

**Department of Agriculture and  
Rural Development**

**Website Survey  
Balmoral Show 2005**



**CENTRAL SURVEY UNIT  
JUNE 2005**



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## **Background and Methodology**



## **Background and Methodology**

The Department of Agriculture and Rural Development (DARD) is in the process of designing a new website. In order to gain some feedback on the proposed layout of the new website, as well as some information about usage of existing DARD websites, it was decided to conduct a survey at the Balmoral Show 2005.

The questionnaire was designed by DARD in consultation with Central Survey Unit (CSU) of the Northern Ireland Statistics and Research Agency (NISRA). DARD arranged a group of students to carry out the interviewing at the Balmoral Show. The 2005 Show took place from Wednesday 11<sup>th</sup> May to Friday 13<sup>th</sup> May, and was open from 9:30 am to 8:00 pm each day.

DARD instructed interviewers to select respondents randomly. A total of four hundred and fifty six questionnaires were completed and sent to CSU for analysis. These were keyed onto computer by CSU, using Blaise software for Computer Assisted Personal Interviewing (CAPI). The resulting data were analysed using SPSS.

Note on Tables: The results tables contained in the next section are based on the numbers of respondents who answered each question. As not all respondents answered every question, base numbers differ for each table. Further details are contained in Appendix A.





## **Results Tables**



## Results Tables

**Question 1.** Did you visit the exhibition in the Balmoral Hall?

	Frequency	Percent
Yes	235	88.0%
No	32	12.0%
Total	267	100.0%

**Question 2.** Were you looking for some information in particular from the exhibition in the Balmoral Hall, or were you just having a look around?

	Frequency	Percent
Looking for something in particular	39	16.7%
Just having a look	195	83.3%
Total	234	100.0%

**Question 3.** What information were you looking for?

	Frequency	Percent
Countryside management	1	2.6%
Course information	1	2.6%
Crash model	1	2.6%
DARD	1	2.6%
Definition of fresh food, waste management, nitrates, IPPCC and all implications associated with.	1	2.6%
Diversification	1	2.6%
Education, courses, packing	1	2.6%
Farm nutrient management	2	5.3%
Forestry service - care instructions for tress.	1	2.6%
Freebies	1	2.6%
FWAG	1	2.6%
Gathering information for farmers.	1	2.6%
Grants	1	2.6%
Grants for disadvantaged land.	1	2.6%
Greenmount/CAFRE	1	2.6%
HE	1	2.6%
IACS/mapping	1	2.6%
Information on Strasbourg for project.	1	2.6%
Nitrates directive.	1	2.6%
Nutrients - farm nutrient management scheme	1	2.6%
People I know.	1	2.6%
Planning	1	2.6%
Planning information	1	2.6%
Planning, waste management, water	1	2.6%
Putting trees into farm	1	2.6%
Roads	2	5.3%
Roads service	1	2.6%
Roads, water	1	2.6%
SFP	2	5.3%
Single farm payment scheme.	1	2.6%
Slurry information	1	2.6%
Slurry management	1	2.6%
Street light maintenance	1	2.6%
Trying to find environmental information - for jobs.	1	2.6%
Water	1	2.6%
<b>Total</b>	<b>38</b>	<b>100.0%</b>

**Question 4a.** What area(s) of the exhibition did you find most interesting? (Multiple responses allowed)

	Frequency*	Percent
Roads	41	19.2%
Environment	66	30.8%
Business	21	9.8%
Education	24	11.2%
Online NI	19	8.9%
Enterprise	4	1.9%
Home and neighbourhood	21	9.8%
Water Service	42	19.6%
Safety	11	5.1%
Health	10	4.7%
Other	78	36.4%
<b>Total</b>	<b>214</b>	<b>157.5%**</b>

*\*Based on answers from 214 respondents*

*\*\*Percentages sum to >100 as multiple responses allowed*

**Question 4b.** What area(s) of the exhibition did you find most interesting? (Other - please specify)

	Frequency	Percent
All	2	2.6%
All good	1	1.3%
All quite interesting	1	1.3%
Better than usual - general	1	1.3%
Bikes	3	3.8%
birds	1	1.3%
CAFRE	1	1.3%
Chat	1	1.3%
DARD	1	1.3%
DARD RPID	1	1.3%
Dept and farming - irrelevant. Focus gone from farming.	1	1.3%
DVLNI, DVTA	1	1.3%
EHS	3	3.8%
Energy conservation	1	1.3%
Food quiz	1	1.3%
Forestry	2	2.6%
Free bus	1	1.3%
General- all	1	1.3%
Grants	1	1.3%
Home energy	1	1.3%
Housing Executive	1	1.3%
Housing, planning	1	1.3%
Interaction for children	1	1.3%
Just a general look	1	1.3%
Just a walk	1	1.3%
Leader	1	1.3%
More computers, not one to one contact!	1	1.3%
More interested in hands-on agricultural issues.	1	1.3%
N/A	2	2.6%
Nitrates	1	1.3%
Nitrates directive	2	2.6%
None- all quite interesting	1	1.3%
None	3	3.8%
None really	1	1.3%
Not really interested	1	1.3%
Not sure	1	1.3%
Not very interactive	1	1.3%
Not very much about agriculture	1	1.3%
Nothing	1	1.3%
Nothing noticed	1	1.3%
Nothing of interest	2	2.6%
Nothing of interest.	1	1.3%
Nothing specific	1	1.3%
Outside company leaflet - provided by DOE on gates.	1	1.3%
Peace Fund	1	1.3%
Planning	4	5.1%
Planning permission	1	1.3%
Planning stand	1	1.3%
Planning, grants	1	1.3%
Planning, nitrates	1	1.3%
Planting	1	1.3%
Recruitment	1	1.3%
Roads	1	1.3%
Rural Connect	1	1.3%
Science service	1	1.3%
SFP	5	6.4%
Slurry storage	2	2.6%
Water rates	1	1.3%
Work interests	1	1.3%
Total	78	100.0%

**Question 4c.** What area(s) of the exhibition did you find most interesting? (One answer only)

	Frequency	Percent
Roads	18	9.8%
Environment	22	12.0%
Business	7	3.8%
Education	10	5.4%
Online NI	10	5.4%
Enterprise	1	.5%
Home and neighbourhood	5	2.7%
Water Service	26	14.1%
Safety	1	.5%
Health	5	2.7%
Other	79	42.9%
Total	184	100.0%

**Question 4d.** What area of the exhibition did you find most interesting? (Other)

	Frequency	Percent
All	2	2.5%
All good	1	1.3%
All quite interesting	1	1.3%
Better than usual - general	1	1.3%
Bikes	3	3.8%
birds	1	1.3%
CAFRE	1	1.3%
Chat	1	1.3%
DARD	1	1.3%
DARD RPID	1	1.3%
Dept and farming - irrelevant. Focus gone from farming.	1	1.3%
DVLNI, DVTA	1	1.3%
EHS	3	3.8%
Energy conservation	1	1.3%
Food quiz	1	1.3%
Forestry	2	2.5%
Free bus	1	1.3%
General- all	1	1.3%
Good presentation of stands, agriculture stands good	1	1.3%
Grants	1	1.3%
Home energy	1	1.3%
Housing Executive	1	1.3%
Housing, planning	1	1.3%
Interaction for children	1	1.3%
Just a general look	1	1.3%
Just a walk	1	1.3%
Leader	1	1.3%
More computers, not one to one contact!	1	1.3%
More interested in hands-on agricultural issues.	1	1.3%
N/A	2	2.5%
Nitrates	1	1.3%
Nitrates directive	2	2.5%
None- all quite interesting	1	1.3%
None	3	3.8%
None really	1	1.3%
Not really interested	1	1.3%
Not sure	1	1.3%
Not very interactive	1	1.3%
Not very much about agriculture	1	1.3%
Nothing	1	1.3%
Nothing noticed	1	1.3%
Nothing of interest	2	2.5%
Nothing of interest.	1	1.3%
Nothing specific	1	1.3%
Outside company leaflet - provided by DOE on gates.	1	1.3%
Peace Fund	1	1.3%
Planning	4	5.1%
Planning permission	1	1.3%
Planning stand	1	1.3%
Planning, grants	1	1.3%
Planning, nitrates	1	1.3%
Planting	1	1.3%
Recruitment	1	1.3%
Roads	1	1.3%
Rural Connect	1	1.3%
Science service	1	1.3%
SFP	5	6.3%
Slurry storage	2	2.5%
Water rates	1	1.3%
Work interests	1	1.3%
Total	79	100.0%



