

NFU COUNTRYSIDE MEMBERSHIP SURVEY

We would be most grateful if you answered the following questions. As explained in the covering letter, we are researchers at the University of Aberdeen who are carrying out this survey for purely academic purposes. We guarantee that your answers to the questions below will be kept in the **strictest confidence**, and will be treated as **anonymous**.

If there are any questions to which you object, or which you feel strongly about, and do not wish to answer, please indicate this. However we hope that you will be able to answer them all.

British Interest Group Project
Department of Politics
& International Relations
University of Aberdeen
Edward Wright Building
Kings College
Old Aberdeen AB9 2TY

Professor Grant Jordan
William A Maloney
Andrew M McLaughlin

Tel. 0224-272003

July 1993

To answer the questions please write in the space provided or circle the number opposite your answer.

1. How did you join NFU Countryside ?

CIRCLE ONE

- a) I heard about NFU Countryside from a friend, relative or work colleague 1
 - b) I contacted the NFU Countryside office after seeing a press/magazine advertisement 2
 - c) I read an article about NFU Countryside in the press 3
 - d) I responded to a membership appeal I received through the post 4
 - e) I joined at a Show or Event 5
 - f) I contacted a NFU Secretary about membership 6
 - g) Other 7
- (PLEASE WRITE IN BELOW)**

.....

.....

2. Why did you join NFU Countryside ? (Were there any particularly important reasons or specific events which encouraged you to join ?)

PLEASE WRITE IN BELOW

.....

.....

.....

.....

3. A number of reasons why people might join NFU Countryside are listed below. Please indicate how important a role each reason played in *your* decision to join.

PLEASE CIRCLE ONE NUMBER ON EACH LINE BELOW

	Very Important	Important	Not very Important	Played no role whatsoever
a) As a member I felt I could join like-minded people in protecting the countryside	1	2	3	4
b) To keep me informed about countryside and environmental issues	1	2	3	4
c) I felt that NFU Countryside would provide me with information to make the best use of my small holding	1	2	3	4
d) I appreciated the way the NFU assists farmers and wanted something similar	1	2	3	4
e) I wanted access to competitive insurance and other discounts	1	2	3	4
f) I wanted sound professional advice on legal and other matters	1	2	3	4
g) I wanted to express my belief in the importance of the countryside	1	2	3	4
h) Are there any other reasons which were important	1	2	3	4

(PLEASE WRITE IN BELOW)

.....

.....

4. Here is a list of some of the main reasons why individuals join the NFU Countryside. We ask you to rank, in order of importance, the reasons which were important in your decision to join. Place the number "1" beside the reason that appears to you most important, a "2" beside the second most important reason, and "3" beside the third most important.

- a) Obtaining useful information _____
- b) Obtaining discounts and costs savings _____
- c) Wanted to express my belief in the importance of the countryside _____
- d) Access to NFU Mutual Insurance _____

ATTITUDES TO OTHER ORGANISATIONS

5. Are you a member of any conservation or environmental organisations ?

CIRCLE ONE

- a) Yes 1
 b) No 2

IF NO, GO DIRECTLY TO QUESTION 6.

5a. Of which conservation or environmental organisations are you a member?
 (PLEASE WRITE IN BELOW)

.....

6. How sympathetic do you feel towards each of the following organisations ?

PLEASE CIRCLE ONE NUMBER ON EACH LINE BELOW

	Very Sympathetic	Sympathetic	Not very Sympathetic	Not at all Sympathetic
a) Amnesty International	1	2	3	4
b) Council for the Protection of Rural England/Wales	1	2	3	4
c) Farming and Wildlife Advisory Group	1	2	3	4
d) Friends of the Earth	1	2	3	4
e) Greenpeace	1	2	3	4
f) Green Party	1	2	3	4
g) National Trust	1	2	3	4
h) Ramblers Association	1	2	3	4
i) Rare Breed Survival Trust	1	2	3	4
j) Royal Society for the Protection of Birds	1	2	3	4
k) Royal Society for the Prevention of Cruelty to Animals	1	2	3	4
l) Royal Society for Nature Conservation	1	2	3	4
m) World Wide Fund for Nature	1	2	3	4

7. How satisfied are you with your NFU Countryside membership and its benefits?

CIRCLE ONE

- a) Very satisfied 1
- b) Fairly satisfied 2
- c) Not very satisfied 3
- d) Not at all satisfied 4

7a. Do you intend to renew your membership when it next becomes due ?

CIRCLE ONE

- a) Yes - definitely 1
- b) Yes - probably 2

IF YES, GO DIRECTLY TO QUESTION 8

- c) Not sure 3
- d) Definitely not 4
- e) I have already left NFU Countryside 5

7b. If you are uncertain whether you will renew your subscription. What is the most important reason why you are considering leaving ? (If you have already left, or have decided to leave NFU Countryside, what was the most important reason ?)

(PLEASE WRITE IN BELOW)

.....

.....

.....

.....

.....

8. Here are a number of reasons why people might not continue in membership of the NFU Countryside. Please indicate how important each of these reasons are to you ?

PLEASE CIRCLE ONE NUMBER ON EACH LINE BELOW

	Very Important	Important	Not very Important	No importance whatsoever
a) NFU Countryside's membership is too expensive	1	2	3	4
b) No opportunity for ordinary members to participate in policy making	1	2	3	4
c) The NFU Countryside is not active enough in protecting the countryside	1	2	3	4
d) Do not make use of information	1	2	3	4
e) Do not make use of discounts	1	2	3	4
f) NFU Mutual Insurance is uncompetitive	1	2	3	4
g) Are there any other reasons which you think are important	1	2	3	4

(PLEASE WRITE IN BELOW)

.....

9. To which political party do you feel closest ?

CIRCLE ONE

- a) Conservative 1
- b) Green 2
- c) Labour 3
- d) Liberal Democrats 4
- e) Nationalists 5
- f) None 6
- g) Other..... 7

(PLEASE WRITE IN BELOW)

.....

10. Are you a member of a political party ?

CIRCLE ONE

- a) Yes..... 1
- b) No 2

11. Do you vote at every General Election, at some, or do you never vote ?

CIRCLE ONE

- a) I vote at every General Election 1
- b) I only vote at some General Elections 2
- c) I never vote at General Elections 3
- d) I have never voted at a General Election
because I am/was too young to vote 4

**IF YOU HAVE NEVER VOTED AT A GENERAL ELECTION
PLEASE GO DIRECTLY TO QUESTION 12 .**

11a. Which political party did you vote for at the 1992 General Election ?

CIRCLE ONE

- a) Conservative 1
- b) Green 2
- c) Labour 3
- d) Liberal Democrats 4
- e) Nationalists 5

12. There is a lot of debate these days about what this country's goals should be for the next ten or fifteen years. Here is a list of some of the goals that different people say should be given top priority. We ask you to choose the two goals that are most important to you. Place the number "1" beside the goal that appears to you most important, a "2" beside the second most important goal, and "3" beside the third most important goal.

- a) Maintaining order in the nation _____
- b) Giving people more say in important government decisions _____
- c) Fighting rising prices _____
- d) Protecting freedom of speech _____

We would be grateful if you could now give us a few brief personal details .

13. Are you male or female ?

CIRCLE ONE

- a) Male 1
- b) Female 2

14. In which year were you born ?

I was born in 19 _____

15. What is your marital status ?

CIRCLE ONE

- a) Single 1
- b) Married/Partner 2
- c) Divorce/Separated/Widowed 3

16. At what stage did you leave full-time education ?

CIRCLE ONE

- a) School 1
 - b) Diploma/HND 2
 - c) Degree 3
 - d) Postgraduate 4
 - e) Still in full-time education 5
 - f) Other 6
- (PLEASE WRITE IN BELOW)**

.....

17. Which of these statements best describes what you were doing last week (during the seven days ending last Saturday) ? If you were on holiday, what were you doing in the way of work before you went away ?

CIRCLE ONE

- a) In full-time work 01
 - b) In full-time education 02
 - c) On a government training/ employment scheme 03
 - d) In part-time work 04
 - e) Waiting to take up paid work in a definite job 05
 - f) Unemployed and registered at a benefit office..... 06
 - g) Unemployed and not registered 07
 - h) Permanently sick or disabled, or wholly retired from work 08
 - i) Looking after the home 09
 - j) Other 10
- (PLEASE WRITE IN BELOW)**

.....

17a. What best describes your job ? If you are not working now, please think about the most recent job you held.

CIRCLE ONE

- a) Farmer or farm manager 01
 - b) Farm worker 02
 - c) Skilled manual worker (e.g. plumber, cook, electrician, fitter, train driver) 03
 - d) Semi-skilled or unskilled manual worker (e.g. postperson, machine operator, assembler, cleaner, labourer) 04
 - e) Clerical worker (e.g. clerk, secretary, telephone operator) 05
 - f) Sales worker (e.g. shop assistant, commercial traveller) 06
 - g) Supervisor or foreman of manual or clerical workers 07
 - h) Professional or technical occupation (e.g. doctor, school teacher, engineer, social worker, accountant) 08
 - i) Manager or senior administrator (e.g. company director, manager, executive officer, local authority officer) 09
 - j) Other 10
- (PLEASE WRITE IN BELOW)**

.....

18. Do you ever think of yourself as belonging to a particular social class ? If so, which one is that ?

CIRCLE ONE

- a) Working class 1
- b) Lower middle class 2
- c) Middle class 3
- d) Upper middle class 4
- e) Never think of myself in class terms 5

18a. If you *had* no choice but to place yourself in one of two classes, which one would it be ?

