

**ZA4729**

**Flash Eurobarometer 199  
(Audio Visual Policy)**

**Country Specific Questionnaire  
Ireland**

## Flash EB 199 – Audio Visual Policy

Good morning / afternoon, I'm \_\_\_\_\_ from COMPANY. I would like to ask you to participate in a brief survey we are carrying out in various countries in Europe and outside of Europe as well. The survey is commissioned by the European Commission. Your opinion is very important, please help us with your answers, the survey will not take more than 10 minutes. The questionnaire is anonymous; your responses will be used to generate statistics for our country. You can refuse to answer to any of the questions if you wish so.

May I please speak to the person in your household, 15 years of age or older, who had the most recent birthday?

### D2. How old are you?

[ ][ ] years old

[00] [REFUSAL/NO ANSWER] – **[END INTERVIEW]**

**D1. Gender** [DO NOT ASK - MARK APPROPRIATE]

- [1] Male
- [2] Female

**D3. How old were you when you stopped full-time education?** [Write in THE AGE WHEN EDUCATION WAS TERMINATED]

- [ ][ ] years old
- [00] [STILL IN FULL TIME EDUCATION]
- [01] [NEVER BEEN IN FULL TIME EDUCATION]
- [99] [REFUSAL/NO ANSWER]

**D4. As far as your current occupation is concerned, would you say you are self-employed, an employee, a manual worker or would you say that you are without a professional activity? Does it mean that you are a(n)...**

[IF A RESPONSE TO THE MAIN CATEGORY IS GIVEN, READ OUT THE RESPECTIVE SUB-CATEGORIES - ONE ANSWER ONLY]

**- 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 ..... 15

**- 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 ..... 27

**- Manual worker**

- i.e. :
  - supervisor / foreman (team manager, etc...) ..... 31
  - Manual worker ..... 32
  - unskilled manual worker..... 33
  - other ..... 34

**- Without a professional activity**

- i.e. :
  - looking after the home..... 41
  - student (full time) ..... 42
  - retired ..... 43
  - seeking a job..... 44
  - other ..... 45
- [Refusal] ..... 99

**D6. Would you say you live in a ...?**

- metropolitan zone ..... 1
- other town/urban centre ..... 2
- rural zone ..... 3
- [DK/NA] ..... 9

**Q1. On an average weekday, how much time, in total, do you spend watching television on your TV set?**

- No time at all .....00
- Less than ½ hour .....01
- ½ hour to 1 hour.....02
- More than 1 hour, up to 2 hours.....03
- More than 2 hours, up to 3 hours.....04
- More than 3 hours, up to 4 hours.....05
- More than 4 hours, up to 5 hours.....06
- More than 5 hours.....07
- [Never watch television] .....08
- [DK/NA] .....99

**Q2. And on an average weekend day how much time, in total, do you spend watching television on your TV set?**

- No time at all .....00
- Less than ½ hour .....01
- ½ hour to 1 hour.....02
- More than 1 hour, up to 2 hours.....03
- More than 2 hours, up to 3 hours.....04
- More than 3 hours, up to 4 hours.....05
- More than 4 hours, up to 5 hours.....06
- More than 5 hours.....07
- [Never watch television] .....08
- [DK/NA] .....99

**Q3. Do you have access to a fast / broadband internet connection ...**

- in your workplace? ..... 1
- at home? .....2
- at both places?.....3
- [have slow/dial up only].....4
- [neither] .....5
- [DK/NA] .....9

**Q4. And, on an average day, how much time, in total, do you spend watching television over the Internet?**

- No time at all .....00
- Less than ½ hour .....01
- ½ hour to 1 hour.....02
- More than 1 hour, up to 2 hours.....03
- More than 2 hours, up to 3 hours.....04
- More than 3 hours, up to 4 hours.....05
- More than 4 hours, up to 5 hours.....06
- More than 5 hours.....07
- [Don't use internet].....08
- [DK/NA] .....99

**Q5. Do you use the internet to find news-sites?**

- several times a day ..... 6
- once every day ..... 5
- several times per week ..... 4
- once a week ..... 3
- less often ..... 2
- never ..... 1
- [DK/NA] ..... 9

**Q6. On average, do you watch news programmes on television:**

- several times a day ..... 6
- once every day ..... 5
- several times per week ..... 4
- once a week ..... 3
- less often ..... 2
- never ..... 1
- [DK/NA] ..... 9

**Q7. On average, do you watch news programmes over the internet:**

- several times a day ..... 6
- once every day ..... 5
- several times per week ..... 4
- once a week ..... 3
- less often ..... 2
- never ..... 1
- [DK/NA] ..... 9

[IF THE ANSWER IS "1" = "NEVER" BOTH IN Q6 AND Q7, THANK AND TERMINATE]

