

JNRS 2008

41107900
 (Cols 1-4)
 CARD ONE COL 79/0 80/1 COL 10 NOT USED

INTERVIEW QUESTIONNAIRE NO.

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(Cols 5 – 9)

READERSHIP – ASK ALL

SHOW RESPONDENT COMPLETE BOOKLET OF MASTHEADS (A)– WITH FREQUENCY STATEMENTS DISPLAYED

Q.1 First of all, I'd like to go through this booklet with you – which contains the titles of newspapers and magazines. For each publication in turn, please tell me roughly how often you have read or looked at any part of it in the past year – it doesn't matter where.

EXPLAIN

It doesn't matter whether it was a copy you'd bought yourself or somebody else's, or how old it was.

It doesn't matter how much or how little you have read.
 Any part of the newspaper or magazine counts even if you have only read or looked at only one of the separate sections or magazines which come with the newspaper.

It counts just so long as you have spent at least two minutes reading or looking at any copy in the last 12 months.

Q.2 I should now like to go through some of the publications again and ask you when you last read or looked at any part of them.

EXPLAIN

It doesn't matter where you saw it, how old it was or whether it was a copy you'd bought yourself or somebody else's. Just so long as you can remember reading or looking at that publication for at least two minutes.

TAKE RESPONDENT THROUGH BOOKLET OF MASTHEADS AGAIN – BUT WITH REVERSE DISPLAY (i.e. MASTHEADS ONLY)

ASK Q.2 FOR EVERY PUBLICATION EXCEPT THOSE NOT READ IN PAST YEAR – IN THE SAME ORDER AS Q.1

DAILY NEWSPAPERS

Q.2a Did you read or look at a copy of ... (NAME NEWSPAPER) yesterday?
 IF NOT READ YESTERDAY

Q.2b When was the last time you read or looked at a copy of ... (apart from today)?

*MONDAY INTERVIEW: IF RESPONDENT ANSWERS 'SATURDAY' THEN CODE AS YESTERDAY (1)

FREE DAILY NEWSPAPERS

Q.2c Did you read or look at a copy of ... (NAME NEWSPAPER) yesterday?
 IF NOT READ YESTERDAY

Q.2d When was the last time you read or looked at a copy of ... (apart from today)?

**MONDAY/SUNDAY INTERVIEW: IF RESPONDENT ANSWERS 'FRIDAY' OR 'SATURDAY' THEN CODE AS YESTERDAY (1)

DAILY NEWSPAPERS	Q.1					Q.2a			Q.2b/2d		Col
	Col	Almost Always	Quite Often	Only Occasionally	Not Past Year	Yesterday/ Saturday	Longer ago but in Past Week	Over a Week Ago			
Irish INDEPENDENT	11	1	2	3	4	1	2	3	Irish INDEPENDENT	12	
Irish EXAMINER	13	1	2	3	4	1	2	3	Irish EXAMINER	14	
Irish Daily MIRROR	15	1	2	3	4	1	2	3	Irish Daily MIRROR	16	
Irish Daily MAIL	17	1	2	3	4	1	2	3	Irish Daily MAIL	18	
Irish Daily STAR	19	1	2	3	4	1	2	3	Irish Daily STAR	20	
The Irish SUN	21	1	2	3	4	1	2	3	The Irish SUN	22	
The Irish TIMES	23	1	2	3	4	1	2	3	The Irish TIMES	24	
Evening HERALD	25	1	2	3	4	1	2	3	Evening HERALD	26	
FREE DAILY NEWSPAPERS						Q.2c					
HERALD AM	27	1	2	3	4	Yesterday/** Fri/Sat	2	3	HERALD AM	28	
METRO	29	1	2	3	4	1	2	3	METRO	30	

COLS 31-32 NOT USED

ALL OTHER PUBLICATIONS (Apart from Dailies)

Q.2c Apart from today, when was the last time you read or looked at a copy of (NAME NEWSPAPER)?

SUNDAY NEWSPAPERS	Q.1				
	Col	Almost Always	Quite Often	Only Occasionally	Not Past Year
The Sunday INDEPENDENT	33	1	2	3	4
Sunday BUSINESS POST	35	1	2	3	4
The Irish MAIL ON SUNDAY	37	1	2	3	4
Irish SUNDAY MIRROR	39	1	2	3	4
Irish NEWS OF THE WORLD	41	1	2	3	4
The Irish PEOPLE	43	1	2	3	4
(Irish Daily) STAR SUNDAY	45	1	2	3	4
The SUNDAY TIMES	47	1	2	3	4
SUNDAY TRIBUNE	49	1	2	3	4
SUNDAY WORLD	51	1	2	3	4

Q.2c				
Yester-day	Past Week	Past Month	Longer Ago	Col
1	2	3	7	34
1	2	3	7	36
1	2	3	7	38
1	2	3	7	40
1	2	3	7	42
1	2	3	7	44
1	2	3	7	46
1	2	3	7	48
1	2	3	7	50
1	2	3	7	52

COLS 53-56 NOT USED

WEEKLY NEWSPAPERS	Q.1				
	Col	Almost Always	Quite Often	Only Occasionally	Not Past Year
Irish Farmers Journal	57	1	2	3	4

Q.2c				
Yester-day	Past Week	Past Month	Longer Ago	Col
1	2	3	7	58

REPEAT EXPLANATION AT Q.2:

It doesn't matter where you saw it, how old it was or whether it was a copy you'd bought yourself or somebody else's. Just so long as you can remember reading or looking at that publication for at least two minutes.