CIRCLE ONE

- a) Working class 1
- b) Middle class 2

19. Could you please give us an indication of your family household income per annum (before tax) ?

CIRCLE ONE

- a) Under £10,000 1
- b) £10,001 - £20,000 2
- c) £20,001 - £30,000 3
- d) £30,001 - £40,000 4
- e) Over £40,000 5

Thank you for completing our questionnaire. Please return it to us in the postage pre-paid envelope provided.

Please remember your anonymity is guaranteed. You will not be contacted in any way because you have filled in this questionnaire.

It is important for our understanding of organisations such as the NFU Countryside, that as many people as possible, with as different opinions as possible, complete the questionnaire.

NFU COUNTRYSIDE MEMBERSHIP SURVEY

We would be most grateful if you answered the following questions. As explained in the covering letter, we are researchers at the University of Aberdeen who are carrying out this survey for purely academic purposes. We guarantee that your answers to the questions below will be kept in the **strictest confidence**, and will be treated as **anonymous**.

If there are any questions to which you object, or which you feel strongly about, and do not wish to answer, please indicate this. However we hope that you will be able to answer them all.

British Interest Group Project
Department of Politics
& International Relations
University of Aberdeen
Edward Wright Building
Kings College
Old Aberdeen AB9 2TY

Professor Grant Jordan
William A Maloney
Andrew M McLaughlin

Tel. 0224-272003

July 1993

To answer the questions please write in the space provided or circle the number opposite your answer.

1. How did you join NFU Countryside ?

CIRCLE ONE

- a) I heard about NFU Countryside from a friend, relative or work colleague 26.9%
- b) I contacted the NFU Countryside office after seeing a press/magazine advertisement 12.8%
- c) I read an article about NFU Countryside in the press 4.1%
- d) I responded to a membership appeal I received through the post 1.8%
- e) I joined at a Show or Event 3.7%
- f) I contacted a NFU Secretary about membership 27.9%
- g) Other 21.9%
- MISSING* 0.9%

(PLEASE WRITE IN BELOW)

.....
.....

2. Why did you join NFU Countryside ? (Were there any particularly important reasons or specific events which encouraged you to join ?)

PLEASE WRITE IN BELOW

.....
.....
.....
.....

3. A number of reasons why people might join NFU Countryside are listed below. Please indicate how important a role each reason played in *your* decision to join.

PLEASE CIRCLE ONE NUMBER ON EACH LINE BELOW

	Very Important	Important	Not very Important	Played no role whatsoever	<i>MISSING</i>
a) As a member I felt I could join like-minded people in protecting the countryside	12.3%	35.6%	15.1%	27.4%	9.6%
b) To keep me informed about countryside and environmental issues	24.7%	45.7%	11.4%	11.0%	7.3%
c) I felt that NFU Countryside would provide me with information to make the best use of my small holding	19.6%	22.8%	20.5%	26.5%	10.5%
d) I appreciated the way the NFU assists farmers and wanted something similar	18.7%	30.6%	19.2%	23.3%	8.2%
e) I wanted access to competitive insurance and other discounts	63.5%	15.1%	9.1%	9.6%	2.7%
f) I wanted sound professional advice on legal and other matters	26.9%	34.2%	13.7%	16.0%	9.1%
g) I wanted to express my belief in the importance of the countryside	15.5%	33.8%	17.8%	22.4%	10.5%
h) Are there any other reasons which were important	2.3%	4.1%	4.1%	18.7%	70.8%

(PLEASE WRITE IN BELOW)

.....

4. Here is a list of some of the main reasons why individuals join the NFU Countryside. We ask you to rank, in order of importance, the reasons which were important in your decision to join. Place the number "1" beside the reason that appears to you most important, a "2" beside the second most important reason, and "3" beside the third most important.

	<i>1</i>	<i>2</i>	<i>3</i>	<i>MISSING</i>
a) Obtaining useful information	25.1%	26.5%	29.2%	19.2%
b) Obtaining discounts and costs savings	6.8%	28.8%	28.8%	35.6%
c) Wanted to express my belief in the importance of the countryside ..	4.6%	19.6%	20.5%	55.3%
d) Access to NFU Mutual Insurance	58.0%	15.1%	7.3%	19.6%

ATTITUDES TO OTHER ORGANISATIONS

5. Are you a member of any conservation or environmental organisations ?

CIRCLE ONE

- a) Yes 39.3%
- b) No 59.4%
- MISSING* 1.4%

IF NO, GO DIRECTLY TO QUESTION 6.

5a. Of which conservation or environmental organisations are you a member?
(PLEASE WRITE IN BELOW)

.....

6. How sympathetic do you feel towards each of the following organisations ?

PLEASE CIRCLE ONE NUMBER ON EACH LINE BELOW

	Very Sympathetic	Sympathetic	Not very Sympathetic	Not at all Sympathetic	<i>MISSING</i>
a) Amnesty International	11.0%	38.8%	32.4%	11.0%	6.8%
b) Council for the Protection of Rural England/Wales	21.0%	53.0%	14.2%	6.4%	5.5%
c) Farming and Wildlife Advisory Group	23.3%	55.7%	12.8%	2.3%	5.9%
d) Friends of the Earth	14.2%	38.4%	22.8%	18.3%	6.4%
e) Greenpeace	14.2%	30.6%	25.6%	23.7%	5.9%
f) Green Party	3.2%	17.4%	33.8%	38.8%	6.8%
g) National Trust	31.1%	45.7%	11.9%	7.3%	4.1%
h) Ramblers Association	8.7%	36.5%	24.2%	23.7%	6.8%
i) Rare Breed Survival Trust	45.2%	40.6%	5.5%	2.7%	5.9%
j) Royal Society for the Protection of Birds	38.4%	46.1%	8.2%	3.7%	3.7%
k) Royal Society for the Prevention of Cruelty to Animals	46.6%	31.1%	10.5%	8.2%	3.7%
l) Royal Society for Nature Conservation	30.6%	48.4%	11.0%	4.1%	5.9%
m) World Wide Fund for Nature	28.3%	45.2%	13.7%	7.8%	5.0%

7. How satisfied are you with your NFU Countryside membership and its benefits?

CIRCLE ONE

a) Very satisfied	41.6%
b) Fairly satisfied	48.4%
c) Not very satisfied	4.1%
d) Not at all satisfied	4.1%
<i>MISSING</i>	1.8%

7a. Do you intend to renew your membership when it next becomes due ?

CIRCLE ONE

a) Yes - definitely	59.8%
b) Yes - probably	28.3%

IF YES, GO DIRECTLY TO QUESTION 8

c) Not sure	5.5%
d) Definitely not	1.8%
e) I have already left NFU Countryside	2.7%
<i>MISSING</i>	1.8%

7b. If you are uncertain whether you will renew your subscription. What is the most important reason why you are considering leaving ? (If you have already left, or have decided to leave NFU Countryside, what was the most important reason ?)

(PLEASE WRITE IN BELOW)

.....

.....

8. Here are a number of reasons why people might not continue in membership of the NFU Countryside. Please indicate how important each of these reasons are to you ?

PLEASE CIRCLE ONE NUMBER ON EACH LINE BELOW

	Very Important	Important	Not very Important	No importance whatsoever	<i>MISSING</i>
a) NFU Countryside's membership is too expensive	11.4%	38.4%	32.9%	8.7%	8.7%
b) No opportunity for ordinary members to participate in policy making	7.3%	26.9%	37.9%	17.4%	10.5%
c) The NFU Countryside is not active enough in protecting the countryside	16.0%	34.2%	26.9%	12.8%	10.0%
d) Do not make use of information	5.0%	35.2%	32.4%	11.0%	16.4%
e) Do not make use of discounts	8.7%	26.9%	31.5%	19.2%	13.7%
f) NFU Mutual Insurance is uncompetitive	32.0%	27.9%	14.2%	12.8%	13.2%
g) Are there any other reasons which you think are important	4.1%	1.4%	1.8%	14.6%	78.1%

(PLEASE WRITE IN BELOW)

.....

9. To which political party do you feel closest ?

CIRCLE ONE

a) Conservative	58.4%
b) Green	5.0%
c) Labour	5.0%
d) Liberal Democrats	12.8%
e) Nationalists	0.5%
f) None	13.2%
g) Other.....	0.0%
<i>MISSING</i>	5.0%

(PLEASE WRITE IN BELOW)

.....

10. Are you a member of a political party ?

CIRCLE ONE

a) Yes.....	16.0%
b) No	80.8%
<i>MISSING</i>	3.2%

11. Do you vote at every General Election, at some, or do you never vote ?

CIRCLE ONE

a) I vote at every General Election	83.1%
b) I only vote at some General Elections	11.4%
c) I never vote at General Elections	3.2%
d) I have never voted at a General Election because I am/was too young to vote	0.9%
<i>MISSING</i>	1.4%

**IF YOU HAVE NEVER VOTED AT A GENERAL ELECTION
PLEASE GO DIRECTLY TO QUESTION 12 .**

11a. Which political party did you vote for at the 1992 General Election ?

CIRCLE ONE

a) Conservative	62.6%
b) Green	3.2%
c) Labour	2.7%
d) Liberal Democrats	14.2%
e) Nationalists	0.5%
<i>MISSING</i>	16.9%

12. There is a lot of debate these days about what this country's goals should be for the next ten or fifteen years. Here is a list of some of the goals that different people say should be given top priority. We ask you to choose the two goals that are most important to you. Place the number "1" beside the goal that appears to you most important, a "2" beside the second most important goal, and "3" beside the third most important goal.

