

European Union citizens and agriculture from 1995 to 2003

Publication: September 2004

This report was requested by the Agriculture Directorate-General and coordinated by Directorate General Press and Communication. It was written by Rosario Spadaro, the European Opinion Research Group EEIG. The original language of this document is English.

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.

Table of Contents

INTRODUCTION	4
EXECUTIVE SUMMARY	5
Chapter 1. European Union citizens' expectations and priorities.....	6
1. A majority of European Union citizens are aware that the European Union is active in agriculture	6
2. Decisions concerning agriculture should be taken at the EU level	8
Chapter 2. European Union agricultural policy.....	14
1. Few people have heard of the common agricultural policy.....	14
2. Quality, safety and affordability are the main benefits of the common agricultural policy....	17
3. The CAP should aim at ensuring healthy and safe food products as well as protecting the environment	22
3.1. EU citizens' perception of the roles of the CAP between 2001 and 2003.....	22
3.2. Top priorities for the CAP in the 1990s	31
3.3. Top priorities did not change much since 1995	33
4. The common agricultural policy fulfils its role rather well.....	34
5. Television and newspapers are EU citizens' main sources of information about the common agricultural policy	38
6. Changes to the common agricultural policy	39
Chapter 3: Quality of food products	42
1. Main responsibilities of farmers in our society	42
1.1. Supplying the population with healthy food.....	43
1.2. Protecting the environment by cultivating the land	44
2. The price to pay for quality food.....	46
2.1. EU citizens' definition of quality food	46
2.2. Are EU citizens prepared to pay more for quality food products?.....	48
3. Quality food labels	50
3.1. Quality food labels are not well known.....	50
3.2. A European Quality Label is relatively well accepted	56
ANNEXES.....	60

Table of figures

Figure 1.....	7
Figure 2.....	9
Figure 3.....	10
Figure 4.....	12
Figure 5.....	15
Figure 6.....	15
Figure 7.....	17
Figure 8.....	18
Figure 9.....	19
Figure 10.....	19
Figure 11.....	23
Figure 12.....	24
Figure 13.....	24
Figure 14.....	25
Figure 15.....	25
Figure 16.....	26
Figure 17.....	35
Figure 18.....	36
Figure 19.....	37
Figure 20.....	40
Figure 21.....	43
Figure 22.....	44
Figure 23.....	45
Figure 24.....	48
Figure 25.....	51
Figure 26.....	52
Figure 27.....	53
Figure 28.....	53
Figure 29.....	57
Figure 30.....	57

Index of tables

Table 1	29
Table 2	47

INTRODUCTION

Over the last ten years, the Standard Eurobarometer surveys have polled European Union citizens' attitude towards the Common agricultural policy, their perception of the objectives it should pursue and its main benefits. The quality of food products has also been dealt with in these surveys.

This report presents the main findings of a representative selection of questions asked in the Standard Eurobarometer in the 1995-2003 period about the common agricultural policy and the quality of food products. It intends to give an overview of the evolution of people's perception of the CAP, its objectives, its benefits and how they evaluate the changes that were brought to the CAP over the years. More specifically the following topics will be covered:

- The awareness of the areas where the European Union is active
- The policy areas where the European Union should be active
- EU citizens' awareness of the common agricultural policy
- The perceived benefits of the CAP, its role and objectives
- People's evaluation of the way the CAP fulfils its role
- The sources of information most used by the EU citizens to get information about the CAP
- EU citizens' attitude towards changes brought to the CAP
- EU citizens' perception of farmers' responsibilities in our society
- The price EU citizens are ready to pay for quality food products
- EU citizens' attitude towards quality food labels

When relevant, our analysis will be completed by results obtained in the Flash Eurobarometer surveys¹ and in the Candidate Countries Eurobarometer surveys².

All the questions used in this report as well as the reference to the Eurobarometer surveys in which these questions were asked (year and wave number) are annexed.

¹ Gallup Europe

² The Gallup Organization

EXECUTIVE SUMMARY

Agriculture is the EU's policy area European citizens are most aware of. Moreover, a majority thinks that decisions in this area should be made at the European Union level. Besides, to make progress in the building of Europe, EU citizens consider a common agricultural policy as a necessity, along with environmental and social policies.

Speaking of the common agricultural policy, EU citizens seem poorly informed of it. Although a majority knows that the European Union is active in this area, the Standard Eurobarometer of 1995 as well as the Flash Eurobarometer of 2000 showed that a majority had never seen nor heard anything of the CAP itself. This is particularly the case in Italy, Spain, Austria and Sweden. In general, low levels of awareness were more likely to be observed among women, people aged 15-24 years old and over 54 and the least educated. This suggests that there is room for communication on that subject.

A fair share of EU citizens think that the CAP benefits consumers first as it ensures the quality, safety and affordability of food products. In 2001, 2002 and 2003, citizens in all Member States were indeed unanimous to say that ensuring that agricultural products are healthy and safe is the first role the CAP should play. Promoting the respect of the environment came closely behind.

Although less than 50% of EU citizens think that the European Union fulfils its objectives rather well in the area of agriculture, it is encouraging to note that the new directions the CAP has taken recently are widely supported across the EU Member States, especially in Ireland and Austria.

Lastly, the quality of food products is an important issue for EU citizens, particularly in the Northern countries. Indeed, EU citizens would be ready to pay more to have, for instance, quality meat and vegetables. Besides, people would be more trusting in the quality of food product if the European Union could guarantee the origin or the way a product is made/produced. A majority of EU citizens support the idea of a European quality label, especially in the Southern countries. However, there is a need for more information about quality labels, as most of the people have never heard of them.

Chapter 1. European Union citizens' expectations and priorities

This chapter intends to present EU citizens' awareness of the policy areas where the European Union is active and try to confront these results with people's expectation concerning the areas where the European Union should commit more. Besides, it will be interesting to analyse EU citizens' top priorities in terms of policy areas.

1. A majority of European Union citizens are aware that the European Union is active in agriculture

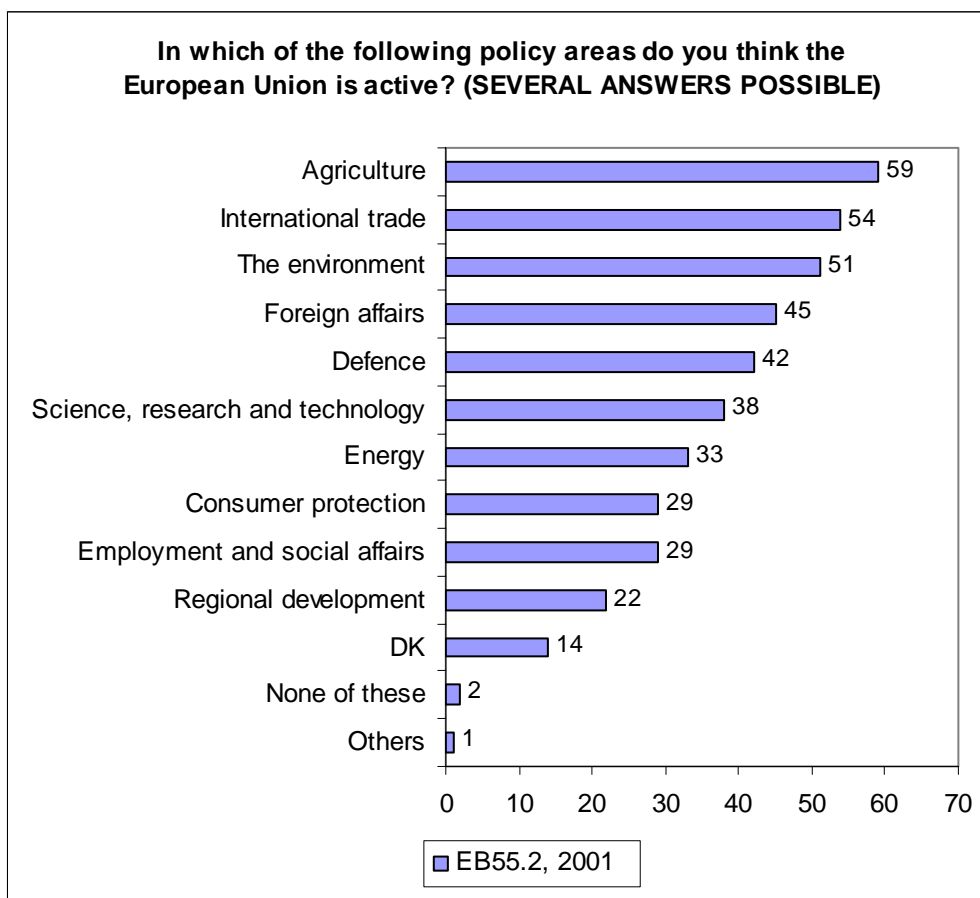
In Eurobarometer 55.2 of 2001 (Q.24), European Union citizens were asked to choose from a list of policy areas those in which they thought the European Union is active. The response most often cited was "agriculture" (59% of the total sample). 54% thought the European Union to be active in "international trade" and 51% in "the environment" (see *Figure 1*, next page).

Looking at the results by country, it appeared that in 13 countries out of 15, agriculture ranks first. In Portugal, it ranks second just after "the environment" and in Italy the response that collected the highest figure was "international trade", then "agriculture" and "the environment" (they both ranked second).

Awareness of the EU active participation in agriculture has always been high among EU citizens. Already in 1992, when this question was asked for the first time³ to the EU citizens (12 Member States), agriculture was the first area mentioned (same result as in 2001: 59% of the total sample).

³ The list of policy areas was shorter than that of 2001. Therefore, particular caution has to be taken when comparing results of both waves.

Figure 1



Socio-demographic analysis

The socio-demographic analysis showed that women were less aware than men about the policy areas where the European Union is active. 18% indeed said “don’t know” (against 10% of men). Among those who answered the question, no difference could be found between men and women in the profile of responses given.

2. Decisions concerning agriculture should be taken at the EU level

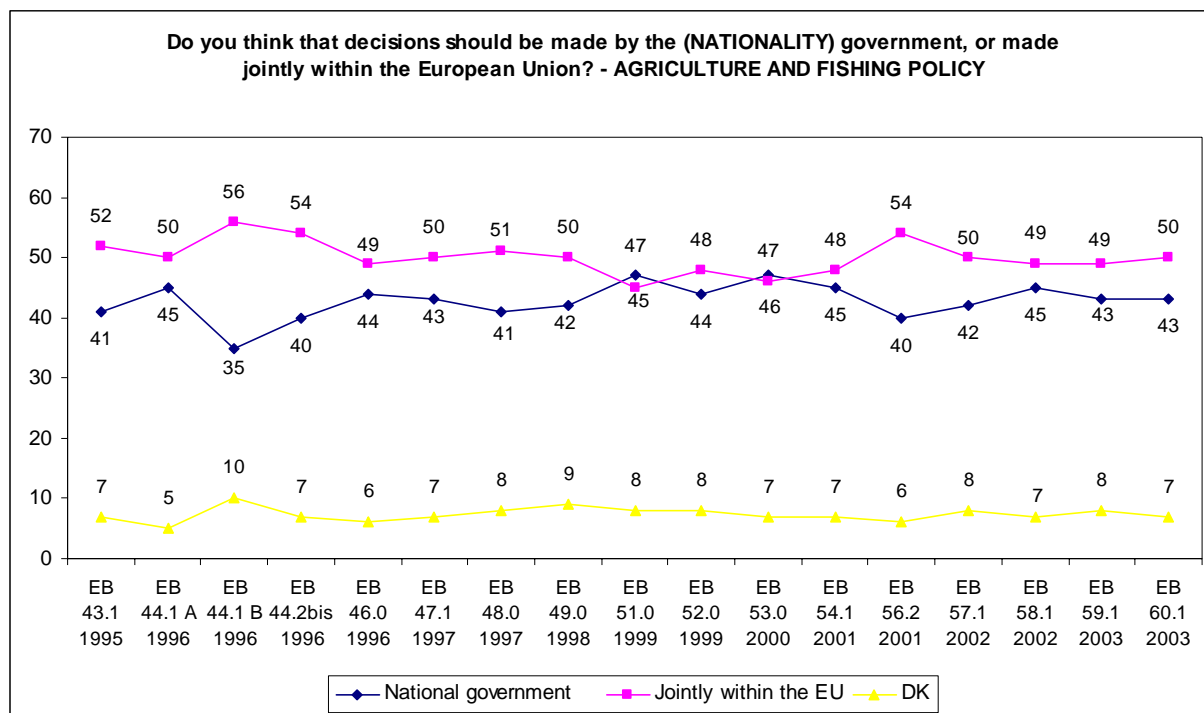
Several times in the last ten years, the Eurobarometer surveys polled EU citizens about the policy areas where they would see an active participation of the European Union.

The first question that will be developed in this section had been asked several times between 1995 and 2003. People were presented a list of policy areas and asked to say for each of them if decisions should be made by their national government or made jointly within the European Union. Looking closely at people's opinion regarding agriculture and fishing policy in this period, it appeared that, almost every time the question was asked, the proportion of people who thought that decisions should be made at the European Union level was greater than that of people who thought decisions should be made at national level (see *Figure 2*, next page). The highest peaks were recorded beginning of 1996 (56% of "jointly within European Union") then in Spring 1996 (54%) and in 2001 (54%). In 2003 they were 50% to think that decisions should be made at the European Union level (against 43% who said it should be at national level).

The opposite trend was only observed two times in the 1995-2003 period: at the end of the first semester of 1999 (EB51.0: 47% of "national government" against 45% of "jointly within European Union") and 2000 (EB53.0: 47% of "national government" against 46% of "jointly within European Union").

While in 2003 people in Belgium, Spain, the Netherlands and Germany were almost 60% to agree with the fact that decisions concerning agriculture and fishing policy should be made jointly within the European Union, only 21% of people in Finland, 38% in Austria, 39% in Sweden and the UK and 42% in Luxemburg thought so. In these last 5 countries, a majority agree with the idea that decisions concerning agriculture and fishing policy should be made at national level. However, time series analysis showed that over the years, opinions on that matters have varied especially in Luxemburg. In this country, a majority of people usually agreed with the idea that agriculture and fishing policy has to be decided jointly within the European Union. The highest support for this idea was found in June 1995 (EB43.1): 65% of Luxemburgers had answered "jointly within European Union". Since then, this figure gradually fell down to reach 44% in May 99 (EB51.0) and after a slight increase between December 1999 (EB52.0) and December 2001 (EB56.2), it continued decreasing to reach its lowest level in November 2003 (EB60.1).

Figure 2



Socio-demographic analysis

Looking at the 2003 results, it appeared that men were more likely than women to accept the idea that decisions concerning agriculture and fishing policy should be made jointly within the European Union (53% against 47% of women). On the other hand, more women than men could not answer the question (9% of women answered “don’t know” against 5% of men).

People aged 40-54 years old were more inclined than younger people to choose the response “jointly within the European Union” (53% against 48% of those aged 15-24 years old). It was also the case of the most educated compared to the least educated (60% of those who ended full-time education at the age of 20 or beyond against 45% of those schooled until 15 or before) and managers (63% against an EU average of 44%).

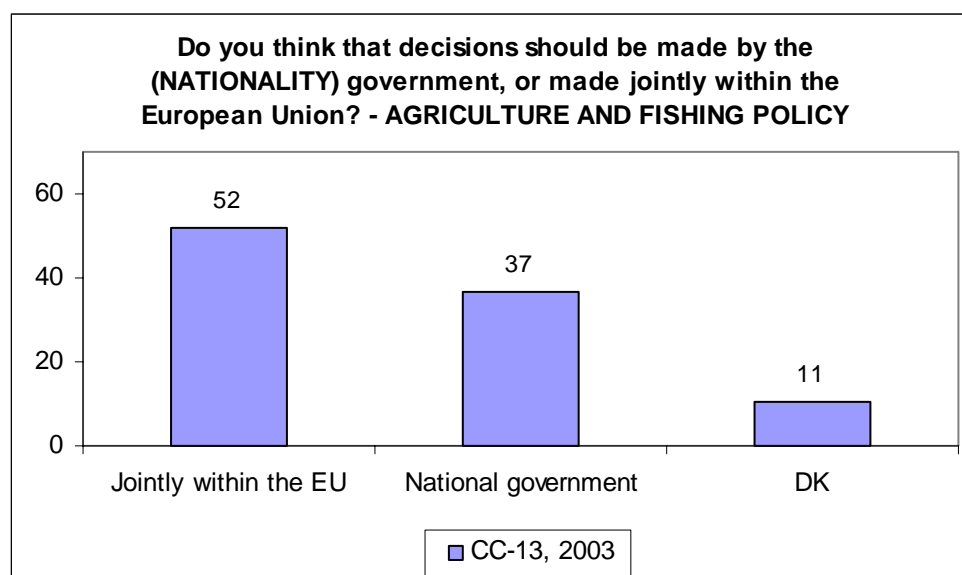
Opinion in the Candidate countries

In 2003, the same question had also been asked in the 13 Candidate Countries⁴.

It is interesting to note that people in the CC13 were slightly more likely than people in the EU15 to agree with the idea that decisions concerning agriculture and fishing policy should be made jointly within the European Union (52% against 50% in the EU15 in 2003). They were only 37% to think it should be made at national level (against 43% in the EU15). Time series analysis showed that Candidate Countries have always been in favour of the idea that decisions should be made jointly within the European Union. The only exception was found in the first wave of 2003 where people were more in favour of decisions made by the national government (46% against 44% of “jointly within the European Union”).

The following figure illustrates the results obtained in the CC-13:

Figure 3



As seen in the first section, a majority of European Union citizens were aware of the fact that the European Union is active in the area of agriculture. Besides, they agreed with the fact that decisions in this area are made jointly within the European Union. Results collected in EB55.2 (Q25) of 2001 give a further illustration of this trend. European Union citizens were presented the same list of policy areas as seen in the first section and asked to say for each them whether the European Union should be active in it or not. It is interesting to note that for each of these, a majority of respondents answered positively. In particular, more than 8 citizens out of ten, thought that the European Union should be active in the area of the environment (86%), agriculture (81%) and science/research/technology (80%). Regional development is the area that collected the least positive responses (56%).

⁴ Candidate Countries Eurobarometer 2003.4, Q42.

Evidence of a relatively strong support for a common agricultural policy was found in EB44.2bis of 1996 and EB47.2 of 1997. The question put to respondents intended to sound public opinion on the necessary basis for the building of Europe. The question was the following:

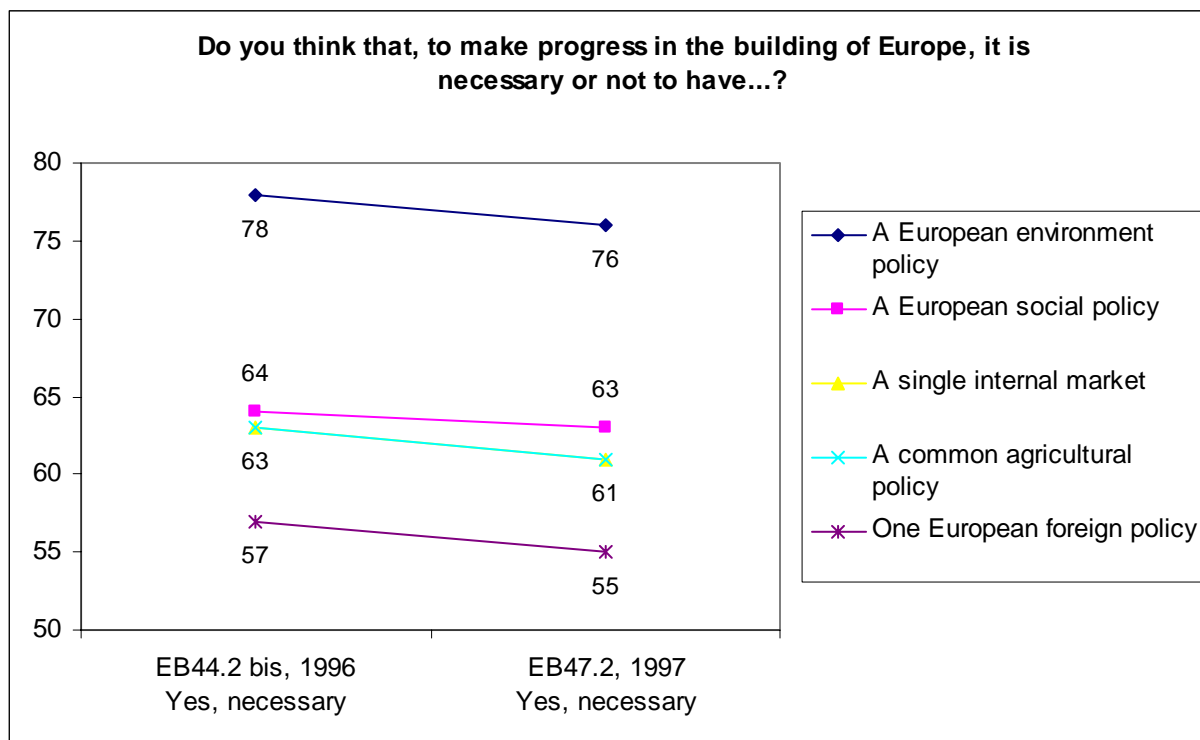
“Do you think that, to make progress in the building of Europe, it is necessary or not to have...?”

