

Flash Eurobarometer 253  
December 2008

Survey on Tobacco

Basic bilingual questionnaire

The GALLUP Organization

## Flash 253 – SURVEY ON TOBACCO

### Smoking behaviour

**Q1** Regarding smoking cigarettes, cigars or a pipe, which of the following applies to you?

*[READ OUT – ONE ANSWER ONLY]*

- You smoke every day..... 1
- You smoke occasionally..... 2
- You used to smoke but you have stopped..... 3
- You have never smoked ..... 4
- [DK/NA] ..... 9

**Q2.** Regarding oral tobacco such as snuff, snus or chewing tobacco, which of the following applies to you?

*[READ OUT – ONE ANSWER ONLY]*

- You take it every day..... 1
- You take it occasionally..... 2
- You used to take it regularly but you stopped..... 3
- You have tried it at least once..... 4
- You have never tried it ..... 5
- [DK/NA] ..... 9

### Comportement fumeur

**Q1** Concernant le fait de fumer des cigarettes, des cigares ou la pipe, laquelle des situations suivantes correspond à votre cas ?

*[LIRE – UNE SEULE REPONSE POSSIBLE]*

- Vous fumez tous les jours ..... 1
- Vous fumez occasionnellement..... 2
- Vous fumiez mais vous avez cessé ..... 3
- Vous n'avez jamais fumé..... 4
- [NSP/SR] ..... 9

**Q2.** En ce qui concerne le tabac à usage oral tel que le tabac à priser, le snus ou le tabac à chiquer, laquelle des situations suivantes correspond à votre cas ?

*[LIRE – UNE SEULE REPONSE POSSIBLE]*

- Vous en prenez tous les jours ..... 1
- Vous en prenez occasionnellement ..... 2
- Vous en preniez régulièrement mais vous avez cessé ..... 3
- Vous avez essayé au moins une fois ..... 4
- Vous n'avez jamais essayé ..... 5
- [NSP/SR] ..... 9

**Tobacco smoke exposure at home**

**SPLIT BALLOT**

**ASK Q3A ONLY IF NON-SMOKERS (CODE 3 OR 4 IN Q1)**

**Q3a Does any person living with you smoke inside your home?**

*[READ OUT – ONE ANSWER ONLY]*

- You live alone ..... 1
- No one living with you smokes inside the house ..... 2
- Someone living with you smokes inside the house..... 3
- [DK/NA] ..... 9

**Exposition au tabac à la maison**

**SPLIT BALLOT**

**POSER Q3A UNIQUEMENT SI NON-FUMEURS (CODE 3 OU 4 EN Q1)**

**Q3a Est-ce qu'une personne vivant avec vous fume à l'intérieur de votre domicile?**

*[LIRE – UNE SEULE REPONSE POSSIBLE]*

- Vous vivez seul(e) ..... 1
- Personne vivant avec vous ne fume à l'intérieur de la maison ..... 2
- Quelqu'un vivant avec vous fume à l'intérieur de la maison ..... 3
- [NSP/SR] ..... 9

**ASK Q3b only if smokers (CODE 1, 2 or 9 in Q1)**

**Q3b Do you or any other person living with you smoke inside your home?**

*[READ OUT – ONE ANSWER ONLY]*

- You live alone..... 1
- You live with someone and none of you smoke inside the house ..... 2
- You live with someone and only you smoke inside the house..... 3
- Only someone living with you smokes inside the house..... 4
- Both you and someone living with you smoke inside the house..... 5
- [DK/NA] ..... 9

**POSER Q3B UNIQUEMENT SI FUMEURS (CODE 1,2 OU 9 EN Q1)**

**Q3b Est-ce que vous-même ou une quelconque autre personne vivant avec vous fumez/fume à l'intérieur de votre domicile?**