REPEAT EXPLANATION FOR Q.1 FOR:

"It doesn't matter where"
 "Any part of the newspaper or magazine counts"
 "At least two minutes"

WEEKLY MAGAZINES	Q.1				
	Col	Almost Always	Quite Often	Only Occasionally	Not Past Year
RTE Guide	59	1	2	3	4

Q.2c				
Yester-day	Past Week	Past Month	Longer Ago	Col
1	2	3	7	60

COLS 61-64BLANK

FORTNIGHTLY MAGAZINES	Q.1				
	Col	Almost Always	Quite Often	Only Occasionally	Not Past Year
Hot Press	65	1	2	3	4

Q.2c				
Past Week	Past 2 Weeks	Past Month	Longer Ago	Col
2	4	5	7	66

COLS 67-72BLANK

MONTHLY MAGAZINES	Q.1				
	Col	Almost Always	Quite Often	Only Occasionally	Not Past Year
Image	73	1	2	3	4

Q.2c				
Past Week	Past Month	Past 3 Months	Longer Ago	Col
2	4	5	7	74

COLS 75-78 NOT USED

READERSHIP OF newspaper MAGAZINES

SHOW RESPONDENT NEWSPAPER MAGAZINE BOOKLET OF MASTHEADS – WITH FREQUENCY STATEMENTS DISPLAYED

Now I would like to go through these newspaper magazines that come once a week with daily, Sunday and weekly newspapers. SHOW – MASTHEAD BOOKLET B

Q.3 First of all, I'd like to go through this booklet with you – which contains the titles of newspaper magazines. For each publication in turn, please tell me roughly how often you have read or looked at any part of it in the past year – it doesn't matter where.

EXPLAIN AGAIN

It doesn't matter whether it was a copy you obtained yourself or somebody else's, or how old it was. It doesn't matter how much or how little you have read. Any part of the magazine counts. It counts just so long as you have spent at least two minutes reading or looking at any copy in the last 12 months.

CARD THREE COL 79/0 COL 80/3 REPUNCH COLS 1-9

SKIPCOL 10-11

Q.4 I should now like to go through some of the publications again and ask you when you last read or looked at any part of them.

EXPLAIN AGAIN IF NECESSARY

It doesn't matter where you saw it, how old it was or whether it was a copy you obtained yourself or somebody else's. Just so long as you can remember reading or looking at that magazine for at least two minutes.

TAKE RESPONDENT THROUGH BOOKLET OF MASTHEADS AGAIN – THIS TIME WITH REVERSE DISPLAY (i.e. MASTHEADS ONLY)

ASK Q.4 FOR EVERY PUBLICATION EXCEPT THOSE NOT READ IN PAST YEAR – IN THE SAME ORDER AS

Q.3

Q.4 Apart from today, which was the last time you read or looked at a copy of _____ (NAME NEWSPAPER MAGAZINE)?

		Q.3				
		Col	Almost Always	Quite Often	Only Occasionally	Not in Past Year
		↓				
MAGAZINES (WITH DAILY NEWSPAPERS)						
Irish Daily Mail	YOU	10	1	2	3	4
Irish Independent	WEEKEND	12	1	2	3	4
Irish Daily Star	STAR CHIC	14	1	2	3	4
The Irish Sun	THE TV MAG	16	1	2	3	4
The Irish Times	THE IRISH TIMES MAGAZINE	18	1	2	3	4
The Irish Times	THE TICKET	20	1	2	3	4
The Irish Times	HEALTH PLUS	22	1	2	3	4
The Irish Times	GO	24	1	2	3	4
Irish Independent	DAY AND NIGHT	26	1	2	3	4
Irish Independent	HEALTH AND LIVING	28	1	2	3	4
Irish Independent	PROPERTY PLUS	30	1	2	3	4
Evening Herald	HQ	32	1	2	3	4
MAGAZINES (WITH SUNDAY NEWSPAPERS)						
Sunday Independent	LIFE	41	1	2	3	4
Irish News of the World	FABULOUS	43	1	2	3	4
Irish Daily Star Sunday	AMEN	45	1	2	3	4
The Sunday Times	SUNDAY TIMES MAGAZINE	47	1	2	3	4
The Sunday Times	CULTURE	49	1	2	3	4
The Sunday Times	STYLE	51	1	2	3	4
Sunday Tribune	TRIBUNE MAGAZINE	53	1	2	3	4
The Irish Mail on Sunday	TV WEEK	55	1	2	3	4
Sunday World	THE SUNDAY WORLD MAGAZINE	57	1	2	3	4
Sunday Business Post	AGENDA	59	1	2	3	4
MAGAZINE (WITH IRISH FARMERS JOURNAL)						
The Irish Farmers Journal	IRISH COUNTRY LIVING	61	1	2	3	4

Q.4					
Yes-ter-Day	Past Wk	Past Mth	Past Year	Col	
				↓	
1	2	3	4	11	YOU
1	2	3	4	13	WEEKEND
1	2	3	4	15	STAR CHIC
1	2	3	4	17	THE TV MAG
1	2	3	4	19	THE IRISH TIMES MAGAZINE
1	2	3	4	21	THE TICKET
1	2	3	4	23	HEALTH PLUS
1	2	3	4	25	GO
1	2	3	4	27	DAY AND NIGHT
1	2	3	4	29	HEALTH AND LIVING
1	2	3	4	31	PROPERTY PLUS
1	2	3	4	33	HQ
COLS 34-40 NOT USED					
1	2	3	4	42	LIFE
1	2	3	4	44	FABULOUS
1	2	3	4	46	AMEN
1	2	3	4	48	SUNDAY TIMES MAGAZINE
1	2	3	4	50	CULTURE
1	2	3	4	52	STYLE
1	2	3	4	54	TRIBUNE MAGAZINE
1	2	3	4	56	TV WEEK
1	2	3	4	58	THE SUNDAY WORLD MAGAZINE
1	2	3	4	60	AGENDA
1	2	3	4	62	IRISH COUNTRY LIVING

CARD ELEVEN COL. 79/1 COL. 80/1 RE-PUNCH COLS. 1-9 CARD COLS 10 & 11 NOT USED

I would now like you to think about local, regional and provincial newspapers - that is newspapers that you have to PAY for and which come out normally every week or so.