- *...a single internal market*
- *...a common agricultural policy*
- *...a European social policy*
- *...a European environment policy*
- *...one European foreign policy*
- *...one army*
- *...one European currency*
- *...one tax system*
- *...an elected European government*
- *...a European citizenship in addition to our (NATIONAL) citizenship”*

From the results of this question it appeared that in 1996 as well as in 1997, a majority of EU citizens agreed with 9 of the 10 items presented to them. The only thing they did not agree with is the necessity to have one army.

As seen in *Figure 4* on the next page, the most important element according to more than three-quarters of EU citizens was a European environment policy (76% in 1997 against 78% in 1996). A European social policy came second with 63% of positive answers (64% in 1996), closely followed by a single internal market and a common agricultural policy (same figures for both responses: 61% in 1997 against 63% in 1996).

Figure 4



Focussing on the EU citizens who, in the 1997 survey agreed with the fact that a common agricultural policy was a necessity in the building of Europe, and highlighting the differences in response across the 15 Member States, it is first interesting to note that in most of them, more than 50% of people agreed with the necessity of a common agricultural policy. In the Netherlands, Greece and Luxembourg it concerned more than 70% of the population. Finland (33% of “yes, necessary” against 57% of “no, not necessary”) and Sweden (38% of positive answers against 53% of negative answers) are the only countries where a majority of citizens said that a common agricultural policy was not a necessity.

Compared with the 1996 survey, support for the common agricultural policy had fallen in most of the countries. The greatest fall had been recorded in Austria (-12 points), Finland and Belgium (-8 points both). On the other hand, support for the agricultural policy had grown in Luxembourg (+7 points), the Netherlands (+3 points), Sweden and the UK (+2 points each).

Socio-demographic analysis

Men were more likely than women (66% against 56%) to consider a common agricultural policy as a necessity to make progress in the building of Europe. This feeling was more shared by people aged 40-54 years old (63%) than the youngest (59% of 15-24 year olds) or those who were 55 and over. It also increased with the level of education: 56% of those who finished their full-time education before 16 years old, 61% of those who finished it between 16 and 19 years old and 68% of the most educated. People who supported a common agricultural policy most were found among the managers (69%) and the self-employed (67%).

As a conclusion:

- Agriculture is the policy area where EU action is the most evident.
- Decisions in the area of agriculture are best to be taken at the European level.
- To make progress in the building of Europe, EU citizens think it is necessary to have a common agricultural policy.

Chapter 2. European Union Agricultural Policy

“The common agricultural policy has its roots in the 1950’s Western Europe, whose societies had been damaged by years of war, and where agriculture had been crippled and food supplies could not be guaranteed. The early CAP reflected the need to maintain and increase food production. Over the years, the CAP involved much more than the payment of subsidies to farmers to encourage food production. Environmental objectives, landscape preservation, the viability of rural economies and their cultural heritage, food quality, animal health and welfare standards have become prominent issues”.⁵

Do European Union citizens know what the CAP is? According to EU citizens, what are the benefits of the CAP, its roles and objectives? What is EU citizens’ assessment of the role played by the CAP? Do they see the recent changes brought to the CAP a good thing? These questions will be developed in the following sections.

1. Few people have heard of the common agricultural policy

In 1995, the Standard Eurobarometer survey asked EU citizens to what extent they were aware of the common agricultural policy (CAP)⁶. Results at that time showed a clear lack of knowledge about the CAP at the European Union level. Indeed, only 39% of those polled said they had already heard or read something about the CAP (see *Figure 5*, next page). On the other hand, a large majority (54%) had not. As seen in *Figure 6* on the next page, the lowest level of awareness was found in Italy (17%), Spain (21%), Austria (23%) and Sweden (24%) whereas the highest level was found in France (73%), Denmark and Ireland (66% each), the Netherlands (60%) and the UK (53%).

⁵ http://europa.eu.int/comm/agriculture/publi/capleaflet/cap_en.htm

⁶ EB43.1 bis Q.53.

Figure 5

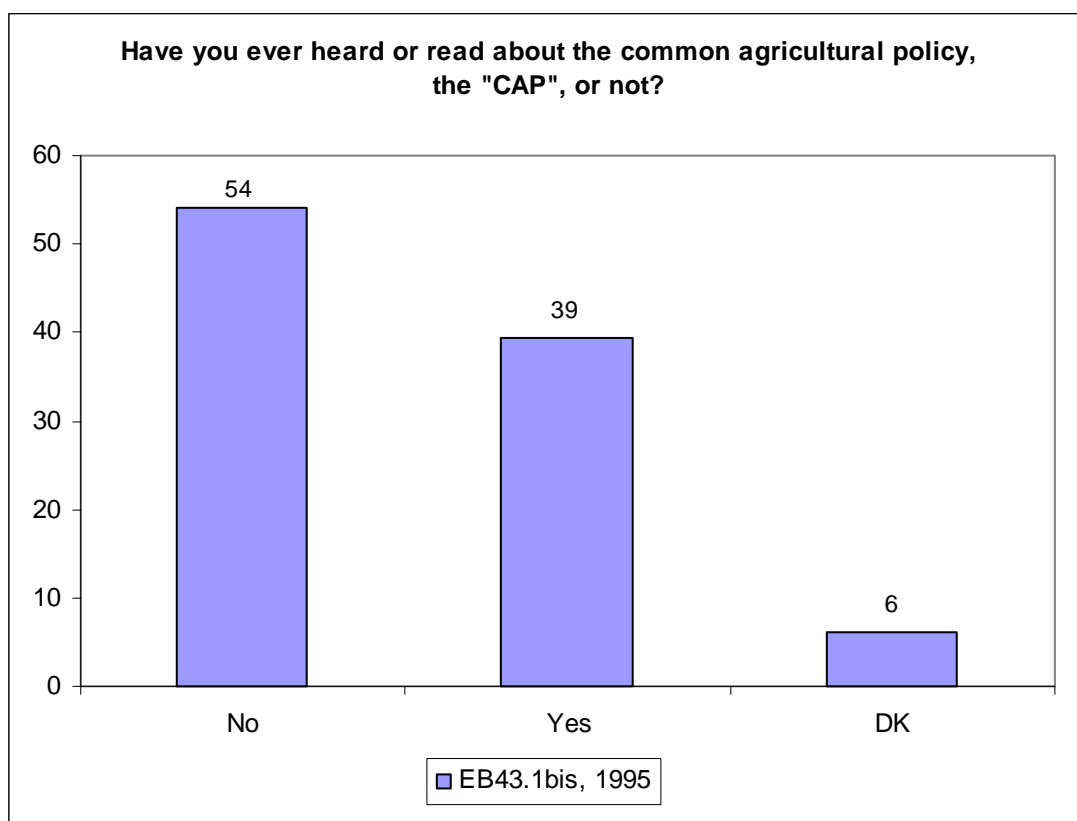
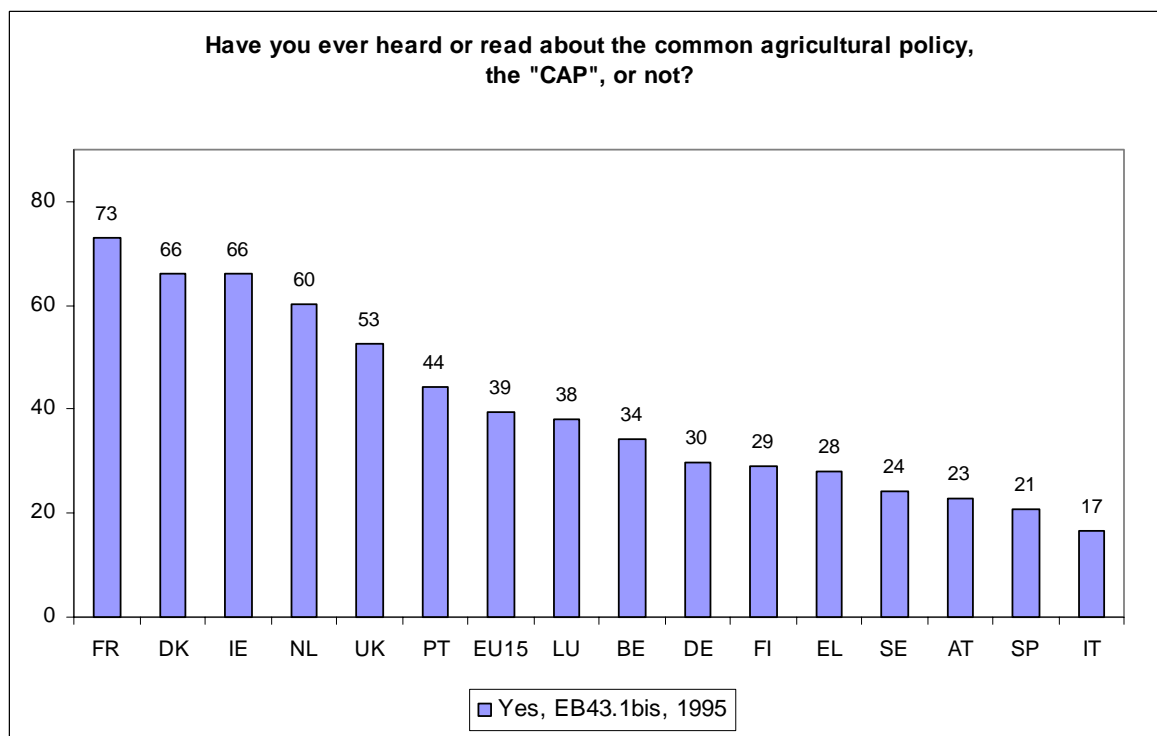


Figure 6



A Flash Eurobarometer survey carried out in 2000 asked a similar question⁷:

“The European Union has been dealing with agricultural issues for a long time. Have you seen or heard anything about its action, the “common agricultural policy” or the “Agricultural Common Market”?”. The results were the following:

19% had already seen or heard something about the CAP, 8% “the Agricultural Common Market”, 21% said they heard something but could not give any reference and especially 50% had not seen or heard anything at all.

When one thinks that 44% of expenditures in the total budget of the European Union was devoted to the CAP in 2000, these results call for better information among the general public.

Socio-demographic analysis

Looking at the results obtained in the Flash EB85 of 2000, it appeared that men were more likely than women to have heard something about the CAP. Indeed, 23% of men against 15% of women have seen or heard something about it. Besides, 56% of women against 44% of men admitted that they have not seen nor heard about the action of the European Union in this field.

Awareness about the CAP is the highest among the intermediate age categories (21% among those aged 25-39 years old and 22% among those aged 40-54 years old against 14% among the youngest and 17% among the oldest) and among the most educated (31% against 11% of the least educated). This is also the case of the self-employed, the managers and the other white-collars compared to other occupation categories.

Opinion in the Candidate Countries (CC)

In 2002, people in the CC13 were also asked to say whether they had already seen or heard about the EU actions in agricultural issues or the common agricultural policy. Although it was asked two years after the survey carried out in the EU15, it is interesting to note that Candidate Countries' citizens are as little informed as EU15 citizens. Indeed, only 20% had already heard about the CAP in CC13 (19% in the EU15 in 2000) and another 21% said they had heard something about the EU actions but could not remember something in particular. Besides, 49% said they had not heard anything.

⁷ Flash Eurobarometer survey 85, Q.2.

2. Quality, safety and affordability are the main benefits of the common agricultural policy

European Union agricultural policy aims to benefit consumers as well as farmers.

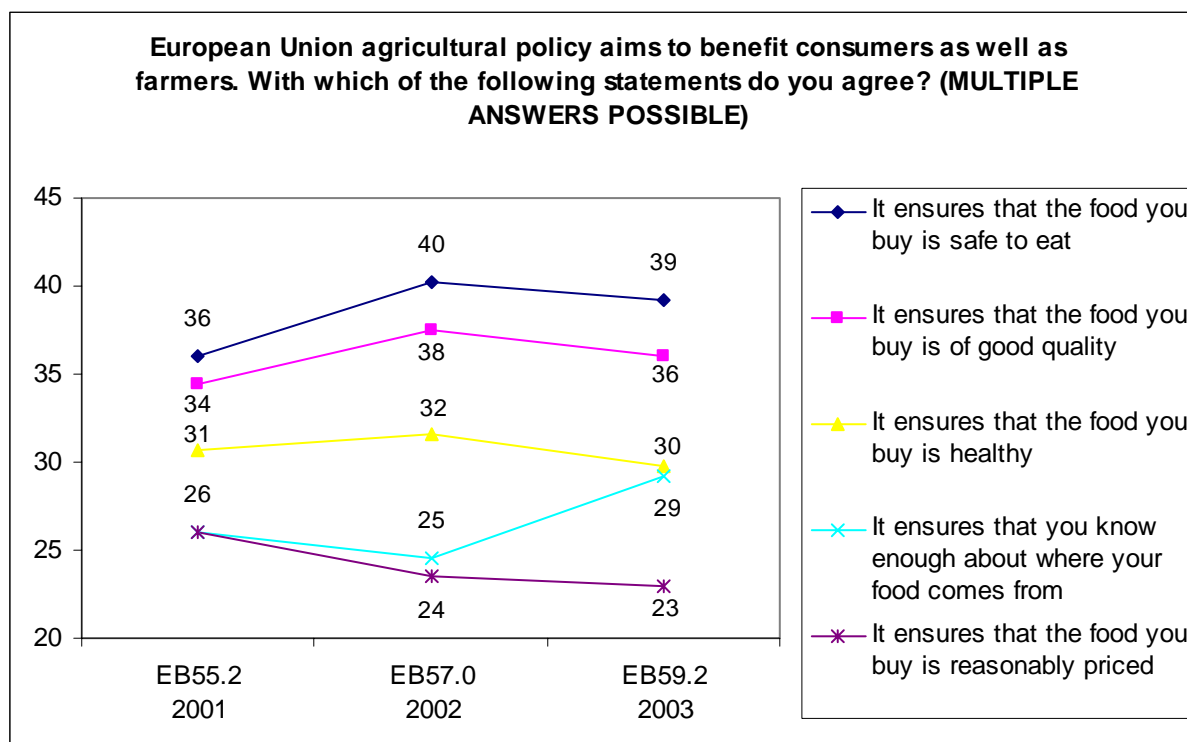
Between 2001 and 2003, Eurobarometer surveys collected people’s perceptions about the advantages of the European Union agricultural policy (EB59.2 in 2003, EB57.0 in 2002 and EB55.2 in 2001).

Respondents were presented a list of statements and asked to say for each of them whether they agreed with it or not. From the results collected in these three Eurobarometer waves, it appeared that people perceive the European Union agricultural policy as a guarantee to ensure the **safety, quality and affordability of food products**. More specifically, European Union citizens believed that:

- “it ensures that the food you buy is safe to eat” (39% in 2003)
- “it ensures that the food you buy is of good quality” (36% in 2003)
- “it ensures that the food you buy is healthy” (30% in 2003)
- “it ensures that you know enough about where your food comes from” (29% in 2003)
- “it ensures that the food you buy is reasonably priced” (23% in 2003)

These results are illustrated in *Figure 7* below:

Figure 7



The comparison of the data obtained in 2003 with those of previous waves showed that European Union citizens were more likely to believe than before that the European Union agricultural policy ensures the **safety of food products**. Since 2001, when this question was first asked, this idea had grown by 3 points (from 36% in 2001 to 39% in 2003, with a peak of 40% in 2002). The proportion of people thinking that the quality of food products is ensured had increased by 2 points in two-year time i.e. an increase of 4 between 2001 and 2002 and a 2-point decrease in the following year. The European Union agricultural policy ensures that **you know enough about where your food comes from**, according to 29% of European Union citizens polled in 2003. This figure was 26% in 2001 and 25% in 2002. Interestingly, people were less likely than before to think that reasonably priced food could be ensured by such a policy: they were 23% to believe it in 2003, 24% in 2002 and 26% in 2001.

The country-to-country analysis showed some marked differences in the way people perceive the advantages of the EU agricultural policy.

The Dutch (58%), the Irish and the Finns (51% both) were more likely than the others to think that EU agricultural policy ensures the safety of food products. (see *Figure 8*, below) They were also more inclined than the others to say it ensures the quality of food products (52% and 43% respectively). The Swedes (25%) and the Portuguese (26%), on the other hand, were the least likely to think so (25% against 26% for the first statement, 26% against 21% for the other).

More than 40% of Dutch respondents thought that the EU agricultural policy “ensures that the food you buy is healthy”. It was the case of more than 30% of Irish, Greeks, Luxemburgers, Spaniards, Italians, French and British. These figures are shown in *Figure 9* on the next page.

