|  |
| --- |
| Now think about those aged over 70. |
| Using the same card please tell me how likely it is that most people in [country] view those over 70... |
| **READ OUT…** |
| …as friendly? |
| …as competent? |
| …as having high moral standards? |
| …with respect? |
| Not at all likely to be viewed that way |
| Very likely to be viewed that way |
| *(Don’t know)* |
| **CARD**  |
| Please tell me how acceptable or unacceptable you think most people in [country] would find it if a suitably qualified 30 year old was appointed as their boss? |
| Use this card where 0 means most people would find it completely unacceptable and 10 means completely acceptable. |
| Completely unacceptable |
| Completely acceptable |
| *(Don’t know)* |
| *(It depends)* |
| **STILL CARD E23** |
| Andplease tell me how acceptable or unacceptable you think most people in [country] would find it if a suitably qualified 70 year old was appointed as their boss? |
| Use this card where 0 means most people would find it completely unacceptable and 10 means completely acceptable. |
| Completely unacceptable |
| Completely acceptable |
| *(Don’t know)* |
| *(It depends)* |
| **CARD**  |
| Using this card please tell me how likely it is that most people in [country] view those in their 20s... |
| **READ OUT…** |
| …with envy? |
| …with pity? |
| …with admiration? |
| …with contempt? |
| Not at all likely to be viewed that way |
| Very likely to be viewed that way |
| *(Don’t know)* |
| **STILL CARD E25** |
| And now please tell me how likely it is that most people in [country] view those over 70... |
| **READ OUT…** |
| …with envy? |
| …with pity? |
| …with admiration? |
| …with contempt? |
| Not at all likely to be viewed that way |
| Very likely to be viewed that way |
| *(Don’t know)* |
| Now some more questions about your own views of people of different ages. |
| **CARD**  |
| Using this card, tell me overall how negative or positive you feel towards people in their 20s? |
| Please tell me on a score of 0 to 10, where 0 means extremely negative and 10 means extremely positive. |
| Extremely negative |
| Extremely positive |
| *(Don’t know)* |
| **STILL CARD E33** |
| And overall, how negative or positive do you feel towards people over 70? |
| Use the same card. |
| Extremely negative |
| Extremely positive |
| (Don’t know) |