

NORTHERN IRELAND

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

YOUR SURVEY NUMBER

5	6	6	L	9
---	---	---	---	---

1-5

COUNTRY CODE

0	9
---	---

6-7

OUR SURVEY NUMBER

5	2	0
---	---	---

8-10

INTERVIEW NUMBER

--	--	--	--	--	--

11-16

Q.1. What is your nationality ? Please tell me the country (or countries) that apply. **(MULTIPLE ANSWERS POSSIBLE)**

Belgium.....	17	1,	
Denmark.....		2,	
Germany.....		3,	
Greece.....		4,	
Spain.....		5,	
France.....		6,	
Ireland.....		7,	
Italy.....		8,	
Luxembourg.....		9,	
Netherlands.....		10,	
Portugal.....		11,	
United Kingdom (Great Britain, Northern Ireland)...		12,	
Austria.....		13,	
Sweden.....		14,	
Finland.....		15,	
Other countries.....		16,	CLOSE INTERVIEW
DK.....		17,	CLOSE INTERVIEW

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

- Q.2a) What is your mother tongue? (DO NOT PROBE - DO NOT READ OUT - ONE ANSWER ONLY)
- Q.3 And which languages can you speak well enough to take part in a conversation, apart from your mother tongue?
(DO NOT PROBE - DO NOT READ OUT - SEVERAL ANSWERS POSSIBLE)
- Q.4 In your opinion, which two languages do you think are the most useful to know, apart from your mother tongue? (DO NOT PROBE - DO NOT READ OUT - MAXIMUM 2 ANSWERS)

READ OUT	Q.2a) MOTHER TONGUE (ONLY ONE)	Q.3 SPEAK WELL ENOUGH (SEVERAL)	Q.4 TWO MOST USEFUL (MAXIMUM 2)
	34-35	37	52
1. Danish	01	1,	1,
2. German	02	2,	2,
3. French	03	3,	3,
4. Italian	04	4,	4,
5. Dutch	05	5,	5,
6. English	06	6,	6,
7. Spanish	07	7,	7,
8. Portuguese	08	8,	8,
9. Greek	09	9,	9,
10. Swedish	10	10,	10,
11. Finnish	11	11,	11,
12. Arabic	12	12,	12,
13. Chinese	13	13,	13,
14. Other: SPECIFY:	14		
15. Other		50 1,	65 1,
16. DK	36 1,	2,	2,

Q.2.b) (INT: If Other : specify ,CODE 14 AT Q.2.a, WRITE DOWN LANGUAGE SPECIFIED)

67 1, 4, 7, 10 13
2, 5, 8, 11 14
3, 6, 9, 12 15

Q.5. When you get together with friends, would you say you discuss political matters frequently, occasionally, or never ?

Frequently..... 82 1
Occasionally..... 2
Never..... 3
DK..... 4

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

Q.6. When you hold a strong opinion, do you ever find yourself persuading your friends, relatives or fellow workers to share your views ? Does this happen ... ? **(READ OUT)**

Often..... 83 1
 From time to time..... 2
 Rarely..... 3
 Never..... 4
 DK..... 5

Q.7. On the whole, are you very satisfied, fairly satisfied, not very satisfied or not at all satisfied with the life you lead ? Would you say you are ... ? **(READ OUT)**

Very satisfied..... 84 1
 Fairly satisfied..... 2
 Not very satisfied..... 3
 Not at all satisfied..... 4
 DK..... 5

Q.8. What are your expectations for the year to come : will 2000 be better, worse or the same, when it comes to ...

READ OUT	BETTER	WORSE	SAME	DK
a) ... your life in general	85 1	2	3	4
b) ... the economic situation in Northern Ireland	86 1	2	3	4
c) ... the financial situation of your household	87 1	2	3	4
d) ... the employment situation in Northern Ireland	88 1	2	3	4
e) ... your personal job situation	89 1	2	3	4

Q.9. In the near future do you see yourself as ... ? **(READ OUT - ONE ANSWER ONLY)**

From Northern Ireland only..... 90 1
 From Northern Ireland and European 2
 European and from Northern Ireland..... 3
 European only..... 4
 DK..... 5

Q.10. Would you say you are very proud, fairly proud, not very proud, not at all proud to be from Northern Ireland? **(ONE ANSWER ONLY)**

Very proud..... 91 1
 Fairly proud..... 2
 Not very proud..... 3
 Not at all proud..... 4
 DK..... 5

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

- Q.11. On the whole, are you very satisfied, fairly satisfied, not very satisfied or not at all satisfied with the way democracy works in Northern Ireland ?
- Q.12 And how about the way democracy works in the European Union ?

READ OUT	VERY SATISFIED	FAIRLY SATISFIED	NOT VERY SATISFIED	NOT AT ALL SATISFIED	DK
Q.11 In Northern Ireland	92 1	2	3	4	5
Q.12 In the European Union	93 1	2	3	4	5

- Q.13. About how often do you ... (SHOW CARD 'Q.13')
- a) watch the news on television ?
- b) read the news in daily papers ?
- c) listen to the news on the radio ?

