

EMS: Media questionnaire (UK version)

FIELDWORK YEAR 2008, 2nd WAVE

Introduction and respondent selection

Normal EMS selection

All countries except UK and Ireland:

Q971 INT.: CURRENT LANGUAGE IS:
[current language]

INT.: DO YOU WANT TO USE THIS LANGUAGE ?

1. Yes → Q13
2. No → Q972

Q972 INT.: SELECT LANGUAGE !
[list of languages]

Q13 *CZE/FIN/HUN/ITA/POL/POR, Normal Mobile only:*
Good afternoon/evening, this is [name interviewer]
from Synovate, a research company in Amsterdam.
We are currently conducting a survey on the differences in media consumption between
Finland and other countries in Europe. We would highly appreciate your cooperation.
May I take a moment to ask you a few questions about your usage of media ?

INT.: IF RESPONDENT IS IN A NOISY PLACE OR DRIVING A CAR
PLEASE EXCUSE YOURSELF, BREAK OFF THE CALL AS QUICKLY
AS POSSIBLE, AND ENTER A SOFT APPOINTMENT FOR ANOTHER TIME
OF DAY (NEXT DAY) !

INT.: IF RESPONDENT IS ABROAD, BREAK OFF THE CALL AS QUICKLY AS
POSSIBLE, AND ENTER A SOFT APPOINTMENT FOR TWO WEEKS LATER !

All other Normal:

Good afternoon/evening, this is [name interviewer]
from Synovate, a research company in Amsterdam.
We are currently conducting a survey on the differences in media consumption between
the UK and other countries in Europe. We would highly appreciate your cooperation. Your
contribution will enable us to gain more insight on this matter. The most important results of
the survey will be made freely available to the public on our website.
May I take a moment to ask you a few questions about
your usage of media ?

1. Agrees immediately → Q21
2. Hesitates → Q14
3. Later, at mobile number [Normal Mobile location only]
4. Later, at fixed line number at home [Normal Mobile location only]

Q14 *If Q13=2*

INT.: IF ASKS HOW LONG IT WILL TAKE:

It normally takes about 3-4 minutes. In some cases, we may want to go on and ask more detailed questions on reading and television viewing. I will certainly tell you, beforehand, if this is the case.

INT.: IF AFRAID OF SALES OR PRIVACY VIOLATION:

Absolutely no sales are involved. We are interested in your opinions, which are treated, of course, with confidentiality. We comply with all European regulations on privacy (as set forth by ESOMAR).

INT.: IF WANTS TO KNOW MORE ABOUT PROJECT, COMPANY, SPONSORS:

Our clients include international publishers and television networks who are interested in knowing more about the people who form their audience. Information about the project and our company can also be found on our Web site, www.synovate.nl/ems.

1. Continue NOW → Q21
2. Make an APPOINTMENT [Normal location only]
3. Make appointment at mobile number [Normal Mobile location only]
4. Make appointment at fixed line number at home [Normal Mobile location only] → Q16

Q16 May I ask for your home telephone number and what time would be most convenient for us to call ?

INT.: CHANGE TELEPHONE NUMBER !

Home telephone number:

INT.: ALWAYS ADD FULL NAME OF THE PERSON WHO IS ON THE PHONE TO THE CALL NOTES !

Q21 to Q24: skipped for CZE/FIN/HUN/ITA/POL/POR Normal Mobile sample

Q21 I need to check that I am speaking with someone in the household who is between 21 and 74 years old.

Are you between 21 and 74 years old ?

INT.: IF NOT POSSIBLE, MAKE APPOINTMENT WITH A MAIN INCOME EARNER !

1. Yes → Q41
2. No → Q22

Q22 Is a person older than 20 and younger than 75 at home, preferably the main income earner, who could answer a few questions ?

INT.: IF THERE IS A PERSON OLDER THAN 20 AND YOUNGER THAN 75, BUT NOT AVAILABLE NOW, MAKE AN APPOINTMENT WITH A MAIN INCOME EARNER !

1. Yes, comes to the phone → Q23
2. Make an APPOINTMENT
3. No, no person older than 20 and younger than 75 living in household → *Terminate*

Q23 Good afternoon/evening, this is [name interviewer] from Synovate, a research company in Amsterdam.

We are currently conducting a survey on the differences in media consumption between the UK and other countries in Europe. We would highly appreciate your cooperation. Your contribution will enable us to gain more insight on this matter. The most important results of the survey will be made freely available to the public on our website.

May I take a moment to ask you a few questions about your usage of media ?

1. Agrees immediately → Q41
2. Hesitates → Q24

Q24 *If Q23=2*

INT.: IF ASKS HOW LONG IT WILL TAKE:

It normally takes about 3-4 minutes. In some cases, we may want to go on and ask more detailed questions on reading and television viewing. I will certainly tell you, beforehand, if this is the case.

INT.: IF AFRAID OF SALES OR PRIVACY VIOLATION:

Absolutely no sales are involved. We are interested in your opinions, which are treated, of course, with confidentiality. We comply with all European regulations on privacy (as set forth by ESOMAR).

INT.: IF WANTS TO KNOW MORE ABOUT PROJECT, COMPANY, SPONSORS:

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1. Continue NOW → Q41
2. Make an APPOINTMENT

Normal EMS selection

Q41 Now talking about your household, does it consist of:

INT.: READ OUT LIST!

1. One person
2. A family or partners living together
3. Or of more than one person, but not as a family ?

Q45 And may I ask your year of birth ?

Year of birth: (....)

INT.: IF NECESSARY:

As part of our research, we compare answers given by different participants of different age groups.

INT.: TYPE "DK" IF NO ANSWER

*If Normal Mobile sample AND age is outside of range 21/74
→ terminate interview*

Q46 INT.: GENDER OF RESPONDENT, WITHOUT ASKING!

1. Male
2. Female

CZE/FIN/HUN/ITA/POL/POR, Normal Mobile only:

Q47 Do you have a fixed telephone line at home ?

1. Yes
2. No

Q51 The average [country name] household income is generally said to be about [average income] per year, which is about [average income] per month.

If country = Austria or Germany:

That's a figure AFTER taxes and includes all sources of income.

Other countries:

That's a figure BEFORE taxes and includes all sources of income.

Will you please say whether your household's income is below this average, about this average, or above this average income level ?

If Q41=3:

You may treat yourself as a single person household.

1. Below average → Q153
2. Average → Q153
3. Above average → Q52
4. Refuses information → Q153
5. Don't know → Q153

Q52 *If Q41=2:*

Would your HOUSEHOLD'S INCOME be above [top 20% h.h.income threshold], which is about [top 20% h.h.income threshold] per month ?

If Q41=1/3:

Would your PERSONAL INCOME be above [top 20% h.h.income threshold], which is about [top 20% h.h.income threshold] per month ?

1. No, less than [top 20% h.h.income threshold] → Q153
2. Yes, [top 20% h.h.income threshold] or more → Q53
3. Refuses information → Q54
4. Don't know → Q153

Q53 *If Q41=2:*

Would your HOUSEHOLD'S INCOME be above [top 10% h.h.income threshold], which is about [top 10% h.h.income threshold] per month ?

If Q41=1/3:

Would your PERSONAL INCOME be above [top 10% h.h.income threshold], which is about [top 10% h.h.income threshold] per month ?

1. No, less than [top 10% h.h.income threshold] → Q54
2. Yes, [top 10% h.h.income threshold] or more → Q54
3. Refuses information → Q54
4. Don't know → Q54

Q54 *If the household consists of a family or partners living together:*
Are you the MAIN INCOME EARNER in this household ?

