

Flash Eurobarometer 318
November 2010

Attitudes towards the EU in the United Kingdom

Basic questionnaire

The GALLUP Organization

Proposed 2010 questionnaire for the London Representation

Q1. In general, do you have a more positive or negative image of the European Union?

- Very positive4
- Quite positive.....3
- Quite negative2
- Very negative.....1
- [Neither positive, nor negative]8
- [DK/NA].....9

Q2. Have you heard of any of the following?

- Yes.....1
- No2
- [DK/NA]9

[READ OUT, ROTATE, ONE ANSWER PER LINE ONLY]

- a) The European Health Insurance Card 1 2 9
- b) The Bathing Water Report 1 2 9
- c) The Blue Flag Guide 1 2 9
- d) The European Arrest Warrant 1 2 9
- e) The Air Passenger Rights Regulation 1 2 9
- f) The pet passport..... 1 2 9
- g) The hedge fund proposal..... 1 2 9
- h) Guidelines for pay in financial institutions 1 2 9
- i) The citizens' initiative for launching EU-level legislation 1 2 9

Q3. How important are the benefits of these initiatives for you: very important, important, not important or not important at all?

[READ OUT- ROTATE - ONE ANSWER PER LINE ONLY]

- Very important4
- Important3
- Not important2
- Not important at all1
- [DK/NA].....9

- a) The European Health Insurance Card, that allows citizens to receive medical treatment in any other EU country
 1 2 3 4 9

- b) The Bathing Water Report and Blue Flag Guide, which inform people about the safety and cleanliness standards of Europe's beaches
 1 2 3 4 9
- c) The Blue Flag Guide, which indicates how clean our beaches and seas are 1 2 3 4 9
- d) The European Arrest Warrant 1 2 3 4 9
- e) The Air Passenger Rights Regulation that details what an airline owes you in case of cancellation, denied boarding or severe delay 1 2 3 4 9
- f) The pet passport, which allows pets to travel more easily between member countries without undergoing quarantine
 1 2 3 4 9
- g) The hedge fund proposal providing harmonized standards and greater transparency on alternative investment fund management 1 2 3 4 9
- h) Guidelines for pay in financial institutions 1 2 3 4 9
- i) The citizens' initiative which enables a million signatories from a number of EU countries to oblige the EU to make a legislative proposal in areas it is responsible for 1 2 3 4 9

Q4. Does the fact that these initiatives have been initiated and developed by the European Union make you feel...

- More positive about the European Union or 3
- Less positive about the European Union? 2
- [The same way about the European Union] 1
- [DK/NA] 9

Q5. I will now list a series of statements. For each one, please tell me if you think they are true or false?

- True 1
- False 2
- [DK/NA] 9

[READ OUT– ROTATE - ONE ANSWER PER LINE]

- a) All EU citizens have the right to travel to, or study in, another EU country 1 2 9
- b) Mobile phone charges (roaming charges, prices, etc.) have decreased for anyone travelling within the EU 1 2 9
- c) The EU has very strict food-safety standards 1 2 9
- d) The EU has a standing army 1 2 9
- e) There is an EU tax 1 2 9
- f) The EU budget is larger than the UK's 1 2 9

Q6. What percentage of the UK's gross national income do you think goes towards the EU budget?

- [DK/NA] 9

Q7. In your opinion, do the economic costs of being in the EU exceed the benefits or do the benefits exceed the cost?

- The economic costs exceed the benefits1
- The benefits exceed the economic costs2
- They are in balance3
- [DK/NA].....9

Q8. According to you, how much say has the UK government in the way that EU laws are made ...?

- A lot4
- A fair amount.....3
- Little or2
- Very little1
- [DK/NA].....9

Q9. If we told you that the UK government always has a say in the way EU laws are made, would it make you feel:

- More positive about UK membership of the EU3
- Less positive about UK membership of the EU2
- [Would not change, feel the same way].....1
- [DK/NA].....9

Q10. Do you agree or disagree with the following statements? Being part of the EU means that ...

- Strongly agree.....4
- Agree3
- Disagree.....2
- Strongly disagree1
- [DK/NA].....9

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

- a) UK consumers benefit from the free movement of goods resulting from the European Single Market 1 2 3 4 9
- b) There are improved working conditions in the UK 1 2 3 4 9
- c) There is a cleaner environment 1 2 3 4 9
- d) The UK has more say in global trade negotiations 1 2 3 4 9
- e) Criminals can no longer escape prosecution by moving to another EU member state 1 2 3 4 9

f) We can regulate financial markets more effectively 1 2 3 4 9

Q11. If we were not in the EU and were unable to secure a free-trade agreement with it, which of the following best describes your opinion?

- I wouldn't care if we lost any of these benefits 1
- I would care a bit if we lost one or more of these benefits 2
- I would care greatly if we lost one or more of these benefits 3
- [DK/NA] 9

Q12. Which of the following issues do you feel the EU has a role in?

