

## C. Technical Specifications Specifications Techniques

### C.1 Co-operating Agencies and Research Executives Instituts et Responsables de Recherche

INRA (EUROPE) - European Coordination Office SA/NV  
Dominique VANCRAEYNEST  
Avenue R. Vandendriessche, 18  
B -1150 BRUSSELS, BELGIUM  
Tel. ++/32/2/775 01 11 - Fax. ++/32/2/772 40 79

Country Pays	Company Société	Contact	Telephone Téléphone	Fax
Belgique	MARKETING UNIT 430, Avenue Louise B-1050 Bruxelles	Ms Pascale Bernard	32.2.648.80.10	32.2.648.34.08
Danmark	GFK DANMARK Toldbodgade, 10B DK-1253 Copenhagen K	Mr Erik Christiansen	45.33.93.17.40	45.33.13.07..40
Deutschland	INRA DEUTSCHLAND Papenkamp, 2-6 D-23879 Mölln	Ms Doris Sieber	49.4542.801.0	49.4542.801.201
Ellas	KEME Ippodamou Street, 24 GR-11635 Athena	Ms Fotini Panoutsou	30.1.701.80.82	30.1.701.78.37
España	INRA ESPAÑA Alberto Aguilera, 7-5° E-28015 Madrid	Ms Carmen Mozo	34.2.594.47.93	34.2.594.52.23
France	TMO Consultants 22, rue du 4 Septembre F-75002 Paris	Ms Isabelle Crebassa	33.1.44.94.40.00	33.1.44..94.40.01
Ireland	LANSDOWNE Market Research 49, St. Stephen's Green EIR - Dublin 2	Mr Roger Jupp	353.1.661.34.83	353.1.661.34.79
Italia	PRAGMA Via.Salaria, 290 I-00199 ROMA	Ms Maria-Adelaide Santilli	39.6.884.881	39.6.844.88.298
Luxembourg	ILRES 6, rue du Marché aux Herbes L-1728 Luxembourg	Mr Charles Margue	352.47.50.21	352.46.26.20
Nederland	NIPO Grote Bickersstraat 74, 1013 KS NL-1013 NJ Amsterdam	Mr Vincent Groen	31.20.522.54.44	31.20.522.53.33
Austria	SPECTRA Brucknerstraase, 3-5/4 4020 Linz	Ms Jitka Nuemann	43.732.69.01	43.732.69.014
Portugal	METRIS Rua Visconde de Santarém 71/5° P-1000 Lisboa	Ms Mafalda Brasil	351.1.315.15.16	351.1.315.15.22
Finland	Marketing Development Center Itätuulenkuja 10 02100 Espoo	Mr Juhani Pehkonen	358.9.613.500	358.9.6135.0510
Sweden	TEMO AB Gärdsfogdevaägen, 5-7 S-17126 Solna	Mr Michael Söderström	46.8.629.60.90	46.8.28.64.28
Great Britain	RAS - INRA UK Monarch House, Victoria Road UK - LONDON W36RZ	Mr Stephen Conway	44.181.993.22.20	44.181.993.11.14

## C.2 Administrative Regional Units Unités Administratives Regionales

### BELGIQUE

Antwerpen  
Brabant Flamand  
Brabant Wallon  
Bruxelles  
Flandre Orientale  
Flandre Occidentale  
Hainaut  
Liège  
Limburg  
Luxembourg  
Namur

### DANMARK

Bornholm  
Fyn  
Hovedstadsområdet  
Jylland  
Sjælland, Lolland-Falster

### DEUTSCHLAND

Arnsberg  
Berlin-Ost  
Berlin-West  
Bremen  
Chemnitz  
Cottbus  
Darmstadt  
Detmold  
Dresden, Leipzig  
Düsseldorf  
Frankfurt-Oder  
Gera, Suhl  
Giessen  
Halle, Erfurt  
Hamburg  
Kassel  
Koblenz  
Köln  
Magdeburg  
Mittelfranken  
Münster  
Neubrandenburg  
Niederbayern  
Nordbaden-Karlsruhe  
Nordwürttemberg-Stuttgart  
Oberbayern  
Oberfranken  
Oberpfalz  
Potsdam  
RB Lüneburg  
RB Braunschweig  
RB Weser-EMS  
RB Hannover  
Rheinhausen-Pfalz  
Rostock  
Saarland  
Schleswig Holstein  
Schwaben  
Schwerin  
Südbaden-Freiburg  
Südwestfalen-Tübingen  
Trier  
Unterfranken

