

# **CENTRAL AND EASTERN EUROBAROMETER 8**

**OCTOBER–NOVEMBER 1997**

**BASIC ENGLISH QUESTIONNAIRE**

**GfK EUROPE**

Note: The basic questionnaire is provided only as a guide to the survey questions. Please see the SPSS data definitions and document statements or the archival codebook for changes in coding schemes and for country specific answer categories (political parties, income, regions etc.). The technical annexes origin from the official report "Central and Eastern Eurobarometer No. 8" published by the European Commission.

**CENTRAL AND EASTERN EUROBAROMETER No. 8 (Autumn 1997)**  
**QUESTIONNAIRE - CONFIDENTIAL FIRST DRAFT**

**QUESTION 0:**

Firstly can I confirm that you are permanently resident in (OUR COUNTRY)?

- |   |   |
|---|---|
| Yes - permanently resident - CONTINUE INTERVIEW | 1 |
| No - not permanently resident - CLOSE INTERVIEW | 2 |
| Don't know/ not sure - CLOSE INTERVIEW          | 3 |

CEEB7 - Q0 - TREND

**QUESTION 1:**

In general, do you feel things in (OUR COUNTRY) are going in the right or in the wrong direction?

- |                              |  |
|------------------------------|--|
| Right direction              |  |
| Wrong direction              |  |
| Don't know (DO NOT READ OUT) |  |

CEEB7 - Q1 - TREND

**QUESTION 2:**

Do you personally feel that the creation of a free market economy, that is one largely free from state control, is right or wrong for (OUR COUNTRY'S) future?

- |                              |   |
|------------------------------|---|
| Right                        | 1 |
| Wrong                        | 2 |
| Don't know (DO NOT READ OUT) | 3 |

CEEB7 - Q5 - TREND

**QUESTION 3a: (SPLIT BALLOT)**

On the whole, are you very satisfied, fairly satisfied, not very satisfied or not at all satisfied with the way democracy is developing in (OUR COUNTRY) ?

- |                              |   |
|------------------------------|---|
| Very satisfied               | 1 |
| Fairly satisfied             | 2 |
| Not very satisfied           | 3 |
| Not at all satisfied         | 4 |
| Don't know (DO NOT READ OUT) | 5 |

CEEB 7 - Q6 - TREND

**QUESTION 3b: (SPLIT BALLOT)**

On the whole, are you very satisfied, fairly satisfied, not very satisfied or not at all satisfied with the way democracy works in (OUR COUNTRY) ?

Very satisfied	1
Fairly satisfied	2
Not very satisfied	3
Not at all satisfied	4
Don't know (DO NOT READ OUT)	5

EB 47.1 - Q41 - TREND

**QUESTION 4:**

How much respect is there for individual human rights nowadays in (OUR COUNTRY)? Do you feel there is... (READ OUT) ?

A lot of respect for individual human rights	1
Some respect	2
Not much respect	3
No respect at all	4
Don't know (DO NOT READ OUT)	5

CEEB7 - Q7 - TREND

**QUESTION 5:**

(SHOWCARD ONE WITH FLAG) Which country or organisation does this flag represent?

(INTERVIEWER: SHOW THE COLOUR STICKER OF THE FLAG BUT NOT THE ANSWER CATEGORIES - ONLY ONE ANSWER POSSIBLE) (WRITE IN THE ANSWER EXACTLY AS SAID AND CLASSIFY IN THE LIST BELOW);

---



---



---

The European Union	1
The European Community	2
The Common Market	3
The Council of Europe	4
Europe in General	5
The United Nations	6
NATO	7
Other	8
Don't know	9

CEEB6 - AD HOC

**QUESTION 6 :**

Have you ever heard of the following organisations or groups of countries ? (READ OUT):

	Yes	No/DK
The United Nations, or "UN"	1	2
The European Union, or "EU"	1	2
The Council of Europe	1	2

**NEW QUESTION****QUESTION 7:**

As you might know, 15 states of "Western" Europe form together the "European Union". Would you say that your impressions of the aims and activities of the European Union are generally ... (READ OUT) ?

Positive	1
Neutral	2
Negative	3
Don't know (DO NOT READ OUT)	4

**CEEB7 - Q8 - TREND****QUESTION 8:**

As things now stand, with which of the following do you see (OUR COUNTRY'S) future most closely tied up?