READ OUT	Every day	Several times a week	Once or twice a week	Less often	Never	DK
a) News on television	94 1	2	3	4	5	6
b) News in daily papers	95 1	2	3	4	5	6
c) News on the radio	96 1	2	3	4	5	6

- Q.14. Which of the following channels or television news programmes do you watch regularly? (SHOW CARD 'Q.14' - READ OUT - SEVERAL ANSWERS POSSIBLE)

1	BBC 9 O'Clock News.....	97	1,
2	BBC 6 O'Clock (early evening) news.....		2,
3	ITV 6.30 news (ITV's main evening news programme).....		3,
4	ITV 11.00 pm news (late news headlines).....		4,
5	Channel Four News at 7pm.....		5,
6	Channel Five News (anytime).....		6,
7	BBC2's Newsnight (daily programme at 10.30 pm).....		7,
8	SKY News (anytime).....		8,
11	Local news.....		11,
12	Other.....		12,
DK		13,
NA		14,

PUNCHER NOTE: NO COLS. 105 & 106

- Q.15. And which of the following newspaper or newspapers do you read regularly? (SHOW CARD 'Q.15' - READ OUT - SEVERAL ANSWERS POSSIBLE)

1	Daily Telegraph.....	111	1,
2	The Times.....		2,
3	The Guardian.....		3,
4	The Financial Times.....		4,
5	The Independent.....		5,
6	Daily Mail.....		6,
7	The Express.....		7,
8	The Sun.....		8,
9	The Mirror.....		9,
10	The Star.....		10,
11	Regional/Local newspaper.....		11,
12	Other.....		12,
DK		13,
NA		14,

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

Q.16. In general, do you pay attention to news about each of the following ?
(SHOW CARD 'Q.16')

READ OUT		A LOT OF ATTENTION	A LITTLE ATTENTION	NO ATTENTION AT ALL	DK
1. Politics	125	1	2	3	4
2. Social issues such as education, health care, poverty, etc.	126	1	2	3	4
3. The European Union	127	1	2	3	4
4. The economy	128	1	2	3	4
5. Sport	129	1	2	3	4
6. The environment	130	1	2	3	4
7. Foreign policy/ international affairs	131	1	2	3	4
8. Culture	132	1	2	3	4

Q.17. Using this scale, how much do you feel you know about the European Union, its policies, its institutions ? (SHOW CARD Q.17 WITH SCALE)

READ OUT	KNOW NOTHING AT ALL										KNOW A GREAT DEAL	DK
133-134	1	2	3	4	5	6	7	8	9	10	11	

Q.18. When you are looking for information about the European Union, its policies, its institutions, which of the following sources do you use? (SHOW CARD 'Q.18' - READ OUT - SEVERAL ANSWERS POSSIBLE) Which else?

Meetings135 1,
Discussions with relatives, friends, colleagues 2,
Daily newspapers 3,
Other newspapers, magazines 4,
TV 5,
Radio 6,
The Internet, the World Wide Web 7,
Books, brochures, information leaflets 8,
European information on notice boards in libraries, town
halls, stations, post offices 9,
EU-information offices, Euro-info-Centres, Euro-info Points,
Euro-libraries, etc. 10,
Specialised national or regional government information
offices 11,
Trade Unions or professional associations 12,
Other organisations (e.g. consumer organisations, etc.) 13,
Contact a member of European Parliament or a member of
The House of Commons at Westminster 14,
Other (SPONTANEOUS) 15,
Never look for such information/not interested
(SPONTANEOUS) 16,
DK.578 17,

↑
PUNCHER NOTE COL. NUMBER OUT OF SEQUENCE

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

Q.19. In general, how would you prefer to get information about the European Union ?
(SHOW CARD 'Q.19' - READ OUT - SEVERAL ANSWERS POSSIBLE)

A short leaflet, that just gives an overview.....	151	1,
A more detailed brochure.....		2,
A book giving you a complete description.....		3,
A video tape.....		4,
On the Internet.....		5,
A CD-rom.....		6,
A computer terminal allowing you to consult databases.....		7,
From the television.....		8,
From the radio.....		9,
From daily newspapers.....		10,
From other newspapers, magazines.....		11,
I do not want information about the European Union (SPONTANEOUS) ..		12,
None of these ways (SPONTANEOUS).....		13,
DK.....		14,

Q.20. Generally speaking, do you think that Northern Ireland's membership of the European Union is ... ? (READ OUT)

A good thing.....	165	1
A bad thing.....		2
Neither good nor bad.....		3
DK.....		4

Q.21. Taking everything into consideration, would you say that Northern Ireland has on balance benefitted or not from being a member of the European Union?

Benefitted.....	166	1
Not benefitted.....		2
DK.....		3

Q.22. In your opinion, what is the current speed of building Europe?
Please look at these figures (SHOW CARD 'Q22'). No. 1 is standing still, No. 7 is running as fast as possible. Choose the one which best corresponds with your opinion of the current speed of building Europe?.

Q.23. And which corresponds best to the speed you would like ? (SHOW CARD 'Q22' AGAIN)

	Q.22 CURRENT SPEED	Q.23 DESIRED SPEED
1 STANDSTILL	167 1	168 1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7 RUNS AS FAST AS POSSIBLE	7	7
DK	8	8

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

Q.24 In your opinion, in five years' time, will the European Union play a more important, a less important or the same role in your daily life ?

Q.25 And, in five years' time, would you like the European Union to play a more important, a less important or the same role in your daily life?