*[LIRE – UNE SEULE REPONSE POSSIBLE]*

- Vous vivez seul(e) ..... 1
- Vous vivez avec quelqu'un et aucun d'entre vous ne fume à l'intérieur de la maison ..... 2
- Vous vivez avec quelqu'un et vous seulement fumez à l'intérieur de la maison ..... 3
- Seul quelqu'un vivant avec vous fume à l'intérieur de la maison..... 4
- Vous-même et quelqu'un vivant avec vous fumez à l'intérieur de la maison ..... 5
- [NSP/SR] ..... 9

### **Tobacco smoke exposure at work**

**Q4 At your workplace, how many hours are you exposed to tobacco smoke, on a daily basis?**

*[READ OUT – ONE ANSWER ONLY]*

- More than 5 hours a day ..... 1
- 1-5 hour(s)..... 2
- Less than 1 hour..... 3
- Hardly ever ..... 4
- Never exposed ..... 5
- [I do not work outside the home] ..... 6
- [DK/NA] ..... 9

### **Exposition au tabac au travail**

**Q4 Sur votre lieu de travail, combien d'heures êtes-vous quotidiennement exposé(e) à la fumée de tabac ?**

*[LIRE – UNE SEULE REPONSE POSSIBLE]*

- Plus de 5 heures par jour ..... 1
- 1-5 heure(s) ..... 2
- Moins d'1 heure ..... 3
- Presque jamais ..... 4
- Jamais exposé(e) ..... 5
- [Je ne travaille pas en dehors de la maison] ..... 6
- [NSP/SR] ..... 9

**Q5 What best describes the smoking restrictions at your place of work?**

*[READ OUT – ONE ANSWER ONLY]*

- Smoking is not allowed anywhere indoors ..... 1
- Smoking is allowed only in a special smoking room ..... 2
- Smoking is allowed in some areas but not everywhere within the building ..... 3
- Smoking is not restricted at all ..... 4
- [I do not work indoors] ..... 5
- [I do not work outside the home] ..... 6
- [DK/NA] ..... 9

**Q5 Qu'est ce qui décrit le mieux les restrictions pour les fumeurs sur votre lieu de travail ?**

*[LIRE – UNE SEULE REPOSE POSSIBLE]*

- Il est interdit de fumer partout à l'intérieur ..... 1
- Fumer est autorisé uniquement dans une pièce réservée aux fumeurs ..... 2
- Fumer est autorisé dans certains endroits mais pas partout dans le bâtiment ..... 3
- Il n'y a pas de restrictions pour les fumeurs ..... 4
- [Je ne travaille pas dans un lieu fermé] ..... 5
- [Je ne travaille pas en dehors de la maison] ..... 6
- [NSP/SR] ..... 9

### Attitudes towards smoking restrictions

**Q6** Are you in favour of smoking bans in the following places?  
Would you say, you are **Totally in favour**, **Somewhat in favour**,  
**Somewhat opposed** or **Totally opposed** of smoking bans in:

*[READ OUT – ONE ANSWER ONLY]*

Totally in favour .....	4
Somewhat in favour .....	3
Somewhat opposed .....	2
Totally opposed.....	1
[DK/NA] .....	9
A) Restaurants .....	1 2 3 4 9
B) Bars, pubs and clubs .....	1 2 3 4 9
C) Offices and other indoor workplaces .....	1 2 3 4 9

### Attitudes envers les restrictions pour les fumeurs

**Q6** Êtes-vous favorable aux interdictions de fumer sur les lieux suivants ? Diriez-vous que vous êtes 'Tout à fait favorable', 'Plutôt favorable', 'Plutôt opposé(e)' ou 'Totalelement opposé(e)'aux interdictions de fumer dans les :

*[LIRE – UNE SEULE REPONSE POSSIBLE]*

Tout à fait favorable.....	4
Plutôt favorable.....	3
Plutôt opposé(e) .....	2
Totalement opposé(e) .....	1
[NSP/SR] .....	9
A) Restaurants.....	1 2 3 4 9
B) Bars, pubs et clubs .....	1 2 3 4 9
C) Bureaux et autres lieux de travail fermés .....	1 2 3 4 9

## Health warnings

### SPLIT BALLOT

ASK Q7a if never-smokers (CODE 4 in Q1)

