	165 1		2	3	4	5
3. a building society	167 1		2	3	4	5
4. the post office	168 1		2	3	4	5

↑  
**PUNCHER NOTE: NO COL. 166**

Q.26.a) Do you have a current account, that is an account with a payment card or a cheque book, with ...? (IF "YES", GO TO NEXT ITEM)

Q.26.b) (IF NO) Why not? (SHOW CARD 'Q.26b' - ONE ANSWER ONLY)

READ OUT	Q.26a)		Q.26b) If no			
	Yes		Never had one	Closed it Myself	Closed by Institution	Other/DK
1. a bank	169	1	2	3	4	5
3. a building society	171	1	2	3	4	5
4. the post office	172	1	2	3	4	5

↑  
PUNCHER NOTE: NO COL. 170

Q.27. Do you have a ...?

READ OUT	Yes	No	DK
1. cheque book	173	2	3
2. credit card (VISA, EUROCARD/MASTERCARD, AMERICAN EXPRESS, DINERS)	174	2	3
3. another type of bank card (BANKLINK, SWITCH)	175	2	3

Q.28.a) Do you have a mortgage lasting... ?

READ OUT	YES	NO	DK
1. Less than 10 years	176	2	3
2. 10 to 20 years	177	2	3
3. More than 20 years	178	2	3

Q.28.b) Do you personally have...?

READ OUT	YES	NO	DK
1. A loan lasting more than 12 months to buy a car	179	2	3
2. A loan lasting more than 12 months to buy something else	180	2	3
3. An overdraft facility on your current account	181	2	3

INTERVIEWER: PLEASE NOTE THERE ARE NO QUESTIONS Q.29 - Q.33.

PUNCHER NOTE: THERE ARE NO COLS. 182-186

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Now let's talk about another topic: Cultural Activities.

Q.34. Do you watch TV?

Yes.....	187	1
No.....		2

**IF "YES", CODE 1 IN Q.34, IF "NO" GO TO Q.36**

Q.35.a) Which of these types of TV programmes do you watch? (SHOW CARD 'Q.35a' - READ OUT - MULTIPLE ANSWERS POSSIBLE)

News/current affairs.....	188	1,
Soaps/series.....		2,
Music programmes.....		3,
Sport.....		4,
Films/movies.....		5,
Documentaries.....		6,
Children's programmes.....		7,
Talk shows.....		8,
Home shopping programmes.....		9,
Other types of entertainment (game shows, cooking programmes, reality TV, etc.).....		10,
Other (SPONTANEOUS).....		11,
DK.....		12,

Q.35.b) What are the three types of programmes you prefer to watch? (SHOW CARD 'Q.35b' - READ OUT - MAX. 3 ANSWERS POSSIBLE)

News/current affairs.....	200	1,
Soaps/series.....		2,
Music programmes.....		3,
Sport.....		4,
Films/movies.....		5,
Documentaries.....		6,
Children's programmes.....		7,
Talk shows.....		8,
Home shopping programmes.....		9,
Other types of entertainment (games shows, cooking programmes, reality TV, etc.).....		10,
Other (SPONTANEOUS).....		11,
DK.....		12,

**ASK ALL**

Q.36. Do you watch videos or DVDs...? (SHOW CARD 'Q.36' WITH SCALE - READ OUT - ONE ANSWER ONLY)

Every day.....	212	1
Several times a week.....		2
Once a week.....		3
1 to 3 times a month.....		4
Less often.....		5
Never.....		6
DK.....		7

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Q.37. Do you listen to the radio...? (SHOW CARD 'Q.37' WITH SCALE - READ OUT - ONE ANSWER ONLY)

Every day.....	213	1
Several times a week.....		2
Once a week.....		3
1 to 3 times a month.....		4
Less often.....		5
Never.....		6
DK.....		7

IF "LISTEN TO THE RADIO", CODE 1, 2, 3, 4, OR 5 IN Q.37, OTHERS GO TO Q.39

Q.38. What types of programmes do you prefer to listen to on the radio? (SHOW CARD 'Q.38' - READ OUT - MULTIPLE ANSWERS POSSIBLE)