Figure 8

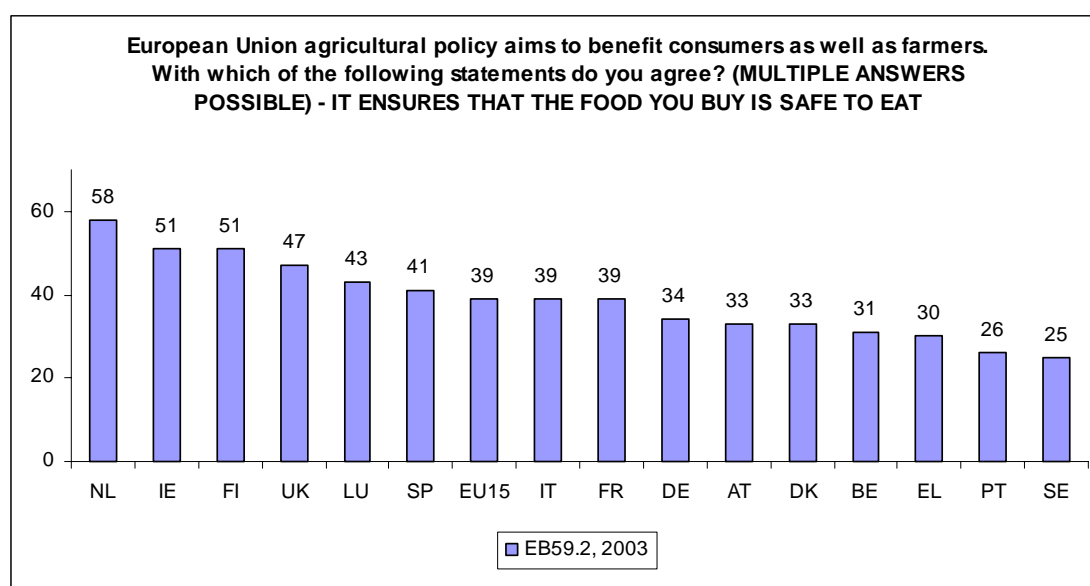
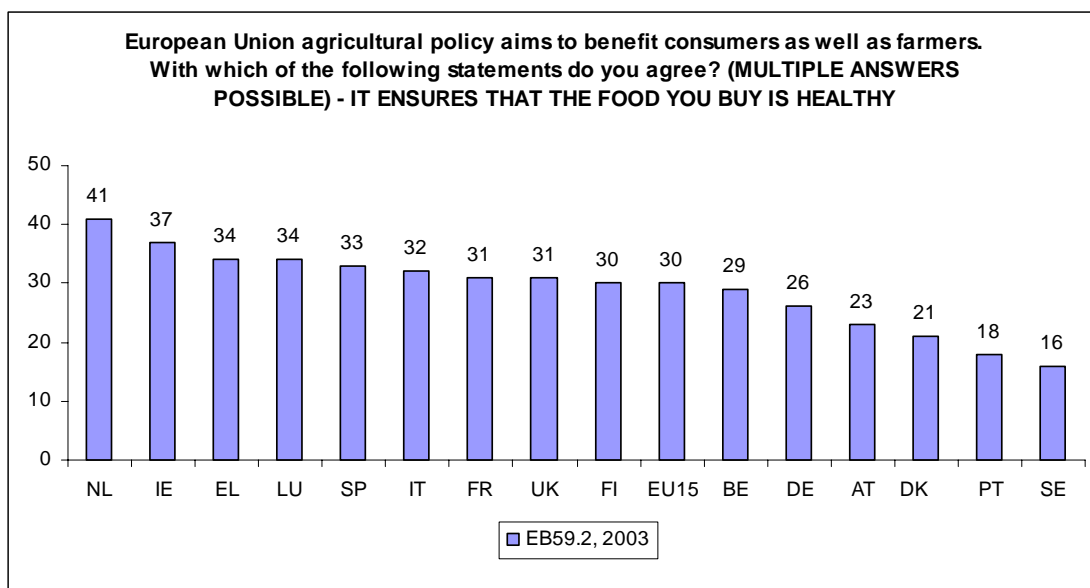
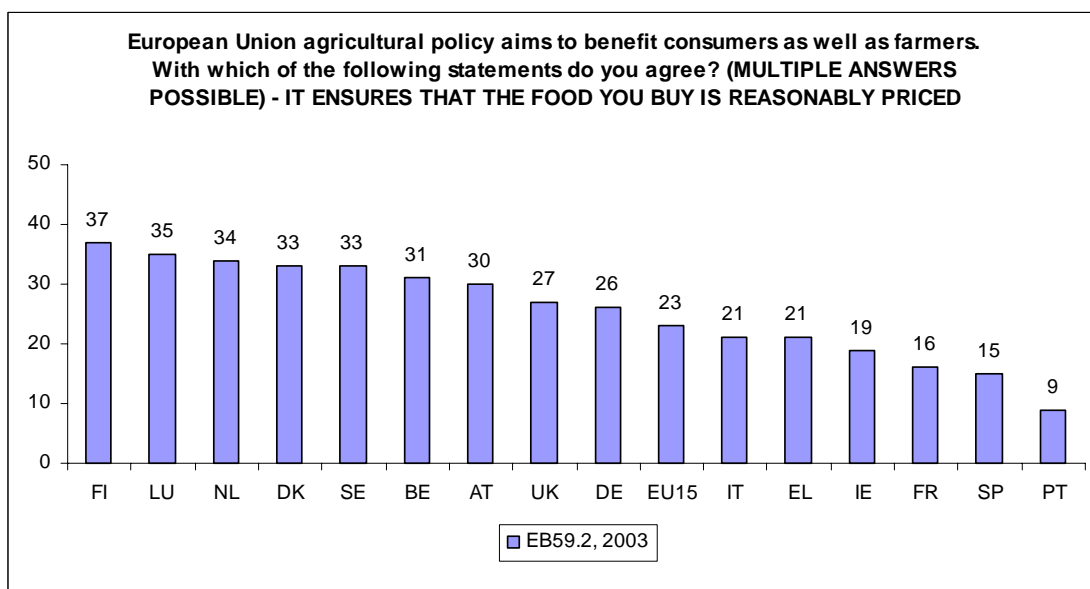


Figure 9



It is interesting to note that in Denmark, the guarantee of “reasonable prices” together with “safe food products” was the first advantage perceived by one third of citizens (see Figure 10, below). Although it received the support of only 14% of EU citizens, the statement “it favours consumers rather than farmers” was chosen by 34% of people in Finland.

Figure 10



The comparison of the 2003 data with those of previous surveys showed the following main changes:

- Compared to 2001, a growing number of people in some Member States think that EU agricultural policy ensures that food is safe to eat. This was especially the case in France (+10 points), in Finland (+9 points), Luxembourg (+8 points) and the Netherlands (+3 points). In the UK, the upward trend observed between 2001 and 2002 slowed down considerably between 2002 and 2003 (-9 points).
- Between 2001 and 2003, less and less people in Italy (-8 points) and Spain (-6 points) were convinced that food safety could be guaranteed by the EU agricultural policy.
- The perception that the EU agricultural policy ensures good quality of food products increased most in Finland (+ 6 points), the Netherlands (+6 points), Luxembourg (+5 points) and France (+4 points) between 2001 and 2003. It fell down most in Portugal (-8 points) and Italy (-7 points). The response "it ensures that the food you buy is healthy" followed the same trends in these countries.
- Contrary to what had been observed between 2001 and 2002, the Danes were less confident in 2003 with respect to 2002 with the fact that the EU agricultural policy could ensure that food is safe, of good quality and healthy (drops from 5 to 8 points).
- In most of the Member States, people lost part of their confidence in the ability of the agricultural policy to ensure that food product is reasonably priced. The biggest drops were found in Portugal (-8 points), Greece and Ireland (-7 points both), the Netherlands (-6 points) and Spain (-5 points). The opposite pattern was mostly found in Sweden (+8 points).
- In most of the Member States people were more and more confident in the European Union's ability to inform consumers enough about where food products come from. This positive change was particularly marked in the Netherlands (+12 points), Sweden (+10 points), Finland (+8 points), Austria and Luxembourg (+7 points both), Italy and the UK (+6 points).
- Although the response "it ensures that farm animals are well treated" remained stable over the years, some positive changes were found, mostly in Finland (+7 points), Luxembourg (+6 points) and the Netherlands (+5 points). The biggest drop was recorded in Spain (-12 points).

- Lastly, between 2001 and 2003 people in some EU Member States were more and more convinced by the fact that the EU agricultural policy favours consumers rather than farmers. This was particularly the case in Luxembourg, Finland and Sweden (+6 points each) and Belgium (+4 points). The opposite pattern was found in Spain (-7 points).

Socio-demographic analysis

From the 2003 survey results it appeared that men and women had the same perception of the benefits brought by EU agricultural policy to consumers and farmers. Age seemed to have no impact on people's perception either. On the other hand, the proportion of people who had no opinion on the question decreased with the level of education. Furthermore, people with higher education were more likely to agree with most of the statements put to them. The only exception was found with the item "it ensures that the food you buy is healthy": people who finished full-time education before the age of 16 were 32% to agree with this idea whereas they were 29% among those schooled until the age of 20 or later.

Managers were more likely to agree with the idea that the EU agricultural policy ensures that the food you buy is safe to eat (44%) and reasonably priced (26%) and that it favours farmers rather than consumers (16%). Manual workers and house people (37% both) thought that it ensures good quality food. The latter also believed it ensures healthy food (34%)

3. The CAP should aim at ensuring healthy and safe food products as well as protecting the environment

*“The aim of the common agricultural policy is to provide farmers with a reasonable standard of living and consumers with quality food at fair prices. The way these aims are met has changed over the years. The key concepts now are food safety, preservation of the rural environment and value for money”.*⁸

3.1. EU citizens’ perception of the roles of the CAP between 2001 and 2003

In 2001, 2002 and 2003, European Union citizens were presented a list of objectives the CAP should pursue and asked to say whether each of these were acceptable or not. In the three waves, results showed that a large majority of people approved of the thirteen roles (fourteen in 2003) that were put to them.

The two roles that received most support in 2001, 2002 and 2003 are:

- **“Ensuring that agricultural products are healthy and safe”**: 91% in 2003, 90% in 2002 and 2001
- **“Promoting the respect of the environment”**: 89% in 2003 and 2001, 88% in 2002

Nevertheless, other roles received the approval of more than 80% of the EU population in 2003:

- **“Protecting medium or small sized farms”**: 83% in 2003, 81% in 2002 and 82% in 2003
- **“Ensuring that the well-being of farm animals is respected”**: 88% in 2003 (this item was only asked in EB59.2)
- **“Helping farmers to adapt their production to consumers’ expectations”**: 81% in 2003 and 2001, 80% in 2002
- **“Favour and improve life in the countryside”**: 81% in 2003, 77% in 2002 and 80% in 2001

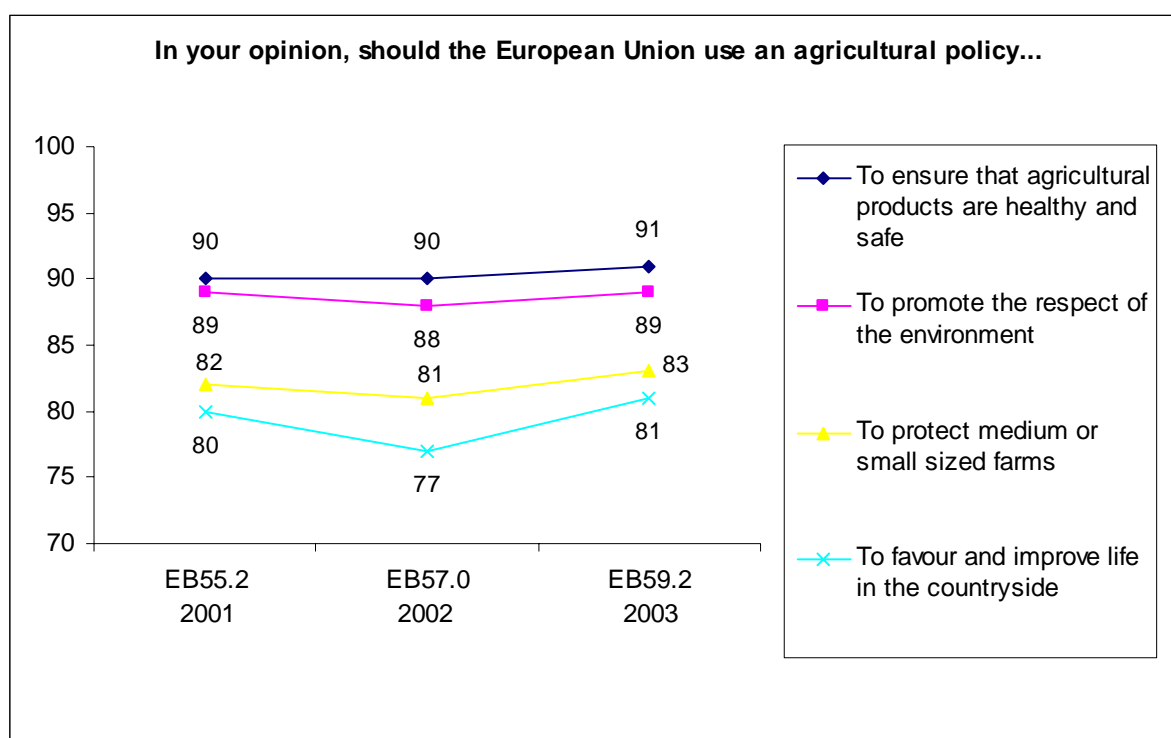
These results are shown in *Figure 11* on the next page.

⁸ http://europa.eu.int/pol/agr/index_en.htm

While no significant changes were found between 2001 and 2002 in most of the items put to respondents, some interesting positive evolutions were recorded between 2002 and 2003 at the EU level:

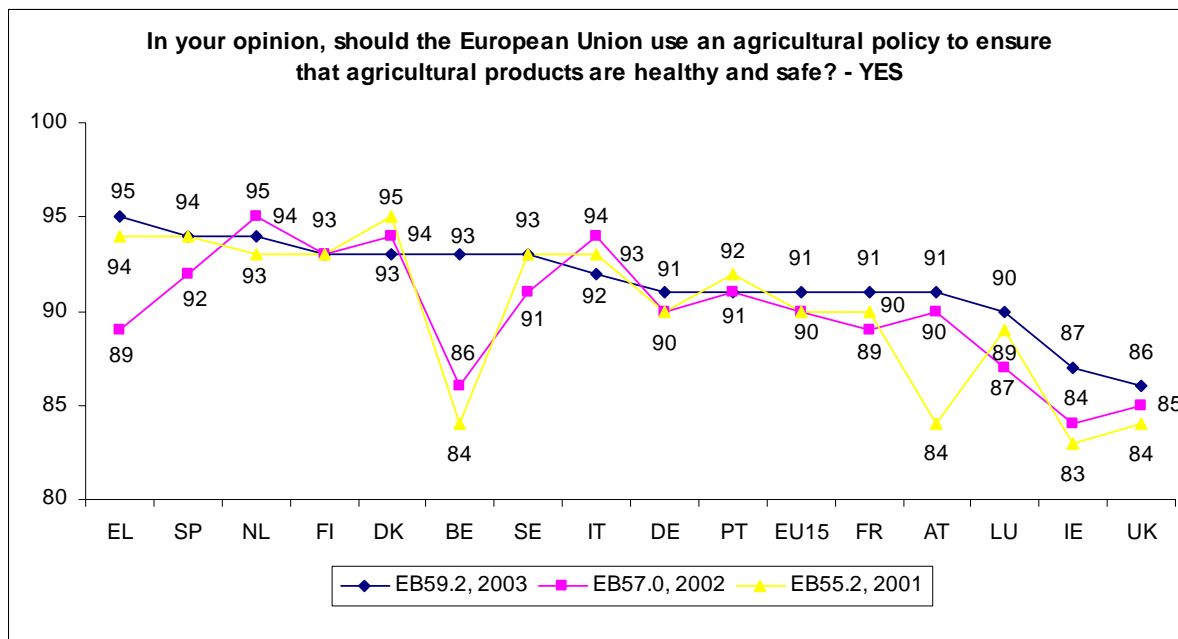
- the figure for “protecting the specificity of European agricultural products” goes from 73% in 2002 to 78% in 2003.
- the response “reducing the gaps between regions” increased by 4 points in 2003.
- A four-point increase was also recorded for the response “protecting the taste of European agricultural products”

Figure 11



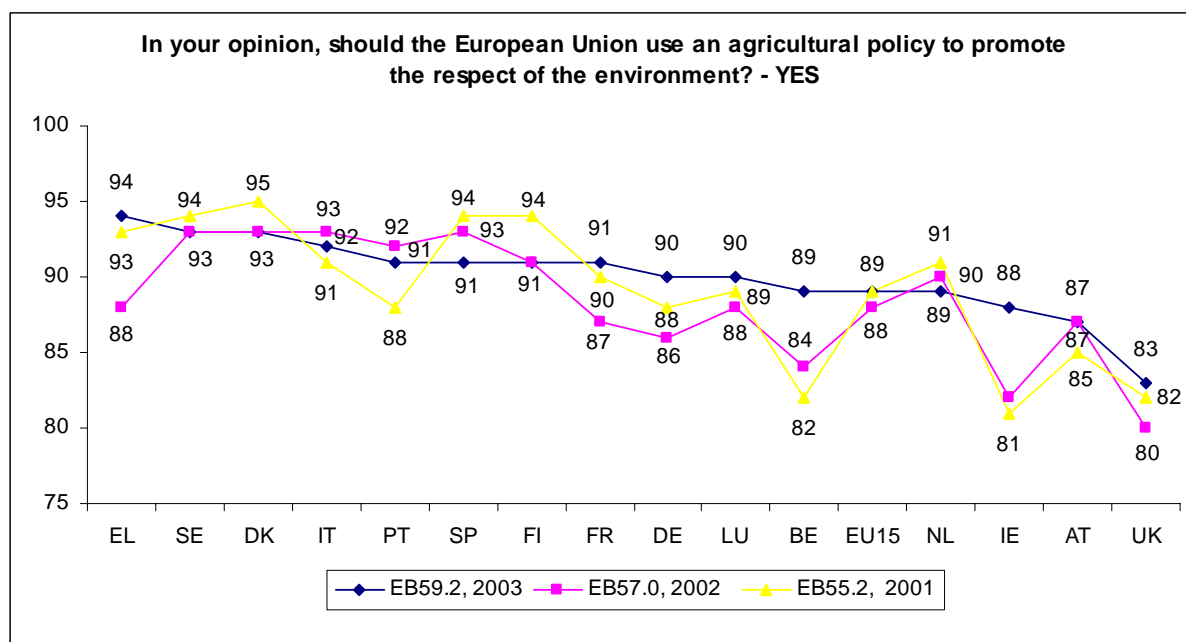
Looking at individual countries for the suggestions that received the most support (see *Figure 12*, next page), Greece, Spain and the Netherlands were the countries where in 2003 most of the people agreed with the statement “ensuring that agricultural products are healthy and safe” (95% in the first case and 94% in the two other countries). The lowest support was found in the UK (86%) and Ireland (87%).

Figure 12



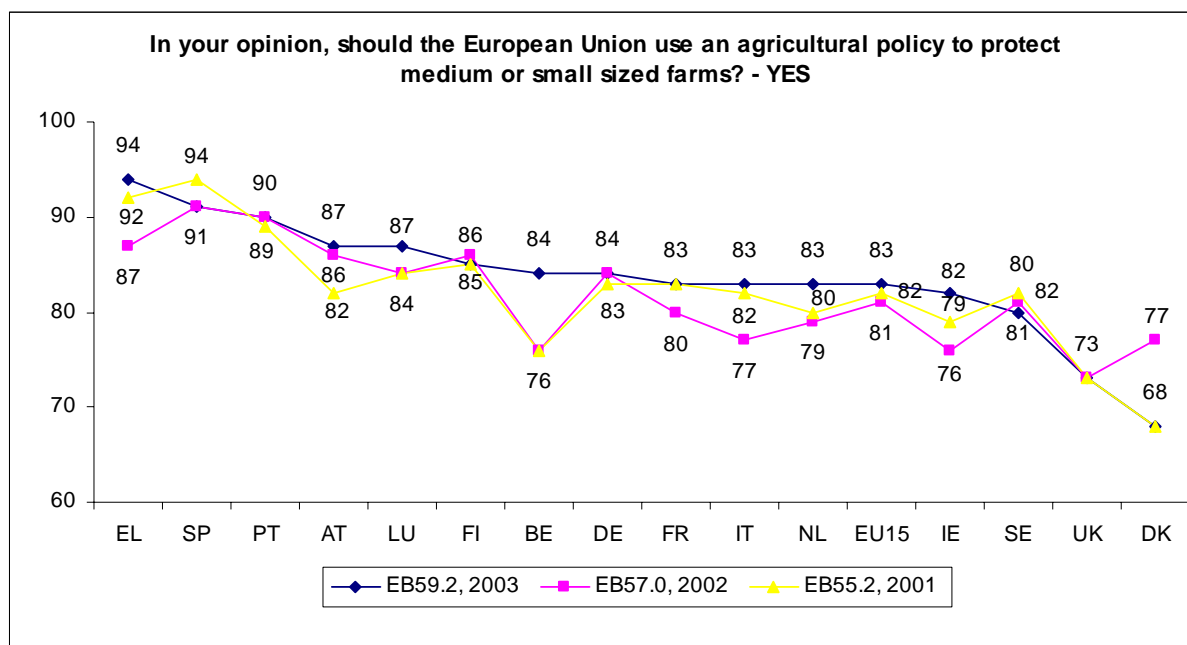
As shown in *Figure 13* below, the suggestion “the European Union should use an agricultural policy to promote the respect of the environment” collected the highest proportions of positive responses in Greece (94% in 2003), Sweden and Denmark (93% both). The lowest figures were found in the UK (83%), Austria (87%) and Ireland (88%).

