

Flash-EB 199 Feb 2007 ZA4729

ZA4729

**Flash Eurobarometer 199
(Audio Visual Policy)**

Basic Questionnaire

The GALLUP Organization

on behalf of the

European Commission

Flash EB 199 – Audio Visual Policy

Face-To-Face

Your local interviewer ID		
Respondent ID		
Date of the interview	Month:	Day:
Start time of the interview	Hour:	Minute:
End time of the interview	Hour:	Minute:
Settlement ID		
PSU ID		
Region ID		

Good morning / afternoon, I'm _____ from COMPANY. I would like to ask you to participate in a brief survey we are carrying out in various countries in Europe and outside of Europe as well. The survey is commissioned by the European Commission. Your opinion is very important, please help us with your answers, the survey will not take more than 10 minutes. The questionnaire is anonymous; your responses will be used to generate statistics for our country. You can refuse to answer to any of the questions if you wish so.

May I please speak to the person in your household, 15 years of age or older, who had the most recent birthday?

D2. How old are you?

[][] years old
[00] [REFUSAL/NO ANSWER] – **[END INTERVIEW]**

D1. Gender [DO NOT ASK - MARK APPROPRIATE]

[1] Male
[2] Female

D3. How old were you when you stopped full-time education? [Write in THE AGE WHEN EDUCATION WAS TERMINATED]

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

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 - ONE ANSWER ONLY]

- **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
- [DK/NA] 9

DUAL FRAME WEIGHT VARIABLES:

ONLY IN POLAND:

D98a. Now, I would like you to think about the number of different fixed phone lines coming into your household. How many different telephone numbers come into your household?

[Open ended and code actual number]

0 - None ----- > [Skip D98b]

1 - One ----- > [Skip D98b]

2 -

7 - 7+ [Continue]

8 - [DK] ----- > [Skip D98b]

9 - [Refused] - > [Skip D98b]

D98b. Of these [D98a] phone numbers, how many are used exclusively for business purposes, or for electronic equipment, such as computers and fax machines?

[Open ended and code actual number]

0 - None

8 - [DK]

9 - [Refused]

IN ALL OTHER COUNTRIES:

D99a. Now, I would like you to think about the number of different fixed phone lines coming into your household. How many different telephone numbers come into your household that are listed in the telephone directory?

[Open ended and code actual number]

0 - None ----- > [Skip D99b]

1 - One ----- > [Skip D99b]

2 -

7 - 7+ [Continue]

8 - [DK] ----- > [Skip D99b]

9 - [Refused] - > [Skip D99b]

D99b. Of these [D99a] directory-listed phone numbers, how many are used exclusively for business purposes, or for electronic equipment, such as computers and fax machines?

[Open ended and code actual number]

0 - None

8 - [DK]

9 - [Refused]

Q1. On an average weekday, how much time, in total, do you spend watching television on your TV set?

- No time at all00
- Less than ½ hour01
- ½ hour to 1 hour.....02
- More than 1 hour, up to 2 hours.....03
- More than 2 hours, up to 3 hours.....04
- More than 3 hours, up to 4 hours.....05
- More than 4 hours, up to 5 hours.....06
- More than 5 hours.....07
- [Never watch television]08
- [DK/NA]99

Q2. And on an average weekend day how much time, in total, do you spend watching television on your TV set?

- No time at all00
- Less than ½ hour01
- ½ hour to 1 hour.....02
- More than 1 hour, up to 2 hours.....03
- More than 2 hours, up to 3 hours.....04
- More than 3 hours, up to 4 hours.....05
- More than 4 hours, up to 5 hours.....06
- More than 5 hours.....07
- [Never watch television]08
- [DK/NA]99

Q3. Do you have access to a fast / broadband internet connection ...

- in your workplace? 1
- at home?2
- at both places?.....3
- [have slow/dial up only].....4
- [neither]5
- [DK/NA]9

Q4. And, on an average day, how much time, in total, do you spend watching television over the Internet?

- No time at all00
- Less than ½ hour01
- ½ hour to 1 hour.....02
- More than 1 hour, up to 2 hours.....03
- More than 2 hours, up to 3 hours.....04
- More than 3 hours, up to 4 hours.....05
- More than 4 hours, up to 5 hours.....06
- More than 5 hours.....07
- [Don't use internet]08
- [DK/NA]99

Q5. Do you use the internet to find news-sites?

