

Flash Eurobarometer 327  
August 2011

Iceland and the European Union (wave 2)

Basic questionnaire

The GALLUP Organization

**Flash Eurobarometer in Iceland on the accession of the country to the EU**

ASK ALL

**Q1. For each of the following statements, please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree::**

*(READ OUT EACH LINE IN TURN – ONE ANSWER PER LINE)*

- Strongly agree ..... 1
  - Somewhat agree ..... 2
  - Somewhat disagree..... 3
  - Strongly disagree..... 4
  - [DK/NA] ..... 9
- 
- A., I feel familiar with the European Union ..... 1 2 3 4 9
  - B., Icelanders and EU citizens share the same values, such as democracy and equality ..... 1 2 3 4 9
  - C., Iceland’s participation in the Schengen Agreement is positive ..... 1 2 3 4 9
  - D., Iceland follows much of the EU’s legislation without participating in the actual decision making ..... 1 2 3 4 9
  - E., Iceland’s future should be as part of the EU..... 1 2 3 4 9
  - F., Iceland’s adoption of the euro will help its economy ..... 1 2 3 4 9

ASK ALL

**Q2. Now, imagine that Iceland becomes a member of the EU. Would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each the following statements about the consequences of the membership of Iceland to the EU?**

*(ROTATE ITEMS - READ OUT EACH LINE IN TURN – ONE ANSWER PER LINE)*

- Strongly agree ..... 1
  - Somewhat agree ..... 2
  - Somewhat disagree..... 3
  - Strongly disagree..... 4
  - [DK/NA] ..... 9
- 
- A., EU support for regional development will benefit Iceland’s citizens ..... 1 2 3 4 9
  - B., Food prices will go down in Iceland..... 1 2 3 4 9
  - C., Icelandic food producers will face more competition from those in other EU countries ..... 1 2 3 4 9
  - D., Tourism in Iceland will develop significantly..... 1 2 3 4 9
  - E., Iceland’s interests will be harmed by the EU’s fishery policy ..... 1 2 3 4 9
  - F., Icelandic will become one of the official languages of the EU..... 1 2 3 4 9
  - G., Whaling will be prohibited ..... 1 2 3 4 9
  - H., Icelanders will be able to keep their national passports..... 1 2 3 4 9
  - I., Iceland will be able to keep control of its natural resources ..... 1 2 3 4 9

ASK ALL

**Q3a. If you were to choose a country that could be seen as a model for Iceland, which country would that be?**

(including the at home and within the country)

(Choose country name from the list. If another country not in the list is mentioned, write it in.)

**ONLY ONE ANSWER POSSIBLE!**

- Denmark..... 1
- Germany..... 2
- Finland..... 3
- Sweden..... 4
- The UK..... 5
- Norway..... 6
- Iceland..... 7
- The US..... 8
- Canada ..... 9
- [other country] ..... 10
- \_\_\_\_\_
- [DK/NA] ..... 99

ASK IF Q3A IS NOT '9'

**Q3b. And if you were to choose a second country?**

(including the at home and within the country)

(Choose country name from the list. If another country not in the list is mentioned, write it in.)

**ONLY ONE ANSWER POSSIBLE!**

- Denmark..... 1
- Germany..... 2
- Finland..... 3
- Sweden..... 4
- The UK..... 5
- Norway..... 6
- Iceland..... 7
- The US..... 8
- Canada ..... 9
- [other country] ..... 10
- \_\_\_\_\_
- [DK/NA] ..... 99

ASK ALL

**Q4. To which of the following countries do you feel the closest?**

*(READ OUT - ROTATE - UP TO THREE ANSWERS)*

- Norway..... 1
- Denmark..... 2
- Sweden..... 3
- Finland..... 4
- Germany..... 5
- The UK..... 6
- Canada ..... 7
- The US ..... 8
- [other country]..... 9
- [None of these] ..... 10
- [DK/NA] ..... 99

ASK ALL

**Q5. Do you feel closer to the EU or to the US?**

- Closer to the EU ..... 1
- Closer to the US ..... 2
- [As close to the EU as to the US]..... 3
- [Neither]..... 4
- [DK/NA] ..... 9

