

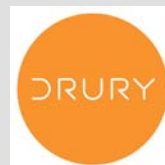
Report on Public Attitudes and Awareness of Ireland's European Union Structural Funds Programmes, 2007-2013



Prepared for the



**BMW Regional Assembly &
S&E Regional Assembly**



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Introduction

Background

Since joining the EU in 1973 Ireland has received approximately €17 billion in Structural Funds. In the funding period 2000-2006, the National Development Plan/Community Support Framework (NDP/CSF) had a planned investment of over €57 billion with approximately €3.8 billion contributed from the EU from the Structural and Cohesion Funds.

The Border, Midland and Western (BMW) Regional Assembly and the Southern and Eastern (S&E) Regional Assembly were established in July 1999 in order to give effect to the designation of two regions in Ireland for EU Structural Funds purposes (NUTS II level).

During the period 2007-2013, Ireland has been allocated €901m in European Union Structural Funds, €750m of which is earmarked for two Regional programmes and the national Social Fund programme. The regional breakdown of this sum is €458m for the BMW Region and €292m for the S&E Region co-funded by the European Regional Development Fund. This represents an approximate 80% decrease in the level of EU Funds since the 2000-2006 Programme. The Regulations governing the Structural Funds require Member States to prepare Operational Programmes (OPs) to implement the strategic priorities set out in the National Strategic Reference Framework (NSRF).

Consistent with the funding period 2000-2006, €375m of the funding is to be allocated to labour market activity by the European Social Fund (ESF) and €375m to the European Regional Development Fund (ERDF). The balance of €151m is for smaller Territorial Co-operation programmes, including PEACE and European Territorial Co-operation programmes.

The successful implementation of Operational Programmes is recognised as being key to the sustained development of a dynamic and competitive Irish economy going forward. In particular the EU Structural Funds are specifically designed to aid those regions which are lagging behind, to aid regions with structural difficulties and to facilitate increased employment through training and human resource development. The aim is to create a better economic and social balance within and between Member States.

The National Strategic Reference Framework (NSRF) and the European Regional Development Fund (ERDF) Communication Plan sets out the information strategy for the two Regional Operational Programmes (OPs).

The overall aims of the Communications Action Plan with regard to EU Structural funding are:

- To provide information on the availability of the EU Structural Funds for applicants, beneficiaries and the general public;
- To recognise the role and support provided by the EU Structural Funds and the appropriate funds; and
- To promote an understanding of the objectives and achievements of funds/themes supported by the EU Structural Funds

In order to provide additional information to assist the communications strategy, the BMW and S&E Regional Assemblies sought to undertake research with the general public on their awareness and understanding of Ireland's EU Structural Funds Programmes 2007-2013. The findings of the quantitative survey build upon previous surveys conducted for the NDP in 2001, 2002 and 2004 and where relevant, direct comparisons are made between the 2009 results and previous survey findings.

Objectives

The broad objective of the project was **to conduct a survey amongst a representative sample of the general public to measure awareness of, and attitudes towards, Ireland's EU Structural Funds Programmes**. The results of the survey (where possible) benchmark public attitudes against previous NDP surveys (2001, 2002, 2004) and serve to ascertain the success of the communications plan set out by the NSRF and ERDF co-funded Regional Programmes.

The research had a number of more specific objectives, detailed as follows;

- To ascertain the level of knowledge and awareness of the different EU Funds
- To ascertain the level of knowledge and awareness of Ireland's EU Structural Funds Programmes
- To ascertain the level of knowledge and awareness of projects carried out
- To ascertain the level of knowledge and awareness of the different EU Funds and their contribution to economic and social development
- To identify how knowledge and awareness of the EU Structural was garnered
- To ascertain awareness of Ireland's EU Structural Fund's logo, EU flag and tag line
- To identify preferred methods for receiving information on EU Funds/Operational Programmes

Methodology

In line with the previous NDP surveys, a quantitative survey was employed for this research. The 2009 research surveyed a nationally representative sample of 1200 Irish adults aged 18 and above. This survey used quota controls to ensure that the sample was representative in terms of gender, age and socioeconomic group with results being weighted to proportionately represent the entire country. The sample was also split to be representative of both NUTSII and NUTSIII geographic regions¹.

All interviews were conducted face-to-face in respondents' homes. Interviewing took place in November 2009. A copy of the questionnaire can be found in Appendix 3.

All aspects of the research project were agreed in consultation between Drury Research and representatives of the BMW and S&E Regional Assemblies.

¹ For definition of regions, please see Appendix 1

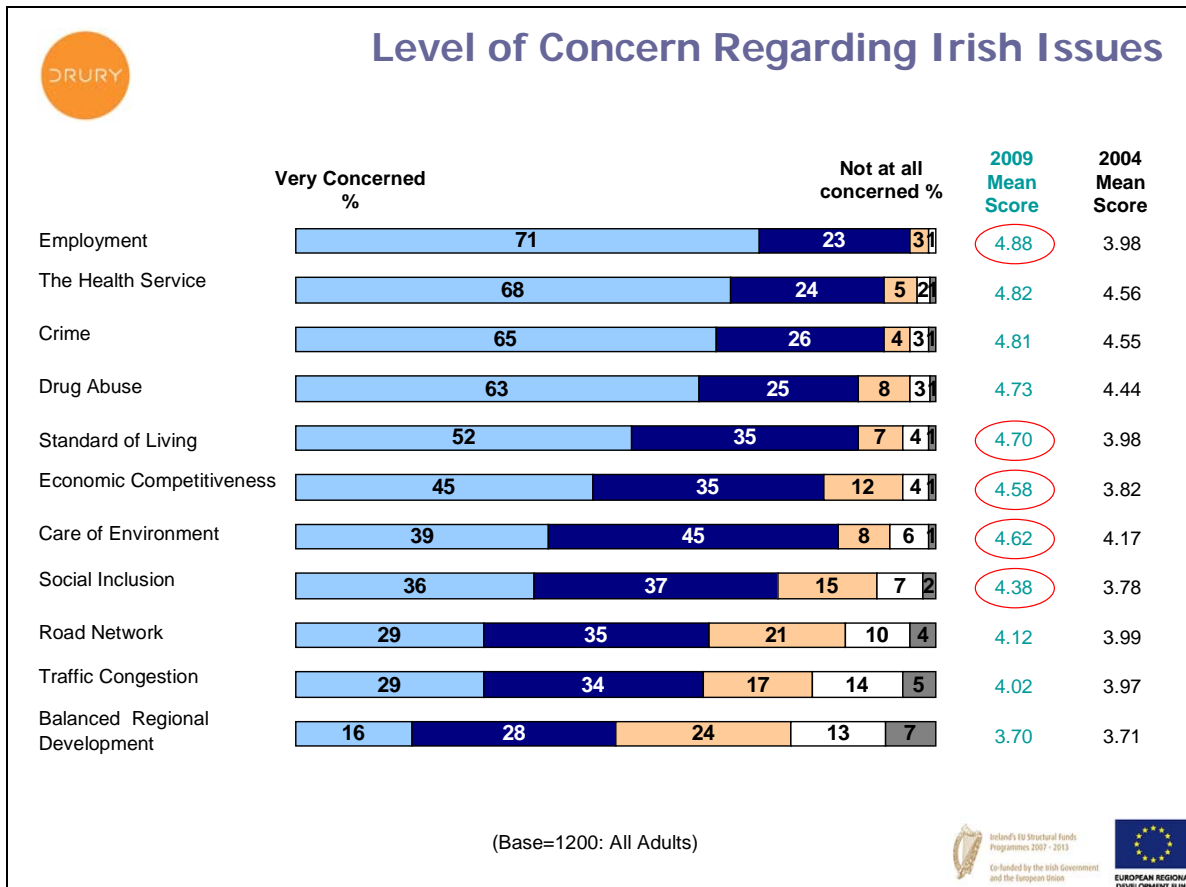
Section 1: Awareness & Understanding of EU Funded Programmes

1.1. Issues of National Concern

Following the questionnaire format of previous surveys, the 2009 survey commenced by asking members of the Irish public about a broad range of issues which may, or may not, be of personal concern. Using a scale of one to five where five equated to 'Very Concerned' and one to 'Not at all Concerned', respondents were asked to express their level of personal concern on a range of issues ranging from social inclusion to Ireland's economic competitiveness.

Figure 1.1

Q2. Can you tell me to what degree you are concerned or not concerned about each of the following, using a scale of 1-5 where 5 is very concerned and 1 is not at all concerned?



Employment emerged as the issue of most concern (94%) to the general public in 2009 in contrast with 2004 when the issue was viewed to be of considerably less concern (75%). Consistent with previous surveys, the "Health Service", crime and drug abuse emerged as key issues of concern to Irish people.

² A Mean score provides an average rating of the level of concern (1-5)

The most notable attitudinal shift to emerge since the 2004 survey was the increased concern expressed by the public regarding national macro economic issues namely the standard of living (87% v 74%) and economic competitiveness (80% v 66%).

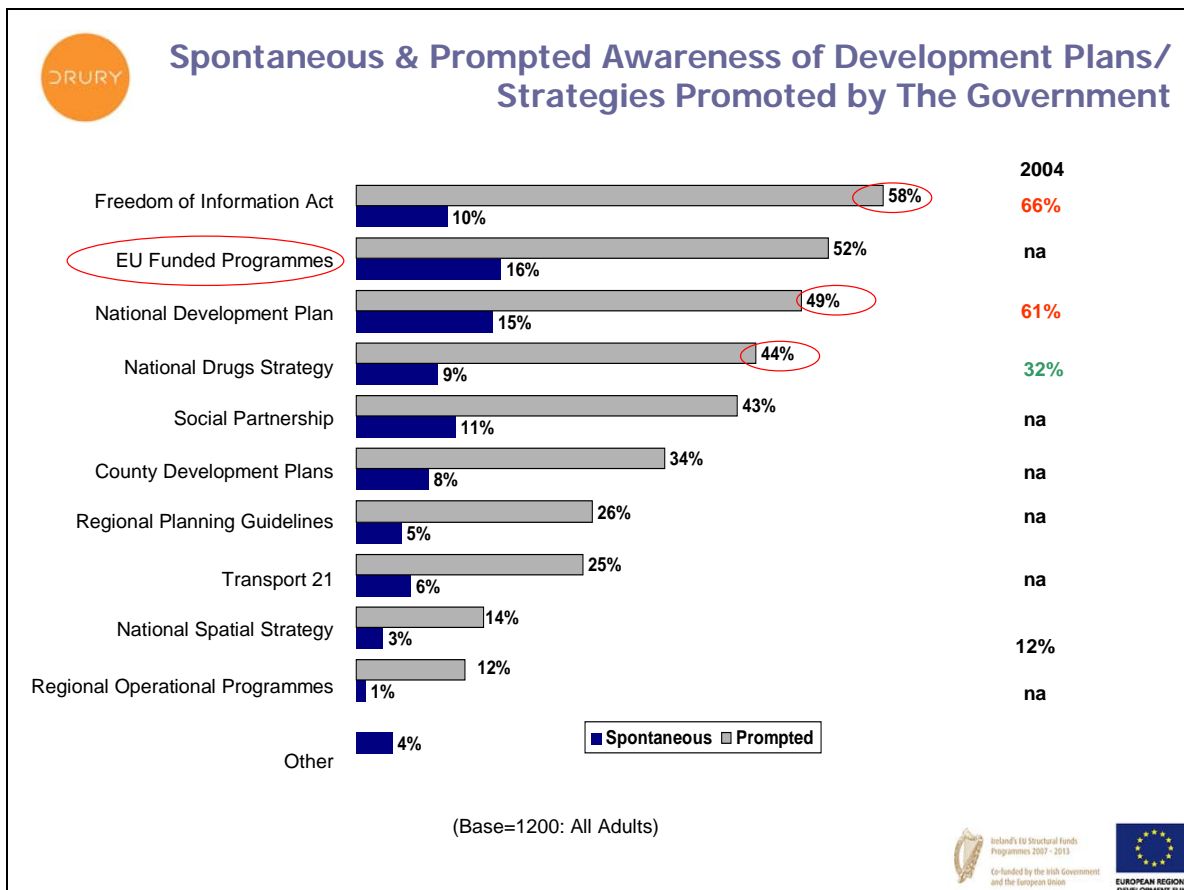
Social inclusion emerged as an issue of increasing concern for the general public with 73% either “very concerned” or “concerned” about the subject compared with 67% in 2004. However the level of public concern for balanced regional development has not increased between 2004 and 2009 with only 44% claiming to be concerned with the issue.

1.2. Awareness of the EU Funded Programmes

Following an examination of general issues of national concern, the 2009 survey addressed the levels of public awareness of EU Funded Programmes. Public awareness was measured in the context of other policies, plans and funding initiatives also operating in the public domain.

Figure 1.2

Q3a.3b. What, if any Development Plans or Strategies promoted by the Government in economic or social areas are you currently aware of? (Unprompted, then prompted)



The questionnaire measured both spontaneous and prompted awareness of a range of Government initiatives, including the NDP and EU Funded Programmes. When respondents were spontaneously asked to name any development plans or other Government strategies that they are 'currently aware of', the EU Funded Programme received the highest level of 'top-of-mind' awareness - cited by 16% of the adult population. When prompted with the EU Funded Programmes title, this figure rose to 52% - second only to the Freedom of Information Act recognised by 58% of the general public.

Notably awareness of a number of other Government plans and strategies reflected a fall-off in recognition since 2004. In particular, prompted awareness of the Freedom of Information Act and the NDP fell from 66% to 58% and 61% to 49% respectively. This may be attributed to the fact that public interest in both the Act and the Plan have decreased somewhat with time (ie their "newness" or "novelty factor" has faded over time). Moreover it may also be a result that neither receives the same level of media exposure as heretofore.

Examining prompted awareness of the European Funded Programmes by demographic and geographic criteria a consistent pattern emerges. Awareness was higher amongst men (56%) than women (47%) and is lowest amongst the 18-24 (42%) year age cohort. Awareness is also considerably higher amongst the higher v lower socioeconomic groups with AB³ respondents awareness levels at 66% compared with 38% for DE³ respondents.

Examining awareness levels across geographic regions awareness levels were highest in the Midlands and West both (61%), followed by the Mid-West (60%), South West (59%), Border (57%) and considerably lower in Dublin (43%) the South East (44%) and Mid-East (44%).

The higher level of awareness of EU Funded Programmes amongst men and higher socioeconomic groups is a consistent theme throughout the research. Furthermore the low level of awareness amongst the youngest age cohort (18-24 years) and the low level of awareness of people living in Dublin is also a pattern that emerges throughout the survey.