Figure 13



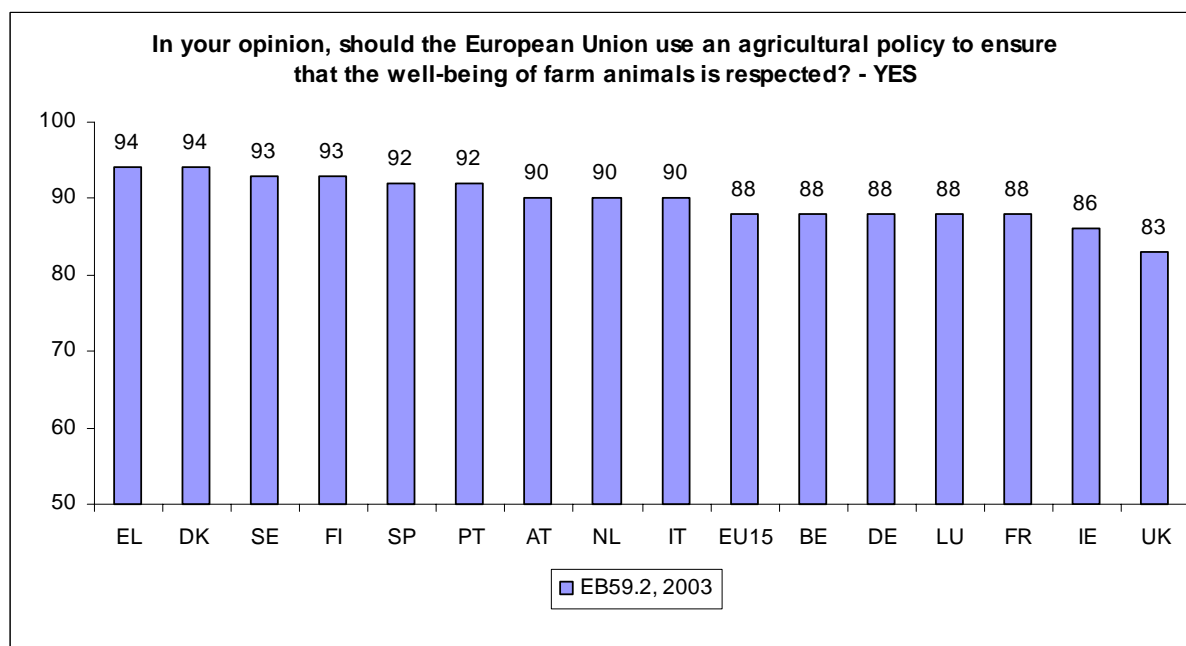
In Greece, 94% of people agreed with the idea that the European Union should use an agricultural policy to protect medium or small sized farms (see *Figure 14*, below). They were 91% in Spain and 90% in Portugal. The lowest figure was found in Denmark (68%).

Figure 14



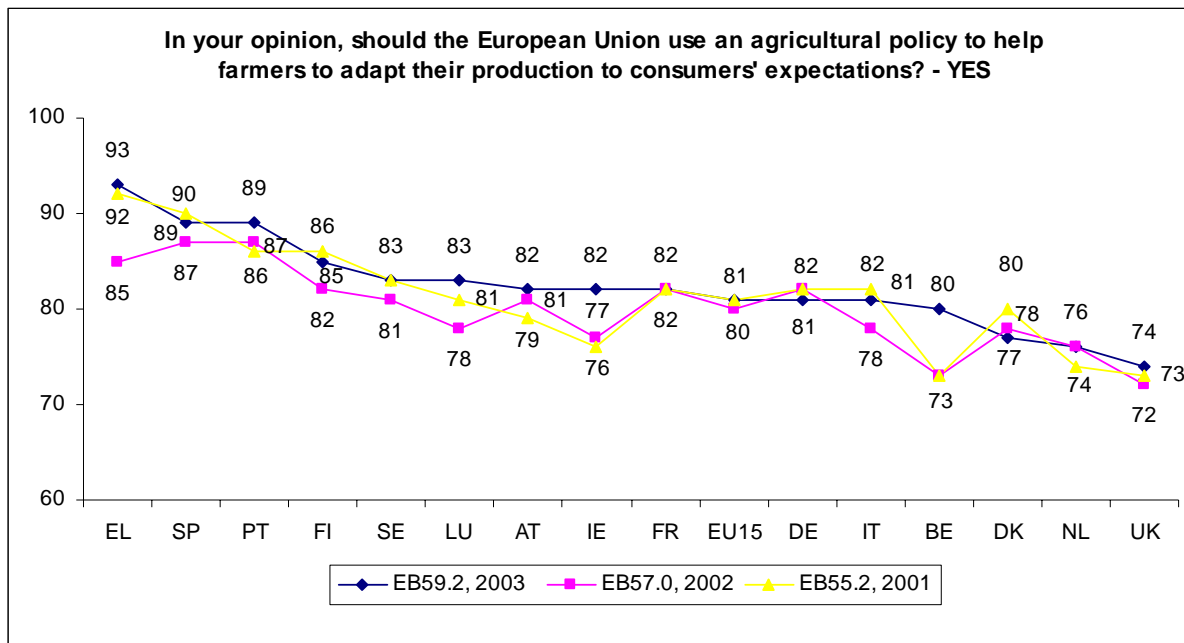
The new suggestion introduced in 2003 (“ensuring that the well-being of farm animals is respected”) convinced the Greeks and the Danes (94% both) most. They were followed by the Swedes and the Finns (93% both), the Spaniards and the Portuguese (92% both). The Britons were 83% to support this idea (see *Figure 15*, below).

Figure 15



The European Union should also use an agricultural policy to help farmers to adapt their production to consumer's expectations, according to 93% of Greeks and 89% of Spaniards and Portuguese but only 74% of British (see *Figure 16*, below).

Figure 16



Lastly, the EU agricultural policy should be used to favour and improve life in the countryside according to 95% of Greeks and 91% of Portuguese and Spaniards but only 57% of Danes.

When comparing the 2003 data with those obtained in the two previous waves, some marked changes were found in some national profile of responses (see *Figures 12 to 16* on p. 24-25-26).

Focussing on the most marked evolutions, up and down, observed between 2001 and 2002, the following was noticed:

- “reducing the gaps between regions”: this suggestion convinced more people in Austria (+6 points compared with 2001) whereas the opposite reaction was found in Greece (-10 points) and the Netherlands (-7 points).
- “encouraging the diversification of agricultural products and activities”: particular drops were found in Denmark (-10 points), Greece (-8 points), Spain and France (-7 points both).
- “favouring methods of organic production”: this suggestion convinced more people in Portugal (+12 points) and in Sweden (+11 points) but failed to do so in France (-8 points).
- “protecting the specificity of European agricultural products”: the biggest drop was found in Greece (-10 points).
- “protecting the taste of European agricultural products”: this response dropped in most countries, especially in Greece (-8 points), France (-7 points) and Belgium (-6 points). Let’s point out though a 4-point increase in Austria.

As far as the comparison of the results between 2002 and 2003 is concerned, let’s first point out that the biggest positive changes were found in Belgium for almost every suggestion presented to the respondents:

- “protecting the taste of European agricultural products” gained 13 points between 2002 and 2003 in Belgium, which represents a 7-point increase comparing to 2001. Greece, Sweden and Ireland also followed this trend: +10 points (+2 compared with 2001), +9 points (+7 points compared with 2001) and +7 points (+8 points since 2001) respectively.
- Belgians were also more convinced than before by the idea that the European Union should use an agricultural policy to favour and improve life in the countryside (+12 points, +9 points compared with 2001). Another big change was recorded in France where this response leapt by 10 points (+5 points compared with 2001).

- The response “protecting the specificity of European agricultural products” increased by 11 points in Belgium and in Greece (+8 points and +1 points, respectively, compared with 2001), 7 points in Spain (+2 points compared with 2001), 6 points in Sweden (+3 points compared with 2001) and in Austria (+6 points compared with 2001).
- Another 11-point increase was recorded in Belgium for the suggestion “encouraging the diversification of agricultural products and activities” (+10 points compared with 2001) as well as for “reducing the gaps between regions” (+8 points compared with 2001)
- The response “making European agriculture more competitive on world markets” grew by 10 points in Belgium and 7 points in Greece.
- Lastly, while in 2003 more people in Spain (+9 points), in Greece (+9 points) and Belgium (+6 points) agreed with the idea that the agricultural policy should favour methods of organic production, the biggest drop was found in the Netherlands (-8 points).

Socio-demographic analysis

Men were more likely than women to think that the European Union should use an agricultural policy to:

- ensure that agricultural products are healthy and safe (92% against 90% of women).
- to make European agriculture more competitive on world markets (82% against 78%).
- to help farmers to adapt their production to consumers' expectations (82% against 80%).
- to reduce development gaps between regions (77% against 74%)
- to encourage the diversification of agricultural products and activities (78% against 75%).
- to protect the specificity of European agricultural products (79% against 76%).

Women, on the other hand, were more inclined than men to agree with the idea that the EU agricultural policy should protect medium or small sized farms (84% against 81% of men).

In general, the proportion of people agreeing with the roles the EU agricultural policy should play increases with the age of respondents. The following table shows the main results:

Table 1

**In your opinion, should the European Union use an agricultural policy to...?
Age categories (% of “yes”)**

	15-24 years	25-39 years	40-54 years	55+ years
make European agriculture more competitive on world markets	76	79	81	82
help farmers to adapt their production to consumers' expectations	77	80	83	83
defend farmers' interests in their dealings with intermediaries and distributors	71	73	75	75
favour and improve life in the countryside	78	80	82	84
reduce development gaps between regions	74	75	76	76
protect the taste of European agricultural products	73	76	78	79
protect medium or small sized farms	81	82	82	84
ensure that the well-being of farm animals is respected	87	88	89	89

The least educated people were more inclined than the others to think that the European Union should use an agricultural policy to defend farmers' interests in their dealings with intermediaries and distributors (78% of those who ended full-time education before 16 years old against 73% of those who ended it between the age of 16 and 19 years old and 72% of those who ended it at the age of 20 or later) and to protect medium or small sized farms (85%, 82%, 81% respectively). The opposite trend is observed for the suggestion “to encourage the diversification of agricultural products and activities” (76% for the least educated against 79% for the most educated) and “to favour methods of organic production” (71% against 78%).

The analysis of occupational categories did not show relevant results patterns.

Opinion in the Candidate Countries

According to a large majority of people in the Candidate Countries in 2003, the European Union should use an agricultural policy mainly to⁹:

- “ensure that agricultural products are healthy and safe” (88%)
- “favour life in the countryside” (88%)
- “ensure stable incomes for farmers” (86%)
- “promote the respect for the environment” (84%)
- “help farmers to adapt to consumers expectations” (84%)
- “protect medium or small sized farms” (83%)

People in the Candidate Countries were as concerned as those in the EU15 about healthy and safe food. This was indeed the first role mentioned for the CAP in both groups of countries. Although respect for the environment is one of the first objectives mentioned both in EU15 and CC13, it seemed to be a more pressing priority in EU15 than in the CC13. On the other hand, the opposite picture was found as far as the response “favouring life in the countryside” is concerned.

⁹ This question had been asked in the CCEB Eurobarometer 2002.3 (QA.1). Note that this question was almost the same as the one asked in the Standard Eurobarometer except for some items.

3.2. Top priorities for the CAP in the 1990s

EU citizens' concerns highlighted in the 2001-2003 waves of the Eurobarometer were already expressed before, in the second half of the 1990s. In the rest of the section, results of two similar questions asked in 1995 and 1997 will be exposed.

In Eurobarometer 43.bis of 1995, EU citizens were asked the following:

“When developing its common agricultural policy for the coming years, the European Commission will have to set priorities. Which one of the following should receive top priority? And which two others?”

- *maintaining the number of farmers in Europe;*
- *providing healthy food;*
- *representing the interests of EU farmers against non-EU farmers;*
- *reducing subsidies to farmers;*
- *fighting against fraud in the agricultural sector;*
- *guaranteeing good treatment of animals;*
- *promoting the production of alternative energy such as fuel produced from plants cultivated in Europe, such as rapeseed;*
- *giving aid to farmers in Eastern Europe;*
- *maintaining a diversity of countryside;*
- *promoting the merging of smaller farms into bigger units”.*

Contrary to what had been seen above, there was no reference to the environment, which came out as one of the top priorities in recent polls. Besides, the introduction of the question and the items were phrased differently than in the 2001-2003 waves. Therefore, particular care has to be taken when comparing results with those of these waves.

Providing healthy food appeared to be the top priority for 40% of those polled in 1995. Far behind, the necessity to maintain the number of farmers in Europe was expressed by only 17% of the sample. When asked to say what would be the other two priorities to be set by the European Commission, people chose the following responses:

- “Guaranteeing good treatment of animals” (35%);
- “Fighting against fraud in the agricultural sector” (27%);
- “Maintaining a diversity in the countryside” (22%);
- “Maintaining the number of farmers in Europe “(16%);
- “Promoting the production of alternative energy such as fuel produced from plants cultivated in Europe, such as rapeseed” (15%);
- “Representing the interests of EU farmers against non-EU farmers” (12%).

The other responses were given by less than 10% of the sample.

The country-to-country analysis showed some interesting differences in the priorities the European Commission should set when developing its common agricultural policy.

More than half of the population in Finland (61%), Sweden (55%), Denmark (54%) and Belgium (52%) regarded the necessity of providing healthy food as a top priority. In France, Portugal, the Netherlands and Austria, this was only the case for less than 30% of those polled (25%, 26%, 28% and 29% respectively).

Another priority that should be set by the European Commission is to guarantee that animals are well treated. 56% of Swedes, 47% of British and Danes and 44% of Germans agreed with this idea. Although this is not a top priority, Danes cited also the fight against fraud in the agricultural sector (42%) and Finns mentioned the necessity to maintain diversity in the countryside (45%).

In 1997, in Eurobarometer 48.0, people were asked the following question: *“The European Union has a long-standing agricultural policy, called the common agricultural policy. For each of the following objectives, please tell me if you think it has to be a priority or not?”* People were asked to evaluate the following objectives:

- maintaining the number of farmers in Europe;
- guaranteeing food safety;
- protecting the interests of European Union farmers against those of non European Union farmers;
- reducing subsidies to farmers;
- ensuring farmers can sell their products at a high enough price to make a living;
- fighting against fraud in the agricultural sector;
- guaranteeing that animals are well-treated;
- ensuring a decent income for farmers;
- promoting the production of alternative energy sources, for example fuel produced from plants;
- giving aid to farmers from countries which wish to join the European Union;
- maintaining crop diversity;
- balancing economic growth and the protection of the environment;
- encouraging the development of big farms instead of small ones;

At that time, people were most concerned about **food safety** (89%), **animal protection** (84%), **fight against fraud in the agricultural sector** (83%) and **protecting the environment** (81%).

In 13 countries out of 15, a large majority (over 80%) of people consider food safety as a top priority. In Greece, “fighting against fraud in the agricultural sector” (92% of those polled) was slightly ahead of “guaranteeing food safety” (90%). In Austria (86%), “guaranteeing that animal are well treated” came first, closely followed by “guaranteeing food safety” (84%).

The greatest support for the environment protection was found in Denmark (95%), the Netherlands and Sweden (93% both) and France (90%). The lowest support was found in Belgium (66%).

Socio-demographic analysis

Women were less likely to be able to give an answer to the question than men. The level of “don’t know” was systematically higher among women than among men.

Looking at EU citizens’ top priorities mentioned above, it appeared that concern about the food safety was greater among the most educated than among the least educated (91% for the first against 87% for the second). It was also higher among the self-employed, other-white collars and manual workers (91% each) than in other occupation categories. The same profile of responses was found for what concerns animal welfare.

Men were more likely than women to consider that fighting against fraud in the agricultural sector is a priority (85% against 81%). So did people over 39 years old (85% of those who were 40-54 and 84% of those who were 55 and over) compared to younger people (83% of those who were 25-39 and 78% of those who were 15-24), the most educated (86% against 82%) and the self-employed (88%), managers (85%) and other white collars (84%) compared to other occupational categories.

The same pattern of responses was found for the other objectives presented to the respondents.

3.3. Top priorities did not change much since 1995

As seen above, guaranteeing healthy and safe food is the first objective the common agricultural policy should pursue. This has not changed since 1995 when EU citizens were polled for the first time on that matter. Ensuring that farm animals are well treated and that the environment is protected are two other objectives that concern citizens most. In the last three years, protection of medium and small sized farms also became an important issue for EU citizens.

4. *The common agricultural policy fulfils its role rather well*

After having analysed European Union citizens' views about the areas where they think the common agricultural policy should intervene, let's now have a closer look at how they assess its role in these areas.

The following question was asked in the 2001, 2002 and 2003 waves of the Eurobarometer: “*And do you think that the European Union's agricultural policy currently plays its role rather well or rather badly to...?*”

First, it is important to note that the proportions of people who did not give any answer to this question were quite high. In 2003, the “don't know” response accounted for 22% of the total sample for the suggestion “ensuring that agricultural products are healthy and safe” as well as for “promoting the respect of the environment” and up to 34% for “defending farmer's interests in their dealings with intermediaries”. These high figures were already observed in 2002 and 2001. This is again an indication of the lack of information among EU citizens about the common agricultural policy.

Besides, the proportions of respondents who were of the opinion that the common agricultural policy plays its role rather well were below 50% in all three Eurobarometer's wave. In other words, although a majority of EU citizens were in favour of the role played by the CAP in the areas that were put to them, considerably fewer people (a minority in fact) said that it fulfils its role well in these areas.

In fact, in 2003, the only two areas where the CAP plays its role rather well for more than 40% of EU citizens are “ensuring that agricultural products are healthy and safe” (45% against 42% in 2002 and 37% in 2001) and “promoting the respect of the environment” (42% against 41% in 2002 and 2003). **This is an encouraging assessment since these were the two main priorities defended by most of the EU citizens**, as seen in the previous section.

