

ZA4170

**Flash Eurobarometer 157
(Television and TC-spectators of Europe - 2003)**

**Questionnaire
Great Britain**

FLASH 157 – TV OF EUROPE

TARGET: Persons who have studied until at least the age of 20.

FILTER: Age when finished full time education : [EXACT AGE IN 2 DIGITS]

- [] years - If < 20 years, **END INTERVIEW**
- [00] **[REFUSAL/ NO ANSWER] – END INTERVIEW**
- [01] **[NEVER BEEN IN FULL TIME EDUCATION] – END**

INTERVIEW

- [99] **[STILL IN FULL TIME EDUCATION] – CHECK: IF AGE < 20 years - END INTERVIEW**

- D1. Sex
- [1] Male
 - [2] Female

- D2. Exact Age: [][] Years old
- [00] [REFUSAL/NO ANSWER]

D3. 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 ?
 [READ OUT LEFT ITEMS - THEN ASK TO SPECIFY (“that is to say”)
 - ONLY ONE ANSWER]

- 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 (SPECIFY)..... 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 (SPECIFY) 27

- Manual worker

- i.e. :
 - supervisor / foreman (team manager, etc ...)..... 31
 - manual worker 32
 - unskilled manual worker 33
 - other (SPECIFY) 34

- Without a professional activity
 - i.e. :
 - looking after the home41
 - student (full time) 42
 - retired 43
 - seeking a job 44
 - other (SPECIFY) 45
- (Refusal) 99

D4. Would you say that you live in... ?

- A rural zone or a village 1
- A small or an average-sized town 2
- A city 3
- [DK/NA] 4

Q1. On average how many hours a day do you watch television?

[CODE IN HOURS]

- a)Number of hours a day during the week (Monday-Friday)..... [][]
- b)Number of hours a day during the week-end (Saturday-Sunday)..... [][]

IF " Never / Don't have television ", CODE 98
 IF " DK / NA ", CODE 99

IF CODE 98 in a) AND b) – END INTERVIEW



Q2. Of the following types of televised programmes, which ones do you watch most often?

[READ OUT – ROTATE FROM a) TO j) – SEVERAL ANSWERS POSSIBLE]

- a) television news.....1
- b) programmes on topics on society.....1
- c) political debates.....1
- d) programmes on current political topics.....1
- e) entertainment programmes (games, variety shows, TV films, series...).....1
- f) cinema films1
- g) documentaries (history, travel, nature, health, etc.).....1
- h) cultural, musical, literary programmes.....1
- i) sports.....1
- j) other debates, talk-shows.....1
- k) [Others].....1
- l) [DK/NA].....1

Q3. For each of the following statements, can you tell me if you rather agree or rather disagree? In general,...

- Rather agree.....1
- Rather disagree.....2
- [DK/NA].....3

[READ OUT – ROTATE – ONE ANSWER PER LINE]

- a) the choice of television programmes is too limited.....1 2 3
- b) there are so many channels that the choice is difficult.....1 2 3
- c) there aren't enough quality programmes.....1 2 3
- d) there aren't enough cultural programmes.....1 2 3
- e) programmes aren't creative enough or original.....1 2 3
- f) there aren't enough programmes on political current affairs such as debates or programmes on current political topics.....1 2 3
- g) there aren't enough programmes on international economic and political relations.....1 2 3
- h) there aren't enough news programmes on other European countries.....1 2 3
- i) there aren't enough news programmes on the European Union.....1 2 3
- j) news on the European Union is only dealt with in a superficial way.....1 2 3

Q4. Do you have access to cable or satellite television?

[READ OUT – ONLY ONE ANSWER POSSIBLE]

- Yes.....1
- No.....2
- [DK/ NA]3

TO ALL THOSE WHO RESPONDED 1 in Q4

Q5. Which of the following specialised channels do you watch at least once a week?

[READ OUT – ROTATE a) TO j)– SEVERAL ANSWERS POSSIBLE]

- a) Sports channels.....1
- b) Cultural channels1
- c) Travel channels1
- d) Music channels.....1
- e) Cinema channels.....1
- f) Channels for children.....1
- g) Channels in a foreign language.....1
- h) National channels with continuous news.....1
- i) International channels with continuous news.....1
- j) Channels dealing exclusively with political and parliamentary matters.....1
- k) [NONE OF THESE]1

[DK/NA] 1



TO ALL

Q6. When watching television, do you tend to take notice of each of the following, or not?

- Tend to take notice1
- Not tend to take notice.....2
- [DK/NA].....3

[READ OUT – ROTATE – ONE ANSWER PER LINE]

- a) local or regional politics 1 2 3
- b) national politics 1 2 3
- c) social matters such as education, health, etc..... 1 2 3
- d) the economy 1 2 3
- e) European Union policy 1 2 3
- f) sports 1 2 3
- g) the environment 1 2 3
- h) foreign policy / international relations 1 2 3
- i) culture 1 2 3

Q7. 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?

