

Fragebogenauszug

Englische Version

1. «Please take a look at these two illustrations. First the picture on the left. Do you know off-hand what castle that is, or in which country it is situated?»
(Interviewer shows illustrations to respondent)
- Castle, country:*
.....
.....
Respondent recognises it, but can't give name of castle or name of place ☐
Doesn't know/Not seen before ☐
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2. «Here's a question about the principality of Liechtenstein: Have you ever been to Liechtenstein, do you have any idea what this country is like, or do you only know of it by name, or have you never heard of Liechtenstein?»
- Have been to Liechtenstein* ☐
Do have some idea about it ☐
Know only by name ☐
*Never heard of the place** ☐

* Skip to question 5!
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3. «When a certain country is mentioned, a number of things often spring to mind. When you hear the name Liechtenstein, what springs to mind. Please tell me which of these particular things come to your mind in relation to Liechtenstein. Just read out the card letters to me.»
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|--|----|----|----|----|----|----|-------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| | 15 | 16 | 17 | 18 | 19 | 20 | 21 22 |
-
4. «Instinctively, we can all say that a country either has an appeal for us or it doesn't. All in all, would you say, for me, Liechtenstein is . . .»
- «A very nice place»* ☐
«A nice place» ☐
«Not a very nice place» ☐
«Not at all a nice place» ☐
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5. «This time I would like you to look at the picture on the right. Do you know the name of this building and can you tell me where it is?» (Interviewer shows illustrations again)
- Building, place:*
Respondent recognises it, but can't give name of building or name of place ☐
Doesn't know/Not seen before ☐