**Question 5.** Is there any information you would like to see included in future exhibitions?

	Frequency	Percent
Yes	43	19.2%
No	181	80.8%
Total	224	100.0%

**Question 6.** What information would you like to see included?

	Frequency	Percent
Back to basics	1	2.4%
Clear advice from department.	1	2.4%
Cruelty to animals	1	2.4%
Different job opportunities	1	2.4%
Diversification	1	2.4%
Farm nutrient schemes	1	2.4%
Forest service not prominent - walks etc.	1	2.4%
From a farming background providing information.	1	2.4%
GIS	1	2.4%
Information on drugs.	1	2.4%
Information on footpaths	1	2.4%
Interactive	1	2.4%
Interactive, know who to speak to.	1	2.4%
More agriculture stands	1	2.4%
More environment	1	2.4%
More for women	1	2.4%
More GIS	1	2.4%
More in-depth information on agriculture like in previous years.	1	2.4%
More peace funding and ancillary activities.	1	2.4%
More seating	1	2.4%
NDAI	1	2.4%
No information on farming and how to make "money".	1	2.4%
Not all screens: something hands-on. Energy efficiency.	1	2.4%
Not enough info on boards or what promoting	1	2.4%
Ordnance survey	1	2.4%
Planning (e.g. for building)	1	2.4%
Poultry	1	2.4%
Practical demonstrations.	1	2.4%
Renewable energy - government advice	1	2.4%
Sign posting	1	2.4%
Slurry management	1	2.4%
Some more practical information.	1	2.4%
Sports	1	2.4%
Stand specifically for Grants and Subsidies.	1	2.4%
Too high tech. OTT.	1	2.4%
Tourism	1	2.4%
Tree planting	1	2.4%
Wasn't enough from DARD	1	2.4%
Waste regulations, plastic packaging	1	2.4%
Water glasses	1	2.4%
Why recruitment service advertises "band" in newspaper (Belfast Telegraph) and not price band.	1	2.4%
Young innovations	1	2.4%
Total	42	100.0%

**Question 7.** Have you visited any of these DARD websites in the last twelve months?

	Frequency*	Percent
www.dardni.gov.uk	153	36.2%
www.ruralni.gov.uk	103	24.3%
www.rdpni.gov.uk	8	1.9%
www.forestserviceni.gov.uk	20	4.7%
www.afsni.ac.uk	7	1.7%
www.riversagencyni.gov.uk	13	3.1%
www.cafre.ac.uk	44	10.4%
Haven t visited any	202	47.8%
Don't know	13	3.1%
<b>Total</b>	<b>423</b>	<b>133.1%**</b>

*\*Based on answers from 423 respondents*

*\*\*Percentages sum to >100 as multiple responses allowed*

**Question 8.** (Thinking of the site you visited most often,) How often did you visit this website in the last twelve months?

	Frequency	Percent
About once a week, or more often	62	30.4%
About once a month	64	31.4%
Three or four times	40	19.6%
Once or twice	38	18.6%
<b>Total</b>	<b>204</b>	<b>100.0%</b>

**Question 9a.** (Still thinking of the site you visited most often,) Why did you visit the website?

	Frequency*	Percent
Press Releases	22	19.1%
DARD Statistics	11	9.6%
DARD Grants and Subsidies	30	26.1%
To download forms	28	24.3%
DARD Consultations	5	4.3%
DARD Publications	19	16.5%
Other	52	45.2%
<b>Total</b>	<b>115</b>	<b>145.2%**</b>

*\*Based on answers from 115 respondents*

*\*\*Percentages sum to >100 as multiple responses allowed*

**Question 9b.** (Still thinking of the site you visited most often,) Why did you visit the website? (Other)

	Frequency	Percent
"What's New" page	1	1.9%
APHIS	2	3.8%
APHIS online	2	3.8%
APHOS	1	1.9%
As above	1	1.9%
Births of cattle etc.	1	1.9%
By accident	1	1.9%
Course information.	1	1.9%
Courses	2	3.8%
Curiosity	3	5.8%
Farm census	1	1.9%
General	2	3.8%
General forest information, horse riding.	1	1.9%
General grant (RDP) info.	1	1.9%
General information - keep up-to-date.	1	1.9%
General information	2	3.8%
General information on agribusiness to keep up-to-date.	1	1.9%
General information/browse	1	1.9%
General knowledge	2	3.8%
Herd lists	1	1.9%
Information not there.	1	1.9%
Information on diversification.	1	1.9%
Information on establishing a reed bed.	1	1.9%
Just for a look	1	1.9%
Looking for contact details.	1	1.9%
New APHIS online	1	1.9%
News	1	1.9%
Nitrates directive	1	1.9%
None	1	1.9%
Online services	2	3.8%
Online services: e-SFP	1	1.9%
Progress/information/schemes	1	1.9%
Register cattle APHIS	1	1.9%
Regulations (poultry), nitrates	1	1.9%
Research	1	1.9%
SFP and nutrient management	1	1.9%
SFP etc	1	1.9%
Strategy - forward look.	1	1.9%
Student work - dairy	1	1.9%
To register calves	1	1.9%
Use online services	1	1.9%
Very general - chemical information etc. Information about chemicals for use in vegetable growing.	1	1.9%
Work	1	1.9%
Total	52	100.0%

**Question 10.** Were you able to find what you were looking for?

	Frequency	Percent
Yes	111	94.9%
No	6	5.1%
Total	117	100.0%

**Question 11.** How easy was it to find what you were looking for?

	Frequency	Percent
Very easy	38	34.9%
Quite easy	56	51.4%
Quite difficult	14	12.8%
Very difficult	1	.9%
Total	109	100.0%

**Question 12.** Do you think it would be easier to find what you were looking for if the Department combined all its websites into a single site?

	Frequency	Percent
Yes	80	70.8%
No	33	29.2%
Total	113	100.0%

**Question 13.** At the minute, the DARD website is organised according to the different parts of the Department. Do you think it would be easier to find what you were looking for if the website was organised into topics instead?

	Frequency	Percent
Yes	86	74.1%
No	13	11.2%
Don't know	17	14.7%
Total	116	100.0%

**Question 14a.** Can you tell me how often you access each of the following categories of information on the DARD website?

1. Press Releases

	Frequency	Percent
Weekly	8	10.4%
Monthly	19	24.7%
Less often	25	32.5%
Never	25	32.5%
Total	77	100.0%

**Question 14b.** Can you tell me how often you access each of the following categories of information on the DARD website?

2. Statistics

	Frequency	Percent
Weekly	0	0.0%
Monthly	11	15.9%
Less often	23	33.3%
Never	35	50.7%
Total	69	100.0%

**Question 14c.** Can you tell me how often you access each of the following categories of information on the DARD website?

3. Grants and Subsidies

	Frequency	Percent
Weekly	4	4.9%
Monthly	17	21.0%
Less often	35	43.2%
Never	25	30.9%
Total	81	100.0%

**Question 14d.** Can you tell me how often you access each of the following categories of information on the DARD website?