### ELLAS

Anatoliki Makedonia  
Anatoliki Sterea kai  
Ipeiros

Kentriki kai Dytiki  
Kriti  
Makedonia  
Nisia Anatolikou Aigaiou  
Nisia  
Peloponnisos & Dytiki  
Sterea  
Thessalia  
Thraki

### ESPAGNE

Andalucia  
Aragon  
Asturias  
Balears  
Canarias  
Cantabria  
Castilla-La Mancha  
Castilla-Leon  
Cataluna  
Extremadura  
Galicia  
La Rioja  
Madrid  
Murcia  
Navarra  
Pais Vasco  
Pais Valenciano

### FRANCE

Alsace  
Aquitaine  
Auvergne  
Basse Normandie  
Bourgogne  
Bretagne  
Centre  
Champagne-Ardenne  
Corse  
Côte d'Azur  
Franche-Comte  
Haute Normandie  
Ile de France  
Languedoc-Roussillon  
Limousin  
Lorraine  
Midi-Pyrénées  
Nord/Pas-de-Calais  
Pays de la Loire  
Picardie  
Poitou-Charentes  
Provence-Alpes  
Rhône-Alpes

### IRELAND

Connaught/Ulster  
Dublin  
Munster  
Rest of Leinster

### ITALIA

Basilicata  
Calabria  
Campania  
Emilia  
Friuli, Venezia, Giulia  
Lazio  
Liguria  
Lombardia

Marche  
Milano  
Molise e Abruzzi  
Puglie  
Sardegna  
Sicilia  
Toscana  
Trentino  
Umbria  
Valle d'Aosta/Piemonte  
Veneto

### LUXEMBOURG

Centre  
Est  
Nord  
Sud

### NEDERLAND

Drente  
Flevoland  
Friesland  
Gelderland  
Gröningen  
Limburg  
Noord-Brabant  
Noord-Holland  
Overijssel  
Utrecht  
Zeeland  
Zuid-Holland

### ÖSTERREICH

Burgenland  
Kärnten  
Niederösterreich  
Oberösterreich  
Steiermark  
Tirol  
Vorarlberg  
Wien

### PORTUGAL

Alentejo  
Algarve  
Azores  
Centro  
Lisboa e Vale do Tejo  
Madeira  
Norte

### SUOMI

Etelä-Savo  
Etelä-Karjala  
Etelä-Pohjanmaa  
Häme  
Kainuu  
Keski-Suomi  
Kymenlaakso  
Lappi  
Pirkanmaa  
Pohjois-Karjala  
Pohjois-Pohjanmaa  
Pohjois-Savo  
Satakunta  
Uusimaa  
Vaasan rannikkoseutu  
Varsinais-Suomi

### SVERIGE

Stockholm/Södertälje A-Region  
Gothenburgs A-region  
Malmö/Lund/Trelleborgs A-region  
Semi urban area  
Rural area