ASK ALL

**Q6. Have you travelled outside of Iceland in the past five years?**

- Yes, once ..... 1
- Yes, several times..... 2
- No..... 3
- [DK/NA] ..... 9

[ASK IF Q6=1, or 2]

**Q7a. Have you travelled to any of the following countries in the past five years?**

*[READ OUT – ROTATE – SEVERAL ANSWERS POSSIBLE]*

- Norway ..... 1
- Denmark ..... 2
- Sweden ..... 3
- Finland ..... 4
- Germany ..... 5
- The UK ..... 6
- Canada ..... 7
- The US ..... 8
- [No, none of these] ..... 9
- [DK/NA] ..... 99

[ASK IF Q6=3 or 9]

**Q7b. What was the main reason why you have not travelled outside of Iceland in the past 5 years?**

*[READ OUT- ROTATE – ONLY ONE ANSWER POSSIBLE!]*

- Personal/private reasons ..... 1
- Financial reasons ..... 2
- Lack of time ..... 3
- Not interested to travel outside Iceland ..... 4
- Concerns about safety ..... 5
- I never go on holiday ..... 6
- Other ..... 7
- [DK/NA] ..... 9

ASK ALL

**Q8. What is your preferred method of staying informed about current affairs?**

*[READ OUT- ROTATE – ONLY ONE ANSWER POSSIBLE!]*

- Newspapers ..... 1
- Television ..... 2
- Radio ..... 3
- The Internet ..... 4
- Other ..... 5
- [DK/NA] ..... 9

ASK ALL

**Q9. Do you read, watch or listen to news media other than Icelandic media?**

- Yes ..... 1
- No ..... 2
- [DK/NA] ..... 9

[ASK IF Q9=1]

**Q10a. How often do you read, watch or listen to foreign media?**

*[READ OUT– ONLY ONE ANSWER POSSIBLE!]*

- Every day ..... 1
- At least once a week ..... 2
- About once or twice a month ..... 3
- Less than once a month ..... 4
- [DK/NA] ..... 9

[ASK IF Q9=2 or 9]

**Q10b. What is the main reason why you do not read, watch or listen to foreign media?**

*[READ OUT– ONLY ONE ANSWER POSSIBLE!]*

- I am not interested in other countries' media ..... 1
- I can read or listen only in Icelandic ..... 2
- Lack of time ..... 3
- I don't know any foreign media ..... 4
- Other ..... 5
- [DK/NA] ..... 9

[ASK IF Q9=1]

**Q11. From which countries do those media originate?**

*[READ OUT–ROTATE-SEVERAL ANSWERS POSSIBLE]*

- Canada ..... 01
- The US ..... 02
- Norway ..... 03
- Denmark ..... 04
- Sweden ..... 05
- Finland ..... 06
- Germany ..... 07
- The UK ..... 08
- Other EU countries ..... 09
- Other non-EU countries ..... 10
- [DK/NA] ..... 99

**D1. Gender**

**[DO NOT ASK - MARK APPROPRIATE]**

- Male ..... 1
- Female..... 2

**D2. How old are you?**

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

**D3. How old were you when you stopped full-time education?**

**[Write in THE AGE WHEN EDUCATION WAS TERMINATED]**

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

**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 #327

# Iceland and the European Union *Wave 2*

Survey conducted by The Gallup Organization,  
Hungary upon the request of Directorate-  
General for Enlargement



EUROBAROMETER

Coordinated by Directorate-General  
Communication

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**THE GALLUP ORGANIZATION**

## II. Survey details

This Flash Eurobarometer 327 “*Iceland and the European Union*” was conducted for the European Commission, Directorate-General Enlargement - Communication – Unit A2.

Telephone interviews were conducted between the 22<sup>nd</sup> and the 26<sup>th</sup> of August 2011, by Capacent Gallup.

### **Representativeness of the results**

The sample is representative of the population in Iceland aged 15 years and above.

### **Size of the sample**

A sample size of 1000 respondents in Iceland was foreseen; in the end, 1008 interviews were conducted.

A weighting factor was applied to the national results in order to compute a marginal total for the country in proportion to its population.

### **Questionnaires**

The questionnaire prepared for this survey is reproduced at the end of this section.

### ***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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