News/current affairs.....	214	1,
Music.....		2,
Sport.....		3,
Documentaries - plays - other cultural programmes.....		4,
Religious programmes.....		5,
Talk Shows.....		6,
Other types of entertainment (games shows, comedy, etc.)....		7,
Others (SPONTANEOUS).....		8,
DK.....		9,

ASK ALL

Q.39. Do you use a computer or PC...? (SHOW CARD 'Q.39' WITH SCALE - READ OUT - ONE ANSWER ONLY)

Every day.....	223	1
Several times a week.....		2
Once a week.....		3
1 to 3 times a month.....		4
Less often.....		5
Never.....		6
DK.....		7

IF CODE 1 TO 5 IN Q.39, OTHERS GO TO Q.41.a

Q.40.a) How often do you use a computer at home for work or study? (SHOW CARD 'Q.40' WITH SCALE - ONE ANSWER ONLY)

Q.40.b) And at home for leisure? (SHOW CARD 'Q.40' AGAIN - ONE ANSWER ONLY)

Q.40.c) And outside home for work or study? (SHOW CARD 'Q.40' AGAIN - ONE ANSWER ONLY)

Q.40.d) And outside home for leisure? (SHOW CARD 'Q.40' AGAIN - ONE ANSWER ONLY)

READ OUT	SCALE							
	EVERY DAY	SEVERAL TIMES WEEK	ONCE A WEEK	1 TO 3 TIMES A MONTH	LESS OFTEN	NEVER	DK	
a) At home for work or study	224	1	2	3	4	5	6	7
b) At home for leisure	225	1	2	3	4	5	6	7
c) Outside home for work or study	226	1	2	3	4	5	6	7
d) Outside home for leisure	227	1	2	3	4	5	6	7

**ASK ALL**

Q.41.a) Do you use the Internet...? (SHOW CARD 'Q.41a' WITH SCALE - READ OUT - ONE ANSWER ONLY)

Every day.....	228	1
Several times a week.....		2
Once a week.....		3
1 to 3 times a month.....		4
Less often.....		5
Never.....		6
DK.....		7

IF CODE 1 TO 5 IN Q.41.a, OTHERS GO TO Q.42.a

Q.41.b) What do you usually use the Internet for? (SHOW CARD 'Q.41b' - READ OUT - MULTIPLE ANSWERS POSSIBLE)

Work.....	229	1,
Visiting the website of a museum.....		2,
Visiting the website of a political party.....		3,
Visiting the website of your local authority.....		4,
Visiting the website of the government.....		5,
Downloading free software.....		6,
Searching for educational material and documents.....		7,
Searching for information relating to your health.....		8,
Searching for information on sport or leisure activities....		9,
Searching for job opportunities.....		10
Searching for information about a specific product.....		11
Preparing or considering a holiday by searching for places to visit, accommodation, etc.....		12
Buying CDs.....		13
Buying books.....		14
Buying software.....		15
Carrying out transactions on your bank account.....		16
Buying or selling shares.....		17
Reading articles on the websites of newspapers.....		18
Building your own website.....		19
Listening to radio or music on the Internet using Real Player, WindowsMedia Player or Quicktime.....		20
Watching TV channels on the Internet using Real Player, WindowsMedia Player or Quicktime.....		21
Playing computer games.....		22
Making telephone calls using the Internet.....		23
Making a bid in on-line auctions.....		24
Communicating over the Internet using a webcam.....		25
E-mailing family, friends or colleagues.....		26
Visiting chat rooms.....		27
Taking part in a public opinion survey/market research.....		28
Something else (SPONTANEOUS).....		29
DK.....		30

**ASK ALL**

Q.42.a) Have you read any books in the last 12 months? (SHOW CARD 'Q.42a' - READ OUT - MULTIPLE ANSWERS POSSIBLE)

