

NOP Consumer Market Research
 Ludgate House
 Blackfriars Road
 London SE1 9UL

Job No.	Card	Serial No.	Country
(1) - (6)	(7) - (8)	(9)-(12)	(13)-(14)
431880	0 1		1 5

No : J 431880
 Issue : 1
 Date : 23 October, 2000

FLASH 85

RESPONDENT NAME:

TELEPHONE NUMBER:

RESULT OF CONTACT

Call No	Inter-viewers ID	Date	Time	Length	Dispos-ition	Comments	Units
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							

STANDARD DIAL DISPOSITION CODES

NR	-	No reply	HHR	-	Household/Company refusal
ENG	-	Circuit Engaged	RR	-	Respondent Refusal
NU	-	No. unobtainable (Not a working no.)	ANS	-	Answerphone
NNAS	-	No. Not applicable to study(home telephone if business no. if consumer study)	REJ	-	Reject (Respondent who might be otherwise eligible but is deaf, intoxicated, abusive or unwilling or unable to provide usable information)
LB	-	Language barrier	COMP	-	Completed interviews (segregated by type)
SRNA	-	Selected respondent not available	PART	-	Partial (interview terminated by respondent before completion)
CUTS	-	Contact unable to speak for H.Hold			
INEL	-	H.Hold/Business ineligible for specific reason			

Q.No	Question	Answer	Code	Skip to
	Hello, I am... from NOP Research. We are carrying out a survey amongst adults concerning the European Union. Is it convenient to talk to you now, it will take about 10 minutes?	OK	1	Q.A
Q.A	RECORD SEX OF RESPONDENT - DO NOT ASK	Male	1	Arrange recall
Q.B	First of all could I just check a few details with you. What was your age on your last birthday? _____	Not OK	2	Q.B
Q.C	And at what age did you finish your full-time education? _____	(RECORD ACTUAL AGE) Refused	00	Q.C
Q.D	And what is your occupation? PROBE TO PRECODES	Farmer/fisherman Professional (e.g. Lawyer/ Doctor/ accountant) Owner of a shop or company/ craftsman/ proprietor General management Employed/middle management Manual worker Retired Housewife Student/Military Service Temporarily not working/ unemployed Other (WRITE IN) _____	01 02 03 04 05 06 07 08 09 10 11	Q.D
		Refused	00	Q.1

Q.No	Question	Answer	Code	Skip to
	We are conducting a survey in the 15 countries of the European Union about agriculture. Not everyone shares the same point of view concerning the importance of European agriculture and the rural world for our future. Personally, do you think the subject is ... READ OUT PRECODES	Very important Important Not very important or Of very little importance to our future (DK/NA)	1 2 3 4 5	Q.2
Q.2	The European Union has been dealing with agricultural issues for a long time. Have you seen or heard anything about its actions, the "Common Agricultural Policy" or the "Agricultural Common Market"? PROBE TO PRECODES ONE ANSWER ONLY ALLOWED	Yes - Common Agricultural Policy Yes - Agricultural Common Market Yes - its actions (but not any particular reference) No, nothing at all (DK/NA)	1 2 3 4 5	Q.3 Q.6
	The Agricultural policy of the European Union applies to farmers but also concerns consumers, the environment and the food-processing industry. Personally, would you say that the European agricultural policy as a whole is ... READ OUT SCALE BELOW to		(DK)	
		Very favourable Favourable Unfavourable Very unfavourable (Neither favourable/unfavourable)		
a)	farmers in general	()	1 2 3 4 5 6	
b)	consumers	()	1 2 3 4 5 6	
c)	the environment in the countryside	()	1 2 3 4 5 6	
d)	the food-processing industry	()	1 2 3 4 5 6	Q.4
Q.4	As you know, the European Union has been dealing with agricultural issues for a long time. a) In your opinion, what proportion of the total budget of the European Union is accounted for by agricultural expenditure? Is it READ OUT	Less than one-third One-third Half Two-thirds or ..More than two-thirds of the total budget of the European Union (DK/NA)	1 2 3 4 5 6	Q.4b
Q.4b	What percentage of <u>total</u> public expenditure - that is the expenditure of the Member States <u>and</u> the European Union taken together - is devoted to agriculture? Is it...	Less than 3% Between 3% and 10% Between 10% and 30% Between 30% and 50% More than 50% of total expenditure (DK/NA)	1 2 3 4 5 6	Q.5