3. Forms

	Frequency	Percent
Weekly	<i>4</i>	<i>5.3%</i>
Monthly	<i>12</i>	<i>15.8%</i>
Less often	<i>34</i>	<i>44.7%</i>
Never	<i>26</i>	<i>34.2%</i>
Total	<i>76</i>	<i>100.0%</i>

**Question 14e.** Can you tell me how often you access each of the following categories of information on the DARD website?

5. Consultations

	Frequency	Percent
Weekly	<i>1</i>	<i>1.5%</i>
Monthly	<i>8</i>	<i>11.8%</i>
Less often	<i>13</i>	<i>19.1%</i>
Never	<i>46</i>	<i>67.6%</i>
Total	<i>68</i>	<i>100.0%</i>

**Question 14f.** Can you tell me how often you access each of the following categories of information on the DARD website?

6. Publications

	Frequency	Percent
Weekly	<i>2</i>	<i>2.7%</i>
Monthly	<i>15</i>	<i>20.0%</i>
Less often	<i>29</i>	<i>38.7%</i>
Never	<i>29</i>	<i>38.7%</i>
Total	<i>75</i>	<i>100.0%</i>



**Question 14g.** Can you tell me how often you access each of the following categories of information on the DARD website?

7. Online Services

	Frequency	Percent
Weekly	17	23.6%
Monthly	7	9.7%
Less often	20	27.8%
Never	28	38.9%
Total	72	100.0%

**Question 15.** Apart from these categories, are there any other areas of information you access on a DARD website?

	Frequency	Percent
APHIS	2	9.5%
APHIS online	1	4.8%
Areas of work	1	4.8%
Chemicals	1	4.8%
Contact details	1	4.8%
Countryside management	1	4.8%
Courses information	1	4.8%
Face to face communications	1	4.8%
Farming weather	1	4.8%
Forests - horse riding	1	4.8%
Grants and subsidies	1	4.8%
Greenmount	1	4.8%
Nitrates directive	1	4.8%
Other linked sites	1	4.8%
Renewable energy	1	4.8%
Research website	1	4.8%
Rivers	1	4.8%
Rivers Agency	1	4.8%
Rural NI discussions	1	4.8%
Science - research	1	4.8%
To retrieve staff information (responsibilities) on the intranet.	1	4.8%
Total	21	105.5%

*\*Based on answers from 21 respondents*

*\*\*Percentages sum to >100 as multiple responses allowed*

**Question 16.** How often would you access these?

	Frequency*	Percent
Weekly	6	30.0%
Monthly	4	20.0%
Less often	11	55.0%
Total	20	105.0%**

*\*Based on answers from 20 respondents*

*\*\*Percentages sum to >100 as multiple responses allowed*

**Question 17.** Is there any other comment you would like to make about the DARD website?

	Frequency	Percent
Accessibility and contact numbers essential.	1	3.3%
Be more specific with the information provided - exact details of schemes etc. Provide an index.	1	3.3%
Believe DARD should have better co-ordination - helpline - not enough information in relation to SFP.	1	3.3%
Better all in one	1	3.3%
Don't use it	1	3.3%
Ease of use is vital.	1	3.3%
Easier to use than DEFRA.	1	3.3%
Easy to use	1	3.3%
Handier than going to an office.	1	3.3%
Happy with layout	1	3.3%
Has improved - was very slow.	1	3.3%
Have to register animals individually - would be better to do several at a time.	1	3.3%
Helpful - full ranges	1	3.3%
It's great	1	3.3%
Like to see SFP online system expanded - progress of claim, etc.	1	3.3%
More services online	1	3.3%
Most of the DARD DW/BR sites are badly out of date. Generally DARD info is out of date.	1	3.3%
Nice photos	1	3.3%
None - satisfactory	1	3.3%
Not too bad, better than some	1	3.3%
Relationships	1	3.3%
SFP waste of time for forms to fill in - high taxation.	1	3.3%
Should be more user-friendly, easier to use.	1	3.3%
Too much technology	1	3.3%
Too slow	1	3.3%
Very good	2	6.7%
Very informative and very good.	1	3.3%
Very interesting - in comparison to Scottish Executive, DARD are way ahead in terms of their website etc. (Respondent is Scottish).	1	3.3%
Very user friendly	1	3.3%
<b>Total</b>	<b>30</b>	<b>100.0%</b>

The Department of Agriculture and Rural Development are currently designing a new website. They want the new website to be straightforward and easy for people to use, so they are trying to group the information under topic areas. They are interested in whether it will be easy for people to find what they are looking for in the topic areas. I would like to ask you a couple of questions about this to see what you think.

**Question 18a.** The first topic area is “Animal Health and Disease”. What information would you expect to find under this heading?

	Frequency*	Percent
Veterinary Offices	302	67.7%
Testing Programmes	265	59.4%
APHIS	148	33.2%
Contingency Plans	119	26.7%
Leaflets and Publications	165	37.0%
Contacts	133	29.8%
Other	60	13.5%
Don't know	40	9.0%
Don't understand heading	2	.4%
<b>Total</b>	<b>446</b>	<b>276.7%**</b>

*\*Based on answers from 446 respondents*

*\*\*Percentages sum to >100 as multiple responses allowed*

**Question 18b.** The first topic area is "Animal Health and Disease". What information would you expect to find under this heading? (Other – please specify)

	Frequency	Percent
About diseases and cure	1	1.7%
Advisory services	1	1.7%
Animal disease info.	1	1.7%
Animals - general info.	1	1.7%
Badgers	1	1.7%
BR and TB	1	1.7%
BR and TB, swine disease	1	1.7%
BR/TB	1	1.7%
BSE	1	1.7%
BSE and farm information	1	1.7%
Care and well-being of animals	1	1.7%
Clarification of job responsibility - no dependability.	1	1.7%
Current diseases	1	1.7%
Current health issues.	1	1.7%
Description of diseases and cures.	1	1.7%
Diagnosis and products	1	1.7%
Different diseases	1	1.7%
Disease info.	1	1.7%
Disease information	3	5.0%
Diseases - how to cure	1	1.7%
Diseases and information on them, what to do to cure them.	1	1.7%
Diseases, animal welfare	1	1.7%
Don't like DEL site.	1	1.7%
Email	1	1.7%
Fallen animals, pricing of contractors.	1	1.7%
Food safety, good farming techniques - animal welfare.	1	1.7%
Food safety, public health.	1	1.7%
Foot and mouth	1	1.7%
General info on diseases, e.g. BSE.	1	1.7%
Health care of animals.	1	1.7%
How to look after animals, disease symptoms.	1	1.7%
Ideas on treatments, biosecurity	1	1.7%
Illegal dumping/fallen animals	1	1.7%
Information is generally hard to find as the search facility is poor.	1	1.7%
Licences	1	1.7%
New born calves issues.	1	1.7%
None	1	1.7%
North and south	1	1.7%
Poultry	1	1.7%
Prevention	1	1.7%
Prevention of disease	1	1.7%
Regulations on notifications of births etc.	1	1.7%
Search for local vet offices with postcode search	1	1.7%
Still have to send paperwork - won't accept online	1	1.7%
Symptoms and treatment.	1	1.7%
TB	1	1.7%
TB and BR	1	1.7%
TB and Br information	1	1.7%
TB etc.	1	1.7%
TB, Br, etc.	1	1.7%
Treatments	1	1.7%
Up-to-date information on TB/Br, etc. Topical information for month.	1	1.7%
Vaccination info.	1	1.7%
Vaccinations, signs of disease, notification of restricted areas	1	1.7%
Vet info	1	1.7%
Vet info, animal diseases.	1	1.7%
Veterinary expert (not admin).	1	1.7%
What diseases are current outbreaks.	1	1.7%
Total	60	100.0%

**Question 19a.** The next topic area is “Learning and Education”. What information would you expect to find under this heading?