Yes, for work..... 259 1,  
 Yes, for educational purposes (compulsory texts only)..... 2,  
 Yes, for educational purposes (not compulsory texts)..... 3,  
 Yes, for other reasons than for school/work..... 4,  
 No..... 5,  
 DK..... 6,

**IF "HAVE READ BOOKS IN THE LAST 12 MONTHS", CODE 1 TO 4 IN Q.42.a, OTHERS GO TO Q.43**

Q.42.b) Approximately how many books in the last 12 months have you read for... (SHOW CARD 'Q.42b' WITH SCALE - READ OUT - ONE ANSWER ONLY)

READ OUT	1-3 BOOKS	4-7 BOOKS	8-12 BOOKS	13 AND MORE	DK
1. work	265 1	2	3	4	5
2. educational purposes (compulsory texts only)	266 1	2	3	4	5
3. educational purposes (not compulsory texts)	267 1	2	3	4	5
4. Other reasons	268 1	2	3	4	5

**ASK ALL**

Q.43. Do you read newspapers...? (SHOW CARD 'Q.43' WITH SCALE - READ OUT - ONE ANSWER ONLY)

5 to 7 days a week..... 269 1  
 3 to 4 days a week..... 2  
 1 to 2 days a week..... 3  
 Less often..... 4  
 Never..... 5  
 DK..... 6

Q.44. Do you read magazines...? (SHOW CARD 'Q.44' WITH SCALE - READ OUT - ONE ANSWER ONLY)

Once a week or more often..... 270 1  
 1 to 3 times a month..... 2  
 Less often..... 3  
 Never..... 4  
 DK..... 5

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Q.45. Do you listen to music...? (SHOW CARD 'Q.45' WITH SCALE - READ OUT - ONE ANSWER ONLY)

Every day.....	271	1
Several times a week.....		2
Once a week.....		3
1 to 3 times a month.....		4
Less often.....		5
Never.....		6
DK.....		7

IF "LISTEN TO MUSIC", CODE 1, 2, 3, 4 OR 5 IN Q.45, OTHERS GO TO Q.47

Q.46.a) Do you listen to music on...? (SHOW CARD 'Q.46a' - READ OUT - MULTIPLE ANSWERS POSSIBLE)

Tapes - records - CDs - DVDs not connected to a computer.....	272	1,
A CD - DVD on a PC.....		2,
Internet sites - MP3 files - WAV files - MIDI files on a PC....		3,
Radio - television.....		4,
Other (SPONTANEOUS).....		5,
DK.....		6,

Q.46.b) What kind of music do you listen to? (SHOW CARD 'Q.46b' - READ OUT - MULTIPLE ANSWERS POSSIBLE)

Classical music.....	278	1,
Opera, Operetta.....		2,
Rock, pop.....		3,
Hard Rock/heavy metal.....		4,
Easy Listening.....		5,
Dance/house.....		6,
Techno.....		7,
Rap.....		8,
Jazz, blues.....		9,
Folk, traditional.....		10
World Music.....		11
Other type (SPONTANEOUS).....		12
DK.....		13

## ULSTER MARKETING SURVEYS - 56.0 - SUMMER 2001

## ASK ALL

Q.47 Here is a list of cultural activities. How many times in the last 12 months did you...? (SHOW CARD 'Q.47' WITH SCALE - READ OUT - ONE ANSWER ONLY)

READ OUT						
	NEVER	1-3 TIMES	4-6 TIMES	7-12 TIMES	MORE THAN 12 TIMES	DK
a) go to see a ballet or a dance performance	291 1	2	3	4	5	6
b) go to the cinema	292 1	2	3	4	5	6
c) go to the theatre	293 1	2	3	4	5	6
d) go to a sports event	294 1	2	3	4	5	6
e) go to a concert	295 1	2	3	4	5	6
f) go to a library	296 1	2	3	4	5	6
g) visit an historical monument (palace, castle, church, garden, etc.)	297 1	2	3	4	5	6
h) visit a museum or gallery in Northern Ireland	298 1	2	3	4	5	6
i) visit a museum or gallery abroad	299 1	2	3	4	5	6
j) visit an archaeological sites	300 1	2	3	4	5	6