1. Yes
2. No

If Q54=No AND Normal Mobile location → terminate interview

Q55 *If no information about the household income was given:*
If Q54=1

Could you tell me at what age you finished your full-time education ?

If Q54=2

Could you tell me at what age the main income earner finished his/her full-time education ?

Year of birth : [answer Q45]

Age finished full time education: (....)

Q56 *If no information about the household income was given:*
If Q54=1

Which of these descriptions best fits your present or former occupational position?

If Q54=2

Which of these descriptions best fits the main income earner's present or former occupational position?

INT.: READ OUT LIST!

1. Professions, managerial
2. Other office position
3. Manual or other ?

Q62 *If the household consists of a family or partners living together, and respondent is main income earner:*

Is there someone else in your household, who earns about as much as you ?

If the household consists of a family or partners living together, and respondent is not the main income earner:

Is there someone else in your household, who earns about as much as the main income earner ?

1. No, only one main income earner
2. Yes, altogether 2 main income earners
3. Yes, altogether 3 or more main income earners → *the household does not qualify*
→ Q153

If Q62=2 AND Normal Mobile location → Q71 (no MIE selection)

Q63 *If respondent is the main income earner and nr. of mie's=2:*
Is the other main income earner (also) between 21 and 74 years old ?
If respondent is not the main income earner and nr. of mie's=1:
Is this main income earner between 21 and 74 years old ?
If respondent is not the main income earner and nr. of mie's=2:
Are both these main income earners between 21 and 74 years old ?

1. Yes
2. No, only one
3. No, both not
4. No

Q64 *If nr. of mie's=2 and age of both mie's is between 21 and 74:*
Does each earn at least 40%
of the total household income ?

1. Yes → Q67
2. No → Q65

Q65 *If just one income earner qualifies with 40% or more of the total household income:*
Are you the person who earns the most ?

1. Yes → Q71
2. No → Q75

Q67 Are you [the elder/the younger] of the two main income earners
in this household ?

1. Yes → Q71
2. No → Q75

Inscreeners (household qualifies):

- Household income above Top 20% threshold
- Information about income is refused, terminal education age above 20, and occupational position of respondent is "professions, managerial" or "other office position"

Outscreeners (household does not qualify):

- Household income below Top 20% threshold or respondent doesn't know income → Q153
- Information about income is refused & terminal education age under 21, or occupational position of respondent is not "professions, managerial" or "other office position" → Q153
- 3 or more main income earners in household → Q153
- Age below 21 or above 74 of all household members → Q153

If respondent is the (selected)MIE:

Q71 I would like to continue with the main interview on reading and television viewing.

It takes about 15 to 20 minutes.

Would it be convenient to continue now ?

1. Continue NOW → Q991
2. Make an APPOINTMENT
3. Hesitates → Q72

Q72 INT.: IF WANTS TO KNOW REASON FOR SELECTION:

Your household was selected based on the answers given to the previous questions on household size, income et cetera.

INT.: IF WANTS MORE INFORMATION ABOUT SUBJECT OF MAIN SURVEY:

We ask about television viewing, reading and air travel. Our clients include international publishers and television networks who are interested in knowing more about the people who form their audience. More information can also be found on our Web site, www.synovate.nl/ems.

INT.: IF AFRAID OF SALES OR PRIVACY VIOLATION:

Absolutely no sales are involved. We are interested in your use of the media and your answers are treated, of course, with confidentiality. We comply with all European regulations on privacy, as set forth by ESOMAR.

1. Continue NOW → Q991
2. Make an APPOINTMENT → Q73

Q73 INT.: MAKE APPOINTMENT WITH THE SELECTED MAIN INCOME EARNER, BY PRESSING ENTER!

If respondent is not the (selected)MIE:

Q75 I would like to speak to the main income earner, who is between 21 and 74 years old.

or

I would like to speak to the person with the highest income, and between 21 and 74 years old.

or

I would like to continue the main interview with [the elder/the younger] of the two main income earners, and between 21 and 74 years old.

Would it be possible to do that right now ?

1. Yes, comes to the phone → Q76
2. No, not available right now → *Make an appointment*

Q76 Good afternoon/evening. This is [name interviewer]
from Synovate, which is a research company in Amsterdam.

We are currently conducting a survey on the differences in media consumption between the UK and other countries in Europe. We would highly appreciate your cooperation. Your contribution will enable us to gain more insight on this matter. The most important results of the survey will be made freely available to the public on our website.

The telephone interview takes about 15 to 20 minutes.
Would it be convenient to continue now ?

1. Continue NOW → Q991
2. Make an APPOINTMENT → Q78
3. Hesitates → Q77

If Q76=3

Q77 INT.: IF WANTS TO KNOW REASON FOR SELECTION:

Your household was selected based on the answers given to the previous questions on household size, income et cetera.

INT.: IF WANTS MORE INFORMATION ABOUT SUBJECT OF MAIN SURVEY:

We ask about television viewing, reading and air travel. Our clients include international publishers and television networks who are interested in knowing more about the people who form their audience. More information can also be found on our Web site, www.synovate.nl/ems.

INT.: IF AFRAID OF SALES OR PRIVACY VIOLATION:

Absolutely no sales are involved. We are interested in your use of the media and your answers are treated, of course, with confidentiality. We comply with all European regulations on privacy, as set forth by ESOMAR.

1. Continue NOW → Q991
2. Make an APPOINTMENT → Q78

Q78 INT.: MAKE APPOINTMENT WITH THE SELECTED MAIN INCOME EARNER,
BY PRESSING ENTER!

All countries except UK and Ireland:

Q991 INT.: CURRENT LANGUAGE IS:

[current language]

INT.: DO YOU WANT TO USE THIS LANGUAGE ?

1. Yes → Q92
2. No → Q992

Q992 INT.: SELECT LANGUAGE !

[list of languages]

MAIN INTERVIEW

Air Travel

Asking about the Designated Day of Interview –1 day (DDI-1) (maximum = 4 days ago):

Q111/Q112 First a few questions on travel.

I would like you to recall [day of week/yesterday].

Could you tell me if you were on a trip on that date,
staying overnight away from home ?

A day 'staying overnight away from home' can be a full day away from home as well as a departure day.

INT.: IF NECESSARY:

We ask this question, because for the survey it's important that we represent correctly the viewing and reading habits of people while they are away from home overnight.

1. Yes
2. No

Q113 *All respondents:*
How many INTERNATIONAL return trips by air did you make
during the past 12 months ?

INT.: IF NECESSARY, ASK FOR AN ESTIMATE!

Number of INTERNATIONAL airtrips: (...) *if 0 → Q117*

If 2 or more international airtrips in the past 12 months:

Q114 How many of those [number] international airtrips were BUSINESS trips ?

INT.: IF NECESSARY, ASK FOR AN ESTIMATE!

If 1 international airtrip in the past 12 months:

Was this international airtrip a BUSINESS trip ?

Number of INTERNATIONAL BUSINESS airtrips: (...)

If 2 or more international airtrips in the past 12 months:

Q116 And how many of those [number] international airtrips were trips to destinations
OUTSIDE OF EUROPE ?

INT.: IF NECESSARY, ASK FOR AN ESTIMATE!

If 1 international airtrip in the past 12 months:

And was this international airtrip a trip to a destination OUTSIDE OF EUROPE ?

Number of airtrips OUTSIDE OF EUROPE: (...)

Qxxx *If 2 or more airtrips outside of Europe in the past 12 months:*
How many of those [number] airtrips outside of Europe were BUSINESS trips ?
INT.: IF NECESSARY, ASK FOR AN ESTIMATE!

If 1 airtrip outside of Europe in the past 12 months:
And was this airtrip outside of Europe a BUSINESS trip ?

