

Flash-EB 41 ..... Feb 1995 ..... ZA 2573



DESCRIPTION OF THE SURVEY

This FLASH Survey 41 has been conducted, between the **05/01/1995** and the **10/01/1995** by fifteen EOS GALLUP EUROPE Institutes, namely :

|                |                             |                                  |
|----------------|-----------------------------|----------------------------------|
| Belgium        | DIMARSO - BRUXELLES         | (Interviews : 1/02/95 - 4/02/95) |
| <b>Denmark</b> | GALLUP - KOBENHAVN          | (Interviews : 1/02/95 - 3/02/95) |
| Germany        | EMNID - BIELEFELD           | (Interviews : 1/02/95 - 3/02/95) |
| Greece         | ICAP - ATHENS               | (Interviews : 1/02/95 - 6/02/95) |
| Spain          | DEMOSCOPIA - MADRID         | (Interviews : 1/02/95 - 2/02/95) |
| France         | B.V.A. - VIROFLAY           | (Interviews : 1/02/95 - 2/02/95) |
| <b>Ireland</b> | IRISH MKTG SURVEYS - DUBLIN | (Interviews : 1/02/95 - 4/02/95) |
| Italy          | DOXA - MILANO               | (Interviews : 1/02/95 )          |
| Luxemburg      | ILReS - LUXEMBOURG          | (Interviews : 1/02/95 - 6/02/95) |
| Netherlands    | NIPO - AMSTERDAM            | (Interviews : 1/02/95 - 3/02/95) |
| Portugal       | NORMA - LISBOA              | (Interviews : 1/02/95 - 3/02/95) |
| United Kingdom | NOP - LONDON                | (Interviews : 1/02/95 - 5/02/95) |
| Austria        | ÖSTERREICHISCHES GALLUP     |                                  |
|                | - VIENNA                    | (Interviews : 1/02/95 - 3/02/95) |
| Finland        | SUOMEN GALLUP - ESPOO       | (Interviews : 1/02/95 - 4/02/95) |
| Sweden         | SIFO - STOCKHOLM            | (Interviews : 1/02/95 - 2/02/95) |

Each national **sample** is representative of the Continental population aged 15 and over, interviewed by telephone, within these limits :

- **Greece** : the 5 main urban areas
- **Ireland** : the Dublin area
- Portugal : the 4 main urban areas
- United Kingdom : Northern **Ireland** excluded

The **sample** sizes follow the sizes of the Flash Telephone Surveys regularly conducted by EOS GALLUP EUROPE for the **European** Commission. Hereafter are presented side-by-side :

- the **exact** size of each sample
- the "**Community size**", resulting of a weighting **factor** based on the **numeric importance** of each population within the **European** Union :

(see next page ...)

|                           | Interviewed | E.U. |
|---------------------------|-------------|------|
| - Total :                 | 8074        | 8074 |
| - Belgium :               | 508         | 220  |
| - <b>Denmark</b> :        | 527         | 113  |
| - Germany : (West)        | 501         | 1402 |
| - Germany : <b>(East)</b> | 513         | 368  |
| - Greece :                | 500         | 227  |
| - Spain :                 | 500         | 854  |
| - France :                | 505         | 1253 |
| - <b>Ireland</b> :        | 500         | 78   |
| - Italy :                 | 507         | 1247 |
| - Luxemburg :             | 501         | 9    |
| - Netherlands :           | 500         | 336  |
| - Portugal :              | 500         | 216  |
| - United Kingdom :        | 510         | 1273 |
| - Austria :               | 500         | 174  |
| - Finland :               | 502         | 111  |
| - Sweden :                | 500         | 192  |

n

EOS GALLUP EUROPE

FLASH EUROBAROMETRE 41

1995, February

UNITED KINGDOM

QUESTIONNAIRE

NOP Consumer Market Research  
 Tower House  
 Southampton Street,  
 London WC2E 7HN

| Job No.   | Card      | Serial No. |
|-----------|-----------|------------|
| (1) - (5) | (6) - (7) | (8) - (9)  |
| 43661     |           |            |