IF CODE 2 TO 5 IN Q.47.e, ASK. OTHERS GO TO Q.49

Q.48. What kind of concert(s) did you go to? (SHOW CARD 'Q.48 - READ OUT - MULTIPLE ANSWERS POSSIBLE)

Classical music.....	301	1,
Opera, Operetta.....		2,
Rock, pop.....		3,
Hard Rock/heavy metal.....		4,
Easy Listening.....		5,
Dance/house.....		6,
Techno.....		7,
Rap.....		8,
Jazz, blues.....		9,
Folk, traditional.....		10
World Music.....		11
Other type (SPONTANEOUS).....		12
DK.....		13

## ULSTER MARKETING SURVEYS - 56.0 - SUMMER 2001

## ASK ALL

Q.49. I am going to read out a list of artistic activities. Please tell me if, in the last 12 months, you have either on your own or as a part of an organised group or classes (not in a professional way - amateur activities)...? (SHOW CARD 'Q.49' - MULTIPLE ANSWERS POSSIBLE PER LINE)

READ OUT		ON YOUR OWN	GROUP OR CLASS	DO NOT PRACTICE IT	DK
a) played a musical instrument	314	1,	2,	3,	4,
b) sung	318	1,	2,	3,	4,
c) acted	322	1,	2,	3,	4,
d) danced	326	1,	2,	3,	4,
e) written something	330	1,	2,	3,	4,
f) done some photography, made a film	334	1,	2,	3,	4,
g) done any other artistic activities (sculpture, painting, drawing, creative computing such as designing a website, etc.)	338	1,	2,	3,	4,

Q.50.a) At home, do you have...? (SHOW CARD 'Q.50' - READ OUT - MULTIPLE ANSWERS POSSIBLE)

A television set.....	342	1,
A satellite dish.....		2,
Cable TV.....		3,
A video recorder (VCR).....		4,
A camera.....		5,
A camcorder/video recorder.....		6,
A cassette/tape recorder.....		7,
A stereo Hi-fi.....		8,
A walkman/Discman/MP3 player.....		9,
A video games console/platform.....		10
A personal computer/PC.....		11
A Personal Organiser, Personal Digital Assistant/PDA such as Psion, Palm Pilot, etc.....		12
Internet access.....		13
A DVD player.....		14
Books.....		15
A printed encyclopaedia.....		16
An encyclopaedia on CD Rom.....		17
Records, CDs, videos/tapes/cassettes, DVD disks.....		18
A musical instrument.....		19
A mobile phone.....		20

IF "HAS TELEVISION SET", CODE 1 IN Q.50.a

Q.50.b) How many television sets do you have at home? (INT?: WRITE DOWN NUMBER - IF "DK", CODE '99')

		362-363
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IF "HAS PRINTED ENCYCLOPAEDIA", CODE 16 IN Q.50.a

Q.50.c) How many encyclopaedia (paper) do you have at home? (INT.: WRITE DOWN NUMBER - IF "DK", CODE '99')

		364-365
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IF "HAS ENCYCLOPAEDIA ON (CD-ROM)", CODE 17 IN Q.50.a

Q.50.d) How many encyclopaedias on (CD-ROM) do you have at home? (INT.: WRITE DOWN NUMBER - IF "DK", CODE '99')

		366-367
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IF "HAS BOOKS", CODE 15 IN Q.50.a

Q.50.e) How many books do you have at home?