Number of BUSINESS airtrips OUTSIDE OF EUROPE: (....)

Q117 *All respondents (excl. Luxembourg):*
How many DOMESTIC airtrips did you make during the past 12 months ?
INT.: IF NECESSARY, ASK FOR AN ESTIMATE!

Number of DOMESTIC airtrips: (....) *if 0 → Q151*

Q118 *If 2 or more domestic airtrips in the past 12 months:*
And how many of those [number] domestic airtrips were BUSINESS trips ?
INT.: IF NECESSARY, ASK FOR AN ESTIMATE!

If 1 domestic airtrip in the past 12 months:
And was this domestic airtrip a BUSINESS trip ?

Number of domestic BUSINESS airtrips: (....)

First source of information

Q151 Which is the FIRST source you would turn to for news and current affairs ?

Would it be:

INT.: READ OUT WHOLE LIST!

1. Newspapers, magazines
2. Radio
3. TV
4. Teletext
5. The Internet
6. e-mail news alerts
9. DK

Preferred language of reading

Only in Belgian and Swiss questionnaire:

Q200 In which language do you prefer to read newspapers and magazines ?

Do you prefer reading in:

INT.: READ OUT LIST!

INT.: IF NECESSARY:

If you could only choose one, which would it be ?

1. Dutch
2. French
4. German

Rotate question order of:

- print questions (Q202/Q499),

- TV questions (Q500/Q599),

- Internet questions (Q153/Q199).

General Print

Reading time

Q205 On a typical WEEKDAY, Monday to Friday, how much time do you spend reading newspapers and magazines ?

Q206 On a typical SATURDAY or SUNDAY, how much time do you spend reading newspapers and magazines ?

- | | | | |
|------|-------|------|------------|
| 1. | 01m | 145. | 1h45m |
| 2. | 02m | 200. | 2h |
| 3. | 03m | 215. | 2h15m |
| 5. | 05m | 230. | 2h30m |
| 10. | 10m | 245. | 2h45m |
| 15. | 15m | 300. | 3h |
| 20. | 20m | 330. | 3h30m |
| 25. | 25m | 400. | 4h |
| 30. | 30m | 430. | 4h30m |
| 35. | 35m | 500. | 5h |
| 40. | 40m | 600. | 6h |
| 45. | 45m | 700. | 7h |
| 50. | 50m | 800. | 8h |
| 100. | 1h | 900. | 9h |
| 115. | 1h15m | 998. | Never read |
| 130. | 1h30m | 999. | DK |

Audience measurement: print media

12 month readership

Q203 I am going to read out the names of various publications.

Would you please tell me, for each publication I mention, whether you have read or looked at it in the past 12 months.

It doesn't matter how long you spent reading it, or what kind of copy: a paper copy or an electronic PDF version of the paper edition.

Question blocks:

DAILY PUBLICATIONS(Q210/Q214), WEEKLY PUBLICATIONS (Q230/Q237), FORTNIGHTLIES (Q265), MONTHLY PUBLICATIONS (Q250/Q261) randomly rotated:

- *dailies ↔ weeklies ↔ fortnightlies ↔ monthlies*
- *or weeklies ↔ monthlies ↔ dailies ↔ fortnightlies*
- *etc.*

Q210 Now thinking of the NATIONAL AND INTERNATIONAL DAILY NEWSPAPERS.

Q211 In the last 12 months, did you read or look at:

INT.: READ OUT LIST!

[list of national dailies]

1. Yes
2. No

Q214 In the last 12 months, did you read or look at:

INT.: READ OUT LIST!

[list of international dailies]

1. Yes
2. No

Q230 Now thinking of the NATIONAL and INTERNATIONAL WEEKLY NEWSPAPERS and MAGAZINES.

Q234 In the last 12 months, did you read or look at:

INT.: READ OUT LIST!

[list of national weekly newspapers and magazines]

1. Yes
2. No

Q237 In the last 12 months, did you read or look at:

INT.: READ OUT LIST!

[list of international weekly newspapers and magazines]

1. Yes
2. No

Q250 Now thinking of the NATIONAL and INTERNATIONAL MONTHLY MAGAZINES.

Q251 In the last 12 months, did you read or look at:

INT.: READ OUT LIST!

[list of national monthly magazines]

1. Yes
2. No

Q257 In the last 12 months, did you read or look at:

INT.: READ OUT LIST!

[list of international monthly magazines]

1. Yes
2. No

Q260 Now thinking of IN-FLIGHT MAGAZINES published by airlines for their passengers.

Q261 In the last 12 months, did you read or look at:

INT.: IN-FLIGHT MAGAZINES CAN ALSO BE FOUND OUTSIDE OF AN AIRPLANE!
INT.: READ OUT LIST!

[list of in-flights]

1. Yes
2. No

Q264 Now thinking of the NATIONAL and INTERNATIONAL FORTNIGHTLIES.

Q265 In the last 12 months, did you read or look at:

INT.: READ OUT LIST!

[list of national and international fortnightlies]

1. Yes
2. No

Recent reading

Q272 Now I am going to name titles of the publications you said you read or looked at.

I would like you to recall the last time you read or looked at a copy for at least two minutes.

If read or looked at NONE of all listed titles → Q504

If read or looked at a national or international daily newspaper:

Q280 Now the NATIONAL AND INTERNATIONAL DAILY NEWSPAPERS.

Q282/Q284 Apart from today, when was the last time that you read or looked at a copy of [title name] ?

INT.: READ OUT LIST!

1. Yesterday
2. Last Sunday (*extra option for Tu-Sa newspapers in Tuesday interviews*)
3. Last Saturday (*extra option for Mo/Tu-Fr/Sa newspaper. in Monday interviews*)
4. Last Friday (*extra option for Mo-Fr newspaper. in Monday interviews*)
5. Within the last 30 days
6. More than 30 days ago

If read or looked at a national or international weekly newspaper or magazine:

Q290 Now the NATIONAL and INTERNATIONAL WEEKLY NEWSPAPERS and MAGAZINES.

Q292/296 Apart from today, when was the last time you read or looked at a copy of [title name] ?

INT.: READ OUT LIST!

1. Yesterday
2. Within the last 7 days
3. Within the last 2 month
4. Longer than 2 months ago

If read or looked at a national or international monthly:

Q300 Now the NATIONAL and INTERNATIONAL MONTHLY MAGAZINES.

Q302/306 Apart from today, when was the last time you read or looked at a copy of [title name] ?

INT.: READ OUT LIST!

1. Yesterday
3. Within the last 30 days
4. Within the last 2 months
5. Within the last 6 months
6. More than 6 months ago
7. Within the last 12 months
8. More than 12 months ago

If read or looked at in-flight magazines:

Q307 Now the IN-FLIGHT MAGAZINES:

Q309 Apart from today, when was the last time you read or looked at a copy of [title name] ?

INT.: READ OUT LIST!

1. Yesterday
3. Within the last 30 days
4. Within the last 2 months
5. Within the last 6 months
6. More than 6 months ago
7. Within the last 12 months
8. More than 12 months ago

If read or looked at a national or international fortnightly:

Q310 Now the NATIONAL and INTERNATIONAL FORTNIGHTLIES.

Q312 Apart from today, when was the last time you read or looked at a copy of [title name] ?

INT.: READ OUT LIST!

1. Yesterday
2. Within the last fortnight
3. Within the last 6 months
4. Longer than 6 months ago

Reading whilst travelling

Asking about the Designated Day of Interview –1 day (DDI-1), for all who said they were on trip that day:

Q315 Thinking of the recent trip you made.

