

Flash Eurobarometer 313
January 2011

User language preferences online

Basic questionnaire

The GALLUP Organization

Flash Eurobarometer “User language preferences online”

S1. In the last four weeks, how often have you used the Internet – whether at home, at work, or somewhere else?

[READ OUT – ONE ANSWER ONLY]

- Several times a day.....1
- About once a day.....2
- At least once a week.....3
- About once a month.....4
- Less/never5 [THANK AND TERMINATE]
- [DK/NA]9 [THANK AND TERMINATE]

[ASK ALL]

Q2A. What language do you consider your mother tongue, or “your own language”?

[OPEN ENDED- PRECODED]

[ONLY ONE ANSWER POSSIBLE]

Own language [SELECT FROM THE PRECODED LIST]

-
- [DK/NA].....99

Q4A. Which languages, other than your own, do you use to read or watch content in the Internet - and how often?

[ITEMS FOR LANGUAGES ARE OPEN ENDED –PRECODED, CODE UP TO THREE ANSWERS FOR THE LANGUAGE]

[ONE ANSWER PER LINE]

- All the time 1
- Frequently..... 2
- Occasionally 3
- I only use my own language..... 4
- [DK/NA]..... 9

- A. Language 1 [SELECT FROM THE PRECODED LIST]..... 1 2 3 4 9
- B. Language 2 [SELECT FROM THE PRECODED LIST]..... 1 2 3 4 9
- C. Language 3 [SELECT FROM THE PRECODED LIST]..... 1 2 3 4 9

Q4B. Which languages, other than your own, do you use to write (e.g. emails, comments, messages posted on a website) in the Internet – and how often?

[ITEMS FOR LANGUAGES ARE OPEN ENDED –PRECODED, CODE UP TO THREE ANSWERS FOR THE LANGUAGE]

[ONE ANSWER PER LINE]

- All the time 1

- Frequently..... 2
 - Occasionally 3
 - I only use my own language..... 4
 - [DK/NA]..... 9
- D. Language 1 [SELECT FROM THE PRECODED LIST]..... 1 2 3 4 9
 - E. Language 2 [SELECT FROM THE PRECODED LIST]..... 1 2 3 4 9
 - F. Language 3 [SELECT FROM THE PRECODED LIST]..... 1 2 3 4 9

[ASK ONLY IF IN Q4A OR Q4B NOT ALL ITEMS ARE "4" OR "9"]

Q5. For each of the following Internet activities, how often do you use a language different from your own language?

[ONE ANSWER PER LINE]

- All the time 1
 - Frequently 2
 - Occasionally 3
 - Never 4
 - [DK/NA]..... 9
- A. Communicate with friends and acquaintances..... 1 2 3 4 9
 - B. Communicate for professional reasons 1 2 3 4 9
 - C. Browse to get information, or read or watch the news..... 1 2 3 4 9
 - D. Search or buy products (e.g. online shopping) and services (e.g. tourism) 1 2 3 4 9
 - E. Browse for entertainment (e.g. play games) 1 2 3 4 9
 - F. Browse to carry out banking operations online..... 1 2 3 4 9
 - G. Learn about job or education opportunities..... 1 2 3 4 9
 - H. Learn about my rights as consumer or citizen 1 2 3 4 9
 - I. Learn about health or healthcare issues..... 1 2 3 4 9

[ASK ALL]

Q6. I am going to give you some statements. Please tell me to what extent you agree or disagree with each of them. Do you strongly agree, rather agree, rather disagree or strongly disagree that...

[ONE ANSWER PER LINE]

- Strongly agree..... 4
 - Rather agree 3
 - Rather disagree..... 2
 - Strongly disagree 1
 - [DK/NA]..... 9
- A. You think that you miss out on interesting information because websites are not in a language you understand 1 2 3 4 9
 - B. When you have the choice of languages, you always visit websites in your own language 1 2 3 4 9
 - C. If a website is not available in your language, you accept to use an English language website 1 2 3 4 9
 - D. All web sites produced in your country should be available in your country's official language(s) 1 2 3 4 9
 - E. All websites produced in your country should have versions available in other languages..... 1 2 3 4 9

D1. Gender
[DO NOT ASK - MARK APPROPRIATE]

- [1] Male
- [2] Female

D2. How old are you?

- [][] years old
- [00] [REFUSAL/NO ANSWER]

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

- [][] years old
- [0 0] [STILL IN FULL TIME EDUCATION]
- [0 1] [NEVER BEEN IN FULL TIME EDUCATION]
- [9 9] [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]

- 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 |
| | - [Refusal]..... | 9 |

Flash EB Series #313

User language preferences online

Survey conducted by The Gallup Organization,
Hungary upon the request of
Directorate-General Information Society and
Media



Coordinated by Directorate-General
Communication

This document does not represent the point of
view of the European Commission.
The interpretations and opinions contained in it
are solely those of the authors.

