

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)
431881	0 1		1 5

Job No : J 431881
 Issue : 1
 Date : 6 November, 2000

FLASH 86

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
		Not OK	2	Arrang recall
D.1	First of all could I just check a few details with you. What was your age on your last birthday? (RECORD ACTUAL AGE)	Refused	00	D2
D.2	What are the main types of production on this farm? READ OUT EACH PRECODE. MULTIANSWERS POSSIBLE	Arable - e.g. cereals, oil seed, vegetables, root crops	1	
		Fruit growing - e.g. fruits, nuts	2	
		Wine	3	
		Forestry	4	
		Horticulture	5	
		Cattle (including beef, sheep, pork or dairy)	6	
		Poultry (with/without egg production)	7	
		Other (SPECIFY)	8	*See Insts
	INTERVIEWER:			
	• IF FORESTRY <u>ONLY</u> CODED AT Q.2 - THANK & CLOSE			
	• REST GO TO D3			
D.3	In your region, is the farm you are running considered ... READ OUT ONE ANSWER ONLY	A big farm	1	
		A middle-sized farm	2	
		A small farm	3	
		or A very small farm	4	
		(DK/NA)	5	Q.1
Q.1	We are conducting a survey in the 15 countries of the European Union concerning agriculture in Europe. For you personally, would you say that the agricultural policy of the European Union is ... READ OUT PRECODES. ONE ANSWER ONLY	Very favourable	1	
		Favourable	2	
		Unfavourable	3	
		or Very unfavourable	4	
		(Neither one nor the other)	5	
		(DK/NA)	6	Q.2

Q.No	Question	Answer	Code	Skip to																														
Q.2	<p>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</p>	<table border="1"> <thead> <tr> <th></th> <th>Very favourable</th> <th>Favourable</th> <th>Unfavourable</th> <th>Very unfavourable</th> <th>(Neither favourable/unfavourable)</th> </tr> </thead> <tbody> <tr> <td>a) farmers in general</td> <td>() 1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>b) consumers</td> <td>() 1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>c) the environment in the countryside</td> <td>() 1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>d) the food-processing industry</td> <td>() 1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </tbody> </table>		Very favourable	Favourable	Unfavourable	Very unfavourable	(Neither favourable/unfavourable)	a) farmers in general	() 1	2	3	4	5	b) consumers	() 1	2	3	4	5	c) the environment in the countryside	() 1	2	3	4	5	d) the food-processing industry	() 1	2	3	4	5	(DK)	
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c) the environment in the countryside	() 1	2	3	4	5																													
d) the food-processing industry	() 1	2	3	4	5																													
Q.3	<p>In your opinion, what proportion of the total budget of the European Union is accounted for by agricultural expenditure? Is it READ OUT</p> <p>ONE ANSWER ONLY</p>	<p>Less than one-third</p> <p>One-third</p> <p>Half</p> <p>Two-thirds</p> <p>or ..More than two-thirds of the total budget of the European Union</p> <p>(DK/NA)</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p>	Q.4																														
Q.4	<p>Would you say that the budget allocated at the moment to the European agricultural policy is ... READ OUT</p> <p>ONE ANSWER ONLY</p>	<p>Insufficient</p> <p>Correct</p> <p>or Too high</p> <p>(DK/NA)</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p>	Q.5																														
Q.5	<p>Do you personally benefit from European agricultural funds, such as ... READ OUT EACH PRECODE. MULTI ANSWERS ALLOWED></p>	<p>Payments based on your acreage or on your livestock</p> <p>Payments based on the quantities produced</p> <p>For your marketing efforts</p> <p>For your buildings or the restructuring of your farm</p> <p>For a rural development or forestry project</p> <p>For a long-term contract dedicated to the environment</p> <p>(Other types of European funds – SPECIFY: _____)</p> <p>(Nothing/none)</p> <p>(DK/NA)</p>	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>	Q.6																														

Q.No.				Code	Route	
Q.6	Do the administrative procedures involved in applying for European funds seem, for you, to be ... READ OUT EACH PRECODE ONE ANSWER ONLY	Much too heavy	1	Q.7		
Too heavy		2				
or, Roughly correct		3				
(DK/NA)		4				
Q.7	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 farmers	()	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	
l)	ensure that agricultural products are healthy and safe	()	1	2	3	Q.8