According to the information you gave me earlier,
you would have been away from home [day of week/yesterday].

Did you read or look at any of the following daily newspapers
for at least two minutes on that day? It does not matter where.

[list of international daily newspapers, read in past 30 days]

Reading frequency

If read in last month:

Q340 Now thinking of the NATIONAL AND INTERNATIONAL DAILY NEWSPAPERS.

Q342/Q344 Nowadays, how many issues out of 6 of [name title] would you say
you normally read or look at ?

0. less than one out of six
1. one out of six
2. two out of six
3. three out of six
4. four out of six
5. five out of six
6. six out of six

If read in last 2 months:

Q350 Now thinking of the NATIONAL and INTERNATIONAL WEEKLY NEWSPAPERS and
MAGAZINES.

Q352/Q356 In 3 weeks 6 issues of
[name title] are published.
Nowadays, how many issues out of 6 would you say
you normally read or look at ?

or

In 6 weeks 6 issues of
[name title] are published.
Nowadays, how many issues out of 6 would you say
you normally read or look at ?

If read in last 6/12 months:

Q360 Now thinking of the NATIONAL and INTERNATIONAL MONTHLY MAGAZINES.

Q362/Q366 In 6 months 6 issues of
[name title] are published.
Nowadays, how many issues out of 6 would you say
you normally read or look at ?
or
In 12 months 6 issues of
[name title] are published.
Nowadays, how many issues out of 6 would you say
you normally read or look at ?

If read in last 6/12 months:

Q367 Now thinking of the IN-FLIGHT MAGAZINES.

Q369 In 6 months 6 issues of
[name title] are published.
Nowadays, how many issues out of 6 would you say
you normally read or look at ?
or
In 12 months 6 issues of
[name title] are published.
Nowadays, how many issues out of 6 would you say
you normally read or look at ?

If read in last 6 months:

Q370 Now thinking of the NATIONAL and INTERNATIONAL FORTNIGHTLIES.

Q372 In 3 months 6 issues of
[name title] are published.
Nowadays, how many issues out of 6 would you say
you normally read or look at ?

Source of copy

If read national or international daily newspaper (of only a selected group of titles) in last interval:

Q413 Thinking of the last issue of [name title]
that you read or looked into.

How did you receive that copy ?

Was it:

INT.: READ OUT LIST!

1. bought at a newsstand
2. a paper subscription at home,
3. a paper subscription at work,
6. a paid subscription to the electronic version of the paper edition,
7. a free electronic version of the paper edition,
8. or did you just pick it up somewhere?
9. dk

If read national or international weekly newspaper (of only a selected group of titles) in last interval:

Q425 Thinking of the last issue of [name title]
that you read or looked into.

How did you receive that copy ?

Was it:

INT.: READ OUT LIST!

1. bought at a newsstand
2. a paper subscription at home,
3. a paper subscription at work,
6. a paid subscription to the electronic version of the paper edition,
7. a free electronic version of the paper edition,
8. or did you just pick it up somewhere?
9. dk

Q435 *If read national or international monthly (of only a selected group of titles) in last interval:*
Thinking of the last issue of [name title]
that you read or looked into.

How did you receive that copy ?

Was it:

INT.: READ OUT LIST!

1. bought at a newsstand
2. a paper subscription at home,
3. a paper subscription at work,
6. a paid subscription to the electronic version of the paper edition,
7. a free electronic version of the paper edition,
8. or did you just pick it up somewhere?
9. dk

Q442 *If read national or international fortnightly (of only a selected group of titles) in last interval:*
Thinking of the last issue of [name title]
that you read or looked into.

How did you receive that copy ?

Was it:

INT.: READ OUT LIST!

1. bought at a newsstand
2. a paper subscription at home,
3. a paper subscription at work,
6. a paid subscription to the electronic version of the paper edition,
7. a free electronic version of the paper edition,
8. or did you just pick it up somewhere?
9. dk

Audience measurement: television

Awareness, International channels

Q504 I am going to read out a list of various INTERNATIONAL television channels.
Would you please tell me for each channel whether you have heard of it at all.

Q505 Have you ever heard of:

INT.: READ OUT LIST! NO EXPLANATIONS ALLOWED!

[list of International channels]

1. Yes
2. No

*Two q're routing sequences for Total viewing, Recency, Day Part Viewing, Frequency:
- Int. TV channels 1st in all lists - Nat. TV channels 2nd
- Nat. TV channels 1st in all lists - Int. TV channels 2nd*

Total viewing

If aware of 1 or more International channels:

Q510 Which of the following INTERNATIONAL channels did you watch in the last 12 months ?

It doesn't matter whether you viewed these at home, or any other place,
and it doesn't matter whether you viewed them on a TV set, or as a live stream
on your PC or any mobile device.

Q511 In the last 12 months, did you watch:

INT.: READ OUT LIST!

[list of International channels, heard of]

1. Yes
2. No

Q515 Which of the following NATIONAL channels did you watch in the last 12 months ?

It doesn't matter whether you viewed these at home, or any other place,
and it doesn't matter whether you viewed them on a TV set, or as a live stream
on your PC or any mobile device.

Q516 In the last 12 months, did you watch:

INT.: READ OUT LIST!

[list of National channels]

1. Yes
2. No

Recency

Q521 Now I am going to name the television channels you said you watched.
I would like you to recall the last time you watched these for at least 2 minutes.

If watched an International channel:

Q523 Apart from [today/today and apart from yesterday], when was the last time that you watched [title name] ?

INT.: READ OUT LIST!

1. [Yesterday/Last Saturday]
2. Within the last 7 days
3. Within the last 30 days
4. More than 30 days ago

If watched a National channel:

Q527 Apart from [today/today and apart from yesterday], when was the last time that you watched [title name] ?

INT.: READ OUT LIST!

1. [Yesterday/Last Saturday]
2. Within the last 7 days
3. Within the last 30 days
4. More than 30 days ago

TV watched Yesterday / TV Viewed On Trip

Q531 *If no channel watched yesterday/Saturday
& Designated Day of Interview – 1 day (DDI-1) was not a day away from home:*
Thinking of [yesterday/Saturday], did you watch
TV at all for at least 2 minutes ?

It doesn't matter whether you watched at home,
at work, in a hotel or somebody else's home.

*If 1 or more channels watched in the past 30 days
& DDI-1 was a day away from home:*
Thinking of the recent trip you made.

According to the information you gave me earlier,
you would have been away from home [day of week/yesterday].

Did you watch TV for at least 2 minutes on that day ?

It doesn't matter where you viewed, or whether
or not you were paying full attention to the TV.

1. Yes
2. No → *(skip Day Part Viewing questions).*

Q549 *If DDI-1 was a day away from home & Q531(1):*
Can you tell me if you watched any of the following TV channels on that day,
for at least 2 minutes ?

It doesn't matter where you viewed, or whether
or not you were paying full attention to the TV.

If watched 1 or more International channels in the past 30 days:
Q550 Did you watch for at least 2 minutes on that day: **INT.: READ OUT LIST!**

[list of international channels, watched in past 30 days]

1. Yes
2. No

If watched 1 or more National channels in the past 30 days:
Q553 Did you watch for at least 2 minutes on that day: **INT.: READ OUT LIST!**

[list of national channels, watched in past 30 days]

1. Yes
2. No

Day Part Viewing, Yesterday / Day Part Viewing, On Trip

Q533 *If DDI-1 was not a day away from home:*
Now if you think in more detail about the channels you watched [yesterday/Saturday].
It doesn't matter where you viewed, or whether or not you were paying full attention to the TV.