- The EU has a role 1
 - The EU does not have a role 2
 - [DK/NA] 9
-
- a) Economic governance 1 2 9
 - b) Regulating financial markets 1 2 9
 - c) Protecting human rights 1 2 9
 - d) Global poverty. 1 2 9
 - e) The security of energy supplies 1 2 9
 - f) Tackling climate change 1 2 9
 - g) Global terrorism 1 2 9
 - h) Tackling cross-border crime 1 2 9

STATED PERSONAL AWARENESS

Q13. Do you think that British ...[READ A-C] presents the European Union too positively, too negatively or objectively?

- Too positively 1
 - Too negatively 2
 - Objectively 3
 - [DK/NA] 9
-
- a) Television 1 2 3 9
 - b) Radio 1 2 3 9
 - d) Press 1 2 3 9

INTEREST

Q14. How much do you feel you know about the European Union, its policies, its institutions? Would you say you know ...?

[READ OUT – ONE ANSWER ONLY]

- A great deal1
- Quite a lot2
- A little3
- Nothing at all4
- [DK/NA].....9

Q15. Would you agree that the current information available on the European Union is simple and clear enough?

- Strongly agree4
- Agree3
- Disagree.....2
- Strongly disagree1
- [DK/NA].....9

Q16. How interested are you in receiving more information about the EU?

- Very interested4
- Quite interested.....3
- Quite uninterested2
- Not at all interested?1
- [DK/NA]9

ASK ONLY IF Q15 = DISAGREE/STRONGLY DISAGREE OR Q16= VERY/QUITE INTERESTED

Q17. If more simple and clear information on the European Union were available, how likely would you be to read /listen to /watch it?

[READ OUT – ONE ANSWER ONLY]

- Very likely4
- Likely3
- Not likely.....2
- Not likely at all?1
- [DK/NA].....9

Q18. Who do you think should be responsible for keeping you informed about the EU and its decisions? Please choose ONE from the list that I am going to read to you.

[READ OUT- ROTATE - ONE ANSWER ONLY]

- The EU institutions 1
- The British government 2
- The local government 3
- Political parties 4
- Newspapers/television 5
- EU information centres in the UK 6
- [DK/NA] 9

PARTICIPATION

Q19. Which of the main parties most closely represents your views on the European Union?

- Conservative 1
- Labour 2
- Liberal Democrat 3
- United Kingdom Independence Party 4
- British National Party 5
- Scottish National Party 6
- Plaid Cymru 7
- Other 8
- [DK/NA] 9

Q20. How important were European issues at the last general election in May 2010?

- Very 4
- Quite 3
- Not very 2
- Irrelevant 1
- [DK/NA] 9

D1. Gender

[DO NOT ASK- MARK APPROPRIATE]

- [1] Male
- [2] Female

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]

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]

- Self-employed

- i.e. : - farmer, forester, fisherman.....11
- owner of a shop, craftsman12
- professional (lawyer, medical practitioner, accountant, architect,...) ...13
- manager of a company14
- other15

- Employee

- i.e. : - professional (employed doctor, lawyer, accountant, architect)21
- general management, director or top management22
- middle management23
- Civil servant24
- office clerk.....25
- other employee (salesman, nurse, etc...).....26
- other27

- Manual worker

- i.e. : - supervisor / foreman (team manager, etc...)31
- Manual worker32
- unskilled manual worker.....33
- other34

- Without a professional activity

- i.e. : - looking after the home41
- student (full time)42
- retired43
- seeking a job44
- other45

- [Refusal].....99

D6.	Would you say you live in a ...?	
-	metropolitan zone	1
-	other town/urban centre	2
-	rural zone	3
-	[Refusal]	9

Flash EB Series #318

Attitudes towards the EU in the United Kingdom

Survey conducted by The Gallup
Organization, Hungary upon the request of
Directorate-General Communication



Coordinated 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 ORGANIZATION

II. Survey details

This Flash Eurobarometer 318 “*Attitudes towards the EU in the United Kingdom*” was conducted on behalf of the European Commission Representation in the United Kingdom by Gallup Hungary.

Telephone interviews were conducted between the 22nd and the 26th of November 2010, by Gallup UK.

Representativeness of the results

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

Sizes of the sample

The sample size was 1000 respondents in the UK.

A weighting factor was applied to the national results in order to compute a marginal total for the country in proportion to its population.

Questionnaires

The questionnaire prepared for this survey is reproduced at the end of this section (see hereafter).

Table of results

VOLUME C: RESPONDENTS’ DEMOGRAPHICS

The VOLUME C presents the country results broken down by the following socio-demographic variables:

- Sex (male, female)
- Age (15-24, 25-39, 40-54, 55 +)
- Education (15&-, 16-20, 21&+, still in full time education)
- Subjective urbanisation (metropolitan zone; other town/urban centre; rural zone)
- Occupation (self-employed, employee, manual worker, without a professional activity)
- Self-perceived level of EU information (informed, not informed)
- Attitudes towards the EU (consistently favourable, mixed, consistently unfavourable)

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%

(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.

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