

ZA4170

**Flash Eurobarometer 157
(Television and TC-spectators of Europe - 2003)**

**Questionnaire
Ireland**

Job No 41102285

Good morning/afternoon/evening. I am from Millward Brown IMS.
We are carrying out a survey and I would be grateful for your help in answering some questions. Do you have about ten minutes to answer some questions about a topical subject?

TARGET: Persons who have studied until at least the age of 20.

FILTER: Age when finished full time education: [EXACT AGE IN 2 DIGITS]

- [][] years - If < 20 years, **END INTERVIEW**
- [00] **[REFUSAL/ NO ANSWER] – END INTERVIEW**
- [01] **[NEVER BEEN IN FULL TIME EDUCATION] – END INTERVIEW**
- [99] **[STILL IN FULL TIME EDUCATION] – CHECK: IF AGE < 20 years - END INTERVIEW**

Q1. On average how many hours a day do you watch television?

[CODE IN HOURS]

- a) Number of hours a day during the week (Monday-Friday)..... [][]
- b) Number of hours a day during the week-end (Saturday-Sunday)..... [][]

IF " Never / Don't have television ", CODE 98

IF " DK / NA ", CODE 99

IF CODE 98 in a) AND b) – END INTERVIEW (NOT VALID INTERVIEW)

Q2. Of the following types of televised programmes, which ones do you watch most often?

[READ OUT – ROTATE FROM a) TO j) – SEVERAL ANSWERS POSSIBLE]

- a) television news..... 1
- b) programmes on topics on society..... 1
- c) political debates 1
- d) programmes on current political topics 1
- e) entertainment programmes (games, variety shows, TV films, series)..... 1
- f) cinema films 1
- g) documentaries (history, travel, nature, health, etc.)..... 1
- h) cultural, musical, literary programmes 1
- i) sports..... 1
- j) other debates, talk-shows 1
- k) [Others] 1
- l) [DK/NA] 1

Q3. For each of the following statements, can you tell me if you rather agree or rather disagree? In general,...

- Rather agree 1
- Rather disagree 2
- [DK/NA] 3

[READ OUT – ROTATE – ONE ANSWER PER LINE]

- a) the choice of television programmes is too limited 1 2 3
- b) there are so many channels that the choice is difficult 1 2 3
- c) there aren't enough quality programmes 1 2 3
- d) there aren't enough cultural programmes 1 2 3
- e) programmes aren't creative enough or original 1 2 3
- f) there aren't enough programmes on political current affairs such as debates or programmes on current political topics..... 1 2 3
- g) there aren't enough programmes on international economic and political relations. 1 2 3
- h) there aren't enough news programmes on other European countries..... 1 2 3
- i) there aren't enough news programmes on the European Union..... 1 2 3
- j) news on the European Union is only dealt with in a superficial way 1 2 3

Q4. Do you have access to cable or satellite television?

[READ OUT – ONLY ONE ANSWER POSSIBLE]

- Yes..... 1
- No 2
- [DK/NA] 3

TO ALL THOSE WHO RESPONDED 1 in Q4

Q5. Which of the following specialised channels do you watch **at least once a week?**

[READ OUT – ROTATE a) TO j) – SEVERAL ANSWERS POSSIBLE]

- a) Sports channels..... 1
- b) Cultural channels..... 1
- c) Travel channels 1
- d) Music channels..... 1
- e) Cinema channels 1
- f) Channels for children 1
- g) Channels in a foreign language..... 1
- h) National channels with continuous news..... 1
- i) International channels with continuous news 1
- j) Channels dealing exclusively with political and parliamentary matters..... 1
- k) [NONE OF THESE]..... 1
- l) [DK/NA] 1

ASK ALL

Q6. When watching television, do you tend to take notice of each of the following, or not?

- Tend to take notice 1
- Not tend to take notice 2
- [DK/NA] 3

[READ OUT – ROTATE – ONE ANSWER PER LINE]

- a) local or regional politics 1 2 3
- b) national politics 1 2 3
- c) social matters such as education, health, etc 1 2 3
- d) the economy 1 2 3
- e) European Union policy 1 2 3
- f) sports 1 2 3
- g) the environment 1 2 3
- h) foreign policy / international relations 1 2 3
- i) culture 1 2 3

Q7. For each of the following, tell me if you would like to receive **much more** information, **some more** information, or if you already receive enough information?

- You would like to receive much more information 1
- You would like to receive some more information 2
- You already receive enough information 3
- [DK/NA] 4

[READ OUT – ROTATE – ONE ANSWER PER LINE]

- a) your rights as a European citizen 1 2 3 4
- b) the history of the European Union, the building of Europe 1 2 3 4
- c) European Union Institutions 1 2 3 4
- d) European Constitution and the future of Europe 1 2 3 4
- e) European economy in general 1 2 3 4
- f) European Union's Foreign Policy 1 2 3 4
- g) European Union's Defence Policy 1 2 3 4
- h) the consequences of the Enlargement of the European Union 1 2 3 4
- i) Employment Policy, fight against unemployment 1 2 3 4
- j) Cultural, Youth or Education Policy of the European Union 1 2 3 4
- k) European Union's Social Policy 1 2 3 4
- l) the position and role of the European Union in the world 1 2 3 4

Q8. In general, by which means would you prefer to receive information on the European Union, its policies, its Institutions? Firstly? And then?

- Firstly 01 - 14
- And then..... 01 - 14

[READ OUT – ROTATE – ONE ANSWER POSSIBLE FOR FIRSTLY AND ONE ANSWER POSSIBLE FOR AND THEN]

- general national television channels.....01
- regional or local television channels02
- television channels common to several European countries, in our language03
- television channels common to several European countries, in other languages04
- general national radio05
- local radio06
- national daily newspapers.....07
- regional or local daily newspapers08
- national magazines09
- press from other European countries10
- the Internet.....11
- [OTHER]12
- [DO NOT WISH TO RECEIVE INFORMATION ON THE EU].....13
- [DK/NA]14

Q9. When choosing a media to be informed, what is the most important for you?