Q535 *If DDI-1 was not a day away from home:*
In which of the following time periods did you watch [channel name] for at least 2 minutes: **INT.: READ OUT LIST!**
If DDI-1 was a day away from home:
In which of the following time periods did you watch [channel name] for at least 2 minutes, on that day: **INT.: READ OUT LIST!**

INT.: IF RESPONDENT WATCHED THE CHANNEL AROUND 5 PM, CODE BOTH TIME SEGMENTS, BEFORE AND AFTER 5 PM !

1. Between 6 am and 12 noon
2. Between 12 noon and 5 pm
3. Between 5 pm and 12 midnight
4. Between 12 midnight and 6 am

1. Yes
2. No

Q540 You watched [channel name] between [time segment].
Could you tell me in which hours you were watching [channel name] in this day part ?

INT.: ALWAYS ASK THIS SECOND QUESTION TO FIND ALL WATCHED HOURS TO BE SELECTED:

Were there any other hours in this day part in which you were watching [channel name] ?

[list of hour periods within day part]

If Day Part Viewing questions are asked about Yesterday → Q542

If Day Part Viewing questions are asked about Away Day → Q562

Q542 *If respondent watched 1 or more channels yesterday, but did not mention a day part watched for the channel(s):*

You mentioned earlier that you watched [channel name] [yesterday/Saturday], but it wasn't mentioned as we went through the day in detail.

Do you still think you may have watched [channel name] [yesterday/Saturday], at some point during the day ?

1. Yes
2. No

Q544 *If respondent watched 1 or more channels in the past 30 days, but not yesterday:*
Are there any other channels you watched [yesterday/Saturday]
for at least 2 minutes, that you didn't mention as we went through the day
in detail ?

INT.: READ OUT LIST, MULTIPLE RESPONSE POSSIBLE!

[list of channels watched in the past 30 days but not mentioned for yesterday,
and channels watched yesterday but not mentioned for any of the day parts]

98. Other

99. None

*If a channel appears to have been watched yesterday, when going through the day in detail
for other channels watched yesterday:*

Q546 In which of the following time periods did you watch [channel name]
for at least 2 minutes: INT.: READ OUT LIST!

INT.: IF RESPONDENT WATCHED THE CHANNEL AROUND 5 PM,
CODE BOTH TIME SEGMENTS, BEFORE AND AFTER 5 PM !

1. Between 6 am and 12 noon

2. Between 12 noon and 5 pm

3. Between 5 pm and 12 midnight

4. Between 12 midnight and 6 am

1. Yes

2. No

Q557 You watched [channel name] between [time segment].
Could you tell me in which hours you were watching [channel name]
in this day part ?

INT.: ALWAYS ASK THIS SECOND QUESTION TO FIND ALL WATCHED
HOURS TO BE SELECTED:

Were there any other hours in this day part in which you were watching
[channel name] ?

[list of hour periods within day part]

Qxx1

If DDI-1 was not a day away from home:

Thinking of [channel name],
roughly for how many hours and minutes did you watch [channel name]
in total, between 6 o'clock yesterday morning and 6 o'clock this morning ?

or

Thinking of [channel name],
roughly for how many hours and minutes did you watch [channel name]
in total, between 6 o'clock Saturday morning and 6 o'clock Sunday morning ?

or If DDI-1 was a day away from home:

Thinking of [channel name],
roughly for how many hours and minutes did you watch [channel name]
in total on that day, between 6 o'clock [day of week of the tripday] morning and 6 o'clock
[day of week+1 day] morning ?

- | | | | |
|------|-------|------|---------------|
| 1. | 01m | 145. | 1h45m |
| 2. | 02m | 200. | 2h |
| 3. | 03m | 215. | 2h15m |
| 5. | 05m | 230. | 2h30m |
| 11. | 10m | 245. | 2h45m |
| 16. | 15m | 300. | 3h |
| 20. | 20m | 330. | 3h30m |
| 25. | 25m | 400. | 4h |
| 30. | 30m | 430. | 4h30m |
| 35. | 35m | 500. | 5h |
| 40. | 40m | 600. | 6h |
| 45. | 45m | 700. | 7h |
| 50. | 50m | 800. | 8h |
| 100. | 1h | 900. | 9h or more |
| 115. | 1h15m | 998. | Did not watch |
| 130. | 1h30m | 999. | DK |

Viewing frequency, TV channels

International channels

Q562 Now thinking of the channels you watched in the last month.

How often did you watch [name international channel]
in the last 30 days ?

Is it:

INT.: READ OUT LIST!

1. Every day or almost every day
2. 4 or 5 days per week
3. 2 or 3 days per week
4. Once a week
5. Or less than once a week
6. DK

National channels

Q566 *For a limited list of national channels:*
How often did you watch [name national channel]
in the last 30 days ?

Is it:

INT.: READ OUT LIST!

1. Every day or almost every day
2. 4 or 5 days per week
3. 2 or 3 days per week
4. Once a week
5. Or less than once a week
6. DK

Place of viewing, International channels

For channels viewed in the past 30 days:

Q571 In the last 30 days, in which of the following places did you watch [name channel] ?

Did you watch it:

INT.: READ OUT LIST, MULTIPLE RESPONSE!

1. At home
2. As a guest in someone else's home
3. At work
4. In a hotel room
5. In a public place like bar, airport lobby, or fitness centre
6. DK

General TV viewing

Viewing frequency

Q575 Would you please tell me how often you happen to watch TV nowadays, include all your viewing, whatever channel, and whether you are at home or elsewhere.

Is it:

INT.: READ OUT WHOLE LIST!

1. Every day or almost every day
2. 4 or 5 days a week
3. 2 or 3 days a week
4. One day a week
5. Less than once a week
6. DK

Viewing time

Q576 On a typical WEEKDAY, Monday to Friday, how long do you watch TV ?

Q577 On a typical SATURDAY or SUNDAY, how long do you watch TV ?

- | | | | |
|------|-------|------|---------------|
| 1. | 01m | 145. | 1h45m |
| 2. | 02m | 200. | 2h |
| 3. | 03m | 215. | 2h15m |
| 5. | 05m | 230. | 2h30m |
| 12. | 10m | 245. | 2h45m |
| 17. | 15m | 300. | 3h |
| 20. | 20m | 330. | 3h30m |
| 25. | 25m | 400. | 4h |
| 30. | 30m | 430. | 4h30m |
| 35. | 35m | 500. | 5h |
| 40. | 40m | 600. | 6h |
| 45. | 45m | 700. | 7h |
| 50. | 50m | 800. | 8h |
| 100. | 1h | 900. | 9h |
| 115. | 1h15m | 998. | Never watches |
| 130. | 1h30m | 999. | DK |

Typical viewing by day part

Q578 On a typical WEEKDAY would you EVER watch TV:

INT.: READ OUT LIST!

1. Between 6 am and 12 noon
2. Between 12 noon and 5 pm
3. Between 5 pm and 12 midnight
4. Between 12 midnight and 6 am

1. Yes
2. No

Q580 On a typical SATURDAY OR SUNDAY would you EVER watch TV:

INT.: READ OUT LIST!

5. Between 6 am and 12 noon
6. Between 12 noon and 5 pm
7. Between 5 pm and 12 midnight
8. Between 12 midnight and 6 am

1. Yes
2. No

Typical viewing, International channels

Q582 On a typical WEEKDAY, Monday to Friday, would you normally watch:

INT.: READ OUT LIST !

[list of international channels viewed in the past 30 days]

1. Yes
2. No

Q584 On a typical SATURDAY or SUNDAY, would you normally watch:

INT.: READ OUT LIST !

[list of international channels viewed in the past 30 days]

1. Yes
2. No

General TV

Q591 How many working TV-sets do you have in your home ?