Q.No.				Code	Route	
Q.5	Would you say that the budgets allocated at the moment to the European agricultural policy are ... READ OUT	Insufficient	Correct	1 2		
		or	Too high	3		
			(DK/NA)	4	Q.6	
Q.6	ASK ALL In your opinion, should the European Union use its agricultural policy to:- READ OUT EACH ITEM. ONE ANSWER ONLY FOR EACH					
			Yes	No	(DK/NA)	
a)	ensure stable and adequate incomes for farmer	()	1	2	3	
b)	make European agriculture more competitive in world markets	()	1	2	3	
c)	help farmers to adapt their production to consumer expectations	()	1	2	3	
d)	defend farmers' interests in their dealings with intermediaries and distributors	()	1	2	3	
e)	favour and improve life in the countryside	()	1	2	3	
f)	reduce development disparities between regions	()	1	2	3	
g)	encourage diversification of agricultural products and activities	()	1	2	3	
h)	favour methods of organic production	()	1	2	3	
i)	promote respect for the environment	()	1	2	3	
j)	protect the tastes and specialities of European agricultural products	()	1	2	3	
k)	protect medium or small sized farms	()	1	2	3	*See
l)	ensure that agricultural products are healthy and safe	()	1	2	3	Insts

INTERVIEWER: CHECK Q.2

• **IF CODES 1,2 OR 3 USED, ASK Q.7**

• **REST GO TO Q.8**

Q.No.		Code	Route																																																																
Q.7	<p>And would you say that current intervention by the European Union's agricultural policy plays its role ... READ OUT SCALE ... in ... READ OUT EACH ITEM BELOW. ONE ANSWER FOR EACH ITEM</p> <table border="1" data-bbox="884 331 1453 1108"> <thead> <tr> <th></th> <th data-bbox="1034 331 1174 398">Rather well</th> <th data-bbox="1174 331 1315 398">Rather badly</th> <th data-bbox="1315 331 1453 398">(DK/NA)</th> </tr> </thead> <tbody> <tr> <td>a) ensuring stable and adequate incomes for farmer</td> <td data-bbox="1034 398 1174 450">()</td> <td data-bbox="1174 398 1315 450">1</td> <td data-bbox="1315 398 1453 450">2</td> <td data-bbox="1453 398 1546 450">3</td> </tr> <tr> <td>b) making European agriculture more competitive in world markets</td> <td data-bbox="1034 450 1174 501">()</td> <td data-bbox="1174 450 1315 501">1</td> <td data-bbox="1315 450 1453 501">2</td> <td data-bbox="1453 450 1546 501">3</td> </tr> <tr> <td>c) helping farmers to adapt their production to consumer expectations</td> <td data-bbox="1034 501 1174 553">()</td> <td data-bbox="1174 501 1315 553">1</td> <td data-bbox="1315 501 1453 553">2</td> <td data-bbox="1453 501 1546 553">3</td> </tr> <tr> <td>d) defending farmers' interests in their dealings with intermediaries and distributors</td> <td data-bbox="1034 553 1174 604">()</td> <td data-bbox="1174 553 1315 604">1</td> <td data-bbox="1315 553 1453 604">2</td> <td data-bbox="1453 553 1546 604">3</td> </tr> <tr> <td>e) favouring and improving life in the countryside</td> <td data-bbox="1034 604 1174 656">()</td> <td data-bbox="1174 604 1315 656">1</td> <td data-bbox="1315 604 1453 656">2</td> <td data-bbox="1453 604 1546 656">3</td> </tr> <tr> <td>f) reducing development disparities between regions</td> <td data-bbox="1034 656 1174 707">()</td> <td data-bbox="1174 656 1315 707">1</td> <td data-bbox="1315 656 1453 707">2</td> <td data-bbox="1453 656 1546 707">3</td> </tr> <tr> <td>g) encouraging diversification of agricultural products