(SHOWCARD TWO - REVERSE ORDER OF ITEMS ON 50% OF SHOWCARDS - READ OUT AND CODE ONE ONLY)

The United States of America	1
The European Union	2
China	3
Other European countries like Norway and Switzerland, which remain outside the European Union	4
Other Central and Eastern European countries	5
Russia	6
Turkey	7
Japan	8
DO NOT READ OUT - Germany	9
DO NOT READ OUT - Other <b>WRITE IN</b> _____	0
DO NOT READ OUT - We should depend on ourselves	1
DO NOT READ OUT - Don't know	2

**CEEB7 - Q10 - MODIFIED TREND**

**QUESTION 9:**

If there were to be a referendum tomorrow on the question of (OUR COUNTRY'S) membership of the European Union, would you personally vote for or against membership ?

- |                         |   |           |
|-------------------------|---|-----------|
| Vote for membership     | 1 | Go to Q10 |
| Vote against membership | 2 | Go to Q10 |
| Undecided               | 3 | Go to Q11 |
| Would not vote          | 4 | Go to Q11 |
| Don't know / no answer  | 5 | Go to Q11 |

CEEB7 - Q11 -TREND

**QUESTION 10:**

**(ASK ONLY THOSE WHO STATED THEY WOULD VOTE "FOR" OR "AGAINST")**

What are the main reasons why you would vote for/against? Any other reasons?

PROBE

---



---



---



---



---



---



---

CEEB7 - Q12

**QUESTION 11:**

If there were a referendum tomorrow on the question of (OUR COUNTRY'S) membership of NATO, would you personally vote for or against membership?

- |                         |   |           |
|-------------------------|---|-----------|
| Vote for membership     | 1 | Go to Q12 |
| Vote against membership | 2 | Go to Q12 |
| Undecided               | 3 | Go to Q13 |
| Would not vote          | 4 | Go to Q13 |
| Don't know/ no answer   | 5 | Go to Q13 |

CEEB7 - Q13 - TREND

**QUESTION 12:**

**(ASK ONLY THOSE WHO STATED THEY WOULD VOTE "FOR" OR "AGAINST")**

What are the main reasons why you would vote for/against? Any other reasons?  
 PROBE

---



---



---



---



---



---

CEEB7 - Q14

**QUESTION 13:**

If (OUR COUNTRY) would join NATO before the European Union, would that make you more likely to vote for European Union membership, less likely to vote for European Union membership, or would it make no difference ?:

- |                                       |   |
|---------------------------------------|---|
| More likely to vote for EU membership | 1 |
| Less likely to vote for EU membership | 2 |
| Makes no difference                   | 3 |
| Don't know (DO NOT READ OUT)          | 4 |

NEW QUESTION

**QUESTION 14:**

Who do you think benefits the most out of the relationship between (OUR COUNTRY) and the European Union? Is it the European Union, (OUR COUNTRY) or do both equally benefit ?

- |                              |   |
|------------------------------|---|
| (OUR COUNTRY)                | 1 |
| The European Union           | 2 |
| Both equally benefit         | 3 |
| Don't know (DO NOT READ OUT) | 4 |

CEEB7 - Q15 - TREND

**QUESTION 15:**

Do you think the following are likely to benefit or lose out in (OUR COUNTRY) as ties between (OUR COUNTRY) and the European Union increase? What do you think will happen to... (READ OUT)

	Benefit	Lose out	No impact (SPON)	DK
State enterprise	1	2	3	4
Farmers	1	2	3	4
Private business	1	2	3	4
Civil servants	1	2	3	4
Manual workers	1	2	3	4
Health and social services	1	2	3	4
Educational system	1	2	3	4
People living on low incomes	1	2	3	4
Armed Forces	1	2	3	4
The Church (ONLY FOR POLAND)	1	2	3	4

**CEE7 - Q16 - TREND****QUESTION 16:**

Here is a list of ways you might hear about the activities of the European Union, its institutions, and policies. Which of them are your main sources of information about the European Union, its institutions and its policies? (SHOW CARD THREE - MULTIPLE RESPONSES - READ OUT EACH ITEM AND CODE)