Number of TV-sets at home: (....)

Q592 Do you have ready access to TV channels at work ?

It doesn't matter whether you can receive them on a TV-set or PC.

1. Yes
2. No

Q594 Approximately how many channels are programmed on your main TV-set ?

INT.: READ OUT LIST!

1. 1 - 6
2. 7 - 13
3. 14 - 19
4. 20 - 29
5. 30 - 49
6. 50 - 99
7. 100 or more ?
9. DK

Q595

If number of TV-sets at home is 1:

How does your TV-set at home receive its program signal ?

If number of TV-sets at home is 2 or more:

How do your TV-sets at home receive their program signal ?

Is it through:

INT.: READ OUT LIST!

INT.: MULTIPLE RESPONSE IS POSSIBLE!

1. An antenna or (analogue) aerial,
2. An aerial with digital set-top-box or integrated digital TV,
3. A satellite dish with analogue receiver,
4. A satellite dish with digital set-top-box,
5. (Analogue) cable,
6. Cable with digital set-top-box,
7. Or ADSL ?

Internet

Internet questions (Q153/Q155): for EMS respondents as well as outscreeners.

Q153 What type of connection do you have to access the Internet at home ?

INT.: READ OUT LIST, MULTIPLE RESPONSE POSSIBLE!

1. A regular phone connection (analogue dial up or ISDN connection)
2. or a broadband connection (by cable, DSL/ADSL or other high speed connection) ?
8. Have no access to the internet at home
9. DK

Q154 *If access to internet at home:*

On how many days a week do you usually use the Internet including your usage at home or at work, or anywhere else ?

If no access to internet at home:

On how many days a week do you usually use the Internet including your usage at work, or anywhere else ?

Is that:

INT.: READ OUT LIST!

1. 6/7 days a week
2. 4/5 days a week
3. 2/3 days a week
4. 1 day a week
5. Less often than one day a week
9. Or not in the last 12 months ? → Q601

Q155 Thinking of an average day when you use the Internet, approximately how long do you spend actually viewing websites on the Internet, excluding your use of e-mail ?

INT.: READ OUT LIST!

1. Less than 30 minutes
2. 30 minutes
3. 1 hour
4. 1.5 hour
5. 2 hours
6. 2.5 hours
7. 3 hours
8. 3.5 hours
9. 4 hours
10. Or more than 4 hours ?

Audience measurement: websites

Visited website in last 30 days

Q161 I am going to read out the names of various websites.

Would you please tell me, which of the websites I mention, you have visited in the past 30 days.

It doesn't matter whether you visited them at home, or any other place, and it doesn't matter whether you visited them via your PC, or any other device.

Randomly rotated routing sequence for Q163, Q166 and Q169

Q163 In the last 30 days, did you visit:

INT.: READ OUT LIST!

[randomly rotated list of **TV channel websites**]

1. Yes
2. No

Q166 In the last 30 days, did you visit:

INT.: READ OUT LIST!

[randomly rotated list of **other websites**]

1. Yes
2. No

Q169 In the last 30 days, did you visit:

INT.: READ OUT LIST!

[randomly rotated list of **print websites**]

1. Yes
2. No

Visited website, recency

Q173 Now I am going to name the websites you said you visited.

I would like you to recall the last time you visited these for at least 2 minutes.

If visited a website in last 30 days:

Q176/Q179/Q182

Apart from [today/today and apart from yesterday], when was the last time that you visited [name website] ?

INT.: READ OUT LIST!

1. [Yesterday/Last Saturday]
2. Within the last 7 days
3. or more than 7 days ago

Visited website, frequency

If visited a website in last 30 days:

Q185 Now thinking of the websites you visited in the last month.

How often did you visit [name website]
in the last 30 days ?

Q188/Q191/Q194

Is it:

INT.: READ OUT LIST!

1. Several times a day
2. About once a day
3. A few times a week
4. A few times a month
5. Or less often

Demographics

Q601 *For EMS respondents as well as outscreeners with Q41=2:*
Now finally, for statistical reasons, I would like to ask you some questions about your household and job position.

Outscreeners with Q41=2 → Q604

Q602 INT.: GENDER OF RESPONDENT, WITHOUT ASKING!

1. Male
2. Female

Q603 *Only if respondent has not been asked during EMS selection:*
What is your year of birth ?

Year of birth: (...)

Q604 *Only if the household consists of a family or partners living together (41(2)):*
How many people live in your household, including yourself ?

Household size: (...)

Q605 *Only if the household consists of a family or partners living together (41(2)):*
How many children of under 16 are living in your household ?

Household size : [answer Q604]
Number of children under 16: (...)

Outscreeners with Q41=2 → END

Occupation

Q607 How would you describe your present occupational position ?

INT.: IF RESPONDENT HAS 2 OR MORE JOBS, PLEASE FOCUS
ALL JOB QUESTIONS ON THE HIGHEST EARNING JOB

Are you:

INT.: READ OUT LIST!

1. Self-employed → Q609
2. In paid employment → Q609
3. Temporarily not working → Q608
4. Retired → Q608
5. Not gainfully employed: responsible for shopping and looking after the home → Q608

Q608 *If temporarily not working or retired:*

How would you describe your former occupational position ?

INT.: IF RESPONDENT HAD 2 OR MORE JOBS, PLEASE FOCUS
ALL JOB QUESTIONS ON THE HIGHEST EARNING JOB

Were you:

If not gainfully employed:

Before the current situation, were you:

INT.: READ OUT LIST!

1. Self-employed → Q609
2. In paid employment → Q609
3. Or not working ? → Q630

Q609 Does the organisation you work for have an office or plant other than the one in which you work ?

or

Did the organisation you worked for have an office or plant other than the one in which you worked ?

1. Yes → Q610
2. No → Q611

Q610 Does the organisation you work for have one or more offices or plants outside your country ?

or

Did the organisation you worked for have one or more offices or plants outside your country ?

1. Yes
2. No

Q611

If self-employed:

How many employees do you have at the establishment where you work ?

or

How many employees did you have at the establishment where you worked ?

If in paid employment:

How many people, including yourself, are employed at the establishment where you work ?

or

How many people, including yourself, were employed at the establishment where you worked ?

1. 0
2. 1 - 5
3. 6 - 9
4. 10 - 19
5. 20 - 49
6. 50 - 99
7. 100 - 249
8. 250 - 499
9. 500 - 999
10. 1000 - 2499
11. 2500 - 4999
12. 5000 or more ?

Q612

If working in a multi establishment national organisation:

And how many employees are employed in total by your organisation ?

or

And how many employees were employed in total by your organisation ?

If working in a multi establishment international organisation:

And how many employees are employed in total worldwide by your organisation ?

or

And how many employees were employed in total worldwide by your organisation ?

1. 0
2. 1 - 5
3. 6 - 9
4. 10 - 19
5. 20 - 49
6. 50 - 99
7. 100 - 249
8. 250 - 499
9. 500 - 999
10. 1000 - 2499
11. 2500 - 4999
12. 5000 or more ?

If in paid employment:

Q613 How many employees are you responsible for ?
or
How many employees were you responsible for ?

1. 0
2. 1 - 5
3. 6 - 9
4. 10 - 19
5. 20 - 49
6. 50 or more ?

Q614 What is the main activity carried out from the establishment where you work ?
or
What was the main activity carried out from the establishment where you worked ?