	<i>1</i>	<i>2</i>	<i>3</i>	<i>MISSING</i>
a) Maintaining order in the nation	47.0%	22.4%	12.8%	17.8%
b) Giving people more say in important government decisions	19.6%	22.4%	22.8%	35.2%
c) Fighting rising prices	13.2%	27.9%	24.7%	34.2%
d) Protecting freedom of speech	10.0%	17.8%	21.0%	51.1%

We would be grateful if you could now give us a few brief personal details .

13. Are you male or female ?

CIRCLE ONE

a) Male	68.5%
b) Female	30.6%
<i>MISSING</i>	0.9%

14. In which year were you born ?

I was born in 19 _____

-1910	0.0%
1911-1920	1.8%
1921-1930	6.8%
1931-1940	19.6%
1941-1950	33.3%
1951-1960	22.8%
1961-1970	12.8%
1971-1980	1.4%
1981+	0.0%
<i>MISSING</i>	1.4%

15. What is your marital status ?

CIRCLE ONE

a) Single	11.9%
b) Married/Partner	78.1%
c) Divorce/Separated/Widowed	9.6%
<i>MISSING</i>	0.5%

16. At what stage did you leave full-time education ?

CIRCLE ONE

a) School	46.6%
b) Diploma/HND	25.6%
c) Degree	17.4%
d) Postgraduate	5.5%
e) Still in full-time education	1.4%
f) Other	3.7%
<i>MISSING</i>	0.0%

(PLEASE WRITE IN BELOW)

.....

17. Which of these statements best describes what you were doing last week (during the seven days ending last Saturday) ? If you were on holiday, what were you doing in the way of work before you went away ?

CIRCLE ONE

- a) In full-time work 63.9%
- b) In full-time education 0.0%
- c) On a government training/ employment scheme 0.0%
- d) In part-time work 11.4%
- e) Waiting to take up paid work in a definite job 0.0%
- f) Unemployed and registered at a benefit office..... 2.3%
- g) Unemployed and not registered 2.7%
- h) Permanently sick or disabled, or wholly retired from work 7.8%
- i) Looking after the home 6.4%
- j) Other 5.5%
- MISSING* 0.0%

(PLEASE WRITE IN BELOW)

.....

17a. What best describes your job ? If you are not working now, please think about the most recent job you held.

CIRCLE ONE

- a) Farmer or farm manager 7.8%
- b) Farm worker 2.3%
- c) Skilled manual worker (e.g. plumber, cook, electrician, fitter, train driver) 8.2%
- d) Semi-skilled or unskilled manual worker (e.g. postperson, machine operator, assembler, cleaner, labourer) 1.8%
- e) Clerical worker (e.g. clerk, secretary, telephone operator) 6.4%
- f) Sales worker (e.g. shop assistant, commercial traveller) 1.8%
- g) Supervisor or foreman of manual or clerical workers 1.4%
- h) Professional or technical occupation (e.g. doctor, school teacher, engineer, social worker, accountant) 19.6%
- i) Manager or senior administrator (e.g. company director, manager, executive officer, local authority officer) 24.7%
- j) Other 24.7%
- MISSING* 1.4%

(PLEASE WRITE IN BELOW)

.....

18. Do you ever think of yourself as belonging to a particular social class ? If so, which one is that ?

CIRCLE ONE

- a) Working class 9.6%
- b) Lower middle class 5.9%
- c) Middle class 31.1%
- d) Upper middle class 7.3%
- e) Never think of myself in class terms 42.9%
- MISSING* 3.2%

18a. If you had no choice but to place yourself in one of two classes, which one would it be ?

CIRCLE ONE

- a) Working class 22.8%
- b) Middle class 69.4%
- MISSING* 7.8%

19. Could you please give us an indication of your family household income per annum (before tax) ?

CIRCLE ONE

a) Under £10,000	9.6%
b) £10,001 - £20,000	26.9%
c) £20,001 - £30,000	19.2%
d) £30,001 - £40,000	11.9%
e) Over £40,000	25.1%
<i>MISSING</i>	7.3%

Thank you for completing our questionnaire. Please return it to us in the postage pre-paid envelope provided.

Please remember your anonymity is guaranteed. You will not be contacted in any way because you have filled in this questionnaire.

It is important for our understanding of organisations such as the NFU Countryside, that as many people as possible, with as different opinions as possible, complete the questionnaire.

Not all the answers given on the 'open' questions could be categorized, either because the answers are too different from each other or because the number of respondents answering the question is too small.

Below are given the answers on these open questions. Each line begins with the questionnaire number followed by the comment given by the respondent.

Question 1

- 001 Through insuring our car
005 I was offered it in response to a request for less expensive house and contents insurance
006 Membership was a requirement for car insurance
008 I was formerly seconded from the staff of the NFU to be the director of the British Agricultural Export Council. And so was in constant contact with the NFU during this period and subsequently on retirement
011 I was contacted by NFU local agent
017 Via an NFU insurance office having been recommended to NFU for horsebox and landrover insurance
019 As a partner of a business which had business membership we considered such membership very expensive and applied for Countryside membership on an individual basis
020 I was offered cheap car insurance through NFU mutual, and had to join to be able to be insured through the NFU
023 NFU secretary introduced me to NFU Countryside
024 Existing NFU member (to facilitate insurance of old barns) but NFU of little other use to me. NFU C/side much lower sub. but still able to use NFU Mutual Insurance
027 Contacted NFU regarding horse insurance - was told that to benefit from insurance cover one had to be a member
036 To take out car policy
038 As an ex-NFU employer I joined to keep in touch with agricultural matters
041 I was a full NFU member but the local secretary suggested C/side would suit my needs
042 Went to NFU office to take out an Avon Insurance Policy and was told I could join NFU C/side and so take out NFU Insurance policy
045 Recommendation for 4 by 4 insurance from garage
046 Asked to join by NFU official (to use NFU Mutual Insurance on horse box)
051 My neighbour was NFU Secretary and through him I did all my insurance for 30 years with Avon
055 Because I could no longer afford NFU membership
066 We had to join in order to use NFU insurance services
067 For insurance purposes
082 change of membership status from full NFU membership for economic reasons
087 I had a problem with fencing a paddock and contacted NFU for advice and was told about C/side
088 I work in an NFU office
091 To get NFU benefit of car insurance. Also because I spend a lot of time on farms
097 For insurances
102 Wished to continue insuring car and property through NFU
108 Through approach regarding insurance
120 Through my insurance agent
124 Previous owner was insured with NFU - we continued this and joined up
134 By taking out insurance with NFU
135 Heard through FWAG
136 Have heard of NFU C/side - connection in relations to the farm - insurance for my car
137 The NFU Secretary suggested I change from ordinary NFU membership
140 Changed type of membership to C/side as I reduced acreage, was associate member
142 First heard about it on Radio 4
145 I responded to a membership appeal from the NFU secretary when I asked for a quote to extend over on one of my NFU insurance policies
155 Agricultural background - work and family
157 I contacted an NFU secretary regarding insurance
160 Via NFU Insurance
162 Was given access to it via NFU house insurance
170 I wanted access to NFU Mutual insurance
172 Heard about it in discussion with NFU Secretary regarding car insurance
175 I work for a group secretary

180 I joined the NFU
182 I was advised to join for insurance benefits
200 I was informed about it at my local NFU office
201 Recommended by NFU insurance agent when renewing/changing insurances
203 Persuaded by NFU Insurance agent
207 Joined to get insurance cover

Question 2

- 001 Cheaper car insurance
- 003 I am interested in owning a small holding and have specific needs which I think the NFU Countryside could meet
- 004 To obtain help and guidance on countryside matters. Grants available, NFU insurance
- 005 To gain entitlement to less expensive insurance
- 006 Membership was requirement for car insurance
- 007 Third party insurance for stock and traying
- 008 I am a small farmer - 30/40 acres grazing beef cattle and breeding national hunt steeplechasers
- 009 Because I bought a tractor and had to join the NFU to get tractor insurance
- 010 Recommended by ex-employer
- 011 To see if it was any use to me
- 012 I was setting up a small holding and thought it would be a source of information, support and possible guidance
- 014 To take advantage of NFU insurance schemes
- 015 Originally farmed; active participant in country sports
- 016 Interest in the countryside
- 017 Initially to gain access to insurance cover under terms more competitive than offered by our local broker
- 019 C/side is much less expensive than full business membership and is more suitable to our business which is a form of forestry processing as opposed to agriculture in its strict sense
- 020 To be able to take out insurance through the NFU Mutual
- 021 Magazine advert stressed help and voice for NFU Countryside members in country matters
- 022 Thought it might give me business ideas and advice for doing something with garden/land etc.
- 023 I am now the owner of a 63-acre farm
- 024 As question 1 - purely financial savings as opposed to full NFU membership
- 025 For car insurance
- 026 To obtain the expert advice and knowledge of what to do with our 3-acre plot with agricultural restrictions
- 027 For cheaper horse and motor car insurances
- 028 Relative (NFU Secretary) advised me to join in order to benefit from the insurance rates offered by NFU
- 029 We keep sheep/goats/chickens (very small scale) and hoped for advice about legislation, info about general care and opportunity to insure the livestock
- 030 To keep up-to-date with the changes in the countryside/law. Also to give views of people who have their home in the rural country (and not people just moved there) and cheaper insurance
- 031 Car insurance
- 032 My father had been a member of the NFU for many years, I wanted to continue with NFU insurances etc. and keep up-to-date with farming and related issues
- 033 Being a farm manager for the past 35 years I am very interested in the c/side
- 034 Insurance of farm building
- 035 We have recently purchased a few cattle and joining NFU C/side seemed a good way to get info and advice on farming and c/side matters
- 036 Take out car policy
- 037 We required NFU Insurance and had to be an NFU member to qualify. NFU C/side was the cheapest method of becoming an NFU member
- 038 Same as (1) - as ex-NFU employer I joined to keep in touch with agric. matters
- 039 Having retired from farming with NFU membership I wished to retain connection with NFU
- 040 1) Insurance facilities; 2) Small-holding advice
- 041 Insurance for my sheep
- 042 To obtain cheaper insurance
- 043 Having moved to a property with 13/14 acres of agricultural land and a bridgeway across the land, I felt we maybe need advice
- 044 I wanted to enquire as to insurance on a recently acquired tractor
- 045 Good insurance for current vehicle

