

Appendix 7 Tactic analysis for individual respondents, by hypothetical situation

This appendix provides details of the tactic analysis carried out for each respondent in relation to the four hypothetical situations. The results are presented as four matrices (i.e. one for each hypothetical situation). Columns represent the different tactics for each situation and rows represent individual respondents (i.e. '14' equates to P14 within the text and Atlas/ti). Due to the size of these matrices, it was necessary to split respondents into two groups to ensure readability. For the same reason, with the new home situation it was also necessary to spread the columns (i.e. tactics) over two pages.

The numbers in the matrices represent the order in which respondents said they would approach each hypothetical situation. For example, with the new home situation, P14 said that their first step would be to contact a housing association (step 1). After that, they would visit the library for information (step 2), looking particularly for information about special housing (step 3).

In some cases respondents mentioned a tactic more than once. For example, for the new home situation, P35 mentioned the local paper as steps 4 and 10 (i.e. 4/10 in the matrix).

Appendix 7: Tactic analysis for individual respondents: new home

Tactics/Primary documents	14	15	16	17	18	19	20	21	35	36	37	38	39	40	41	42	43	53	44	45	46	47	48	49	50	Tactics/Primary documents
Assess amenities										4	7	4			10			8						2		Assess amenities
Assess Areas					1		5		2		3			6	9		2			2	3					Assess Areas
Assess churches																										Assess churches
Assess community												7														Assess community
Assess Community Centres												9														Assess Community Centres
Assess Crime										8	5									3				2		Assess Crime
Assess cultural														12				5								Assess cultural
Assess employment																								4		Assess employment
Assess friendliness											9	3								5						Assess friendliness
Assess further/adult ed.												5											6			Assess further/adult ed.
Assess Library												6														Assess Library
Assess racial mix									14																	Assess racial mix
Assess schools						3			7																	Assess schools
Assess shops								8	5	6																Assess shops
Assess specialist shops														13												Assess specialist shops
Assess telematics																							5			Assess telematics
Assess transportation									6	8				11	1			6			5		3			Assess transportation
Assess unemployment									7																	Assess unemployment
Assess walking																										Assess walking
Bars/Pubs (info)									11	4	8															Bars/Pubs (info)
Builder																										Builder
Cost of property		4							6					5	8	4		7		4	2					Cost of property
Council info.									13									4	4						3	Council info.
Countryside or Sea?																					6					Countryside or Sea?
Distrust									3												9					Distrust
Do vol. Work												11														Do vol. Work
EAs mailing list									3													5				EAs mailing list
Estate Agent		1	1	1	2	1	1	2						1	4	3	5	2	2		1	2				Estate Agent
First time buyer			2																							First time buyer
Friends/rels there								5						3			8									Friends/rels there
Housing Associations	1																									Housing Associations
Info. Broker								15																		Info. Broker
Internet (email)																						3				Internet (email)
Internet (images)																										Internet (images)
Internet (Web)				4										5								1	4	2		Internet (Web)
Internet expectations																						4	5			Internet expectations
Library (for info)	2						2		11	9	10				2			3								Library (for info)

Local paper				2						4/10	2						2			1						1	Local paper	
Low flying																												Low flying
Mortgage			3											9														Mortgage
Move and decide																							6					Move and decide
Notices etc.																												Notices etc.
Not moving																												Not moving
Pip																												PiP
Police (info)											10																	Police (info)
Property types																	7											Property types
Rural location																												Rural location
Sell current home																												Sell current home
Special housing	3																											Special housing
State of house																3	7											State of house
Stay there											3		2									4						Stay there
Surveyor														2	8		6											Surveyor
Talk to locals		3					4		1/9		2					6		1				8				1		Talk to locals
TEC																												TEC
Tourist Information				3												4							7					Tourist Information
University information																							9					University information
Use maps												11				14							7			4		Use maps
Use radio																												Use radio
Visit area					3		6	1	12	1	1	1	1/4		1	5	3	1	3	1						3	3	Visit area
Visit church													10															Visit church
Visit Property		2			4																		6					Visit Property
Welsh language																												Welsh language
Yellow Pages															2	3												Yellow Pages
Total tactics	3	4	3	4	4	1	6	3	15	11	11	11	4	9	14	6	9	8	4	9	6	6	6	6	5	3	Total tactics	
	14	15	16	17	18	19	20	21	35	36	37	38	39	40	41	42	43	53	44	45	46	47	48	49	50			

