

CONSUMER CONFIDENCE BAROMETER – Republic of Ireland (2014-2015)

Good Evening / Morning / Afternoon

My name is and I am calling from GFK NOP in London.
We have been commissioned to conduct a random survey on how you feel about the economy, finances and spending and would like to include your views and opinions. Can you spare some of your time to answer a few questions over the phone?

RECORD SEX

Male -----01
Female-----02

REFUSED / DK NOT ALLOWED

PREAGE

Could you tell me your age at your last birthday?

INTERVIEWER: Code exact age.

16 TO 99 _____

SEG1

Are you the CHIEF INCOME EARNER, that is the person with the highest income, whether from employment, pensions, state benefits, investments or any other source?

Yes -----01
No -----02

WORK1

Working 30 hours or more a week (Full-time) 01
Working 8 - 29 hours a week (Part-time) -----02
Retired/not working with PRIVATE PENSION/MEANS -----03
Unemployed less than 6 months and seeking work -----04
Unemployed more than 6 months, not able to work -----05
Retired with STATE BENEFIT/PENSION ONLY -----06
Not working with STATE BENEFIT/PENSION ONLY FOR OTHER REASON -----07
Student-----08

WORK2

- And are you, yourself
Working 30 hours or more a week (Full-time) -----01
Working 8 - 29 hours a week (Part-time) -----02
Retired/not working with PRIVATE PENSION/MEANS -----03
Unemployed less than 6 months and seeking work -----04
Unemployed more than 6 months, not able to work -----05
Retired with STATE BENEFIT/PENSION ONLY -----06
Not working with STATE BENEFIT/PENSION ONLY FOR OTHER REASON -----07
Student-----08
Not working – housewife / househusband -----09

ASK ALL WHO WORK FULL OR PART TIME (PD WORK1 or WORK2 codes 01-02) – OTHERS GO TO QC

WORK3

Are you
READ OUT.
Employed -----01
Self-employed-----02

ASK ALL WHO WORK FULL OR PART TIME (PD WORK1 or WORK2 codes 01-02) – OTHERS GO TO QC

QA. Which of the following categories do you fall into? **READ OUT. SINGLE CODE ONLY**

Self employed & professional	01
Self employed farmer	02
Clerical & office employee	03
Skilled manual worker	04
Other manual worker	05

ASK ALL

QC. Could you tell me what educational level you achieved?

READ OUT. SINGLE CODE ONLY

Primary (left before 16, before finishing secondary school)	01
Secondary (left at 16 / 'O' Levels / GCSEs)	02
Further Education (after 16 / 'A' Levels / BTEC)	03
University Degree and higher	04

Q1. How has the financial situation of your household changed over the last 12 months? It has ...

READ OUT. SINGLE CODE ONLY

Got a lot better	01
Got a little better	02
Stayed the same	03
Got a little worse	04
Got a lot worse	05
Don't Know	DK

Q2. How do you expect the financial position of your household to change over the next 12 months? It will...

READ OUT. SINGLE CODE ONLY

Get a lot better	01
Get a little better	02
Stay the same	03
Get a little worse	04
Get a lot worse	05
Don't Know	DK

Q3. How do you think the general economic situation in this country has changed over the past 12 months? It has ...

READ OUT. SINGLE CODE ONLY

Got a lot better	01
Got a little better	02
Stayed the same	03
Got a little worse	04
Got a lot worse	05
Don't Know	DK

Q4. How do you expect the general economic situation in this country to develop over the next 12 months? It will ...

READ OUT. SINGLE CODE ONLY

Get a lot better	01
Get a little better	02
Stay the same	03
Get a little worse	04
Get a lot worse	05
Don't Know	DK

Q5. How do you think consumer prices have developed over the last 12 months? They have ...
READ OUT. SINGLE CODE ONLY

Risen a lot	01
Risen moderately	02
Risen slightly	03
Stayed about the same	04
Fallen	05
Don't Know	DK

ASK ALL WHO SAY PRICES HAVE RISEN (Codes 01-03 at Q5) – OTHERS GO TO FILTER AT Q5b

Q5a. By how many per cent do you think consumer prices have gone up over the past 12 months? Please give an estimate. Record up to one decimal place.

Consumer prices have increased by %	
Don't know	DK

ASK ALL WHO SAY PRICES HAVE FALLEN (Code 05 at Q5) – OTHERS GO TO Q6

Q5b. By how many per cent do you think consumer prices have gone down over the past 12 months? Please give an estimate. Record up to one decimal place.