046 In order to use NFU insurance company
047 It seemed particularly relevant to my own circumstances
048 We are hoping to buy/rent a small holding in the near future and felt C/side membership would be beneficial
049 Information available as I had purchased a paddock and built stables and purchased some calves
050 Purchased old large farmhouse and had difficulties obtaining insurance cover. House previously covered by NFU Mutual so I approached NFU local branch, joined as C/side member, and since then have insured house, contents, and (more recently) car through NFU Mutual
051 Relevant advice and appropriate/comprehensive insurance
052 Better insurance than with Avon
053 Sense of belonging to a society concerned with our well-being - a guide to cultural c/side living
054 I wanted insurance for my horse
055 Because I then retained the right to use NFU Mutual insurances
056 I had been a member of the NFU for a number of years. My financial position had radically changed for the worse, however I wished to insure my Land Rover and trailer and C/side gave me similar terms. I only have 20 acres of land
058 Required insurance information; wanted to attend local NFU meetings; and also chance of advice on farming matters
059 I had recently purchased a small-holding and wanted more agricultural info plus insurance
060 Insurance
061 Initially to arrange overseas insurance cover for my daughter while working with horses in the USA
062 No, I just felt I wanted in a small way to support the NFU
063 I needed insurance for my small-holding
065 Moved to a house with 6 and a half acres
066 Same as (1) - we had to join in order to use NFU insurance services
067 It seemed a useful source of info about the c/side and small farming
068 We purchased 2 acres of land and were considering livestock
069 To be eligible for NFU insurances
072 For livestock (horses) insurance. (I was already a member of a small-holder organisation that was affiliated to the NFU, but it closed down)
073 To receive up-to-date info on EC red tape; insurance purposes
074 I was brought up in a farming family and always wanted to fam in my own right. When the opportunity came to do this in a small way and one in which I could continue my regular full-time employment, I took it. I wanted to be part of the NFU in order to benefit from its services, publications and support but I could not justify full NFU membership (and the cost that involved) with the small acreage at my disposal. I therefore welcomed the opportunity to join the C/side scheme and became the first member in my part of the county
075 I am an agricultural adviser in private practice and wish to support the industry and NFU from within
077 Free pamphlets on law should they be required and a good cause for protecting the interests of the country dweller and worker
079 They seemed to be one of the only companies to deal with the type of insurance I require, also it was handy to have it all in one package
080 We purchased a 40 acre small farm
081 To obtain insurance
082 Yes I already had a Mutual Insurance Policy on Small-holding Buildings, Equipment and Stock - could not afford FULL MEMBERSHIP at renewal time so compromised by taking NFU C/side membership in order to continue insurance cover
083 To insure my car
084 To obtain insurance after purchasing a horse
085 I needed insurance which only the NFU could supply cheaply, I also felt that as I am new to farming, they could help and advise me
086 To be able to use the NFU insurance
087 Same as (1) - problem with fencing paddock - NFU told me about C/side; and to keep myself informed on agric matters as I am a mobile secretary

088 Keeps me up-to-date with NFU matters and enables me to have access to mutual insurance
089 Easy source of info; help with c/side issues e.g. planning, legal
090 I have a business associated with agriculture
091 To get best car insurance for my new car in 1991
092 Living in country with two family horses
093 To benefit from their insurance services
094 Competitive insurance
095 To gain access to NFU insurance services
097 For insurances
098 I am fortunate to live on a farm owned by a friend
101 To obtain farm insurance benefit
102 Enjoy countryside
103 Because we could not use their insurance policies without joining the union
106 Interested in owning my own small-holding one day
107 Recently moved to old property in need of renovation with 6 acres woods, 10 acres fields, with view to obtaining help, advice and information
108 Insurance quote
109 1. Benefits of NFU mutual insurance; 2) Believed I might get access to help understanding requirements governing agriculture
110 Previously an NFU member - left agriculture
111 To stay up-to-date with country/legal problems
113 Access to NFU Insurance policies
114 Because it's cheaper than full membership
115 I purchased a horse from a friend who was covered by NFU insurance - since I am a small landowner it was appropriate for me to join and maintain insurance coverage of horse
116 Information and help about living in a rural area
117 They did a particular insurance that I needed
118 Information - more relevant than full farming membership
119 To gain access to NFU insurance
120 For the reduction percentage on my insurance
121 Through membership I was able to obtain cheaper horse and vehicle insurances
122 Inheriting 11 acre field and buying moated property with 2 acres
123 I am about to invest in a small holding
124 Our house is insured by NFU
125 Value of horse insurance - premium less. Interest in land etc.
126 I joined the NFU C/side because my friend said I would be well-looked after for my horse and car insurance (the friend is a farmer)
127 To obtain more satisfactory insurance combined with on-going interest in country matters
128 The insurance available through NFU was the main reason, but also the general help provided by the local secretary
129 To use NFU Mutual insurance
130 To help me improve my small-holding by gaining access to grants etc. and for advice to help me manage it efficiently
131 To get cheap insurance
132 To get cheaper insurance, which I had previously when I was in the NFU when I had a small-holding
133 NFU Mutual Insurance for my business
135 Insurance re small-holding
136 Insurance for my car but find the newsletters interesting
137 It was supposed to be financially beneficial
138 Because I bought a small farm and heard of advantageous insurance proposals
139 Wished to increase my knowledge of agriculture and hoped to get access to info re legal matters
140 Wish to remain a member of NFU, but with smaller ground
141 To learn from an informed and influential source more about the countryside, a subject of major importance to the future

142 To obtain farm building insurance
144 To improve my knowledge of local farming practice
145 Access to advice on legal and other matters, if at any time I had a problem
146 Cheaper insurance rates
147 Discount on insurance, love of the countryside
148 To take over tenancy of farm
149 I care about the countryside
150 Very highly recommended after buying a horse. Also to learn more about the countryside.
152 To continue insurance with NFU Mutual
153 The advantages they gave me for motor insurance
154 Advice on abattoirs, cheap insurance for cars
155 Motor insurance
156 With farming and countryside interests, we were interested in up-to-date information
157 For the purpose of insuring farm buildings etc. with NFU Mutual
158 Insurance was a lot cheaper
160 For car insurance
161 I need access to NFU for insurance of a smallholding
162 No - it came free, I think with insurance of the farm
163 Insurance
164 Recommended by satisfied client
165 I joined the NFU solely so I could get insurance for my vintage tractor
166 Because I have a small holding
167 My initial reason for joining NFU was to enable me to acquire NFU vehicle insurance
168 For business insurance first of all and later vehicle insurance and tractor insurance
169 I wanted a car insurance agent in Wotton-under-Edge. The only one there is NFU Mutual. To insure with them I had to join NFU C/side. That is the only reason.
170 Access to NFU Mutual insurance
171 Competitively priced car and horse trailer insurance
172 Interest in c/side matters and keen walker
173 Better insurance
174 Because of ill-health I had to give up farming but wished to continue my house and car policies with NFU Mutual
175 Insurance
176 Now own 19 acres of land
177 I am not a full-time farmer and thought NFU C/side would offer a more appropriate level of advice than NFU
178 Moved to countryside - impressed with insurance deals
180 I joined because the area NFU man told me to join the NFU because we have a lot of insurance with them
181 Good car insurance quote
182 Insurance benefits
183 Just on recommendation
184 Useful to our sporting business
185 To obtain the cheapest insurance premium on third party liability for some land I have recently acquired
186 I am a smallholder and need insurance etc. on public liability buildings insurance
187 Insurance premiums
188 1) My father was an NFU Group Secretary; 2) Advice/discussions from NFU Secretary
189 For insurance services
190 Thought to be good idea after talking to NFU Secretary
191 Insurance for the cattle on the farm
192 We are interested in the preservation of the C/side
193 Our interest in animals
194 To keep informed, for advice and help if required; to receive info on events near us; correct insurance advice
195 Competitive insurance

196 NFU Insurance; cheaper than full NFU membership; more information pertaining to smallholdings
197 Because I am a smallholder and thought you would have useful information for me
198 Started farming and require some help
200 I wanted economic insurance for my horse box. Local NFU Secretary implied preferential rates would be assured, if I joined C/side, in spite of the fact that I am not a farmer
201 Attracted by discounted insurance premiums for members
202 Insurance for my horse
203 The benefits of NFU Insurance
204 Access to NFU Mutual Insurance
205 Insurance cover
206 Because I feel the smallholder needs somewhere where he can obtain advice over many issues that seem to come up
207 For plant insurance
210 When my husband died I was left to run a farm which I had no knowledge of doing - I needed professional and unbiased advice
212 Association with farming and benefit of insurance
213 I own a small holding, interested in what other uses I could combine with stock ...
214 To insure my daughter's pony
215 For NFU insurance facilities
216 Use of insurance services and use of information services
218 Insurance and professional interest
219 Cheaper vehicle insurance

