

Thanks for agreeing to take part in this survey. It should only take you a maximum of 6 minutes to complete

**Standard Demographic questions**



**Q1. Symbols**

Are you:

- Male 1
- Female 2

**QUOTA 50:50**

**Q2. SINGLE**

How old are you?

- Less than 18 1 **CLOSE**
- 18-24 2
- 25-34 3
- 35-44 4
- 45-54 5
- 55 to 64 6
- 65+ 7 **CLOSE**

**QUOTA 40% 18 to 34, 40% 35 to 54, 20% 55+**

**Q3 MAP**

Where do you live?

**UK TV Regions**

**Q4**

Insert standard social grade questions

**ABC1 / C2DE**

*Don't forget you don't have to stick with these quotas; they're just examples*

## **Custom questions**

*We'll give you all the help you need with the question wording*

### **Q5. SINGLE**

How many children aged 0-16 do you have in your household?

None	99
One	1
Two	2
Three	3
Four or more	4

### **Q6 SINGLE**

Approximately what is your gross (before tax) annual **household** income? Please feel free to select the "Rather Not Say" option if you want, this won't exclude you from the survey.

Don't know	1
Less than £10,000	2
£10,000 to £19,999	3
£20,000 to £29,999	4
£30,000 to £39,999	5
£40,000 to £49,999	6
£50,000 to £59,999	7
£60,000 to £69,999	8
£70,000 to £79,999	9
£80,000 to £89,999	10
£90,000 to £99,999	11
£100,000+	12
Rather Not Say	13

*OK, the first topic we're interested in today is money!*

### **Q7 SINGLE**

Compared to 12 months ago, how would you describe your financial position today?

I'm much better off now	5
I'm a little better off now	4
No real change	3
I'm a little worse off now	2
I'm much worse off now	1

### **Q8 SINGLE**

To what extent do you feel you understand the causes and implications of the current credit crunch?

I understand it completely	1
I have a reasonable understanding	2
I don't understand it that well	3
I don't understand it at all	4

**Q9 SLIDER**

How well do you think the UK government is handling the current economic problems? Click on the line to record your answers, you can move the x once it's been placed by dragging it.

Extremely Badly (0) – Extremely Well (100)

*You can have up to 3 interactive questions as part of the basic cost. They can really help to keep respondents interested and produce really high quality data*



Sliding scales

**Q11 SINGLE**

Would the way the various UK political parties deal with the current economic problems influence the way you vote?

- No 1
- It might have some impact 2
- Yes, it definitely would 3

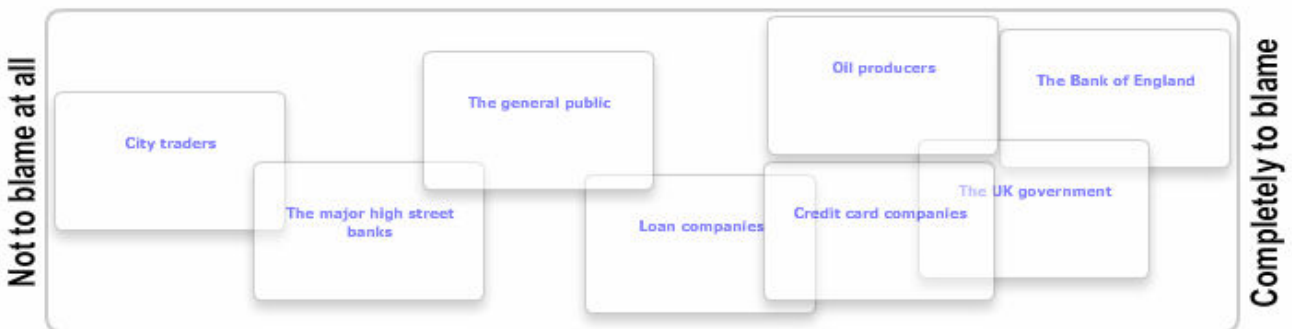
**Q12 DRAG AND DROP – RANDOMISE**

To what extent do you blame each of the following groups for the current problems in the world economy?

Please drag each of the cards onto the line to show the extent to which you blame each group. You can move the cards around once they've been placed and it's OK to place things on top of each other if you want.

Not to blame at all (0) > Completely to blame (100)

- The major high street banks 1
- City traders 2
- Credit card companies 3
- Loan companies 4
- The UK government 5
- The US government 6
- The Bank of England 7
- Oil producers 8
- Food manufacturers 9
- Retailers / Shops 10
- The general public 11



Drag and drop rating scales

**Q13 DEALER – RANDOMISE**

Please drag the statements below into the box that best describes how much you personally agree with each one.

***In the next 3 months...***

- The credit crunch won't have any impact on me 1
  - I'll buy as many luxury items as I have done before 2
  - I'm likely to shop more at cheaper supermarkets 3
  - I'll try to reduce the balance on my credit cards 4
  - I will eat out less often 5
  - When shopping I'll cut back on the non essential food and drink items 6
  - I'm less likely to buy things like fair trade / organic foods 7
  - I'm less likely to consider moving house then I would have been before 8
  - I'm more likely to consider improving/extending my house then I would have been before 9
  - I'll be more careful how much I spend on a night out 10
  - I'll have as many nights out as I always have 11
  - I'll use my car less often 12
  - I'm less likely to consider changing jobs 13
- 
- Agree Strongly 5
  - Agree Slightly 4
  - Neither Agree nor Disagree 3
  - Disagree Slightly 2
  - Disagree Strongly 1

Disagree strongly	Disagree slightly	Neither agree nor disagree	Agree slightly	Agree strongly
	I'll have as many nights out as I always have	I'm more likely to consider improving / extending my house then I would have been before	I'll buy as many luxury items as I have done before	I will eat out less often

I'm less likely to consider moving house then I would have been before

Dealer drag and drop ratings

Q14a **GRID - RANDOMISE**

How much of a concern are each of the following to you personally?

Falling house prices	1
Rising cost of mortgages	2
Rising food and drink prices	3
Rising petrol / diesel prices	4
Rising household energy bills	5
Higher council tax	6
Increases in income tax	7
Fuel supplements on flights	8
Concerns me a lot	4
Concerns me a little	3
Doesn't concern me that much	2
Doesn't concern me at all	1

Q14b **If more than 1 in "concerns a lot". SINGLE**

OK, you mentioned that the following all concern you a lot, which is of most concern to you?

All those selected as "a lot" above

Q14c **OPEN COLLECT BUT DO NOT CODE**

Why do you say that?

That's the end of the survey. Thanks for being willing to take part