**Q7a** Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all in each of the following ways?

*[READ OUT – ONE ANSWER ONLY PER LINE]*

Very effective..... 4  
Somewhat effective ..... 3  
Not very effective..... 2  
Not at all effective..... 1  
[DK/NA] ..... 9

A) Informing you about the health effects of tobacco..... 1 2 3 4 9

B) Persuading you not to start smoking ..... 1 2 3 4 9

## Avertissements santé

### SPLIT BALLOT

POSER Q7A SI N'A JAMAIS ETE FUMEUR (CODE 4 EN Q1)

**Q7a** En pensant aux messages relatifs à la santé qui figurent sur les paquets de tabac, ces messages ont-ils été 'Très efficaces', 'Plutôt efficaces', 'Pas très efficaces' ou 'pas efficaces du tout' en ce qui concerne chacune des affirmations suivantes ?

*[LIRE – UNE SEULE REPONSE POSSIBLE PAR LIGNE]*

Très efficaces ..... 4  
Plutôt efficaces ..... 3  
Pas très efficaces ..... 2  
Pas du tout efficaces ..... 1  
[NSP/SR] ..... 9

A) Vous informer des effets du tabac sur la santé ..... 1 2 3 4 9

B) Vous persuader de ne pas commencer à fumer ..... 1 2 3 4 9



**ASK Q7b if ex-smokers (CODE 3 in Q1)**

**Q7b** Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all?

*[READ OUT – ONE ANSWER ONLY PER LINE]*

Very effective..... 4  
Somewhat effective ..... 3  
Not very effective..... 2  
Not at all effective..... 1  
[DK/NA] ..... 9

A) Informing you about the health effects of tobacco..... 1 2 3 4 9  
B) Persuading you not to start smoking again ..... 1 2 3 4 9

**POSER Q7B SI ANCIEN-FUMEURS (CODE 3 EN Q1)**

**Q7b** En pensant aux messages relatifs à la santé qui figurent sur les paquets de tabac, ces messages ont-ils été 'Très efficaces', 'Plutôt efficaces', 'Pas très efficaces' ou 'pas efficaces du tout' ?

*[LIRE – UNE SEULE REPONSE POSSIBLE PAR LIGNE]*

Très efficaces ..... 4  
Plutôt efficaces ..... 3  
Pas très efficaces ..... 2  
Pas du tout efficaces ..... 1  
[NSP/SR] ..... 9

A) Vous informer des effets du tabac sur la santé ..... 1 2 3 4 9  
B) Vous persuader de ne pas recommencer à fumer ..... 1 2 3 4 9

**ASK Q7c if smokers (CODE 1, 2 or 9 in Q1)**

**Q7c** Thinking about the health messages that are on tobacco packs, have these messages been very effective, somewhat effective, not very effective or not effective at all?

*[READ OUT – ONE ANSWER ONLY PER LINE]*

- Very effective..... 4  
Somewhat effective ..... 3  
Not very effective..... 2  
Not at all effective..... 1  
[DK/NA] ..... 9
- A) Informing you about the health effects of tobacco..... 1 2 3 4 9  
B) Getting you to smoke less ..... 1 2 3 4 9  
C) Getting you to try to quit smoking..... 1 2 3 4 9

**POSER Q7C SI FUMEURS (CODE 1, 2 OU 9 EN Q1)**

**Q7c** En pensant aux messages relatifs à la santé qui figurent sur les paquets de tabac, ces messages ont-ils été 'Très efficaces', 'Plutôt efficaces', 'Pas très efficaces' ou 'pas efficaces du tout' ?

*[LIRE – UNE SEULE REPOSE POSSIBLE PAR LIGNE]*

- Très efficaces ..... 4  
Plutôt efficaces ..... 3  
Pas très efficaces ..... 2  
Pas du tout efficaces ..... 1  
[NSP/SR] ..... 9
- A) Vous informer des effets du tabac sur la santé ..... 1 2 3 4 9  
B) Faire en sorte que vous fumiez moins ..... 1 2 3 4 9  
C) Faire en sorte que vous tentiez d'arrêter de fumer ..... 1 2 3 4 9

**SPLIT BALLOT**

Ask Q8a in all countries with the exception of BE, RO, UK

**Q8A** In your opinion, how effective would adding a colour picture illustrating the health effects of smoking be in strengthening the text-only health warning?