READ OUT	MORE IMPORTANT	LESS IMPORTANT	SAME ROLE	DK
Q.24 Expectation	169 1	2	3	4
Q.25 Would like	170 1	2	3	4

Q.26. Have you ever heard of... ? (SHOW CARD 'Q.26' WITH INSTITUTIONS)

READ OUT	YES	NO	DK
1. The European Parliament	171 1	2	3
2. The European Commission	172 1	2	3
3. The Council of Ministers of the European Union	173 1	2	3
4. The Court of Justice of the European Communities	174 1	2	3
5. The European Ombudsman	175 1	2	3
6. The European Central Bank	176 1	2	3
7. The European Court of Auditors	177 1	2	3
8. The Committee of the Regions of the European Union	178 1	2	3
9. The Social and Economic Committee of the European Union	179 1	2	3

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

Q.27 And for each of the following European institutions, do you think it plays an important role or not in the life of the European Union ? (SHOW CARD 'Q.26' AGAIN)

READ OUT	IMPORTANT		NOT IMPORTANT	DK
1. The European Parliament	180	1	2	3
2. The European Commission	181	1	2	3
3. The Council of Ministers of the European Union	182	1	2	3
4. The Court of Justice of the European Communities	183	1	2	3
5. The European Ombudsman	184	1	2	3
6. The European Central Bank	185	1	2	3
7. The European Court of Auditors	186	1	2	3
8. The Committee of the Regions of the European Union	187	1	2	3
9. The Social and Economic Committee of the European Union	188	1	2	3

Q.28 And, for each of them, please tell me if you tend to trust it or tend not to trust it? (SHOW CARD 'Q.26' AGAIN)

READ OUT	TEND TO TRUST		TEND NOT TO TRUST	DK
1. The European Parliament	189	1	2	3
2. The European Commission	190	1	2	3
3. The Council of Ministers of the European Union	191	1	2	3
4. The Court of Justice of the European Communities	192	1	2	3
5. The European Ombudsman	193	1	2	3
6. The European Central Bank	194	1	2	3
7. The European Court of Auditors	195	1	2	3
8. The Committee of the Regions of the European Union	196	1	2	3
9. The Social and Economic Committee of the European Union	197	1	2	3

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

Q.29. And, for each of them, please tell me if you are tending to put more trust or tending to put less trust in it? (SHOW CARD 'Q.26' AGAIN)

READ OUT	MORE TRUST	LESS TRUST	DK
1. The European Parliament	198 1	2	3
2. The European Commission	199 1	2	3
3. The Council of Ministers of the European Union	200 1	2	3
4. The Court of Justice of the European Communities	201 1	2	3
5. The European Ombudsman	202 1	2	3
6. The European Central Bank	203 1	2	3
7. The European Court of Auditors	204 1	2	3
8. The Committee of the Regions of the European Union	205 1	2	3
9. The Social and Economic Committee of the European Union	206 1	2	3

Q.30. Do you completely agree, slightly agree, slightly disagree or disagree completely with the following statement? (SHOW CARD 'Q.30' WITH SCALE)

READ OUT	COMPLETELY AGREE	SLIGHTLY AGREE	SLIGHTLY DISAGREE	DISAGREE COMPLETELY	DK
There is a European cultural identity shared by all Europeans	207 1	2	3	4	5

INTERVIEWER: THERE ARE NO Qs. 31 or 32

PUNCHER NOTE: THERE ARE NO COLS. 208-209

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

ASK ALL

Q.33. What is your opinion on each of the following statements ? Please tell me for each proposal, whether you are for it or against it.

READ OUT - ROTATING THE ORDER	FOR	AGAINST	DK
1. There has to be one single currency, the EURO, replacing the Pound Sterling and all other national currencies of the member states of the European Union	210 1	2	3
2. With the single European currency, the EURO, there has to be a European Central Bank which is independent of the member states	211 1	2	3
3. The European Central Bank has to be accountable for its decisions to the European Parliament	212 1	2	3
4. The member states of the European Union should have one common foreign policy towards countries outside the European Union	213 1	2	3
5. The European Union Member States should have a common defence and security policy	214 1	2	3
6. The European Union should be responsible for matters that cannot be effectively handled by national, regional and local governments	215 1	2	3
7. The President of the European Commission and the European Commissioners should have the support of a majority in the European Parliament. Otherwise, they should resign	216 1	2	3
8. Children should be taught at school about the way European Union institutions work	217 1	2	3

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

Q.34a). For each of the following areas, do you think that decisions should be made by the government, or made jointly within the European Union?

READ OUT - ROTATING THE ORDER ▼	THE GOVERNMENT	THE EUROPEAN UNION	DK
1. Defence	218 1	2	3
2. Protection of the environment	219 1	2	3
3. Currency	220 1	2	3
4. Humanitarian aid	221 1	2	3
5. Health and social welfare	222 1	2	3
6. Basic rules for broadcasting and press	223 1	2	3
7. Fight against poverty/social exclusion	224 1	2	3
8. The fight against unemployment	225 1	2	3
9. Agriculture and Fisheries policy	226 1	2	3
10. Supporting regions which are experiencing economic difficulties	227 1	2	3
11. Education	228 1	2	3
12. Scientific and technological research	229 1	2	3
13. Information about the European Union, its policies and institutions	230 1	2	3
14. Foreign policy towards countries outside the European Union	231 1	2	3
15. Cultural policy	232 1	2	3

Q.34b). And, for each of the following?

READ OUT - ROTATING THE ORDER ▼	THE GOVERNMENT	THE EUROPEAN UNION	DK
1. Immigration policy	233 1	2	3
2. Rules for political asylum	234 1	2	3
3. The fight against organised crime	235 1	2	3
4. Police	236 1	2	3
5. Justice	237 1	2	3
6. Accepting refugees	238 1	2	3
7. Juvenile crime prevention	239 1	2	3
8. Urban crime prevention	240 1	2	3
9. The fight against drugs	241 1	2	3
10. The fight against the trade in, and exploitation of, human beings	242 1	2	3

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

- Q.35. I am going to read out a list of actions that the European Union could undertake.
For each one, please tell me, if in your opinion, it should be a priority, or not?