### UNITED KINGDOM

Avon, Gloucestershire  
Bedfordshire  
Berkshire  
Borders, Central, Fife,  
Buckinghamshire  
Cheshire  
Cleveland, Durham  
Clwyd, Dyfed  
Cornwall, Devon  
Cumbria  
Derbyshire,  
Dorset, Somerset  
Dumfries, Galloway  
East Anglia  
East/West Sussex  
Essex  
Grampians  
Greater Manchester  
Greater London  
Gwent  
Gwynedd, Powys  
Hampshire, Isle of Wight  
Hereford, & Worcester  
Hertfordshire  
Highlands, Islands  
Humberside  
Kent  
Lancashire  
Leicestershire,  
Lincolnshire  
Lothian, Tayside  
M-S-W Glamorgan  
Merseyside  
North Yorkshire  
Northamptonshire  
Northumberland  
Nottinghamshire  
Oxfordshire  
Shropshire, Staffordshire  
South Yorkshire  
Strathclyde  
Surrey  
Tyne & Wear  
Warwickshire  
West Yorkshire  
West Midlands (county)  
Wiltshire

### NORTHERN IRELAND

### C.3 Sample Specifications - Standard Eurobarometer 48.0

Between 12th October and 16 November 1997, INRA (EUROPE), a European Network of Market and Public Opinion Research agencies, carried out wave 48.0 of the standard Eurobarometer, on request of the European Commission.

The Eurobarometer 48.0 covers the population of the respective nationality of the European Union Member States, aged 15 years and over, resident in each of the member states. The basic sample design applied in all member states is a multi-stage, random (probability) one. In each EU country, a number of sampling points was drawn with probability proportional to population size (for a total coverage of the country) and to population density.

For doing so, the points were drawn systematically from all "administrative regional units", after stratification by individual unit and type of area. They thus represent the whole territory of the member states according to the EUROSTAT-NUTS II (or equivalent) and according to the distribution of the resident population of the respective EU-nationalities in terms of metropolitan, urban and rural areas. In each of the selected sampling points, a starting address was drawn, at random. Further addresses were selected as every Nth address by standard random route procedures, from the initial address. In each household, the respondent was drawn, at random. All interviews were face-to-face in people's homes and in the appropriate national language. For weighting and analysis these BASIC regional units were combined in NUTS I areas or equivalent in order to obtain a minimum of 200 cases per region.

Countries	Institutes	Number of Interviews	Field Work Dates	Population 15+ (x 000)
Belgium	MARKETING UNIT - INRA BELGIUM	1041	20/10 - 03/11	8 356
Denmark	GFK DANMARK	1000	15/10 - 11/11	4 087
Germany (East)	INRA DEUTSCHLAND	1036	12/10 - 04/11	13 608
Germany (West)	INRA DEUTSCHLAND	1026	12/10 - 04/11	52 083
Greece	KEME	1012	13/10 - 12/11	7 474
Spain	INRA ESPAÑA	1000	22/10 - 03/11	28 075
France	TMO Consultants	1005	20/10 - 03/11	43 590
Ireland	LANSDOWNE Market Research	1002	20/10 - 12/11	2 549
Italy	PRAGMA	1011	20/10 - 31/10	44 495
Luxembourg	ILReS	620	14/10 - 10/11	372
The Netherlands	NIPO	1003	17/10 - 15/11	11 232
Austria	SPECTRA	1023	17/10 - 03/11	6 044
Portugal	METRIS	1000	18/10 - 05/11	7 338
Finland	MARK. DEVELOPMENT CENTER	1032	20/10 - 11/11	4 017
Sweden	TEMO	1000	20/10 - 16/11	7 808
Great Britain	RAS - INRA UK	1064	13/10 - 10/11	44 225
Northern Ireland	ULSTER MARKETING SURVEYS	311	23/10 - 10/11	1 159
Total number of interviews		16186		

For each country a comparison between the sample and the universe was carried out. The Universe description was derived from EUROSTAT population data. For all EU member-countries a national weighting procedure, using marginal and intercellular weighting, was carried out based on this universe description. As such in all countries, minimum sex, age, region NUTS II and size of locality were introduced in the iteration procedure. For international weighting (i.e. EU averages), INRA (EUROPE) applies the official population figures as published by EUROSTAT in the Regional Statistics Yearbook of 1989 or national CENSUS data. The total population figures for input in this post-weighting procedure are listed above.