	Frequency*	Percent
Courses	348	78.2%
Research	209	47.0%
Library Services	161	36.2%
Leaflets and Publications	197	44.3%
Contacts	145	32.6%
Other	29	6.5%
Don't know	42	9.4%
Don't understand heading	4	.9%
<b>Total</b>	<b>445</b>	<b>255.1%**</b>

*\*Based on answers from 445 respondents*

*\*\*Percentages sum to >100 as multiple responses allowed*

**Question 19b.** The next topic area is "Learning and education". What information would you expect to find under this heading? (Other – please specify)

	Frequency	Percent
Access to information from overseas/links.	1	3.4%
Advice	1	3.4%
Articles/items designed for primary school children	1	3.4%
Assistance in form filling	1	3.4%
CAFRE - subheading	1	3.4%
Computers	1	3.4%
DARD information	1	3.4%
Farm management	1	3.4%
Greenmount (more info) in relation to pig unit should restock otherwise demise of pig industry.	1	3.4%
Headings more specific	1	3.4%
How to fill in forms	1	3.4%
Info for kids.	1	3.4%
Information about CAFRE or links.	1	3.4%
IT training	1	3.4%
Job opportunities - up-to-date!	1	3.4%
Kids farms	1	3.4%
Link to Queens/colleges	1	3.4%
Links to other websites.	1	3.4%
More specific training	1	3.4%
Nitrates, energy renewable crops.	1	3.4%
Open days - colleges and schools	1	3.4%
Organic farming.	1	3.4%
Personal contact (face to face communication)	1	3.4%
PMB	1	3.4%
Schools - information for kids.	1	3.4%
Schools info, forms filling	1	3.4%
Short courses for horticulture	1	3.4%
Should have adequate coverage to divert to other areas.	1	3.4%
So much learning	1	3.4%
<b>Total</b>	<b>29</b>	<b>100.0%</b>

**Question 20a.** The next topic area is “Policy and Procedures”. What information would you expect to find under this heading?

	Frequency*	Percent
Policy Statements	259	58.5%
Consultations	160	36.1%
Information Access, including Freedom of Information	162	36.6%
Departmental Complaints Procedure	197	44.5%
Counter Fraud Strategy	109	24.6%
Leaflets and Publications	175	39.5%
Contacts	118	26.6%
Other	21	4.7%
Don't know	76	17.2%
Don't understand heading	11	2.5%
<b>Total</b>	<b>443</b>	<b>290.7%**</b>

*\*Based on answers from 443 respondents*

*\*\*Percentages sum to >100 as multiple responses allowed*

**Question 20b.** The next topic area is "Policy and Procedures". What information would you expect to find under this heading? (Other – please specify)

	Frequency	Percent
Air, water and earth pollution.	1	4.8%
Better explanation	1	4.8%
Cross compliance regulations, single farm payments.	1	4.8%
Difficult to get information on anything.	1	4.8%
EC guidelines	1	4.8%
Guidance online and assistance in form filling	1	4.8%
Health and safety issues	1	4.8%
Health and safety, risk assessments, information on risk assessment (personal, health and safety)	1	4.8%
Insurance, etc.	1	4.8%
New grant aids, environmental procedures.	1	4.8%
Nitrates	1	4.8%
Not interested	1	4.8%
Overkill on policies	1	4.8%
Procedures, preventative measures	1	4.8%
Quality assurance	1	4.8%
Regulations for environment	1	4.8%
Regulations, e.g. farm nutrient management.	1	4.8%
Rules and regulations	1	4.8%
Simple language - no jargon.	1	4.8%
Subsidy information	1	4.8%
Who is in charge.	1	4.8%
<b>Total</b>	<b>21</b>	<b>100.0%</b>



**Question 21a.** The next topic area is “Crops”. What information would you expect to find under this heading?

	Frequency*	Percent
Organic	243	56.0%
Fruit and Vegetables	228	52.5%
Cereals	284	65.4%
Amenity Horticulture	110	25.3%
Nursery Stock Ornamentals	94	21.7%
Leaflets and Publications	159	36.6%
Contacts	125	28.8%
Other	33	7.6%
Don't know	67	15.4%
Don't understand heading	1	.2%
<b>Total</b>	<b>434</b>	<b>309.7%**</b>

*\*Based on answers from 434 respondents*

*\*\*Percentages sum to >100 as multiple responses allowed*

**Question 21b.** The next topic area is "Crops". What information would you expect to find under this heading? (Other – please specify)

	Frequency	Percent
Advice	1	3.0%
Bio products - waste rapeseed oil - what can be done with waste	1	3.0%
Buying and selling market issues, health of crops	1	3.0%
Costs of pesticides and fertilizers	1	3.0%
Disease management, grant aids.	1	3.0%
Diseases	1	3.0%
Diseases, rotation, legality	1	3.0%
Diversification	1	3.0%
Energy crops (e.g. willow)	1	3.0%
Energy crops, e.g. willow	1	3.0%
Everything	1	3.0%
Fertilization	1	3.0%
GM	1	3.0%
GM crops	1	3.0%
Government initiatives	1	3.0%
Grants	1	3.0%
Grass management.	1	3.0%
Grass/silage	1	3.0%
Greenmount	1	3.0%
Information on current varieties of crops and diseases. Seasonal information.	1	3.0%
N/A - not interested	1	3.0%
N/A	1	3.0%
Nutrient management	1	3.0%
Potatoes/seed potatoes. Cereals should extend to include forage crops.	1	3.0%
Poultry	1	3.0%
Resistance to disease	1	3.0%
Separate heading for horticulture	1	3.0%
Sourcing organic produce.	1	3.0%
Spraying, diseases	1	3.0%
Start your own vegetable patch.	1	3.0%
Tests	1	3.0%
What and when to spray, notification of weather conditions	1	3.0%
Xmas trees	1	3.0%
<b>Total</b>	<b>33</b>	<b>100.0%</b>

**Question 22a.** The next topic area is “Environment”. What information would you expect to find under this heading?

	Frequency*	Percent
Forest Service	192	43.0%
Countryside Management	351	78.5%
Water Defences and Flooding	216	48.3%
Drainage	213	47.7%
Fisheries	154	34.5%
Leaflets and Publications	172	38.5%
Contacts	134	30.0%
Other	53	11.9%
Don't know	22	4.9%
Don't understand heading	4	.9%
<b>Total</b>	<b>447</b>	<b>338.0%**</b>

*\*Based on answers from 447 respondents*

*\*\*Percentages sum to >100 as multiple responses allowed*

**Question 22b.** The next topic area is "Environment". What information would you expect to find under this heading? (Other – please specify)

	Frequency	Percent
Advice/guidance	1	1.9%
Air and earth pollution.	1	1.9%
Air quality	1	1.9%
Benefits to farmer and environment, grants	1	1.9%
Birds - when they nest	1	1.9%
Conservation	1	1.9%
Could have quicker communication - poor follow-up on telephone communication	1	1.9%
DARD too much information	1	1.9%
Energy, climate change	1	1.9%
Environmentally friendly ideas	1	1.9%
Everything	1	1.9%
Fisheries and forest service should sit on their own,	1	1.9%
Flowers, grass etc.	1	1.9%
Food/poultry/meat	1	1.9%
General issues	1	1.9%
Links to EHS/other government departments who do environment work.	1	1.9%
Management, regulations, taking care of environment.	1	1.9%
Nitrates	1	1.9%
Nitrates directive, topical areas	1	1.9%
Nitrates directive, water quality	1	1.9%
North and south.	1	1.9%
Not easy to locate information on website	1	1.9%
Not enough for small time farmer	1	1.9%
Pollution	8	15.1%
Pollution etc.	1	1.9%
Pollution, silage, etc.	1	1.9%
Recycling	2	3.8%
Recycling, care for environment	1	1.9%
Recycling, waste disposal	1	1.9%
Separate rivers and forestry	1	1.9%
Spillage from silage and effects on environment. How you can make money from protecting the environment, e.g. wildlife reserves.	1	1.9%
Spreading slurry info	1	1.9%
Waste- redirection of waste products on farm.	1	1.9%
Waste	1	1.9%
Waste and energy	1	1.9%
Waste disposal	2	3.8%
Waste disposal: plastics and sprays, tyres on silos.	1	1.9%
Waste etc.	1	1.9%
Waste management	1	1.9%
Waste management, conservation (wildlife).	1	1.9%
Water pollution	1	1.9%
Weather	1	1.9%
What you can and can't do	1	1.9%
Wildlife, pollution, spraying regulations, schemes for modifying procedures to protect wildlife.	1	1.9%
<b>Total</b>	<b>53</b>	<b>100.0%</b>

**Question 23a.** The next topic area is “Rural Development”. What information would you expect to find under this heading?