SHOW MAP '1'

Q.5a Have you read or looked at ANY of these newspapers for at least two minutes in the past year?

Q.5a	Not read in the past year	X	GO TO Q.1 (NEXT SECTION)	(12)

	Read in the past year	1	CONTINUE	

Q.5b	Almost always	2	CONTINUE	
	Quite often	3		
	Only occasionally	4		

IF YES

Q.5b Please tell me, roughly how often you have read or looked at ANY of these types of newspapers in the past year - it doesn't matter where and it doesn't matter which newspaper you read. Here is a map showing the types of newspapers, which we are referring to. SINGLE CODE ONLY.

- Q.5c Which newspapers shown on this map have you read or looked at for at least two minutes in the past year? RECORD IN GRID BELOW
- Q.5d Now, thinking about each of the newspapers that you have read or looked at in the past year, please tell me roughly how often you have read or looked at a copy of each, in the past year - again, it doesn't matter where you read it. (REMEMBER TO ASK FOR EACH NEWSPAPER - UP TO A MAXIMUM OF 3)
- Q.5e And apart from today, when was the last time you read or looked at a copy of _____ (ASK FOR EACH NEWSPAPER READ IN THE PAST YEAR - UP TO A MAXIMUM OF 3).

INTERVIEWER: WRITE IN THE NAMES OF EACH OF THE NEWSPAPERS READ IN THE PAST YEAR. ONLY RECORD DETAILS OF UP TO 3 TITLES - IF MORE THAN 3 ARE MENTIONED, ASK THE RESPONDENT ABOUT THE 3 HE/SHE READS MOST OFTEN.

	NEWSPAPER 1	NEWSPAPER 2	NEWSPAPER 3	
Q.5c WRITE IN NAME OF NEWSPAPER(S) READ IN PAST YEAR → (UP TO 3 ONLY *) PLEASE ENSURE FULL TITLE OF NEWSPAPER RECORDED	<div style="border: 1px solid black; height: 60px; width: 100%;"></div> <div style="text-align: center;">For Office Use Only</div> <div style="display: flex; justify-content: space-around;"><div style="border: 1px solid black; width: 30px; height: 30px;"></div><div style="border: 1px solid black; width: 30px; height: 30px;"></div></div> <div style="display: flex; justify-content: space-around;">(13)(14)</div>	<div style="border: 1px solid black; height: 60px; width: 100%;"></div> <div style="text-align: center;">For Office Use Only</div> <div style="display: flex; justify-content: space-around;"><div style="border: 1px solid black; width: 30px; height: 30px;"></div><div style="border: 1px solid black; width: 30px; height: 30px;"></div></div> <div style="display: flex; justify-content: space-around;">(15)(16)</div>	<div style="border: 1px solid black; height: 60px; width: 100%;"></div> <div style="text-align: center;">For Office Use Only</div> <div style="display: flex; justify-content: space-around;"><div style="border: 1px solid black; width: 30px; height: 30px;"></div><div style="border: 1px solid black; width: 30px; height: 30px;"></div></div> <div style="display: flex; justify-content: space-around;">(17)(18)</div> <div style="text-align: center; border: 1px solid black; padding: 2px;">NO COLS 19-29</div>	
Q.5d HOW OFTEN YOU HAVE READ OR LOOKED AT COPY →	(30)	(32)	(34)	
	Almost always 1 Quite often 2 Only occasionally 3	Almost always 1 Quite often 2 Only occasionally 3	Almost always 1 Quite often 2 Only occasionally 3	
Q.5e THE LAST TIME YOU READ OR LOOKED AT COPY →	(31)	(33)	(35)	
	Yesterday 1 Past week 2 Past Month 3 Longer ago 4	Yesterday 1 Past week 2 Past Month 3 Longer ago 4	Yesterday 1 Past week 2 Past Month 3 Longer ago 4	

***INTERVIEWER:** REMEMBER, IF MORE THAN 3 TITLES MENTIONED, ASK RESPONDENT FOR THE 3 TITLES HE/SHE READS MOST OFTEN.

COLS 36-50 NOT
USED CARD ELEVEN (Cont'd)

FUTURE PLANS & OWNERSHIP

Q.1	About you and your household's future plans. Which of these activities do you or any household member expect to happen over the next 6 months? (ASK FOR EACH ITEM CODED)	READ OUT ↓ Get married 1 Have a baby/another baby 2 Retire permanently from full time work..... 3 Move permanently from this address 4 Change job 5 Spend €500 or more on building, decorating or home improvements 6 Buy and/or sell property 7 Buy a new and/or second hand car..... 8 None of these X	(51)
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Q.2	Which of these products do you or any other member of your household own?	READ OUT ↓ Home computer / PC or lap-top 1 Satellite Dish 2 Cable TV 3 Computer Games Console..... 4 DVD player 5	(52)
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Q.3	And which of these do you personally own?	READ OUT ↓ Digital Music / MP3 Player/ Ipod 1 Mini disk player 2	(53)
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SKIP COLS 54-59

TELECOMMUNICATIONS

Q.4	Do you have a telephone in your home – BY telephone we mean landline – not a mobile phone.	Yes 1 No..... 2	(60)
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Q.5a	Which mobile phone operator, if any, do you personally use? MORE THAN ONE CODE ALLOWED.	Vodafone 1 02 2 Meteor 3 '3' 4 Other (Specify _____) 5 Don't know 6 None 7	(61)
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ASK ALL WITH MOBILE PHONE OTHERS GO TO Q.6A