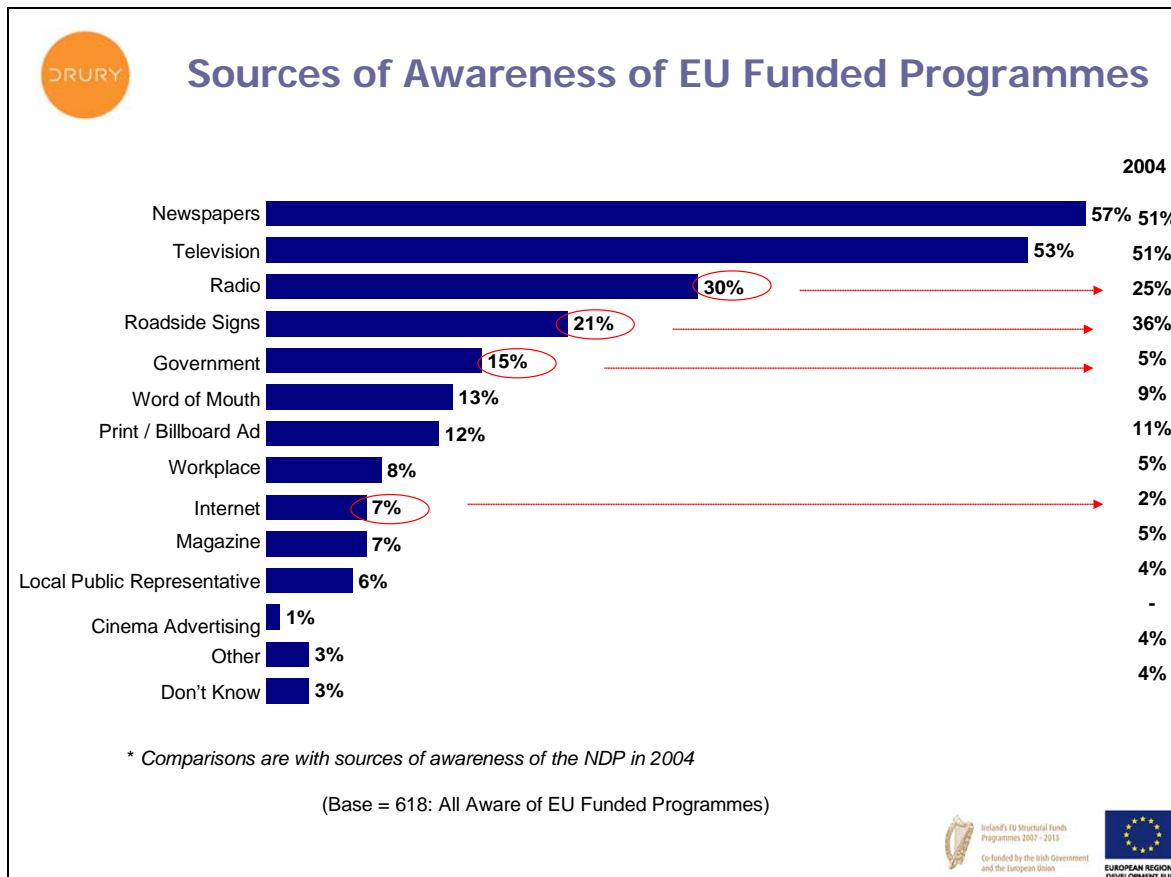
1.3. Sources of Awareness of EU Funded Programmes

For respondents who reported an awareness of the EU Funded Programmes (52%), they were questioned on their source of awareness. All answers recorded were unprompted.

³ For definition of socioeconomic groupings, please see Appendix 2

Figure 1.3

Q3c. Where have you seen or heard of the EU Funded Programmes? (Unprompted)



Almost 6 in 10 (57%) of those who are aware of the EU Funded Programmes claim newspapers as their source. Examining previous NDP surveys, newspapers have consistently ranked as the number one source of awareness of the NDP in 2001, 2002 and 2004. A higher proportion of men (60%) than women (54%) claim to have seen or heard of the EU Funded Programmes via newspapers. Respondents from an AB socioeconomic background (66%) continue to be more likely to cite newspapers as an EU source compared to those classified as C2DE (52%) socioeconomic group.

In addition respondents aged 18-34 years (50%) are less likely to claim newspapers as their source than their older counterparts (61%). Consistent with previous NDP studies, television (53%) and radio (30%) emerged as the next most important sources. Television was higher amongst women (58%) than men (49%) and young people 18-24 years (61%).

30% of the population claim to have heard of the EU Funded Programmes via radio, an increase since 2004 (25%). 7% also report learning about EU Funded Programmes from the internet, again an increase since 2004 (2%).

Approximately 1 in 5 (21%) claimed roadside signs as a source of awareness of EU Funded Programmes. Yet this figure is considerably less than the 36% of respondents in 2004 who claimed to have seen NDP road signs. A higher proportion of young people (26%) claimed to have seen or heard of the EU Funded Programmes via roadside signs with respondents 65 years + (15%) least likely to report road side signs as a source of awareness.

1.4 Understanding of what the EU Funded Programmes support

The exploration of the public's understanding of the EU Funded Programmes demonstrates that Irish people have a relatively limited understanding of the Programmes.

50% of the population who are aware of the EU Programmes equate the EU Funded Programmes with "Roads" while approximately 4 in 10 (39%) understand the EU Programmes as addressing rural and regional development. Yet only 9% perceive the EU Funded Programmes to address urban development.

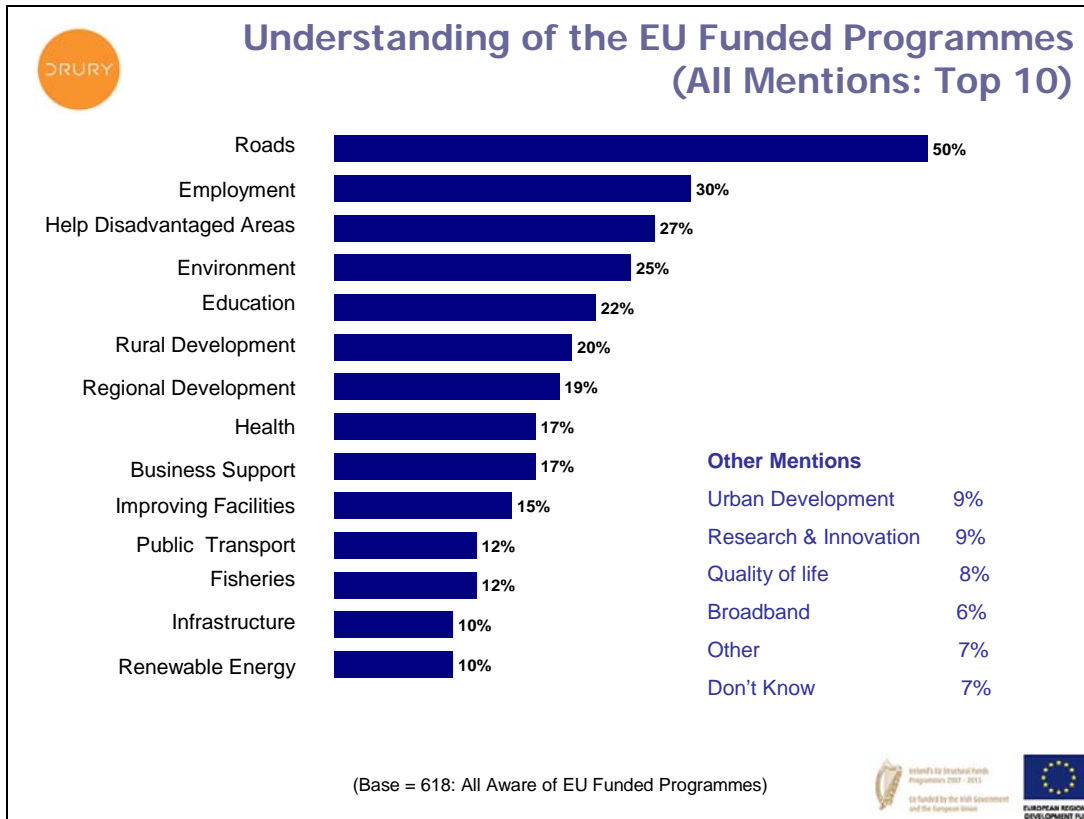
In addition, approximately 1 in 3 (30%) view the Programmes as funding "employment" with approximately 1 in 4 understanding the funding as helping disadvantaged areas (27%), the environment (25%) and education (22%).

17% of the population perceive that the EU Programmes support business and health respectively. Other issues which the general public view the EU Funded Programmes as supporting include: general facilities (15%), public transport and fisheries (both 12%), Infrastructure (10%) and renewable energy (10%).

Other issues that the general public mentioned regarding the EU Structural Funds Programmes include urban development (9%), research and innovation (9%), quality of life (8%) and broadband (6%).

Figure 1.4

Q3d. What is your understanding of what the EU Funded Programmes support? (Unprompted)



1.5 Awareness of the EU Funded Programmes

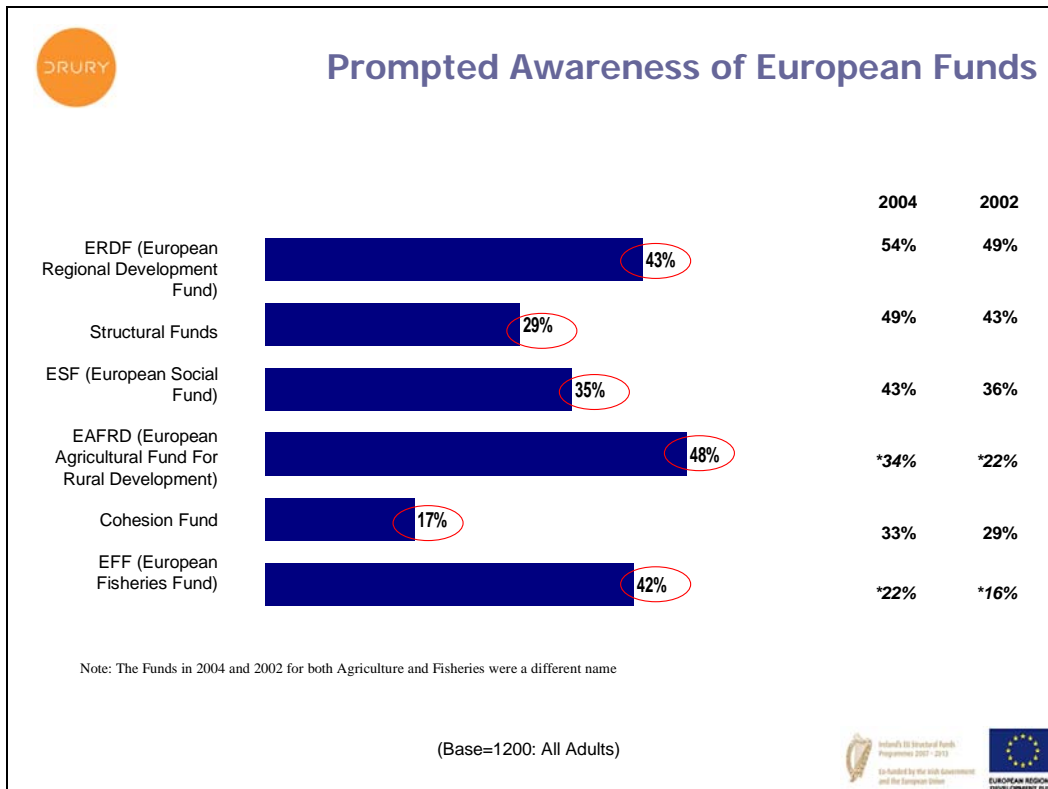
Following an exploration of the “top of mind” associations with EU Funded Programmes, respondents were questioned on their awareness of specific EU Funds. In line with previous surveys respondents were first shown a “show card” with a range of EU Funds named and asked if they were aware of each fund. If aware of any of the Funds, respondents were then asked to explain their understanding of the purpose of each fund respectively.

When prompted with the names of each of the EU Funds, respondents reported a lower level of awareness for the majority of Funds (ERDF, Structural Funds, ESF, Cohesion Fund) than in previous surveys.

On a positive note the **European Agricultural Fund for Rural Development (EAFRD)** emerged as the most widely recognised fund (48%) a notable increase from the 34% awareness level of its predecessor EAGGF in 2004. Similarly 42% of the general public claimed to be aware of the **European Fisheries Fund (EFF)** a significant increase from the 22% awareness level of its predecessor FIFG in 2004. This may be attributed to by the mention of agriculture/fisheries in the title of the respective Fund.

Figure 1.5

Q4a. As regards the funding that Ireland receives from Europe, which if any, of the following European funds are you aware of?



Awareness of the **EAFRD** is generally higher among those located in areas of the Border, and Midland regions (63%) followed by the Mid-West (60%), West (57%), Mid-East (55%), South-East (53%), South West (48%) and Dublin (27%). Awareness levels are also greater among respondents aged 45 years+ (52%) and lowest amongst the 18-24 year old age cohort (37%).

In addition a higher level of awareness was recorded amongst men (52%) than women (43%) surveyed. Furthermore, those from an AB socioeconomic background (62%) remain more likely to have heard of the EAFRD compared to those classified as DE socio economic grouping (37%).

With regard to the **European Fisheries Fund (EFF)**, again awareness levels were higher among those located in areas of the Border and Midland regions (53%) and the Mid-West (56%), but lowest in Dublin (28%) and the West (42%). Awareness levels were also higher among respondents aged 45 years+ (43%) and lowest amongst the 18-24 year old age cohort (30%).

Men again demonstrated a higher awareness level (47%) than women (37%) as did respondents from an AB socioeconomic background (62%) than those from lower socioeconomic groups (25%).

With the exception of both the EAFRD and EFF lower awareness levels were recorded for all other EU Funds in 2009 in comparison to 2004 namely: European Regional Development Fund (ERDF) (43% v 54%), Structural Funds (29% v 49%), European Social Fund (35% v 43%) and the Cohesion Fund (17% v 33%). It should be noted however, that Ireland's eligibility for the Cohesion Funds ceased in 2004.

For the **European Regional Development Fund** awareness levels were considerably higher among respondents living in the South West (60%), followed by the Border and Midland regions (50%), Mid-West (50%) and West (48%). The South East (43%) Mid-East (42%) and Dublin (27%) all had considerably lower levels of awareness of the Fund.

General awareness of the **European Social Fund** was again much higher amongst respondents from higher (56%) than lower (21%) socio economic groups. Awareness levels again were higher amongst the Mid-West (48%), Border, Midland and West regions (43%) and the South West (42%) and lowest in Dublin (23%) South-East (32%) Mid-East (34%).

29% of the population was aware of the **European Structural Funds** with 33% of men and 24% of women claiming to be aware of the Funds. Only 16% of respondents aged 18-24 years were aware with 17% of those from the lowest socioeconomic cohort (DE) as opposed to 45% from the highest socioeconomic strata (AB).

Awareness of the Structural Funds was considerably higher in the Mid-West (42%) and West (40%) and lowest in Dublin (20%) and the Border (23%). The Midlands (31%), Mid-East (33%) and South East (30%) and South West (32%) all shared common levels of awareness amongst the general public.

Awareness levels amongst the general public were lowest for the **Cohesion Fund** with only 17% of the population aware of the Fund. Moreover only 5% of those aged 18-24 years were aware of the fund in contrast with 20% of those aged 35-64 years. 34% of those from the top social strata (AB) were aware of the Fund compared with only 7% of those from the lowest socioeconomic group.

Awareness levels were higher amongst the Mid-West (24%), South West (18%) and lowest in Dublin (10%), South-East (16%) and the Mid-East (17%).