Question 3

- 006 The decision to join was not mine
- 008 The NFU with its backbone of traditional farmers is by far the most responsible custodian of the UK c/side
- 009 To get tractor insurance
- 013 They treated us with courtesy and respect
- 016 Work towards making c/side more accessible for leisure pursuits
- 023 Provision of general information which could be useful
- 024 Belief in vital importance of any organisation which helps to inform the new country dwellers and aims to get them on the side of agriculture and farmers by educating them about the realities of country life
- 057 We are farm, 60 acres grassland and woodland, but we are not farmers; we are hobby farmers and need help to learn how to cover our expenses. We joined NFU in the hopes of getting education in this field for we have very little knowledge but are very keen
- 062 I felt I wanted to support the NFU but didn't want to be a full member
- 071 Having worked in an administrative post on a large agricultural estate for 40 years it was good to be able to get back into the background of agriculture even in a smaller way. (Andrew Biggar - from Aberdeen University - was on the same estate as I from 1953-1956!)
- 091 General interest in farming and countryside
- 092 Chance recommendation of acquaintance
- 106 Update of NFU car policy
- 118 Cheaper and more relevant than full farming membership
- 121 Interesting reading in newsletters - possible social events organised through membership
- 143 Farmers need assistance from an organised group such as the NFU to act as lobbyists to protect them, and get their views heard at government level
- 150 Keeping up-to-date with the countryside
- 154 Advice on abattoirs
- 162 I do feel that all of the above reasons are important however they did not play a role in my decision. Cost of insurance did that!
- 163 I wished to insure through NFU
- 167 When I joined the NFU I wasn't aware of the various services and information available to members
- 169 As I live in the country, here and in Dorset, I take a casual interest in farming matters and am a member of the CLA (also for insurance purposes)
- 174 I have had a long-standing and close relationship which I had no wish to completely sever
- 180 Help with all business matters

Question 5a

002	Soil Association, Green Party
008	Royal Agriculture Society of England
011	National Trust
014	RASE, National Trust
017	WWF, Greenpeace
020	FoE, Greenpeace
021	RSPB, Berks Bucks and Oxon Naturalists Trust
022	Greenpeace
024	Woodland Trust, National Trust, FoE
030	Young Farmers
035	RSPB, BASC
037	Wiltshire Wildlife Trust
040	CPRE, National Trust, English Heritage, local organisation
043	National Trust
045	Bat Group, NCC
046	National Trust
047	BASC, National Trust
050	RSPB
052	Shotover Preservation Society (a local country park and SSSI area)
053	P & O Environmental policy
58	CLA
059	Rare Breeds Survival Trust, Jacob Sheep Society
061	National Hunt Club
067	BBont, RSPB, WWF
068	RSPCA
072	Rare Breeds Survival Trust, RSPB
073	WWF, Rare Breeds Survival Trust
077	Beaufort Hunt, Lower Wye Valley Smallholders Association
081	BFSS
084	British Field Sports Society, Berkeley Hunt Supporters Club
086	Game Conservancy, Royal Forestry Society
090	BASC, BFSS
091	National Trust
095	CPRE, SPIES
098	RSPB
101	BASC, British Deer Society
106	FWAG, Local Wildlife Trust
109	Country Landowners Association
110	National Trust
111	National Trust
115	FoE, Greenpeace, Plantlife, National Trust, SPAB, RSPB
117	British Fields Sports Society
118	Marine Conservation Society, Lower Wye Valley Preservation Society
119	BASC
121	WWF
122	National Trust
123	BTCV, FoE, local naturalist trust, League Against Cruel Sports
126	CPRW
127	Hampshire and L.O.W. Wildlife Trust
129	CLA, BFSS, Atlantic Salmon Trust
132	BASC

137 Rare Breeds Survival Trust
138 Country Landowners Association
139 BTCV, Hedgehog and Woodland Conservation (local group in East Berkshire)
141 CPRE, RSPB
142 Great Coxwell Women's Institute, we have group membership of BBONT (Berks, Bucks & Oxon Naturalist Trust), Oxfordshire Woodland Trust, ex-member of CPRE and National Trust
143 Rare Breeds Survival Trust
144 RSPB
146 BASC
150 WWF, Save the Tiger, RSPB
151 BFSS, National Trust, Kew Gardens
152 Country Landowners, BFSS
156 FWAG, RSPB
160 Greenpeace, FoE, WWF
161 Game conservancy
170 British Field Sports Society
172 Ramblers Association
174 World Wide Fund for Nature
180 British Field Sports
181 Ramblers Association
183 BASC
186 Gt Milton Old Field Management Committee (Vice-Chairman)
192 National Trust
196 National Trust, FoE, Rare Breed Survival Trust, NCDL
197 Greenpeace, Action Aid
201 National Trust
203 British Field Sports Society, BASC
210 National Trust, IFAW
214 Country Landowners, Friends of Passenham
215 The Dexter Cattle Society
217 NCCPG, HDRA, RSPB, RBST, Greenpeace
218 BASC
219 Game Conservancy, BASC

Question 7b

- 006 Hasn't done much for me yet
- 011 Newsletters are too basic
- 012 Value for money. Informative available newsletter etc. is available elsewhere. Insurance is uncompetitive which it seems to me is why NFU C/side exists, to increase insurance sales
- 014 I didn't find the Rep particularly helpful
- 021 Expectations raised in advert do not match facts. The organisation comes over as some information on c/side matters plus a plethora of sales and in particular insurance pressure selling. No voice to express feelings or opinions, since members have no vote within NFU
- 026 The monthly news bulletin is not specific enough for our needs and to date that is all that is provided
- 029 Advice in newsletter was superficial and not in-depth. NFU insurance could only offer third party cover for our 10 sheep at same rate as if we had 100. Rep was sympathetic but nothing available tailored to small number of animals. Telephone call to local NFU office over Ewe Premium also unhelpful
- 056 I may rejoin the NFU because I find the information they send out is more reliable and interesting although it is far above my needs as a small-holder
- 057 It seems to have got better recently. If it goes/slips back to how it was I would leave because I was getting no practical/useful info. It was no help to me in trying to understand how to get the best out of my land and do my best for my land
- 069 I am no longer a member of NFU C/side. Regretfully, I resigned in July 93 for the reasons stated in my letter to the Secretary, Stony Stratford. I objected to being in the same organisation as Mr Guy Stacey, Balney Grounds Farm, Castlethorpe, who has set out to make my own and my daughter's life a misery, since we became a neighbour of his without knowing about his previous record. I've never fallen out with a neighbour before. He's known to all as an aggressive and objectionable man with a criminal record - whose wife, incredibly, is a local magistrate (and I may be wrong, but I thought the wife of a criminal could not be a magistrate?). He appears to rule the roost at Stony Stratford - everyone is terrified of him and he continues to get away with it. In the meantime making life a misery for myself and my daughter whose dream of a little place of her own has turned into a nightmare because of this man - an influential member of the NFU (!!)
- 074 I would much prefer to receive 'British Farmer' rather than 'NFU C/side' - it covers more closely my interest - but despite constant promises I've yet to receive a copy. Also I've asked for 2 insurance quotes only to get much higher bills. None of this fills me with confidence about the professionalism of the NFU and it suggests to me local reps don't take C/side members too seriously. I suspect we are tolerated as an income source rather than actively wanted to broaden farming's voice
- 079 At first the NFU seemed to be so helpful but now it does not appear to be
- 080 Does not provide as much in detail info on farming as expected
- 092 Not relevant to my activities
- 129 Waste of money/time and insurance company unsatisfactory
- 137 The newsletter drove me mad! I am an adult, not a small child!
- 142 Cost
- 153 Moving abroad for a period. Will probably renew on return
- 162 1) They have my name wrong; 2) I don't fully understand the benefits; 3) I may not insure the farm with the NFU and do not know how to join the NFU without my automatic insurance method
- 177 Too superficial
- 185 If the insurance premium is no longer cheaper than other companies
- 199 Not value for large subscription
- 201 Depends upon rates quoted by NFU Mutual when compared to competitors