READ OUT ▼	PRIORITY	NOT A PRIORITY	DK
1. Welcoming new member countries	243 1	2	3
2. Getting closer to European citizens, for example by giving them more information about the European union, its policies and its institutions	244 1	2	3
3. Successfully implementing the single European currency, the Euro	245 1	2	3
4. Fighting poverty and social exclusion	246 1	2	3
5. Protecting the environment	247 1	2	3
6. Protecting consumers and guaranteeing the quality of products	248 1	2	3
7. Fighting unemployment	249 1	2	3
8. Reforming the institutions of the European Union and the way they work	250 1	2	3
9. Fighting organised crime and drug trafficking	251 1	2	3
10. Asserting the political and diplomatic importance of the European Union around the world	252 1	2	3
11. Maintaining peace and security in Europe	253 1	2	3
12. Guaranteeing the rights of the individual and respect for the principles of democracy in Europe	254 1	2	3

- Q.36 For each of the following countries, would you be in favour of or against it becoming part of the European Union?

READ OUT - ROTATE	IN FAVOUR	AGAINST	DK
1. Czech Republic	255 1	2	3
2. Slovakia	256 1	2	3
3. Poland	257 1	2	3
4. Hungary	258 1	2	3
5. Romania	259 1	2	3
6. Slovenia	260 1	2	3
7. Estonia	261 1	2	3
8. Latvia	262 1	2	3
9. Lithuania	263 1	2	3
10. Bulgaria	264 1	2	3
11. Cyprus	265 1	2	3
12. Malta	266 1	2	3
13. Switzerland	267 1	2	3
14. Norway	268 1	2	3
15. Turkey	269 1	2	3

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

- Q.37. For each of the following criteria, please tell me if it seems important to you, or not in deciding whether a particular country should join the European Union, or not ?

READ OUT	IMPORTANT	NOT IMPORTANT	DK
1. The country has to respect human rights and the principles of democracy	270 1	2	3
2. Its level of economic development should be close to that of other member states	271 1	2	3
3. It has to accept whatever has already been decided and put in place throughout the process of building Europe	272 1	2	3
4. Its joining should not be costly for existing member countries	273 1	2	3
5. It has to be prepared to put the interest of the European Union above its own	274 1	2	3
6. It has to fight organised crime and drug trafficking	275 1	2	3
7. It has to protect the environment	276 1	2	3
8. It has to be able to pay its share of the European Union budget	277 1	2	3

Now let's talk about another topic: the European Parliament

- Q.38. Have you recently seen or heard, in the papers, on the radio or on TV, anything about the European Parliament, that is the parliamentary assembly of the European Union ?
- Yes..... 278 1
 No..... 2
 DK..... 3
- Q.39. How important a role would you say the European Parliament plays IN THE LIFE OF THE EUROPEAN UNION nowadays ... ? (READ OUT)
- Very important..... 279 1
 Important..... 2
 Not very important..... 3
 Not at all important..... 4
 DK..... 5
- Q.40. Would you personally like the European Parliament to play a more important or a less important role than it does now ?
- More important..... 280 1
 Less important..... 2
 About the same (SPONTANEOUS)..... 3
 DK..... 4

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

Q.41. There was a European Parliament election on Thursday, 10th June 1999. For one reason or another, many people in Northern Ireland did not vote in that election.

Could you please think back to Thursday 10th June 1999, did you yourself vote in the European Parliament election?

Voted	281	1	GO TO Q.42
Did not vote		2	GO TO Q.43
Can't remember/refused		3	GO TO Q.44

(IF VOTED, CODE 1 AT Q.41)

Q.42. What were the two main reasons why you voted in the European Parliament elections? (SHOW CARD 'Q.42'- READ OUT - TWO ANSWERS MAXIMUM)

- | | | |
|---|-----|-----|
| a) voting in these elections is compulsory in Northern Ireland..... | 282 | 1, |
| b) I consider voting a civic duty and vote in every election, be it local, national or European..... | | 2, |
| c) this way, I protected the interests of Northern Ireland..... | | 3, |
| d) I supported a particular candidate..... | | 4, |
| e) I supported a particular party..... | | 5, |
| f) these elections were/are the only way I can make my voice heard when it comes to European issues..... | | 6, |
| g) I was/am in favour of the European Union..... | | 7, |
| h) I was/am against the European Union..... | | 8, |
| i) I felt/feel the European Parliament would/will play a more important role in the daily lives of Europeans..... | | 9, |
| j) Other reasons..... | | 10, |
| DK..... | | 11 |

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

(IF DID NOT VOTE, CODE 2 IN Q.41)

Q.43. What were the two main reasons why you did NOT vote in that election? (SHOW CARD 'Q.43- TWO ANSWERS MAXIMUM)

I was sick/I am disabled/elderly.....	293	1,
I was away from home.....		2,
I was on holiday.....		3,
I was too busy/no time/work.....		4,
I was involved in leisure activity.....		5,
I had family reasons.....		6,
I had registration or voting card problems.....		7,
I don't trust / I am dissatisfied with politics generally.....		8,
I am not interested in politics.....		9,
I am not interested in European politics.....		10
I am dissatisfied with the European Parliament as an institution....		11
I am dissatisfied with the European Parliament electoral system.....		12
I am opposed to the European Union.....		13
I don't know much about the European Union.....		14
I don't know much about the European Parliament or the European Parliament election.....		15
I think voting has no consequences.....		16
I rarely or never vote.....		17
Other reasons.....		18
DK.....		19