Q.5b	Which, if any, of the following do you use your mobile phone for?	Watching TV 1 Accessing Internet 2 Downloading video clips 3 Downloading music..... 4 None of these..... 5	(62)
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SKIP COL 63

Q.6a	ASK ALL Do you have access to the internet ... at home? ...at work? ... at school? ... at college? or anywhere else at all?	Yes, have access at home 1** Yes, have access at work 2 Yes, have access at school/college..... 3 Yes, have other access..... 4 No..... 5	(64)
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ASK IF INTERNET ACCESS AT HOME (CODE 1** AT Q.6A)

SHOWCARD "1"

Q.6b	How do usually access the internet in your home?	Standard Telephone line/regular dial up..... 1 ISDN Line..... 2 Broadband through phone operator e.g Eircom 3 Broadband through cable operator e.g. NTL 4 Via mobile phone 5 Wireless connection /WIFI e.g. Irish Broadband 6 Mobile Broadband..... 7 Other 8 Don't know 9	(65)
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NO COLS 66-79

END CARD ELEVEN

MOTORING/OTHER TRANSPORT

ASK ALL

Q.7a Is there a car in this household which is used for private motoring? This could be owned by you, other members of your household, or provided by the company for which you or other members of your household work?

Yes - Car in Household.....1 CONTINUE	(10)
None in Household2 GO TO Q.8	

IF YES AT Q.7a

Q.7b How many cars are there in the household?

One 1	(11)
Two 2	
Three + 3	

Q.7c Was that last car bought brand new or second hand?

New..... 1	(12)
Second-hand..... 2	

Q.7d Do you have the regular use of and personally drive a motor car?

Yes..... 1	(13)
No 2	

No cols 14-20

ASK ALL

SHOWCARD "2"

Q.8 How often, if at all, do you personally travel on each of the following forms of transport?

READ OUT IN TURN ↓	Daily	Several times a week	Once a week	One to three times a month	Less Often	Never Use	
a) Irish Rail	1	2	3	4	5	6	(21)
b) DART/Arrow	1	2	3	4	5	6	(22)
c) Bus Eireann.....	1	2	3	4	5	6	(23)
d) Private buses.....	1	2	3	4	5	6	(24)
e) Dublin Bus.....	1	2	3	4	5	6	(25)
f) Bicycle.....	1	2	3	4	5	6	(26)
g) Motorbike.....	1	2	3	4	5	6	(27)
h) LUAS.....	1	2	3	4	5	6	(28)
i) Taxi	1	2	3	4	5	6	(29)
j) Car	1	2	3	4	5	6	(30)

NO COLS 31-78
END CARD SIX

CARD TWELVE

RE-PUNCH COLS. 1-9 ON CARD TWELVE COL. 79/1, COL. 80/2.

PROPERTY

Q9a Have you ever bought or sold a house, apartment or other property?

Yes - bought.....1 CONT-	10
Yes - sold2 INUE	
Never bought or sold3 GO TO SECTION "FARMING"	

IF BOUGHT OR SOLD

Q.9b When did you last buy or sell a house or apartment or other property?
CODE SEPARATELY FOR BUYING AND SELLING (AS RELEVANT)

	Bought (11)	Sold (12)	
Within past year.....	1	1	(11-12)
Over 1 year up to 3 years ago.....	2	2	
Over 3 years up to 5 years ago.....	3	3	
Over 5 years up to 10 years ago.....	4	4	
Over 10 years ago.....	5	5	

SHOW CARD "3"

Q.9c How was your last house/apartment/property sold by you or bought by you?
CODE SEPARATELY FOR BUYING AND SELLING (AS RELEVANT)
PROBE TO PRECODES

	Bought (13)	Sold (14)	
A newly built house	1	-	(13-14)
Through Auctioneers.....	2	2	
Private Treaty.....	3	3	
Other (Write in details.....)	4	4	
Can't remember.....	5	5	

NO COLS. 15-78
END CARD SIX

FARMING

ASK ALL IN FARMING HOUSEHOLDS; OTHERS GO TO NEXT SECTION

Q.10a	Are you the person responsible for running the farm - whether solely or jointly?	a) Yes - sole responsibility 1 Yes - joint responsibility 2 No - not responsible 3 NO → GO TO NEXT SECTION	(11)
Q.10b	Does anyone in this household have the use of a <u>tractor, which is kept</u> , on the farm?	b) Yes - tractor on the farm 4 No 5	
Q.10c	Have you <u>bought</u> a tractor in the past <u>three</u> years or not?	c) Yes - in past 3 years 6 No 7	
SHOWCARD "4"			
Q.10d	Have you spent 1,300 euros or more on any farm machinery, such as these in the past <u>YEAR</u> ?	d) Yes - €1,300 on farm machinery 8 No/None/Less than €1,300 9	

SHOWCARD "5"

Q.10e Which of these purchases, if any, have you made in the past year?

		YES	NO	
• Fertilisers:	to value of €630 or more - including ... 10-10-20/0-10-20/18-6-12/ Straight Nitrogen/Beet compound/Lime/Trace Minerals.....	1	A	(12)
• Crop Protection:	to value of €130 or more including ... Fungicide/Insecticide/ Herbicide/Blight Spray/Desiccant	2	B	
• Veterinary Products:	to value of €130 or more - including ... Wormer dose/Insecticide/ Fluke dose/Hoos dose/Vaccines	3	C	
• Feed Stuff:	to value of €630 or more - including ... Pig Ration/Cattle Concentrates/Poultry Ration/Sheep Ration/Horse Feeds	4	D	
• Energy Lubrication and Power:	to value of €250 or more - including ... Diesel Oil/Lubricants/Gas	5	E	
• Seeds:	to value of €250 or more -including ... Cereals/Grass Seed/Root Crops	6	F	

SHOW CARD "6"

Q.10f What are the main types of farming activity on this farm?