and activities</td> <td data-bbox="1034 707 1174 759">()</td> <td data-bbox="1174 707 1315 759">1</td> <td data-bbox="1315 707 1453 759">2</td> <td data-bbox="1453 707 1546 759">3</td> </tr> <tr> <td>h) favouring methods of organic production</td> <td data-bbox="1034 759 1174 810">()</td> <td data-bbox="1174 759 1315 810">1</td> <td data-bbox="1315 759 1453 810">2</td> <td data-bbox="1453 759 1546 810">3</td> </tr> <tr> <td>i) promoting respect for the environment</td> <td data-bbox="1034 810 1174 862">()</td> <td data-bbox="1174 810 1315 862">1</td> <td data-bbox="1315 810 1453 862">2</td> <td data-bbox="1453 810 1546 862">3</td> </tr> <tr> <td>j) protecting the tastes and specialities of European agricultural products</td> <td data-bbox="1034 862 1174 913">()</td> <td data-bbox="1174 862 1315 913">1</td> <td data-bbox="1315 862 1453 913">2</td> <td data-bbox="1453 862 1546 913">3</td> </tr> <tr> <td>k) protecting medium or small sized farms</td> <td data-bbox="1034 913 1174 965">()</td> <td data-bbox="1174 913 1315 965">1</td> <td data-bbox="1315 913 1453 965">2</td> <td data-bbox="1453 913 1546 965">3</td> </tr> <tr> <td>l) ensuring that agricultural products are healthy and safe</td> <td data-bbox="1034 965 1174 1016">()</td> <td data-bbox="1174 965 1315 1016">1</td> <td data-bbox="1315 965 1453 1016">2</td> <td data-bbox="1453 965 1546 1016">3</td> </tr> </tbody> </table>		Rather well	Rather badly	(DK/NA)	a) ensuring stable and adequate incomes for farmer	()	1	2	3	b) making European agriculture more competitive in world markets	()	1	2	3	c) helping farmers to adapt their production to consumer expectations	()	1	2	3	d) defending farmers' interests in their dealings with intermediaries and distributors	()	1	2	3	e) favouring and improving life in the countryside	()	1	2	3	f) reducing development disparities between regions	()	1	2	3	g) encouraging diversification of agricultural products and activities	()	1	2	3	h) favouring methods of organic production	()	1	2	3	i) promoting respect for the environment	()	1	2	3	j) protecting the tastes and specialities of European agricultural products	()	1	2	3	k) protecting medium or small sized farms	()	1	2	3	l) ensuring that agricultural products are healthy and safe	()	1	2	3		Q.8
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Q.8	<p>ASK ALL The agricultural policy of the European Union subsidises agricultural products less and less. On the other hand, it grants more funds for the protection and development of the overall rural economy and indirect support to farmers. Do you think that this development is ... READ OUT PRECODES</p>	<p>A very good thing 1 A good thing 2 A bad thing 3 orA very bad thing 4 (DK/NA) 5</p>	Q.9																																																																
Q.9	<p>Several countries are now negotiating membership and could soon join the European Union</p> <p>Q.9a Have you heard about these enlargement negotiations and do you feel sufficiently informed of their possible consequences in particular for our agriculture? PROBE TO PRECODES</p>	<p>Heard about and sufficiently informed of the consequences 1 Heard about but not sufficiently informed of the consequences 2 No, not heard about these negotiations 3 (DK/NA) 4</p>	Q.9b Q.10																																																																