	Frequency*	Percent
Rural Development Programme	278	62.6%
Farm Diversification	256	57.7%
Support and Funding	231	52.0%
New Business Idea	187	42.1%
Rural Connect	148	33.3%
Leaflets and Publications	152	34.2%
Contacts	121	27.3%
Other	27	6.1%
Don't know	39	8.8%
Don't understand heading	3	.7%
<b>Total</b>	<b>444</b>	<b>324.8%**</b>

*\*Based on answers from 444 respondents*

*\*\*Percentages sum to >100 as multiple responses allowed*

**Question 23b.** The next topic area is "Rural Development". What information would you expect to find under this heading? (Other – please specify)

	Frequency	Percent
All funding available through grants - with access to all govt grants in the one area.	1	3.7%
All material re Countryside	1	3.7%
Buildings, green belt	1	3.7%
Care of Countryside, Countryside management	1	3.7%
Change management - courses/training into taking business forward.	1	3.7%
Countryside management	1	3.7%
Environmental protection schemes	1	3.7%
Every farmer allowed one building site.	1	3.7%
Funding	1	3.7%
Good heading	1	3.7%
Good ideas supported by action from govt departments (physical)/support network of people who can help business people realise the new ideas. Farmers to be able to benefit from their hard work efforts/middle men not to sustain all benefits.	1	3.7%
Houses in the Country	1	3.7%
Legal information, planning	1	3.7%
Machinery, tourism	1	3.7%
More educational material - 25hr courses for farmers too short/wrong time of year. Should be rescheduled. More awareness for farmers/better marketing for shows/events/grants.	1	3.7%
No interest	1	3.7%
North and south.	1	3.7%
Planning	1	3.7%
Planning applications	1	3.7%
Planning info.	1	3.7%
Planning permission	1	3.7%
Processing - adding value to produce.	1	3.7%
Re-skilling	1	3.7%
Regulations	1	3.7%
Renewable energy, access	1	3.7%
Rural housing	1	3.7%
Separate section for grants	1	3.7%
Total	27	100.0%

**Question 24a.** The next topic area is “Business Development”. What information would you expect to find under this heading?

	Frequency*	Percent
Information Technology (IT)	258	59.9%
Organic Production	124	28.8%
Machinery and Buildings	165	38.3%
Grants and Subsidies	285	66.1%
Leaflets, Publications and Forms	166	38.5%
Contacts	123	28.5%
Other	52	12.1%
Don't know	27	6.3%
Don't understand heading	3	.7%
<b>Total</b>	<b>431</b>	<b>279.1%**</b>

*\*Based on answers from 431 respondents*

*\*\*Percentages sum to >100 as multiple responses allowed*

**Question 24b.** The next topic area is "Business Development". What information would you expect to find under this heading? (Other – please specify)

	Frequency	Percent
Access to training providers.	1	1.9%
Advice on setting up.	1	1.9%
Advice to improve your business	1	1.9%
Advice, guidance	1	1.9%
Advisors	1	1.9%
Benchmarking, good business sense	1	1.9%
Better search engine for entire site.	1	1.9%
Business planning.	1	1.9%
Courses	1	1.9%
Department should encourage organic production - too expensive to organic farm. More funding/incentives. Unsuitable for smaller farmers.	1	1.9%
Developing dairy farms/produce	1	1.9%
Developing farm businesses, benchmarking	1	1.9%
Developing small enterprise	1	1.9%
Diversification	2	3.8%
Diversification, business plans.	1	1.9%
Diversification, reskilling	1	1.9%
Diversification.	1	1.9%
Energy	1	1.9%
Golf courses - only so many you can have.	1	1.9%
Grants and subsidies policy and procedure. One link for all leaflets and publications.	1	1.9%
Help to develop business	1	1.9%
Help with new business, improving business to move laterally to meet market demands.	1	1.9%
How to move forward in business	1	1.9%
How to start up business	1	1.9%
Improve farm business.	1	1.9%
Improve farm efficiency, start-ups.	1	1.9%
Improvements in marketing animals and stock grading.	1	1.9%
Market opportunities for farming	1	1.9%
New business, diversification/improvements	1	1.9%
New businesses	1	1.9%
New farm businesses	1	1.9%
No interest	1	1.9%
None	1	1.9%
Not interested in this subject	1	1.9%
Nothing to offer from department. Not forward enough thinking for NI. Lowest cost - not regulated good quality food.	1	1.9%
Online services	1	1.9%
Organic production as opposed to normal production - guidelines to explain.	1	1.9%
Plain language, encourage young, incentives.	1	1.9%
Planning, or a link.	1	1.9%
Planning/rates and implications of developing a business.	1	1.9%
Professional advice.	1	1.9%
Providing business plans.	1	1.9%
Self-employment, diversification	1	1.9%
Setting up a new business.	1	1.9%
SFP	1	1.9%
Small business.	1	1.9%
Starting a new business	1	1.9%
Starting new business	1	1.9%
Too much written info sent out. Face to face communication.	1	1.9%
Tourism	1	1.9%
Upgrading	1	1.9%
Total	52	100.0%



**Question 25a.** The next topic area is “Online Services”. What information would you expect to find under this heading?

	Frequency*	Percent
Online NI	220	51.4%
Business Tools	175	40.9%
e-SFPS Service (Single Farm Payment Scheme)	190	44.4%
DARD Publication Scheme	165	38.6%
APHIS Online	181	42.3%
Other	31	7.2%
Don't know	60	14.0%
Don't understand heading	8	1.9%
<b>Total</b>	<b>428</b>	<b>240.7%**</b>

*\*Based on answers from 428 respondents*

*\*\*Percentages sum to >100 as multiple responses allowed*

**Question 25b.** The next topic area is "Online Services". What information would you expect to find under this heading? (Other – please specify)

	Frequency	Percent
All information and services from DARD (any phone service).	1	3.2%
Closing dates for applications.	1	3.2%
Contacts	2	6.5%
Contacts, email addresses	1	3.2%
DARD services online, e.g. insurance.	1	3.2%
Different links to other department sites.	1	3.2%
Ensure updated	1	3.2%
Environmental schemes	1	3.2%
Facility to monitor progress of grant applications.	1	3.2%
Farm census, forms, help.	1	3.2%
Farm maps online, ordnance survey NI	1	3.2%
Forms	1	3.2%
Grant information across all departments and application process	1	3.2%
Graphics - yields per acre etc.	1	3.2%
Herd books	1	3.2%
Links to other sites.	1	3.2%
Links to other websites	1	3.2%
Links to useful websites.	1	3.2%
Meteorological data	1	3.2%
N/A - no interest	1	3.2%
No interest	1	3.2%
North and south.	1	3.2%
Not interested in this subject	1	3.2%
Online auctions/marketplace	1	3.2%
Online library services.	1	3.2%
Quick links, useful information	1	3.2%
Register births and deaths	1	3.2%
Registering births/deaths, punching claims.	1	3.2%
Registration of stock, submission of forms.	1	3.2%
Variety of info.	1	3.2%
<b>Total</b>	<b>31</b>	<b>100.0%</b>

**Question 26.** Thinking of information you might use, do you think it would be easy to find if the website was organised into topic areas like this?