INT.: READ OUT LIST!
IF NECESSARY, ASK RESPONDENT TO SPECIFY THE ACTIVITY
AND SEE IF THIS CAN BE GROUPED IN ONE OF THE CATEGORIES
TO AVOID OPTION 'OTHER'

- | | | |
|-----|---|--------|
| 1. | Finance | → Q691 |
| 2. | Other services | → Q692 |
| 3. | One of the professions, like law, accounting, architecture or consultancy | → Q693 |
| 4. | Healthcare or medicine | |
| 5. | Manufacturing, engineering or construction | → Q694 |
| 6. | Education | → Q699 |
| 7. | Government (excluding education and healthcare) | → Q619 |
| 8. | Police or Armed forces | → Q619 |
| 9. | Agriculture or mining | → Q695 |
| 10. | Other | → Q696 |

If "Finance" is main activity:

Q691 Is it:
or
Was it:

INT.: READ OUT LIST!
IF NECESSARY, ASK RESPONDENT TO SPECIFY THE ACTIVITY
AND SEE IF THIS CAN BE GROUPED IN ONE OF THE CATEGORIES
TO AVOID OPTION 'OTHER'

- | | | |
|-----|-----------------------------|--------|
| 11. | Insurance, | |
| 12. | Banking, | |
| 13. | or other financial services | |
| 99. | Other | → Q696 |

If "Other services" is main activity:

Q692 INT.: PLEASE ASK RESPONDENT TO FURTHER SPECIFY THE ACTIVITY AND SEE IF THIS CAN BE GROUPED IN ONE OF THE CATEGORIES BELOW

INT.: IF NECESSARY, READ OUT LIST!

Is it:

or

Was it:

- 21. IT, Internet, Software, or Computer services,
- 22. Telecommunications services,
- 23. Marketing, or Management services,
- 24. Media, or Advertising,
- 25. Printing, Publishing, or Broadcasting,
- 26. Transport, Logistics, or Distribution,
- 27. Import, Export, Wholesale, or Retail,
- 28. Travel, Tourism, or Leisure Services,
- 29. or Other services,
- 99. Other → Q696

If "One of the professions" is main activity:

Q693 Is it:

or

Was it:

INT.: READ OUT LIST!
IF NECESSARY, ASK RESPONDENT TO SPECIFY THE ACTIVITY AND SEE IF THIS CAN BE GROUPED IN ONE OF THE CATEGORIES TO AVOID OPTION 'OTHER'

- 31. Law,
- 32. Accounting or other professions,
- 99. Other → Q696

If "Manufacturing, engineering or construction" is main activity:

Q694 INT.: PLEASE ASK RESPONDENT TO FURTHER SPECIFY THE ACTIVITY AND SEE IF THIS CAN BE GROUPED IN ONE OF THE CATEGORIES BELOW

INT.: IF NECESSARY, READ OUT LIST!

Is it:

or

Was it:

- 51. Oil, Chemicals, Pharmaceuticals, or Plastics,
- 52. Metals,
- 53. IT or Computing equipment,
- 54. Telecommunications equipment,
- 55. Construction, Civil engineering, or building materials,
- 56. Vehicles, or Transport equipment,
- 57. Food, Drink, or Tobacco,
- 58. Textiles, or Clothing,
- 59. or Other manufacturing, refining, or engineering,
- 99. Other → Q696

If "Agriculture or mining" is main activity:

Q695 Is it:

or

Was it:

INT.: READ OUT LIST!
IF NECESSARY, ASK RESPONDENT TO SPECIFY THE ACTIVITY AND SEE IF THIS CAN BE GROUPED IN ONE OF THE CATEGORIES TO AVOID OPTION 'OTHER'

- 91. Agriculture,
- 92. or Mining, Extraction, Energy, or Water,
- 99. Other → Q696

If main activity could not be specified:

Q696 INT.: PLEASE ASK RESPONDENT TO FURTHER SPECIFY THE ACTIVITY AND SEE IF THIS CAN BE GROUPED IN ONE OF THE CATEGORIES BELOW

INT.: IF NECESSARY, READ OUT LIST!

Is it:

or

Was it:

11. Insurance,
12. Banking,
13. or other financial services
21. IT, Internet, Software, or Computer services,
22. Telecommunications services,
23. Marketing, or Management services,
24. Media, or Advertising,
25. Printing, Publishing, or Broadcasting,
26. Transport, Logistics, or Distribution,
27. Import, Export, Wholesale, or Retail,
28. Travel, Tourism, or Leisure Services,
29. or Other services,
31. Law,
32. Accounting or other professions,
41. Healthcare or medicine
51. Oil, Chemicals, Pharmaceuticals, or Plastics,
52. Metals,
53. IT or Computing equipment,
54. Telecommunications equipment,
55. Construction, Civil engineering, or building materials,
56. Vehicles, or Transport equipment,
57. Food, Drink, or Tobacco,
58. Textiles, or Clothing,
59. or Other manufacturing, refining, or engineering,
61. Education → Q699
71. Government (excluding education and healthcare) → Q619
81. Police or Armed forces → Q619
91. Agriculture,
92. or Mining, Extraction, Energy, or Water,
99. Other

Q615 *If in paid employment and main activity is not education or government*
Which of the following best describes the position
you hold:
or
Which of the following best describes the position
you held:

INT.: READ OUT LIST!

1. Director → Q616
2. Managerial → Q616
3. Professional or technical executive → Q621
4. Administrative or an other position → Q621

Q616 *If in paid employment and director or in managerial position:*
Is your position:
or
Was your position:

INT.: READ OUT LIST!

1. Chairman, CEO, president or managing director → Q620
2. CFO, finance director or treasurer → Q617
3. Other director or board member → Q617
4. General manager → Q617
5. Head of a department → Q617
6. Section Head → Q617
7. Other manager or senior executive → Q620

Q617 *If Q616 = 2/6*
Are you the:

or

Were you the:

INT.: READ OUT LIST!

1. Head of finance (at this establishment)
2. Head of production (at this establishment)
3. Head of purchasing (at this establishment)
4. Head of IT (at this establishment)
5. Head of sales (at this establishment)
6. Head of export (at this establishment)
7. Head of marketing (at this establishment)
8. Product manager (at this establishment)
9. Head of Human Resources (at this establishment)
10. Other (SPECIFY)

Q699 *If in paid employment (education sector):*
With which age levels are you involved ?
or
With which age levels were you involved ?

INT.: READ OUT LIST!

1. Further or higher education (18 years and over)
2. Secondary education (11 to 18 years)
3. Primary education (11 years or younger)

Q618 *If in paid employment (education sector):*
Are you:
or
Were you:

INT.: READ OUT LIST!

1. Head or principal
2. Head of a department
3. Or another position ?

Q619 *If in paid employment (government sector or Police or Armed forces):*
How would you describe your present job position:
or
How would you describe your former job position:

INT.: READ OUT LIST!

1. Senior or executive grade
2. Administrative
3. Or another job position ?

If currently working

AND job function is NOT Paid employed – Administrative or another position

AND job function is NOT Education – Head of a Department or Other Position

AND job function is NOT Government – Administrative or Other Position

Q621 I am going to read out a list of product and service areas.

Could you indicate for each of those areas whether you authorize purchases, have some responsibility, or have no responsibility ?

1. Computers or network systems
2. Telecom services or telecom equipment
3. Printers, scanners or photocopiers
4. Car fleets, vans, trucks
5. Raw materials
6. Construction equipment
7. Advertising or marketing
8. Management consultancy
9. Corporate finance or investment
10. Other banking, finance or insurance services
11. Relocation or property services
12. Travel services
13. Freight or courier services

1. Authorise purchases
2. Some responsibility
3. No responsibility
4. Not applicable (do not read out)

If currently working AND (self-employed OR paid employed and managerial position):

Q622 Thinking of the last 12 months, would you say you took part in corporate purchasing decisions involving a total capital expenditure of more than [€ 60,000] ?