Appendix 7: Tactic analysis for individual respondents: new home

Tactics/Primary documents	51	52	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	Tactics/Primary documents
Assess amenities			5			7	5	6										6	7	3			Assess amenities
Assess Areas				4	5	3	9		6	3	5		2							4	3/6	3	Assess Areas
Assess churches				6																			Assess churches
Assess community				5															6				Assess community
Assess Community Centres																							Assess Community Centres
Assess Crime			13				8																Assess Crime
Assess cultural			9	7					6					6				11			7	8	Assess cultural
Assess employment																		8					Assess employment
Assess friendliness						-3			5														Assess friendliness
Assess further/adult ed.			7													5							Assess further/adult ed.
Assess Library			8																				Assess Library
Assess racial mix																							Assess racial mix
Assess schools			6			9		5	4							2	4						Assess schools
Assess shops										9		3											Assess shops
Assess specialist shops																							Assess specialist shops
Assess telematics																							Assess telematics
Assess transportation						8	6			4			6						7			5	Assess transportation
Assess unemployment																							Assess unemployment
Assess walking				8																			Assess walking
Bars/Pubs (info)																				8			Bars/Pubs (info)
Builder			4																				Builder
Cost of property					7		7				6	6	5	3									Cost of property
Council info.	6						11											9		4			Council info.
Countryside or Sea?																							Countryside or Sea?
Distrust																							Distrust
Do vol. Work																							Do vol. Work
EAs mailing list								2		1	5	4					1		3			1	EAs mailing list
Estate Agent		1	1	2	2		2				1	1	4	2				1		2	1	1	Estate Agent
First time buyer																							First time buyer
Friends/rels there																						11	Friends/rels there
Housing Associations	7																						Housing Associations
Info. Broker																							Info. Broker
Internet (email)				5		9																	Internet (email)
Internet (images)														7									Internet (images)
Internet (Web)		2				2/8		4/8			2			4				7	1		6		Internet (Web)
Internet expectations																							Internet expectations
Library (for info)	4		11			4	4		1									2					Library (for info)

Local paper	5						10	1	3			3						3										9	Local paper			
Low flying								10																						Low flying		
Mortgage												7																		Mortgage		
Move and decide																														Move and decide		
Notices etc.																												10	Notices etc.			
Not moving			14	9		15		11					8					6											Not moving			
Pip																											3		PiP			
Police (info)							10																						Police (info)			
Property types					6							4														5			Property types			
Rural location				3	4				5								1												Rural location			
Sell current home				1																									Sell current home			
Special housing																													Special housing			
State of house																													State of house			
Stay there			12			6																					3		Stay there			
Surveyor			3																										Surveyor			
Talk to locals	3				3/8	1		7	7	7			8	8												10	5	5	Talk to locals			
TEC						6																							TEC			
Tourist Information			10				3		2	2			7													6		2	Tourist Information			
University information		3																											University information			
Use maps						(1)																							Use maps			
Use radio									3																				Use radio			
Visit area	1				1	(2)		1	8	2			3	1	1											4	4	1	2	4	2	Visit area
Visit church	2																												Visit church			
Visit Property			2										2													5			Visit Property			
Welsh language								9																					7	Welsh language		
Yellow Pages																											2		Yellow Pages			
Total tactics	7	3	14	9	8	15	11	11	8	9	7	8	8	8	2	6	11	7	8	7	11	3							Total tactics			
	51	52	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76										