The results of the Eurobarometer studies are reported in the form of tables, datafiles and analyses. Per question a table of results is given with the full question text (English and French) on top; the results are expressed 1) as a percentage on total base and 2) as a percentage on the number of "valid" responses (i.e. "Don't Know" and "No Answer" excluded). All Eurobarometer datafiles are stored at the Zentral Archiv (Universität Köln, Bachemer Strasse, 40, D-5000 Köln 41). They are at the disposal of all institutes members of the European Consortium for Political Research (Essex), of the Inter-University Consortium for Political and Social Research (Michigan) and of all those interested in social science research. The results of the Eurobarometer surveys are analysed and made available through the Unit "Public Opinion Surveys and Research" of DG X of the European Commission, "Eurobarometer", Rue de la Loi 200, B-1049 Brussels.

Readers are reminded that survey results are estimations, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples of about 1.000 interviews, the real percentages vary within the following confidence limits :

Observed percentages	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Confidence limits	± 1.9%	± 2.5%	± 2.7%	± 3.0%	± 3.1%

### C.3 Specifications de l'Echantillon - Eurobaromètre Standard 48.0

Entre 12 octobre et 16 novembre 1997, INRA (EUROPE), un réseau européen d'agences d'études de marché et d'opinion publique, a réalisé la vague 48.0 de l'Eurobaromètre standard, à la demande de la Commission Européenne.

L'Eurobaromètre 48.0 couvre la population nationale - ayant la nationalité d'un des pays membres de l'Union Européenne - de 15 ans et plus, résident dans chaque Etat membre de l'Union Européenne. Le principe d'échantillonnage appliqué dans tous les Etats membres est une sélection aléatoire (probabiliste) à multiples phases. Dans chaque pays UE, divers points de chute ont été tirés avec une probabilité proportionnelle à la taille de la population (afin de couvrir la totalité du pays) et à la densité de la population.

Pour ce, ces points de chute ont été tirés systématiquement dans chacune des "unités régionales administratives", après avoir été stratifiés par unité individuelle et par type de région. Ils représentent ainsi l'ensemble du territoire des Etats membres, selon les EUROSTAT-NUTS II et selon la distribution de la population résidente nationale en termes de régions métropolitaines, urbaines et rurales. Dans chacun des points de chute sélectionnés, une adresse de départ a été sélectionnée aléatoirement. D'autres adresses (chaque Nème adresse) ont ensuite été sélectionnées par des procédures de "random route" à partir de l'adresse initiale. Dans chaque ménage, le répondant a été tiré aléatoirement. Toutes les interviews ont été réalisées en face à face chez les répondants et dans la langue nationale appropriée. Pour effectuer la pondération et l'analyse, ces "unités régionales administratives" de base ont été combinées en région NUTS I ou leur équivalent afin d'obtenir un minimum de 200 individus par région.

Pays	Instituts	Nombre d'Interviews	Dates de Terrain	Population 15+ (x 000)
Belgique	MARKETING UNIT- INRA BELGIUM	1041	20/10 - 03/11	8 356
Danmark	GFK DANMARK	1000	15/10 - 11/11	4 087
Allemagne (Est)	INRA DEUTSCHLAND	1036	12/10 - 04/11	13 608
Allemagne (Ouest)	INRA DEUTSCHLAND	1026	12/10 - 04/11	52 083
Grece	KEME	1012	13/10 - 12/11	7 474
Espagne	INRA ESPAÑA	1000	22/10 - 03/11	28 075
France	TMO Consultants	1005	20/10 - 03/11	43 590
Irlande	LANSDOWNE Market Research	1002	20/10 - 12/11	2 549
Italie	PRAGMA	1011	20/10 - 31/10	44 495
Luxembourg	ILRES	620	14/10 - 10/11	372
Les Pays Bas	NIPO	1003	17/10 - 15/11	11 232
Autriche	SPECTRA	1023	17/10 - 03/11	6 044
Portugal	METRIS	1000	18/10 - 05/11	7 338
Finlande	MARK. DEVELOPMENT CENTER	1032	20/10 - 11/11	4 017
Suède	TEMO	1000	20/10 - 16/11	7 808
Grande Bretagne	RAS - INRA UK	1064	13/10 - 10/11	44 225
Irlande du Nord	ULSTER MARKETING SURVEYS	311	23/10 - 10/11	1 159
Nombre total		16186		