1. Yes → Q623
2. No → Q629
9. DK → Q629

Q623 And would it be:

INT.: READ OUT LIST!

1. Between [€ 60,000] and [€ 300,000]
2. Between [€ 300,000] and [€ 1,000,000]
3. Or above [€ 1,000,000]
9. DK

If presently working:

Q629 How many hours per week do you normally work ?

Working hours per week: (...)

Personal income

Q630 Would you please tell me whether your personal income per year, BEFORE taxes and including all sources of income, would be:

INT.: READ OUT LIST, UNTIL RESPONDENT CONFIRMS!

INT.: IF REFUSAL, CONVINCING OF CONFIDENTIALITY!

0. Below [€ 20,000] per year ([€ 1,550] per month) [CEMS countries only] → Q639
1. Between [€ 20,000] per year ([€ 1,550] per month)
and [€ 40,000] per year ([€ 3,100] per month) → Q631
2. Between [€ 40,000] per year ([€ 3,100] per month)
and [€ 80,000] per year ([€ 6,250] per month) → Q632
3. Between [€ 80,000] per year ([€ 6,250] per month)
and [€ 120,000] per year ([€ 9,400] per month) → Q633
4. Or above [€ 120,000] per year ([€ 9,400] per month) ? → Q634
8. Refuses information → Q639
9. DK → Q639

Q631 And finally would it be:

INT.: READ OUT LIST, UNTIL RESPONDENT CONFIRMS!

INT.: IF REFUSAL, CONVINCING OF CONFIDENTIALITY!

1. Below [€ 20,000] per year ([€ 1,550] per month)
2. Between [€ 20,000] per year ([€ 1,550] per month)
and [€ 30,000] per year ([€ 2,350] per month)
3. Or above [€ 30,000] per year ([€ 2,350] per month) ?
8. Refuses information
9. DK

Q632 And finally would it be:

INT.: READ OUT LIST, UNTIL RESPONDENT CONFIRMS!

INT.: IF REFUSAL, CONVINCING OF CONFIDENTIALITY!

1. Below [€ 50,000] per year ([€ 3,900] per month)
2. Between [€ 50,000] per year ([€ 3,900] per month)
and [€ 60,000] per year ([€ 4,700] per month)
3. Between [€ 60,000] per year ([€ 4,700] per month)
and [€ 70,000] per year ([€ 5,450] per month)
4. Or above [€ 70,000] per year ([€ 5,450] per month) ?
8. Refuses information
9. DK

Q633 And finally would it be:

INT.: READ OUT LIST, UNTIL RESPONDENT CONFIRMS!
INT.: IF REFUSAL, CONVINCING OF CONFIDENTIALITY!

1. Below [€ 90,000] per year ([€ 7,000] per month)
2. Between [€ 90,000] per year ([€ 7,000] per month)
and [€ 100,000] per year ([€ 7,800] per month)
3. Or above [€ 100,000] per year ([€ 7,800] per month) ?
8. Refuses information
9. DK

Q634 And finally would it be:

INT.: READ OUT LIST, UNTIL RESPONDENT CONFIRMS!
INT.: IF REFUSAL, CONVINCING OF CONFIDENTIALITY!

1. Below [€ 150,000] per year ([€ 11,500] per month)
2. Between [€ 150,000] per year ([€ 11,500] per month)
and [€ 225,000] per year ([€ 17,500] per month)
3. Or above [€ 225,000] per year ([€ 17,500] per month) ?
8. Refuses information
9. DK

Q639 Which languages are you able to understand well enough
to read a newspaper or watch TV-news ?

1. Danish
2. Dutch
3. English
4. Finnish
5. French
6. German
7. Greek
8. Italian
9. Norwegian
10. Portuguese
11. Russian
12. Spanish
13. Swedish
14. Turkish
15. Arabic
16. Czech
17. Hungarian
18. Polish
28. Other European language
29. Other non-European language

Q642 *All countries except Ireland:*
For CZE, HUN, ITA, POL and POR Normal Mobile & Normal Random screeners as well:
Could you please tell me the postal code of the address of your home ?

If country = Ireland:

Could you please tell me the county of your home address ?

INT.: IF NECESSARY:

We ask this question in order to make a more accurate demographic analysis.

Postal code: (....)

Q644 Do you live in:

INT.: READ OUT LIST!

1. An urban area
2. A suburban area
3. Or a rural area ?

Q643 *All Czech, Finnish, Hungarian, Italian, Polish and Portuguese Normal screeners:*
If 2 Main Income Earners in household:

How many mobile phones with different numbers are used in total
by the Main Income Earners in your household ?

INT.: THE MAIN INCOME EARNERS ARE EACH OF THE 2 INDIVIDUALS
IN THE HOUSEHOLD, WHO EARN AT LEAST 40% OF THE TOTAL
HOUSEHOLD INCOME.

If 1 Main Income Earner household:

How many mobile phones with different numbers do you use in total ?

0. 0 [not for Normal Mobile location]
1. 1
2. 2 or more

Follow on survey

Q645 We are now at the end of the telephone part of the interview.
As a token of appreciation for your cooperation we would like to send you a gift.

We will also send you a questionnaire as a follow up to this interview.

We would be very grateful if you would fill this out.

Could I ask for your name and address to send you the gift and the questionnaire ?

INT.: IF WANTS TO KNOW MORE ABOUT QUESTIONNAIRE:

- It covers areas like your travel, business and personal interests.
- Will be sent to you in 2 weeks.
- You can take time to complete the questionnaire.

1. Yes, agrees immediately → Q649

2. No, hesitates → Q646

Q646 INT.: IF AFRAID OF SALES OR PRIVACY VIOLATION:

I can assure you that the address will be used for no other purpose than to mail the questionnaire. We comply with the strictest legal regulations on privacy (as set forth by ESOMAR). Confidentiality is absolutely assured.

INT.: IF NEEDS AN INCENTIVE:

As a thank you for your co-operation, we will give you the chance to enter the EMS competition where the first prize is the opportunity to spend two nights with a partner in a luxurious hotel in a European city, or we will send a 3 Euro donation to a charity of your choice.

Q647 May I take down your home address in order
for us to send you this questionnaire ?

1. Yes, wants to co-operate → Q649

2. No, but will give business address → Q649

3. No, does not want to co-operate → Q656

Q649 Surname:

First name:

House name or Company name (optional):

Street address:

Postal code:

City (County/Province):

Q664 *All respondents with access to internet at home and/or used internet in last 12 months:*

As an alternative we could send you the follow-up questionnaire by E-MAIL.

Could I ask for your e-mail address to send you an invitation for the online questionnaire ?

1. Yes → Q657

2. No → Q656

All EMS respondents with access to internet at home and/or who used internet in last 12 months

Q656

Would it be possible to contact you again
at a later date for a short interview by E-MAIL ?

1. Yes → Q657
2. No → Q654

Q657

Would you please give us your e-mail address ?

INT.: Type in FRONT of AT-sign (@) FIRST part of e-mail address.
Select AFTER AT-sign (@) LAST part of e-mail address,
By using F3, if not listed use code OTHER!

E-mail: (.....) @ (.....)

[list of providers]

Q660

So your e-mail address is:

[answer Q659] @ [answer Q659]

INT.: PLEASE SPELL THE PART IN FRONT OF THE AT-SIGN (@) !

1. Yes, correct
2. No, not correct → Q657

Q662

Thank you very much for your co-operation and have a nice day/evening !

Q663

INT.: Please note down your comments to the EMS team here:
please do not use this field for address
information or record status information