Question 8

- 005 When retired I hope to return actively to countryside matters and the NFU has always been helpful to my family
- 008 If the NFU does not support traditional country pursuits such as fishing and shooting
- 012 Virtually all the information in the newsletter can be found in similar publications i.e. Small-holder magazine
- 020 I would like to see more active and positive public relations from the NFU promoting the c/side and farming to the urban general public
- 021 Same as (7b) - expectations raised in advert don't match facts. No voice to express feelings or opinions since members have no vote in NFU
- 024 Putting aside the NFU Insurance angle, the C/side newsletter could be improved. Articles are frustratingly brief. Given that it is the chief line of communication, needs to be more than a 2-minute read
- 041 NFU is not doing a good job of presenting the general public with accurate information on farming to combat bad press reporting
- 044 If people do not rejoin one presumes that they had a misunderstanding of the organisation in the first place
- 055 NFU Mutual is gradually losing my insurance business to other firms and forms of insurance. I may cancel completely next year
- 073 Newsletter lacks depth - especially news from Brussels. Too much gardening info
- 086 That the insurance stops being competitive
- 091 I don't believe NFU mutual insurance is uncompetitive, they are very good
- 095 As I intend to continue membership I cannot speculate an answer to this question
- 123 Could be too much vested interest in status quo, rather than looking at new and sustainable systems
- 127 If the NFU refused to discourage intensive farming of animals e.g. battery hens, pigs etc.
- 137 Not active enough in sticking up for small farmer - agree to too many petty and unworkable rules
- 138 NFU should speak up for field sports i.e. fox hunting/shooting/fishing/.... because of benefit to environment
- 143 The countryside is for farming and farmers and environmental protection groups often interfere, especially through the planning system, with farmers' needs. For example, if a farmer needs a barn for his cattle he should not have to get planning permission first - this delay interferes with food production and the judgement will be made by those who know nothing about farming
- 145 More advice and features relating to machining and products (e.g. sprays, fertilizers and veterinary products which are suitable for organic use)
- 163 Cannot comment - I will be looking around in others to see if they can be beaten on insurance
- 177 Information is no more than can be obtained from general press
- 215 As a working smallholder I find the slight tinge of 'green wellie brigade' attitudes in the newsletters very irritating

Question 9

057 Green Conservative

072 Feel thoroughly disillusioned at present. Country seems to be run by the newspapers!

Question 16

- 002 A-level college
- 016 Graduate of RAF College, Cranwell
- 045 Apprenticeship
- 121 Part-time post-grad now
- 169 R.M.C. Sandhurst
- 175 After technical college
- 198 Agriculture Technical College

Question 17

- 024 I look after small-holding, the home and family, write as a freelance and act as agent for several artists - doing bits of all these every week
- 046 Self-employed nursing homes proprietor and carriage driving school proprietor
- 061 Self-employed
- 062 Normally in full-time work. At present on sidelines getting near a hip replacement operation
- 082 Working full-time managing small-holding and home, endeavouring to make a living
- 086 Self-employed - building up own business
- 159 Self-employed
- 163 Fishing
- 172 Self-employed grain storage specialist and consultant
- 174 Sick (hopefully not permanently) - awaiting major back operation
- 177 Retired
- 196 (i) looking after the home and (j) small holding
- 200 Self-employed (currently combination of d) & i))
- 202 Looking after and riding my horses

Question 17a

- 002 Grower/Food Retailer
- 008 Specialist in marketing to overseas agricultures
- 018 Housewife
- 019 2 jobs - life assurance consultant and partner in forestry association business
- 021 Scientific information officer (linguist)
- 024 I look after the small-holding, the home and family, write as a freelance and act as agent for several artists.
- 026 Estate agent manager
- 039 Insurance assessor for NFU Mutual; also District Councillor
- 041 Agricultural research technician
- 042 Self-employed: house and animal "sitter"; horse and carriage hire
- 043 Housewife
- 046 Same as (17) - Self-employed nursing homes proprietor and carriage driving school proprietor
- 047 Semi-retired following two redundancies - formerly agriculturalist
- 056 Small-holder
- 059 Firefighter
- 061 Craftsman
- 069 Commercial pilot
- 072 Housewife
- 079 Owner of wholesale nursery
- 082 In running a small-holding you have to manage budget, labour, process, market and account
- 086 Manual/sales/admin connected with running own contract business
- 089 PR Consultant
- 093 Pilot
- 099 Forestry Contractor
- 103 HGV Driver
- 106 Farm Conservation Adviser
- 109 Management consultant
- 110 Self-employed odd-job man - ex-farm manager due to redundancy 10 years ago
- 116 Run a kennels and cattery
- 117 Pest control business
- 118 Naval Officer (soon to be redundant)
- 121 Manage large goat herd - herdsman of that, and calf-rearing of 200 cows; and part-time post-grad study
- 124 Self-employed designer
- 127 Partner in animal boarding establishment
- 129 General dealer
- 133 Owner of own business
- 136 Fine Artist - Painter, Sculptor, Printmaker
- 146 Business Owner
- 150 Staff nurse
- 152 Chartered Surveyor, Land Agent
- 160 Interior Designer
- 162 Computer consultant who owns a farm
- 167 Quarantine kennel owner
- 168 Self-employed horticultural engineer and salesman of related equipment
- 176 Blacksmith and farrier (self-employed)
- 180 Horse-farm manager
- 182 Alexande teacher/arts centre admin
- 184 Sporting agent
- 186 Security officer (farm manager 21 years ago - 1947-72)
- 197 (h) plus smallholder and mother

199 Writer
206 Sub-postmistress and housewife and smallholder
210 Livery stable proprietor
213 Car and commercial underwriter/small holding owner

NFU COUNTRYSIDE CODEBOOK

COLUMNS IN THE CODEBOOK

- 1) Number of question in questionnaire
- 2) SPSS - name of variable
- 3) Description / Variable label
- 4) Encoding of categories / Value labels
- 5) Line Number
- 6) Column(s) number(s)
- 7) Remark

	VAR1	Line number	1=first line	1	1
	VAR2	Respondent number	001=, 002= etc	1	2-4 (miss 5)
1	VAR3	How did you first join NFU?	1=a 2=b 3=c 4=d 5=e 6=f 7=g	1	6
	VAR4	Specification	1=? 2=? 3=?	1	7
2	VAR5	Why did you join?	1=? 2=? 3=?	1	8 (miss 9)
3a	VAR6A	Join like minded people	1=very important 2=important 3=not very important 4=no role whatsoever	1	10
3b	VAR6B	To keep me informed	1=very important 2=important 3=not very important 4=no role whatsoever	1	11

3c	VAR6C	Informed how to make best use	1=very important 2=important 3=not very important 4=no role whatsoever	1	12
3d	VAR6D	Appreciate assistance NFU	1=very important 2=important 3=not very important 4=no role whatsoever	1	13
3e	VAR6E	Access to competitive insurance	1=very important 2=important 3=not very important 4=no role whatsoever	1	14
3f	VAR6F	Sound professional advice	1=very important 2=important 3=not very important 4=no role whatsoever	1	15
3g	VAR6G	Express belief in importance countryside	1=very important 2=important 3=not very important 4=no role whatsoever	1	16
3h	VAR6H	Other	1=very important 2=important 3=not very important 4=no role whatsoever	1	17
	VAR6I	Specification	1=? 2=? 3=?	1	18
					(miss 19)
4	VAR7A	Main reasons joining Obtaining information	1=most important 2=2nd most important 3=3rd most important	1	20
	VAR7B	Main reasons joining Obtaining discounts	1=most important 2=2nd most important 3=3rd most important	1	21
	VAR7C	Main reasons joining Express belief	1=most important 2=2nd most important 3=3rd most important	1	22
	VAR7D	Main reasons joining Access to insurance	1=most important 2=2nd most important 3=3rd most important	1	23

5	VAR8	Member of any other campaigning/env org	1=yes 2=no	1	24
5a	VAR9	Name of organisation	01=.., 02=.., 03=.., 04=.., etc	1	25-26
					(miss 27)
6	VAR10A	Amnesty International	1=v.sympathetic 2=sympathetic 3=not v.sympathetic 4=not at all sympathetic	1	28
	VAR10B	Council Protection Rural England	1=v.sympathetic 2=sympathetic 3=not v.sympathetic 4=not at all sympathetic	1	29
	VAR10C	Farming Advisory Group	1=v.sympathetic 2=sympathetic 3=not v.sympathetic 4=not at all sympathetic	1	30
	VAR10D	FOE	1=v.sympathetic 2=sympathetic 3=not v.sympathetic 4=not at all sympathetic	1	31
	VAR10E	Greenpeace	1=v.sympathetic 2=sympathetic 3=not v.sympathetic 4=not at all sympathetic	1	32
	VAR10F	Green Party	1=v.sympathetic 2=sympathetic 3=not v.sympathetic 4=not at all sympathetic	1	33
	VAR10G	National Trust	1=v.sympathetic 2=sympathetic 3=not v.sympathetic 4=not at all sympathetic	1	34
	VAR10H	Ramblers Association	1=v.sympathetic 2=sympathetic 3=not v.sympathetic 4=not at all sympathetic	1	35
	VAR10I	Rare Breed Survival Trust	1=v.sympathetic 2=sympathetic 3=not v.sympathetic 4=not at all sympathetic	1	36

	VAR10J	RSPB	1=v.sympathetic 2=sympathetic 3=not v.sympathetic 4=not at all sympathetic	1	37
	VAR10K	RSPCA	1=v.sympathetic 2=sympathetic 3=not v.sympathetic 4=not at all sympathetic	1	38
	VAR10L	RSNC	1=v.sympathetic 2=sympathetic 3=not v.sympathetic 4=not at all sympathetic	1	39
	VAR10M	WWF	1=v.sympathetic 2=sympathetic 3=not v.sympathetic 4=not at all sympathetic	1	40
					(miss 41)
7	VAR11	How satisfied with NFU membership	1=very satisfied 2=fairly satisfied 3=not very satisfied 4=not at all satisfied	1	42
7a	VAR12	Intend to renew membership	1=yes-definitely 2=yes-probably 3=not sure 4=definitely not 5=already left	1	43
7b	VAR13	Why consider leaving	1=? 2=? 3=?	1	44
					(miss 45)
8	VAR14A	Why consider leaving Too expensive	1=very important 2=important 3=not very important 4=no importance whatsoever	1	46
8	VAR14B	Why consider leaving No opportunity to participate	1=very important 2=important 3=not very important 4=no importance whatsoever	1	47
8	VAR14C	Why consider leaving NFU not active enough	1=very important 2=important 3=not very important 4=no importance whatsoever	1	48

