

Test Questionnaire

INTRODUCTION

This is a test questionnaire to be used in testing various aspects of a CATI system.

ASK ALL

QA: Respondent location.

- 1 England
 - 2 Northern Ireland
 - 3 Scotland
 - 4 Wales
-

ASK ALL

Q1: Which of the following newspapers do you read?

CODE ALL RESPONSES

- 1 Times
 - 2 Guardian
 - 3 Telegraph
 - 4 Sun
 - 5 Mirror
 - 6 Star
 - 7 Express
 - 8 Mail
 - 9 Other (please specify)
 - 10 None
-

FOR EACH NEWSPAPER MENTIONED AT Q1 ASK Q2A-Q2E.
RANDOMISE ORDER OF FEATURES.

Q2: For newspaper <answer from Q1> please rate the following features on a scale of 1 to 5 where 1 is "Poor quality" and 5 is "Excellent quality".

- A National news
- B International news
- C Columnists
- D Financial/Business news
- E Arts & Culture

FOR EACH FEATURE RATED 1 OR 5 PLEASE ASK Q3

Q3: Why do you rate <feature from Q2> as <rating from Q2> for <newspaper from Q1>?

OPEN-ENDED. PROBE FULLY.

.....

ASK ALL

Q4a/Q4b: Which supermarkets do you use?

RECORD FIRST MENTION ONLY AT Q4a

RECORD ALL OTHER MENTIONS AT Q4b

ASK ALL

Q4b: Do you ever shop at any of the following supermarkets?

READ OUT THOSE NOT MENTIONED AT Q4a/Q4b

	Q4a: FIRST SPONTANEOUS MENTION	Q4b: OTHER SPONTANEOUS MENTIONS	Q4c: PROMPTED MENTIONS
Sainsburys			
Tesco			
Morrisons			
Waitrose			
Marks & Spencer			
Somerfield			
Lidl			
Iceland			
Farmfoods			
Aldi			
Other (please specify)			

ASK ALL WHO MENTION Lidl, Iceland or Farmfoods AT Q4a, Q4b OR Q4c

Q5: Which of the crisp brands are you aware of?

PROMPT BRAND LIST DEPENDING ON COUNTRY OF RESIDENCE AT QA

	ENGLAND	N.IRELAND	SCOTLAND	WALES
1	Walkers	Walkers	Walkers	Walkers
2	Golden Wonder	McCoys	Golden Wonder	Golden Wonder
3	McCoys	Pringles	Kettle Chips	Pringles
4	Pringles	Kettle Chips	KP	Brannigans
5	Brannigans		Pringles	

[ASK ALL](#)

Q7: Which of the following do you like to watch?

- 1 Business / financial
- 2 Comedy
- 3 Current affairs
- 4 Films
- 5 Historical
- 6 Music
- 7 Natural history
- 8 News
- 9 Quizzes / Game shows
- 10 Reality TV
- 11 Soap Operas
- 12 Sport
- 13 Other (please specify)
- 14 None

[ASK ALL](#)

[IF MORE THAN 4 GENRES MENTIONED, SELECT 4 GENRES AT RANDOM FROM THOSE SELECTED](#)

Q8: What do you like most about watching <GENRE>?

- 1
- 2
- 3
- 4

[THANK AND CLOSE](#)