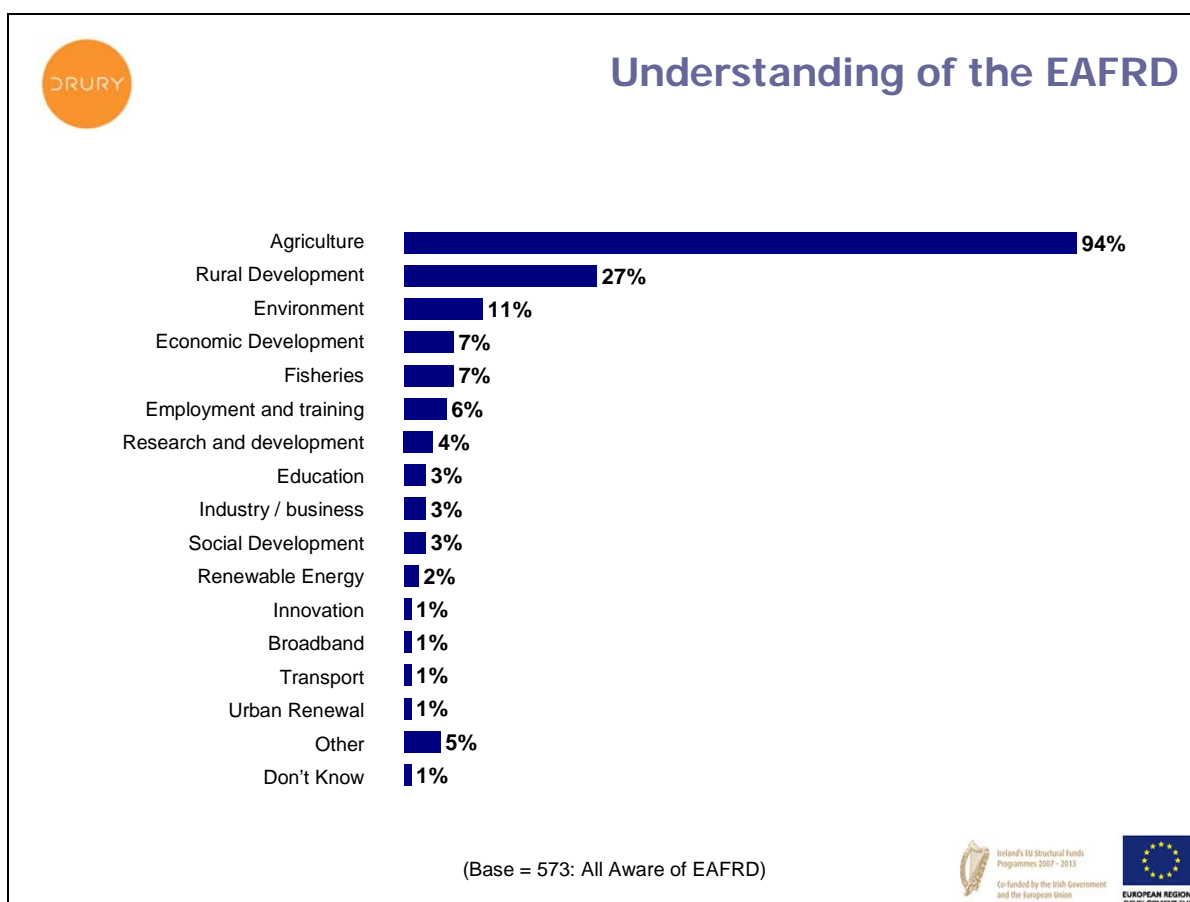
1.6 Understanding of the EU Funded Programmes

For those respondents who claim to be aware of the individual EU Funds, a deeper examination of their knowledge of these Funds reveals a limited understanding of the Funds functions and remits.

Consistent with previous NDP surveys respondents were often unable to report information beyond the “clue words” of the respective Funds’ titles. As documented previously, many of the general public appear to rely on a healthy amount of ‘guesswork’, based mainly on the title of the Fund, when they are questioned in detail about the expected function of these Funds.

Figure 1.6

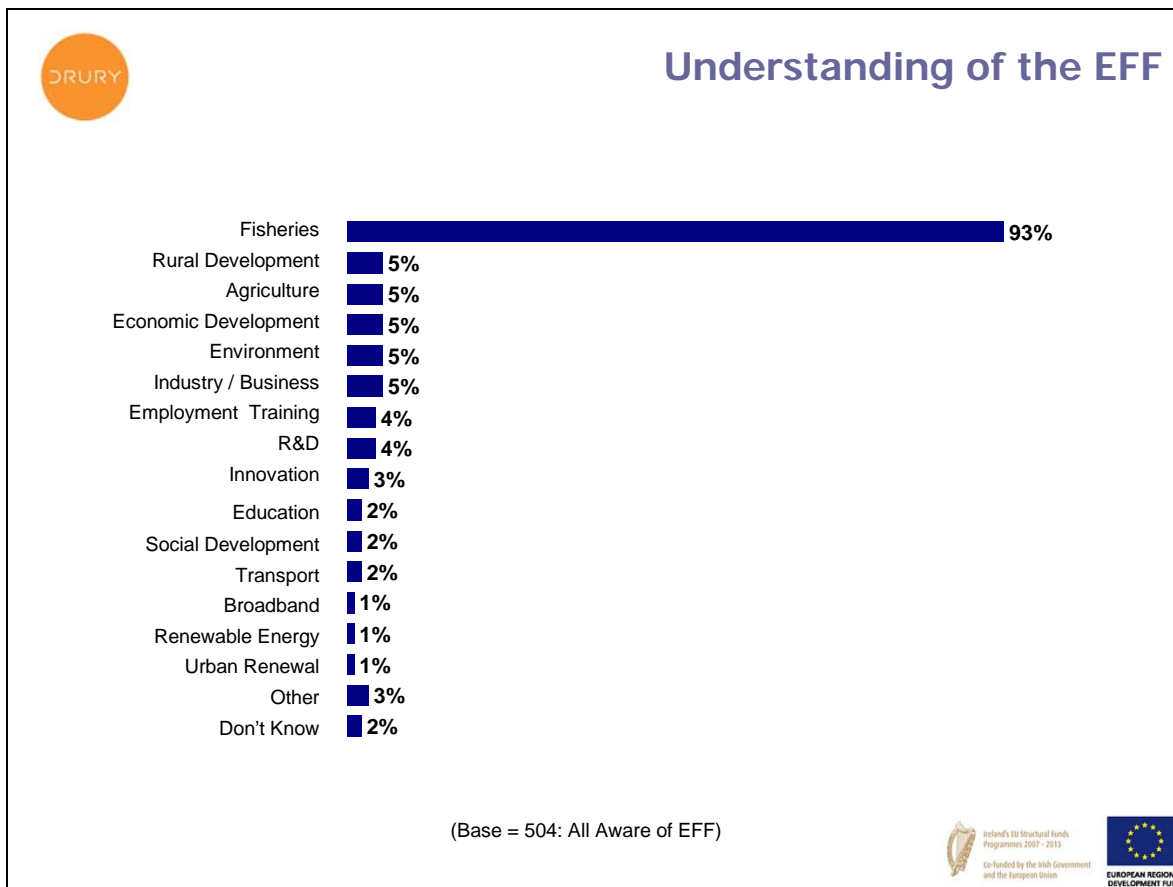
Q4b. What do you believe the EAFRD is used for?



For respondents who were aware of the EAFRD, 94% correctly attribute the work of the Fund with agriculture. This response is consistent with the findings of the 2004 NDP survey where 90% associate agriculture with the European Agricultural Guidance and Guarantee Fund, the predecessor to the EAFRD.

Figure 1.7

Q4b. What do you believe the EFF is used for?

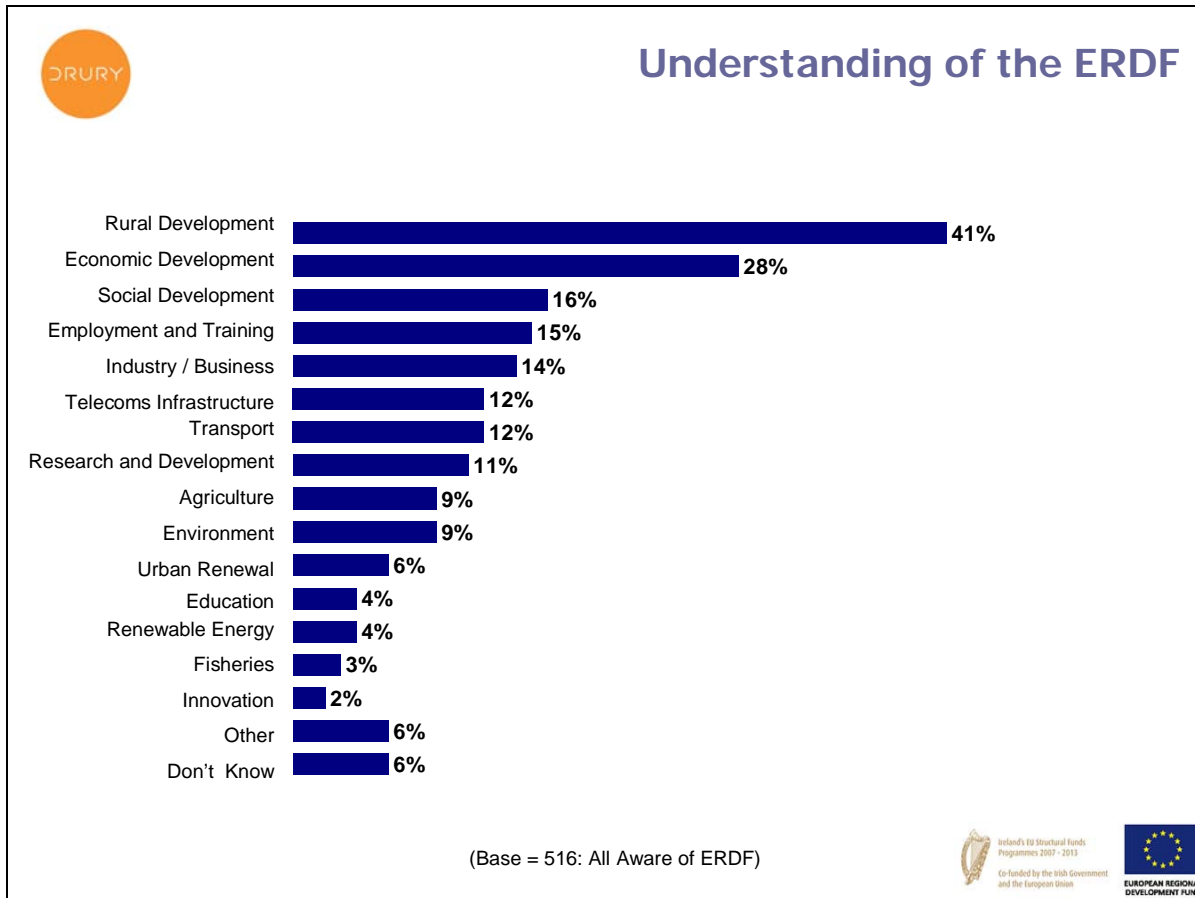


Similarly for those members of the general public aware of the **European Fisheries Fund**, 93% of this cohort associate fisheries with the EFF again consistent with the NDP 2004 survey which found 89% recognition of the FIFG Fund (the predecessor to the EFF), based primarily on the mention of fisheries in the title of the Fund.

Again for respondents who report an understanding of the EFF there was little variation in response across gender, age or social class. Responses were also consistent across geographic region save for Dublin (89%) and the Mid-East (88%) where understanding appeared to be somewhat lower.

Figure 1.8

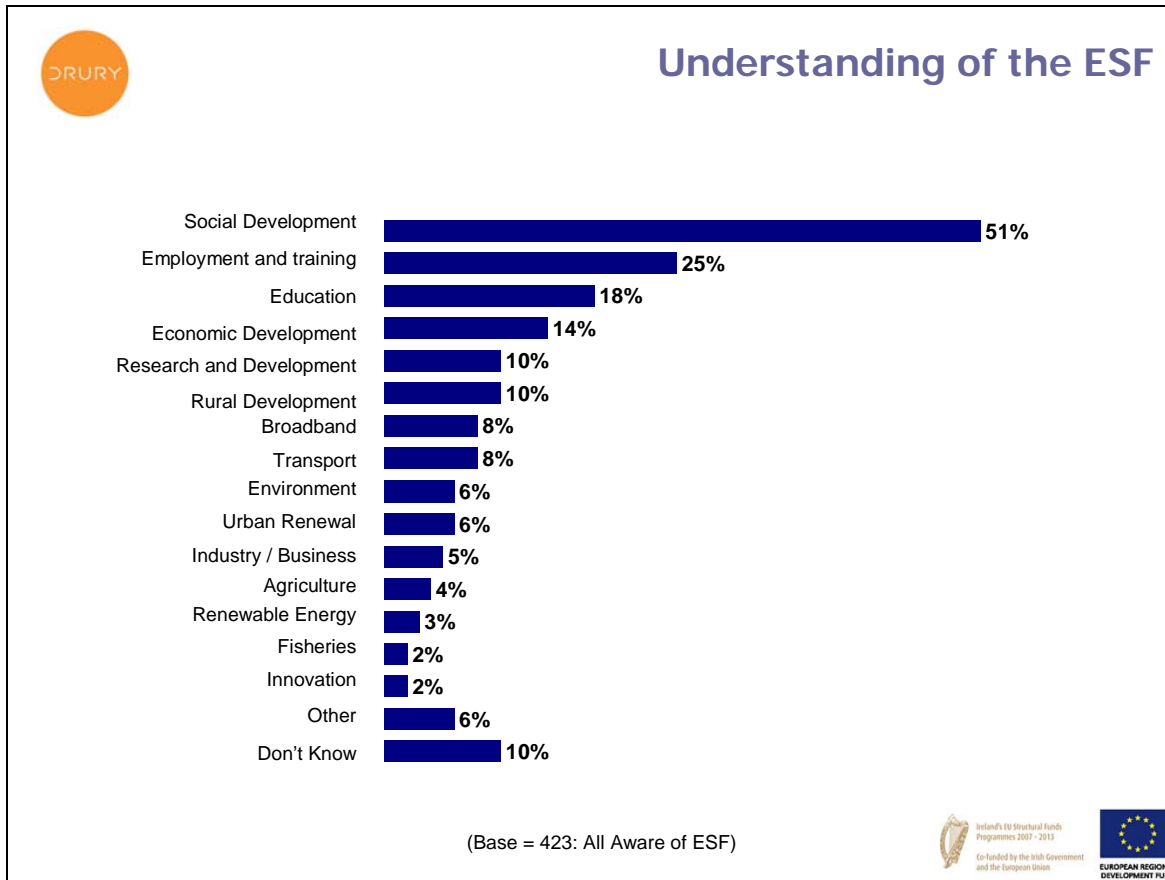
Q4b. What do you believe the ERDF is used for?



The ERDF was also most likely to be associated with some concept of 'development' (rural 41%, economic 28%, social 16%). In addition a considerable number of the public incorrectly ascribe the ERDF to Employment and Training (15%), and agriculture (9%).

Figure 1.9

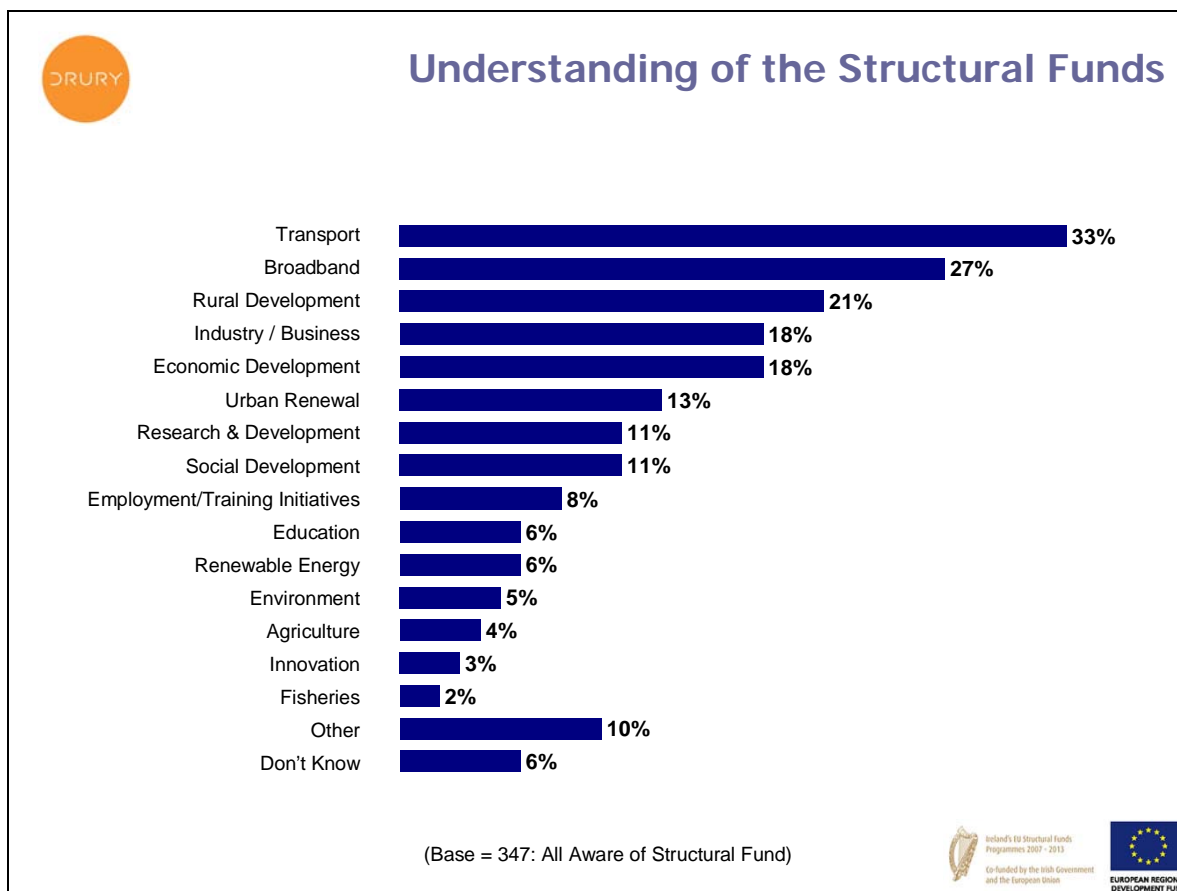
Q4b. What do you believe the ESF is used for?