THE GALLUP ORGANIZATION

Survey details

This special target survey “*User language preferences online*” (No 313) was conducted for the European Commission, Directorate General Information Society and Media – Unit E1 - Language Technologies, Machine Translation.

Fieldwork

Telephone interviews were conducted in each country from January 28 to February 1, 2011 by the following institutes:

| | | | |
|----------------|----|--------------------|---------------------------------------|
| Belgium | BE | Gallup Europe | (Interviews: 28/01/2011 - 01/02/2011) |
| Czech Republic | CZ | Focus Agency | (Interviews: 28/01/2011 - 01/02/2011) |
| Denmark | DK | Norstat Denmark | (Interviews: 28/01/2011 - 01/02/2011) |
| Germany | DE | IFAK | (Interviews: 28/01/2011 - 01/02/2011) |
| Estonia | EE | Saar Poll | (Interviews: 28/01/2011 - 01/02/2011) |
| Greece | EL | Metroanalysis | (Interviews: 28/01/2011 - 01/02/2011) |
| Spain | ES | Gallup Spain | (Interviews: 28/01/2011 - 01/02/2011) |
| France | FR | Effience3 | (Interviews: 28/01/2011 - 01/02/2011) |
| Ireland | IE | Gallup UK | (Interviews: 28/01/2011 - 01/02/2011) |
| Italy | IT | Demoskopoea | (Interviews: 28/01/2011 - 01/02/2011) |
| Cyprus | CY | CYMAR | (Interviews: 28/01/2011 - 01/02/2011) |
| Latvia | LV | Latvian Facts | (Interviews: 28/01/2011 - 01/02/2011) |
| Lithuania | LT | Baltic Survey | (Interviews: 28/01/2011 - 01/02/2011) |
| Luxembourg | LU | Gallup Europe | (Interviews: 28/01/2011 - 01/02/2011) |
| Hungary | HU | Gallup Hungary | (Interviews: 28/01/2011 - 01/02/2011) |
| Malta | MT | MISCO | (Interviews: 28/01/2011 - 01/02/2011) |
| Netherlands | NL | MSR | (Interviews: 28/01/2011 - 01/02/2011) |
| Austria | AT | Spectra | (Interviews: 28/01/2011 - 01/02/2011) |
| Poland | PL | Gallup Poland | (Interviews: 28/01/2011 - 01/02/2011) |
| Portugal | PT | Consulmark | (Interviews: 28/01/2011 - 01/02/2011) |
| Slovenia | SI | Cati d.o.o | (Interviews: 28/01/2011 - 01/02/2011) |
| Slovakia | SK | Focus Agency | (Interviews: 28/01/2011 - 01/02/2011) |
| Finland | FI | Norstat Finland Oy | (Interviews: 28/01/2011 - 01/02/2011) |
| Sweden | SE | Norstat Sweden | (Interviews: 28/01/2011 - 01/02/2011) |
| United Kingdom | UK | Gallup UK | (Interviews: 28/01/2011 - 01/02/2011) |
| Bulgaria | BG | Vitosh | (Interviews: 28/01/2011 - 01/02/2011) |
| Romania | RO | Gallup Romania | (Interviews: 28/01/2011 - 01/02/2011) |

Representativeness of the results

Target of the sample were Internet users aged 15 years and above in each of the EU27 Member States.

Sample sizes

In each EU country the target sample size was 500 respondents. The table below shows the achieved sample size by country.

A weighting factor was applied to the national results in order to compute a marginal total where each country contributes to the European Union result in proportion to its population.

Due to absence of systematic information regarding Internet users, a non-response weighting (controlling for specific socio-demographic parameters such as age, sex, etc.) was not carried out in the sample. However, for calculating average figures for multiple countries (most notably the overall average for the EU27), a weight factor was assigned to each country in the proportion of the total Eurobarometer population.

The table below presents, for each of the countries:
 (1) the number of interviews actually carried out
 (2) the population-weighted total number of interviews