Dans chaque pays, l'échantillon a été comparé à l'univers. La description de l'univers se base sur les données de population EUROSTAT. Pour tous les Etats membres EU, une procédure de pondération nationale a été réalisée (utilisant des pondérations marginales et croisées), sur base de cette description de l'univers. Dans tous les pays, au moins le sexe, l'âge, les régions NUTS II et la taille de l'agglomération ont été introduits dans la procédure d'itération. Pour la pondération internationale (i.e. les moyennes EU), INRA (EUROPE) recourt aux chiffres officiels de population, publiés par EUROSTAT dans l'Annuaire 1989 des Statistiques Régionales. Les chiffres complets de la population, introduits dans cette procédure de post-pondération, sont indiqués ci-dessus.

Les résultats des études Eurobaromètre sont analysés et sont présentés sous forme de tableaux, de fichiers de données et d'analyses. Pour chaque question, un tableau de résultats est fourni, accompagné de la question complète (en anglais et en français) en tête de page; ces résultats sont exprimés 1) en pourcentage calculé sur la base totale et 2) en pourcentage calculé sur le nombre de réponses "valables" (i.e. "Ne sait pas" et "Sans réponses" exclus). Tous les fichiers de données de l'Eurobaromètre sont déposés au Zentralarchiv (Universität Köln, Bachemer Strasse 40, D-5000 Köln 41). Ils sont à la disposition de tous les instituts membres du "European Consortium for Political Research" (Essex), du "Inter-University Consortium for Political and Social Research" (Michigan) et de toute personne intéressée par la recherche en sciences sociales. Les résultats des enquêtes Eurobaromètre sont analysés par l'unité "Sondages et Analyse de l'Opinion Publique" de la DG X de la Commission Européenne, "Eurobaromètre", Rue de la Loi 200, B-1049 Bruxelles ; ils peuvent être obtenus à cette adresse. Il importe de rappeler aux lecteurs que les résultats d'un sondage sont des estimations dont l'exactitude, toutes choses égales par ailleurs, dépend de la taille de l'échantillon et du pourcentage observé. Pour des échantillons d'environ 1.000 interviews, le pourcentage réel oscille dans les intervalles de confiance suivants :

Pourcentage observé	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Intervalle de confiance	± 1.9%	± 2.5%	± 2.7%	± 3.0%	± 3.1%

## C.4 Socio-Demographic and Socio-Political Variables used in cross tabulations

### C.4.1 Current occupation of the respondent

Slightly more than half of our representative sample of the EU public (55%) is in paid employment. Answers to the question "What is your occupation?" show the following distribution:

**Occupation of the person interviewed (n = 15.900)**  
(weighted percentage for EU 15+)

**EB**  
**48.0**

#### Self - employed

(1) Farmer	1%
(2) Fishermen	0%
(3) Professional (lawyer, medical practitioner, accountant, etc.)	2%
(4) Owners of shops or companies, craftsmen, self-employed persons	5%
(5) Business proprietors, owner (full or partner) of a company	2%

#### Employed

(6) Employed professional (employed lawyer, practitioner, accountant)	2%
(7) General management, director or top management	2%
(8) Middle management, other management	6%
(9) Employed position, working mainly at a desk	9%
(10) Employed position, not at a desk but travelling (salesmen, driver)	3%
(11) Employed position, not at a desk, but in a service job (hospital, restaurant, police, firemen, etc)	6%
(12) Supervisors	1%
(13) Skilled manual workers	10%
(14) Other (unskilled) manual workers, servants	6%