- 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] 4

[READ OUT – ROTATE – ONE ANSWER PER LINE]

- a) your rights as a European citizen 1 2 3 4
- b) the history of the European Union, the building of Europe 1 2 3 4
- c) European Union Institutions 1 2 3 4
- d) European Constitution and the future of Europe 1 2 3 4
- e) European economy in general 1 2 3 4
- f) European Union's Foreign Policy 1 2 3 4
- g) European Union's Defence Policy 1 2 3 4
- h) the consequences of the Enlargement of the European Union 1 2 3 4
- i) Employment Policy, fight against unemployment 1 2 3 4

- j) Cultural, Youth or Education Policy of the European Union 1 2 3 4
- k) European Union's Social Policy 1 2 3 4
- l) the position and role of the European Union in the world 1 2 3 4

Q8. In general, by which means would you prefer to receive information on the European Union, its policies, its Institutions? Firstly? And then?

- Firstly 01 - 14
- And then 01 - 14

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

- general national television channels 01
- regional or local television channels 02
- television channels common to several European countries, in our language 03
- television channels common to several European countries, in other languages 04
- general national radio 05
- local radio 06
- national daily newspapers 07
- regional or local daily newspapers 08
- national magazines 09
- press from other European countries 10
- the Internet 11
- [OTHER] 12
- [DO NOT WISH TO RECEIVE INFORMATION ON THE EU] 13
- [DK/NA] 14



Q9. When choosing a media to be informed, what is the most important for you?

[READ OUT- ROTATE – TWO ANSWERS POSSIBLE – PROBE “And then? “]

- a) Its speed in broadcasting information..... 1
- b) Its reliability 1
- c) Its ease of access..... 1
- d) Its clarity in the treatment of information 1
- e) Its objectiveness 1
- f) Its proximity to your concerns..... 1
- g) Its originality..... 1
- h) The quality of the anchor or of the editor..... 1
- i) Its ability to summarise information 1
- j) Its independence towards political parties, lobbies, etc. 1
- k) [OTHER] 1
- [DK/NA] 1

Q10. Here is a list of programmes that could be broadcast by a European television channel. For each of them, tell me if you would be interested in it, or not?

- I would be interested 1
- I wouldn't be interested..... 2
- [DK/NA]..... 3

[READ OUT- ROTATE – ONE ANSWER PER LINE]

- a) reports on life in other European countries..... 1 2 3
- b) analyses of the economic situation of other European countries..... 1 2 3
- c) political debates in other European countries..... 1 2 3
- d) programmes on the history of other European countries..... 1 2 3
- e) programmes on the cultural life in other European countries..... 1 2 3
- f) films from other European countries 1 2 3
- g) language courses 1 2 3
- h) indications of how the European institutions work 1 2 3
- i) programmes on the history of Europe 1 2 3
- j) analyses of European Union policies 1 2 3
- k) reports at the time of important European events

- (European Councils, signing of Treaties, European anniversaries, etc.) 1 2 3
- l) debate between political leaders from different EU countries, in our language..... 1 2 3
- m) direct broadcast of the European Parliament debates, in our language..... 1 2 3
- n) direct broadcast of press conferences organised by the European Institutions, in our language 1 2 3

Q11. Could you name all news television channels that not only broadcast in [NAME OF COUNTRY], that you know of or that you have access to?

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

	TOM	Others
BBC World	01	1
BBC Prime	02	1
CNBC	03	1
NBC	04	1
CNN.....	05	1
ITV	06	1
SKY News.....	07	1
EuroNews	08	1
RTP.....	09	1
TV5	10	1
TVE Internacional	11	1
DW (Deutsche Welle)	12	1
[general national channels].....	20-39	1
[national channels with continuous news]	40-59	1
Other mentioned channels	98	1
DK/NA.....	99	1
- TOP OF MIND		
- OTHER SPONTANEOUS ANSWERS		

- IF “DK/NA” IN TOP OF MIND GO TO Q13 -



Q12. Do you watch [CHANNEL QUOTED IN TOP OF MIND], every day or almost, several times a week, several times a month or less often?

[READ OUT – ONE ANSWER POSSIBLE]

- Every day or almost.....1
- Several times a week2
- Several times a month.....3
- Less often4
- [DK/NA].....5

Q13. 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– RECODE BELOW]

	<u>TOM</u>	<u>Others</u>
BBC World	01	1
BBC Prime	02	1
CNBC	03	1
NBC	04	1
CNN	05	1
ITV	06	1
SKY News.....	07	1
EuroNews	08	1
RTP.....	09	1
TV5	10	1
TVE Internacional	11	1
DW (Deutsche Welle)	12	1
[general national channels].....	20-39	1
[national channels with continuous news]	40-59	1
Other mentioned channels	98	1
DK/NA	99	1