**Q8. How interested would you say you are in questions related to Europe / the European Union. Are you...?**

[READ OUT – ONE ANSWER ONLY]

- Very interested ..... 4
- Rather interested ..... 3
- Rather not interested ..... 2
- Or, not at all interested? ..... 1
- [DK/NA] ..... 9

**Q9. Do you tend to avoid or skip news about Europe / the European Union ...?**

- Yes ..... 1
- No ..... 2
- [I never watch/listen/surf/read] ..... 3
- [DK/NA] ..... 9

[READ OUT - ROTATE - ONE ANSWER PER LINE]

- A. when you are watching television ..... 1 2 3 9
- B. when you are listening to the radio ..... 1 2 3 9
- C. when you are surfing the Internet ..... 1 2 3 9
- D. when you are reading newspapers ..... 1 2 3 9

**Q10. Generally speaking, do you watch political programmes such as debates, interviews or analyses ...?**

- systematically..... 1
- only if there are no other interesting programmes..... 2
- only before an election..... 3
- or do you avoid them systematically? ..... 4
- [DK/NA] ..... 9

**Q11. And, do you watch programmes about current affairs (society, economy)...?**

- systematically..... 1
- only if there are no other interesting programmes..... 2
- only if the topic directly concerns you or your family ..... 3
- or do you avoid them systematically? ..... 4
- [DK/NA] ..... 9

**Q12. Can you tell me which 3 types of TV programmes do you mainly watch/prefer to watch? Firstly? What else? What else?**

[OPEN - PRE-CODED]

- Action/adventure ..... 01
- Animation ..... 02
- Children programmes/family programs..... 03
- Cooking ..... 04
- Culture - in general ..... 05
- Debates/discussion ..... 06
- Discovery/Nature... ..... 07
- Documentary..... 08
- Entertainment specials..... 09
- History ..... 10
- Mini-series, soap operas..... 11
- Movies..... 12
- Music & performing arts ..... 13
- News ..... 14
- Other news programmes ..... 15
- Programmes about animals ..... 16
- Programmes about economy, business, markets..... 17
- Programmes about science and technology..... 18
- Programmes about the environment ..... 19
- Situation comedy ..... 20
- Special programmes about the EU ..... 21
- Sports (including fitness)..... 22
- Talkshow - current affairs/politics..... 23
- Talkshow - entertainment ..... 24
- Travel ..... 25
- TV games / quiz ..... 26
- Others, please specify:  
..... 27

First answer  
 Second answer  
 Third answer

**Q13. For each of the following statements, can you tell me if you strongly agree, tend to agree or tend to disagree, or you strongly disagree with them? In general,...**

[READ OUT – ROTATE – ONE ANSWER PER LINE]

- Strongly agree..... 4
  - Tend to agree..... 3
  - Tend to disagree ..... 2
  - Strongly disagree ..... 1
  - [DK/NA] ..... 9
- 
- a) The choice of television programmes is too limited ..... 4 3 2 1 9
  - b) There are so many TV channels that the choice is difficult ..... 4 3 2 1 9
  - c) There aren't enough quality programmes on TV ..... 4 3 2 1 9
  - d) Political programmes aren't creative enough or original..... 4 3 2 1 9
  - e) There aren't enough programmes on political current affairs such  
as debates, reports or interviews ..... 4 3 2 1 9
  - f) I am interested in politics..... 4 3 2 1 9
  - g) I do not understand politics ..... 4 3 2 1 9
  - h) I'm bored by politics ..... 4 3 2 1 9
  - i) I like the way news are presented..... 4 3 2 1 9
  - j) News are too superficial..... 4 3 2 1 9
  - k) News are too much based on sensationalism ..... 4 3 2 1 9
  - l) There is too much about politics in news programmes..... 4 3 2 1 9
  - m) There isn't enough information about the European Union, its  
policies and institutions in news programmes..... 4 3 2 1 9
  - n) I would like more interactive programmes on the EU were I could  
participate..... 4 3 2 1 9

**Q14. Do you have access to ...**

[READ OUT – ONE ANSWER PER LINE]

- Yes ..... 1
  - No..... 2
  - [DK/NA] ..... 9
- 
- a) cable TV ..... 1 2 9
  - b) TV by satellite..... 1 2 9

[TO ALL THOSE WHO RESPONDED "1" '9'at least once in Q14]

**Q15. Which of the following specialised channels do you watch at least once a week?**

[READ OUT – ROTATE – SEVERAL ANSWERS POSSIBLE]