- several times a day6
- once every day.....5
- several times per week4
- once a week.....3
- less often.....2
- never1
- [DK/NA]9

Q6. On average, do you watch news programmes on television:

- several times a day6
- once every day.....5
- several times per week4
- once a week.....3
- less often.....2
- never1
- [DK/NA]9

Q7. On average, do you watch news programmes over the internet:

- several times a day6
- once every day.....5
- several times per week4
- once a week.....3
- less often.....2
- never1
- [DK/NA]9

[IF THE ANSWER IS "1"= "NEVER" BOTH IN Q6 AND Q7, THANK AND TERMINATE]

Q8. How interested would you say you are in questions related to Europe / the European Union. Are you...?

[READ OUT – ONE ANSWER ONLY]

- Very interested4
- Rather interested3
- Rather not interested2
- Or, not at all interested?.....1
- [DK/NA]9

Q9. Do you tend to avoid or skip news about Europe / the European Union ...?

- Yes1
- No.....2
- [I never watch/listen/surf/read].....3
- [DK/NA]9

[READ OUT - ROTATE - ONE ANSWER PER LINE]

- A. when you are watching television 1 2 3 9
- B. when you are listening to the radio 1 2 3 9
- C. when you are surfing the Internet 1 2 3 9
- D. when you are reading newspapers..... 1 2 3 9

Q10. Generally speaking, do you watch political programmes such as debates, interviews or analyses ...?

- systematically..... 1
- only if there are no other interesting programmes..... 2
- only before an election..... 3
- or do you avoid them systematically? 4
- [DK/NA] 9

Q11. And, do you watch programmes about current affairs (society, economy)...?

- systematically..... 1
- only if there are no other interesting programmes..... 2
- only if the topic directly concerns you or your family 3
- or do you avoid them systematically? 4
- [DK/NA] 9

Q12. Can you tell me which 3 types of TV programmes do you mainly watch/prefer to watch? Firstly? What else? What else?

[OPEN - PRE-CODED]

- Action/adventure 01
- Animation 02
- Children programmes/family programs..... 03
- Cooking 04
- Culture - in general 05
- Debates/discussion 06
- Discovery/Nature... 07
- Documentary..... 08
- Entertainment specials..... 09
- History 10
- Mini-series, soap operas 11
- Movies..... 12
- Music & performing arts 13
- News 14
- Other news programmes 15
- Programmes about animals 16
- Programmes about economy, business, markets..... 17
- Programmes about science and technology..... 18
- Programmes about the environment 19
- Situation comedy 20
- Special programmes about the EU 21
- Sports (including fitness)..... 22
- Talkshow - current affairs/politics..... 23
- Talkshow - entertainment 24
- Travel 25
- TV games / quiz 26
- Others, please specify: 27

First answer
 Second answer
 Third answer

Q13. For each of the following statements, can you tell me if you strongly agree, tend to agree or tend to disagree, or you strongly disagree with them? In general,...

[READ OUT – ROTATE – ONE ANSWER PER LINE]

- Strongly agree.....4
 - Tend to agree.....3
 - Tend to disagree2
 - Strongly disagree1
 - [DK/NA]9
-
- a) The choice of television programmes is too limited 4 3 2 1 9
 - b) There are so many TV channels that the choice is difficult 4 3 2 1 9
 - c) There aren't enough quality programmes on TV 4 3 2 1 9
 - d) Political programmes aren't creative enough or original..... 4 3 2 1 9
 - e) There aren't enough programmes on political current affairs such
as debates, reports or interviews 4 3 2 1 9
 - f) I am interested in politics..... 4 3 2 1 9
 - g) I do not understand politics 4 3 2 1 9
 - h) I'm bored by politics 4 3 2 1 9
 - i) I like the way news are presented..... 4 3 2 1 9
 - j) News are too superficial..... 4 3 2 1 9
 - k) News are too much based on sensationalism 4 3 2 1 9
 - l) There is too much about politics in news programmes..... 4 3 2 1 9
 - m) There isn't enough information about the European Union, its
policies and institutions in news programmes..... 4 3 2 1 9
 - n) I would like more interactive programmes on the EU were I could
participate..... 4 3 2 1 9

Q14. Do you have access to ...