Dairy	1	(13)
Horticulture	2	
Livestock.....	3	
Tillage	4	
Other.....	5	

NO COLS. 14-78

END CARD EIGHT

O.U.O.

* NB → CARD 4
 SLURRY TANKER
 TRAILER
 PLOUGH

COMBINE HARVESTER
 MILKING MACHINE
 FORAGE HARVESTER

ROLLER
 CULTIVATOR
 BALER

HOLIDAYS AND TRAVEL

ASK ALL

Q.11a	Have you taken any kind of HOLIDAY (lasting 4 nights or more) away from home in the past 12 months?	Yes.....1 CONTINUE No.....2 GO TO Q.13	(10)
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Q.11b	IF YES How many such holidays have you had in the PAST 12 MONTHS?	One1 Two2 Three or more3	(11)
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INTERVIEWER:

REPEAT Q.12 FOR EACH MAIN HOLIDAY TAKEN IN THE PAST 12 MONTHS. STARTING WITH THE MOST RECENT ONE TAKEN. RECORD DETAILS FOR LAST 3 ONLY TAKEN IN PAST 12 MONTHS.

Q.12a Where did you spend your last main holiday in the past 12 months? PROBE TO PRECODES. SINGLE CODE ONLY

Q.12b What was the main method of travel used to get to and from this destination? PROBE TO PRECODES (MULTI-CODING POSSIBLE)

SHOWCARD "7"

Q.12c Which of these best describes the type of holiday (of four or more nights) you took on that occasion? PROBE: Any others?

Q.12d Was this a package holiday, where at least travel and accommodation was organised for you, or did you organise these parts of the holiday independently?

	Last (12)	2 nd Last (16)	3 rd Last (20)	(12 – 23)
Q.12a				
Republic of Ireland.....	1	1	1	
Northern Ireland.....	2	2	2	
England/Scotland/Wales/Channel Islands/Isle of Man.....	3	3	3	
Europe (incl. Mediterranean Islands/Canaries etc).....	4	4	4	
USA/Canada (North America).....	5	5	5	
Rest of the World.....	6	6	6	
Q.12b	(13)	(17)	(21)	
Air.....	1	1	1	
Car.....	2	2	2	
Bus/coach.....	3	3	3	
Train.....	4	4	4	
Ferry/SeaCat/HSS/Sea Cruise.....	5	5	5	
Other form of transport (e.g. bike).....	6	6	6	
Q.12c	(14)	(18)	(22)	
Sun Holiday.....	1	1	1	
General Family Holiday.....	2	2	2	
Visit mainly to friends/ relatives.....	3	3	3	
Snow/Skiing Holiday.....	4	4	4	
Other Sports based holiday (golf, sailing, walking etc).....	5	5	5	
Sightseeing/Historic/Cultural/Heritage.....	6	6	6	
Cruise/other water based holiday.....	7	7	7	
Other.....	8	8	8	
Q12d	(15)	(19)	(23)	
Package.....	1	1	1	
Independent.....	2	2	2	

ASK ALL

Q.13 Apart from holidays of 4 nights or longer, have you taken any short breaks within the past 12 months?

Yes	1	(24)
No	2	

ASK ALL

Q.14 Have you stayed in an hotel in Ireland (North or South) in the past 12 months, whether for ...
 a) business?
 b) pleasure?
 c) both business and pleasure?

Business	1	(25)
Pleasure.....	2	
Both	3	

COLS. 26-29 NOT USED

ASK ALL

Q.15 Have you gone on any business trip by air outside Ireland North or South in the past 12 months i.e. a trip concerned with your business?

Yes.....	1	CONTINUE	(30)
No.....	2		

COLS. (31-78) NOT USED

END CARD 10

CARD THIRTEEN

RE-PUNCH COLS. 1-9 ON CARD THIRTEEN COL. 79/1, COL. 80/3.

FINANCE

ASK ALL

Q.16 For each of the items I read out, can you please tell me whether you yourself, have or share jointly, that item with someone else?

READ OUT (ROTATE ORDER)	Yes (10)	No (11)	(10-11)
↓			
Current account / cheque book	1	1	
Deposit or savings account	2	2	

House mortgage.....	4	4	
Car loan/lease agreement.....	5	5	
Home improvement loan	6	6	

Other personal loan or overdraft (not a mortgage)..	7	7	
Stocks and shares quoted on the Stock Exchange.	8	8	

NO COLS 12-19

ASK ALL

SHOW CARD "8"

Q.17 Which, if any, of these types of policy/policies do you have either yourself or share jointly with someone else? Please call back the letters of each type of policy you have.
 PROMPT: Any others?

(MULTIPLE CODING)

A. Life Assurance Policy	1	(20)
B. Educational Policy (for school/college fees).....	2	
C. Home Contents Insurance Policy	3	

D. Motor Insurance Policy.....	4	
E. Any other insurance/assurance policy.....	5	
F. Personal Pension Policy Plan or PRSA	6	

G. Company Pension Policy Plan or PRSA	7	
H. Any Health Insurance (e.g. VHI, BUPA)/ additional medical insurance cover or Critical illness cover.....	8	
None of these.....	9	

SHOWCARD "9"

Q.18 Which, if any, of the cards shown here do you have? Please call back the letters of each type of card you have.