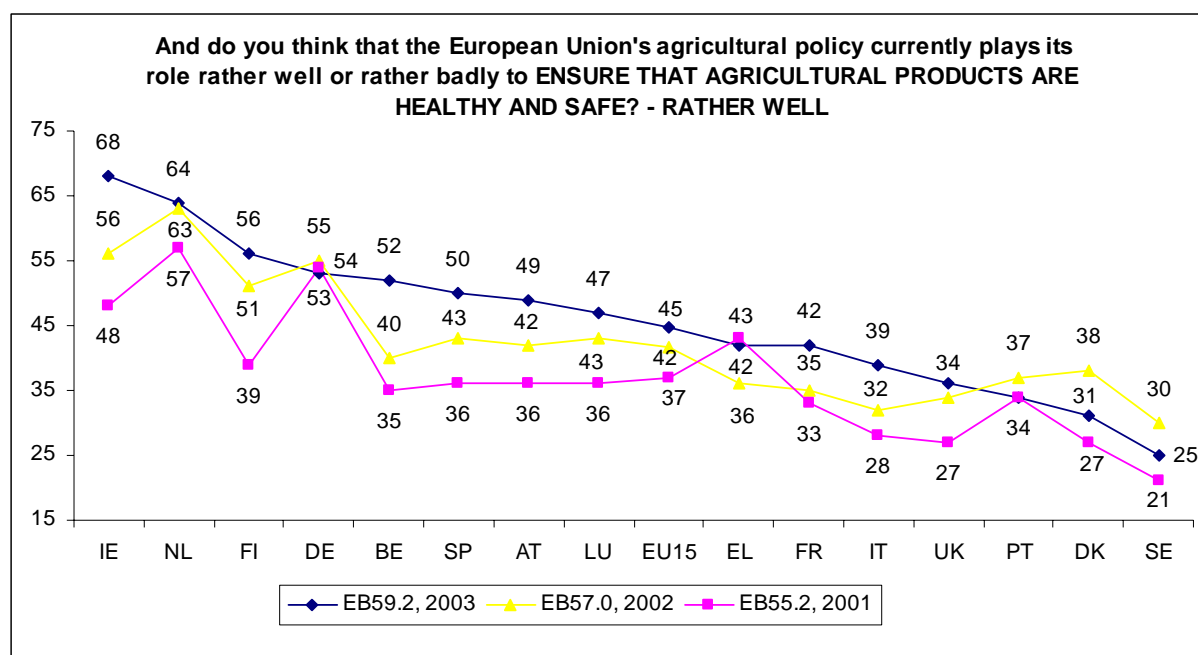
By contrast, the European Union's agricultural policy failed to meet EU citizens' expectations concerning the protection of medium or small farms (27% of “rather well” in 2003, 26% in 2002 and 28% in 2001)

People’s assessment of the role played by the CAP in different areas did not vary significantly at the European level in the 2001-2003 period, except for what concerns the control of agricultural products so that they are healthy and safe (+8 points between 2001 and 2003).

Looking at national differences, it appeared that in 2003 the Irish were the most satisfied with the way the European Union played its role in the fourteen areas suggested: 9 of them scored more than 50%, 2 of these scoring more than 60%. In Austria, people showed the same enthusiasm as all the items scored more than 40%, 2 of these scoring more than 50%.

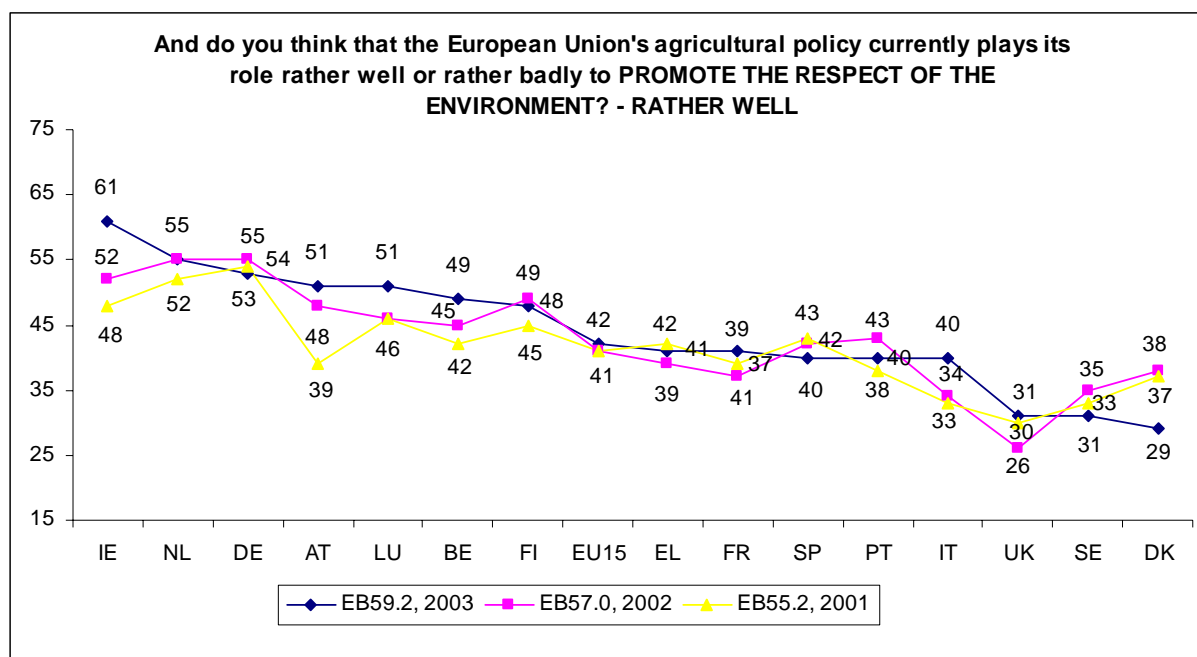
Focusing on the roles that were assessed most positively by EU citizens, it appeared that the Irish and the Dutch were the most enthusiastic about the way the CAP played its role in ensuring that agricultural products are healthy and safe (68% and 64% of “rather well” respectively in 2003). In Sweden, on the other hand, people had the least positive evaluation of the role played by the CAP in this area (25%). These results are shown in *Figure 17* below.

Figure 17



As far as promoting the respect of the environment is concerned (see *Figure 18*, next page), the Irish (61%), the Dutch (55%), the Germans (53%), the Austrians and the Luxemburgers (51% both) were the most positive. The least enthusiastic were the Danes (29%), the Swedes and the British (31% both).

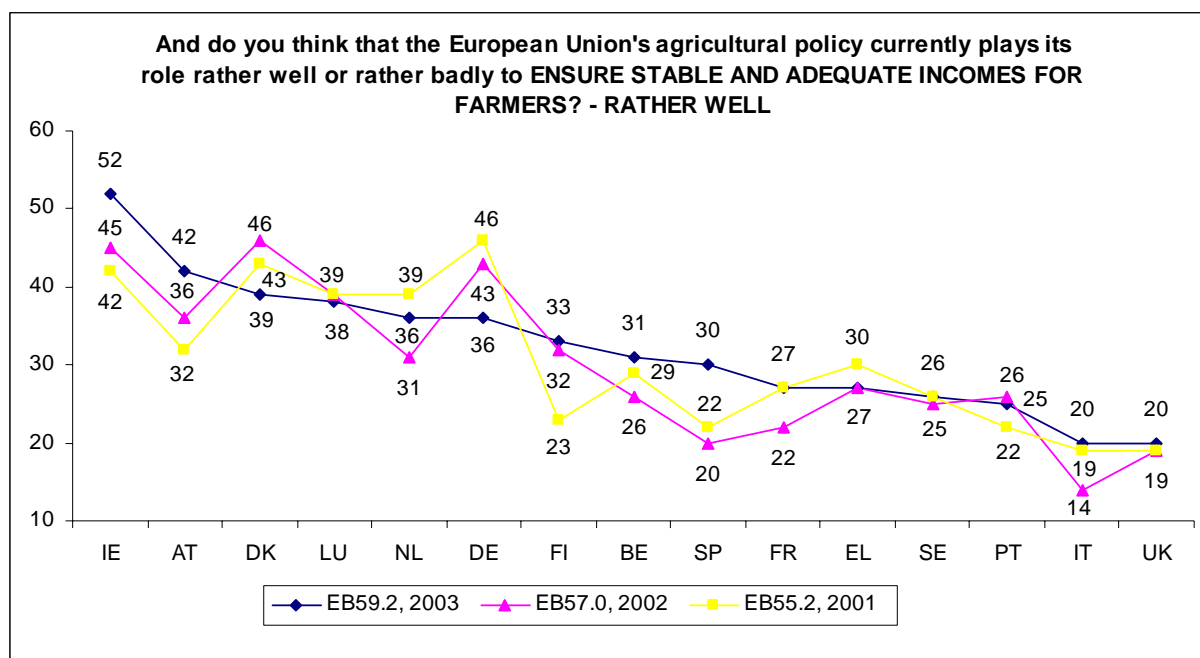
Figure 18



Interesting changes were found when looking at national trends in the 2001-2003 period:

- As seen in *Figure 17*, EU citizens' positive assessment of the role played by the CAP to ensure that agricultural products are healthy and safe grew significantly in almost every country. This is the case in Ireland (+20 points i.e. 8 points between 2001 and 2002, +12 points between 2002 and 2003), Finland (+17 points i.e. 12 points between 2001 and 2002, then +5 points), Belgium (17 points i.e. +5 points, then +12 points), Spain (+14 points i.e. +7 points, then another 7 points), Austria (+13 points i.e. 6 points then 7 points), Italy (11 points i.e. 4 points, then 7 points) and Luxemburg (+11 points i.e. 7 points, then 4 points).
- As seen in *Figure 18*, the assessment of the role played by the CAP in the area of environment increased the most in Ireland (+13 points i.e. +4 points between 2001 and 2002, +9 points between 2002 and 2003) and in Austria (+12 points i.e. +9 points between 2001 and 2002, +3 points one year later) but decreased the most in Denmark (-8 points i.e. +1 point between 2001 and 2002, -9 points the year after)
- In three years' time, an increasing proportion of people had been convinced about the CAP performance in ensuring stable and adequate incomes for farmers, particularly in Ireland (+10 points i.e. + 3 points, then + 7 points), Austria (+10 points i.e. +4 points, then +6 points) and Finland (+10 points i.e. +9 points then +1 point) as well as in Spain (+8 points, -2 points between 2001 and 2002, then +10 points the year after). On the other hand, the opposite trend was observed in Germany (-10 points i.e. -3 points, then -7 points). These evolutions are shown in *Figure 19* on the next page.

Figure 19



Socio-demographic variables

First, the proportion of “don’t know” went down with the level of education. Besides, education had a positive influence on people’s assessment of the role played by the CAP in different areas. The same applied to the age of the respondent.

Women were more likely to have no opinion on the question. They were also less positive than men as far as the role played by the CAP in the areas put to them.

5. Television and newspapers are EU citizens' main sources of information about the common agricultural policy

As seen previously, the apparent lack of information on the CAP suggests that there is an opportunity for better communication on the matter.

This section presents the sources EU citizens use to get information on the European Union and its agricultural policy and those most trusted by them.

The most recent data available on the subject come from a Eurobarometer Flash survey carried out in 2000. People were presented a list of sources of information and asked to say which one they used.

As one might have expected, a large majority gets information through the television (85%). In Portugal, this figure reached 91%. The second sources most used by EU citizens are the newspapers (62%). In Finland, the UK, Austria, Germany and Sweden this was the case for more than 7 people out of ten. Besides, 38% cited the radio (38%), 29% the word of mouth and 24% the magazines. The Internet came far behind with only 9% who said they use it. Note that word of mouth is used by more than 40% of people in the UK and in Portugal. Lastly, the Internet is also the most used source of information in the UK (19%) and in Finland (15%).

6. Changes to the common agricultural policy

This last part of the chapter deals with the changes that were brought over the years to the common agricultural policy. Indeed, the European Union is subsidising production less and less. However, it is granting more funds to the protection and development of the overall rural economy and to direct support to farmers.

In the Eurobarometer waves of 2001, 2002 and 2003, respondents were asked to say whether these developments are a good thing or a bad thing.

In 2003, almost six EU citizens out of ten (58%) thought that changes to the CAP are a good thing (13% said “a very good thing” and 45% “a fairly good thing”). People were more enthusiastic than in 2001 (+1 point) but less than in 2002 (-4 points): they were indeed 62% (15% said “a very good thing” and 47% “a fairly good thing”) in 2002 to give a positive answer and 57% (12% of “very good thing” and 45% of “fairly good thing”) in 2001.

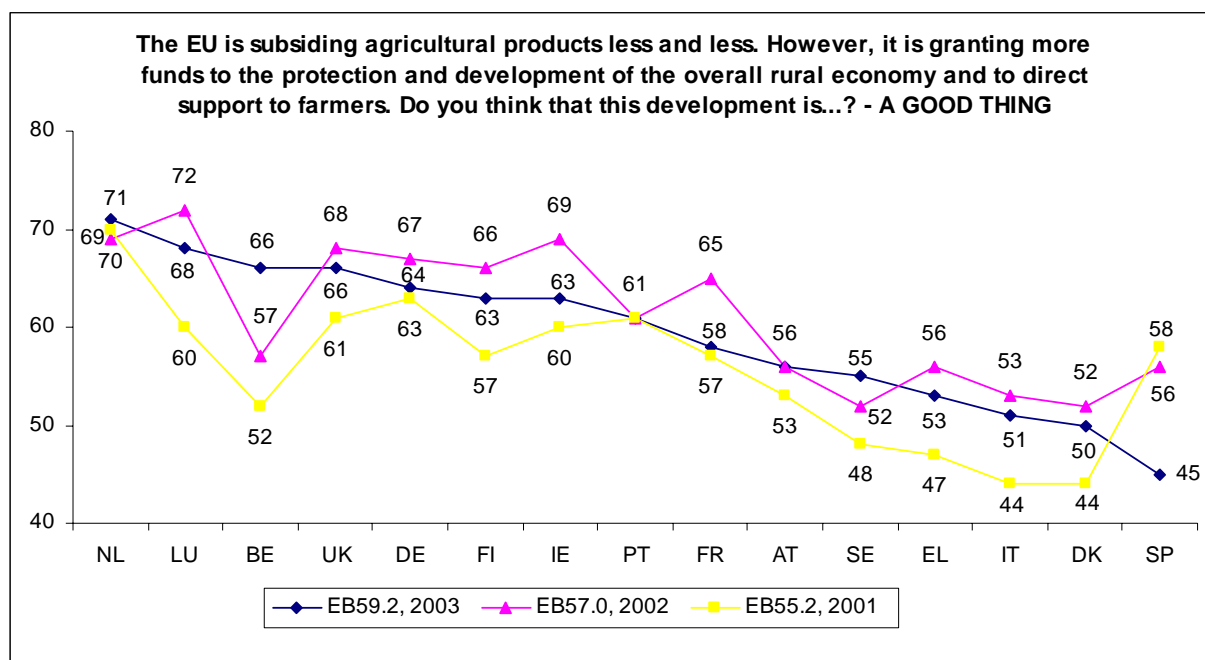
The proportions of people who gave a neutral response (“neither good nor bad thing”) and those who said it was a negative thing remained quite stable over time. However, the proportion of those who could not give an answer decreased between 2001 and 2002 (from 17% to 13%) but took 2 points between 2002 and 2003 (15%).

The country-to-country analysis (see *Figure 20*, next page) showed that in 7 Member States citizens were more in favour¹⁰ of the recent developments of the CAP than the average (58%). This is the case in the Netherlands (71%), Luxembourg (68%), Belgium and the UK (66% each), Germany (64%), Finland and Ireland (63% each).

Compared with the 2001 survey, positive attitudes towards the CAP developments grew almost in every Member State. The greatest increases were found in Belgium (+14 points), Luxembourg (+8 points), Italy and Sweden (+7 points each), Denmark, Greece and Finland (6 points each). In general, these positive evolutions occurred mainly between 2001 and 2002 whereas between 2003 and 2002, most of the positive responses dropped. On the other hand, in Spain the proportion of people in favour of these changes dropped 13 points since 2001.

¹⁰ In the rest of the section, “good thing” = « very good thing » + « fairly good thing » and “bad thing” = “very bad thing” + “fairly bad thing”

Figure 20



Socio-demographic analysis

Men were more likely to give a positive answer than women (62% against 56% of women). Besides, more women than men could not give an answer to the question (17% of women answered “don’t know” against 12% of men).

The proportion of people who thought that the recent developments of the CAP is a good thing increased with the age of respondents: they were 57% among those aged 15-24 years old, 59% among those 25-39 and 61% among those 39-54. People with no opinion on the question were more likely to be found in the youngest age categories.

The level of education also influenced positive responses (54% of those who left full-time education at 15 or before against 64% of those with the most education). “don’t know” answers also went down with the level of education.

Lastly, the managers and the self-employed were those who gave the most positive answers to the question.

Opinion in the Candidate Countries

The attitude towards the changes brought to the CAP was also assessed in the CC13 in the 2002 survey.

Globally, people in the CC13 were more positive about the changes brought to the CAP than people in the EU15. They were indeed 68% to say it is a good thing (20% of “a very good thing” and 48% of “a good thing”) compared to 62% in the EU15.

At the national level, the most positive attitudes were found in Hungary (75% of “a good thing”) and Romania (74%) and the least positive attitudes were found in Lithuania (48%).

As a conclusion:

- There is a need for more communication about the common agricultural policy among the general public. Only a small share of EU citizens has indeed seen or heard of it. Television and newspapers are two channels to use to inform EU citizens about the CAP. However, it is important to note that low levels of information are often observed when it comes to technical economic issues such budgets, subsidies, etc.
- For a great share of EU citizens, the CAP benefits consumers more than farmers. It ensures quality and safe food at reasonable prices.
- Besides food safety, environment protection is one of the main objectives the CAP should aim at according to an overwhelming majority of EU citizens. Animal welfare and improvement of life in the countryside are also two important issues for them. Although less than 50% of EU citizens think that the European Union fulfils its objectives rather well in the area of agriculture, it is encouraging to note EU citizens agree with the new directions the CAP has taken recently.

Chapter 3: Quality of food products

“For some years now, European consumers’ choices have tended to favour healthier and more flavoursome food of higher nutritional value, produced by more environmentally friendly methods. In other words, people ask more and more for quality food”.¹¹

The first section of the chapter tries to determine the place of farmers in our society, i.e. the main responsibilities EU citizens want farmers to take. It is also the question of the price people are ready to pay for quality food. Lastly, quality food implies that people are able to recognise it. Therefore, the last part deals with quality labels and the EU citizens’ attitude towards a European quality label.

1. Main responsibilities of farmers in our society

The following question was asked in EB43.1bis of 1995: *“In your opinion, which should be the three main responsibilities of farmers in our society?”*

According to a majority of EU citizens, the three main responsibilities of farmers are:

- “supplying the population with healthy food” (66%)
- “protecting the environment by cultivating the land” (48%)
- “taking care of the countryside” (34%)

EU citizens were unanimous to say that farmers should supply the population with healthy food but also protecting the environment by cultivating the land. Taking care of the countryside should also be their main responsibilities. The particular care for cultivated products and more broadly for products produced by farmers are a sign that EU citizens attach great importance to the primary sector.

Let’s have a closer look at these three responsibilities assigned to farmers.