[READ OUT– ROTATE – TWO ANSWERS POSSIBLE – PROBE "And then?"]

- a) Its speed in broadcasting information1
- b) Its reliability1
- c) Its ease of access1
- d) Its clarity in the treatment of information1
- e) Its objectiveness1
- f) Its proximity to your concerns.....1
- g) Its originality1
- h) The quality of the anchor or of the editor1
- i) Its ability to summarise information1
- j) Its independence towards political parties, lobbies, etc.1
- k) [OTHER]1
- l) [DK/NA]1

Q10. Here is a list of programmes that could be broadcast by a European television channel. For each of them, tell me if you would be interested in it, or not?

- I would be interested..... 1
- I wouldn't be interested 2
- [DK/NA] 3

[READ OUT- ROTATE – ONE ANSWER PER LINE]

- a) reports on life in other European countries..... 1 2 3
- b) analyses of the economic situation of other European countries..... 1 2 3
- c) political debates in other European countries 1 2 3
- d) programmes on the history of other European countries... .. 1 2 3
- e) programmes on the cultural life in other European countries..... 1 2 3
- f) films from other European countries 1 2 3
- g) language courses 1 2 3
- h) indications of how the European institutions work..... 1 2 3
- i) programmes on the history of Europe 1 2 3
- j) analyses of European Union policies 1 2 3
- k) reports at the time of important European events (European Councils,
signing of Treaties, European anniversaries, etc.) 1 2 3
- l) debate between political leaders from different EU countries,
in our language..... 1 2 3
- m) direct broadcast of the European Parliament debates, in our language ... 1 2 3
- n) direct broadcast of press conferences organised by the European
Institutions, in our language 1 2 3

Q11. Could you name all **news television channels** that not only broadcast in Ireland, that you know of or that you have access to?

[DO NOT READ OUT – RECODE BELOW THE FIRST ANSWER IN "TOP OF MIND" AND THEN THE OTHER SPONTANEOUS ANSWERS]

	<u>TOM</u>	<u>Others</u>
BBC World.....	01	1
BBC Prime.....	02	1
CNBC.....	03	1
NBC.....	04	1
CNN.....	05	1
ITV.....	06	1
SKY News.....	07	1
EuroNews.....	08	1
RTP.....	09	1
TV5.....	10	1
TVE Internacional.....	11	1
DW (Deutsche Welle).....	12	1
RTE 1.....	20	1
Network 2.....	21	1
TV3.....	22	1
TG4.....	23	1
Other mentioned channels.....	98	1
DK/NA.....	99	1

- TOP OF MIND
- OTHER SPONTANEOUS ANSWERS

- IF "DK/NA" IN TOP OF MIND GO TO Q13 -

Q12. Do you watch [CHANNEL QUOTED IN TOP OF MIND], every day or almost, several times a week, several times a month or less often?

[READ OUT – ONE ANSWER POSSIBLE]

- Every day or almost.....	1
- Several times a week.....	2
- Several times a month.....	3
- Less often.....	4
- [DK/NA].....	5

Q13. Thinking of all the news channels broadcasting in several countries, in your opinion, which are the ones that best deal with European affairs, the European Union?

[DO NOT READ OUT- RECODE BELOW]

	<u>TOM</u>	<u>Others</u>
BBC World.....	01	1
BBC Prime.....	02	1
CNBC	03	1
NBC	04	1
CNN.....	05	1
ITV	06	1
SKY News.....	07	1
EuroNews	08	1
RTP	09	1
TV5	10	1
TVE Internacional	11	1
DW (Deutsche Welle).....	12	1
RTE 1	20	1
Network 2	21	1
TV3	22	1
TG4.....	23	1
Other mentioned channels	98	1
DK/NA.....	99	1

Classification Details

<p>SEX: Male 1 Female.....2</p> <p>AGE: (Record Exact Age) <input type="text"/> <input type="text"/></p> <p>Use code '00' if respondent refuses to answer</p> <p>TYPE OF LOCALITY:</p> <p>Would you say that you live in...?</p> <p>A rural zone or a village..... 1 A small or an average-sized town 2 A city..... 3 [DK/NA] 4</p>	<p>WHAT IS YOUR OCCUPATION? As far as your current occupation is concerned, would you say you are self-employed, employee, manual worker or would you say that you are without a professional activity?</p> <p>[READ OUT LEFT ITEMS – THEN ASK TO SPECIFY (“that is to say”) - ONLY ONE ANSWER]</p> <p>- Self-employed → i.e. : - farmer, forester, fisherman 11 - owner of a shop, craftsman..... 12 - professional (lawyer, medical practitioner, accountant, architect...) 13 - manager of a company..... 14 - other (SPECIFY) 15</p> <p>- Employee → i.e. : - professional (employed doctor, lawyer, accountant, architect) 21 - general management, director or top management 22 - middle management..... 23 - civil servant 24 - office clerk..... 25 - other employee (salesman, nurse, etc).. 26 - other (SPECIFY) 27</p> <p>- Manual worker → i.e. : - supervisor/foreman (team manager, etc ...) 31 - manual worker 32 - unskilled manual worker 33 - other (SPECIFY) 34</p> <p>Without a professional activity → i.e. : - looking after the home..... 41 - student (full time) 42 - retired..... 43 - seeking a job 44 - other (SPECIFY) 45</p> <p>-(Refusal)..... 99</p> <p style="text-align: right;"><input type="text"/> <input type="text"/></p> <p>Length of Interview Mins</p>
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