| | Total Interviews | | | |
|--------------|-------------------------|-------------------|----------------------|------------------------------|
| | Conducted | % of Total | EU27 weighted | % of Total (weighted) |
| Total | 13752 | 100 | 13752 | 100 |
| BE | 500 | 3.6 | 572 | 2.1 |
| BG | 501 | 3.6 | 433 | 1.6 |
| CZ | 507 | 3.7 | 574 | 2.1 |
| DK | 511 | 3.7 | 289 | 1.1 |
| DE | 515 | 3.7 | 4618 | 17.0 |
| EE | 506 | 3.7 | 74 | 0.3 |
| EL | 576 | 4.2 | 624 | 2.3 |
| ES | 501 | 3.6 | 2477 | 9.1 |
| FR | 502 | 3.7 | 3364 | 12.4 |
| IE | 518 | 3.8 | 224 | 0.8 |
| IT | 500 | 3.6 | 3310 | 12.2 |
| CY | 535 | 3.9 | 42 | 0.2 |
| LV | 503 | 3.7 | 128 | 0.5 |
| LT | 500 | 3.6 | 185 | 0.7 |
| LU | 511 | 3.7 | 25 | 0.1 |
| HU | 505 | 3.7 | 556 | 2.0 |
| MT | 523 | 3.8 | 22 | 0.1 |
| NL | 501 | 3.6 | 873 | 3.2 |
| AT | 500 | 3.6 | 456 | 1.7 |
| PL | 506 | 3.7 | 2092 | 7.7 |
| PT | 503 | 3.7 | 584 | 2.1 |
| RO | 504 | 3.7 | 1189 | 4.4 |
| SI | 522 | 3.8 | 113 | 0.4 |
| SK | 501 | 3.6 | 295 | 1.1 |
| FI | 500 | 3.6 | 285 | 1.0 |
| SE | 500 | 3.6 | 493 | 1.8 |
| UK | 501 | 3.6 | 3267 | 12.0 |

Questionnaires

- 1.
2. The institutes listed above translated the questionnaire in their respective national language(s).
- 3.

Tables of results

VOLUME A: COUNTRY BY COUNTRY

The VOLUME A tables present the European Union results country by country.

VOLUME B: RESPONDENTS' DEMOGRAPHICS

The VOLUME B tables present the European Union results with the following socio-demographic characteristics of respondents as breakdowns:

Volume B:
 Sex (*Male, Female*)
 Age (*15-24, 25-39, 40-54, 55 +*)
 Subjective urbanisation (*Metropolitan zone, Other town/urban centre, Rural zone*)
 Occupation (*Self-employed, Employee, Manual worker, Not working*)
 Education (*-15, 16-20, 21+, Still in full time education*)

Sampling error

Surveys are designed and conducted to provide an estimate of a true value of characteristics of a population at a given time. An estimate of a survey is unlikely to exactly equal the true population quantity of interest for a variety of reasons. One of these reasons is that data in a survey are collected from only some – a sample of – members of the population, this to make data collection cheaper and faster. The “margin of error” is a common summary of sampling error, which quantifies uncertainty about (or confidence in) a survey result.

Usually, one calculates a 95 percent confidence interval of the format: survey estimate +/- margin of error. This interval of values will contain the true population value at least 95% of time.

For example, if it was estimated that 45% of EU citizens are in favour of a single European currency and this estimate is based on a sample of 100 EU citizens, the associated margin of error is about 10 percentage points. The 95 percent confidence interval for support for a European single currency would be (45%-10%) to (45%+10%), suggesting that in the EU the support for a European single currency could range from 35% to 55%. Because of the small sample size of 100 EU citizens, there is considerable uncertainty about whether or not the citizens of the EU support a single currency.

As a general rule, the more interviews conducted (sample size), the smaller the margin of error. Larger samples are more likely to give results closer to the true population quantity and thus have smaller margins of error. For example, a sample of 500 will produce a margin of error of no more than about 4.5 percentage points, and a sample of 1,000 will produce a margin of error of no more than about 3 percentage points.

Margin of error (95% confidence interval)

| Survey estimate | Sample size (n) | | | | | | | | | |
|-----------------|-----------------|-------|------|------|------|------|------|------|------|------|
| | 10 | 50 | 100 | 150 | 200 | 400 | 800 | 1000 | 2000 | 4000 |
| 5% | 13.5% | 6.0% | 4.3% | 3.5% | 3.0% | 2.1% | 1.5% | 1.4% | 1.0% | 0.7% |
| 10% | 18.6% | 8.3% | 5.9% | 4.8% | 4.2% | 2.9% | 2.1% | 1.9% | 1.3% | 0.9% |
| 25% | 26.8% | 12.0% | 8.5% | 6.9% | 6.0% | 4.2% | 3.0% | 2.7% | 1.9% | 1.3% |
| 50% | 31.0% | 13.9% | 9.8% | 8.0% | 6.9% | 4.9% | 3.5% | 3.1% | 2.2% | 1.5% |
| 75% | 26.8% | 12.0% | 8.5% | 6.9% | 6.0% | 4.2% | 3.0% | 2.7% | 1.9% | 1.3% |
| 90% | 18.6% | 8.3% | 5.9% | 4.8% | 4.2% | 2.9% | 2.1% | 1.9% | 1.3% | 0.9% |
| 95% | 13.5% | 6.0% | 4.3% | 3.5% | 3.0% | 2.1% | 1.5% | 1.4% | 1.0% | 0.7% |

(The values in the table are the margin of error – at 95% confidence level – for a given survey estimate and sample size)

The examples show that the size of a sample is a crucial factor affecting the margin of error. Nevertheless, once past a certain point – a sample size of 800 or 1,000 – the improvement is small. For example, to reduce the margin of error to 1.5% would require a sample size of 4,000.

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