

**ZA4454**

**Flash Eurobarometer 189b  
White Paper on Communication - Decision Maker**

**Country Specific Questionnaire  
Ireland**

## Flash EB 189 – White Paper on Communication – Questionnaire Decision Maker

Good morning / afternoon, I'm ... from GALLUP. I would like to ask you to participate in a brief survey among important decision makers across Europe -- on their views on politics in general, and in specifically on the communication policy of the European Union. Please help me with your answers, it will not take more than 10 minutes. The questionnaire is anonymous; your responses will be used only to better understand the views of European decision makers. You can refuse to answer to any of the questions if you wish so.

Q1. Do you generally support or oppose Ireland's membership of the European Union?

READ OUT– ONE ANSWER ONLY

- Support..... 1
- Oppose..... 2
- [Can't decide] ..... 3
- [DK/NA] ..... 9

Q2. Is it important for you to be informed about European politics and affairs?

READ OUT– ONE ANSWER ONLY

- Yes, mostly for personal reasons ..... 1
- Yes, mostly for professional reasons ..... 2
- Yes, for both reasons ..... 3
- No..... 4
- [DK/NA] ..... 9

FILTER, ASK IF Q2 = 1 OR 3 ('PERSONAL REASONS OR BOTH')

Q3a. You mentioned personal reasons for being informed about European politics. Please tell for each of them if you think it is an important reason for you or not?

READ OUT– ROTATE– ONE ANSWER PER LINE

- Important ..... 1
- Not important..... 2
- [DK/NA] ..... 9

- a) To feel involved in the building of Europe / feel European ..... 1 2 9
- b) Have all the information to take part in European debates, elections, etc. 1 2 9
- c) To better know my rights or possibilities as a European citizen..... 1 2 9
- d) To better know what EU Institutions do for citizens..... 1 2 9

- e) To be able to check what actual EU policies are in certain areas..... 1 2 9
- f) To feel concerned by what is going on in the other countries of Europe .... 1 2 9
- g) To be able to have some influence over the development of European co-operation 1 2 9
- h) To know about Europe's role in the world ..... 1 2 9

FILTER, ASK IF Q2 = 2 or 3 ("PROFESSIONAL REASONS" OR BOTH).

Q3b. You mentioned professional reasons. To be informed about what's happening in Europe is important in order ...

READ OUT– ROTATE– ONE ANSWER PER LINE-

- Yes ..... 1
  - No..... 2
  - [DK/NA] ..... 9
- a) to be better prepared for business competition within the European Union ..... 1 2 9
  - b) to be able to adapt to European Union regulations, decisions, policies ..... 1 2 9
  - c) to take advantage of European Union grants, financing, etc. .... 1 2 9
  - d) to be prepared to work with companies or colleagues from European Union countries ..... 1 2 9

Q4. According to your opinion, does the Irish government do a good enough job providing the necessary information about the European institutions and their activities to the citizens?

READ OUT– ONE ANSWER ONLY

- Yes ..... 1
  - No..... 2
  - [DK/NA] ..... 9
- Q5. Providing information on European Union issues could be done in closer partnership between the EU and other actors such as national authorities including regional and local authorities, political parties and civil society organisations. Do you think that such a partnership and shared responsibilities would be...
- not useful..... 1
  - useful on a limited number of topics ..... 2
  - useful under all circumstances..... 3
  - [DK/NA] ..... 9

Q6. Would you agree / disagree with the following statements about information on European Union issues?

READ OUT - ROTATE- ONE ANSWER PER LINE

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

- a) All European citizens should have the right to fair and full information ..... 1 2 9
- b) Information should be widely available, accessible in the citizens' own language and readily understandable ..... 1 2 9
- c) Citizens should be able to hear and compare different opinions and points of views on European issues ..... 1 2 9
- d) Citizens and representative associations shall have the right and the means to express their views and to be heard ..... 1 2 9
- e) Policy-making, decision-making and administration should be transparent, open and visible as possible ..... 1 2 9

Q7. According to you, who should be primarily responsible for informing citizens about what the European Union does and how this affects their daily life?

READ OUT – ROTATE- ONE ANSWER ONLY

- the national government ..... 1
- the national parliament and political parties..... 2
- the European Parliament ..... 3
- the European Commission..... 4
- non-governmental-organizations (NGOs)..... 5
- media ..... 6
- [other]..... 7
- [DK/NA] ..... 9

Q8. In your opinion, whose primary responsibility is to take into account citizens' wishes on European issues?