8	VAR14D	Why consider leaving Do not use information	1=very important 2=important 3=not very important 4=no importance whatsoever	1	49
8	VAR14E	Why consider leaving Do not use discounts	1=very important 2=important 3=not very important 4=no importance whatsoever	1	50
8	VAR14F	Why consider leaving NFU insurance uncompetitive	1=very important 2=important 3=not very important 4=no importance whatsoever	1	51
8	VAR14G	Why consider leaving Other reasons	1=very important 2=important 3=not very important 4=no importance whatsoever	1	52
	VAR14H	Specification	1=? 2=? 3=?	1	53
					(miss 54)
9	VAR15A	Political Party	1=Conservatives 2=Green 3=Labour 4=Lib Democrats 5=Nationalists 6=None 7=Other	1	55
	VAR15B	Specification	1=? 2=? 3=?	1	56
10	VAR16	Member of political party	1=yes 2=no	1	57
11	VAR17	Do you vote	1=every G.election 2=some G. elections 3=never vote 4=never, too young	1	58
11a	VAR18	Vote in 1992	1=Conservatives 2=Green 3=Labour 4=Lib Democrats 5=Nationalists	1	59

12	VAR19A	Maintain order of nation	1=most important 2=second most important 3=third most important	1	60
	VAR19B	Give people more say in govt decisions	1=most important 2=second most important 3=third most important	1	61
	VAR19C	Fighting rising prices	1=most important 2=second most important 3=third most important	1	62
	VAR19D	Protect freedom of speech	1=most important 2=second most important 3=third most important	1	63
					(miss 64)
13	VAR20	Sex	1=male 2=female	1	65
14	VAR21	Year born	01=.., 02=.., 03=.., etc	1	66-67
15	VAR22	Marital Status	1=single 2=married/partner 3=divorce/sep/widow	1	68
16	VAR23A	Full time education	1=school 2=Diploma/HND 3=Degree 4=Postgraduate 5=Still in education 6=Other	1	69
	VAR23B	Specification	1=? 2=? 3=?	1	70
					(miss 71)

17	VAR24	Statements best describe activities last week	1=full time work 2=full time educ 3=govt training/emp sheme 4=part time work 5=waiting to take up work 6=unemployed, registered 7=unemployed, not registered 8=sick, disabled, retired 9=looking after home 10=other	1	72-73
17a	VAR25	Best describes job	1=Farmer/farm mgr 2=farm worker 3=skilled manual 4=semi or unskilled manual 5=clerical 6=sales worker 7=super/foreman of manual, clerical 8=professional, technical 9=manager, senoir administrator 10=other	1	74-75
18	VAR26	Social class	1=working class 2=lower middle class 3=middle class 4=upper middle class 5=never think in class terms	1	76
18a	VAR27	Which of two classes	1=working class 2=middle class	1	77
19	VAR28	Indication of household income per annum	1=under £10,000 2=£10,001-20,000 3=£20,001-30,000 4=£30,001-40,000 5=over £40,000	1	78

Question 1, VAR3

CATEGORY 1 = INSURANCE

- 001 Through insuring our car
- 005 I was offered it in response to a request for less expensive house and contents insurance
- 006 Membership was a requirement for car insurance
- 017 Via an NFU insurance office having been recommended to NFU for horsebox and landrover insurance
- 020 I was offered cheap car insurance through NFU mutual, and had to join to be able to be insured through the NFU
- 024 Existing NFU member (to facilitate insurance of old barns) but NFU of little other use to me. NFU C/side much lower sub. but still able to use NFU Mutual Insurance
- 027 Contacted NFU regarding horse insurance - was told that to benefit from insurance cover one had to be a member
- 036 To take out car policy
- 042 Went to NFU office to take out an Avon Insurance Policy and was told I could join NFU C/side and so take out NFU Insurance policy
- 045 Recommendation for 4 by 4 insurance from garage
- 046 Asked to join by NFU official (to use NFU Mutual Insurance on horse box)
- 051 My neighbour was NFU Secretary and through him I did all my insurance for 30 years with Avon
- 066 We had to join in order to use NFU insurance services
- 067 For insurance purposes
- 091 To get NFU benefit of car insurance. Also because I spend a lot of time on farms
- 097 For insurances
- 102 Wished to continue insuring car and property through NFU
- 108 Through approach regarding insurance
- 120 Through my insurance agent
- 124 Previous owner was insured with NFU - we continued this and joined up
- 134 By taking out insurance with NFU
- 136 Have heard of NFU C/side - connection in relations to the farm - insurance for my car
- 145 I responded to a membership appeal from the NFU secretary when I asked for a quote to extend cover on one of my NFU insurance policies
- 157 I contacted an NFU secretary regarding insurance
- 160 Via NFU Insurance
- 162 Was given access to it via NFU house insurance
- 170 I wanted access to NFU Mutual insurance
- 172 Heard about it in discussion with NFU Secretary regarding car insurance
- 182 I was advised to join for insurance benefits
- 201 Recommended by NFU Insurance agent when renewing/changing insurances
- 203 Persuaded by NFU Insurance agent
- 207 Joined to get insurance cover

CATEGORY 2 = ALTERNATIVE TO FULL NFU MEMBERSHIP

- 019 As a partner of a business which had business membership we considered such membership very expensive and applied for Countryside membership on an individual basis
- 041 I was a full NFU member but the local secretary suggested C/side would suit my needs
- 055 Because I could no longer afford NFU membership
- 082 Change of membership status from full NFU membership for economic reasons
- 137 The NFU Secretary suggested I change from ordinary NFU membership
- 140 Changed type of membership to C/side as I reduced acreage, was associate member
- 180 I joined the NFU

CATEGORY 3 = ADVISED BY NFU OFFICIAL/CONNECTION WITH NFU

- 008 I was formerly seconded from the staff of the NFU to be the director of the British Agricultural Export Council. And so was in constant contact with the NFU during this period and subsequently on retirement
- 011 I was contacted by NFU local agent
- 023 NFU secretary introduced me to NFU Countryside
- 038 As an ex-NFU employer I joined to keep in touch with agricultural matters
- 087 I had a problem with fencing a paddock and contacted NFU for advice and was told about C/side
- 088 I work in an NFU office
- 145 I responded to a membership appeal from the NFU secretary when I asked for a quote to extend cover on one of my NFU insurance policies
- 175 I work for a group secretary
- 200 I was informed about it at my local NFU office

CATEGORY 4 = OTHER

- 135 Heard through FWAG
- 142 First heard about it on Radio 4
- 155 Agricultural background - work and family

Question 2, VAR5

CATEGORY 1(a) = INSURANCE

- 001 Cheaper car insurance

005 To gain entitlement to less expensive insurance
006 Membership was requirement for car insurance
007 Third party insurance for stock and traying
009 Because I bought a tractor and had to join the NFU to get tractor insurance
014 To take advantage of NFU insurance schemes
017 Initially to gain access to insurance cover under terms more competitive than offered by our local broker
020 To be able to take out insurance through the NFU Mutual
025 For car insurance
027 For cheaper horse and motor car insurances
028 Relative (NFU Secretary) advised me to join in order to benefit from the insurance rates offered by NFU
031 Car insurance
034 Insurance of farm building
036 Take out car policy
037 We required NFU Insurance and had to be an NFU member to qualify. NFU C/side was the cheapest method of becoming an NFU member
041 Insurance for my sheep
042 To obtain cheaper insurance
044 I wanted to enquire as to insurance on a recently acquired tractor
045 Good insurance for current vehicle
046 In order to use NFU insurance company
050 Purchased old large farmhouse and had difficulties obtaining insurance cover. House previously covered by NFU Mutual so I approached NFU local branch, joined as C/side member, and since then have insured house, contents, and (more recently) car through NFU Mutual
052 Better insurance than with Avon
054 I wanted insurance for my horse
055 Because I then retained the right to use NFU Mutual insurances
056 I had been a member of the NFU for a number of years. My financial position had radically changed for the worse, however I wished to insure my Land Rover and trailer and C/side gave me similar terms. I only have 20 acres of land
060 Insurance
061 Initially to arrange overseas insurance cover for my daughter while working with horses in the USA
063 I needed insurance for my small-holding
066 Same as (1) - we had to join in order to use NFU insurance services
069 To be eligible for NFU insurances
072 For livestock (horses) insurance. (I was already a member of a small-holder organisation that was affiliated to the NFU, but it closed down)
079 They seemed to be one of the only companies to deal with the type of insurance I require, also it was handy to have it all in one package
081 To obtain insurance
082 Yes I already had a Mutual Insurance Policy on Small-holding Buildings, Equipment and Stock - could not afford FULL MEMBERSHIP at renewal time so compromised by taking NFU C/side

membership in order to continue insurance cover

083 To insure my car

084 To obtain insurance after purchasing a horse

086 To be able to use the NFU insurance

091 To get best car insurance for my new car in 1991

093 To benefit from their insurance services

094 Competitive insurance

095 To gain access to NFU insurance services

097 For insurances

101 To obtain farm insurance benefit

103 Because we could not use their insurance policies without joining the union

108 Insurance quote

113 Access to NFU Insurance policies

115 I purchased a horse from a friend who was covered by NFU insurance - since I am a small landowner it was appropriate for me to join and maintain insurance coverage of horse