	Frequency	Percent
Yes	275	92.9%
No	21	7.1%
Total	296	100.0%

**Question 27.** Are there any other topic areas you think should be included?

	Frequency	Percent
Yes	53	18.3%
No	236	81.7%
Total	289	100.0%

**Question 28.** What topic areas do you think should be included?

	Frequency	Percent
A-Z reference, cross-referencing.	1	1.9%
Access via herd no, access under bullet points, alphabetical list of subjects.	1	1.9%
Advice for individuals on good environmental practice.	1	1.9%
Animal and crop development	1	1.9%
Business management, links	1	1.9%
Cross compliance, farm quality assurance, farm nutrient balance.	1	1.9%
Employment information	1	1.9%
Farm safety	1	1.9%
Farmer welfare	1	1.9%
Fisheries - on its own as a topic area.	1	1.9%
Fisheries	1	1.9%
Forest service, fisheries - subjects in their own right.	1	1.9%
Grants and subsidies	1	1.9%
Greater co-ordination of information relating to grants and what is available.	1	1.9%
Guidance on computer usage.	1	1.9%
Health and safety	1	1.9%
Health and safety.	1	1.9%
Help with finance to go into further education.	1	1.9%
Horticulture, organic ethical agriculture.	1	1.9%
How to get face-to-face contact with the department.	1	1.9%
How to make money!	1	1.9%
Ideas about new crops for market demand, growing for energy.	1	1.9%
Imports/exports	1	1.9%
Information for employers, e.g. Inland Revenue	1	1.9%
Latest news	2	3.8%
Links to other government departments, e.g. EHS	1	1.9%
Livestock, e.g. movement	1	1.9%
More education for children/online courses in agriculture/awareness - environment.	1	1.9%
More info for the individual farmer on grants and subsidies/finance.	1	1.9%
More information on abbreviations on APHIS.	1	1.9%
More on energy!	1	1.9%
Nitrates directive- more information.	1	1.9%
Older farming generation	1	1.9%
Permits for cattle	1	1.9%
Planning	1	1.9%
Planning and farmers (green belt).	1	1.9%
Pollution control and waste disposal.	1	1.9%
Poultry	1	1.9%
Publications and leaflets as a separate topic area.	1	1.9%
Publications, leaflets and forms	1	1.9%
Separate area for contacts, directory of staff. Good website.	1	1.9%
Simplified versions of everything.	1	1.9%
Student grants	1	1.9%
Suppliers - ear tags	1	1.9%
Up-to-date information, changes in dept regulations in relation to farming.	1	1.9%
Up-to-date news	1	1.9%
Waste disposal	1	1.9%
Waste management, nutrients	1	1.9%
Water charges	1	1.9%
Widespread information on developing farm business, tourism, farm diversification	1	1.9%
Wildlife info	1	1.9%
Total	52	100.0%

**Question 29.** Are there any services you think DARD should provide online?

	Frequency	Percent
Yes	68	23.7%
No	219	76.3%
Total	287	100.0%

**Question 30.** What services do you think DARD should provide online?

	Frequency	Percent
24 hour service	1	1.5%
Able to monitor progress of grant applications.	1	1.5%
Access to permits instead of visiting local office.	1	1.5%
Advice and treatment of poultry.	1	1.5%
All claims available online	1	1.5%
All forms online, e.g. movement	1	1.5%
Animal tagging system should be more customer friendly with no cost for "lost" tags.	1	1.5%
APHIS, register online	1	1.5%
Cattle movements and permits.	1	1.5%
Cattle registration	1	1.5%
Chatroom	1	1.5%
Complaints procedure	1	1.5%
Contacts - more courtesy, in comparison with southern bodies who are much more friendly.	1	1.5%
Contacts for each branch	1	1.5%
Countryside management should be online. All grants and subsidies should be accessible online.	1	1.5%
Dairy products of NI - advertise	1	1.5%
E-mail Q & A	1	1.5%
Email questions and get an expert advisor	1	1.5%
FAQ	1	1.5%
Farm accounts	1	1.5%
Farm maps online, ordnance survey NI	1	1.5%
Filling in forms	1	1.5%
Forms	1	1.5%
Grant application	1	1.5%
Grants and subsidies	1	1.5%
Health and safety advice and inspection.	1	1.5%
Help to complete forms	1	1.5%
Helpline and technical services (health and safety, crop pesticides)	1	1.5%
Herd books to print out.	1	1.5%
How to fill in forms in words of one syllable.	1	1.5%
Individual telephone contact numbers, given the very poor standard of phone service.	1	1.5%
Information on filling in IACS - a guide/help/advice	1	1.5%
Information on start dates and finish dates for schemes.	1	1.5%
Licences	1	1.5%

	Frequency	Percent
Link to councils	1	1.5%
Links	1	1.5%
Links, contacts numbers for those responsible for each specialism	1	1.5%
List of staff - main contacts	1	1.5%
Make it easier to use.	1	1.5%
More forms	1	1.5%
More guidance on filling in forms	1	1.5%
More help with filling in forms like IACS.	1	1.5%
More information on health and safety, e.g. demonstrations. Insurance cover on farms.	1	1.5%
More information on SFP and maps, help information	1	1.5%
Not sure	2	3.0%
Online correction of herd data (by farmer's own vet).	1	1.5%
Other schemes - environmental	1	1.5%
Permits for cattle	1	1.5%
Progress check for applications for grants.	1	1.5%
Progress on applications made for grants and subsidies.	1	1.5%
Punching forms (now not used)	1	1.5%
Q & A	1	1.5%
Query service	2	3.0%
Quicker turnaround in processing claims.	1	1.5%
Registration	1	1.5%
Searchable herd records - summary	1	1.5%
Separate sections for grants, separate area for contacts, directory of staff.	1	1.5%
Service for farmers who become caught in difficult financial circumstances/advice.	1	1.5%
SFP form filling- set aside Orchard House	1	1.5%
Sheep licences	1	1.5%
Show farmer's wives how to fill in forms.	1	1.5%
Single point of contact - am continually passed around from one office to another.	1	1.5%
Some APHIS services don't work online (herd lists).	1	1.5%
Status of herd/access via herd no, send out a password automatically and change when you go in.	1	1.5%
Support for farmers with problems. FAQs/advice.	1	1.5%
<b>Total</b>	<b>67</b>	<b>100.0%</b>

**Question 31.** Which of the following groups do you belong to?

	Frequency*	Percent
Full-time farmer	122	27.6%
Part-time farmer	115	26.0%
Farm family	68	15.4%
Rural non-farmer	69	15.6%
Urban non-farmer	57	12.9%
Full-time student	14	3.2%
Part-time student	4	.9%
<b>Total</b>	<b>442</b>	<b>101.6%**</b>

*\*Based on answers from 442 respondents*

*\*\*Percentages sum to >100 as multiple responses allowed*

**Question 32.** Which age group do you belong to?

	Frequency	Percent
16-19	30	6.7%
20-29	59	13.1%
30-39	110	24.4%
40-49	133	29.5%
50-59	59	13.1%
60+	60	13.3%
<b>Total</b>	<b>451</b>	<b>100.0%</b>

**Question 33.** Sex of respondent

	Frequency	Percent
Male	312	69.8%
Female	135	30.2%
<b>Total</b>	<b>447</b>	<b>100.0%</b>



## **Appendix A:**

### **Technical Note**



## Technical Note

The results tables contained in the previous section are based on the numbers of respondents who answered each question. Not all respondents answered every question, meaning that base numbers differ for each table. There are a number of reasons for respondent non-response at a particular question:

1. On the last day of the Balmoral Show, it was decided that, in order to increase the number of completed questionnaires, parts of the questionnaire would be skipped. This had the effect of shortening the questionnaire, while still obtaining information relating to the key area of interest: the structure of the proposed new website.
2. Not all respondents were asked every question because of routing in the questionnaire. For example, those respondents who answered “No” at question 1 “Did you visit the exhibition at the Balmoral Hall?” were not asked questions 2 through 6.
3. Some respondents may simply not have given a response to some questions.