READ OUT- ROTATE- ONE ANSWER ONLY

- the national government ..... 1
- the national parliament and political parties..... 2
- the European Parliament ..... 3
- the European Commission..... 4
- non-governmental-organizations (NGOs)..... 5

- [other] ..... 6
- [DK/NA] ..... 9

Q9. Please tell me if the following initiatives would help in building a more efficient communication on European Union matters

READ OUT– ROTATE– ONE ANSWER PER LINE

- Would help ..... 1
- Would not help ..... 2
- [It depends how it will be implemented] ..... 3
- [DK/NA] ..... 9

- a) Upgrading a central EU audio-visual service, called Europe by Satellite to better provide broadcasters with video, sound and images on behalf of the three main EU institutions ..... 1 2 3 9
- b) Providing training for public communication for professionals dealing with EU issues at regional, national, or EU level ..... 1 2 3 9
- c) Setting up an Observatory of European public opinion, where national polls about EU and general policy matters are continuously collected and analysed ..... 1 2 3 9

Q10. In your assessment, how much information about the European Union, its policies, its decisions is provided by the media of Ireland (TV, radio, press, internet)?

READ OUT– ONE ANSWER ONLY

- Too much ..... 1
- Too little..... 2
- Just about the right amount ..... 3
- [DK/NA] ..... 9

Q11. Regarding the quality of the information you get on the European Union, would you agree with the following statements?

- agree ..... 1
- does not agree ..... 2
- [DK/NA] ..... 9

- the information I get on the European Union is understandable..... 1 2 9
- the information I get on the European Union is interesting ..... 1 2 9
- the information I get on the European Union is useful ..... 1 2 9

Q12. Do you watch TV channels from other European countries?

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

ASK IF "YES"

Q13. How often do you watch them ?

- Every day ..... 4
- Two-three times a week ..... 3
- Once a week ..... 2
- From time to time ..... 1
- [DK/NA] ..... 9

Q14. If it existed, would you watch a dedicated public European Union TV channel that broadcasts in your language to be better informed about the European Union?

READ OUT– ONE ANSWER ONLY

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

Q15. What is your main source of information on European Union matters on the web ?

- websites of your national authorities..... 1
- private information websites ..... 2
- Europa, the European Union website ..... 3
- not interested, does not use the web, etc. .... 8
- [DK/NA] ..... 9

Q16. Which of the following statements comes closer to your mind?

READ OUT – ROTATE - ONE ANSWER ONLY

- Politicians in the National Parliament should regularly discuss issues related to the future of the European Union ..... 1
- Politicians in the National Parliament should focus on national issues and leave EU affairs to the EU. .... 2
- [DK/NA] ..... 9

Q17. Would you say that European Union issues belong to...

READ OUT – ROTATE - ONE ANSWER ONLY

- domestic policy of your country ? ..... 1
- foreign policy of your country ? ..... 2
- [DK/NA] ..... 9

Q18. Which of the two statements comes closer to your mind?

- Commissioners should continuously work and live in Brussels in order to carry out their tasks within the Commission properly. .... 1
- Commissioners should partly work and live in their home country in order to remain closer to citizens, and to provide better information about the EU in their country. 2
- [DK/NA] 9

Q19a. Can you recall a specific decision that was made on the EU level and had a direct impact on your professional life?

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

IF Q19a = 1

Q19b. Regarding the EU decision you mentioned, what would you say, the information you received was sufficient, or not?

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

IF Q19b = 1

Q19c. If yes, from which primary source did you get this information?

- websites ..... 1
- audio-visual media ..... 2
- written press ..... 3
- other sources ..... 4
- [DK/NA] ..... 9

Q20. Do you think that European Union institutions are more open, accessible and responsive than your national institutions?

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

**DEMOGRAPHICS**

- D1.  
( - )
- ..... 1
  - ..... 2

- D2.
- - [99]

- D3. Does your job require you dealing with European Union issues ...?
- on a daily basis..... 1
  - regularly..... 2
  - sometimes ..... 3
  - almost never ..... 4
  - [DK/NA] ..... 9

D4. Target group specification  
(DO NOT ASK - MARK APPROPRIATE)

- CEO of a large company ..... 1
- Editor in the national media..... 2
- Member of the national assembly / national parliament ... 3
- High ranking official of the state administration ..... 4
- Leaders of trade unions, professional associations ..... 5

D5. Which party did you vote for in the last national election?  
COUNTRY SPECIFIC LIST

- Did not vote/did not participate ..... 97
- At that time he/she was not eligible to vote ..... 98
- DK/NA ..... 99

D6. Segment within target group  
(DO NOT ASK, RECORD FROM DATABASE)

- Primary sector (Agriculture, Fishing, Mining; NACE A-C)
- Secondary sector (Manufacturing, Construction; NACE D-F)
- Tertiary sector (Commerce, Services, Transportation; NACE G-K)
- Electronic media & news agencies
- Print media & internet
- National parliament



- Federal parliament
- Central government bodies
- Independent/decentralised government bodies
- Judicial
- Municipal
- Trade unions
- Professional organisations