[READ OUT – ONE ANSWER PER LINE]

- Yes.....1
 - No.....2
 - [DK/NA]9
-
- a) cable TV 1 2 9
 - b) TV by satellite..... 1 2 9

[TO ALL THOSE WHO RESPONDED "1" '9'at least once in Q14]

Q15. Which of the following specialised channels do you watch at least once a week?

[READ OUT – ROTATE – SEVERAL ANSWERS POSSIBLE]

- Watch.....1
 - Does not watch2
 - [I don't have access to this, it is not available].....3
 - [DK/NA]9
-
- a) Sports channels 1 2 3 9
 - b) Community channels..... 1 2 3 9
 - c) Local or regional channels 1 2 3 9
 - d) Cultural channels 1 2 3 9

- e) Travel channels..... 1 2 3 9
- f) Music channels 1 2 3 9
- g) Cinema / movie channels..... 1 2 3 9
- h) Channels for children 1 2 3 9
- i) Channels in a foreign language 1 2 3 9
- j) National continuous news channel..... 1 2 3 9
- k) International continuous news channels 1 2 3 9
- l) Channels dealing exclusively with political and parliamentary matters 1 2 3 9
- m) Other specialised channels..... 1 2 3 9

Q16. For each of the following, tell me if you would like to receive much more information, some more information, or if you already receive enough information...?

[Question Not to be asked in US]

[READ OUT – ROTATE – ONE ANSWER PER LINE]

- You would like to receive much more information 1
 - You would like to receive some more information 2
 - You already receive enough information 3
 - [DK/NA] 9
- a) Your rights as a European citizen 1 2 3 9
 - b) How other Europeans solve the difficulties they face 1 2 3 9
 - c) The history of the European Union, of the building of Europe 1 2 3 9
 - d) How European Union Institutions work 1 2 3 9
 - e) European economics in general 1 2 3 9
 - f) The European Union's foreign and defence policy 1 2 3 9
 - g) The advantages and disadvantages of the enlargement of the EU..... 1 2 3 9
 - h) EU social, health and employment Policy..... 1 2 3 9
 - i) The advantages and disadvantages if you moved to another EU Member State..... 1 2 3 9
 - j) EU cultural, youth or education policies 1 2 3 9
 - k) The role of the European Union in the world 1 2 3 9

Q17. In general, by which means would you prefer to receive information on the European Union, its policies, its Institutions? Firstly? And then?

[READ OUT – ROTATE – ONE ANSWER POSSIBLE FOR FIRSTLY AND ONE ANSWER POSSIBLE FOR AND THEN]

- National television channels 1
- Regional or local television channels..... 2
- International television channels..... 3
- National radio 4
- Local / regional radio..... 5
- National daily newspapers 6
- Regional or local daily newspapers 7
- Magazines..... 8
- Press from other European countries 9
- Internet websites of my favourite media 10
- Specialised Websites, blogs 11
- The websites of EU institutions..... 12
- [OTHER]..... 13
- [DO NOT WISH TO RECEIVE INFORMATION ON THE EU]..... 14
- [DK/NA] 99

First response:

Second response:

Q18. When choosing a media to be informed, what is the most important for you? And then?

[READ OUT- ROTATE- TWO ANSWERS POSSIBLE]

- Its speed in broadcasting information 1
- Its reliability 2
- Its ease of access 3
- Its clarity in the treatment of information 4
- Its objectiveness 5
- Its proximity to your concerns 6
- Its originality 7
- The quality of the anchor or of the editor 8
- The absence of anchor 9
- Its ability to summarise information 10
- Its independence towards political parties, lobbies, etc. 11
- The possibility for me to interact 12
- [OTHER]..... 13
- [DK/NA] 99

First response:
Second response:

Q19. Could you name all news television channels that not only broadcast in [NAME OF COUNTRY], that you have access to?

[DO NOT READ OUT- CODE BELOW THE FIRST "TOP OF THE MIND" ANSWER IN "FIRST RESPONSE " AND THEN THE OTHER SPONTANEOUS ANSWERS]

- CNN 01
- BBC 02
- EuroNews..... 03
- Skynews..... 04
- Bloomberg..... 05
- Arte..... 06
- deutsche Welle..... 07
- TV 5..... 08
- BBC World 09
- National 1 10
- National 2 11
- National 3 12
- National 4 13
- National 5 14
- Others, please specify:
_____ 15
- [DK/NA] 99

First response:
OTHER SPONTANEOUS ANSWERS

[IF DK/NA IN FIRST ANSWER THEN GO TO Q21]

Q20. Do you watch [FIRST RESPONSE IN Q19], every day or almost, several times a week, several times a month or less often?