117 They did a particular insurance that I needed

119 To gain access to NFU insurance

120 For the reduction percentage on my insurance

121 Through membership I was able to obtain cheaper horse and vehicle insurances

124 Our house is insured by NFU

126 I joined the NFU C/side because my friend said I would be well-looked after for my horse and car insurance (the friend is a farmer)

129 To use NFU Mutual insurance

131 To get cheap insurance

132 To get cheaper insurance, which I had previously when I was in the NFU when I had a small-holding

133 NFU Mutual Insurance for my business

135 Insurance re small-holding

136 Insurance for my car but find the newsletters interesting

138 Because I bought a small farm and heard of advantageous insurance proposals

142 To obtain farm building insurance

146 Cheaper insurance rates

147 Discount on insurance, love of the countryside

152 To continue insurance with NFU Mutual

153 The advantages they gave me for motor insurance

155 Motor insurance

157 For the purpose of insuring farm buildings etc. with NFU Mutual

158 Insurance was a lot cheaper

160 For car insurance

161 I need access to NFU for insurance of a smallholding

162 No - it came free, I think with insurance of the farm

163 Insurance

165 I joined the NFU solely so I could get insurance for my vintage tractor

167 My initial reason for joining NFU was to enable me to acquire NFU vehicle insurance

168 For business insurance first of all and later vehicle insurance and tractor insurance

- 169 I wanted a car insurance agent in Wotton-under-Edge. The only one there is NFU Mutual. To insure with them I had to join NFU C/side. That is the only reason.
- 170 Access to NFU Mutual insurance
- 171 Competitively priced car and horse trailer insurance
- 173 Better insurance
- 174 Because of ill-health I had to give up farming but wished to continue my house and car policies with NFU Mutual
- 175 Insurance
- 178 Moved to countryside - impressed with insurance deals
- 180 I joined because the area NFU man told me to join the NFU because we have a lot of insurance with them
- 181 Good car insurance quote
- 182 Insurance benefits
- 185 To obtain the cheapest insurance premium on third party liability for some land I have recently acquired
- 186 I am a smallholder and need insurance etc. on public liability buildings insurance
- 187 Insurance premiums
- 189 For insurance services
- 191 Insurance for the cattle on the farm
- 195 Competitive insurance
- 200 I wanted economic insurance for my horsebox. Local NFU Secretary implied preferential rates would be assured if I joined NFU C/side, in spite of the fact that I am not a farmer
- 201 Attracted by discounted insurance premiums for members
- 202 Insurance for my horse
- 203 The benefits of NFU Insurance
- 204 Access to NFU Mutual Insurance
- 205 Insurance cover
- 207 For plant insurance

CATEGORY 1(b) = INSURANCE/BENEFITS/ADVICE

- 004 To obtain help and guidance on countryside matters. Grants available, NFU insurance
- 029 We keep sheep/goats/chickens (very small scale) and hoped for advice about legislation, info about general care and opportunity to insure the livestock
- 030 To keep up-to-date with the changes in the countryside/law. Also to give views of people who have their home in the rural country (and not people just moved there) and cheaper insurance
- 032 My father had been a member of the NFU for many years, I wanted to continue with NFU insurances etc. and keep up-to-date with farming and related issues
- 040 1) Insurance facilities; 2) Small-holding advice
- 051 Relevant advice and appropriate/comprehensive insurance
- 058 Required insurance information; wanted to attend local NFU meetings; and also chance of advice on farming matters
- 059 I had recently purchased a small-holding and wanted more agricultural info plus insurance
- 073 To receive up-to-date info on EC red tape; insurance purposes

- 085 I needed insurance which only the NFU could supply cheaply, I also felt that as I am new to farming, they could help and advise me
- 088 Keeps me up-to-date with NFU matters and enables me to have access to mutual insurance
- 109 1. Benefits of NFU mutual insurance; 2) Believed I might get access to help understanding requirements governing agriculture
- 125 Value of horse insurance - premium less. Interest in land etc.
- 127 To obtain more satisfactory insurance combined with on-going interest in country matters
- 128 The insurance available through NFU was the main reason, but also the general help provided by the local secretary
- 137 It was supposed to be financially beneficial
- 150 Very highly recommended after buying a horse. Also to learn more about the countryside.
- 154 Advice on abattoirs, cheap insurance for cars
- 194 To keep informed, for advice and help if required; to receive info on events near us; correct insurance advice
- 196 NFU Insurance; cheaper than full NFU membership; more information pertaining to smallholdings
- 212 Association with farming and benefit of insurance

CATEGORY 2 = ADVICE AND/OR INFORMATION

- 012 I was setting up a small holding and thought it would be a source of information, support and possible guidance
- 022 Thought it might give me business ideas and advice for doing something with garden/land etc.
- 026 To obtain the expert advice and knowledge of what to do with our 3-acre plot with agricultural restrictions
- 035 We have recently purchased a few cattle and joining NFU C/side seemed a good way to get info and advice on farming and c/side matters
- 038 Same as (1) - as ex-NFU employer I joined to keep in touch with agric. matters
- 043 Having moved to a property with 13/14 acres of agricultural land and a bridgeway across the land, I felt we maybe need advice
- 049 Information available as I had purchased a paddock and built stables and purchased some calves
- 067 It seemed a useful source of info about the c/side and small farming
- 087 Same as (1) - problem with fencing paddock - NFU told me about C/side; and to keep myself informed on agric matters as I am a mobile secretary
- 089 Easy source of info; help with with c/side issues eg. planning, legal
- 107 Recently moved to old property in need of renovation with 6 acres woods, 10 acres fields, with view to obtaining help, advice and information

- 116 Information and help about living in a rural area
- 122 Inheriting 11 acre field and buying moated property with 2 acres
- 130 To help me improve my small-holding by gaining access to grants etc. and for advice to help me manage it efficiently
- 139 Wished to increase my knowledge of agriculture and hoped to get access to info re legal matters
- 111 To stay up-to-date with country/legal problems
- 118 Information - more relevant than full farming membership
- 141 To learn from an informed and influential source more about the countryside, a subject of major importance to the future
- 144 To improve my knowledge of local farming practice
- 145 Access to advice on legal and other matters, if at any time I had a problem
- 156 With farming and countryside interests, we were interested in up-to-date information
- 177 I am not a full-time farmer and thought NFU C/side would offer a more appropriate level of advice than NFU
- 197 Because I am a smallholder and thought you would have useful information for me
- 198 Started farming and require some help
- 206 Because I feel that the smallholder needs somewhere where he can obtain advice over many issues that seem to come up
- 210 When my husband died I was left to run a farm which I had no knowledge of doing - I needed professional unbiased advice

CATEGORY 3 = VOICE FOR COUNTRYSIDE DWELLERS

- 021 Magazine advert stressed help and voice for NFU Countryside members in country matters
- 053 Sense of belonging to a society concerned with our well-being - a guide to cultural c/side living
- 077 Free pamphlets on law should they be required and a good cause for protecting the interests of the country dweller and worker

CATEGORY 4 = INTEREST IN THE COUNTRYSIDE

- 016 Interest in the countryside
- 033 Being a farm manager for the past 35 years I am very interested in the c/side
- 102 Enjoy countryside
- 149 I care about the countryside
- 172 Interest in c/side matters and keen walker
- 192 We are interested in the preservation of the C/side
- 193 Our interest in animals

CATEGORY 5 = ALTERNATIVE TO FULL NFU MEMBERSHIP

- 019 C/side is much less expensive than full business membership

- and is more suitable to our business which is a form of forestry processing as opposed to agriculture in its strict sense
- 024 As question 1 - purely financial savings as opposed to full NFU membership
 - 039 Having retired from farming with NFU membership I wished to retain connection with NFU
 - 074 I was brought up in a farming family and always wanted to farm in my own right. When the opportunity came to do this in a small way and one in which I could continue my regular full-time employment, I took it. I wanted to be part of the NFU in order to benefit from its services, publications and support but I could not justify full NFU membership (and the cost that involved) with the small acreage at my disposal. I therefore welcomed the opportunity to join the C/side scheme and became the first member in my part of the county
 - 110 Previously an NFU member - left agriculture
 - 114 Because it's cheaper than full membership
 - 140 Wish to remain a member of NFU, but with smaller ground

CATEGORY 6 = OTHER

- 010 Recommended by ex-employer
- 011 To see if it was any use to me
- 015 Originally farmed; active participant in country sports
- 023 I am now the owner of a 63-acre farm
- 047 It seemed particularly relevant to my own circumstances
- 048 We are hoping to buy/rent a small holding in the near future and felt C/side membership would be beneficial
- 062 No, I just felt I wanted in a small way to support the NFU
- 065 Moved to a house with 6 and a half acres
- 068 We purchased 2 acres of land and were considering livestock
- 075 I am an agricultural adviser in private practice and wish to support the industry and NFU from within
- 080 We purchased a 40 acre small farm
- 090 I have a business associated with agriculture
- 092 Living in country with two family horses
- 098 I am fortunate to live on a farm owned by a friend
- 106 Interested in owning my own small-holding one day
- 123 I am about to invest in a small holding
- 148 To take over tenancy of farm
- 164 Recommended by satisfied client
- 166 Because I have a small holding
- 176 Now own 19 acres of land
- 183 Just on recommendation
- 184 Useful to our sporting business
- 188 1) My father was an NFU Group Secretary; 2) Advice/discussions from NFU Secretary
- 190 Thought to be good idea after talking to NFU Secretary
- 209 Smallholder