Of respondents who claim to be aware of the European Social Fund, 51% view the Fund to be concerned with social development. However, again many respondents ascribe the Fund incorrectly to issues such as R&D (10%), environment (6%), agriculture (4%), renewable energy (3%) and fisheries (2%).

Figure 1.10

Q4b. What do you believe the Structural Funds are used for?

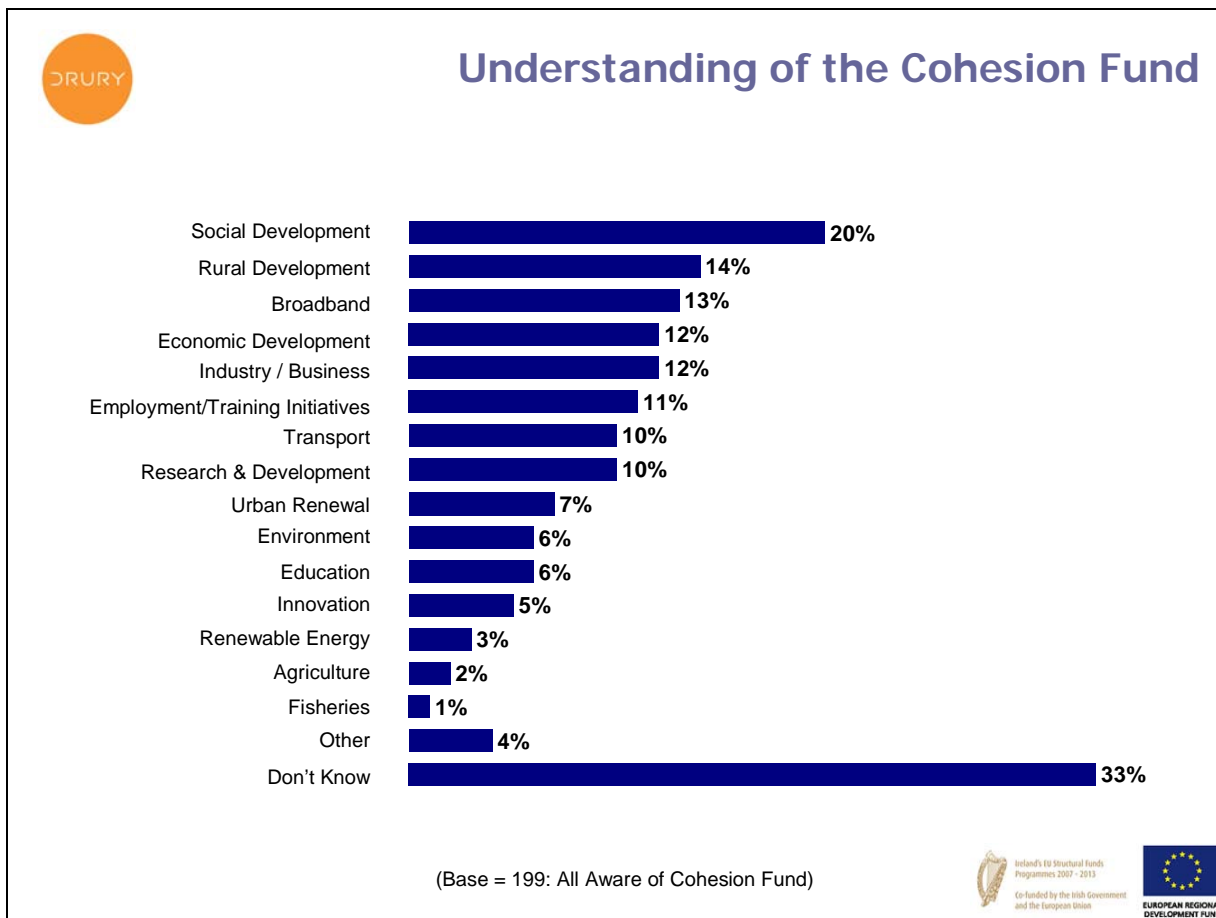


1 in 3 (33%) respondents who claim to be aware of the European Structural Funds associate the Funds with transport, approximately 1 in 4 (27%) with broadband, 1 in 5 (21%) with rural development and 18% with economic development. This would appear to suggest that respondents have some understanding of the types of initiatives that fit under the umbrella of Structural Funds.

Interestingly, only 5% associate the European Structural Funds with the environment. This may be the result that the public do not understand that environmental issues fall under the remit of the Structural Funds or because the provision of environmental initiatives (sewage treatment, water quality etc) may not be classified as “environmental” in the public’s mind.

Figure 1.11

Q4b. What do you believe the Cohesion Fund is used for?



The general public's low level of understanding of the individual EU Funds is evident from views of the Cohesion Fund for which the obvious linked function is less identifiable.

In particular 33% of the public who claimed to be aware of the Cohesion Fund acknowledged that they did not understand its function. The Cohesion Fund remains the least well understood of the EU Funds, consistent with the 2004 NDP survey when 46% of respondents could not attribute a function to the Fund. It should be noted that Ireland's entitlement to Cohesion Funds ceased in 2004.

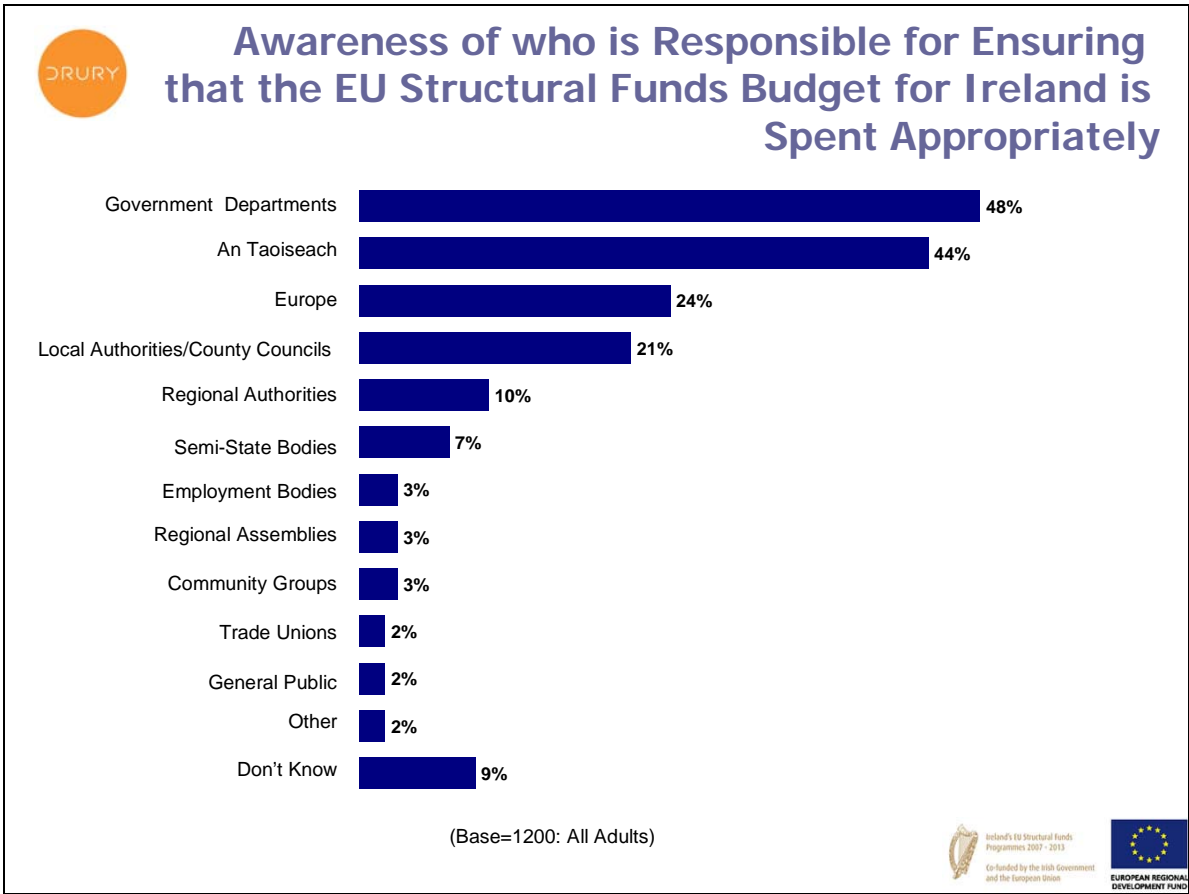
Section 2: Understanding of EU Funded Programmes' Funding & Activities

2.1 EU Structural Funds Budget Allocation

Having examined the general public's awareness and understanding of individual EU Funds, this section of the report seeks to further investigate the public's knowledge of EU Funded Programmes (i.e. sources of funding etc) together with examining their expectations of the EU Funded Programmes.

Figure 2.1

Q5a. Who do you think is responsible for ensuring that the EU Structural Funds budget for Ireland is spent appropriately? (Unprompted)



48% of the general population perceive Government Departments to be responsible for ensuring that the EU Structural Funds budget for Ireland is spent appropriately. Furthermore 44% ascribe the responsibility to the Taoiseach specifically with 24% viewing Europe to be accountable.

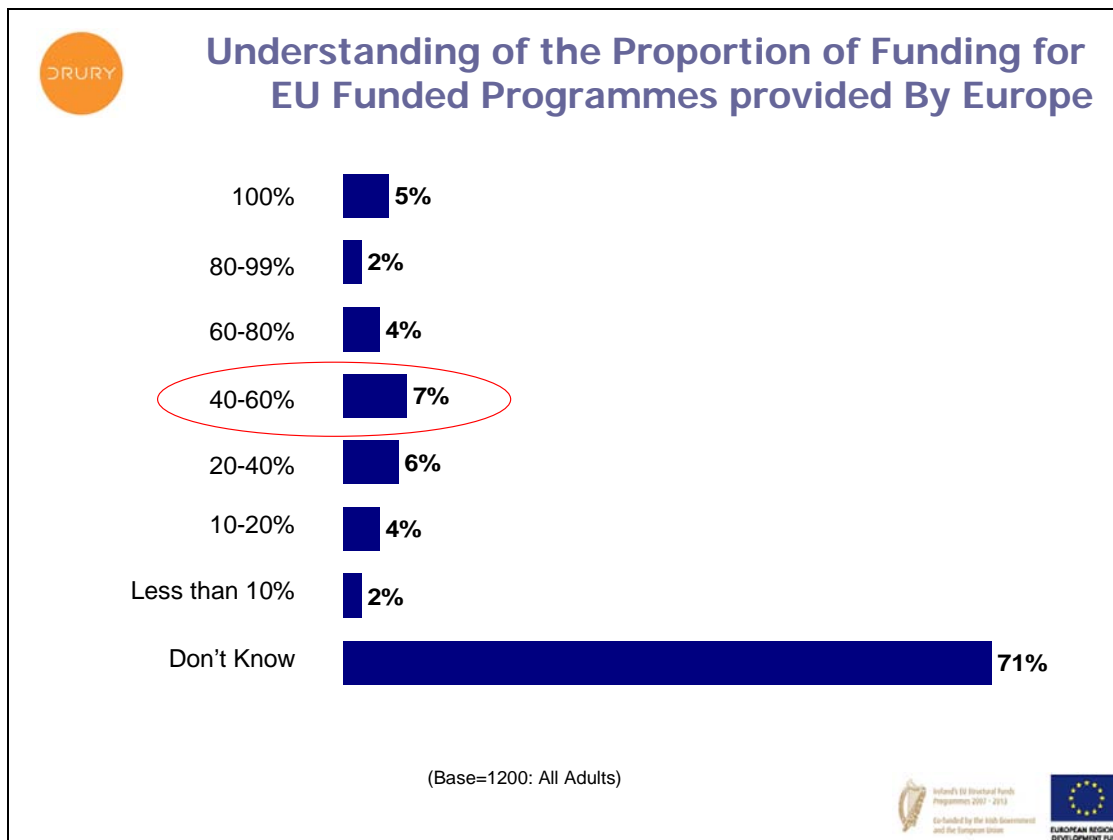
Approximately 1 in 5 view Local Authorities or County councils to be in charge with 1 in 10 deeming Regional Authorities to be responsible. Only 3% understood that the Regional Assemblies are responsible for overseeing the appropriate spending of the European Structural Funds budget.

2.2 Sources of Funding of the EU Funded Programmes

Staying with the issue of Ireland and Europe, survey respondents were questioned on their understanding of the proportion of funding for EU programmes provided by Europe.

Figure 2.2

Q6 What proportion of the EU Funded Programmes 2007-2013 budget is provided by Europe? (Unprompted, multiple response question)



71% of the population were unaware of the proportion of funding provided by Europe. Only 7% of the general public was correctly informed of Europe's contribution regarding EU funding.

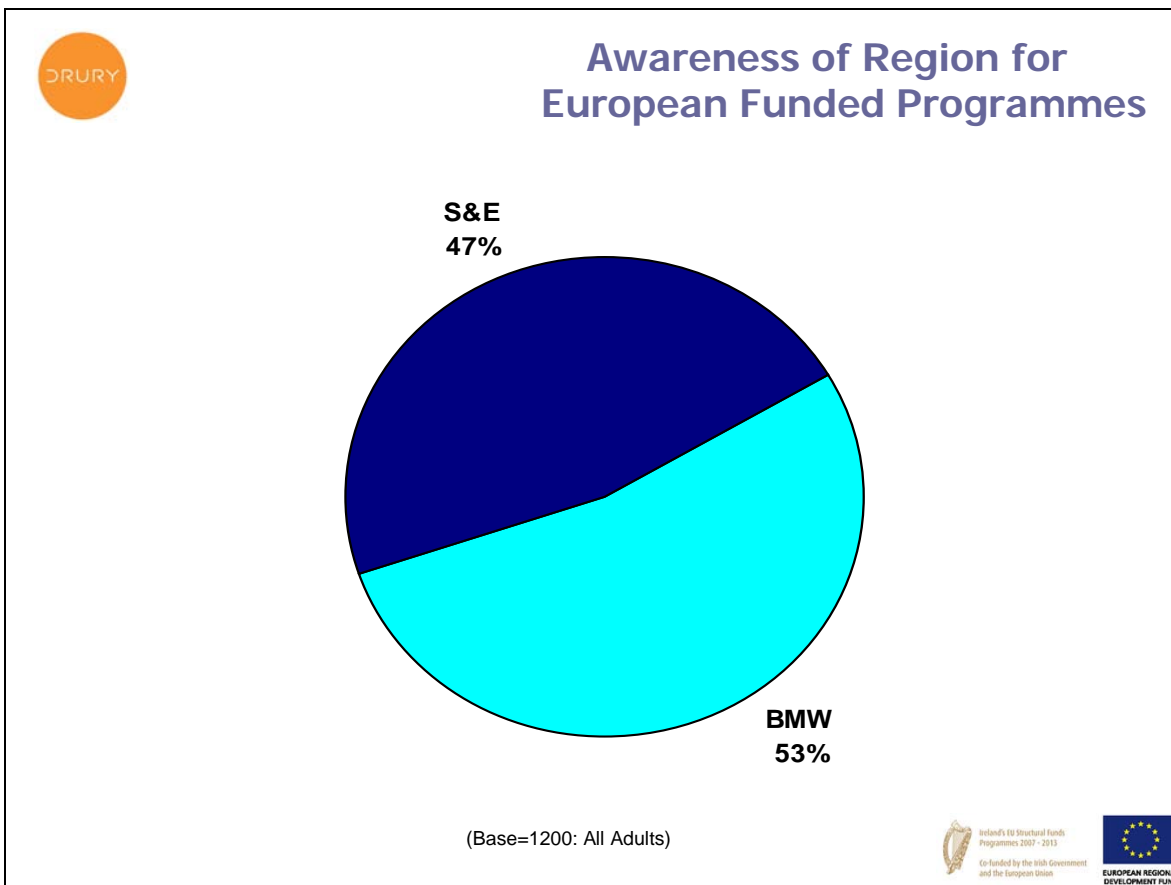
2.3 Awareness of geographic regions for EU Funding

The Irish public were also questioned on their understanding of the designation of two geographic regions in Ireland for EU Structural Funds purposes.