(OUR COUNTRY'S) newspapers	1
<b>Newspapers from European Union countries</b>	<b>2</b>
(OUR COUNTRY'S) television	3
<b>Television broadcast from European Union countries</b>	<b>4</b>
(OUR COUNTRY'S) radio	5
<b>Radio broadcast from European Union countries</b>	<b>6</b>
(OUR COUNTRY'S) periodicals	7
<b>Periodicals from European Union countries</b>	<b>8</b>
<b>School</b>	<b>9</b>
<b>University</b>	<b>0</b>
<b>Cinema</b>	<b>1</b>
At work	2
Libraries	3
<b>Internet</b>	<b>4</b>
The Government	5
<b>Embassies, consulates, foreign cultural centres</b>	<b>6</b>
The European Union Delegation in (OUR CAPITAL)	7
Visits to European Union countries	8
Personal contact with people from the European Union in (OUR COUNTRY)	9
Other <b>WRITE IN</b> _____	0
None of them	1

**CEE7 - Q17 - TREND HEAVILY MODIFIED**

**QUESTION 17:**

The European Union deals with many issues. Here are some of them. Would you, or would you not personally like to know more about what the European Union is doing in the areas of ... (SHOWCARD FOUR -MULTIPLE RESPONSES - READ OUT EACH ITEM AND CODE - REVERSE ORDER OF ITEMS ON 50% OF THE SHOWCARDS)

	Like to know more about
Agriculture/Fisheries	1
Business/industry/technology	2
Common foreign and security policy	3
Culture/audiovisual	4
Competition/privatisation	5
Economic/monetary affairs	6
Energy	7
Environment	8
EU institutions and how they work	9
EU-(OUR COUNTRY) relations	0
Human rights	1
EU assistance programme (called "PHARE"*)	2
Science, research and development	3
Single market	4
Trade with European Union	5
Transport	6
Working and living conditions in the European Union	7
None of them (DO NOT READ OUT)	8

CEEB7 - Q19 - TREND MODIFIED

## STANDARD SOCIO-DEMOGRAPHICS

D.1 - Sex:

Male	1
Female	2

CEEB7 - D1 - TREND

D.2 What is the highest level of education that you have received? (SHOWCARD FIVE)

Up to elementary completed	1
Some secondary but not completed	2
Secondary graduated	3
Higher education	4
Don't know (DO NOT READ OUT)	5
Refused (DO NOT READ OUT)	6

CEEB7 - D2 - TREND

D.3 How old are you? (WRITE IN YEARS OF AGE)

--	--

(IF PERSON BELOW VOTING AGE, GO TO D5)

CEEB7 - D3 - TREND

D4a (LEAVE BLANK)

D.4b (ASK ONLY THOSE OF VOTING AGE)

Do you have the right to vote in (OUR COUNTRY) at General Elections?

Have the right to vote	1	(Go to Q.D.4c)
Do not have the right to vote	2	(Go to Q.D.5)
Don't know (DO NOT READ OUT)	3	(Go to Q.D.5)

CEEB7 - D4a - TREND

D.4c (ASK ONLY THOSE WHO HAVE THE RIGHT TO VOTE)

If there were a General Election tomorrow, which party or block would you vote for, or might you be inclined to vote for? (CODE ONE ONLY) (NB: INSTITUTE; LIST UP TO MAXIMUM 15 NATIONAL PARTIES OR BLOCKS IN ALPHABETICAL ORDER)

Party A	1
Party B	2
Party C	3
Party D	4
Party E	5
Party F	6
Party G	7
Party H	8
Party I	9
Party J	0
Party K	1
Party L	2
Party M	3
Party N	4
Party O	5
Other party	1
Would vote blank/ spoil vote	2
Would not vote	3
Don't know	4
No answer	5

CEEB7 - D4b - TREND

D.5

(ASK ALL) (SHOW CARD SIX) What is your main present occupation? (WRITE IN AND CODE ONE ONLY)

.....