[READ OUT – ONE ANSWER POSSIBLE]

- Every day or almost4
- Several times a week.....3
- Several times a month2
- Less often.....1
- [never]8
- [DK/NA]9

Q21. Thinking of all the news channels broadcasting in several countries, in your opinion, which are the ones that best deal with European affairs, the European Union?

[DO NOT READ OUT–CODE BELOW THE FIRST “TOP OF THE MIND” ANSWER IN “FIRST RESPONSE ” AND THEN THE OTHER SPONTANEOUS ANSWERS]

- CNN01
- BBC.....02
- EuroNews.....03
- Skynews.....04
- Bloomberg.....05
- Arte.....06
- deutsche Welle.....07
- TV 5.....08
- BBC World09
- National 110
- National 211
- National 312
- National 413
- National 514
- Others, please specify:98
- [DK/NA]99

First response:
OTHER SPONTANEOUS ANSWERS

Survey details

This survey (“Audio-Visual Policy”) was conducted for the European Commission, Directorate-General Communication.

Telephone interviews were conducted in each country with the exception of Bulgaria, Czech Republic, Estonia, Latvia, Lithuania, Hungary, Poland, Romania and Slovakia where, both telephone and face-to-face interviews were conducted (700 webCATI and 300 F2F interviews) The interviews were conducted between the 16/02/2007 and the 27/02/2007 by these Institutes:

Belgium	BE	Gallup Europe	(Interviews : 21/02/2007 - 27/02/2007)
Bulgaria	BG	Vitosha	(Interviews : 19/02/2007 - 27/02/2007)
Czech Republic	CZ	Focus Agency	(Interviews : 21/02/2007 - 26/02/2007)
Denmark	DK	Hermelin	(Interviews : 16/02/2007 - 23/02/2007)
Germany	DE	IFAK	(Interviews : 22/02/2007 - 27/02/2007)
Estonia	EE	Saar Poll	(Interviews : 17/02/2007 - 27/02/2007)
Greece	EL	Metroanalysis	(Interviews : 16/02/2007 - 26/02/2007)
Spain	ES	Gallup Spain	(Interviews : 16/02/2007 - 26/02/2007)
France	FR	Efficience3	(Interviews : 16/02/2007 - 22/02/2007)
Ireland	IE	Gallup UK	(Interviews : 21/02/2007 - 27/02/2007)
Italy	IT	Demoskopoea	(Interviews : 17/02/2007 - 24/02/2007)
Cyprus	CY	CYMAR	(Interviews : 17/02/2007 - 24/02/2007)
Latvia	LV	Latvian Facts	(Interviews : 17/02/2007 - 24/02/2007)
Lithuania	LT	Baltic Survey	(Interviews : 20/02/2007 - 27/02/2007)
Luxembourg	LU	Gallup Europe	(Interviews : 21/02/2007 - 26/02/2007)
Hungary	HU	Gallup Hungary	(Interviews : 22/02/2007 - 27/02/2007)
Malta	MT	MISCO	(Interviews : 16/02/2007 - 23/02/2007)
Netherlands	NL	Telder	(Interviews : 16/02/2007 - 22/02/2007)
Austria	AT	Spectra	(Interviews : 16/02/2007 - 22/02/2007)
Poland	PL	Gallup Poland	(Interviews : 17/02/2007 - 26/02/2007)
Portugal	PT	Consulmark	(Interviews : 16/02/2007 - 24/02/2007)
Romania	RO	Gallup Romania	(Interviews : 19/02/2007 - 24/02/2007)
Slovenia	SI	Cati d.o.o.	(Interviews : 16/02/2007 - 26/02/2007)
Slovakia	SK	Focus Agency	(Interviews : 21/02/2007 - 27/02/2007)
Finland	FI	Hermelin	(Interviews : 16/02/2007 - 22/02/2007)
Sweden	SE	Hermelin	(Interviews : 17/02/2007 - 26/02/2007)
United Kingdom	UK	Gallup UK	(Interviews : 21/02/2007 - 27/02/2007)
Croatia	HR	Gallup Croatia	(Interviews : 22/02/2007 - 27/02/2007)
Turkey	TR	Konsensus	(Interviews : 19/02/2007 - 26/02/2007)
United States	US	Gallup US	(Interviews : 16/02/2007 - 26/02/2007)

Representativeness of the results

Each national sample is representative of the population aged 15 years and above.