Q.No.		Code	Route
Q.9b	<p>If new countries joined the European Union, what consequences would you expect there to be for our agricultural farms. Do you think they would be ...READ OUT</p>	<p>Very positive 1 Quite positive 2 Negative 3 Very negative 4 (Neither one nor the other) 5 (DK/NA) 6</p>	Q10
Q.10	<p>In Geneva, a new series of discussions has started at the World Trade Organisation on international trade and customs duty.</p>		
Q.10a	<p>Have you heard anything about these discussions and do you feel sufficiently informed of their positive or negative consequences, in particular for our agriculture? PROBE TO PRECODES</p>	<p>Heard about and sufficiently informed of the consequences 1 Heard about but not sufficiently informed of the consequences 2</p>	Q10b
		<p>No, not heard anything about these discussions 3 (DK/NA) 4</p>	Q11
Q.10b	<p>If the discussions lead to new world trade regulations, what consequences would you expect there to be for agricultural farms. Would they be ...READ OUT PRECODES</p>	<p>Very positive 1 Quite positive 2 Negative 3 Very negative 4 (Neither one nor the other) 5 (DK/NA) 6</p>	Q11
Q.11	<p>ASK ALL Let's go back now to Europe. Do you wish that in Britain we heard about agricultural issues ... READ OUT</p>	<p>More often 1 Less often 2 or .. Neither more nor less often than now 3 (DK/NA) 4</p>	Q.12