*[READ OUT – ONE ANSWER ONLY]*

Very effective..... 4  
Somewhat effective ..... 3  
Not very effective..... 2  
Not at all effective..... 1  
[DK/NA] ..... 9

Ask Q8b in BE, RO, UK

**Q8B** In your opinion, how effective has adding a colour picture illustrating the health effects of smoking been in strengthening the text-only health warning?

*[READ OUT – ONE ANSWER ONLY]*

Very effective..... 4  
Somewhat effective ..... 3  
Not very effective..... 2  
Not at all effective..... 1  
[DK/NA] ..... 9

**SPLIT BALLOT**

POSER Q8A DANS TOUS LES PAYS A L'EXCEPTION DE BE, RO, UK

**Q8A** A votre avis, dans quelle mesure l'ajout d'une image en couleur illustrant les effets sur la santé du tabagisme serait efficace pour renforcer le texte seul d'avertissement en matière de santé ?

*[LIRE – UNE SEULE REPONSE POSSIBLE]*

Très efficace ..... 4  
Plutôt efficace ..... 3  
Pas très efficace ..... 2  
Pas du tout efficace ..... 1  
[NSP/SR] ..... 9

POSER Q8B EN BE, RO, UK

**Q8B** A votre avis, dans quelle mesure l'ajout d'une image en couleur illustrant les effets sur la santé du tabagisme a-t-il été efficace pour renforcer le texte seul d'avertissement en matière de santé ?

*[LIRE – UNE SEULE REPONSE POSSIBLE]*

Très efficace ..... 4  
Plutôt efficace ..... 3  
Pas très efficace ..... 2  
Pas du tout efficace ..... 1  
[NSP/SR] ..... 9

**Buying tobacco over Internet**

**ASK Q9A IF CODE 5 IN Q2**

**Q9a Have you ever bought tobacco products over Internet?**

*[READ OUT – ONE ANSWER ONLY]*

- Never ..... 1
- 1-10 times..... 2
- More often ..... 3
- [DK/NA] ..... 9

**L'achat de tabac sur internet**

**POSER Q9A SI CODE 5 EN Q2**

**Q9a Avez-vous déjà acheté des produits tabagiques sur Internet?**

*[LIRE – UNE SEULE REPONSE POSSIBLE]*

- Jamais ..... 1
- 1-10 fois ..... 2
- Plus souvent ..... 3
- [NSP/SR] ..... 9

**ASK Q9B IF CODE 1, 2, 3, 4 OR 9 IN Q2**

**Q9b Have you ever bought oral tobacco (such as snuff, snus or chewing tobacco) or other tobacco products over Internet?**

*[READ OUT – ONE ANSWER ONLY]*

- Never ..... 1
- Yes, oral tobacco..... 2
- Yes, other tobacco products ..... 3
- Yes, oral tobacco and other tobacco products..... 4
- [DK/NA] ..... 9

**POSER Q9B SI CODE 1,2,3,4 OU 9 EN Q2**

**Q9b Avez-vous déjà acheté du tabac à usage oral (tel que le tabac à priser, snus ou le tabac à chiquer) ou d'autres produits tabagiques sur Internet ?**

*[LIRE – UNE SEULE REPONSE POSSIBLE]*

- Jamais ..... 1
- Oui, du tabac à usage oral ..... 2
- Oui, d'autres produits tabagiques..... 3
- Oui, du tabac à usage oral et d'autres produits tabagiques..... 4
- [NSP/SR] ..... 9

**ASK ALL**

**SMUGGLING AND GREY IMPORTS**

**Q10** In the last 6 months, have you seen tobacco products being sold which you think were smuggled?

*[READ OUT – ONE ANSWER POSSIBLE]*

- Never ..... 1
- Yes, occasionally..... 2
- Yes, often ..... 3
- [DK/NA] ..... 9

**POSER A TOUS**

**CONTREBANDE ET IMPORTATIONS PARALLELES**

**Q10** Au cours des 6 derniers mois, avez-vous vu des produits tabagiques en vente qui selon vous étaient de la marchandise de contrebande ?