Sizes of the sample

The sample sizes amount to 1,000 respondents in each country.

A weighting factor was applied to the national results in order to compute a marginal total where each country contributes to the EU result in proportion to its population.

The table below presents, for each of the 27 Member States:

- (1) the number of interviews actually carried out in each country
- (2) the population-weighted total number of interviews for each Member State

TOTAL INTERVIEWS

	Total Interviews			
	Conducted	% of Total	Weighted	% of Total (weighted)
Total	30337	100	27309	100
1 Belgium	1002	3.30	580	2.12
2 Bulgaria	1003	3.31	451	1.65
3 Czech Rep.	1021	3.37	586	2.15
4 Denmark	1000	3.30	294	1.08
5 Germany	1014	3.34	4788	17.53
6 Estonia	1048	3.45	76	0.28
7 Greece	1005	3.31	627	2.30
8 Spain	1010	3.33	2353	8.62
9 France	1005	3.31	3240	11.86
10 Ireland	1001	3.30	215	0.79
11 Italy	1022	3.37	3350	12.27
12 Cyprus	1013	3.34	41	0.15
13 Latvia	1008	3.32	132	0.48
14 Lithuania	1019	3.36	191	0.70
15 Luxembourg	1015	3.35	24	0.09
16 Hungary	1021	3.37	564	2.07
17 Malta	1004	3.31	22	0.08
18 Netherlands	1035	3.41	894	3.28
19 Austria	1013	3.34	450	1.65
20 Poland	1004	3.31	2143	7.85
21 Portugal	1010	3.33	586	2.15
22 Romania	1010	3.33	1204	4.41
23 Slovenia	1002	3.30	116	0.42
24 Slovakia	1006	3.32	301	1.10
25 Finland	1001	3.30	291	1.07
26 Sweden	1011	3.33	501	1.83
27 UK	1006	3.32	3290	12.05
28 Croatia	1004	3.31		
29 Turkey	1014	3.34		
34 US	1010	3.33		

Statistical significance of the results

The results in a survey are valid only between the limits of a statistical margin caused by the sampling process. This margin varies with three factors:

1. The sample size (or the size of the analysed part in the sample): the greater the number of respondents is, the smaller the statistical margin will be;
2. The result in itself: the closer the result approaches 50%, the wider the statistical margin will be;
3. The desired degree of confidence: the more "strict" we are, the wider the statistical margin will be.

As an example, examine this illustrative case:

1. One question has been answered by 500 people;
2. The analysed result is around 50%;
3. We choose a significance level of 95 % (it is the level most often used by the statisticians, and it is the one chosen for the Table hereafter);

In this illustrative case the statistical margin is: (+/- 4.4%) around the observed 50%. And as a conclusion: the result for the whole population lies between 45.6% and 54.4 %. Hereafter, the statistical margins computed for various observed results are shown, on various sample sizes, at the 95% significance level.

STATISTICAL MARGINS DUE TO THE SAMPLING PROCESS (AT THE 95 % LEVEL OF CONFIDENCE)

Various sample sizes are in rows;

Various observed results are in columns:

	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%
N=50	6,0	8,3	9,9	11,1	12,0	12,7	13,2	13,6	13,8	13,9
N=500	1,9	2,6	3,1	3,5	3,8	4,0	4,2	4,3	4,4	4,4
N=1000	1,4	1,9	2,2	2,5	2,7	2,8	3,0	3,0	3,1	3,1
N=1500	1,1	1,5	1,8	2,0	2,2	2,3	2,4	2,5	2,5	2,5
N=2000	1,0	1,3	1,6	1,8	1,9	2,0	2,1	2,1	2,2	2,2
N=3000	0,8	1,1	1,3	1,4	1,5	1,6	1,7	1,8	1,8	1,8
N=4000	0,7	0,9	1,1	1,2	1,3	1,4	1,5	1,5	1,5	1,5
N=5000	0,6	0,8	1,0	1,1	1,2	1,3	1,3	1,4	1,4	1,4
N=6000	0,6	0,8	0,9	1,0	1,1	1,2	1,2	1,2	1,3	1,3

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