Job No : J.43661  
 Issue : 2  
 Date : 1 February, 1995

**FLASH EB 41 -(MM 2/95)**

**RESPONDENTS 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                                |      |  |

| No  | Question  | Answer  | Card 01 |                |
|-----|---|---|---------|----------------|
|     |   |   | Code    | Skip to        |
|     | Hello, I am... from NOP Research. We are carrying out a survey amongst adults concerning the European Union (European Community). Is it convenient to talk to you now, it will take about 10 minutes? |   |         |                |
|     |   | OK  | 1       | Q.1            |
|     |   | Not OK  | 2       | Arrange recall |
| Q.1 | First of all could I just check a few details with you. What was your age on your last birthday?  | _____   |         |                |
|     |   | (WRITE IN)  |         | Q.2            |
| Q.2 | <b>RECORD - DO NOT ASK</b>  |   |         |                |
|     |   | Male  | 1       | *See Insts     |
|     |   | Female  | 2       |                |
|     | <b>INTERVIEWER: CHECK RESPONDENT FITS QUOTA REQUIREMENTS BEFORE CONTINUING</b>  |   |         |                |
| Q.3 | At what age did you finish your full-time education?  | _____   |         |                |
|     |   | (WRITE IN)  |         |                |
|     |   | Still studying                                    | 9       | Q.4            |
| Q.4 | And what is your occupation?<br><b>PROBE TO PRECODES</b>  |   |         |                |
|     |   | Farmer/fisherman                                  | 1       |                |
|     |   | Professional (e.g. Lawyer/ Doctor/ accountant)    | 2       |                |
|     |   | Owner of a shop or company/ craftsman/ proprietor | 3       |                |
|     |   | General management                                | 4       |                |
|     |   | Employed/middle management                        | 5       |                |
|     |   | Manual worker                                     | 6       |                |
|     |   | Retired   | 7       |                |
|     |   | Housewife   | 8       |                |
|     |   | Student/Military Service                          | 9       |                |
|     |   | Temporarily not working/ unemployed               | 10      |                |
|     |   | Other (WRITE IN)                                  | 11      | Q.5            |
|     |   | _____   |         |                |

| Q.No | Question  | Answer   | Code   | Skip to |
|------|---|--|--|---------|
| Q.5  | If there were a General Election tomorrow (IF RESPONDENT IS UNDER 18 SAY: "and you had to vote") which PARTY would you support?   | Conservative<br>Labour<br>Liberal Democrat<br>Scottish National Party<br>Plaid Cymru<br>The Green Party<br>Other<br>Would vote blank<br>Would not vote<br>DK | 1<br>2<br>3<br>4<br>5<br>6<br>7<br>8<br>9<br>0 | Q.6     |
| Q.6  | Generally speaking do you think that Britain's membership of the European Union (European Community) is...<br><b>READ OUT PRECODES</b>  | A good thing<br>A bad thing<br>Neither good nor bad<br>DK  | 1<br>2<br>3<br>4                               | Q.7     |
| Q.7  | Taking everything into consideration, would you say that Britain has on balance benefited or not from being a member of the European Union?   | Has benefited<br>Has not benefited<br>DK   | 1<br>2<br>3                                    | Q.8     |
| Q.8  | On the whole are you very satisfied, fairly satisfied, not very satisfied or not at all satisfied with the way democracy works in the European Union? Would you say you are.....<br><b>READ OUT PRECODES</b>  | Very satisfied<br>Fairly satisfied<br>Not very satisfied<br>Not at all satisfied<br>DK   | 1<br>2<br>3<br>4<br>5                          | Q.9     |
| Q.9  | The Heads of State and governments of the Member States of the European Union have convened an intergovernmental conference for 1996 to discuss a reform of the European Union's institutions. Have you heard or not about this inter-governmental conference which will be held in 1996? | Yes<br>No<br>(DK/NA)   | 1<br>2<br>3                                    | Q.10    |

| Q.No | Question  | Answer   | Code             | Skip to |
|------|---|--|------------------|---------|
| Q.10 | In order to support the European audiovisual industry, the regulation with respect to television in the European Union provides that the television channels of the Member States must devote the majority of their programmes to European productions. What do you think of this regulation? Do you think it is a good idea or a bad idea?   | A good idea<br>A bad idea<br>Neither good nor bad (SPONTANEOUS)<br>DK/NA   | 1<br>2<br>3<br>4 | Q.11    |
| Q.11 | New information and communication technologies allow the linking together of telephones, televisions, computers, video players etc. All these are called "information highways". These new technologies should deeply transform working life, family life and leisure time; and all that is called the "information society". Have you heard or not about these "information highways"? And about this "information society"? | <u>Yes</u> <u>No</u> <u>DK/NA</u><br>Information      1      2      3<br>Highways<br>Information      1      2      3<br>Society |                  | Q.12    |
| Q.12 | Whether you have heard about them or not, do you personally think that these new information and communication technologies will have effects on working life?<br>IF YES: On the whole, will they tend to have positive effects or will they tend to have negative effects on working life?   | Yes, will tend to have positive effects<br>Yes, will tend to have negative effects<br>No<br>DK/NA                                | 1<br>2<br>3<br>4 | Q.13    |
| Q.13 | Do you believe that with these new technologies of the "information society" more people will be working from home, or not?   | Yes<br>No<br>DK/NA   | 1<br>2<br>3      | Q.14    |
| Q.14 | In your opinion, when we use a bank card, are we already in the "information society" or not?   | Yes<br>No<br>DK/NA   | 1<br>2<br>3      | Q.15    |