1-25 books.....	368	1
26-50 books.....		2
51-200 books.....		3
201-400 books.....		4
More than 400 books.....		5
DK.....		6

**DEMOGRAPHICS**

D.1. In political matters people talk of "the left" and "the right".  
 How would you place your views on this scale ?  
 (SHOW CARD 'D1'- DO NOT PROMPT. IF CONTACT HESITATES, ASK TO TRY AGAIN)

	Left										Right
369-370	1	2	3	4	5	6	7	8	9	10	

Refusal..... 371 1  
 DK..... 2

**NO QUESTIONS D2 TO D6**

D.7. Could you give me the letter which corresponds best to your own current situation? (SHOW CARD 'D.7 - READ OUT - ONE ANSWER ONLY)

372-373

Married..... 01  
 Remarried..... 02  
 Unmarried. Currently living with partner..... 03  
 Unmarried. Having never lived with a partner..... 04  
 Unmarried. Having previously lived with a partner, but now on my own.. 05  
 Divorced..... 06  
 Separated..... 07  
 Widowed..... 08  
 Other (SPONTANEOUS)..... 09  
 Refusal (SPONTANEOUS)..... 10

D.8. How old were you when you stopped full-time education ?  
 (IF STILL STUDYING : CODE 00 - GO TO D.10)

		374-375
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**NO QUESTION D.9**

D.10. **GENDER**

Male..... 376 1  
 Female..... 2

D.11. How old are you ?

		377-378
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**NO QUESTIONS D12 TO D18 - D15 ASKED BEFORE**

ULSTER MARKETING SURVEYS - 56.0 - SUMMER 2001

D.19. Are you in your household, the person who contributes most to the household income? **READ OUT**

Yes.....	379	1
No.....		2
Both equally.....		3
DK.....		4

NO QUESTION D20

## ULSTER MARKETING SURVEYS - 56.0 - SUMMER 2001

**IF CODE 2 AT D.19, ASK**

- D.21.a) What is the current occupation of the person who contributes most to the household income ?
- D.21.b) (IF NOT DOING ANY PAID WORK CURRENTLY - CODE 01 TO 04 IN D.21a)  
Did he/she do any paid work in the past ?  
What was his/her last occupation ?

	CURRENT OCCUPATION	LAST OCCUPATION
<b>NOT WORKING</b>	380-381	-----
Responsible for ordinary shopping and looking after the home, or without any current occupation, not working	01	-----
Student	02	-----
Unemployed or temporarily not working	03	-----
Retired or unable to work through illness	04	-----
<b>SELF EMPLOYED</b>		382-383
Farmer	05	01
Fisherman	06	02
Professional (lawyer, medical practitioner, accountant, architect, ...)	07	03
Owner of a shop, craftsmen, other self employed person	08	04
Business proprietors, owner (full or partner) of a company	09	05
<b>EMPLOYED</b>		
Employed professional (employed doctor, lawyer, accountant, architect)	10	06
General management, director or top management (managing directors, director general, other director)	11	07
Middle management, other management (department head, junior manager, teacher, technician)	12	08
Employed position, working mainly at a desk	13	09
Employed position, not at a desk but travelling (salesmen, driver, ...)	14	10
Employed position, not at a desk, but in a service job (hospital, restaurant, police, fireman, ...)	15	11
Supervisor	16	12
Skilled manual worker	17	13
Other (unskilled) manual worker, servant	18	14
<b>NEVER DID ANY PAID WORK</b>	-----	15

NO QUESTIONS D.22 TO D.24

D.25. Would you say you live in a ... ? (READ OUT)

Rural area or village.....	384	1
Small or middle sized town.....		2
Large town.....		3
DK.....		4

THERE ARE NO QUESTIONS D.26 - D.28

D.29. We also need some information about the income of this household to be able to analyse the survey results for different types of households. Here is a list of income groups. (SHOW INCOME CARD 'D.29') Please count the total wages and salaries PER MONTH of all members of this household; all pensions and social insurance benefits; child allowances and any other income like rents, etc. ... Of course, your answer as all other replies in this interview will be treated confidentially and referring back to you or your household will be impossible. Please give me the letter of the income group your household falls into before tax and other deductions.

	385-386
B.....	01
T.....	02
P.....	03
F.....	04
E.....	05
H.....	06
L.....	07
N.....	08
R.....	09
M.....	10
S.....	11
K.....	12
Refusal.....	13
DK.....	14



P.11. - WEIGHTING FACTOR

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428-435

P.12 - Telephone available in household ?

Yes.....	436	1
No.....		2