Figure 2.3

Q5b Ireland is currently split into two geographic regions for EU Funded Programmes.

Are you aware which region you are in? (Unprompted)



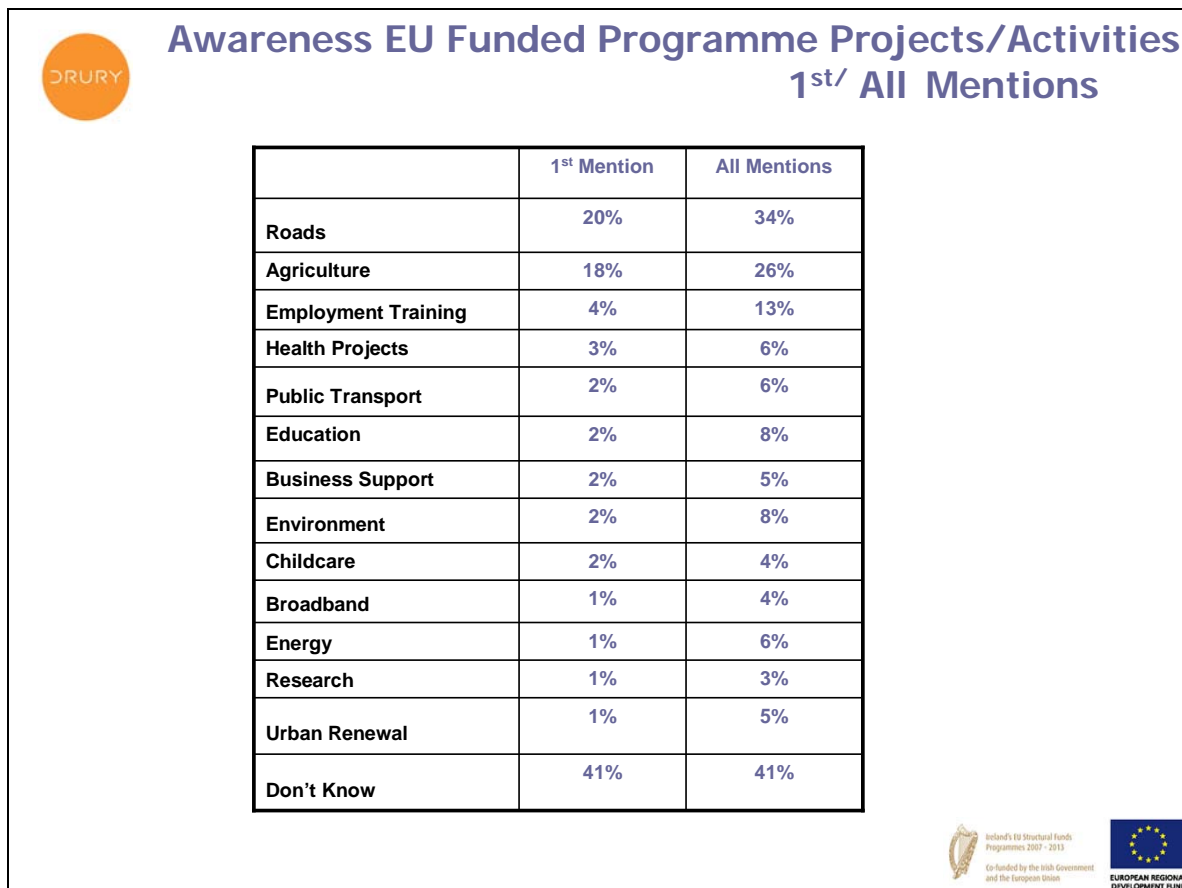
In total almost half of the general public (49%) were aware of the specific region in which they were located for the purposes of EU Funded Programmes. A slightly higher proportion of people living in the BMW region (53%) were aware of their specific region than those inhabiting the Southern and Eastern region (47%).

2.4 Awareness of EU Funded Programmes Activities

Having investigated the adult population’s understanding of the role of Europe in providing funding for EU programmes, the survey sought to measure the awareness of specific EU projects and activities. Respondents were asked to name any specific EU Funded Programmes initiatives that they could recall.

Figure 2.4

Q7. What if any EU Funded Programmes projects/activities are you aware of?
(Unprompted, multiple responses possible)



The results indicate that the general public have limited awareness of EU Funded Programmes projects with 41% reporting no awareness. 34% reported an awareness of a road related project with 26% aware of an agricultural initiative. Approximately 1 in 10 (13%) claim to be aware of an employment/training project funded by the EU Programmes.

Examined in more detail, those who cite an awareness of road projects are more likely to be men (37%), than women (30%) are between 35-64 years (38%) and from the higher socio economic strata (42%), a trend evident in other areas of the survey relative to EU Funded Programmes.

Regionally, around half of the adult population based in the Mid-West (49%) mentioned road projects, followed by the South West (40%), South East (38%) and the Midlands (34%). The comparable figure for those based in the Border is 24% while Dublin and the West is 28% and 29% respectively.

In terms of agricultural related projects, 31% of men recalled a specific project compared with 20% of women. With regard to social class 31% of higher socioeconomic groups (AB) v 18% of lower socioeconomic groups (DE) recalled a specific agricultural EU funded project or activity. Moreover 60% of farmers were aware of an agricultural specific project.

2.5 Expected Function of EU Funded Programmes

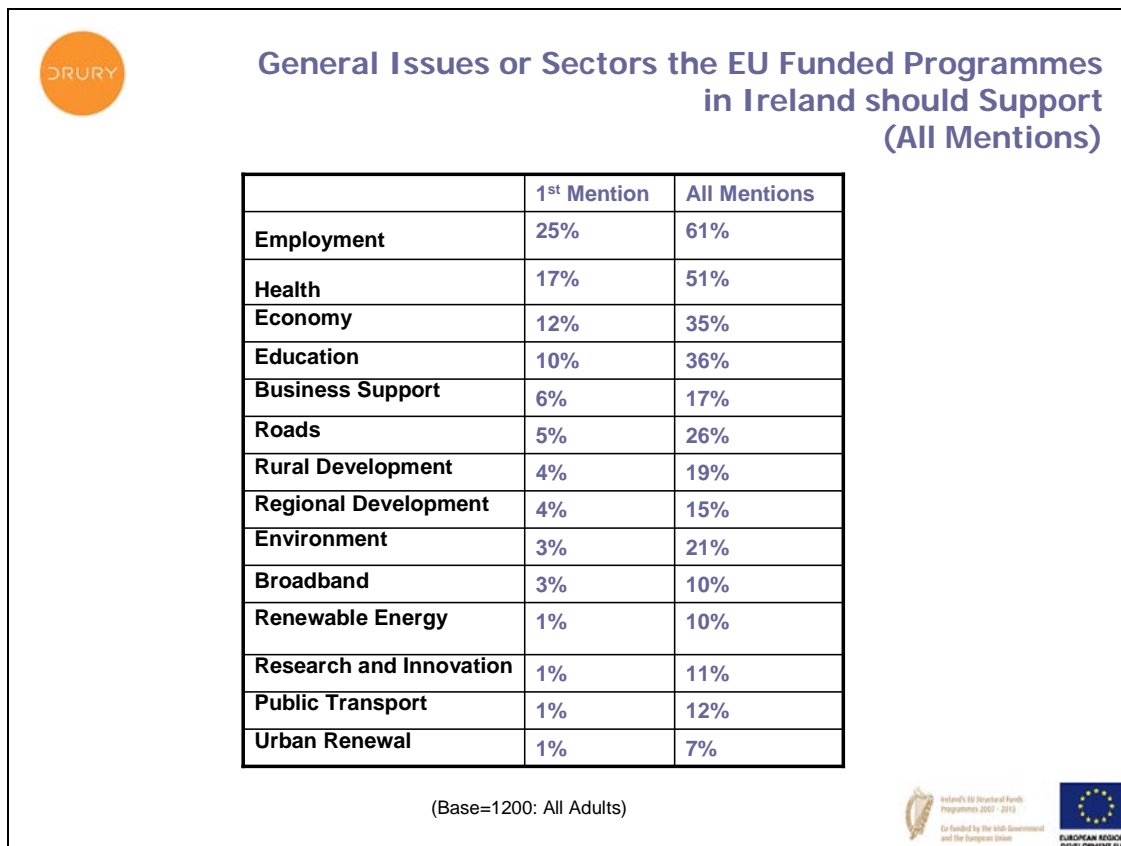
Having examined the general public's awareness of EU Funded specific projects respondents were provided with an explanation of the EU Funded programmes:

The EU Funded Programmes provide funds to specific geographic regions within Ireland whose development is lagging behind. The aim is to create a better economic and social balance between all geographic regions within Ireland

In line with previous NDP surveys, respondents were then examined regarding their expectations of EU Funded Programmes and the general issues such Programmes should support.

Figure 2.5

Q8. What general issues or sectors do you think the EU Funded Programmes should support?



When asked to suggest issues or sectors EU Funded Programmes should address, the top answer, cited by 61% of the adult majority is employment. This was followed by health (51%), education (36%), economy (35%), rural/regional development (34%) and roads (26%).

Although the 2004 survey examined the public's expectations of the NDP v EU Funded Programmes, only 20% reported employment as an issue with healthcare (42%), roads (33%), crime (18%) and housing (18%) the top five issues.

The public expectation that EU Programmes should address the issue of employment is likely the result of the current economic downturn and the increased growth in unemployment since 2004.

Although the issue of unemployment is deemed consistently important across both demographics and geographic regions, the issue of health as a focus for EU Funded Programmes is deemed to be more important by women than men and by respondents 45 years and above. The fact that 51% of the population cite "health" as a sector that EU Programmes should support also demonstrates a lack of understanding of the functions and remit of such Funds.

2.6 Key Investment Areas for EU Funded Programmes

Following the explanation of EU Funded Programmes respondents were then asked to rank the relative importance or unimportance of investment in each initiative. Utilising this method enables the development of a ranked listing of the most pertinent issues amongst the general public. The results are depicted in the table overleaf. The table also provides a mean score, which provides an average rating of the perceived importance of each aspect on a scale of 1-5, where 5 is 'very important' and 1 is 'not at all important'.

In addition the table compares the findings of the 2004 NDP survey regarding key areas of investment for the National Development Plan.

Figure 2.6

Q9. How important or unimportant to you is investment in each of the EU Funded Programmes, where 5 means 'very important' and 1 means 'not at all important'?

Importance of Investment in Key Areas				
Aspect of the NDP	2007		2004	
	% Who Believe it is Important	Mean Score	% Who Believe it is Important	Mean Score
Employment/Job Creation	95%	4.7	93%	4.5
Healthcare	95%	4.7	97%	4.8
Water Quality	90%	4.5	-	-
Energy Efficiency	86%	4.3	85%	4.2
*Training Initiatives	84%	4.3	87%	4.3
School Facilities	83%	4.3	86%	4.3
Waste Management	82%	4.2	87%	4.3
Business Support	80%	4.2	78%	4.1
Renewable Energy	80%	4.2	-	-
Social inclusion	78%	4.2	-	-
Urban Renewal	78%	4.1		
Childcare Facilities	74%	4.1	79%	4.1
Public Transport	72%	3.9	82%	4.2
Broadband	71%	4.0		
Investment in the research capabilities in Universities	70%	3.9		

**Comparative figures can only be given for education in 2004 as it was recorded as apprenticeships*

***All of the aspects in the above table were rated as either 'very important' or 'important' by those surveyed.*

Although results are not directly comparable with the NDP survey 2004 as the question in 2009 relates specifically to EU Funded Programmes, the area of most importance is employment (95%) whereas in 2004 employment was only deemed the 4th most important issue. Again this is likely to be symptomatic of the current economic downturn and rising unemployment in 2008-2009.

Healthcare (95%) again remains a key issue of importance for the adult population consistent with 2004 (97%). Water quality has emerged as an important area of investment for EU Funded Programmes, an issue that was not raised by respondents in 2004.

Energy efficiency (86%), training initiatives (84%), school facilities (83%) and business support all emerged as areas deemed important for future EU funding again consistent with respondents' views of the NDP in 2004.

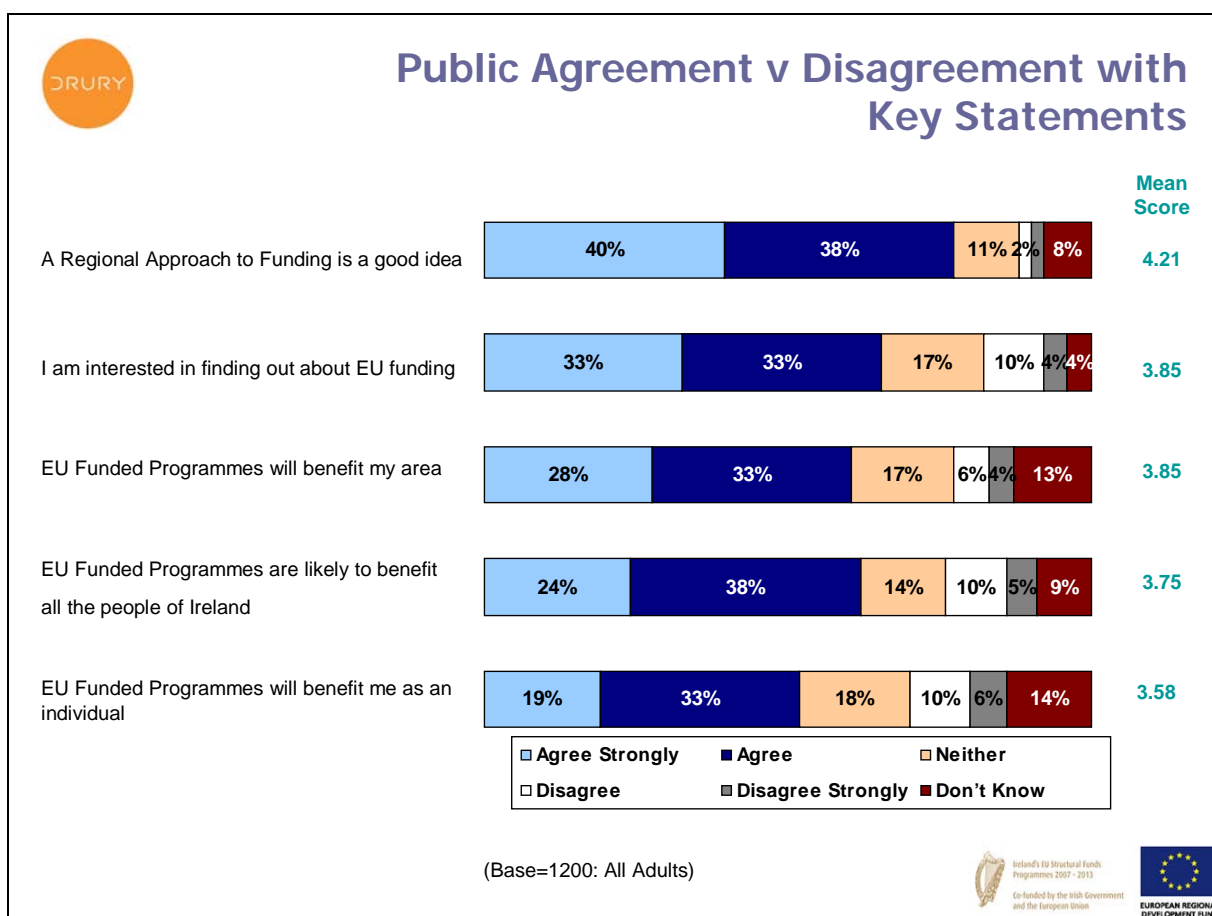
Both renewable energy (80%) and social inclusion (78%) emerged as two key areas for EU Funded Programmes both of which were not mentioned in relation to NDP investment in 2004.