The numbers of missing responses for a sample of questions are given below, for reference. This will give an idea of the number of responses missing in different sections of the questionnaire and the reason they are missing.

Note that, while it is possible to differentiate between responses missing because of 1 and 3 above, and those missing because of 2, we cannot differentiate between those missing due to 1 and 3.

**Question 1.** Did you visit the exhibition in the Balmoral Hall?

Not answered – missing*	189
Not answered – routing**	0
<b>Total</b>	<b>189</b>

*\*Includes responses missing because of: (1) questionnaire shortening and (2) respondents who did not give an answer*

*\*\*Includes responses missing because of questionnaire routing*

**Question 2.** Were you looking for some information in particular from the exhibition in the Balmoral Hall, or were you just having a look around?

Not answered – missing	1
Not answered – routing	221
<b>Total</b>	<b>222</b>

**Question 7.** Have you visited any of these DARD websites in the last twelve months?

Not answered – missing	33
Not answered – routing	0
<b>Total</b>	<b>33</b>

**Question 10.** Were you able to find what you were looking for?

Not answered – missing	91
Not answered – routing	248
<b>Total</b>	<b>339</b>

**Question 18a.** The first topic area is “Animal Health and Disease”. What information would you expect to find under this heading?

Not answered – missing	10
Not answered – routing	0
<b>Total</b>	<b>10</b>

**Question 19a.** The next topic area is “Learning and Education”. What information would you expect to find under this heading?

Not answered – missing	11
Not answered – routing	0
<b>Total</b>	<b>11</b>

**Question 20a.** The next topic area is “Policy and Procedures”. What information would you expect to find under this heading?

Not answered – missing	13
Not answered – routing	0
Total	13

**Question 21a.** The next topic area is “Crops”. What information would you expect to find under this heading?

Not answered – missing	22
Not answered – routing	0
Total	22

**Question 22a.** The next topic area is “Environment”. What information would you expect to find under this heading?

Not answered – missing	9
Not answered – routing	0
Total	9

**Question 23a.** The next topic area is “Rural Development”. What information would you expect to find under this heading?

Not answered – missing	12
Not answered – routing	0
Total	12

**Question 24a.** The next topic area is “Business Development”. What information would you expect to find under this heading?

Not answered – missing	25
Not answered – routing	0
Total	25

**Question 25a.** The next topic area is “Online Services”. What information would you expect to find under this heading?

Not answered – missing	28
Not answered – routing	0
Total	28

**Question 27.** Are there any other topic areas you think should be included?

Not answered – missing	165
Not answered – routing	0
Total	165

**Question 31.** Which of the following groups do you belong to?

Not answered – missing	13
Not answered – routing	0
Total	13

**Question 32.** Which age group do you belong to?

Not answered – missing	5
Not answered – routing	0
Total	5

**Question 33.** Sex of respondent

Not answered – missing	9
Not answered – routing	0
Total	9

## **Appendix B:**

### **The Questionnaire**





**Department of Agriculture and Rural Development  
Balmoral Show Survey 2005**

***Introduction***

*Good morning/afternoon/evening. We are carrying out interviews on behalf of the Department of Agriculture and Rural Development, gathering people's views about the exhibition in the Balmoral Hall. The questions will only take a few minutes.*

- 1.** Did you visit the exhibition in the Balmoral Hall?

Yes ☐ ***Go to 2***

No ☐ ***Go to 7***

- 2.** Were you looking for some information in particular from the exhibition in the Balmoral Hall, or were you just having a look around?

Looking for something in particular ☐ ***Go to 3***

Just having a look ☐ ***Go to 4***

- 3.** What information were you looking for?

*Interviewer: please write in.*

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- 4.** What area(s) of the exhibition did you find most interesting?

*Interviewer: give respondent the list of stands. Tick boxes for all stands mentioned.*

Roads	<input type="checkbox"/>
Environment	<input type="checkbox"/>
Business	<input type="checkbox"/>
Education	<input type="checkbox"/>
Online NI	<input type="checkbox"/>
Enterprise	<input type="checkbox"/>
Home and Neighbourhood	<input type="checkbox"/>
Water Service	<input type="checkbox"/>
Safety	<input type="checkbox"/>
Health	<input type="checkbox"/>

**Most interesting stand:**

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5. Is there any information you would like to see included in future exhibitions?

Yes ☐ **Go to 6**

No ☐ **Go to 7**

6. What information would you like to see included?

*Interviewer: please write in.*

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7. Have you visited any of these DARD websites in the last twelve months?

*Interviewer: read out the list and tick all mentioned.*

[www.dardni.gov.uk](http://www.dardni.gov.uk)

☐

[www.ruralni.gov.uk](http://www.ruralni.gov.uk)

☐

[www.rdpni.gov.uk](http://www.rdpni.gov.uk)

☐

[www.forestserviceni.gov.uk](http://www.forestserviceni.gov.uk)

☐

[www.afsni.ac.uk](http://www.afsni.ac.uk)

☐

[www.riversagencyni.gov.uk](http://www.riversagencyni.gov.uk)

☐

[www.cafre.ac.uk](http://www.cafre.ac.uk)

☐

Haven't visited any

☐

**Go to 18**

Don't know

☐

**Go to 18**

8. (Thinking of the site you visited most often,)

How often did you visit this website in the last twelve months?

About once a week, or more often ☐

About once a month ☐

Three or four times ☐

Once or twice ☐

9. (Still thinking of the site you visited most often,  
Why did you visit the website?

Press Releases ☐

DARD Statistics ☐

DARD Grants and Subsidies ☐

To download forms ☐

DARD Consultations ☐

DARD Publications ☐

Other \_\_\_\_\_  
\_\_\_\_\_

10. Were you able to find what you were looking for?

Yes ☐ ***Go to 11***

No ☐ ***Go to 12***

11. How easy was it to find what you were looking for?

Very easy ☐

Quite easy ☐

Quite difficult ☐

Very difficult ☐

12. Do you think it would be easier to find what you were looking for if the  
Department combined all its websites into a single site?

Yes ☐

No ☐

13. At the minute, the DARD website is organised according to the different parts  
of the Department. Do you think it would be easier to find what you were  
looking for if the website was organised into topics instead?

Yes ☐

No ☐

Don't know ☐

- 14.** Can you tell me how often you access each of the following categories of information on the DARD website?

*Interviewer: read each category in turn and tick how often the respondent accesses it.*

	Weekly	Monthly	Less often	Never
Press Releases	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Statistics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grants and Subsidies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Forms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consultations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Publications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- 15.** Apart from these categories, are there any other areas of information you access on a DARD website?

*Interviewer: list any areas mentioned. If more than three are mentioned, ask for the three used most often.*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

- 16.** How often would you access these?

*Interviewer: this question refers to any areas recorded at question 15.*

	Weekly	Monthly	Less often	Never
1st area mentioned at 15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2nd area mentioned at 15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3rd area mentioned at 15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- 17.** Is there any other comment you would like to make about the DARD website?

*Interviewer: please write in.*

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**Introduction to next section: read out.**

*The Department of Agriculture and Rural Development are currently designing a new website. They want the new website to be straightforward and easy for people to use, so they are trying to group the information under topic areas. They are interested in whether it will be easy for people to find what they are looking for in the topic areas. I would like to ask you a couple of questions about this to see what you think.*

- 18.** The first topic area is “Animal Health and Disease”. What information would you expect to find under this heading?