ASK ALL

Q.44. Let us now look at some public figures.
Using this card, could you give me the name of the individual who currently holds the following jobs ? (SHOW CARD 'Q.44)

READ OUT	CORRECT		INCORRECT	DK
1. President of the European Commission	312	1	2	3
2. European Commissioner appointed by the government	313	1	2	3
3. Chancellor of the Exchequer	314	1	2	3
4. Foreign Secretary	315	1	2	3

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

Q.45. Many important decisions are made by the European Union. They might be in the interest of people like yourself, or they might not. To what extent do you feel you can rely on each of the following bodies to make sure that these decisions are in the interest of people like yourself? Please use this scale (**SHOW CARD 'Q.45'**). "1" means that you cannot rely on it at all, "10" that you can rely on it completely. The scores in between allow you to say how close to either side you are.

Q.45a) First, to what extent do you feel you can rely on the European Commission ?

READ OUT	CANNOT RELY ON IT AT ALL										CAN RELY ON IT COMPLETELY	DK
316-317	1	2	3	4	5	6	7	8	9	10	11	

Q.45b) And what about The House of Commons at Westminster? (**SHOW CARD 'Q.45' AGAIN**)

READ OUT	CANNOT RELY ON IT AT ALL										CAN RELY ON IT COMPLETELY	DK
318-319	1	2	3	4	5	6	7	8	9	10	11	

Q.45c) And what about the government? (**SHOW CARD 'Q.45' AGAIN**)

READ OUT	CANNOT RELY ON IT AT ALL										CAN RELY ON IT COMPLETELY	DK
320-321	1	2	3	4	5	6	7	8	9	10	11	

Q.45d) And what about the European Parliament ? (**SHOW CARD 'Q.45' AGAIN**)

READ OUT	CANNOT RELY ON IT AT ALL										CAN RELY ON IT COMPLETELY	DK
322-323	1	2	3	4	5	6	7	8	9	10	11	

Q.46.a) As it stands now, how much power do you think the European Parliament has? Please give me your opinion using this scale, on which 1 indicates no power at all and 10 indicates a great deal of power. (**SHOW CARD 'Q.46'**)

READ OUT	NO POWER AT ALL										A GREAT DEAL OF POWER	DK
324-325	1	2	3	4	5	6	7	8	9	10	11	

Q.46b) And what about the House of Commons at Westminster? (**SHOW CARD 'Q.46' AGAIN**)

READ OUT	NO POWER AT ALL										A GREAT DEAL OF POWER	DK
326-327	1	2	3	4	5	6	7	8	9	10	11	

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

- Q.47. At the European election, last June, parties and candidates campaigned for votes. For each of the following, please tell me whether their campaigns came to your attention in that way, or not?

READ OUT - ROTATE	YES	NO	DK
1) Party workers called to your home to ask for votes	328 1	2	3
2) Election leaflets put in your letterbox or given to you on the street or in shopping centres	329 1	2	3
3) Advertising on behalf of the candidates or parties	330 1	2	3
4) Coverage of the campaign in the newspapers	331 1	2	3
5) Coverage of the campaign on TV and radio	332 1	2	3
6) Family or friends or acquaintances discussing the European election	333 1	2	3
7) Attending public meetings or rallies concerning the election	334 1	2	3
8) Looking up on the Internet/World Wide Web	335 1	2	3
9) Being contacted by phone by people working for the parties or candidates	336 1	2	3

PUNCHER NOTE: NO COLS. 337-339.

- Q.48. In an election, some parties win more seats and some parties win fewer seats. Some people say that this matters very little, other people say that it matters a great deal. Thinking about a European Parliament election like the one we had in June, where would you place your own view on this scale?
(SHOW CARD 'Q.48')

READ OUT	IT DOESN'T MATTER AT ALL										IT MATTERS A GREAT DEAL	DK
340-341	1	2	3	4	5	6	7	8	9	10		11

- Q.49. Let us now focus on candidates rather than parties. How much do you think it matters WHICH PARTICULAR CANDIDATES win seats in a European Parliament election like the one we had in June? (SHOW CARD 'Q.49')

READ OUT	IT DOESN'T MATTER AT ALL										IT MATTERS A GREAT DEAL	DK
342-343	1	2	3	4	5	6	7	8	9	10		11

ASK ALL

- Q.50. The next elections to the European Parliament will take place in June 2004 in each member State. Do you intend to vote in the next European Parliament elections?

YES.....344 1
 NO..... 2
 NOT APPLICABLE / COULD NOT VOTE THEN..... 3
 DK..... 4

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

Let's turn to another topic: the euro

Q.51. How well informed do you feel about the single European currency, that is the EURO ? Do you feel you are ...? **(READ OUT)**

Very well informed.....	345	1
Well informed.....		2
Not very well informed.....		3
Not at all informed.....		4
DK.....		5

Q.52. Have you received any information about the single European currency, the EURO? **(IF YES)** Where from ? **(SHOW CARD 'Q.52' - READ OUT - SEVERAL ANSWERS POSSIBLE)**

No, I have not received any information.....	346	1,
A bank, building society, insurance company, etc.....		2,
A shop, supermarket, etc.....		3,
A school, university, other place of training/education.....		4,
The workplace.....		5,
A trade union, professional organisation, etc.....		6,
A consumer association.....		7,
The government.....		8,
Regional government.....		9,
Local government, town or county hall/offices.....		10,
The radio.....		11,
Television.....		12,
Newspapers, magazines.....		13,
Family and friends.....		14,
A letter or information left in my letter box.....		15,
The Internet, Teletext, Ceefax, etc.....		16,
Other (SPONTANEOUS)		17,
DK.....		18,

Q.53. Personally, would you say that the single European currency, the euro, is a topic that you are very interested in, fairly interested in, not very interested in or not at all interested in?