Q.No.		Code	Route																																																								
Q.12	Do you wish to have more information on ... READ OUT EACH PRECODE MULTI ANSWERS POSSIBLE	Agri-environmental issues 1 Rural development 2 Working of the CAP (Common Agricultural Policy) 3	Q.13																																																								
Q.13	Where do you get information on the European Union and its agricultural policy from? Is it from ... READ OUT EACH PRECODE MULTI ANSWERS ALLOWED	Television 1 Radio 1 Daily newspapers 1 Magazines 1 Specialised literature such as brochures or catalogues 1 Word of mouth 1 Internet 1 (Other sources) (SPECIFY) 1 _____ (None/have no information) 1 (DK/NA) 1	Q14																																																								
Q.14	In forming your own opinion on the agricultural policy of the European Union, which sources do you trust? READ OUT PRECODES	<table border="1"> <thead> <tr> <th></th> <th><u>Yes</u></th> <th><u>No</u></th> <th><u>DK</u></th> </tr> </thead> <tbody> <tr> <td>Journalists</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>Farmers themselves</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>Agricultural specialists and experts</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>The government</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>European Institutions</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>Agricultural trade unions</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>Consumers and environment protection associations etc</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>Family and friends</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>(Other reliable sources (SPECIFY))</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>_____</td> <td></td> <td></td> <td></td> </tr> <tr> <td>(Other unreliable sources (SPECIFY))</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>_____</td> <td></td> <td></td> <td></td> </tr> <tr> <td>(DK/NA)</td> <td>1</td> <td>2</td> <td>3</td> </tr> </tbody> </table>		<u>Yes</u>	<u>No</u>	<u>DK</u>	Journalists	1	2	3	Farmers themselves	1	2	3	Agricultural specialists and experts	1	2	3	The government	1	2	3	European Institutions	1	2	3	Agricultural trade unions	1	2	3	Consumers and environment protection associations etc	1	2	3	Family and friends	1	2	3	(Other reliable sources (SPECIFY))	1	2	3	_____				(Other unreliable sources (SPECIFY))	1	2	3	_____				(DK/NA)	1	2	3	Q.F
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Q.F	<p>Thank you very much for you help today. Before I close could I just check in which region of the country you live?</p> <p>PROBE TO PRECODES</p> <table border="0"> <tr><td>Cleveland, Durham</td><td>01</td><td>Kent</td><td>25</td></tr> <tr><td>Cumbria</td><td>02</td><td>Avon, Gloucestershire</td><td>26</td></tr> <tr><td>Northumberland</td><td>03</td><td>Wiltshire</td><td>27</td></tr> <tr><td>Tyne and Wear</td><td>04</td><td>Cornwall, Devon</td><td>28</td></tr> <tr><td>Humberside</td><td>05</td><td>Dorset, Somerset</td><td>29</td></tr> <tr><td>North Yorkshire</td><td>06</td><td>Hereford & Worcester</td><td>30</td></tr> <tr><td>South Yorkshire</td><td>07</td><td>Warwickshire</td><td>31</td></tr> <tr><td>West Yorkshire</td><td>08</td><td>Shropshire, Staffordshire</td><td>32</td></tr> <tr><td>Derbyshire</td><td>09</td><td>West Midlands(county)</td><td>33</td></tr> <tr><td>Nottinghamshire</td><td>10</td><td>Cheshire</td><td>34</td></tr> <tr><td>Leicestershire</td><td>11</td><td>Greater Manchester</td><td>35</td></tr> <tr><td>Northamptonshire</td><td>12</td><td>Lancashire</td><td>36</td></tr> <tr><td>Lincolnshire</td><td>13</td><td>Merseyside</td><td>37</td></tr> <tr><td>East Anglia</td><td>14</td><td>Clwyd, Dyfed</td><td>38</td></tr> <tr><td>Bedfordshire</td><td>15</td><td>Gwynedd, Powys</td><td>39</td></tr> <tr><td>Hertfordshire</td><td>16</td><td>Gwent</td><td>40</td></tr> <tr><td>Berkshire</td><td>17</td><td>M-S-W Glamorgan</td><td>41</td></tr> <tr><td>Buckinghamshire</td><td>18</td><td>Borders, Central Fife</td><td>42</td></tr> <tr><td>Oxfordshire</td><td>19</td><td>Lothian, Tayside</td><td>43</td></tr> <tr><td>Surrey</td><td>20</td><td>Dumfries, Galloway</td><td>44</td></tr> <tr><td>East/West Sussex</td><td>21</td><td>Strathclyde</td><td>45</td></tr> <tr><td>Essex</td><td>22</td><td>Highlands, Island</td><td>46</td></tr> <tr><td>Greater London</td><td>23</td><td>Grampians</td><td>47</td></tr> <tr><td>Hampshire, Isle of Wight</td><td>24</td><td></td><td></td></tr> </table>	Cleveland, Durham	01	Kent	25	Cumbria	02	Avon, Gloucestershire	26	Northumberland	03	Wiltshire	27	Tyne and Wear	04	Cornwall, Devon	28	Humberside	05	Dorset, Somerset	29	North Yorkshire	06	Hereford & Worcester	30	South Yorkshire	07	Warwickshire	31	West Yorkshire	08	Shropshire, Staffordshire	32	Derbyshire	09	West Midlands(county)	33	Nottinghamshire	10	Cheshire	34	Leicestershire	11	Greater Manchester	35	Northamptonshire	12	Lancashire	36	Lincolnshire	13	Merseyside	37	East Anglia	14	Clwyd, Dyfed	38	Bedfordshire	15	Gwynedd, Powys	39	Hertfordshire	16	Gwent	40	Berkshire	17	M-S-W Glamorgan	41	Buckinghamshire	18	Borders, Central Fife	42	Oxfordshire	19	Lothian, Tayside	43	Surrey	20	Dumfries, Galloway	44	East/West Sussex	21	Strathclyde	45	Essex	22	Highlands, Island	46	Greater London	23	Grampians	47	Hampshire, Isle of Wight	24				
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INTERVIEWER RECORD:

RESPONDENT NAME : _____

POST CODE : _____

(H) LENGTH OF INTERVIEW IN MINUTES : _____