Civil servant	1
State-owned enterprise (non agriculture)	2
Private sector (non-agriculture) owner/self employed	3
Private sector (non agriculture) employee	4
All agriculture (including fishermen)	5
Other paid work	6
Pensioner	7
Housewife not otherwise employed	8
Students (all respondents still in education)	9
Temporarily not working, unemployed	0

CEEB7 - D5 - TREND

D.6a What nationality/ethnic background do you come from?  
(CODE ONE ONLY OR WRITE IN IF "OTHER")

D.6b What languages (including your mother tongue) can you speak well enough to take part  
in a conversation ? (SEVERAL ANSWERS POSSIBLE - ENSURE RESPONDENT  
INCLUDES MOTHER TONGUE)

	Q.D.6a Nationality/ethnic	Q.D.6b Languages spoken (including mother tongue)
Bulgarian	1	1
Croat	2	2
	3	3
Czech	4	4
English	5	5
Estonian	6	6
Finnish	7	7
French	8	8
German	9	9
Greek	0	0
Gypsy/Roman	1	1
Hungarian	2	2
Italian	3	3
Jewish/Yiddish/Hebrew	4	4
Latvian	5	5
Lithuanian	6	6
Macedonian	7	7
Moldovan	8	8
Moravian	9	9
Muslim/Arabic	0	0
Polish	1	1
Romanian	2	2
Russian	3	3
Serb	4	4
Slovak	5	5
Slovene	6	6
Spanish	7	7
Swedish	8	8
Turkish	9	9
Ukrainian	0	0
Other (write in)	1	1
Refused	2	2
Don't know	3	3

CEEB7 - D6 - TREND MODIFIED

D.7

(SHOW CARD SEVEN) Using this card, tell me what is the total monthly net income of all the members of your household, including any extra money. For confidentiality you may just read out the letter of the alphabet next to the appropriate amount. (N.B. INSTITUTE: LIST 16 INCOME BANDS, STARTING WITH THE LOWEST BAND, ENSURING THE HIGHEST AND LOWEST BANDS ARE NOT MORE THAN 2-3% OF THE TOTAL RESULT)

A	F	K	P
B	G	L	
C	H	M	
D	I	N	
E	J	O	Refused

CEE7 - D9 - TREND

D. 8 Region: (N.B.: LIST UP TO MAXIMUM 15 REGIONS IN YOUR NORMAL ORDER)

REGION A	1
REGION B	2
REGION C	3
REGION D	4
REGION E	5
REGION F	6
REGION G	7
REGION H	8
REGION I	9
REGION J	0
REGION K	1
REGION L	2
REGION M	3
REGION N	4
REGION O	5

CEE7 - D10 - TREND

D.9 INTERVIEWER: USE NORMAL OMNIBUS CATEGORIES AND CLASSIFY THEM ACCORDING TO THESE 4 CATEGORIES

Capital	1
Other big city	2
Smaller (provincial) town	3
Village - rural area	4

CEE7 - D11 - TREND

## **SHOWCARDS**

### **SHOWCARD ONE (Q5)**

(European flag, to be provided by the client)

### **SHOWCARD TWO (Q8)**

(the contents of this showcard will vary according to country  
- reverse order on 50% of showcards)

The United States of America

The European Union

**China**

Other European countries like Norway and Switzerland,  
which remain outside the European Union

Other Central and Eastern European countries

Russia

Turkey

Japan

**SHOWCARD THREE (Q16)****TITLE: YOUR MAIN INFORMATION SOURCES ABOUT EUROPEAN UNION**

- (OUR COUNTRY'S) newspapers
- Newspapers from European Union countries
- (OUR COUNTRY'S) television
- Television from European Union countries
- (OUR COUNTRY'S) radio
- Radio broadcast from European Union countries
- (OUR COUNTRY'S) periodicals
- Periodicals from European Union countries
- School
- University
- Cinema
- At work
- Libraries
- Internet
- The Government
- Embassies, consulates, foreign cultural centres
- The European Union Delegation in (OUR CAPITAL) \*
- Visits to European Union countries
- Personal contact with people  
from the European Union in (OUR COUNTRY)
- Other (please state)

## SHOWCARD FOUR (Q17)

(reverse order on 50% of showcards)

Agriculture/ Fisheries  
Business/ industry/ technology  
Common foreign and security policy  
Culture/audiovisual  
Competition/ privatisation  
Economic/ monetary affairs  
Energy  
Environment  
EU institutions and how they work  
EU-(OUR COUNTRY) relations  
Human rights  
EU assistance programme (called "PHARE") \*  
Science, research and development  
Single market  
Trade with European Union  
Transport  
Working and living conditions in the European Union

**SHOWCARD FIVE**

Up to elementary completed  
Some secondary but not completed  
Secondary graduated  
Higher education

**SHOWCARD SIX**

Civil servant  
State-owned enterprise (non agriculture)  
Private sector (non-agriculture) owner/self employed  
Private sector (non agriculture) employee  
All agriculture (including fishermen)  
Other paid work  
Pensioner  
Housewife not otherwise employed  
Students (all respondents still in education)  
Temporarily not working, unemployed