A. Any Credit Card.....	1	(21)
B. Laser or other Debit Card.....	2	
C. Store charge card (e.g. Brown Thomas, Marks & Spencer)	3	
D. Any store/petrol station loyalty card	4	
E. ATM /cash dispensing (e.g. Bank Links).....	5	
None of these.....	6	

ASK ALL WITH CREDIT CARD AT Q.18 (CODE 1*). OTHERS GO TO Q20

Q.19 How often on average do you use a credit card (to buy goods, services, obtain cash or pay for other services)? PROBE TO PRECODES	Daily	1	(22)
	Once a week or more often	2	
	Once a month or more often	3	
	Less often.....	4	

NO COL 23

ASK ALL

SHOW CARD "10"

Q. 20 Which of these financial institutions – which have been listed in alphabetic order on this card – if any, do you have an account with? PROMPT: Which others?

(24)	(25)	(24 – 25)
ACC Bank..... 1	MBNA.....1	
AIB Bank..... 2	National Irish Bank.....2	
Anglo Irish Bank..... 3	Northern Rock.....3	
Bank of Ireland..... 4	Permanent TSB.....4	
Bank of Scotland Ireland (BOSI)..... 5	Post Office.....5	
Barclays..... 6	Ulster Bank.....6	
Credit Union..... 7	Any other Building Society.....7	
EBS (Educational Building Society)..... 8	Any other Bank.....8	
First Active..... 9	Halifax.....0	
ICS Building Society..... 0	None of these.....X	
IIB Bank..... X		
Irish Life & Permanent..... V		

NO COL. 26-39

END CARD THIRTEEN Card Sixteen Col. 79/1, Col. 80/6 Re-Punch Cols. 1-9 Card Sixteen

ALCOHOLIC DRINKS

Q.21 Do you, yourself, ever drink any alcoholic drinks, either at home (i.e. in your own home or someone else's home) or on licensed premises such as a Pub, Club, Bar, hotel or elsewhere? SHOWCARD "11"	Yes 1 CONTINUE No 2 GO TO Q25	(13)
--	--	------

Q.22 For each of the following alcoholic drink types, that I read out, can you tell me how often you drink that type of drink on licensed premises or anywhere else (like your home, someone's home, outdoors or anywhere else)?
etc)? INTERVIEWER EXPLAIN IF NECESSARY: Licensed premises means pubs, hotels, clubs, restaurants and so on?

READ OUT ↓	Once A Week Or more often (14)	At Least Once A Month (15)	Less Often Than Once a Month (16)	Never (17)	(14 – 17)
a) Stout.....	1	1	1	1	
b) Lager.....	2	2	2	2	
c) Ale.....	3	3	3	3	
d) Cider.....	4	4	4	4	
e) Wine.....	5	5	5	5	
f) Spirits.....	6*	6*	6	6	
g) Liqueurs.....	7*	7*	7	7	
h) Pre-mixed/Ready To Drink/Alcopops (e.g. Smirnoff Ice, Bacardi Breezer).....	8*	8*	8	8	

NO COLS 18-34

IF SPIRITS/ LIQUEURS/ PREMIXED DRUNK WEEKLY OR MONTHLY + AT Q22 ASK OTHERS GO TO Q25

SHOWCARD "12"

Q.23 Which of these spirits have you drunk in the past month, on licensed premises or elsewhere, like your home, someone's home, outdoors or anywhere else?	Q.23 Past month (35)	(35-)
Irish Whiskey.....	1	
Scotch Whisky.....	2	
Bourbon/Other Whiskey.....	3	
Brandy.....	4	
Vodka.....	5	
Gin.....	6	
Bacardi or other white rum.....	7	
None of these.....	8	

ASK ALL

LEISURE ACTIVITIES

SHOWCARD "13"

Q.25 I am going to read out some leisure activities and I would like you to tell me for each one, how often, if at all, do you do EACH of the following activities? READ OUT. ROTATE ORDER OF READING OUT. TICK START.

READ OUT ↓		At least Once a Week	At least Once a Month	Every 2-3 Months	Less Often	Never	
<input type="checkbox"/>	Have a social or business meal out in a restaurant	1	2	3	4	5	(12)
	Buys /things/over internet	1	2	3	4	5	(13)
	Buy tapes, CD's or records	1	2	3	4	5	(14)
	Watch rented Videos/ DVD's in your home	1	2	3	4	5	(15)
	Go to a rock or pop music concert	1	2	3	4	5	(16)
	Go to the theatre or classical concert	1	2	3	4	5	(17)
	Visit a museum or art gallery/exhibition	1	2	3	4	5	(18)
	Buy anything from a mail order catalogue	1	2	3	4	5	(20)
	Visit Gym (private membership)	1	2	3	4	5	(21)
	Go To the Cinema	1	2	3	4	5	(22)
	Go to a beauty salon/beautician	1	2	3	4	5	(23)
	Go to evening classes	1	2	3	4	5	(24)
<input type="checkbox"/>	Play Computer Games	1	2	3	4	5	(25)

NO COLS 26-78
 END OF CARD SEVEN

SHOPPING

ASK ALL

Q.26 Do you normally do most of the shopping for groceries for your household, either on your own, or jointly with someone else?

Yes - on my own	1	CONTINUE	(10)
Yes - jointly with someone else.....	2		
No - other member	3	GO TO Q.30	

PLEASE ANSWER Q.27-Q.29 IF YOU DO MOST OF THE SHOPPING FOR GROCERIES, EITHER ON YOUR OWN, OR JOINTLY WITH SOMEONE ELSE

Q.27a Which supermarket or shop do you tend to use most often for your grocery shopping? SINGLE CODE ONLY

Q.28 And which other supermarkets or shops do you use at all nowadays for your grocery needs? PROBE: What others? CODE ALL THAT APPLY

	(a) MOST (11)	(b) OTHERS (12)		(a) MOST (13)	(b) OTHERS (14)	(11)- (14)
Aldi	1	1	Superquinn	1	1	
Centra	2	2	Supervalu.....	2	2	
Lidl.....	3	3	Tesco.....	3	3	
Dunnes Stores.....	4	4	V.G.....	4	4	
Iceland.....	5	5	Any Petrol Station (forecourt)	5	5	
Londis.....	6	6	Other shop/supermarket.....	6	6	
Mace	7	7	It varies	7	7	
Marks & Spencer.....	8	8				
Roches Stores.....	9	9				
Spar.....	0	0				