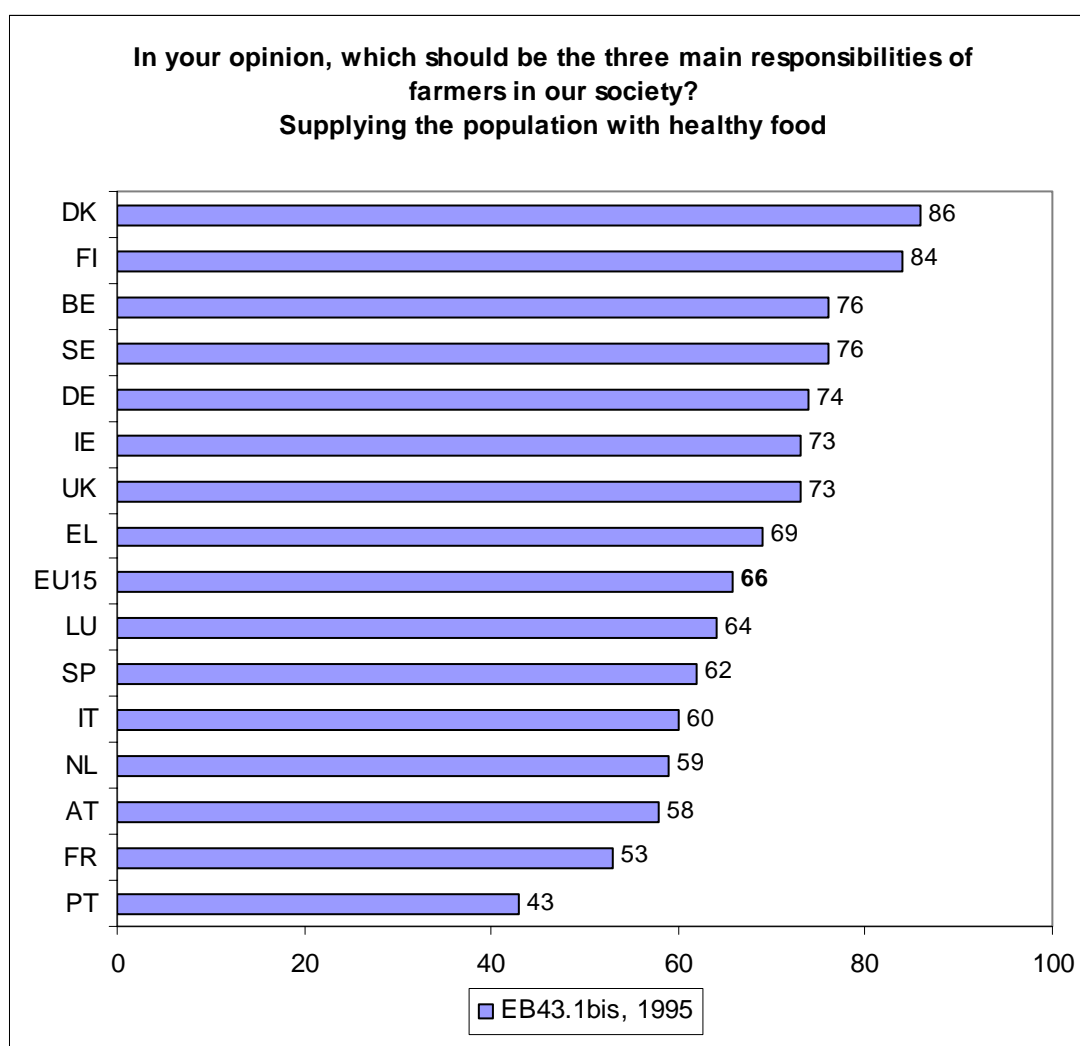
¹¹ http://europa.eu.int/comm/agriculture/foodqual/quali_en.htm

1.1. Supplying the population with healthy food

In all EU Member States (except in France and Portugal), this response collected the highest figures, particularly in the Northern countries: Denmark (86%), Finland (84%), Belgium (76%), Sweden (76%) and Germany (74%). On the other hand, the lowest figures were mostly found in the Southern countries in addition to Austria and the Netherlands (see *Figure 21*, below).

In France, the first concern seemed to be protection of the environment (55%), then supply of healthy food (53%) and maintaining employment in rural areas (39%). In Portugal the main responsibility was first protecting the environment (56%), then taking care of the countryside (46%) and supplying the population with healthy food (43%).

Figure 21

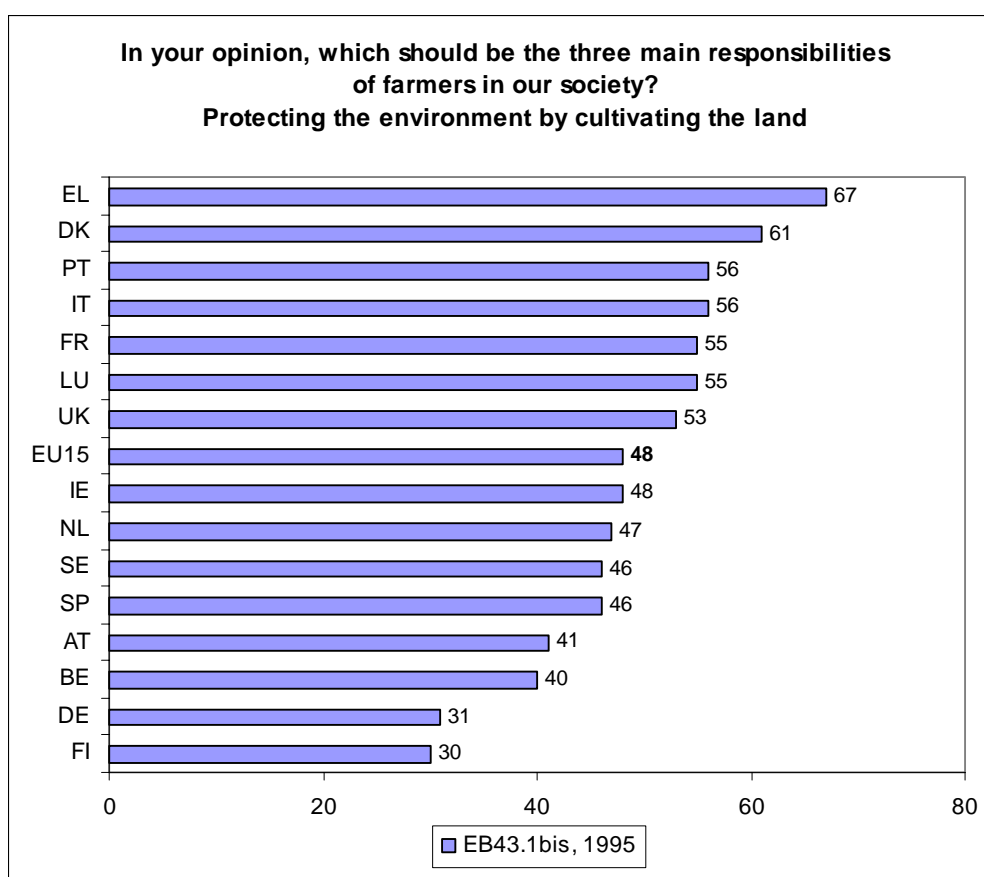


1.2. Protecting the environment by cultivating the land

As seen in *Figure 22* below, this opinion was shared by 48% of the sample, particularly in Greece (67%), Denmark (61%), Portugal and Italy (56% both), France and Luxembourg (55% both). The lowest figures were found in Finland (30%), Germany (31%), Belgium (40%) and Austria (41%). In these last 4 countries, the analysis of the options that gathered the highest rates of responses showed some interesting differences compared to the pattern of answers observed at the EU level:

- Besides the importance of supplying healthy food, the second responsibility that farmers should have, according to 47% of Finns is maintaining employment in rural areas. A third would be to take care of the countryside (43%), far ahead of the environment protection by cultivating the land (30%). These two concerns are understandable in a country where at that time 10% of the population worked in agriculture and where the employment rate was quite high.
- In Germany, people were concerned more by the necessity of maintaining a diversity of animal and plants species (38%) and employment in rural areas (36%) than “protecting the environment by cultivating the land” (31%).
- In Austria and Belgium, even if this option collected figures below the EU average. It represented the second main responsibility attributed to farmers.

Figure 22

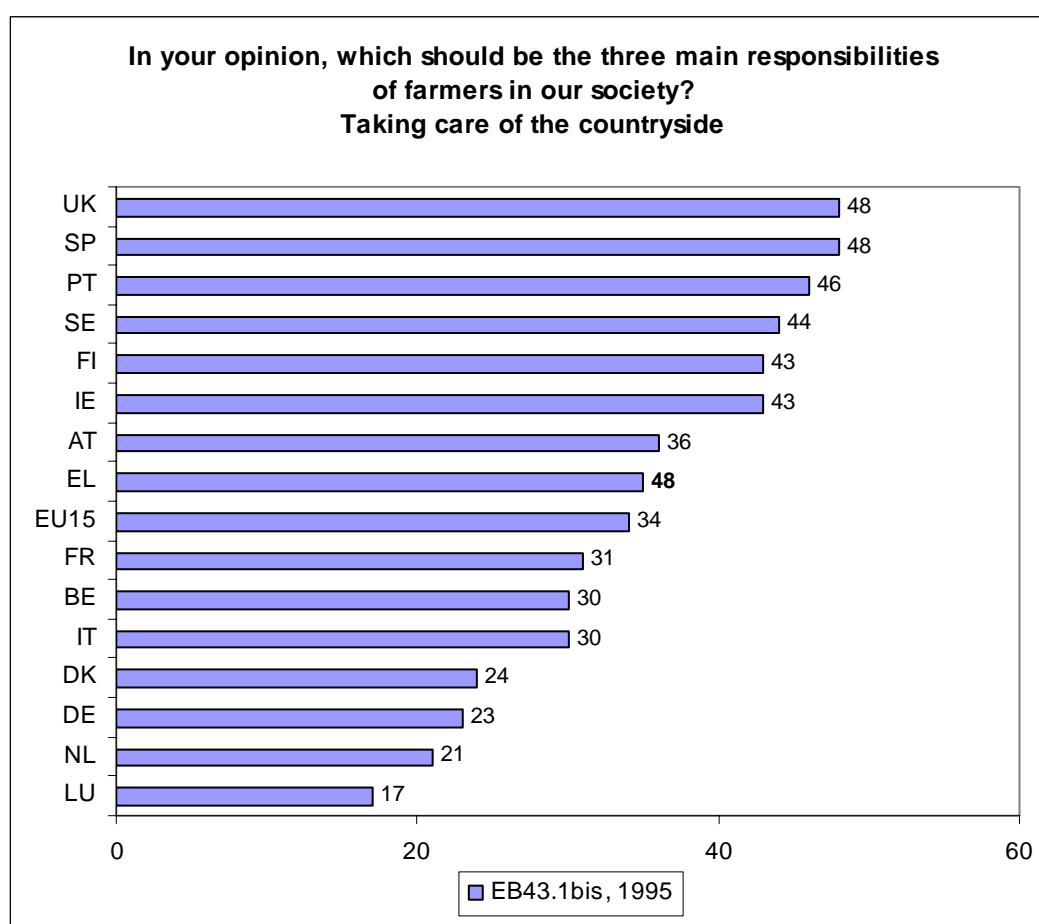


1.3. Taking care of the countryside

According to 34% of EU citizens, taking care of the countryside is one of the main responsibilities for farmers. This was particularly the case in the UK and Spain (48% both), Portugal (46%), Sweden (44%), Finland and Ireland (43%). This was a least sensitive issue in Luxembourg (17%) and the Netherlands (21%). These results are shown in *Figure 23* below.

As seen in the beginning of this section, the environment protection was one of the main responsibilities attributed to farmers. The survey of 1995 looked closer at this issue by asking people whether farmers should be financially supported for this or not¹². It is first interesting to note that 92% of EU citizens were unanimous to say that farmers should play a role in protecting the environment. Of these, a large majority (69%) said they should be financially supported for this. This was particularly the case in Portugal (82%), in Spain and the Netherlands (81% both). In Belgium, Finland and Sweden, more than 30% of people were more inclined than the others to say that farmers should not be financially supported for this (EU average: 23%).

Figure 23



¹² The question was the following : "Do you think that farmers should play a role in protecting the environment, or not? (IF YES) Do you think they should be financially supported for this, or not?" (EB43.1bis, Q51).

2. *The price to pay for quality food*

2.1. EU citizens' definition of quality food

In 1995 and 1999 (EB44.1 and EB50.1), people were invited to choose from a list of 10 characteristics the three that make a quality food product. According to EU citizens, a quality food product is a product that:

- "is tasty, has a good taste" (44% of those polled in 1999);
- "looks appetising" (37%);
- "keeps its natural taste" (35%);
- "is made/produced under strict hygiene conditions" (32%);
- "carries a quality label" (28%);
- "carries a well-known, reputable brand name" (27%);
- "is checked by a public body" (24%);
- "is made/produced in (OUR COUNTRY)" (23%);
- "comes from specific countries or areas" (16%);
- "is more expensive than the average" (3%).

The comparison of the results of 1999 with those of 1995 showed some interesting differences:

- Whereas in 1995, the most important characteristic that a quality food product should have was that it is made/produced under strict hygiene conditions (-9 points), in 1999 its good taste mattered most (+5 points);
- The fact that it carries quality labels (+3 points), looks appetising and that it carries a well-known, reputable brand name (+2 points each) were considered more important features in 1999 than 1995;
- The responses "is checked by a public body" had lost 3 points in 1999.

The characteristic "tasty, has a good taste" collected the highest figure in the Netherlands (62%), Finland (57%) and Sweden (55%). In Belgium, although this was an important feature for people (50%), the appetising aspect of food mattered most (55%).

In France, Spain and Portugal, a quality food product keeps its natural taste (47%, 43% and 41% respectively). The Spaniards (38%), the Dutch and the Germans (31% both) trust quality labels more than the average (28%).

Lastly, for more than 60% of Finns, a quality food product is first a product that comes from Finland. The national origin of the food product also received the support from the Austrians (43%), the Swedes (42%) and the Danes (38%). In the Netherlands this argument mattered the least (5%).

Socio demographic analysis

From the analysis of the 1999 results it appeared that men and women tend to have the same definition of what a quality food product is. No significant difference between men and women could be found on most of the characteristics presented to them. Let's point out though a higher proportion of women than men having answered "is made/produced in (OUR COUNTRY)" (24% against 21% of men).

In terms of age, people aged 15-24 years old and 25-39 years old were more likely than older people to say that a quality product is "tasty/has a good taste" (46% and 45% against 42% and 43% for the other two age categories) and that it "looks appetising" (39% and 38% against 37% and 36%). Conversely, older people were more likely to say that it "is made/produced in (OUR COUNTRY)" (29% of 55 + year olds against 15% of 15-24 year olds) and that it "comes from specific countries or areas" (17% of people aged 40 year old and over against 13% of 15-25 year olds).

The more educated they are, the more likely they agree with the following definition: "keeps its natural taste", "comes from specific countries or areas", "is checked by a public body", "carries a quality label" and "is made/produced under strict hygiene conditions". The least educated on the other hand were more inclined to think a quality product has to be made/produced in their country. The following table shows the results broken down by education level:

Table 2

A quality food product is a product that...

%	Up to 15 years	16-19 years	20+ years
Keeps its natural taste	34	35	37
Comes from specific countries or areas	13	15	20
Is made/produced in (OUR COUNTRY)	27	22	20
Is checked by a public body	22	22	28
Carries a quality label	25	27	33
Is made under strict hygiene conditions	27	33	35

The analysis by occupation categories did not bring up relevant results.

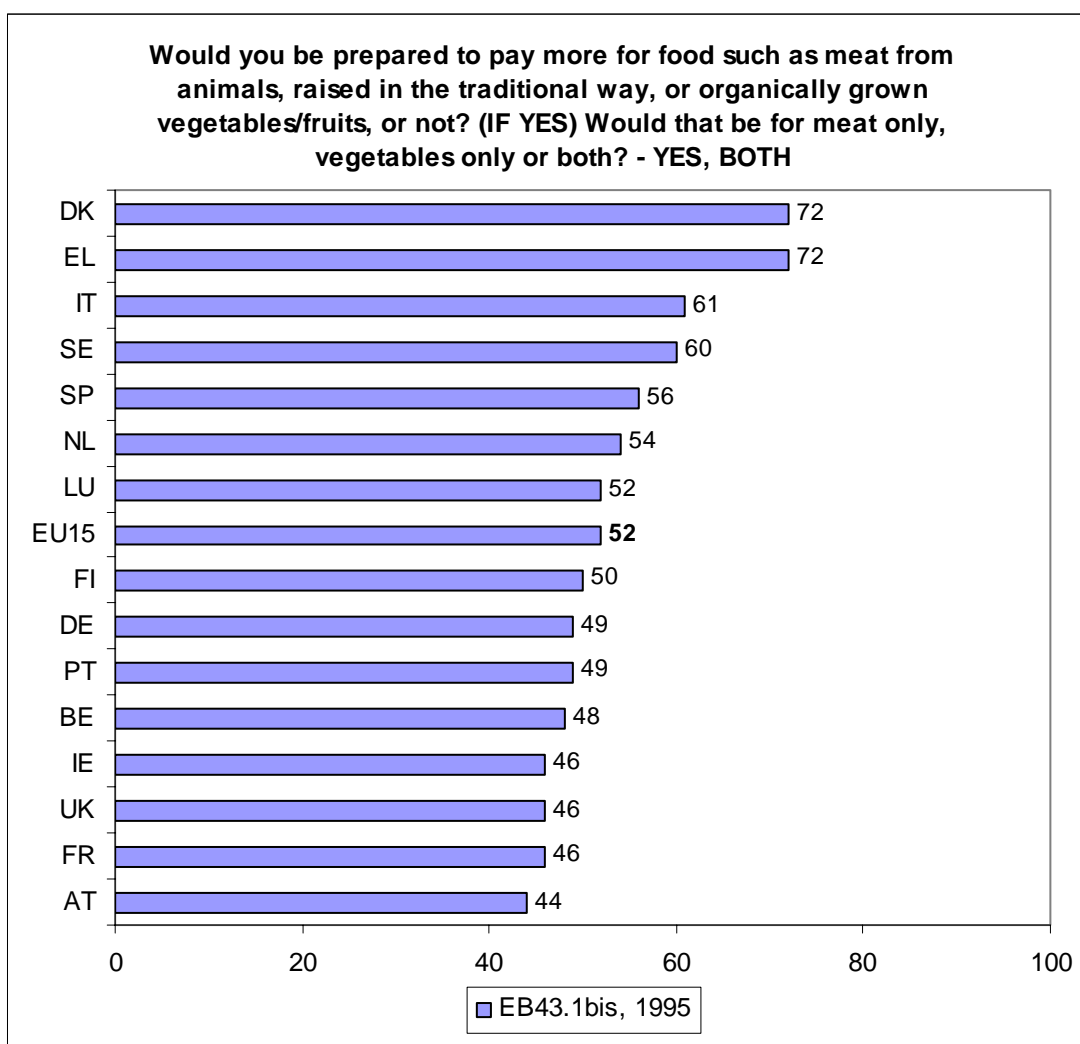
2.2. Are EU citizens prepared to pay more for quality food products?

The only data available on this subject was found in EB 43.1 bis of 1995 (Q.48). EU citizens had been invited to say whether they would be prepared to pay more for food such as meat from animals, raised in the traditional way, or organically grown vegetables/fruits, or not. Besides, they had to specify whether it would be for meat only, vegetables only or both.

A majority of people (52%) said they were prepared to pay more for both, meat and vegetables. Only 6% were prepared to pay more for vegetables only and 5% for meat only. On the other hand, almost a third (31%) was not prepared to pay more.

The idea of paying more for meat and vegetables was shared by more than 7 people out of 10 in Denmark and Greece (72% both) and by more than 6 out of 10 in Italy and Sweden (61% and 60% respectively). Almost 40% of Finns and French people were not prepared to pay more for quality food. These results are illustrated in *Figure 24* below.

Figure 24



Of those who were prepared to pay more, a relative majority (42%) accepted the idea of a 5-10% price increase and for more than a third it could have been more than 10%.

The country-to country analysis showed that the British (47%), the Germans (47%), the Irish (46%) and the Finns (45%) were more likely to pay more than 5-10% of the normal price whereas a quarter of Danes could go for a 16-20% increase (against a EU average of 11%). At the opposite end, more than 30% of Irish and Portuguese answered "less than 5%" (33% and 30% respectively).

Of those who said they would not pay more for a quality meat or vegetables where asked to justify their answer¹³. For the great majority, these food products are already too expensive (74%). This feeling was shared by more than 8 people out of 10 in Portugal (85%), Germany (82%) and Ireland (80%).

¹³ EB43.1bis, Q50

3. *Quality food labels*

3.1. Quality food labels are not well known

As seen previously, for a fair share of EU citizens, a quality food product is a product that is tasty, looks appetising, keeps its natural taste and is made/produced under strict hygiene conditions. A relative share of people mentioned the fact that it carries a quality label. The question that one might raise is whether EU citizens know what a quality label is and whether they are able to identify it.