| Q.No | Question   | Answer  | Code  | Skip to     |
|------|--|---|---|-------------|
| Q.15 | <p>The new information and communication technologies “of tomorrow”, which make up the “information society”, will drastically change our way of life. For example, you will be able to use a computer and a telephone with a screen in order to question on line, from home, different services, different persons (for example, your doctor) and you will be able to immediately receive answers and information. Would you personally like to be able to use these technologies, yes or no? Would you like, for example... <b>READ OUT EACH STATEMENT</b></p> <p>a) to be able to consult a doctor from your home on line almost as if you were in his surgery?</p> <p>b) to be able to attend, from your home, on line almost as if you were on the spot, some training courses, refresher courses etc?</p> <p>c) to be able to use, from your car, a small car computer that would indicate the best way (for example, the less jammed one) for you to go from one place to another?</p> <p>d) to be able to take part, from your home, on line almost as if you were there, in a complete guided tour of a museum?</p> | <p>Yes<br/>No<br/>DK/NA</p> <p>Yes<br/>No<br/>DK/NA</p> <p>Yes<br/>No<br/>DK/NA</p> <p>Yes<br/>No<br/>DK/NA</p> | <p>1<br/>2<br/>3</p> <p>1<br/>2<br/>3</p> <p>1<br/>2<br/>3</p> <p>1<br/>2<br/>3</p> | <p>Q.16</p> |
| Q.16 | <p>Would you be willing to pay to benefit from this type of new services, or not?</p>  | <p>Yes<br/>No<br/>It depends on the price (SPONTANEOUS)<br/>DK/NA</p>   | <p>1<br/>2<br/>3<br/>4</p>  | <p>Q.17</p> |

| Q.No | Question  | Answer   | Code                | Skip to |
|------|---|--|---------------------|---------|
| Q.17 | Do you think these new services will...<br><b>READ OUT</b>  |  |                     |         |
| a)   | bring Citizens closer together, make society more human, increase Solidarity?                                       | Yes<br>No<br>DK/NA   | 1<br>2<br>3         |         |
| b)   | improve the quality of life?  | Yes<br>No<br>DK/NA   | 1<br>2<br>3         | Q.18    |
| Q.18 | Do you strongly agree, agree, disagree or strongly disagree with the following statements..<br><b>READ OUT</b>      |  |                     |         |
|      |   | Strongly agree      Agree      Disagree      Strongly disagree      DK/NA  |                     |         |
| a)   | These new information and communication technologies will bring more individual freedom                             | 1      2      3      4      5  |                     |         |
| b)   | These new technologies will endanger private life   | 1      2      3      4      5  |                     | Q.19    |
| Q.19 | And in your opinion, will these new technologies either...<br><b>READ OUT</b><br><br><b>ONE ANSWER ONLY ALLOWED</b> | tend to enhance the personality, the cultural identity of the individual<br><br>or<br><br>tend to endanger the personality, the cultural identity of the individual<br><br>DK/NA | 1<br><br>2<br><br>3 | Q.20    |
| Q.20 | Do you believe or not that these new information and communication technologies will...<br><b>READ OUT</b>          |  |                     |         |
| a)   | help to reduce various inequalities in Europe and in other industrial countries?                                    | Yes<br>No<br>DK/NA   | 1<br>2<br>3         |         |
| b)   | help to reduce differences between developed countries and developing countries?                                    | Yes<br>No<br>DK/NA   | 1<br>2<br>3         | Q.21    |

| Q.No | Question  | Answer   | Code             | Skip to     |
|------|---|--|------------------|-------------|
| Q.21 | In order to guarantee the satisfactory development and functioning of the "information society", which will progressively take shape with these new technologies, do you think that regulations and laws should be provided for or not? | Yes<br>No<br>DK/NA   | 1<br>2<br>3      | Q.22        |
| Q.22 | Thank you very much for you help today. Before I close could I just check in which region of the country you live?<br><b>PROBE TO PRECODES</b>  |  |                  |             |
|      | 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   |                  | Q.23        |
| Q.23 | Would you say you lived in a ....<br><b>READ OUT PRECODES</b>   | Rural area or village<br>Small or middle size town<br>Large town<br>DK | 1<br>2<br>3<br>4 | *See Insts. |

**INTERVIEWER RECORD:**

**TOWN LIVED IN :** \_\_\_\_\_

**POST CODE :** \_\_\_\_\_

© European Communities  
The Eurobarometer questionnaires are reproduced  
by permission of its publishers,  
the Office for Official Publications of the European Communities,  
2 rue Mercier, L-2985 Luxembourg