Very interested in.....	364	1
Fairly interested in.....		2
Not very interested in.....		3
Not at all interested in.....		4
DK.....		5

Q.54. From what you have heard or read, has the value of the euro been irrevocably fixed against the Pound Sterling?

Yes.....	365	1
No.....		2
DK.....		3

THERE IS NO Q.55

THERE ARE NO COLS. 366-374

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

ASK ALL

- Q.56.a) From what you have heard or read, when will it be possible to pay in euro by cheque or by card in Northern Ireland? (**SHOW CARD 'Q.56- ONE ANSWER ONLY'**)
- Q.56b) And in other European Union countries participating in the euro? (**SHOW CARD 'Q.56' AGAIN- ONE ANSWER ONLY'**)

READ OUT	a) In Northern Ireland	b) In other European Union Countries participating in the euro
A. It has been possible, since the 1st of January 1999	375 1	376 1
B. From 1st January 2000	2	2
C. From 1st January 2001	3	3
D. From 1st January 2002	4	4
E. Later	5	5
F. Never (SPONTANEOUS)	6	6
G. DK	7	7

- Q.57. And when, do you think, it will no longer be possible to pay in Pounds Sterling in Northern Ireland? (**SHOW CARD 'Q.57' READ OUT - ONE ANSWER ONLY'**)

From 1st January 2000.....	377 1
From 1st January 2001.....	2
From 1st January 2002.....	3
Two or three months after 1st January 2002.....	4
Six months after 1st January 2002.....	5
From 1st January 2003.....	6
Later.....	7
Never (SPONTANEOUS).....	8
DK.....	9

- Q.58. From what you have heard or read, what exactly will happen in the countries participating in the euro in July 2002, at the latest? (**READ OUT - ONE ANSWER ONLY'**)

There will be the national currency and the euro at the same time...	378 1
There will only be the euro.....	2
DK.....	3

THERE ARE NO Qs. 59-75

PUNCHER NOTE: THERE ARE NO COLS. 379-431

Now let's talk about financial services

ASK ALL

- Q.76. From the following statements, which are the four which come closest to your own opinion? (**SHOW CARD 'Q.76' - READ OUT - FOUR ANSWERS MAXIMUM'**)

Banks give enough information about management of bank accounts.....	432 1,
Having a bank account is very expensive.....	2,
It is very difficult to win in a dispute with a bank.....	3,
Buying on credit is more useful than dangerous.....	4,
You never know beforehand how much it is going to cost to borrow money...	5,
You can borrow as much as you like, there are no real checks.....	6,
The problem of borrowing more than you can pay back does not exist in Northern Ireland.....	7,
Financial institutions explain the risks involved in a mortgage well.....	8,
It is very difficult to compare the conditions linked to different mortgage options.....	9,
Insurance companies cause less problems than banks.....	10
DK.....	11

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

Q.77. In your opinion, does the current legislation in Northern Ireland ensure or not ... ? (SHOW CARD 'Q.77')

READ OUT	YES	NO	DK
1. the transparency of financial information	443 1	2	3
2. the protection of consumers' rights	444 1	2	3
3. a possible recovery action against banks and insurance companies	445 1	2	3
4. security when making a transaction	446 1	2	3
5. the protection of confidential information	447 1	2	3

Q.78. Each member state has its own consumer protection standards. Do you think that these standards should be harmonised in the European Union, or not ?

Yes.....448 1
 No..... 2
 DK..... 3

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

- Q.79. The opening up of markets and technological developments such as Telephone Banking, the Internet, etc. allow us increasingly to use remote banking and financial services. In your opinion, does the current legislation in Northern Ireland ensure or not ... (SHOW CARD 'Q.79') ?

READ OUT	YES	NO	DK
1. the transparency of financial information	449 1	2	3
2. the protection of consumers' rights	450 1	2	3
3. a possible recovery action against banks and insurance companies	451 1	2	3
4. security when making a transaction	452 1	2	3
5. the protection of confidential information	453 1	2	3

- Q.80. The marketing of financial services in the market implies continuously introducing new technologies and techniques. In your opinion, is it necessary or not to take measures in the European Union to protect consumers in the use of these new technologies ?

Yes.....454 1
 No.....2
 DK.....3

- Q.81. In your opinion, are there obstacles preventing consumers from using financial services anywhere in the European Union ?
 (IF YES) Which ones ? (SHOW CARD 'Q.81' - READ OUT - SEVERAL ANSWERS POSSIBLE)

No, no obstacles.....455 1,
 Yes, lack of information.....2,
 Yes, bad information.....3,
 Yes, too risky.....4,
 Yes, necessary to have large amounts to invest.....5,
 Yes, difficulties due to distance.....6,
 Yes, poor legal protection in the event of problems.....7,
 Yes, language problems.....8,
 Others (SPONTANEOUS).....9,
 DK.....10

ULSTER MARKETING SURVEYS – 52.0 – AUTUMN 1999

- Q.82.a) Which one of the following means of payment do you prefer to use to pay for an important purchase in Northern Ireland? By important purchase, I mean a purchase of at least £65stg. **(SHOW CARD 'Q.82' – ONE ANSWER ONLY)**
- Q.82.b) And what means of payment do you prefer to use to pay for an important purchase in another member country of the European Union? **(SHOW CARD 'Q.82' AGAIN – ONE ANSWER ONLY)**