*[LIRE – UNE SEULE REPONSE POSSIBLE]*

- Jamais ..... 1
- Oui, occasionnellement ..... 2
- Oui, souvent ..... 3
- [NSP/SR] ..... 9

**SPLIT BALLOT**

**ASK Q11a in all countries except NO**

**Q11a In the last 12 months when you last came back from a trip to another EU country, how many packs or cartons of lower price cigarettes did you bring home with you?**

*[ONE ANSWER POSSIBLE- ONLY ONE OF THE METRICS SHOULD BE USED]*

- .... Packs

- .... Cartons

Was not abroad ..... 998

[DK/NA] ..... 999

**SPLIT BALLOT**

**POSER Q11A DANS TOUS LES PAYS EXCEPTE NO**

**Q11a Dans les 12 derniers mois, la dernière fois que vous êtes revenu(e) d'un voyage effectué dans un autre pays de l'UE, combien de paquets ou cartouches de cigarettes à bas prix avez-vous rapporté avec vous ?**

*[UNE SEULE REPONSE POSSIBLE- UNIQUEMENT UN SEUL DES PARAMETRES DOIT ETRE UTILISE]*

- .... Paquets

- .... Cartouches

N'a pas été à l'étranger ..... 998

[NSP/SR] ..... 999

**ASK Q11b only in NO**

**Q11b** In the last 12 months when you last came back from a trip to an EU country, how many packs or cartons of lower price cigarettes did you bring home with you?

*[ONE ANSWER POSSIBLE- ONLY ONE OF THE METRICS SHOULD BE USED]*

- .... Packs
- .... Cartons

Was not abroad ..... 998

[DK/NA] ..... 999

**POSER Q11B UNIQUEMENT EN NO**

**Q11b** Dans les 12 derniers mois, la dernière fois que vous êtes revenu(e) d'un voyage effectué dans un pays de l'UE, combien de paquets ou cartouches de cigarettes à bas prix avez-vous rapporté avec vous ?

*[UNE SEULE REPOSE POSSIBLE- UNIQUEMENT UN SEUL DES PARAMETRES DOIT ETRE UTILISE]*

- .... Paquets
- Cartouches

N'a pas été à l'étranger ..... 998

[NSP/SR] ..... 999

**D1. Gender**

**[DO NOT ASK - MARK APPROPRIATE]**

- [1] Male
- [2] Female

**D1. Sexe**

**[NE PAS DEMANDER - NOTER COMME APPROPRIE]**

- [1] Homme
- [2] Femme

**D2. How old are you?**

[ ][ ] years old  
[00] [REFUSAL/NO ANSWER]

**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]

**D2. Quel âge avez-vous?**

[ ][ ] ans  
[00] [REFUS/PAS DE REPONSE]

**D3. Quel âge aviez-vous quand vous avez terminé vos études à temps plein?**  
[Noter l'âge de fin d'études]

[ ][ ] ans  
[00] [Toujours en train de poursuivre des études à temps plein]  
[01] [Jamais suivi des études à temps plein]  
[99] [REFUS/PAS DE REPONSE]



**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

**D4. Concernant votre emploi actuel, êtes vous indépendant, employé, ouvrier ou sans activité professionnelle? Cela veut-il dire que vous êtes un (une)...**

**[SI UNE REPONSE EST DONNEE A LA CATEGORIE PRINCIPALE, LIRE LES SOUS CATEGORIES RESPECTIVES - UNE SEULE REPONSE POSSIBLE]**