2.7 Relevance of the EU Funded Programmes

The structure of the 2009 survey, as with the previous surveys undertaken, first sought to ascertain the public's awareness of the EU Funded Programmes, followed by their understanding of same. Once this information had been attained, investigation turned to ascertaining the public's perceived relevance of EU Funded Programmes to the population.

Figure 2.7

Q10. Here are some statements about the EU Funded Programmes, can you please tell me to what extent you agree or disagree with the following where 5 is agree strongly and 1 is disagree strongly?



Using a scale of one to five correlating to 'agree strongly' and 'disagree strongly', 78% acknowledge that a regional approach to funding is a good idea with 66% of the population interested in finding out more about EU Funded Programmes.

Furthermore 62% of the population generally agree that EU Funded Programmes are beneficial with 61% perceiving a benefit of EU Programmes to their local area or town. However at an individual level the perceived benefit of EU Funded Programmes are not as widely felt with only half of adults (52%) agreeing with the statement: 'I think the EU Funded Programmes will benefit me as an individual'. These findings are consistent with the 2004 NDP survey regarding attitudes towards the National Development Plan.

If we examine these results in more detail (see table below) across demographic criteria some interesting patterns emerge across both age and social class. In general both younger (18-24 years) and older respondents (65 years +) are less interested in the EU Funded Programmes and less positive about their benefits. In addition, respondents from the lowest socio economic strata (DE) are also less interested and less positive about the EU Funds.

This is particularly evident regarding perceptions of personal gain or benefit arising from the EU Programmes where only 41% of DE respondents were of the view that the EU Funded Programmes will benefit them personally.

Table 2.7.1

	Total	18-24	25-64	65+	AB	C1/C2	DE	F50+	*F50-
A regional approach to funding is a good idea	78%	70%	79%	80%	86%	77%	73%	83%	61%
I am interested in finding out about EU Funded Programmes as it relates to me	66%	63%	69%	54%	77%	67%	58%	71%	61%
EU Funded Programmes are likely to benefit all the people of Ireland	62%	59%	64%	59%	69%	64%	53%	77%	61%
EU Funded Programmes will benefit my area/town	61%	49%	63%	59%	67%	61%	52%	72%	72%
EU Funded Programmes will benefit me as an individual	52%	48%	55%	41%	60%	54%	41%	63%	67%

***Note the figures for small farmers can only be treated as indicative owing to the small base**

Farmers with farms in excess of 50 acres tend to be more interested in and positive about the EU Programmes than farmers with farms of less than 50 acres. The notable exception again relates to personal benefit from the EU Programmes where 67% of “smaller” farmers view the EU programmes will benefit them personally as opposed to 63% of “larger” farmers.

Examining attitudes towards EU Funded Programmes across regions again consistent patterns emerge namely people living in the Mid-West appear most interested and supportive whereas those living in Dublin and the South West are consistently less positive.

Table 2.7.2

	Total	Border	Midland	West	Dublin	Mid East	Mid West	South East	South West
A regional approach to Funding is a good idea	78%	88%	81%	82%	68%	82%	89%	81%	73%
I am interested in finding out about Funded Programmes as it relates to me	66%	73%	66%	75%	59%	69%	69%	68%	64%
EU Funded Programmes are likely to benefit all the people of Ireland	62%	63%	66%	66%	56%	65%	82%	63%	59%
EU Funded Programmes will benefit my area/town	61%	71%	63%	66%	48%	65%	89%	66%	51%
EU Funded Programmes will benefit me as an individual	52%	55%	54%	63%	44%	57%	68%	50%	46%

SECTION 3: EU Funded Programmes & Communication

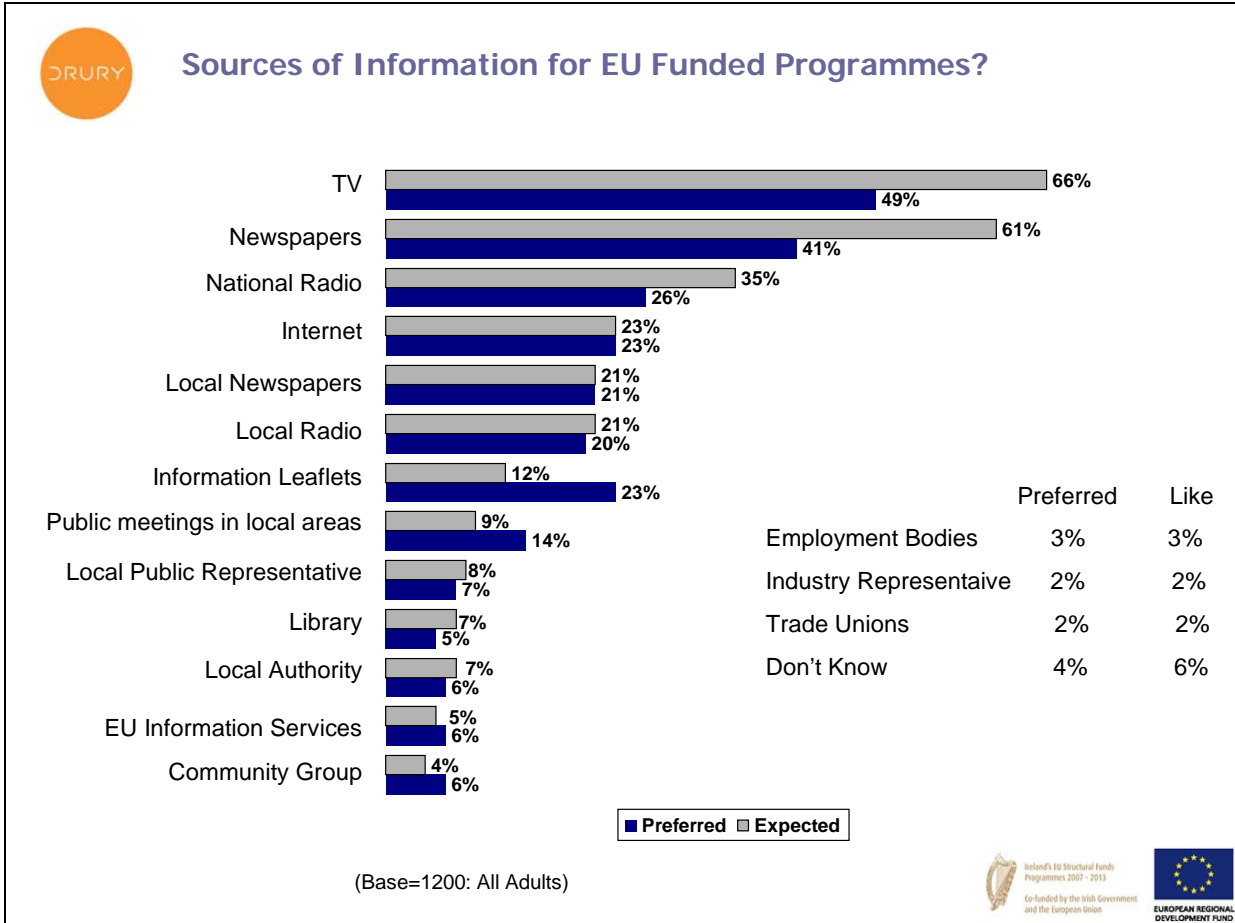
3.1 Sources of EU Fund Programmes Communication

In order to quantify the public's preferred methods of receiving information regarding EU Programmes, survey respondents were asked, without prompting, where they would both *expect* and then separately, *like* to hear about EU Fund Programmes.

Figure 3.1

Q11a. Where would you expect to hear about, or get information on the EU Funded Programmes?
(Unprompted, multiple responses possible)

Q11b. If those responsible for the EU Funded Programmes were going to tell you a bit more about the Programmes, how or where would you like to hear about it?



Television dominates as both the highest ranking 'expected' (66%) and 'preferred' (49%) source from which to receive information about EU Funded Programmes. Television does not typically report on specific EU Funded Programmes. Hence this may be explained by the prevalence of current affairs programmes which reference the European Union and in particular the frequency (weekly) of news reports which relate to European affairs.

Beyond television, newspapers, both national (41%) and local (21%), form some of the preferred formats for communication.

Respondents from the lowest socioeconomic groups (DE) favour television (48%) over national newspapers (37%) as a means of learning about EU Programmes. Conversely respondents from the highest socio economic groups (AB) favour national newspapers (43%) above television (39%) as a source of information on EU Programmes. This is consistent with the higher level of newspaper readership amongst higher socioeconomic groups.

26% report a preference for national radio with 20% opting for local radio as preferred source of communication. In addition almost 1 in 4 (23%) requested leaflets as a desired means by which they would like to hear about the EU Programmes. Information leaflets were more popular amongst the AB social class (40%) and least popular amongst the DE socioeconomic grouping (15%) and those aged 18-24 years (15%).

23% reported the internet to be their preferred source of information with approximately 1 in 7 opting for public meetings. The internet was most popular as an information source amongst respondents aged 18-44 years (30%) and the higher socioeconomic cohort (40%) and lowest amongst those aged 65 years+ (7%) and lower socioeconomic groups (15%).

Local Authorities, community groups and EU information services represented the preferred vehicle to learn about the EU Programmes for 6% of the general population respectively.

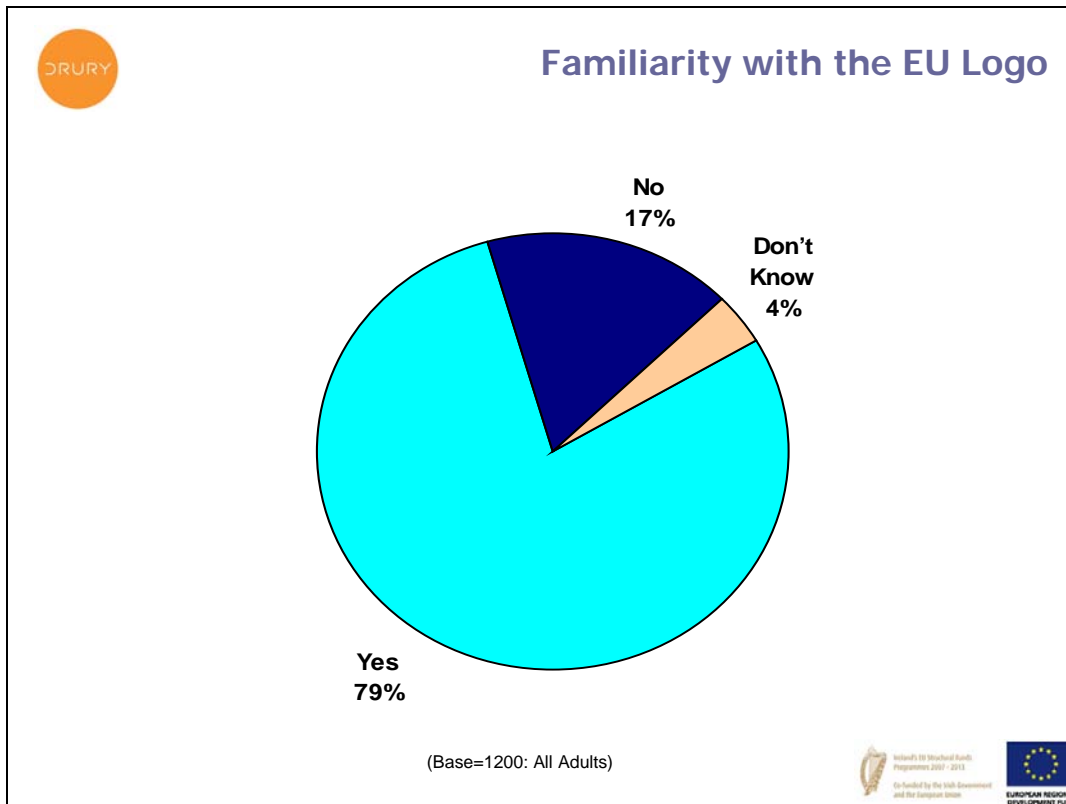
3.2 Familiarity with the EU logo

The survey took account of the fact that many members of the general public might struggle to recall specific individual EU Funds yet they may recall visual pictures, logos etc which in itself demonstrates that the NSRF/ERDF communication initiatives are working to some extent. Hence the survey included a visual “show card” of the EU Structural Funds logo to ascertain public familiarity.

79% of the general population claim to be familiar with the EU logo. Awareness levels were higher amongst men (83%) than women (75%) and also amongst respondents from the higher socio economic groups (90%). Conversely only 69% of those from the lower socio economic cohort (DE) claim to be familiar with the EU Structural Funds logo. In addition, respondents over 65 years (71%) had a lower level of recognition of the logo than those aged 18-64 years (81%)

Figure 3.2

Q12a. Are you familiar with the EU Structural Funds Logo? (Prompted)



The level of recognition of the EU Structural Funds logo was highest in the South East (90%) and Mid- East (86%) followed by the Border (84%), Midlands (81%), Mid-West (80%), South West (77%), West (75%) and Dublin (73%).