Q.29 About how much have you spent altogether on groceries in the past week? By groceries, we mean bread, milk, meat, fruit, vegetables, but not counting anything you spent on beer, wine or spirits. SINGLE CODE ONLY

Less than €50	1	(15)
€50 - €99.....	2	
€100 - €149.....	3	
€150 - €199.....	4	
€200 - €299.....	5	
€300 or more.....	6	

NO COLS. 16-29

ASK ALL

SHOWCARD "14"

Q.30 For EACH of these department/major stores, I would like you to tell me whether or not you have shopped there IN THE PAST 12 MONTHS? INTERVIEWER CODE SHOPPED IN THE PAST 12 MONTHS OR NOT FOR EACH STORE

	Shopped in past 12 months (30)	Not shopped in past 12 months (33)		Shopped in past 12 months (36)	Not shopped in past 12 months (38)
A-Wear	1	1	Marks & Spencer.....	1	1
Arnotts.....	2	2	Power City.....	2	2
Argos.....	3	3	PC World.....	3	3
Atlantic Homecare.....	4	4	Penneys	4	4
-----			Reid furniture.....	5	5
B & Q.....	5	5	River Island	6	6
Benetton.....	6	6	-----		
Boots.....	7	7	Shaws.....	7	7
Boyers.....	8	8	Woodies	8	8
Brown Thomas.....	9	9	Any Women's clothing boutique.....	9	9
-----			Any Men's clothing boutique.....	0	0
Clery's	0	0			
	(31)	(34)			
Curry's.....	1	1			
Debenhams.....	2	2			
D.I.D. Electrical.....	3	3			
Dixons	4	4			
Dunnes Stores Drapery					
Department.....	5	5			
Harvey Norman.....	6	6			
Homebase.....	7	7			

SKIP COLS 32,35,37,38-78 END CARD FOURTEEN

ATTITUDES, OPINIONS AND INTERESTS

CARD NINE. COL. 79/0. COL. 80/9
RE-PUNCH COLS. 1-9 CARD NINE

ASK ALL

SHOWCARD "15"

Q.31 I am going to reach out some statements about interests and opinion and for each please tell me the extent to which you agree or disagree. READ OUT. ROTATE ORDER. TICK START.

READ OUT STATEMENTS ↓	Definitely	Tend	Neither	Tend	Definitely	Not	
	Agree	To	Agree nor	To	Disagree	Applicable	
	1	2	3	4	5	6	
I am always trying to improve my home	1	2	3	4	5	6	(10)
I read business pages of newspapers	1	2	3	4	5	6	(13)
I enjoy going to the cinema	1	2	3	4	5	6	(14)
Newspaper magazines or supplements are worth having	1	2	3	4	5	6	(15)
I read newspapers more for entertainment than news	1	2	3	4	5	6	(16)
I would not change the newspaper I read	1	2	3	4	5	6	(17)
I rely on newspapers to keep me informed	1	2	3	4	5	6	(18)
It's worth paying extra for quality goods	1	2	3	4	5	6	(20)
I enjoy reading gossip about international and famous people	1	2	3	4	5	6	(22)
I enjoy reading as a leisure activity	1	2	3	4	5	6	(23)
I would not change the magazines I read	1	2	3	4	5	6	(24)
I enjoy reading gossip about famous Irish people	1	2	3	4	5	6	(25)
I read Irish magazines	1	2	3	4	5	6	(26)
I buy Irish magazines regularly	1	2	3	4	5	6	(27)
I tend to keep newspaper magazines all week	1	2	3	4	5	6	(28)
I tend to keep magazines for at least a week	1	2	3	4	5	6	(29)
I read about fashion in Irish magazines	1	2	3	4	5	6	(30)
I read about television listings in Irish magazines	1	2	3	4	5	6	(31)

NO COL 32-35

I like gardening	1	2	3	4	5	6	(36)
I like to keep up with fashion	1	2	3	4	5	6	(37)
Style is important to me	1	2	3	4	5	6	(38)
I like to pay cash for goods rather than credit card	1	2	3	4	5	6	(39)
I tend to try new products and services	1	2	3	4	5	6	(40)
I'm interested in new technologies (e.g. computers/ internet)	1	2	3	4	5	6	(41)
I like reading about food and drink	1	2	3	4	5	6	(42)
I regularly read the sports pages of newspapers	1	2	3	4	5	6	(43)
I enjoy watching or reading about sport	1	2	3	4	5	6	(44)
I exercise or play sport regularly	1	2	3	4	5	6	(45)
I usually recycle (e.g. bottles, tins and/or paper waste)	1	2	3	4	5	6	(46)
I am interested in reading about buying and selling property abroad	1	2	3	4	5	6	(47)

COLS. 48-78 NOT USED
END OF CARD NINE

CLASSIFICATION

RESPONDENT NAME

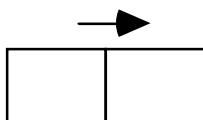
.....	
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C.1 SEX: INTERVIEWER CODE

Male	1	(31)
Female	2	

C.2 AGE:
What was your age on your last birthday?

RECORD EXACT AGE, USING 2-DIGIT CODE AND THEN CODE



(32) (33)

15-17	1	(34)
18-20	2	
21-24	3	

25-29	4	
30-34	5	

35-39	6	
40-44	7	
45-49	8	

50-54	9	Cols 32-33 ←
55-59	0	
60-64	X	
65+	V	

C.3 MARITAL STATUS:
Are you single, married, living as married, separated, divorced or widowed?