**- Profession libérale/ indépendant**

- i.e. - agriculteur, sylviculteur, pêcheur ..... 11
- commerçant, artisan ..... 12
- profession libérale (avocat, médecin, comptable, architecte...) ..... 13
- Dirigeant d'entreprise ..... 14
- Autre ..... 15

**- Employé (e)**

- i.e. - Cadre employé (médecin sous convention, avocat, comptable, architecte) ..... 21
- Direction générale, directeur ou direction supérieure. 22
- Cadre moyen ..... 23
- Fonctionnaire ..... 24
- employé(e) de bureau ..... 25
- Autre salarié (commercial, infirmière etc...) ..... 26
- Autre ..... 27

**- Ouvrier**

- i.e. - superviseur/agent de maîtrise (chef d'équipe, etc...) 31
- Ouvrier ..... 32
- Ouvrier non qualifié ..... 33
- Autre ..... 34

**- Sans activité professionnelle**

- i.e. - Femme/ Homme au foyer ..... 41
- Etudiant (temps plein) ..... 42
- Retraité ..... 43
- Demandeur d'emploi ..... 44
- Autre ..... 45
- [Refus] ..... 99

**D6. Would you say you live in a ...?**

- metropolitan zone .....1
- other town/urban centre.....2
- rural zone .....3
- [Refusal] .....9

**D6. Diriez-vous que vous vivez...?**

- zone métropolitaine.....1
- autre ville/centre urbain .....2
- zone rurale .....3
- [Refus] .....9

Flash EB Series #253

## Survey on Tobacco

Conducted by  
The Gallup Organisation, Hungary  
upon the request of Directorate General  
Health and Consumers



Survey co-ordinated by  
Directorate General Communication

This document does not represent the point of  
view of the European Commission.  
The interpretations and opinions contained in it  
are solely those of the authors.

THE GALLUP ORGANISATION

## II. Survey details

This general population survey “*Survey on Tobacco*” (N° 253) was conducted for the European Commission, DG Health and Consumers.

Telephone interviews were conducted in each country, with the exception of the Bulgaria, Czech Republic, Estonia, Latvia, Lithuania, Hungary, Poland, Romania and Slovakia where both telephone and face-to-face interviews were conducted (70% webCATI and 30% F2F interviews).

Telephone interviews were conducted in each country between the 13/12/2008 and the 17/12/2008 by the following institutes:

Belgium	BE	Gallup Europe	(Interviews: 13/12/2008 - 17/12/2008)
Czech Republic	CZ	Focus Agency	(Interviews: 13/12/2008 - 17/12/2008)
Denmark	DK	Hermelin	(Interviews: 13/12/2008 - 17/12/2008)
Germany	DE	IFAK	(Interviews: 13/12/2008 - 17/12/2008)
Estonia	EE	Saar Poll	(Interviews: 13/12/2008 - 17/12/2008)
Greece	EL	Metroanalysis	(Interviews: 13/12/2008 - 17/12/2008)
Spain	ES	Gallup Spain	(Interviews: 13/12/2008 - 17/12/2008)
France	FR	Efficience3	(Interviews: 13/12/2008 - 17/12/2008)
Ireland	IE	Gallup UK	(Interviews: 13/12/2008 - 17/12/2008)
Italy	IT	Demoskopoea	(Interviews: 13/12/2008 - 17/12/2008)
Cyprus	CY	CYMAR	(Interviews: 13/12/2008 - 17/12/2008)
Latvia	LV	Latvian Facts	(Interviews: 13/12/2008 - 17/12/2008)
Lithuania	LT	Baltic Survey	(Interviews: 13/12/2008 - 17/12/2008)
Luxembourg	LU	Gallup Europe	(Interviews: 13/12/2008 - 17/12/2008)
Hungary	HU	Gallup Hungary	(Interviews: 13/12/2008 - 17/12/2008)
Malta	MT	MISCO	(Interviews: 13/12/2008 - 17/12/2008)
Netherlands	NL	MSR	(Interviews: 13/12/2008 - 17/12/2008)
Austria	AT	Spectra	(Interviews: 13/12/2008 - 17/12/2008)
Poland	PL	Gallup Poland	(Interviews: 13/12/2008 - 17/12/2008)
Portugal	PT	Consulmark	(Interviews: 13/12/2008 - 17/12/2008)
Slovenia	SI	Cati d.o.o	(Interviews: 13/12/2008 - 17/12/2008)
Slovakia	SK	Focus Agency	(Interviews: 13/12/2008 - 17/12/2008)
Finland	FI	Norstat Finland Oy	(Interviews: 13/12/2008 - 17/12/2008)
Sweden	SE	Hermelin	(Interviews: 13/12/2008 - 17/12/2008)
United Kingdom	UK	Gallup UK	(Interviews: 13/12/2008 - 17/12/2008)
Bulgaria	BG	Vitoshia	(Interviews: 13/12/2008 - 17/12/2008)
Romania	RO	Gallup Romania	(Interviews: 13/12/2008 - 17/12/2008)