Appendix 7: Tactic analysis for individual respondents: health

Tactics/Primary Docs.	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	
Library use			4	1	1	7	2			5	4			3			1	4	2	2			5	4				3		6			5	3		2	1			
subject specific		3		2	3		1	1		6			3	4	2		2	1						2					2	2	1		1		3					
2nd opinion		1	1			1	2			3			245			1	7		4			2					1								2	1	8			
Alternative GP		2				36	3			2	1	1	6		3			5				1	1	2	2	2					5			3		5				
Internet (web)				4									7	1	16		4								3			2	4		4					4	1			
Ask people					5		4	1				3				2	8						6		1	3	2										3			
other sufferers	2			5		4							2	4									6					4		3	3	6	3				2			
read books			2	3	2						5					3				3		3						1					4				2			
Use phone						6				3	2		8					5						3								4								
yellow pages						2	3					2														1						3			5					
Write letter										4	6		9					6										6	6											
Internet knowledge/experience								2										2					4						3		1		7				1	2	47	
Internet (email)															5													5		7							5			
handouts/notices																			3					6					2	2										
CAB use	1											5	1																											
health centre																					4				5												4			
local paper																							3			4												6		
newspapers			3														6																							
CDROMs			5														5																							
no action																					1																		3	
Treat self				4			5																																	
Ask for assistance																																				4			2	
health food shops						4																															6			
travel																													5											
BMA compensation?	3									1																														
Council info												6																												
dir enquiries							5																																	
go to hospital																3																								
health authority practitioner OK?																																					1			
repercussions																			8								5													
Teletext																																						2		
TV info.																								1																
Total tactics	3	3	5	5	4	7	6	5	2	6	6	6	9	4	6	3	8	6	8	4	1	3	6	6	3	5	2	6	6	2	7	3	7	5	4	6	5	8	3	
	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	

Appendix 7: Tactic analysis for individual respondents: barking dog

Tactic codes/Primary Docs.	14	15	16	17	18	19	20	21	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	Tactics/Primary Documents
Speak to neighbour		1			1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	2	2	1	1	Speak to neighbour
Council (action)	1	3		1			2		2		5				2	2		2		3	3		3		Council (action)
Ignore it			1								2	6				4					1	1			Ignore it
reason for noise?											4	4			3				1						reason for noise?
Legal advice									3																Legal advice
Neighbour Co-op									4											4					Neighbour Co-op
Police (action)												5					3								Police (action)
RSPCA?															4										RSPCA?
befriend dog												2							5						befriend dog
Council (refer)		2			2						6														Council (refer)
move it											3			2						2			2		move it
CAB	2																	3							CAB
direct action									2							3									direct action
Action unspecified													2	3											Dog: Action unspecified
mediation																					4				mediation
Move house									5	3															Move house
neighbour again								2									2								neighbour again
Police (info)								3																	Police (info)
Walk dog												3													Walk dog
leave it																									leave it
neighbour response																			3						neighbour response
Pray																									Pray
Rescue																			4						Rescue
shut windows																									shut windows
Total tactics	2	3	1	1	2	1	2	3	5	3	6	6	2	3	4	4	3	3	5	4	4	2	3	1	Total tactics
	14	15	16	17	18	19	20	21	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	

Appendix 7: Tactic analysis for individual respondents: barking dog

Tactic codes/Primary Docs.	51	52	53	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	Total	Tactics/Primary Documents		
Speak to neighbour		1	1	1	2	1	1	1	1	1	1	1	1	2	1	1	1	2	1	1	1	1	1	1	43	Speak to neighbour	
Council (action)		2		2								2		3			2	3	2	2				2	21	Council (action)	
Ignore it	2				2													1							9	Ignore it	
Reason for noise?		4									4		2						3					3	9	Reason for noise?	
Legal advice								3		3		3		4	2	3									7	Legal advice	
Neighbour Co-op			2						2		2												3		6	Neighbour Co-op	
Police (action)				3						2	3										3				6	Police (action)	
RSPCA?		3									5		3											4	5	RSPCA?	
Befriend dog	1						2																		4	Befriend dog	
Council (refer)																2									4	Council (refer)	
Move it																									4	Move it	
CAB																							2		3	CAB	
Direct action																				3						3	Direct action
Action unspecified																										2	Dog: Action unspecified
Mediation							3																			2	Mediation
Move house																										2	Move house
Neighbour again																										2	Neighbour again
Police (info)								2																		2	Police (info)
Walk dog			3																							2	Walk dog
Leave it														1												1	Leave it
Neighbour response																										1	Neighbour response
Pray	3																									1	Pray
Rescue																										1	Rescue
Shut windows																							2		1	Shut windows	
Total tactics	3	4	3	3	2	1	3	3	2	3	5	3	3	4	2	3	2	3	3	3	3	3	3	4		Total tactics	
	51	52	53	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76				