**SHOWCARD SEVEN**

A	F	K	P
B	G	L	
C	H	M	
D	I	N	
E	J	O	

## **ANNEXES**

HOW THE POLL WAS DONE

## COORDINATION AND DETAILS OF PARTICIPATING INSTITUTES

Overall co-ordination: DG X.C (External Information)  
in coordination with DG X.B.2 (EUROBAROMETER)  
Co-ordination assistance: GfK EUROPE Ad hoc Research  
Statistical data Processing: GfK Data Services Germany  
Regional co-ordination: GfK Praha for Czech and Slovak Republic

GfK BULGARIA 10 Tzar Osvoboditel Blvd. 1000 Sofia, BULGARIA	Svetoslav Slavov	Tel : 3592.870.249 Fax: 3592.9801239 gfkbul@main.infotel.bg
GfK PRAHA Ujezd 40/450, POB 45 11801 Prague 1, CZECH REPUBLIC	Michal Severa	Tel : 420.2.57007600 Fax : 420.2.57320242 severa@gfk.cz
Saar Poll Ltd. Box 3336 EEOO90 Tallin, ESTONIA	Andrus Saar	Tel : 372.6311 302 Fax: 372.6312 486 saar@poll.estnet.ee
SOFRES MODUS Ülloi Str. 55 1091 Budapest, HUNGARY	Emöke Lengyel	Tel : 361.216 2490 Fax : 361.216 2505 modus@modus.hu
Latvian Facts Brivibas Str 106-2 LV1001 Riga, LATVIA	Aigars Freimanis	Tel : 3712.293 201 Fax : 3712.274 936 lfakti@com.latnet.lv
Baltic Surveys 47, Didlaukio Str. 2057 Vilnius, LITHUANIA	Rasa Alishauskiene	Tel : 3702.762 790 Fax : 3702.762 681 baltic.surveys@post.omnitel.net
PENTOR Ul, Flory 9m4 00-586 Warsaw, POLAND	Jacek Dohnalik	Tel : 4822.498120 Fax : 4822.498151 pentor@ikp.atm.com.pl
GfK Romania 3. Rosetti Square 1st floor, app.3, sector 2 Bucharest, ROMANIA	Cosmin Alexandru	Tel : 40.1.312 0980 Fax : 40.1.312 6459 gfk.rom@bx.logicnet.ro
GfK Slovakia Stefanikova 47 813 41 Bratislava, SLOVAKIA	Oto Knoll	Tel : 421.7.399 581 Fax : 427.7.399 613 gfksk@netlab.sk
GRAL Marketing Kotnikova 28 1000 Ljubljana, SLOVENIA	Rudi Tavcar	Tel : 386.61.1720 800 Fax : 386.61.1720 834 info@gral.si

## TECHNICAL SPECIFICATIONS - INTRODUCTION

Between 31st October and 25th November 1997, the institutes listed above conducted the eight wave of the Central and Eastern EUROBAROMETER (CEEB) on behalf of the **European Commission**, Directorate General X for Information, Communication, Culture, Audiovisual, Survey Research (EUROBAROMETER) Unit, in co-operation with the External Information Unit of the same Directorate-General. All requests for further information should be addressed to :

Mr. Jacques VANTOMME  
External Information Unit  
(T120 - 08/10)  
European Commission  
B - 1049 Brussels  
Tel 32-2-295.49.33  
Fax 32-2-299.92.88

Compared to CEEB7 (Autumn 1996) this time only the 10 candidate countries were included in the survey.

All EUROBAROMETER data are stored at the Zentral Archiv (Universität Köln, Bachemer Strasse 40, D - 5000 Köln 41). They are at the disposal of all institutes which are members of the European Consortium for Political Research, of the Inter-University Consortium for Political and Social Research (Michigan) and all those interested in social science research.

## DETAILS ON SAMPLING

A total of 10 countries in Central and Eastern Europe were surveyed : Bulgaria, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Slovakia and Slovenia. In total 10.391 citizens aged 15 years and over were interviewed face-to-face in their private residences in the region as a whole. The survey was fully nationally-representative.