Q.No.		Code	Route																																																				
8	<p>And would you say that the current measures of 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="895 331 1465 1126"> <thead> <tr> <th></th> <th data-bbox="1038 331 1182 398">Rather well</th> <th data-bbox="1182 331 1326 398">Rather badly</th> <th data-bbox="1326 331 1465 398">(DK/NA)</th> </tr> </thead> <tbody> <tr><td>a) ensuring stable and adequate incomes for farmers</td><td>() 1</td><td>2</td><td>3</td></tr> <tr><td>b) making European agriculture more competitive in world markets</td><td>() 1</td><td>2</td><td>3</td></tr> <tr><td>c) helping farmers to adapt their production to consumer expectations</td><td>() 1</td><td>2</td><td>3</td></tr> <tr><td>d) defending farmers' interests in their dealings with intermediaries and distributors</td><td>() 1</td><td>2</td><td>3</td></tr> <tr><td>e) favouring and improving life in the countryside</td><td>() 1</td><td>2</td><td>3</td></tr> <tr><td>f) reducing development disparities between regions</td><td>() 1</td><td>2</td><td>3</td></tr> <tr><td>g) encouraging diversification of agricultural products and activities</td><td>() 1</td><td>2</td><td>3</td></tr> <tr><td>h) favouring methods of organic production</td><td>() 1</td><td>2</td><td>3</td></tr> <tr><td>i) promoting respect for the environment</td><td>() 1</td><td>2</td><td>3</td></tr> <tr><td>j) protecting the tastes and specialities of European agricultural products</td><td>() 1</td><td>2</td><td>3</td></tr> <tr><td>k) protecting medium or small sized farms</td><td>() 1</td><td>2</td><td>3</td></tr> <tr><td>l) ensuring that agricultural products are healthy and safe</td><td>() 1</td><td>2</td><td>3</td></tr> </tbody> </table>		Rather well	Rather badly	(DK/NA)	a) ensuring stable and adequate incomes for farmers	() 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.9
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Q.9	<p>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 or ...A very bad thing 4 (DK/NA) 5</p>	Q.10																																																				
Q.10	<p>Several countries are now negotiating membership and could soon join the European Union</p>																																																						
Q.10a	<p>Have you heard about these enlargement negotiations and do you feel sufficiently well informed of their agricultural aspects? PROBE TO PRECODES</p>	<p>Heard about and sufficiently well informed of the agricultural aspects 1 Heard about but not sufficiently well informed of the agricultural aspects 2 No, not heard about these negotiations 3 (DK/NA) 4</p>	Q10b Q.11																																																				

Q.No.		Code	Route
Q.10b	If new countries joined the European Union, what consequences would you expect there to be for your agricultural activities. Do you think they would be ... READ OUT ONE ANSWER ONLY	Very positive 1 Quite positive 2 Negative 3 Very negative 4 (Neither one nor the other) 5 (DK/NA) 6	Q11
Q.11	ASK ALL In Geneva, a new series of discussions has started at the World Trade Organisation on international trade and customs duty. Q.11a Have you heard anything about these discussions and do you feel sufficiently informed of their agricultural aspects? PROBE TO PRECODES	Heard about and sufficiently well informed of the agricultural aspects 1 Heard about but not sufficiently well informed of the agricultural aspects 2 No, not heard anything about these discussions 3 (DK/NA) 4	Q11b Q12
Q.11b	If the discussions lead to new world trade regulations, what consequences would you expect there to be for agricultural activities. Would they be ... READ OUT PRECODES ONE ANSWER ONLY	Very positive 1 Quite positive 2 Negative 3 Very negative 4 (Neither one nor the other) 5 (DK/NA) 6	Q12
Q.12	ASK ALL Let's go back now to Europe. Do you wish that in Britain we heard about agricultural issues ... READ OUT PRECODES ONE ANSWER ONLY	More often 1 Less often 2 or .. Neither more nor less often than now 3 (DK/NA) 4	Q.13

Q.No.		Code	Route																																																
Q.13	<p>Where do you personally get your information on the European Union and its agricultural policy from? Is it from ... READ OUT EACH PRECODE</p> <p>MULTI ANSWERS ALLOWED</p> <p>Television Radio Daily newspapers General public magazines The agricultural press Internet Specialised documentation like brochures or prospectus Your union or professional association Word of mouth (Other sources) (SPECIFY) _____ (None/have no information) (DK/NA)</p>	<p>1 1 1 1 1 1 1 1 1 1 1 1 1 1</p>	<p>Q14</p>																																																
Q.14	<p>Do you wish to have more information on ... READ OUT EACH PRECODE</p> <p>MULTI ANSWERS POSSIBLE</p> <p>Market organisation per product Rural development</p>	<p>1 2</p>	<p>Q.15</p>																																																
Q.15	<p>In forming your own opinion on the agricultural policy of the European Union, which sources do you trust? READ OUT PRECODES</p> <table border="0" style="width: 100%;"> <thead> <tr> <th></th> <th style="text-align: center;"><u>Yes</u></th> <th style="text-align: center;"><u>No</u></th> <th style="text-align: center;"><u>DK</u></th> </tr> </thead> <tbody> <tr> <td style="text-align: right;">Journalists</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> </tr> <tr> <td style="text-align: right;">Farmers themselves</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> </tr> <tr> <td style="text-align: right;">Agricultural specialists and experts</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> </tr> <tr> <td style="text-align: right;">The government</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> </tr> <tr> <td style="text-align: right;">European Institutions</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> </tr> <tr> <td style="text-align: right;">Agricultural trade unions</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> </tr> <tr> <td style="text-align: right;">Consumers and environment protection associations etc</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> </tr> <tr> <td style="text-align: right;">Family and friends</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> </tr> <tr> <td style="text-align: right;">(Other reliable sources (SPECIFY))</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> </tr> <tr> <td style="text-align: right;">_____ (Other unreliable sources (SPECIFY))</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> </tr> <tr> <td style="text-align: right;">_____ (DK/NA)</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">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		<p>D4</p>
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Q.D4	Would you say that your agricultural activities now account for ... READ OUT PRECODES. ONE ANSWER ONLY	All of the income earned by your family	1	Q.F
		More than half of the income	2	
		Half of the income	3	
		Less than half of the income	4	
		(DK/NA	5	

8.

Q.No.		Code	Route
Q.F	Thank you very much for you help today. Before I close could I just check in which region of the country you live? PROBE TO PRECODES		
	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		Q.G
	East/West Sussex 21 Strathclyde 45		
	Essex 22 Highlands, Island 46		
	Greater London 23 Grampians 47		
	Hampshire, Isle of Wight 24		

INTERVIEWER RECORD:

RESPONDENT NAME : _____

POST CODE : _____

(H) LENGTH OF INTERVIEW IN MINUTES : _____