- Watch ..... 1
  - Does not watch ..... 2
  - [I don't have access to this, it is not available]..... 3
  - [DK/NA] ..... 9
- 
- a) Sports channels ..... 1 2 3 9
  - b) Community channels..... 1 2 3 9
  - c) Local or regional channels ..... 1 2 3 9
  - d) Cultural channels ..... 1 2 3 9
  - e) Travel channels..... 1 2 3 9
  - f) Music channels ..... 1 2 3 9
  - g) Cinema / movie channels..... 1 2 3 9
  - h) Channels for children ..... 1 2 3 9
  - i) Channels in a foreign language ..... 1 2 3 9
  - j) National continuous news channel..... 1 2 3 9
  - k) International continuous news channels ..... 1 2 3 9
  - l) Channels dealing exclusively with political and parliamentary matters ..... 1 2 3 9
  - m) Other specialised channels..... 1 2 3 9

**Q16. 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...?**

[Question Not to be asked in US]

[READ OUT – ROTATE – ONE ANSWER PER LINE]

- 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] ..... 9
- 
- a) Your rights as a European citizen ..... 1 2 3 9
  - b) How other Europeans solve the difficulties they face ..... 1 2 3 9
  - c) The history of the European Union, of the building of Europe ..... 1 2 3 9
  - d) How European Union Institutions work ..... 1 2 3 9
  - e) European economics in general ..... 1 2 3 9
  - f) The European Union's foreign and defence policy ..... 1 2 3 9
  - g) The advantages and disadvantages of the enlargement of the EU..... 1 2 3 9
  - h) EU social, health and employment Policy..... 1 2 3 9
  - i) The advantages and disadvantages if you moved to another EU Member State ..... 1 2 3 9
  - j) EU cultural, youth or education policies ..... 1 2 3 9
  - k) The role of the European Union in the world ..... 1 2 3 9



**Q17. In general, by which means would you prefer to receive information on the European Union, its policies, its Institutions? Firstly? And then?**

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

- National television channels ..... 1
- Regional or local television channels.....2
- International television channels.....3
- National radio .....4
- Local / regional radio.....5
- National daily newspapers .....6
- Regional or local daily newspapers .....7
- Magazines.....8
- Press from other European countries .....9
- Internet websites of my favourite media ..... 10
- Specialised Websites, blogs ... ..... 11
- The websites of EU institutions..... 12
- [OTHER]..... 13
- [DO NOT WISH TO RECEIVE INFORMATION ON THE EU]..... 14
- [DK/NA] .....99

First response:  
Second response:

**Q18. When choosing a media to be informed, what is the most important for you? And then?**

[READ OUT–ROTATE– TWO ANSWERS POSSIBLE]

- Its speed in broadcasting information ..... 1
- Its reliability .....2
- Its ease of access .....3
- Its clarity in the treatment of information.....4
- Its objectiveness .....5
- Its proximity to your concerns .....6
- Its originality .....7
- The quality of the anchor or of the editor .....8
- The absence of anchor .....9
- Its ability to summarise information ..... 10
- Its independence towards political parties, lobbies, etc..... 11
- The possibility for me to interact ..... 12
- [OTHER]..... 13
- [DK/NA] .....99

First response:  
Second response:

**Q19. Could you name all news television channels that not only broadcast in the Ireland, that you have access to?**

[DO NOT READ OUT– CODE BELOW THE FIRST “TOP OF THE MIND” ANSWER IN “FIRST RESPONSE ” AND THEN THE OTHER SPONTANEOUS ANSWERS]

- CNN ..... 01
- BBC ..... 02
- EuroNews..... 03
- Skynews..... 04
- Bloomberg..... 05
- Arte..... 06
- deutsche Welle..... 07
- TV 5..... 08
- BBC World ..... 09
- National 1 ..... 10
- National 2 ..... 11
- National 3 ..... 12
- National 4 ..... 13
- National 5 ..... 14
- Others, please specify:  
\_\_\_\_\_ ..... 15
- [DK/NA] ..... 99

First response:  
OTHER SPONTANEOUS ANSWERS

[IF DK/NA IN FIRST ANSWER THEN GO TO Q21]

**Q20. Do you watch [FIRST RESPONSE IN Q19], every day or almost, several times a week, several times a month or less often?**

[READ OUT – ONE ANSWER POSSIBLE]

- Every day or almost ..... 4
- Several times a week..... 3
- Several times a month ..... 2
- Less often..... 1
- [never] ..... 8
- [DK/NA] ..... 9

**Q21. 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–CODE BELOW THE FIRST “TOP OF THE MIND” ANSWER IN “FIRST RESPONSE ” AND THEN THE OTHER SPONTANEOUS ANSWERS]

- CNN .....01
- BBC.....02
- EuroNews.....03
- Skynews.....04
- Bloomberg.....05
- Arte.....06
- deutsche Welle.....07
- TV 5.....08
- BBC World .....09
- National 1 .....10
- National 2 .....11
- National 3 .....12
- National 4 .....13
- National 5 .....14
- Others, please specify: .....98
- [DK/NA] .....99

First response:  
OTHER SPONTANEOUS ANSWERS