#### Non-active

(15) Responsible for ordinary shopping and looking after the home, or without any current occupation, not working	11%
(16) Student	9%
(17) Unemployed or temporarily not working	7%
(18) Retired or unable to work through illness	19%

### C.4.2 Main economic activity scale

The main economic activity scale is based on the following combination/selection of the respondent occupation variable:

- (1) **Self employed** = Farmer + Fisherman + Professional (lawyer, medical practitioner, accountant, architect, etc) + Owner of a shop, craftsmen, other self employed person + Business proprietors, owner (full or partner) of a company
- (2) **Managers** = Employed professional (employed doctor, lawyer, accountant, architect, etc) + General management, director or top management (managing directors, director general, other director) + Middle management, other management (department head, junior manager, teacher, technician)
- (3) **Other white collars** = Employed position, working mainly at a desk + Employed position, not at a desk but travelling (salesmen, driver, etc)
- (4) **Manual Workers** = Employed position, not at a desk, but in a service job (hospital, restaurant, police, fireman, etc) + Supervisor + Skilled manual worker + Other (unskilled) manual worker, servant
- (5) **House persons** = Responsible for ordinary shopping and looking after the home, or without any current occupation, not working
- (6) **Unemployed** = Unemployed or temporarily not working.
- (7) **Retired** = Retired or unable to work through illness
- (8) **Still studying** = Student

In the tables, the category "Still studying" is displayed as part of the Terminal Education Age variable

### C.4.3 Terminal education age

Terminal education age represents recoded categories of answers to the following question :

*"How old were you when you stopped full-time education?"*

Respondents are grouped into the following 4 categories :

- (1) respondents who left school at age fifteen or younger
- (2) respondents who left school at ages 16 to 19
- (3) respondents who stayed in school until they were aged 20 or older
- (4) respondents who are still studying

### C.4.4 Opinion leadership Index

The opinion leadership index is created on the basis of answers to the following two questions :

(A) *"When you get together with your friends, would you say you discuss political matters frequently, occasionally or never?"*

(B) *"When you, yourself hold a strong opinion, do you ever find yourself persuading your friends, relatives or fellow workers to share your views? If so, does this happen often, from time to time or rarely?" (No = never).*

Labels are : ++, +, -, --. Interviewees giving affirmative answers to both questions are labelled ++, interviewees giving negative answers to both questions are labelled --. Middle categories are constituted correspondingly.

### C.4.5 Media use index

The media use index is created on the basis of answers to the following question :

*"About how often do you watch the news on television, read the news in the daily papers, listen to news broadcasts on the radio, Everyday, several times a week, once or twice a week, less often, never?"*

- +++ News on TV/radio/papers every day or several times a week
- ++ Two media everyday or several times a week; the third medium, not more than once or twice a week
- One of the three media everyday or several times a week; the two others, not more than once or twice a week
- The three media no more than once or twice a week

### C.4.6 Self-placement on the left-right scale

The left-right scale is based upon answers to the following question :

*"In political matters, people talk of the "left" and the "right. How would you place your views on this scale?" (Show card - do not prompt - the 10 Boxes of the card are numbered. Ring choice. If contact hesitates, ask him to try again)*

Left	1	2	3	4	5	6	7	8	9	10	Right
------	---	---	---	---	---	---	---	---	---	----	-------

In this report, those who reply are grouped in tertiles of the one third of respondents placing themselves most left, the one third most right, and the centre third, for each country. The usual weighting according to each country's population aged 15 and more is applied.

### C.4.7 Self-perceived knowledge scale

The self-perceived knowledge scale represents recoded answers to the following question :

*"Using this scale, how much do you feel you know about the European Union, its policies, its institutions?" (SHOW CARD WITH SCALE)*

Know nothing at all	1	2	3	4	5	6	7	8	9	10	Know a great deal
---------------------	---	---	---	---	---	---	---	---	---	----	-------------------

In the tables, the scale is recoded to three categories : codes 1-3; codes 4-7; and codes 8-10.