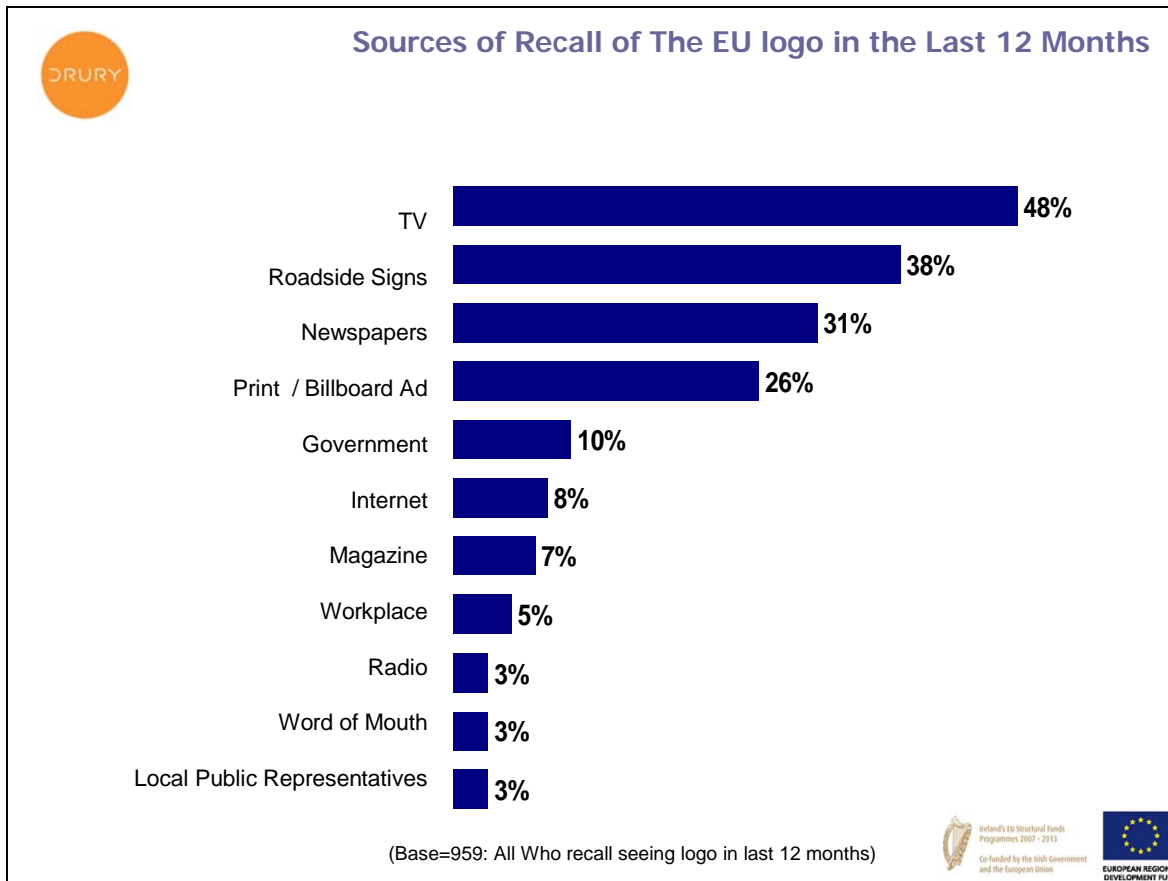
3.3 Recall of the EU Structural Funds logo in the last 12 months

80% of the population recall seeing the EU Structural Funds logo in the last 12 months. Recall levels are consistent across all age ranges save for respondents over 65 years of whom only 70% recall seeing the logo in the last year. Respondents from lower socioeconomic groups (DE) again are least likely to recall (72%) seeing the logo.

The level of recall of the EU Structural Funds logo was highest in the Border (91%) followed by the Mid-East (89%), Midlands (87%), South East (84%), West (82%), South West (77%), Dublin (73%) and the Mid-West (72%).

Figure 3.3

Q12c. Where have you seen or heard of the EU Structural Funds Logo in the last 12 months?



48% of the population attribute their recall of the EU Structural Funds logo (in the last 12 months) to television although this medium is used less extensively than other media. Almost 4 in 10 (38%) acknowledged roadside signs as their source of recall with 3 in 10 (31%) claiming to have seen the logo via newspapers. Approximately 1 in 4 (26%) reported seeing the logo in print or billboard advertising in the last 12 months with 10% acknowledging the Government as the source of recall.

1 in 12 claim to have seen the EU Structural Funds logo on the internet in the last year.

Figure 3.3.1

Q12c. Where have you seen or heard of the EU Structural Funds logo in the last 12 months?

	Total	18-24	25-64	65+	AB	C1/C2	DE	F50+	F50-
Television	48%	43%	49%	46%	45%	45%	49%	42%	38%
Roadside Signs	38%	34%	40%	32%	46%	37%	31%	52%	62%
Newspapers	31%	26%	32%	29%	38%	31%	24%	33%	38%
Print/Billboard Advertising	26%	23%	26%	28%	31%	25%	23%	32%	23%

Examining recall levels of EU Funded Programmes across demographic criteria, again consistent patterns emerge namely respondents aged 25-64 years claim a higher level of awareness of EU Funds from television, roadside signs and newspapers than both their younger and older counterparts. Similarly a higher proportion of respondents from the higher socioeconomic groups claim to have seen the EU Structural Funds logo in the last 12 months via roadside signs, newspapers and print/billboard advertising than those from lower socioeconomic groups.

Figure 3.3.2

Q12c. Where have you seen or heard of the EU Structural Funds logo in the last 12 months?

	Total	Border	Midland	West	Dublin	Mid East	Mid West	South East	South West
Television	48%	49%	61%	34%	46%	45%	52%	50%	51%
Roadside Signs	38%	35%	28%	43%	30%	34%	46%	60%	40%
Newspapers	31%	25%	34%	33%	38%	21%	38%	32%	22%
Print/Billboard Advertising	26%	37%	18%	36%	21%	33%	17%	27%	19%

Examining recall levels of EU Programmes across geographic regions, 61% of people living in the Midlands claim to recall seeing the EU Structural Funds logo in the last 12 months on television. A higher proportion of people living in the South East (60%), Mid-West (46%) and West (43%) recall seeing the logo on roadside signs.

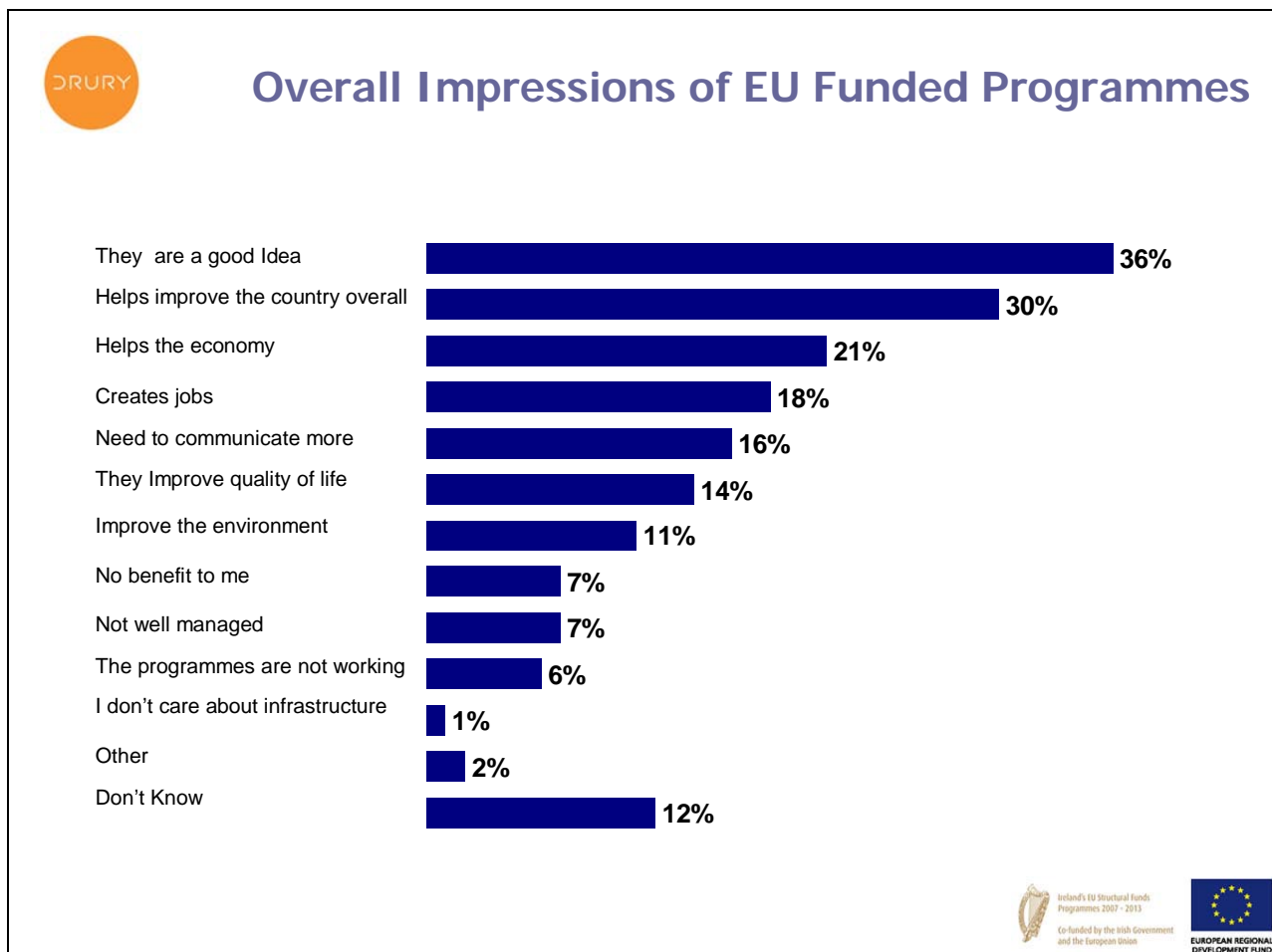
People living in the Mid-West (38%) and Dublin (38%) were more likely to recall seeing the EU Structural Funds logo in newspapers while people living in the Border (37%) and West (36%) were more likely to recall seeing the logo via print/billboard advertising.

3.4 Impression of the EU Funded Programmes

The final component of the survey asked respondents to give their impressions of the EU Funded Programmes thus representing a considered view of the Programmes.

Figure 3.4

Q13. Now that you have heard about the EU Funded Programmes, can you tell me your overall impression of the Programmes?



Having heard the details of the EU Funded Programmes, the considered view emerged as predominantly positive. 36% of adults believe that the EU Funded Programmes ‘are a good idea’. Furthermore other positive comments associated with the EU Funded Programmes include:

- Helps improve the country overall (30%)
- Helps the economy (21%)
- Creates jobs (18%)
- Improves quality of life (14%)
- Improves the environment (11%)

Hence beyond a generic sense that the European Funded Programmes are a 'good idea' the primary benefits associated with the EU Funded Programmes can be categorised accordingly:

- Societal benefits
- Economic benefits

The key societal benefits include general improvements to the country, improvements to the quality of life and improvements to the environment. In addition the primary economic gains comprise assisting the economy and job creation.

The primary criticism (16%) levelled against the European Funded Programmes was that they 'need to communicate more'. In addition 7% of the population perceived no personal benefit from the EU Funded Programmes and view the Programmes to be poorly managed respectively. In addition 6% claim the Programmes are not working and 12% do not appear to have any impression/ view of the EU Funded Programmes.

The need for the European Funded Programmes to communicate more is an issue that emerges across all demographics. 27% of people living in the South East were of the view that the Programmes need to improve communication with the public, followed by the South West (20%), Dublin (19%), Mid-East (17%), Midlands (13%), West (10%), Mid-West (6%) and the Border (2%).

However it is also important to note that a number of the other criticisms levelled against the EU Funded Programmes namely: no personal benefit, poorly managed, not working etc may also be the result in part due to limited awareness of specific local Programmes' initiatives.

Hence while the overall impression of European Funded Programmes is predominantly positive, it points to the need for ongoing communication to inform the public as to regional and local EU Funded Programmes projects.

Section 4: Summary & Conclusions

4.1 Summary & Conclusions

This report, builds upon previous NDP surveys (2001, 2002, 2004) but focuses more specifically on the public's awareness of and attitudes towards EU Funded Programmes. Documented below are some of main findings and implications for the future communications strategy of the EU Funded Programmes.

- **Issues of National Concern:** The results of the 2009 research indicate that the Irish adult population is most concerned with issues such as employment, healthcare, crime and drug abuse respectively. Although many of the concerns are consistent with previous surveys, the most notable attitudinal shift is the increased public concern with macro economic issues since 2004 namely employment (94% v 75%), the standard of living (87% v 74%) and economic competitiveness (80% v 66%).

The increased public concern with such issues is likely the result of the current economic cycle and the rise in unemployment since 2004.

- **Awareness of the EU Funded Programmes:** Awareness of the European Funded Programmes is examined in the context of a number of other Government-supported initiatives and strategies. Overall, the EU Funded Programmes received the highest level of 'top of mind awareness' (16%) with prompted awareness levels at 52%, second only to the Freedom of Information Act recognised by 58% of the general public.

Public awareness levels of other Government plans and strategies demonstrated a notable decrease since 2004, in particular prompted awareness of the Freedom of Information Act and the NDP decreased from 66% to 58% and 61% to 49% respectively.

The reduction in both the Freedom of Information Act and the NDP may be the result of less media coverage for both in 2009 than they received in 2004.

Although prompted awareness levels (52%) of the EU Funded Programmes may be viewed positively, it still points to the need for additional communication activity to raise awareness of the Programmes. In particular awareness levels of the Programmes are lower amongst women (47%), the 18-24 age group (42%) and lower socio economic groups (38%)

Geographically awareness levels of EU Funded Programmes are also considerably lower in Dublin (43%), the South East and Mid-East (both 44%) than other regions. This points to the need for targeted communications in such regions in conjunction with awareness raising initiatives amongst young people, women and the lower socioeconomic cohort.

- **Sources of Awareness of the EU Funded Programmes:** Newspapers (57%) and television (53%) continue to be the main sources from which people claim to have seen or heard details of EU Funded Programmes. However newspapers appear less effective as a source of information on EU Programmes for the 18-34 year old age group (50%) than their older counterparts (61%) and those from lower (52%) v higher (66%) socioeconomic groups.

Radio continues to be an important source of information for 30% of the population. Roadside signs emerged as a source of awareness of EU Funded Programmes for approximately 1 in 5 of the population (21%).

- **Understanding of the EU Funded Programmes:** The public appear to have a basic understanding of what the European Funded Programmes support with 50% (of those who are aware of the EU Funded Programmes) of the view that the Programmes relate to 'roads'. Moreover approximately 4 in 10 equate the EU Funded Programmes with rural and or regional development and 30% view the Programmes to fund employment. Furthermore 27% understood that EU Funded Programmes address the issue of disadvantaged areas.

In addition 48% of the population claim to be aware (prompted) of the EAFRD and 42% acknowledge an awareness of the EFF which represents a notable increase in awareness for similar sectoral Funds in operation in 2004. However deeper examination also demonstrates a lower level of awareness (prompted) for all other EU Funds since 2004, namely (ERDF 43% v 54%), ESF (35% v 43%), Structural Funds (29% v 49%), Cohesion Fund (17% v 33%). It should also be noted that the level of activity that is EU co-funded has declined by approximately 80% since the completion of the 2000-2006 programme.

Consistent with previous NDP surveys the public were very often unable to report information beyond the 'title' of specific EU Funded Programmes. This suggests that a significant degree of guesswork was in operation when the public were questioned on their understanding of specific Funds.

More specifically 93% (of the public who claim to be aware of the EAFRD) correctly associate agriculture with the Fund. Conversely a much lower proportion of the public claim to be aware of the Cohesion Fund (17%) and of those who claim to be familiar with same, when questioned in more detail, 1 in 3 were unable to provide any further information regarding its function.

The public's limited understanding of specific EU Funds is consistent with the 2004 NDP survey where again the general public was unable to provide much more information about specific Funds over and above their respective titles.

- **Funding for EU Programmes:** 48% of the population perceive Government departments to be responsible for ensuring that the EU Structural Funds budget for Ireland is spent appropriately. 44% ascribe the responsibility to the Taoiseach with 24% reporting Europe to be accountable.

The public are less clear about the proportion of the EU Funded Programmes' budget coming from Europe with 71% reporting that they did 'not know' and only 7% claiming the level of funding to be within 40-60%.

49% of the general public was informed as to the region in which they lived for EU Funded Programmes. A slightly higher proportion of people living in the BMW region (53%) were informed of their specific region than those inhabiting the Southern and Eastern region.

- **Awareness of EU Funded Programmes Activities**

The general public appear to have limited awareness of specific EU Funded Programme projects with 41 % of population reporting no awareness of any project. Conversely 34% of the population claim an awareness of a road related project, 26% report an awareness of an agricultural project and 13% claim to be aware of an employment training initiative.

Awareness levels for road projects appear higher in the Mid-West (49%) and South East (40%) and lowest in the Border (24%), Dublin (28%) and the West (29%).

60% of farmers claim to be aware of an agricultural specific project with a higher proportion of men (31%) aware than women (20%) and people from higher (31%) v lower (18%) socio economic groups.

- **Function of EU Funded Programmes**

61% of Irish adults perceive that the EU Funded Programmes should support employment followed by health (51%), education (36%), the economy (35%), rural/regional development (34%) and roads (26%).

The fact that both employment and the economy feature as key areas the public view the EU Funded Programmes should support points to an increased concern with economic issues in 2009 v 2004, when only 20% of the population cited employment as a key area for NDP investment.