READ OUT	a) IN NORTHERN IRELAND	b) IN ANOTHER MEMBER COUNTRY
1. Never bought anything in another member country (SPONTANEOUS)	465 1	466 1
2. Cash	2	2
3. Cheque	3	3
4. Credit card	4	4
5. Debit card such as SWITCH	5	5
6. Bank transfer	6	6
7. Postal transfer	7	7
8. Other form of payment (SPONTANEOUS)	8	8
9. DK	9	9

(IF CODES 2,3,4,5 OR 6 IN Q.82a)

- Q.83.a) For which reasons do you prefer to use this means of payment in Northern Ireland? **(SHOW CARD 'Q.83' – SEVERAL ANSWERS POSSIBLE)**

(IF CODES 2,3,4,5,6 OR 7 IN Q.82b)

- Q.83.b) Why do you prefer to use this means of payment in another member country of the European Union? **(SHOW CARD 'Q.83' AGAIN – SEVERAL ANSWERS POSSIBLE)**

READ OUT	b) IN NORTHERN IRELAND	b) IN ANOTHER MEMBER COUNTRY
1. Cheaper	467 1,	475 1,
2. More convenient	2,	2,
3. To avoid disputes	3,	3,
4. To avoid loss or theft	4,	4,
5. To avoid being attacked	5,	5,
6. For safety reasons, for example, because there is a PIN NUMBER	6,	6,
7. Other (SPONTANEOUS)	7,	7,
8. DK	8,	8,

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

Q.84. Have you ever made payments, by telephone, by computer, by Internet, etc. ?
(IF YES) Have you ever made such payments using a card with a PIN NUMBER, or not?

No 483 1 GO TO Q.85

Yes, already paid this way BUT WITHOUT a card using a pin number..... 2

Yes, already paid this way WITH a card using a pin number 3 } GO TO Q.86

DK 4 }

(IF NO, CODE 1 IN Q.84)

Q.85. Why have you never made such payments this way ? **(SHOW CARD 'Q.85' - READ OUT - ONE ANSWER ONLY)**

I have never had the opportunity to..... 484 1

I do not think it's safe..... 2

I am not interested in paying that way..... 3

I can't remember my pin number **(SPONTANEOUS)**..... 4

I haven't got a card with a pin number **(SPONTANEOUS)**..... 5

Other **(SPONTANEOUS)**..... 6

DK..... 7

ASK ALL

Q.86.a) Would you be ready to use a pre-paid card, an electronic purse to pay for a minor purchase in Northern Ireland, such as a newspaper or a loaf of bread ?

Q.86b) And when you travel abroad?

READ OUT	YES	NO	DOES NOT EXIST (SPONT.)	DK
a) In Northern Ireland	485 1	2	3	4
b) Abroad	486 1	2	3	4

And now, some questions about your financial situation.

Q.87.a) Do you personally have a bank account, a post office account or another similar type of account?

Yes..... 487 1 GO TO Q.88

No..... 2 GO TO Q.87.b

Refusal..... 3 GO TO Q.88

(IF NO, CODE 2 IN Q.87a)

Q.87.b) For each of the following, please tell me if it applies to you, or not?

READ OUT	YES	NO	REFUSAL
1. I never had an account	488 1	2	3
2. I closed my account	489 1	2	3
3. The bank closed my account	490 1	2	3

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

ASK ALL

Q.88.a) Do you personally have...?

READ OUT	YES		NO	DK	REFUSAL
1. A loan to buy a car or furniture for a period of more than 12 months	491	1	2	3	4
2. A loan to buy something else for a period of more than 12 months	492	1	2	3	4
3. Another type of personal loan for a period of more than 12 months	493	1	2	3	4
4. A credit card	494	1	2	3	4
5. Debit card such as SWITCH	495	1	2	3	4
6. An overdraft on your current account	496	1	2	3	4

Q.88.b) Do you have a mortgage lasting... ?

READ OUT	YES		NO	DK	REFUSAL
1. Less than 10 years	497	1	2	3	4
2. 10 to 20 years	498	1	2	3	4
3. More than 20 years	499	1	2	3	4

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

DEMOGRAPHICS

- D.1. In political matters people talk of "the left" and "the right".
How would you place your views on this scale ?
(SHOW CARD 'D1'- DO NOT PROMPT. IF CONTACT HESITATES, ASK TO TRY AGAIN)

	Left									Right
500-501	1	2	3	4	5	6	7	8	9	10

Refusal..... 502 1
DK..... 2

NO QUESTIONS D2 AND D3

ASK ALL

- D.4. If there were a "General Election" tomorrow (SAY IF CONTACT UNDER 18 YEARS :
and you had a vote), which party WOULD YOU VOTE for ?