Appendix 7: Tactic analysis for individual respondents: new TV

Tactics/Primary Docs.	14	15	16	17	18	19	20	21	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	Tactics/Primary Docs	
Check shops	3		2		1	2	1	2	1	1	2	3	2	1	5		1	1	6	2			2	1	Check shops	
Assess prices			3		3		2		2	2	4	2		2	6		4	2			5			3	Assess prices	
Assess products					2									3	3	6	1	5	3	5		4	3		2	Assess products
Ask friends/rels	1						3		3		1		1				2		7						Ask friends/rels	
Which? report				1				1				1			2								2		Which? report	
Assess features		1																					4		Assess features	
Warranty										4	3			4			6	4	8		6				Warranty	
Future proof?		2							4										4						Future proof?	
Teletext											5										3	7			Teletext	
VFM					4	3	4		5	3					7					4					VFM	
Buy local	2																								Buy local	
Not superstore																									Not superstore	
Use catalogues			1			1														1					Use catalogues	
Use Web				2																		3			Use Web	
After sales service																									After sales service	
Assess sales patter												4													Assess sales patter	
Find reputable dealer																									Find reputable dealer	
Use library				3											3										Use library	
Buy 2nd hand	4																								Buy 2nd hand	
Local adverts																									Local adverts	
Look of it																							4		Look of it	
Pay cash														7											Pay cash	
reliability															8				3						reliability	
Satellite/cable	5												4												Satellite/cable	
What TV?															1								1		What TV?	
Yellow Pages																	3								Yellow Pages	
Ask in pub																						2			Ask in pub	
Brand trusted																									Brand trusted	
Colour balance																						8			Colour balance	
delivery?														5											delivery?	
Ethical consumer															9										Ethical consumer	
Haggle																									Haggle	
installation?														6											installation?	
Internet problems																						9			Internet problems	
Review memory																						1			Review memory	
shop recommended																				2					shop recommended	
Use credit card																							1		Use credit card	
Total tactics	5	2	3	3	4	3	4	2	5	4	5	4	4	6	9	1	6	4	8	4	4	9	4	4	2	Total tactics
	14	15	16	17	18	19	20	21	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50		

Appendix 7: Tactic analysis for individual respondents: new TV

Tactics/Primary Docs.	51	52	53	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	Tactics/Primary Docs
Check shops	1			1	1	1		2				3	2	1	1	2	2	1	1	4	1	2	1	Check shops
Assess prices					3	2		3	4				5	2	3					6		3	5	Assess prices
Assess products	2			2			1							3	4								8	Assess products
Ask friends/rels			2									4											1	Ask friends/rels
Which? report	4	1					2					1							2				6	Which? report
Assess features							4			4	6	6		4	2							5		Assess features
Warranty			5	4																				Warranty
Future proof?								1				2				3	4					4		Future proof?
Teletext							5				2				5	4	5							Teletext
VFM															6									VFM
Buy local									3	1	4		1											Buy local
Not superstore				3						2	3		4								2			Not superstore
Use catalogues																1						2		Use catalogues
Use Web		3					3					5												Use Web
After sales service										3	5		3										3	After sales service
Assess sales patter	3		4															3						Assess sales patter
Find reputable dealer		2							2												1			Find reputable dealer
Use library																			3			7		Use library
Buy 2nd hand			1																					Buy 2nd hand
Local adverts																	1		4			4		Local adverts
Look of it																								Look of it
Pay cash			7		2																			Pay cash
reliability										5														reliability
Satellite/cable											6													Satellite/cable
What TV?																								What TV?
Yellow Pages			3																		3			Yellow Pages
Ask in pub																								Ask in pub
Brand trusted									1															Brand trusted
Colour balance																								Colour balance
delivery?																								delivery?
Ethical consumer																								Ethical consumer
Haggle			6																					Haggle
installation?																								installation?
Internet problems																								Internet problems
Review memory																								Review memory
shop recommended																								shop recommended
Use credit card																								Use credit card
Total tactics	4	3	7	4	3	2	5	3	4	5	6	6	5	4	6	4	5	1	6	4	5	8	1	Total tactics
	51	52	53	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	