As with Central and Eastern EUROBAROMETER No. 2,3,4,5,6 and 7, each institute adopted a multi-stage random probability sample design. There were slight variations in each country's sample design to take account of its individual characteristics and population structure. In each of the 10 countries surveyed, interviews were conducted throughout every region within its national boundaries.

## SAMPLING POINTS

Bulgaria	175
Czech Republic	118
Estonia	164
Hungary	117
Latvia	137
Lithuania	115
Poland	200
Romania	102
Slovakia	149
Slovenia	104
TOTAL	1.381

The sampling points for each country were selected, in the first instance, via a division into its major socio-economic areas. A list of these is appended. Within each of these areas smaller electoral or administrative districts were randomly selected and, taking into account such factors as the relative size of the population living in rural and urban settlements, the number and distribution of sampling points in each of these districts was finalised.

In general ten interviews were conducted around each sampling point, with individuals being selected via one of four main methods, these being :

- (I) Double clustered random address sample + next birthday in the household
- (II) Contact randomly selected from a list of the electorate. In most cases such lists were no more than three years old.
- (III) Random selection of addresses from published, or specially commissioned lists, with individuals being selected via a Kish matrix or other random method.
- (IV) Random route from a selected starting point (often the central bus station in larger settlements) with individuals again being selected via a Kish matrix or other random method.

Quite understandably, in many instances address or electoral data was not available for the population below the age of enfranchisement and therefore quotas were imposed to ensure that the correct number of 15-17 year olds were interviewed.

The maximum number of interviews in any individual household was one. All interviews were conducted face-to-face by fully-trained interviewers in people's homes.

In Slovakia, CEEB8 was carried out with a quota sample as was the case in the previous years. The defined quota were: size of community, sex, age, education. 1162 interviews were completed in 79 districts according to the percentage of the population of these districts with regard to the total Slovak population. Since January, Slovakia has been divided in 8 new regions (before there were only 4) and 79 districts (only 38 before). Then sampling points were selected according to the distribution male/female, the size of community, grouped into 5 categories, for education in 3 categories and for age in 4 categories in each district.

In each country the final sample was representative of the adult population aged 15+ years.

## REALISATION OF FIELDWORK

	Fieldwork	Number of respondents
Bulgaria	10 November-17 November	1014
Czech R.	31 October - 10 November	967
Estonia	05 November-13 November	1007
Hungary	01 November-10 November	1080
Latvia	12 November-24 November	1025
Lithuania	12 November-24 November	1013
Poland	08 November-12 November	997
Romania	11 November-25 November	1044
Slovakia	04 November-17 November	1160
Slovenia	12 November-18 November	1042
TOTAL	31 October - 25 November	10.349

## WEIGHTING OF DATA

Like for CEEB7, where possible, we used an interlocking matrix age/education. This was the case for Bulgaria, Czech Republic, Slovakia, Hungary, Lithuania and Romania.

Slovenia was also weighted in that manner, but as the distribution of age did not fully correspond to the requirements, age was used on top of the matrix to guarantee the distribution.

For the countries Estonia, Latvia and Poland, no statistical data were available for this matrix. In these cases, the weighting according to age and education was carried out separately.

As last year, the matrix age/education was given in advance so that the institutes could take this more into account.

The overall results for Central and Eastern Eurobarometer as a whole were weighted according to each country's 15+ population.

The data for each country's population by sex, age, education and region was prepared by the participating institutes :

	<b>POPULATION TOTAL (15+yrs)</b>	<b>PROPORTION OF POPULATION (in %)</b>
Bulgaria	6.903.409	08.42
Czech Republic	8.150.976	09.94
Estonia	1.188.775	01.45
Hungary	8.244.274	10.06
Latvia	1.992.635	02.43
Lithuania	2.842.640	03.47
Poland	29.393.000	35.86
Romania	17.628.133	21.51
Slovakia	4.059.737	04.95
Slovenia	1.561.628	01.91
<b>TOTAL</b>	<b>81.965.207</b>	<b>100 %</b>

## AREAS COVERED

### BULGARIA

Varna  
Lovetch  
Sofia-city  
Sofia-region  
Plovdiv  
Bourgas  
Haskovo  
Montana  
Rousse

### ESTONIA

North-West  
North-East  
South-East  
South-West  
West

### LATVIA

Riga  
Vidzeme  
Zemgale  
Kurzeme  
Latgale

### POLAND

Central  
Eastern  
Malopolska  
Silesia  
North-western  
Wielkopolska

### SLOVAK REPUBLIC

Bratislava  
Trnavsky  
Treneiansky  
Nitrinansky  
Zilinsky  
Banskovystriicky  
Presovsky  
Kosicky