### Representativeness of the results

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

### Sample sizes

In most EU countries the target sample size was 1000 respondents. In Cyprus, Malta and Luxembourg the target was 500 interviews, and Norway was involved into this survey with 1000 interviews, the table below shows the achieved sample size by country.

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

The table below presents, for each of the countries:

- (1) the number of interviews actually carried out
- (2) the population-weighted total number of interviews

### TOTAL INTERVIEWS

	Total Interviews			
	Conducted	% of Total	EU27 weighted	% of Total (weighted)
<b>Total</b>	<b>26582</b>	<b>100</b>	<b>25580</b>	<b>100</b>
BE	1002	3.8	540	2.1
BG	1002	3.8	408	1.6
CZ	1003	3.8	541	2.1
DK	1002	3.8	272	1.1
DE	1009	3.8	4344	17.0
EE	1005	3.8	70	0.3
EL	1000	3.8	588	2.3
ES	1002	3.8	2335	9.1
FR	1008	3.8	3171	12.4
IE	1000	3.8	211	0.8
IT	1000	3.8	3121	12.2
CY	500	1.9	39	0.2
LV	1002	3.8	121	0.5
LT	1003	3.8	175	0.7
LU	503	1.9	24	0.1
HU	1006	3.8	516	2.0
MT	503	1.9	21	0.1
NL	1003	3.8	823	3.2
AT	1001	3.8	430	1.7
PL	1002	3.8	1972	7.7
PT	1006	3.8	550	2.2
RO	1005	3.8	1110	4.3
SI	1001	3.8	106	0.4
SK	1009	3.8	278	1.1
FI	1001	3.8	269	1.1
SE	1000	3.8	465	1.8
UK	1002	3.8	3080	12.0
NO	1002	3.8		

### Questionnaires

1. The questionnaire prepared for this survey is reproduced at the end of this results volume, in English.
2. The institutes listed above translated the questionnaire in their respective national language(s).

**Sampling error**

Surveys are designed and conducted to provide an estimate of a true value of characteristics of a population at a given time. An estimate of a survey is unlikely to exactly equal the true population quantity of interest for a variety of reasons. One of these reasons is that data in a survey are collected from only some – a sample of – members of the population, this to make data collection cheaper and faster. The “margin of error” is a common summary of *sampling error*, which quantifies uncertainty about (or confidence in) a survey result.

Usually, one calculates a 95 percent confidence interval of the format: *survey estimate +/- margin of error*. This interval of values will contain the true population value at least 95% of time.

For example, if it was estimated that 45% of EU citizens are in favour of a single European currency and this estimate is based on a sample of 100 EU citizens, the associated margin of error is about 10 percentage points. The 95 percent confidence interval for support for a European single currency would be *(45%-10%) to (45%+10%)*, suggesting that in the EU the support for a European single currency could range from 35% to 55%. Because of the small sample size of 100 EU citizens, there is considerable uncertainty about whether or not the citizens of the EU support a single currency.