*Interviewer: tick all mentioned. If the respondent mentions something that is not on the list, please write it in under “other”. If the respondent doesn’t know or can’t think of anything, tick the “don’t know” box. If the respondent doesn’t understand the heading, tick the “don’t understand heading” box.*

Veterinary Offices	<input type="checkbox"/>
Testing Programmes	<input type="checkbox"/>
APHIS	<input type="checkbox"/>
Contingency Plans	<input type="checkbox"/>
Leaflets and Publications	<input type="checkbox"/>
Contacts	<input type="checkbox"/>
Other	<hr/>
	<hr/>
Don’t know	<input type="checkbox"/>
Don’t understand heading	<input type="checkbox"/>

- 19.** The next topic area is “Learning and Education”. What information would you expect to find under this heading?

*Interviewer: tick all mentioned. If the respondent mentions something that is not on the list, please write it in under “other”. If the respondent doesn’t know or can’t think of anything, tick the “don’t know” box. If the respondent doesn’t understand the heading, tick the “don’t understand heading” box.*

Courses	<input type="checkbox"/>
Research	<input type="checkbox"/>
Library Services	<input type="checkbox"/>
Leaflets and Publications	<input type="checkbox"/>
Contacts	<input type="checkbox"/>
Other	<hr/>
	<hr/>
Don’t know	<input type="checkbox"/>
Don’t understand heading	<input type="checkbox"/>

- 20.** The next topic area is “Policy and Procedures”. What information would you expect to find under this heading?

*Interviewer: tick all mentioned. If the respondent mentions something that is not on the list, please write it in under “other”. If the respondent doesn’t know or can’t think of anything, tick the “don’t know” box. If the respondent doesn’t understand the heading, tick the “don’t understand heading” box.*

Policy Statements	<input type="checkbox"/>
Consultations	<input type="checkbox"/>
Information Access, including Freedom of Information	<input type="checkbox"/>
Departmental Complaints Procedure	<input type="checkbox"/>
Counter Fraud Strategy	<input type="checkbox"/>
Leaflets and Publications	<input type="checkbox"/>
Contacts	<input type="checkbox"/>
Other	<hr/>
	<hr/>
Don’t know	<input type="checkbox"/>
Don’t understand heading	<input type="checkbox"/>

- 21.** The next topic area is “Crops”. What information would you expect to find under this heading?

*Interviewer: tick all mentioned. If the respondent mentions something that is not on the list, please write it in under “other”. If the respondent doesn’t know or can’t think of anything, tick the “don’t know” box. If the respondent doesn’t understand the heading, tick the “don’t understand heading” box.*

Organic	<input type="checkbox"/>
Fruit and Vegetables	<input type="checkbox"/>
Cereals	<input type="checkbox"/>
Amenity Horticulture	<input type="checkbox"/>
Nursery Stock Ornamentals	<input type="checkbox"/>
Leaflets and Publications	<input type="checkbox"/>
Contacts	<input type="checkbox"/>
Other	<hr/>
	<hr/>
Don’t know	<input type="checkbox"/>

- 22.** The next topic area is “Environment”. What information would you expect to find under this heading?

*Interviewer: tick all mentioned. If the respondent mentions something that is not on the list, please write it in under “other”. If the respondent doesn’t know or can’t think of anything, tick the “don’t know” box. If the respondent doesn’t understand the heading, tick the “don’t understand heading” box.*

Forest Service	<input type="checkbox"/>
Countryside Management	<input type="checkbox"/>
Water Defences and Flooding	<input type="checkbox"/>
Drainage	<input type="checkbox"/>
Fisheries	<input type="checkbox"/>
Leaflets and Publications	<input type="checkbox"/>
Contacts	<input type="checkbox"/>
Other	<hr/>
	<hr/>
Don’t know	<input type="checkbox"/>
Don’t understand heading	<input type="checkbox"/>

- 23.** The next topic area is “Rural Development”. What information would you expect to find under this heading?

*Interviewer: tick all mentioned. If the respondent mentions something that is not on the list, please write it in under “other”. If the respondent doesn’t know or can’t think of anything, tick the “don’t know” box. If the respondent doesn’t understand the heading, tick the “don’t understand heading” box.*

Rural Development Programme	<input type="checkbox"/>
Farm Diversification	<input type="checkbox"/>
Support and Funding	<input type="checkbox"/>
New Business Idea	<input type="checkbox"/>
Rural Connect	<input type="checkbox"/>
Leaflets and Publications	<input type="checkbox"/>
Contacts	<input type="checkbox"/>
Other	<hr/>
	<hr/>
Don’t know	<input type="checkbox"/>
Don’t understand heading	<input type="checkbox"/>

24. The next topic area is “Business Development”. What information would you expect to find under this heading?

*Interviewer: tick all mentioned. If the respondent mentions something that is not on the list, please write it in under “other”. If the respondent doesn’t know or can’t think of anything, tick the “don’t know” box. If the respondent doesn’t understand the heading, tick the “don’t understand heading” box.*

Information Technology (IT)	<input type="checkbox"/>
Organic Production	<input type="checkbox"/>
Machinery and Buildings	<input type="checkbox"/>
Grants and Subsidies	<input type="checkbox"/>
Leaflets, Publications and Forms	<input type="checkbox"/>
Contacts	<input type="checkbox"/>
Other	<hr/>
	<hr/>
Don’t know	<input type="checkbox"/>
Don’t understand heading	<input type="checkbox"/>

25. The next topic area is “Online Services”. What information would you expect to find under this heading?

*Interviewer: tick all mentioned. If the respondent mentions something that is not on the list, please write it in under “other”. If the respondent doesn’t know or can’t think of anything, tick the “don’t know” box. If the respondent doesn’t understand the heading, tick the “don’t understand heading” box.*

Online NI	<input type="checkbox"/>
Business Tools	<input type="checkbox"/>
e-SFPS Service (Single Farm Payment Scheme)	<input type="checkbox"/>
DARD Publication Scheme	<input type="checkbox"/>
APHIS Online	<input type="checkbox"/>
Other	<hr/>
	<hr/>
Don’t know	<input type="checkbox"/>
Don’t understand heading	<input type="checkbox"/>



26. Thinking of information you might use, do you think it would be easy to find if the website was organised into topic areas like this?

Yes ☐

No ☐

27. Are there any other topic areas you think should be included?

Yes ☐ **Go to 28**

No ☐ **Go to 29**

28. What topic areas do you think should be included?

*Interviewer: please write in.*

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29. Are there any services you think DARD should provide online?

Yes ☐ **Go to 30**

No ☐ **Go to 31**

30. What services do you think DARD should provide online?

*Interviewer: please write in.*

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***Introduction to final section: read out.***

*As you may be aware, people's attitudes differ depending on the type of person they are. I would like to ask you a couple of questions about your personal details.*

31. Which of the following groups do you belong to?

*Interviewer: read out the list and tick all mentioned.*

Full-time farmer ☐

Part-time farmer ☐

Farm family ☐

Rural non-farmer ☐

Urban non-farmer ☐

Full-time student ☐

Part-time student ☐

- 32.** Which age group do you belong to?  
*Interviewer: read out the list and tick one box.*

16-19	<input type="checkbox"/>
20-29	<input type="checkbox"/>
30-39	<input type="checkbox"/>
40-49	<input type="checkbox"/>
50-59	<input type="checkbox"/>
60+	<input type="checkbox"/>

- 33.** Sex of respondent:

Male	<input type="checkbox"/>
Female	<input type="checkbox"/>

*Interviewer: explain that this is the end of the interview. Thank the respondent for their time. Enter the date and time of the interview below.*

*Date:*

*Time (use 24 hour clock or indicate am/pm):*