503-504

Alliance.....	01
Ulster Unionist Party.....	02
Democratic Unionist Party.....	03
Progressive Unionist Party (PUP).....	04
UK Unionist Party (UKUP).....	05
Ulster Democratic Party (UDP).....	06
Conservative.....	07
Labour Party.....	08
Women's Coalition.....	09
Sinn Fein.....	10
SDLP.....	11
The Worker's Party.....	12
Democratic Left.....	13
The Green Party.....	14
Other Party.....	15
Would vote blank/would spoil your vote.....	16
Would not vote.....	17
DK.....	18
No answer.....	19

NO QUESTIONS D5 AND D6

- D.7. Could you give me the letter which corresponds best to your own current
situation ? (SHOW CARD 'D.7 - READ OUT - ONE ANSWER ONLY)

505-506

Married.....	01
Remarried.....	02
Unmarried. Currently living with partner.....	03
Unmarried. Having never lived with a partner.....	04
Unmarried. Having previously lived with a partner, but now on my own..	05
Divorced.....	06
Separated.....	07
Widowed.....	08
Other (SPONTANEOUS).....	09
Refusal (SPONTANEOUS).....	10

D.8. How old were you when you stopped full-time education ?
(IF STILL STUDYING : CODE 00 - GO TO D.10)

		507-508
--	--	---------

NO QUESTION D.9

D.10. **SEX**
 Male..... 509 1
 Female..... 2

D.11. How old are you ?

		510-511
--	--	---------

D.12. How many people live in your household, including yourself, all adults and children?

D.13. How many children under 15 are currently living at home ?

	D.12 PEOPLE	D.13 CHILDREN
1	512 1	513-514 01
2	2	02
3	3	03
4	4	04
5	5	05
6	6	06
7	7	07
8	8	08
9 or more	9	09
None	-----	10

THERE IS NO D.14

- D.15. a) What is your current occupation ?
 b) (IF NOT DOING ANY PAID WORK CURRENTLY - CODES 01 TO 04 IN D.15a) Did you do any paid work in the past ?
 What was your last occupation ?

	a) CURRENT OCCUPATION	b) LAST OCCUPATION
NOT WORKING	515-516	-----
Responsible for ordinary shopping and looking after the home, or without any current occupation, not working	01	-----
Student	02	-----
Unemployed or temporarily not working	03	-----
Retired or unable to work through illness	04	-----
SELF EMPLOYED		517-518
Farmer	05	01
Fisherman	06	02
Professional (lawyer, medical practitioner, accountant, architect, ...)	07	03
Owner of a shop, craftsmen, other self employed person	08	04
Business proprietors, owner (full or partner) of a company	09	05
EMPLOYED		
Employed professional (employed doctor, lawyer, accountant, architect)	10	06
General management, director or top management (managing directors, director general, other director)	11	07
Middle management, other management (department head, junior manager, teacher, technician)	12	08
Employed position, working mainly at a desk	13	09
Employed position, not at a desk but travelling (salesmen, driver, ...)	14	10
Employed position, not at a desk, but in a service job (hospital, restaurant, police, fireman, ...)	15	11
Supervisor	16	12
Skilled manual worker	17	13
Other (unskilled) manual worker, servant	18	14
NEVER DID ANY PAID WORK	-----	15

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

NO QUESTIONS D.16 TO D.18

ASK ALL

D.19. Are you ... ?

READ OUT	Yes	No
a) In your household the person mainly responsible for ordinary shopping and looking after the home	519 1	2
b) In your household the person who contributes most to the household income	520 1	2

NO QUESTION D20

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

IF CODE 2 AT D.19b), ASK

- D.21.a) What is the current occupation of the person who contributes most to the household income ?
- D.21.b) **(IF NOT DOING ANY PAID WORK CURRENTLY - CODE 01 TO 04 IN D.21a)**
Did he/she do any paid work in the past ?
What was his/her last occupation ?

	CURRENT OCCUPATION	LAST OCCUPATION
NOT WORKING	521-522	-----
Responsible for ordinary shopping and looking after the home, or without any current occupation, not working	01	-----
Student	02	-----
Unemployed or temporarily not working	03	-----
Retired or unable to work through illness	04	-----
SELF EMPLOYED		523-524
Farmer	05	01
Fisherman	06	02
Professional (lawyer, medical practitioner, accountant, architect, ...)	07	03
Owner of a shop, craftsmen, other self employed person	08	04
Business proprietors, owner (full or partner) of a company	09	05
EMPLOYED		
Employed professional (employed doctor, lawyer, accountant, architect)	10	06
General management, director or top management (managing directors, director general, other director)	11	07
Middle management, other management (department head, junior manager, teacher, technician)	12	08
Employed position, working mainly at a desk	13	09
Employed position, not at a desk but travelling (salesmen, driver, ...)	14	10
Employed position, not at a desk, but in a service job (hospital, restaurant, police, fireman, ...)	15	11
Supervisor	16	12
Skilled manual worker	17	13
Other (unskilled) manual worker, servant	18	14
NEVER DID ANY PAID WORK	-----	15

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

NO QUESTIONS D22 TO D28

ASK ALL

D.29. We also need some information about the income of this household to be able to analyse the survey results for different types of households. Here is a list of income groups. (**SHOW INCOME CARD 'D.29'**) Please count the total wages and salaries PER MONTH of all members of this household; all pensions and social insurance benefits; child allowances and any other income like rents, etc. ... Of course, your answer as all other replies in this interview will be treated confidentially and referring back to you or your household will be impossible. Please give me the letter of the income group your household falls into before tax and other deductions.

	525-526
B.....	01
T.....	02
P.....	03
F.....	04
E.....	05
H.....	06
L.....	07
N.....	08
R.....	09
M.....	10
S.....	11
K.....	12
Refusal.....	13
DK.....	14

ULSTER MARKETING SURVEYS - 52.0 - AUTUMN 1999

P.10. - INTERVIEWER NUMBER

--	--	--	--	--	--	--	--

560-567

P.11. - WEIGHTING FACTOR

--	--	--	--	--	--	--	--

568-575

P.12 - Telephone available in household ?

Yes	576	1
No		2