Consumer prices have decreased by %	
Don't know	DK

ASK ALL

Q6. In comparison with the past 12 months, how do you expect consumer prices will develop in the next 12 months? They will...

READ OUT. SINGLE CODE ONLY

Increase more rapidly	01
Increase at the same rate	02
Increase at a slower rate	03
Stay about the same	04
Fall	05
Don't Know	DK

ASK ALL WHO SAY INCREASE AT Q6 (codes 01-03) – OTHERS GO TO Q6b FILTER

Q6a. By how many per cent do you think consumer prices will go up over the next 12 months? Please give an estimate. Record up to one decimal place.

Consumer prices will increase by %	
Don't know	DK

ASK ALL WHO SAY FALL AT Q6 (Code 05) – OTHERS GO TO Q7

Q6b. By how many per cent do you think consumer prices will go down over the next 12 months? Please give an estimate. Record up to one decimal place.

Consumer prices will decrease by %	
Don't know	DK

ASK ALL

Q7. How do you expect the number of people unemployed in this country will change over the next 12 months? The number will ...

READ OUT. SINGLE CODE ONLY

Increase sharply	01
Increase slightly	02
Remain the same	03
Fall slightly	04
Fall sharply	05
Don't Know	DK

Q8. In view of the general economic situation, do you think now is the right time for people to make major purchases such as furniture or electrical goods?

READ OUT. SINGLE CODE ONLY

Yes, now is the right time	01
It is neither the right time nor the wrong time	02
No, it is the wrong time	03
Don't Know	DK

Q9. Compared to the last 12 months, do you expect to spend more or less money on major purchases such as furniture and electrical goods? I will spend ...

READ OUT. SINGLE CODE ONLY

Much more	01
A little more	02
About the same	03
A little less	04
Much less	05
Don't Know	DK

Q10. In view of the general economic situation, do you think that now is?

READ OUT. SINGLE CODE ONLY

A very good time to save	01
A fairly good time to save	02
Not a good time to save	03
A very bad time to save	04
Don't know	DK

Q11. Over the next 12 months, how likely will you be to save any money?

READ OUT. SINGLE CODE ONLY

Very likely	01
Fairly likely	02
Not likely	03
Not at all likely	04
Don't know	DK

Q12. Which of these statements best describes the current financial situation of your household?

READ OUT. SINGLE CODE ONLY

We are saving a lot	01
We are saving a little	02
We are just managing to make ends meet on our income	03
We are having to draw on our savings	04
We are running into debt	05
Don't know	DK

Q13 – Q15 asked in July, Oct, Jan & April

Q13. How likely are you to buy a car over the next 12 months?

READ OUT. SINGLE CODE ONLY

Very likely	01
Fairly likely	02
Not likely	03
Not at all likely	04
Don't know	DK

Q14. Are you planning to buy or build a home over the next 12 months (to live in **yourself, for a member of your family, as a holiday home, to let etc.**)?**READ OUT.**

SINGLE CODE ONLY

Yes, definitely	01
Possibly	02
Probably not	03
No	04
Don't Know	DK

Q15. How likely are you to spend any large sums of money on home improvements or renovations over the next 12 months? **READ OUT. SINGLE CODE ONLY**

Very likely	01
Fairly likely	02
Not likely	03
Not at all likely	04
Don't know	DK

SEG2

- May I ask what is your profession
- PROMPT FOR (OR IF RETIRED - PREVIOUS)
- * JOB TITLE
- * JOB DESCRIPTION
- * INDUSTRY
- * QUALIFICATIONS
- * SIZE OF COMPANY
- * IF MANAGER/SUPERVISOR/SELF-EMPLOYED - NUMBER OF PEOPLE RESPONSIBLE FOR

REINT

Could we please add your contact details to our list of respondents who would like to take part in further GfK NOP research surveys?

READ OUT IF NECESSARY - Your details would be held securely, kept for no longer than 2 years, and be used for no other purpose than research

Yes-----01
No-----02

NAME

- Can I take a note of your name please?

INTERVIEWER: ENTER NAME OF RESPONDENT NOW. DO NOT TAKE A SERIAL NUMBER.

Thank you for your time and help.

If you would like to check my company's credentials you can call the Market Research Society on +44 20 500 39 69 99 and they will confirm that GFKNOP are a genuine market research company.

SEG3

INTERVIEWER: RECORD SOCIAL GRADE.

(20) SP

A.....1
B.....2
C1.....3
C2.....4
D.....5
E.....6

THANK & CLOSE