In 1996 and again in 1999, the following question was put to the respondents:

“a) *Have you ever seen or heard of any of these, or not?*

A.O.C¹⁴, D.O.C¹⁵, P.D.O., P.G.I.

b) *And of...?*

- *Appellation d’Origine Contrôlée/Registered Designation of Origin*
- *Dénomination d’origine contrôlée¹⁶*
- *Protected Designation of Origin*
- *Protected Geographical Indication”*

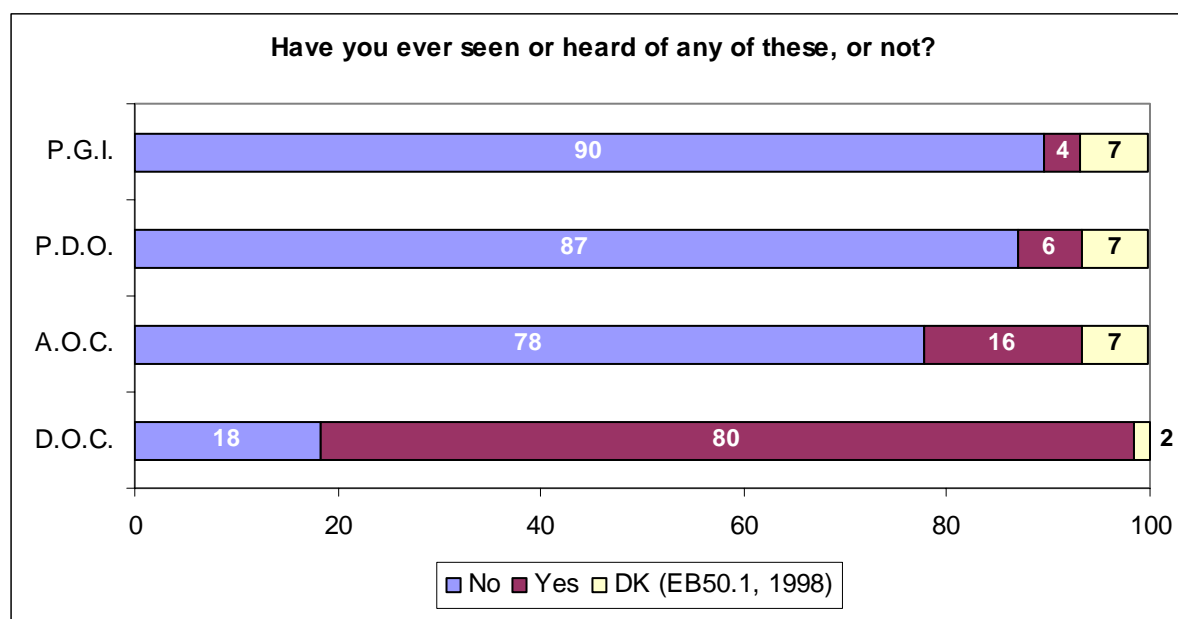
It first appeared that a great majority of EU citizens did not know A.O.C., P.D.O., P.G.I. (78%, 87% and 90% respectively of negative answers). However, the level of awareness of D.O.C. reached 80% in Italy (see *Figure 25*, next page).

¹⁴ Not asked in Spain

¹⁵ Asked only in Italy

¹⁶ Asked only in Italy, Spain and Portugal

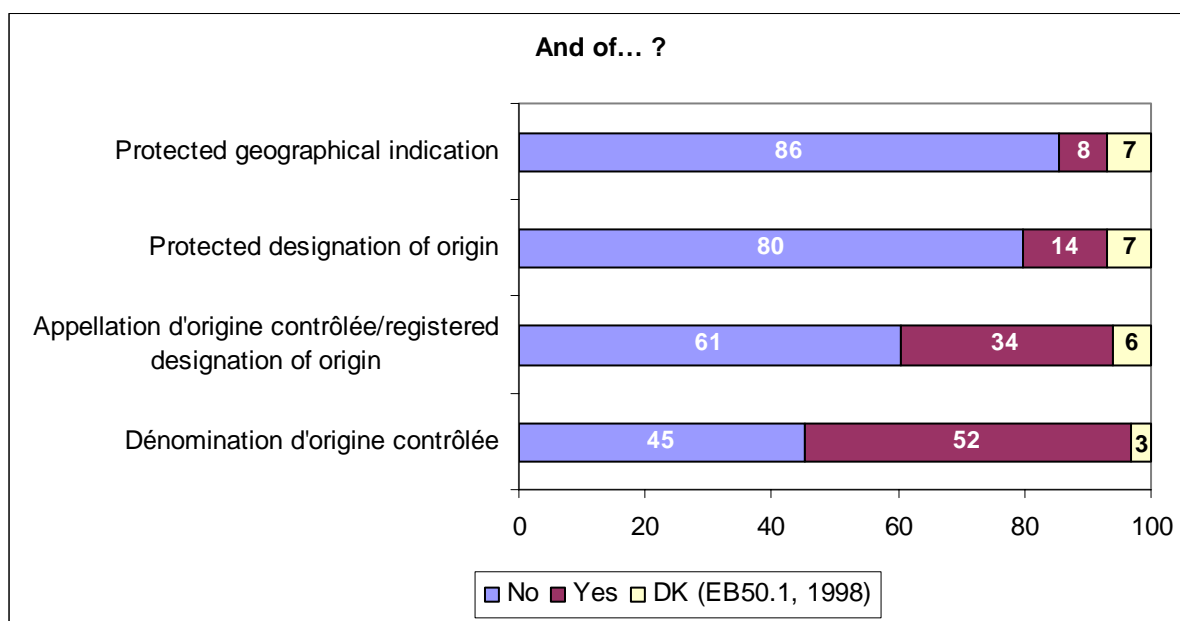
Figure 25



When presented the signification of these acronyms, the level of awareness slightly rose, even though a majority had never seen or heard of these (see *Figure 26*, next page):

- 61% of people had never seen or heard of “Appellation d’Origine Contrôlée/Registered Designation of Origin” (against 34% of people who had already seen/heard of it);
- 80% of those polled said they had never seen or heard of “Protected Designation of Origin” (against only 14% who had already seen or heard of it);
- The level of awareness of “Protected Geographical Indication” was even lower (86% had never seen or heard of it and 8% had not);
- Asked only in Italy, Spain and Portugal, the label “Dénomination d’Origine Contrôlée” enjoyed a better level of awareness (52% had already seen or heard of it against 45% who had not)

Figure 26



In general, the country-to-country analysis, showed the same low level of awareness for all these acronyms. Even if their meanings are slightly better known, the overall majority of people in all Member States admitted they had never seen or heard of them. However, some countries showed a different picture (see *Figures 27 & 28*, next page):

- France, Spain and Luxembourg were the only countries where a majority of people had already seen or heard of “Appellation d’Origine Contrôlée/Registered Designation of Origin” (88%, 74% and 63% of positive answers, respectively). Moreover, in France, 7 people out of ten had already seen or heard of this acronym.
- In Belgium and the Netherlands, the proportion of people who had already seen or heard of “Appellation d’Origine Contrôlée/Registered Designation of Origin” was almost equal to that of people who had never seen or heard of it (47% and 46% of positive answers, respectively).
- As seen previously, more than 8 Italians out of ten knew the acronym “D.O.C.” (80%) and what it means (82%).

Figure 27

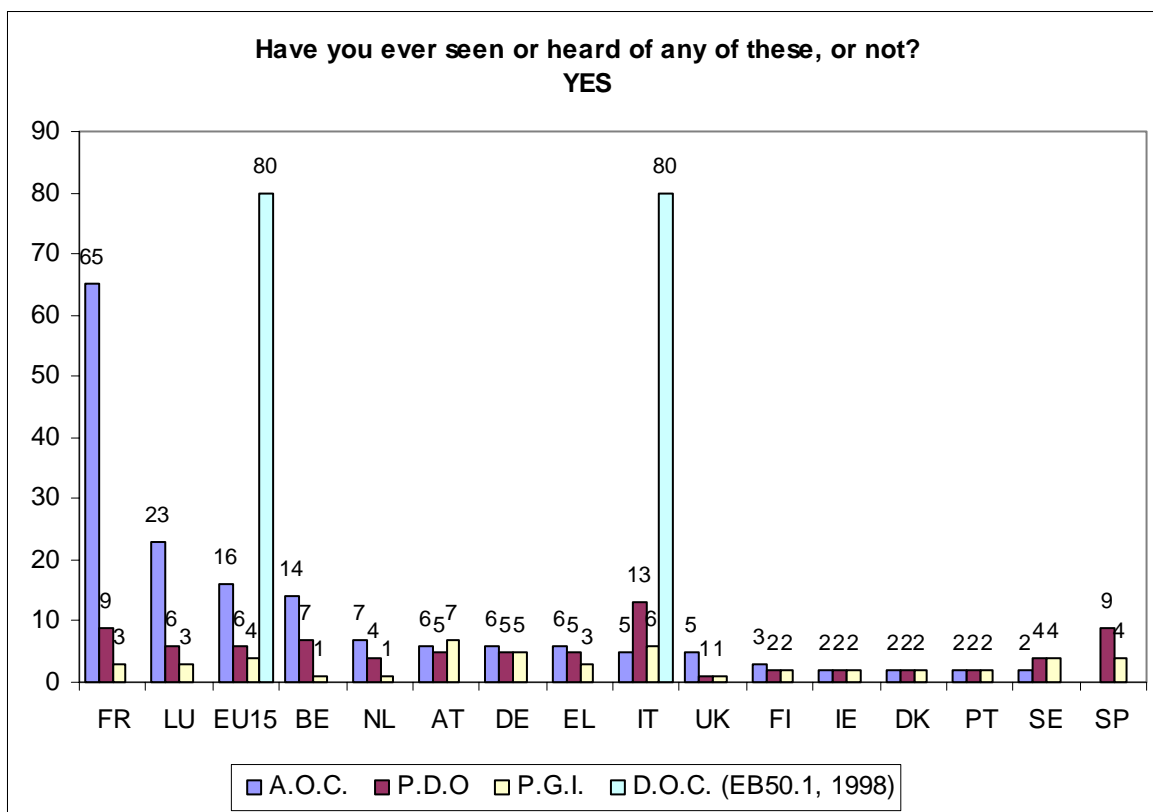
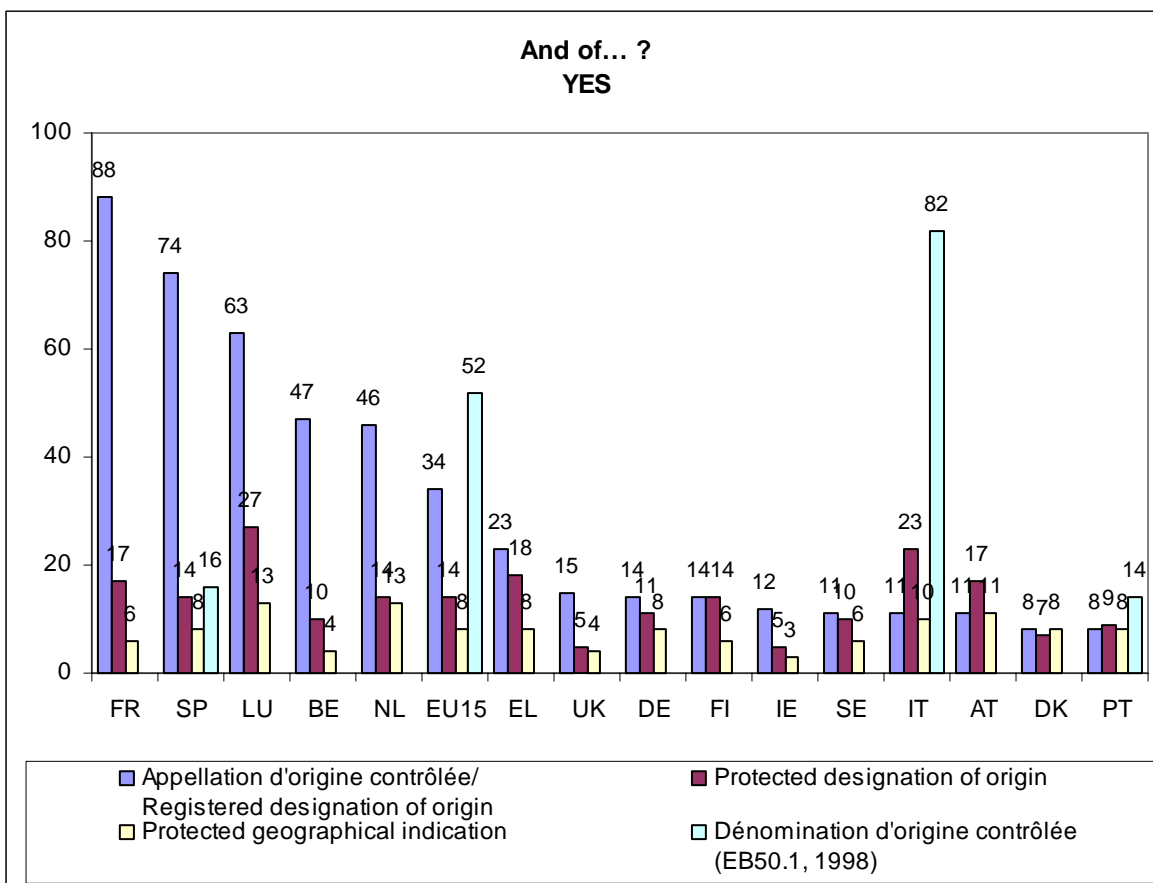


Figure 28



Socio-demographic analysis

In general, men were more likely than women to have already seen or heard of these quality labels (either the acronyms or their meanings). This is also the case of the most educated compared with the least educated, the self-employed and the managers compared with the other occupation categories. As far as the label “Dénomination d’Origine Contrôlée” is concerned, the picture was slightly different: other white collars (65%) knew it better than the others, just before the managers (63%) and the self-employed (56%).

As it might have been expected, not only are EU citizens unaware of these quality labels, but they are not informed either of what these labels refer to¹⁷. Indeed, in the 1999 survey, the following question had been asked to respondents:

“Which of these labels guarantees...? Protected Designation of Origin/Protected Geographical Indication/Both/Neither (SPONTANEOUS)/DK

- *that the main ingredients come only from the specific region of production*
- *that all the stages of production take place in the specific region of production*
- *that there are very strict quality controls*
- *a certain quality level in the product”*

It is first interesting to note the relative high proportion of people who could not respond to the question.

Let’s analyse each statement and see whether respondents attribute it to the right label or not.

1) The main ingredients come only from the specific region of production

According to 28% of EU citizens this statement refers to “Protected Geographical Indication/P.G.I.” whereas for 24% of them it is “Protected Designation of Origin/P.D.O.”. Another 15% attributed it to both labels. 28% could not give any answer.

The highest proportion of people having answered P.G.I. was found in Finland (52%) and Sweden (47%) whereas P.D.O. was cited most in Greece (32%) and Spain (31%). Note that more than 40% of Irish, Portuguese and British could not answer the question.

¹⁷ E50.1, Q.16

2) All the stages of production take place in the specific region of production

Here again, EU citizens were not unanimous in their answer. 29% said the P.G.I. label guarantees that the main ingredients come only from the specific region of production. For other 21%, only the P.D.O. guarantees it. 15% answered “both”. In this case also, the “don’t know” response was quite high (30%).

Here again, the Finns (47%) and the Swedes (39%) were convinced that P.G.I. guarantees that all the stages of production take place in the specific region of production whereas the Dutch (29%) and the Danes (28%) thought this is guaranteed by P.D.O. As it was the case for the previous question, a fair share of Irish, Portuguese, British and Spanish could not give any answer to the question (more than 40% of “don’t know”).

3) There are very strict quality controls

Respondents are evenly shared between “P.D.O.” (25%) and “both” (24%). Very few people thought this statement refers only to P.G.I. More than one third could not give any answer.

The answer “P.D.O.” recorded its highest score in Finland (44%), Sweden (43%) and France (38%) whereas the highest scores for “P.G.I.” were found in Greece (12% against a European average of 7%) and Denmark (11%). The French (36%) and the Italians (30%) were convinced most by the fact that both P.D.O. and P.G.I guarantee very strict quality controls. In Ireland, the great majority (55%) had no opinion.

4) A certain quality level in the product

Here again, people are quite shared about the labels that guarantee a certain quality level in the product. 26% were convinced that both P.D.O. and P.G.I. guarantee it. 24% said it is only the P.D.O label. Again, a relative majority could not give an answer to the question.

In France (38%), Italy (37%) and Portugal (34%), people were more likely to think that both P.D.O. and P.G.I. guarantee a certain quality level in the product. In France an equal proportion said that this is only guaranteed by P.D.O.

The highest levels of “don’t know” were found in Ireland (54%), the UK (47%) and Portugal (44%).

3.2. A European Quality Label is relatively well accepted

This section looks into detail at how EU citizens react to the idea that the European Union can guarantee that a food product comes from a particular country/region/area or that it is made/produced in a traditional way¹⁸.

In 1995 and again in 1999, people were invited whether they would have more confidence in a food product or not, if the European Union were to guarantee the origin of this product and that it was made or produced in a traditional way.

In 1999, a relative majority of EU citizens (46%) admitted that they would have more confidence if the European Union were to guarantee **the origin of a food product**. This was mostly the case in the Southern countries: Spain (61% of “more confidence”), Greece (60%), Portugal and Italy (59% each). On the other hand, a majority of people would not have more confidence in Denmark (58% of “not more confidence” against 34% of “more confidence”), Sweden (51% against 37%), the Netherlands (46% against 41%), in France (45% against 39%) and Austria (39% against 34%).

Almost half of those polled (48%) would have more confidence if the European Union were to guarantee that **food product was made in the traditional way**. Here again, Southern countries were more inclined to have more confidence. This was the case for 64% of Greeks and Spaniards and 59% of Portuguese and Italians. On the other hand, in 4 countries the proportion of those who would not feel more confident is higher than that of those who would be more confident: Denmark (57% would not be more confident against 35% of people who would be), Sweden (51% against 36%), the Netherlands (44% against 42%) and Austria (39% against 35%).

These results are shown in *Figures 29 & 30* on the next page.