Single	1	(35)
Married	2	
Living as married	3	
Separated/divorced	4	
Widowed	5	

C.4 OCCUPATION:
a) Do you work full-time, part-time or not? - that is, have an income from work?

Full-time (30+ hours)	1	GO TO C.4b)	(36)
Part-time (less than 30 hours)	2		
Not working	3	GO TO C.7)	

IF WORKING; ASK:

b) Are you self employed or are you in paid employment?

Self employed	1	(37)
Paid employment	2	

c) What is your occupation?
PROBE TO PRECODES. If part-time farmer* record other occupation and use second code?

WRITE IN	
	AND
	CODE

	(38)	(38 - 39)
Professional (lawyer, practitioner, accountant etc.)	1	
Director/Senior manager	2	
Middle manager	3	
Administration, clerical and secretarial	4	
Personal and Protected services (e.g. nurses, security)	5	
Sales	6	
Owner/manager	7	
■	■	
Other office employee	9	
(39)		
Non office employee, not manual work (service sector, e.g. shop assistant etc.)	1	
Supervisor	2	
Skilled manual worker	3	
Other manual worker	4	
Farmer - Full-time	5	
Farmer - Part-time	6*	

ASK ALL WORKING
SHOW CARD "16"

C5 This card lists various industry sectors. Can you tell me which of these types of industry sector best fits your main employment?

Q.4d) Best Fit (40)	(41)	(40 – 41)
MANUFACTURING/PRODUCTION/ASSEMBLY	SERVICES/OTHER (Cont'd)	
Agriculture, fishing and forestry 1	Education 1	
Construction and mining 2	-----	
-----	Financial services (banking/finance/insurance)..... 2	
Food manufacturing..... 3	Health 3	
Electronics/computer component manufacturing..... 4	Other Business/professional services 4	
Other manufacturing 5	Other Government/ local authority/ public sector or administration/ civil service 5	
-----	Other (WRITE IN _____ _____ & CODE) 6	
SERVICES/OTHER		
IT/ICT Services (IT, Computers, Telecoms) 6		
Tourism (e.g. hotels, catering Entertainment/ Hospitality) 7		
Transport, energy(ESB, Bord Gais etc), and postal service..... 8		

Retail/Distribution/wholesale/..... 9		

C6	And can you tell me is this employment within the private sector or within the public or semi-state sector?	Private Sector..... 1 Public or semi-state sector 2	(42)
----	---	--	------

IF NOT WORKING FULL TIME (C4 a), (i.e. PART TIME OR NOT WORKING) ASK:

C7	Are you a full-time student or retired?	Student..... 1 Retired..... 2 Neither..... 3	(43)
	IF NEITHER (C.4e), ASK:		
C8	Are you looking for work or not?	Yes - looking 1 No..... 2	(44)

ASK ALL

C9	Which one person in your household is mostly responsible for ordinary everyday shopping such as groceries and other household items?	Respondent (self)..... 1 Other person 2	(45)
C10	Which member of your household would you say is the CHIEF INCOME EARNER - that is the person with the largest income, whether from employment, pensions, state benefits, investments or any other sources? IF EQUAL INCOME CLAIMED FOR TWO PERSONS, CLASSIFY OLDER AS CHIEF INCOME EARNER	Respondent (self)..... 3 Other person 4	

ASK ALL

	CHIEF INCOME EARNER IS ... →	Full-time employed (30+ hours per week)..... 1 Part-time employed (30 hours or less per week) 2 Unemployed/sick/retired/pensioner..... 3	(46)
--	-------------------------------------	--	------

OCCUPATION DETAILS (See Manual)		CHIEF INCOME EARNER		
A)	Name of firm/organisation works/worked for?			
B)	What job does/did (this person) actually do?			
→	If in Civil Service, Defence Forces, Gardai, etc. What is his/her rank or grade?			
→	If Other occupation: What is/was their precise job/title? STATE AS FULLY AS POSSIBLE (e.g. foreman, typing supervisor, office manager, company secretary, etc.)			
	Is He/She Self-Employed?	Yes..... 1 No..... 2		(47)
→	If Proprietor, Director, Manager, or Supervisor (i.e. Responsible for work of other people)	a) Total at this place Include this person & State No. in all Cases	b) No. for whom responsible State No.	
a)	Roughly how many people work at the place where (this person) works? Include this person. Enter actual number of possible, or nearest approximation.	13+ <input type="text"/>	13+ <input type="text"/>	
		6 - 12 <input type="text"/>	6 - 12 <input type="text"/>	
b)	For how many is he/she responsible?	3 - 5 <input type="text"/>	3 - 5 <input type="text"/>	
		1, 2 <input type="text"/>	1, 2 <input type="text"/>	
→	If Farmer: How many acres does (this person) own?	No. of acres:	<input type="text"/> <input type="text"/> <input type="text"/>	(48-50)
			(48) (49) (50)	
c)	Has this person (chief income earner) any qualifications (such as apprenticeships, professional qualifications, university degrees, etc.)? NOW CODE →	SOCIAL CLASS OF CHIEF INCOME EARNER	A1 B2 C13 C24 D5 E6 F50+7 F50-8	(51)

C17 In which country were you born?

Republic of Ireland 1 Northern Ireland 2 Great Britain (England, Scotland, Wales) 3 Poland 4	(11) Other (Mainland) Europe 1 China 2 Other Asian country 3 USA/Canada 4 Australia/New Zealand 5 Africa 6	(12)
C18 Approximately how many years have you lived in Ireland?	<1 year 1 1-2 years 2 2-4 years 3 5+ years 4	(13)
C19 What is your first language?	English 1 Other 2	(14)
C20 And finally, are you personally registered on the electoral register?	Yes 1 No 2 Don't know 3	(15)