Moreover as with the NDP survey in 2004, the fact that 'health' (51%) continues to be sector that the public view should be supported by EU Funded Programmes points to a limited understanding of the remit of such Funds.

The other key areas to emerge as important for future EU Funded Programmes investment included: water quality, energy efficiency, school facilities, business support, waste management, renewable energy, social inclusion and urban renewal.

- **Relevance of and reaction to the EU Funded Programmes:** As a positive endorsement of EU Funded Programmes, 62% perceive the Programmes to be beneficial to 'all the people of Ireland' with 61% recognising some benefit to their area or town.

However the public are less positive about the personal benefit of the EU Programmes with only 52% perceiving the Programmes will benefit them as an individual. This view is more marked amongst those aged over 65 years, those aged 18-24 years and those from lower socio economic groups.

Going forward, effort may need to be devoted to specifically highlighting the most direct benefits to members of the population, within their given locality, as a means of improving future levels of engagement with the EU Funded Programmes

- **EU Funded Programmes' Future Communications Strategy:**

- The general public do appear to expect that communications' activities regarding EU Funded Programmes encompass mass communication vehicles namely: television, newspapers and radio.

It would appear that such mass communication tools serve to inform the public as to the size and scale of the funding allocated to such EU Programmes and more specifically inform the public of a 'macro' or regional approach to same.

- In addition to the national media, local media (newspapers and radio) were also reported as a preferred source of communication by approximately 1 in 5 of the general public. Hence it is imperative that any future communication plan take account of the public appetite for local media.
- The internet remains an important communication vehicle particularly for those aged 18-44 years (30%). Similarly information leaflets remain a desired means of learning about EU Funded Programmes by approximately 1 in 4 of the general public (23%).

Furthermore 1 in 7 claim a preference for public meetings in their local area to learn more about EU Programmes. This points to the need for a future communication strategy to continue to employ a range of other communication vehicles (both print and electronic) to address the fact that people prefer to consume information via different means.

- A considerable opportunity exists for the EU Structural Funds' future communication plan to tap into the public interest (66%) in learning more about *'EU Funded Programmes and its effect on me'*. Yet the future communication plan needs to work harder to inform the public as to how the EU Programmes have benefited individual Irish citizens because this is the area of least recognition amongst the wider population.

In particular the key area of concern for the public at present remains that of employment/job creation and the economy hence key messages informing the public of ongoing initiatives of EU Funded Programmes addressing this issue remains very important.

In addition the communications plan also needs to link key messages to activities addressing such sectors as water quality, energy efficiency, school facilities, business support, waste management, renewable energy, social inclusion and urban renewal. In particular such messages are likely to resonate with the public if communicated at a local level as it enables the public to understand how EU Programmes impact their local area and helps forge a personal relationship between the Programmes activities and the individual.

- o Positive reinforcement of consistent themed messages (ie sectoral specific) at both a national and local level utilising a range of select communication vehicles will serve to raise awareness of EU Funded Programmes in general and more specifically the implementation of local initiatives/projects.

Together, this multi-faceted approach of building awareness nationally, bolstered by the use of local media to inform the public of regional/local projects will serve to develop a more tangible appreciation of how the EU Funded Programmes are serving the individual. Moreover the creation of a concrete understanding of local/region EU projects should increase positive engagement with EU Funded Programmes and improve awareness levels and understanding amongst the wider population.

APPENDIX ONE: Definition of Regions (NUTS II and NUTS III)

Results of the 2009 survey are available at both NUTS II and NUTS III levels of analysis. The following table depicts these geographical breakdowns:

NUTS II	<ol style="list-style-type: none"> 1. Border, Midland and Western Region (BMW) 2. Southern and Eastern Region (S&E)
NUTS III	<ol style="list-style-type: none"> 1. Border Region <ul style="list-style-type: none"> • Counties Louth, Monaghan, Cavan, Leitrim, Donegal and Sligo 2. Midland Region <ul style="list-style-type: none"> • Counties Laois, Offaly, Westmeath and Longford 3. Western Region <ul style="list-style-type: none"> • Counties Galway, Mayo and Roscommon 4. Dublin Region <ul style="list-style-type: none"> • County Dublin 5. Mid-East Region <ul style="list-style-type: none"> • Counties Meath, Kildare and Wicklow 6. Mid-West Region <ul style="list-style-type: none"> • Counties Clare, Limerick and Tipperary North 7. South-East Region <ul style="list-style-type: none"> • Counties Wexford, Waterford, Kilkenny, Carlow and Tipperary South 8. South-West Region <ul style="list-style-type: none"> • Counties Cork and Kerry

APPENDIX TWO: Definitions of Socioeconomic Groupings

OCCUPATIONAL GROUPS

WHITE COLLAR	MANUAL	FARMING
AB - Upper/middle category	C2 - Skilled workers	F1 - Farmers/Farm managers with 50 acres or more
C1 - Lower/middle category	D - Unskilled	F2 - Farmers/Farm managers with less than 50 acres and farm workers
	E - State pensioners/long-term social welfare recipients	

OCCUPATIONS IN EACH CATEGORY

“A” HOUSEHOLDS UPPER MIDDLE CLASS	MANUAL	FARMING
<p>Accountant (chartered) - own practice or partner/principal with 12+ employees</p> <p>Actor</p> <p>Advertising Executive - Director/Partner/principal in Agency with 12+ employees</p> <p>Architect - own practice or Partner/Principal in practice with 12+ employees</p> <p>Auctioneer own business or Director/Principal in business with 12+ employees</p> <p>Bank Manager (large branch with 12+ employees)</p> <p>Barrister - own practice or Partner/Principal in practice with 12+ employees</p> <p>Botanist</p> <p>Business Proprietor (with 12+ employees)</p> <p>Buyer (Senior) in leading wholesale/retail establishment</p> <p>Captain - Irish Naval Service/large merchant vessel</p> <p>Church Dignitaries (Bishop and above - any denomination)</p> <p>Civil Servant (Secretary/Assistant Secretary)</p> <p>Colonel - Army</p> <p>Commander/Irish Naval Service</p> <p>Company Director (in firm with 12+ employees)</p>	<p>Company Secretary (in firm with 12+ employees)</p> <p>Country Planning Officer (Principal/Senior Official; Local Government)</p> <p>Dentist - own practice or Partner/Principal in practice</p> <p>Doctor - own practice or Partner/Principal in practice</p> <p>Editor - national newspaper or magazine</p> <p>Engineer (Senior) - own practice or Partner/Principal in practice with 12+ employees</p> <p>Fire Officer (Chief)</p> <p>Garda (Chief Superintendent)</p> <p>General - lieutenant or Major - Army</p> <p>Headmaster/Mistress - large secondary school</p> <p>Insurance Underwriter</p> <p>Journalist (Senior) - own column in national newspaper/magazine</p> <p>Librarian - qualified in charge of large library</p> <p>Lieutenant Colonel - Army/Air Corps</p>	<p>Manager of large factory/business/hotel/department, etc. responsible for 12+ employees</p> <p>Matron - large teaching hospital</p> <p>People living in comfort on investments or private income</p> <p>People (retired) where H/H would have been Grade 'A' before retirement</p> <p>Physician</p> <p>Physicist</p> <p>Pilot (Commercial Airline)</p> <p>Professor - University</p> <p>Public Relations Executive - Director/Principal/Partner in agency with 12+ employees</p> <p>Research - Director/Principal in Agency with 12+ employees</p> <p>Scientist - Senior Industrial</p> <p>Solicitor - own practice or Partner/Principal in practice with 12+ employees</p> <p>Specialist - Medical profession</p> <p>Stockbroker</p> <p>Surgeon</p> <p>Surveyor (Chartered) - own practice or Partner/Principal with 12+ employees</p> <p>Town Clerk (City Manager, other senior principal officer, Local Government)</p> <p>Treasurer (Senior Principal Officer, Local Government)</p> <p>Veterinary Surgeon own practice or Partner/Principal in practice</p>

<p>“B” HOUSEHOLDS MIDDLE CLASS</p> <p>Accountant - qualified, no practice employed as executive Architect - qualified, no practice employed as executive</p> <p>Bank Manager (small branch office - up to 12 employees) Business Proprietor (with 3-12 employees)</p> <p>Captain - Army/Air Corps Civil Servant (Principal Officer/ Assistant Principal Officer) Commandant - Army/Air Corps</p> <p>Engineer (qualified - university degree) no practice; employed as executive; not Grade 'A' Ensign - Irish Naval Service</p> <p>Fire Officer - Assistant Chief</p> <p>Garda - Superintendent/ Inspector</p> <p>Headmaster/Mistress in Primary or Secondary smaller school</p> <p>Insurance Company Manager (small branch office - up to 12 employees)</p> <p>Journalist - not senior enough for Grade 'A'</p> <p>Lecturer - University or Technical College Librarian - Senior, qualified in charge of small branch library Lieutenant, First - Army Lieutenant - Commander - Irish Naval Service Local Government Officer - Senior</p> <p>Manager of factory/business/ hotel/department responsible for 6-12 persons Matron - non-teaching hospital</p> <p>Parish Priest (or equivalent in any denomination)</p>	<p>People with smaller private incomes than Grade 'A' People (retired) - before retirement would have been Grade 'B' Pharmacists - qualified; own business with 3-12 employees Professional people - not yet established; qualified less than 3 years</p> <p>Sales Manager (Area) responsible for 6-12 persons Sister/Tutor in large hospital Solicitor - qualified, no practice employed as executive, not Grade 'A' Surveyor - qualified, no practice employed as executive, not Grade 'A'</p> <p>Teacher - Senior Secondary, in charge of department Technician - with degree in electronics/computers/aircraft/chemicals/nuclear energy</p> <hr/> <p>“C1” HOUSEHOLDS LOWER MIDDLE CLASS</p> <p>Bank Clerk Buyer (except senior buyer)</p> <p>Civil Servant - (HEO/Junior Executive Officer/Staff Officer/ Clerical Officer/Clerical Asst.) Clerical employees - supervisory grades; non-manual workers Clerk (articled) Clerk (dispatch) Clerk (receptionist) Clerk (typist) Clerk (National/Local Govrnt.) Clerk (insurance) Commercial Traveller/Co. Rep. Curate (or equivalent in any denomination)</p> <p>Draughtsman Driving Instructor</p> <p>Entertainer (actor, musician, etc. main occupation but not well know/established)</p> <p>Garda Sergeant</p>	<p>Insurance Agent (door to door)</p> <p>Laboratory Assistant Leading Seaman - I.N.S. Lecturer - Junior University Library Assistant - not fully qualified Librarian Lieutenant - Second/Cadet - Army Lieutenant - Sub - I.N.S.</p> <p>Machine Operator (office) - punch card, calculating, acct. Manager of factory/business/ hotel/office/department - responsible for 1-5 persons Midwife</p> <p>Nun (any denomination) - not those with special responsibilities Nurse - student/staff/sister - all state registered</p> <p>People (retired) - before retirement would have been Grade 'C'; who have pensions other than State or very modest private means Petty Officer - I.N.S. Physiotherapist Proprietor - shop or business with 1-2 paid employees</p> <p>Radiographer Receptionist</p> <p>Secretary Sergeant - Army Student at any third level inst.</p> <p>Teacher - Primary, Secondary, Vocational - without special responsibilities Technician/Engineer - no degree but tech./Prof. qualification Telegraphist Telephonist Telex Operator Typist</p> <p>Warrant Officer - Irish Naval Service</p>
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<p align="center">“C2” HOUSEHOLDS SKILLED WORKING CLASS</p>		
<p>AA Patrolman Ambulance Driver</p>	<p>Joiner Knitter - skilled in hosiery/ knitted goods</p>	<p>Tailor - cutter and fitter Telephone Installer Toolmaker Turner Typesetter</p>
<p>Baker Barber Barman Head (in charge of others) Blacksmith Brewer Bricklayer</p>	<p>Linesman (ESB) Linotype Operator</p>	<p>Upholsterer Vehicle Builder</p>
<p>Cabinet Maker Carpenter Chargehand Chef Coachbuilder Cobbler (shoemaker) Compositor Coppersmith Corporal - Army</p>	<p>Machine man Malster Manager - small shop (not in charge of anyone) Mason Millwright Miner Motor Mechanic Moulder</p>	<p>Waiter - head in charge of others Weaver Welder</p>
<p>Dental mechanic/technician Driver - bus Driver - long distance heavy lorry Driver and shunter (engine) Driver - taxi (owns his own taxi) Dressmaker</p>	<p>Nylon (skilled in production) Overlooker Overseer (mainly manual work)</p>	<p align="center">“D” HOUSEHOLDS OTHER WORKING CLASS</p>
<p>Electrician Electrotyper Engraver (process) Excavator (crane driver)</p>	<p>Panel Beater Painter Pastry Cook People (retired) - before retirement would have been Grade ‘C2’ - small pension other than State</p>	<p>Apprentices (those apprenticed to skilled trades) Assembler Attendant in hospital</p>
<p>Filler Finisher - paper & board manuf. Fireman - not leading Fitter - electrical Fitter - mechanical Foreman Furnaceman</p>	<p>Plasterer Plater Plumber Prison Officer Proprietor - small shop; no paid employees Putter</p>	<p>Barman (no special training/ responsibilities) Blender Boilerman Bottler Breadman</p>
<p>Ganger Garda - ordinary Gardener/Groundsman - head in charge of other employees Glazier Grinder Guard - goods & passenger</p>	<p>Riveter Seaman - Able (INS) Security Officer (e.g. Securicor, etc.) Self-employed (skilled - no paid employees) Self-employed (unskilled - 1-4 employees) Setter</p>	<p>Carder Caretaker Chimney Sweep Cleaner Comber Conductor (bus) Cook</p>
<p>Hewer Housekeeper - in charge of others</p>	<p>Shipwright Shop Assistant (head) in charge of others Signalman Sorter - Post Office Smelter Sprayer Stereotyper Stevedore</p>	<p>Docker Domestic Servant Dough Mixer Doublor Drawer Dustbin man/refuse collector Dyer Forestry Worker Gardener/Groundsman (not in charge of others) Gardener (market) - no employees Housekeeper (not in charge of others)</p>

<p>Labourer Laundry worker Lorry Driver (local)</p> <p>Machinist (tailoring) Mate to those of C2 occupation Meter Reader Milkman</p> <p>Opener Ovenman</p> <p>Park-keeper People (retired) who before retirement would have been Grade 'D'; have small pension other than State; very modest private means</p> <p>Porter - railway/hospital Postman Presser Processor Private or equivalent (Army)</p> <p>Roundsman</p> <p>Seaman - ordinary Shop Assistant - no special training/responsibilities Spinner Storeman/Storekeeper.- no special training/responsibilities</p> <p>Taxi Driver (who does not own cab) Textile Printer Ticket Collector Tractor Driver Twister</p> <p>Underground worker (unskilled)</p> <p>Van Driver/salesman</p> <p>Waitress/Waiter (unless Head Waiter) Warehouseman Watchman Window-cleaner Wool-sorter Workers in general who are unskilled or semi-skilled</p>	<p>"E" HOUSEHOLDS LOWEST LEVEL OF SUBSISTENCE</p> <p>Casual/part-time lower grade workers</p> <p>Pensioners/Old Age/Disability/Widows Pension/those who are dependent on state aid or pensions only, with no other source of income.</p> <p>People who owing to sickness/unemployment/lack of opportunity are dependent on social security payments.</p> <p>Respondents will only be graded 'E' if the head of household is 'E' and no other member of the family is the chief wage earner.</p> <hr/> <p>"F50+" HOUSEHOLDS LARGE FARMERS</p> <p>Farmers or farm managers of holdings of 50 acres or more or their widows.</p> <p>"F50-" HOUSEHOLDS SMALL FARMERS</p> <p>Farmers or farm managers with up to 49 acres and their widows.</p> <p>Farm workers/labourers</p>	
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