

Common Agricultural Policy (CAP)

Awareness and Understanding Survey in the ROI

Survey compiled by TNS MRBI on behalf of Agri Aware

2009

Key Points:

- 1) Just shy of half of the population are not aware of the name of the single largest expenditure within the EU budget, namely the Common Agricultural Policy
- 2) However when prompted as to one to the key functions of the CAP, that is the regulation of the production, processing and sale of agricultural products, awareness rose to 60%.
- 3) Barely a third of the population knew that the CAP was involved in setting up farmer environmental protection programmes.
- 4) The public does however equate the EU and CAP with food quality and safety. The confidence level amongst Irish consumers in the quality of Irish food is almost 90%.
- 5) Agriculture and Food production is considered by 81% of the population to being important to the economy.

Background:

This research was undertaken by Agri Aware to aid the development of a promotional campaign for the Common Agricultural Policy. The principle objective is to understand key areas where there may be a lack of understanding or awareness. This then allows the focus of the campaign to address the lack of knowledge around certain functions of the policy and create more awareness of key areas.

Methodology:

The research was carried out by TNS Mrbi during July of 2009. A total sample of over 1,000 individuals of 15 years+ was used. The sample was nationally representative and was conducted using computer aided telephone interviewing.

All the questions were either yes, no, or don't know, or where prompted.

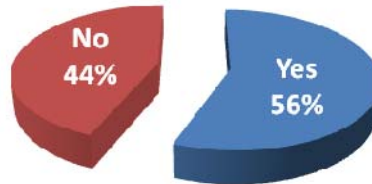
Question 5 was the only question to use a scaling methodology.

RESULTS:

1) Awareness

Awareness of the Common Agricultural Policy was recorded at 56%, indicating that nearly half of the population had not heard of it.

Figure 1: Have you ever heard of 'The Common Agricultural Policy / CAP'?

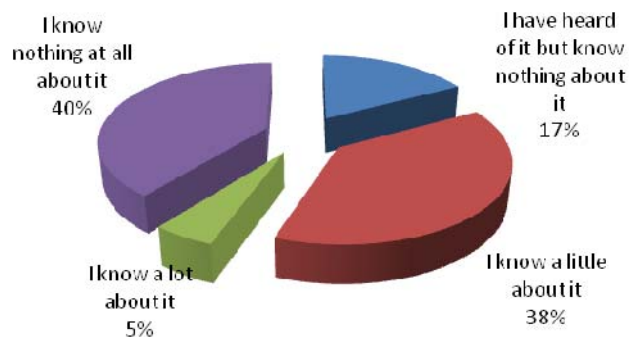


2) Understanding regulatory function

Having limited prompted awareness of the actual policy itself, a further question giving more detail as to the policy functions was asked. This prompted a slightly stronger positive response rate, as cumulatively those the indicated 'know a lot', 'know a little' and 'have heard but know nothing' amounted to 60%, 4 percentage points higher than the spontaneous awareness.

However the converse of this is that only 43% of respondents knew what one of the key functions of the CAP was, versus 56% who had heard of it.

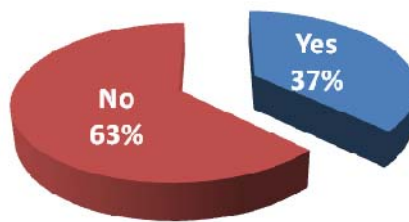
Figure 2: The Common Agricultural Policy (CAP) is a European support system which regulates the production, sale and processing of all agricultural products in the EU. How much do you know about this policy?



3) Environmental Role

Despite the media attention on environmental issues in the recent years, only 37% of respondents were aware that the CAP was involved in farmer environmental protection schemes. This research was conducted over a week period from the 21st July 2009, two weeks after the announcement that the Rural Environmental Protection Scheme 4 would cease.

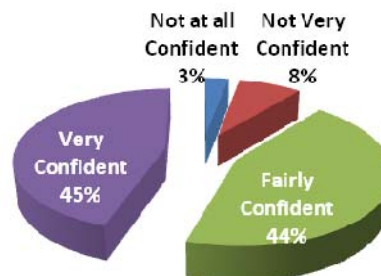
Figure 3: CAP or The Common Agricultural Policy is also involved in setting up farmer environmental protection programmes? Were you aware of this before today?



4) Benefit to consumer confidence in food

One basic pillars of the Common Agricultural Policy was the provision of secure safe food. Ireland has experienced a number of food scares in past 20 years, and reacted swiftly in all cases. The population, on probing their confidence level on this quality, rated Ireland very significantly at 89% 'fairly' or 'very' confident.

Figure 4: How confident are you in the quality of fresh food produced in Ireland.



5) Importance of Agri Sector to Economy

Amongst the population, Agriculture and Food Production was ranked the second most important sector to the economy after Science or Technology. 81% of respondents said it was of importance, versus 82% in Science and technology, 73% in manufacturing, and 65% in Banking and Finance. 70% claimed Tourism was important, whilst only 52% claimed construction was important to the economy.

Figure 5: *I am now going to read out a list of sectors in the Irish Economy and I would like you to rank the importance each one to the economy using a scale whereby 10 = Extremely Important and 1=Not at all Important. (Net importance 7-10)*