As a general rule, the more interviews conducted (sample size), the smaller the margin of error. Larger samples are more likely to give results closer to the true population quantity and thus have smaller margins of error. For example, a sample of 500 will produce a margin of error of no more than about 4.5 percentage points, and a sample of 1,000 will produce a margin of error of no more than about 3 percentage points.

**Margin of error (95% confidence interval)**

Survey estimate	Sample size (n)									
	10	50	100	150	200	400	800	1000	2000	4000
5%	13.5%	6.0%	4.3%	3.5%	3.0%	2.1%	1.5%	1.4%	1.0%	0.7%
10%	18.6%	8.3%	5.9%	4.8%	4.2%	2.9%	2.1%	1.9%	1.3%	0.9%
25%	26.8%	12.0%	8.5%	6.9%	6.0%	4.2%	3.0%	2.7%	1.9%	1.3%
50%	31.0%	13.9%	9.8%	8.0%	6.9%	4.9%	3.5%	3.1%	2.2%	1.5%
75%	26.8%	12.0%	8.5%	6.9%	6.0%	4.2%	3.0%	2.7%	1.9%	1.3%
90%	18.6%	8.3%	5.9%	4.8%	4.2%	2.9%	2.1%	1.9%	1.3%	0.9%

95%	13.5%	6.0%	4.3%	3.5%	3.0%	2.1%	1.5%	1.4%	1.0%	0.7%
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(The values in the table are the margin of error – at 95% confidence level – for a given survey estimate and sample size)

The examples show that the size of a sample is a crucial factor affecting the margin of error. Nevertheless, once past a certain point – a sample size of 800 or 1,000 – the improvement is small. For example, to reduce the margin of error to 1.5% would require a sample size of 4,000.

## Evaluation of the samples

The attached tables (after the Technical Report tables) provide a detailed insight to the within country weighting of the study. (For cross-country weights please refer to the table on previous page) The weighting of the dataset is a three-fold exercise.

In the *first step* we will apply the basic **selection probability weights**, primarily to avoid the overcoverage of households with multiple telephone lines. In the same step, we calculate the weights that corrects the estimations based on the merged **dual frame** samples, i.e., weights that deal with phone owners;

In the *second step*, on a country-by-country basis, a **nonresponse population weighting** was carried out. As nonresponse rates vary by social segments, the sample characteristics reflect such differences as well (i.e., there are usually less males and especially less young people in the samples than in the universe.) In this step, we compensated for the nonresponse bias that stems from the field execution process. The most advanced method for eliminating such deviations is the so-called *Raking Adjustment for Nonresponse* (raking). Gallup applied this method. This procedure performs iterative proportional fitting in contingency table analysis. This method is also used to deal with the problem of large variability of weights. When weighting classes are formed based on full cross-classification of the auxiliary variables, the result is a large number of weighting classes with unstable response rates.

However, one drawback is that raking assumes that the variables used for adjustment are independent. Raking works in the following way:

- 1) sets initial weight factor values in each cross-classification term to 1;
- 2) adjusts the weight factors of the first cross-classification term so the weighted sample is representative for the variables involved;
- 3) adjusts the weight factors for the next cross-classification term so the weighted sample becomes representative with respect to the variables involved (this might disrupt the representativeness with respect to the variables involved);
- 4) repeats this adjustment for all cross-classification terms;
- 5) repeats all steps until the factors do not change.

A common approach to weighting is to determine the sample weights adjusting for unequal probabilities of selection, revise these weights to compensate for different sub-class response rates, and finally modify the weights again to conform the weighted sample distribution for certain variables (e.g., age, gender, education, activity etc.) to the known population distributions of the same variables.

The following variables will be used in all national raking procedures (with categories levels used):

### **Age X Sex**

male, 15-29  
male, 30-49  
male, 50-64  
male 65+  
female, 15-29  
female, 30-49  
female, 50-64  
female, 65+

### **Activity**

Active worker  
retired  
Other non-active worker

### **Regions ( NUTS2)**

Please note that levels might be collapsed to achieve convergence or universe information is not available in the necessary detail.



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