¹⁸ EB50.1, Q22 and Q23

Figure 29

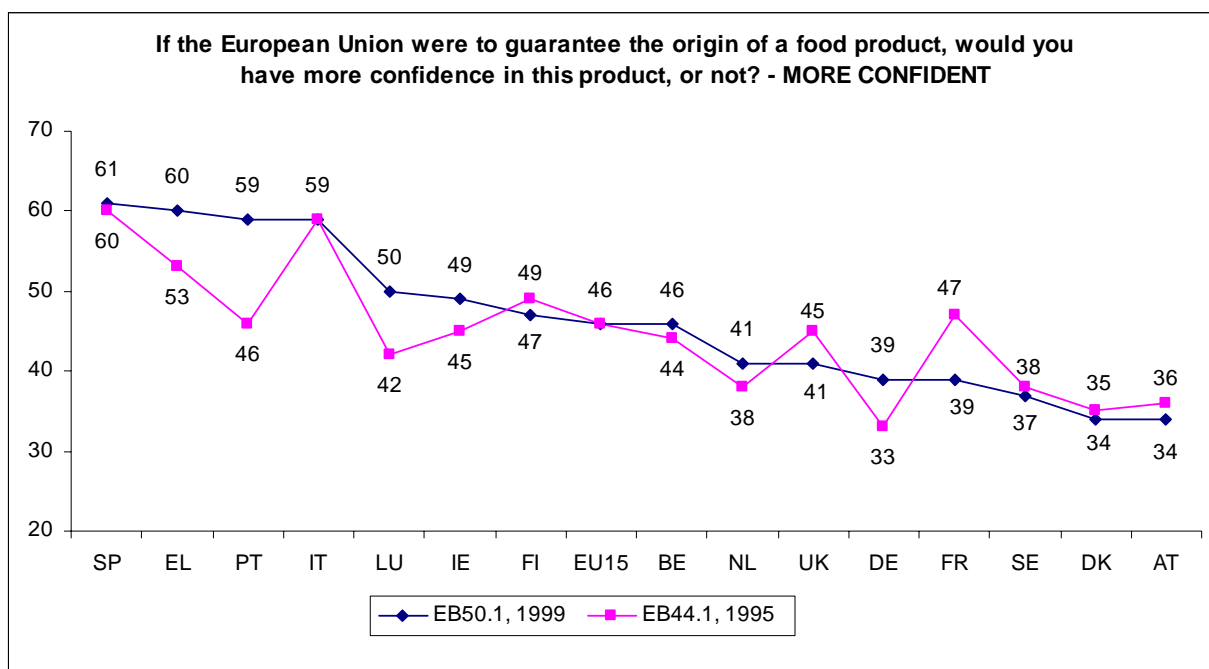
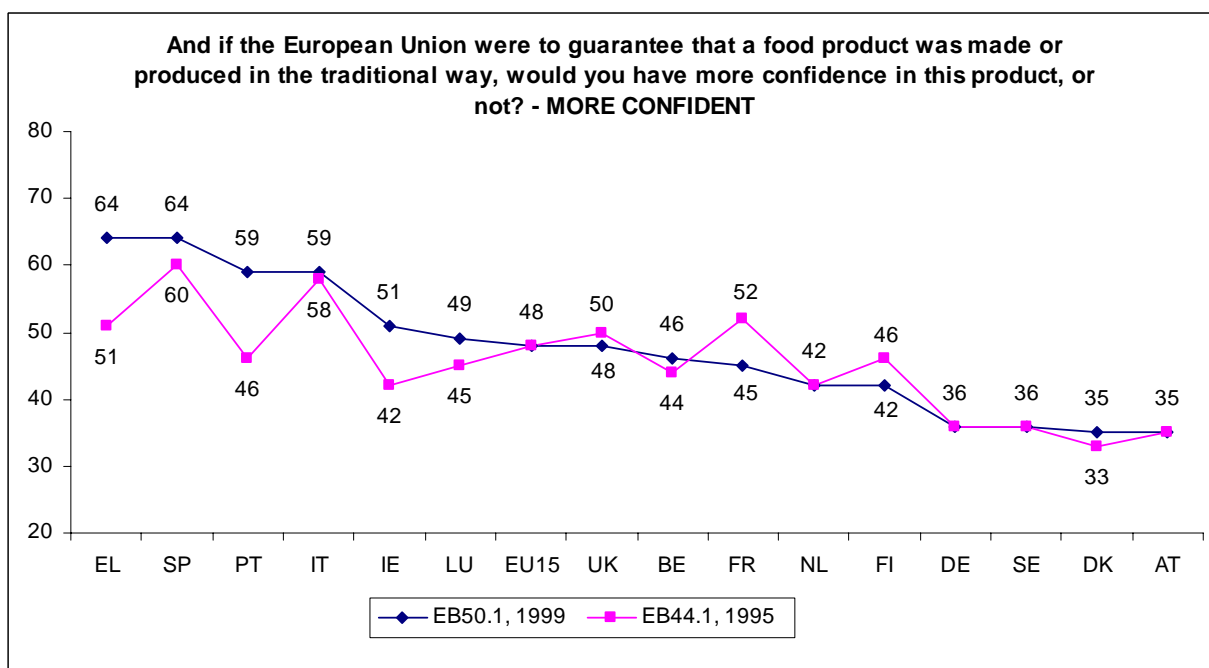


Figure 30



Overall, the profile of responses did not vary from 1995 and 1999.

Socio-demographic analysis

No difference could be observed between men and women about the confidence they would have if the European Union could guarantee the origin of a product or that the product is made in a traditional way. On the other hand, people aged 55+ were less positive than the others about it. It is the case for the least educated, the retired and manual workers.

As seen above, the effect of the intervention of the European Union in guaranteeing the origin of a food product and that it is produced in a traditional way, has a limited impact on citizens' confidence. The survey of 1999 also showed that the existence of a European logo would not have a greater impact on the buying intentions:

45% of those polled said they would be more likely to buy a food product if a European logo could attest of its origin (against 35% who said they would not be more likely to do so). The analysis by country show similar profile of responses as observed for the previous question: 65% of Greeks, 57% of Portuguese and Spaniards, 56% of Italians and 55% of Luxemburgers were the most positive. Note the highest proportions of people who could not give an answer to the question: Germany (34%), Austria (28%), Ireland (25%) and Spain (22%). On the other hand, a majority of negative answers were found in Denmark (59%), the Netherlands and France (54% each), Sweden (50%), the UK (45%), Finland (45%) and Belgium (44%).

The buying intentions would be quite similar to this if this logo would guarantee that the food product is made in a traditional way (48% of buying intentions).

As a conclusion:

- As seen in the previous chapter, healthy and safe food is EU citizens' top priority when speaking of the common agricultural policy. It is the farmers' responsibility to supply the population with healthy and safe food. Farmers should also protect the environment by cultivating the land and taking care of the countryside, according to a fair share of EU citizens.
- A quality food product has to have a good taste, to look appetising, to keep its natural taste and has to be made/produced under strict hygiene conditions.
- When it comes to quality meat or vegetables, EU citizens seem to be ready to pay more. A 5-10% increase seems to be acceptable.
- Trust in the quality of food product could be assured if the European Union could guarantee the origin or the way a product is made/produced. The idea of a European quality label is indeed accepted by a majority of EU citizens. However, there is a need for more information on quality labels, as most of the people have never heard of them. Besides, if they saw a quality label on a product, they would not be able to say what it means.

ANNEXES

EU15 Questionnaire

EB	Year	Q.	Question	Previous EB
EB60.1	2003	Q.28 a)	<p>For each of the following areas, do you think that decisions should be made by the (NATIONALITY) government, or made jointly within the European Union?</p> <p>RED OUT – ROTATE / (NATIONALITY) GOVERNMENT / JOINTLY WITHIN EUROPEAN UNION / DK</p> <p>1 Defence 2 Protection of the environment 3 Currency 4 Humanitarian aid 5 Health and social welfare 6 Basic rules for broadcasting and press 7 Fight against poverty/social exclusion 8 The fight against unemployment 9 Agriculture and fishing policy 10 The support to regions which are experiencing economic difficulties 11 Education 12 Scientific and technological research 13 Information about the European Union, its policies and institutions 14 Foreign policy towards countries outside the European Union 15 Cultural policy</p>	60.1 (28a) 59.1 (22a) 58.1 (25a) 57.1 (24a) 65.2 (30a) mod 54.1 (30a) 53.0 (33a) 52.0 (34a) mod 51.0 (21) 50.0 (36) mod 49 (26) 48.0 (27) 47.1 (23) 46 (13) mod 44.2bis (26) 44.1 (23) mod 43.1 (28) mod 42 (30)
EB59.2	2003	Q.4	<p>European Union agricultural policy aims to benefit consumers as well as farmers. With which of the following statements do you agree? (SHOW CARD - READ OUT - MULTIPLE ANSWERS POSSIBLE)</p> <p>It ensures that the food you buy is safe to eat It ensures that the food you buy is of good quality It ensures that the food you buy is healthy It ensures that the food you buy is reasonably priced It ensures that you know enough about where your food comes from (M) It ensures that you have enough information about how the food was produced and processed It ensures that farm animals are well treated It favours consumers rather than farmers It favours farmers rather than consumers It favours equally farmers and consumers None of these (SPONTANEOUS) DK</p>	59.2 (4) mod 57.0 (2) 55.2 (29) new
EB59.2	2003	Q.5	<p>In your opinion, should the European Union use an agricultural policy to...?</p> <p>READ OUT / YES / NO / DK</p> <p>1 ensure stable and adequate incomes for farmers 2 make European agriculture more competitive on world markets 3 help farmers to adapt their production to consumers' expectations 4 defend farmers' interests in their dealings with intermediaries and distributors 5 favour and improve life in the countryside 6 reduce development gaps between regions 7 encourage the diversification of agricultural products and activities 8 favour methods of organic production 9 promote the respect of the environment 10 protect the specificity of European agricultural products 11 protect the taste of European agricultural products 12 protect medium or small sized farms 13 ensure that agricultural products are healthy and safe 14 ensure that the well-being of farm animals is respected (N)</p>	59.2 (5) mod 57.0 (3) 55.2 (30) new

EB	Year	Q.	Question	Previous EB
EB59.2	2003	Q.6	And do you think that the European Union's agricultural policy currently plays its role rather well or rather badly to...? READ OUT / RATHER WELL / RATHER BADLY / DK 1 ensure stable and adequate incomes for farmers 2 make European agriculture more competitive on world markets 3 help farmers to adapt their production to consumers' expectations 4 defend farmers' interests in their dealings with intermediaries and distributors 5 favour and improve life in the countryside 6 reduce development gaps between regions 7 encourage the diversification of agricultural products and activities 8 favour methods of organic production 9 promote the respect of the environment 10 protect the specificity of European agricultural products 11 protect the taste of European agricultural products 12 protect medium or small sized farms 13 ensure that agricultural products are healthy and safe 14 ensure that the well-being of farm animals is respected (N)	59.2 (6) mod 57.0 (4) 55.2 (31) new
EB59.2	2003	Q.7	The European Union is subsidizing agricultural products less and less. However, it is granting more funds to the protection and development of the overall rural economy and to direct support to farmers. Do you think that this development is...? (SHOW CARD - READ OUT - ONE ANSWER ONLY) a very good thing a fairly good thing a fairly bad thing a very bad thing neither good nor bad thing (SPONTANEOUS) DK	59.2 (7) 57.0(5) 55.2 (32) new
EB50.1	1999	Q.8	If you had to define what a quality food product is, which are the three things you would mention first ? A product that ... (SHOW CARD - READ OUT - ROTATE - MAX. 3 ANSWERS). looks appetising keeps its natural taste comes from specific countries or areas is made/produced in (OUR COUNTRY) is checked by a public body carries a well-known, reputable brand name is tasty, has a good taste carries a quality label is made/produced under strict hygiene conditions is more expensive than the average something else (SPONTANEOUS) DK	50.1 (8) 44.1 (44)
EB50.1	1999	Q.9	a) Have you ever seen or heard of any of these, or not ? (SHOW FIRST CARD) YES / NO / DK A.O.C. P.D.O. P.G.I. b) And of ... ? (CONTINUE WITH SECOND CARD - READ OUT) Appellation d'Origine Contrôlée / Registered Designation of Origin Protected Designation of Origin Protected Geographical Indication	50.1 (9) 44.1 (46)

EB	Year	Q.	Question	Previous EB
EB50.1	1999	Q.16	Which of these labels guarantees...? (SHOW CARD WITH LABELS) PROTECTED DESIGNATION OF ORIGIN / PROTECTED GEOGRAPHICAL INDICATION / BOTH (SPONTANEOUS) / NEITHER (SPONTANEOUS) / DK 1. that the main ingredients come only from the specific region of production 2. that all the stages of production take place in the specific region of production 3. that there are very strict quality controls 4. a certain quality level in the product	EB50.1 - NEW
EB50.1	1999	Q.22	a) If the European Union were to guarantee the origin of a food product, would you have more confidence in this product, or not ? b) And if the European Union were to guarantee that a food product was made or produced in the traditional way, would you have more confidence in this product, or not ? MORE CONFIDENCE / NOT MORE CONFIDENCE / IT DEPENDS ON THE PRODUCT (SPONTANEOUS) - DK a) Guaranteed origin of a food product b) Guaranteed that a food was made or produced in the traditional way	50.1 (22) mod 44.1(54 a&b) new
EB50.1	1999	Q.23	a) Would a European logo guaranteeing the origin of a food product make you more likely to buy it, or not? b) Would a European logo guaranteeing that a food product is made or produced in the traditional way make you more likely to buy it, or not? MORE LIKELY / NOT MORE LIKELY / DK a) The origin of a food product b) That a food product is made or produced in the traditional way	EB50.1 - NEW
EB48.0	1997	Q.47	The European Union has a long-standing agricultural policy, called the Common Agricultural Policy. For each of the following objectives, please tell me if you think it has to be a priority, or not ? PRIORITY / NOT A PRIORITY / DK Maintaining the number of farmers in Europe Guaranteeing food safety Protecting the interests of European Union farmers against those of non-European Union farmers Reducing subsidies to farmers Ensuring farmers can sell their products at a high enough price to make a living Fighting against fraud in the agricultural sector Guaranteeing that animals are well-treated Ensuring a decent income for farmers Promoting the production of alternative energy sources, for example fuel produced from plants Giving aid to farmers from countries which wish to join the European Union Maintaining crop diversity Balancing economic growth and the protection of the environment Encouraging the development of big farms instead of small ones	new
EB47.2	1997	Q.52	Do you think that, to make progress in the building of Europe, it is necessary or not to have ... ? YES, NECESSARY / NO, NOT NECESSARY / DK A single internal market A common agricultural policy A European social policy A European environment policy One European foreign policy One army One European currency One tax system An elected European government A European citizenship in addition to our (national) citizenship	47.2 (52) mod 44.2bis (21) new

EB	Year	Q.	Question	Previous EB
EB44.1	1996	Q.45	Have you ever seen quality labels on food products, or not ? (IF YES) How often do you trust them : always, often, sometimes or never ? Yes, I have been them and I always trust them Yes, I have seen them and I often trust them Yes, I have seen them and I sometimes trust them Yes, I have seen them but I never trust them No, I have never seen them DK	EB44.1 - NEW
EB43.1 BIS	1995	Q.46	In your opinion, which should be the three main responsibilities of farmers in our society ? (SHOW CARD - READ OUT - 3 ANSWERS MAXIMUM) Protecting the environment by cultivating the land Supplying the population with healthy food Taking care of the countryside Preventing erosion, floods and avalanches Maintaining employment in rural areas Supplying alternative energy sources such as fuel produced from plants cultivated in Europe, such as rapeseed Attracting tourism Passing our cultural heritage on to the next generation Maintaining a diversity of animal and plant species Maintaining a diversity of countryside Providing recreational areas for people living in the cities DK	EB43.1 - NEW
EB43.1 BIS	1995	Q.48	Would you be prepared to pay more for food such as meat from animals, raised in the traditional way, or organically grown vegetables/fruits, or not ? (IF YES) Would that be for meat only, vegetables only or both ? No Yes, meat only Yes, vegetables/fruits only Yes, both DK	EB43.1 - NEW
EB43.1 BIS	1995	Q.49	How much more ? (show card) Less than 5 % 5 - 10% 11-15% 16-20% 21-30% 31-40% 41-50% 51-75% 76-100% Over 100% DK	EB43.1 - NEW
EB43.1 BIS	1995	Q.50	Why not ? Is it because such food (SHOW CARD - READ OUT) Is too expensive Does not look good Does not taste good Is not of high quality Other (SPONTANEOUS) DK	EB43.1 - NEW
EB43.1 BIS	1995	Q.51	Do you think that farmers should play a role in protecting the environment, or not ? (IF YES) Do you think they should be financially supported for this, or not ? No, should not play such a role Yes, and they should be financially supported for this Yes, but they should not be financially supported for this DK	EB43.1 - NEW

EB	Year	Q.	Question	Previous EB
EB43.1 BIS	1995	Q.53	Have you ever heard or read about the Common Agricultural Policy, the "CAP", or not ? Yes No DK	EB43.1 - NEW
EB43.1 BIS	1995	Q.54	When developing its Common Agricultural Policy for the coming years, the European Commission will have to set priorities. (SHOW CARD - READ OUT) a) Which one of the following should receive top priority ? (ONE ANSWER ONLY) b) And which two others ? (TWO ANSWERS MAXIMUM) a) FIRST / b) TWO OTHERS Maintaining the number of farmers in Europe Providing health food Representing the interests of European Union farmers against non-European Union farmers Reducing subsidies to farmers Fighting against fraud in the agricultural sector Guaranteeing good treatment of animals Promoting the production of alternative energy such as fuel produced from plants cultivated in Europe, such as rapeseed Giving aid to farmers in Eastern Europe Maintaining a diversity of countryside Promoting the merging of smaller farms into bigger units DK	EB43.1 - NEW
EB38.1	1992	Q.67	In which of the following areas is the European Community itself active ? (SHOW CARD – SEVERAL ANSWERS POSSIBLE) Agriculture Energy Science and technology Environment Defence None of these DK	eb 31

Candidate Countries Questionnaire

EB	Year	Q.	Question	Previous EB
CCEB 2003.4	2003	Q42	<p>For each of the following areas, do you think that decisions should be made by the (NATIONALITY) government, or made jointly within the European Union? RED OUT – ROTATE / (NATIONALITY) GOVERNMENT / JOINTLY WITHIN EUROPEAN UNION / DK</p> <ol style="list-style-type: none"> 1 Defence 2 Protection of the environment 3 Currency 4 Humanitarian aid 5 Health and social welfare 6 Basic rules for broadcasting and press 7 Fight against poverty/social exclusion 8 The fight against unemployment 9 Agriculture and fishing policy 10 The support to regions which are experiencing economic difficulties 11 Education 12 Scientific and technological research 13 Information about the European Union, its policies and institutions 14 Foreign policy towards countries outside the European Union 15 Cultural policy 	CCEB 2003.3 Q3 CCEB 2003.2 Q36 CCEB 2003.1 Q9a CCEB 2002.2 Q38 ACEB 2001.1 Q37 ACEB 2000.1 Q25 new
CCEB 2003.4	2003	Q42	<p>For each of the following areas, do you think that decisions should be made by the (NATIONALITY) government, or made jointly within the European Union? RED OUT – ROTATE / (NATIONALITY) GOVERNMENT / JOINTLY WITHIN EUROPEAN UNION / DK</p> <ol style="list-style-type: none"> 1 Defence 2 Protection of the environment 3 Currency 4 Humanitarian aid 5 Health and social welfare 6 Basic rules for broadcasting and press 7 Fight against poverty/social exclusion 8 The fight against unemployment 9 Agriculture and fishing policy 10 The support to regions which are experiencing economic difficulties 11 Education 12 Scientific and technological research 13 Information about the European Union, its policies and institutions 14 Foreign policy towards countries outside the European Union 15 Cultural policy 	CCEB 2003.3 Q3 CCEB 2003.2 Q36 CCEB 2003.1 Q9a CCEB 2002.2 Q38 ACEB 2001.1 Q37 ACEB 2000.1 Q25 new

EB	Year	Q.	Question	Previous EB
CCEB 2002.3	2002	qa1	<p>In your opinion, should the European Union use its agricultural policy to</p> <p>READ OUT</p> <p>1 ensure stable and adequate incomes for farmers 2 make European agriculture more competitive on world markets 3 help farmers to adapt their production to consumers' expectations 4 defend farmers' interests in their dealings with intermediaries and distributors 5 favour and improve life in the countryside 6 Reduce development disparities between regions? 7 encourage the diversification of agricultural products and activities 8 favour methods of organic production 9 promote the respect of the environment 10 protect the taste and the specificity of European agricultural products 11 protect medium or small sized farms 12 ensure that agricultural products are healthy and safe?</p>	new
CCEB 2002.3	2002	qa2	<p>The European Union subsidises agricultural products less and less. On the other hand, it grants more funds for the protection and development of the overall rural economy and in direct support to farmers. Do you think that this change is..? (SHOW CARD - READ OUT - ONE ANSWER ONLY)</p> <p>a very good thing a fairly good thing a fairly bad thing a very bad thing DK</p>	new
CCEB 2002.3	2002	Qa3	<p>The European Union has been dealing with agricultural issues for a long time. Have you seen or heard anything about its actions or the «Common Agricultural Policy»?</p> <p>yes: « Common Agricultural Policy » yes: about its actions (but no particular reference) no: nothing at all DK</p>	new