### CZECH REPUBLIC

Prague  
Central Bohemia  
Southern Bohemia  
Western Bohemia  
Northern Bohemia  
Eastern Bohemia  
Southern Moravia  
Northern Moravia

### HUNGARY

Central  
Northern Hungary  
Northern Great Plain  
Southern Great Plain  
Southern Transdanubia  
Northern Transdanubia

### LITHUANIA

Zemaitija  
Aukstaitija  
Suvalkija  
Dzukija  
Vilnius/ SE Lithuania

### ROMANIA

Crisana  
Maramures  
Banat  
Oltenia  
Muntenia  
Dobrogea  
Moldavia  
Ardeal  
Bucuresti

### SLOVENIA

Gorensjka (NW)  
Primorska (W + SW)  
Osrednja Slovenija (W. Central)  
Koroska in Savinjska (E. Central)  
Dolenjska in Posavje (South East)  
Stajerska in Prekmurje (North East)

## **BACKTRANSLATION**

As all questionnaires were backtranslated completely three years ago (CEEB5), backtranslation was limited this year (CEEB8) to the new questions that were added. Any differences were discussed with the appropriate institutes and an acceptable solution was found in all cases.

## **QUALITY CONTROL**

For CEEB8, a specific quality control was carried out by Oxford Research International in Romania and Slovakia. The aim of the procedure is to help all organisations involved better understand fieldwork activity on this study. Furthermore, it serves as an opportunity to test the methodological merit of the institutes involved in the project and allows a cursory appreciation for the accuracy and reliability of data generated.

All work took place during November and was carried out by two or three person teams. The teams generally took one week to monitor fieldwork activities in the respective countries.

The method employed was to begin by interviewing fieldwork supervisors and interviewers in the field before working back to the institute for a final appraisal of the institute's work. Interviews of supervisors and interviewers commonly lasted between 40 minutes to one hour and enquired into the following areas:

- general information including interviewee's name and address, place of interview, length of interviews, selection and training of interviewers (asked to supervisors), number of sampling points or the number of interviews conducted on CEEB8, etc.
- Training and instruction given specifically for CEEB8
- Routine for selection of households and respondents
- Communication
- Knowledge about their respective institute
- Quality control exercised by the institute on their work.

Institutes were asked more details about the overall project management on CEEB8 and about the operations of the institute in general.

## **GfK EUROPE AD HOC RESEARCH**

GfK EUROPE Ad hoc Research, located in Brussels, is GfK's co-ordination centre for all international ad hoc research with a turnover of over 100 million ECU in 1994. It is present in most countries of the European Union, in all former EFTA-countries, and in major Central European and CIS countries, adding up to 24 countries in total. Outside Europe, GfK is represented in the USA, Canada, Japan, Hong Kong and Australia. The total turnover of GfK is about 250 million ECU ranking it number 4 in the world. Almost all the institutes are owned by the German mother company, GfK AG, founded in 1929.

GfK, through Dr. Rudolf Bretschneider, Managing Director of Fessel und GfK Austria (1959), was one of the first western research companies to found institutes in Hungary (1989), Poland (1990), Czech Republic (1991), Slovakia (1993), Bulgaria (1994) and Romania (1995). Agreements have been reached with companies in Croatia (1996), FYROM (1996), Slovenia (1996), Albania (1996) and also in the Baltic States and the Ukraine (1997). Furthermore partnerships have been established with most countries of Central Asia and the Caucasus. All together more than 300 researchers are employed and trained by GfK in Central and Eastern Europe.

GfK has carried out several studies for the EU amongst which are the Standard EUROBAROMETER (in Denmark since 1989), the Consumer Confidence Barometer (in Germany since 1980, in Austria, Belgium, the Netherlands, United Kingdom since 1995) and several other ad hoc studies.

For further details please contact:

GfK EUROPE Ad hoc Research  
Mr. Mark Hofmans  
General Manager  
Buro & Design Center  
Heyselesplanade PB 84  
B - 1020 BRUSSELS  
Tel: 32-2-475 28 00  
Fax: 32-2-475 28 02  
e-mail:mark.hofmans@gfk.de