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Standard Eurobarometer 75 Spring 2011

Europe 2020

Study conducted by TNS Opinion & Social
at the request of the European Commission -
Directorate-General Communication

Coordinated by the European Commission -
Directorate-General Communication

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INTRODUCTION

The European Commission launched the Europe 2020 strategy in March 2010¹ with the aim of enabling the European economy to emerge from the current financial and economic crisis by preparing for the main challenges of the 2010-2020 decade. For this reason a number of initiatives have been launched to encourage a smart, sustainable and inclusive European economy. The Eurobarometer surveys have measured public assessments of the Europe 2020 strategy since the spring 2010 Standard Eurobarometer 73. Therefore, it is possible to start to have some perspective on the various indicators and to follow their evolution over time.

In the spring 2011 Standard Eurobarometer (EB75) Europeans were asked about their perceptions of the Europe 2020 strategy, focusing on four main points: first, what importance did they give to the European Commission's seven initiatives for the Europe 2020 strategy? Next, did they think that the targets set by the European Commission for the Europe 2020 strategy were achievable? Thirdly, European citizens were asked about the actions proposed for each of the strategy's flagship initiatives: which measures should the European Union prioritise? Finally, once aware of the targets and actions to be implemented for the Europe 2020 strategy, do Europeans think that the direction the European Union is taking to emerge from the crisis is the right one?

As these questions had previously been asked in the Eurobarometers of spring 2010 (EB73) and autumn 2010 (EB74), the evolutions in European public opinion will be analysed.

The full report of the spring 2011 Standard Eurobarometer 75 consists of several volumes. The first volume analyses the results of the historical indicators of the Standard Eurobarometer. Three other volumes cover the state of European public opinion on the financial and economic crisis, the Europe 2020 strategy, and the European Union budget. The current volume examines the Europe 2020 strategy.

The general analysis, as well as the socio-demographic analyses, is based on the average of the 27 Member States. This average is weighted to reflect the actual population of each Member State. The averages for previous years represent the results obtained in all the Member States which made up the Union at the time when the survey was conducted.

¹ http://ec.europa.eu/europe2020/index_en.htm

* * *

The methodology used is that of the Eurobarometer surveys of the Directorate-General Communication ('Research and Speechwriting' Unit). A technical note concerning the interviews carried out by the institutes of the TNS Opinion & Social network is appended to this report. It specifies the interview methodology as well as the confidence intervals².

The Eurobarometer website can be found at the following address:

http://ec.europa.eu/public_opinion/index_en.htm

We would like to take this opportunity to thank all those interviewed across Europe for taking the time to take part in this survey.

Without their active participation this survey would not have been possible.

² The results tables are in the appendix. Please note that the percentage totals in the tables can be more than 100% where the interviewee could choose more than one response to a question.

In this report the countries are referred to by their official abbreviation. The abbreviations used in this report and their corresponding meanings are as follows:

ABBREVIATIONS

EU27	European Union – 27 Member States
EU15	“EU15 countries”**
NMS12	“NMS12 countries”***
DK/NA	Don’t know/No answer
BE	Belgium
BG	Bulgaria
CZ	Czech Republic
DK	Denmark
DE	Germany
EE	Estonia
EL	Greece
ES	Spain
FR	France
IE	Ireland
IT	Italy
CY	Republic of Cyprus***
CY (tcc)	Zone not controlled by the government of the Republic of Cyprus
LT	Lithuania
LV	Latvia
LU	Luxembourg
HU	Hungary
MT	Malta
NL	The Netherlands
AT	Austria
PL	Poland
PT	Portugal
RO	Romania
SI	Slovenia
SK	Slovakia
FI	Finland
SE	Sweden
UK	United Kingdom
HR	Croatia
TR	Turkey
MK	Former Yugoslav Republic of Macedonia****
IS	Iceland
ME	Montenegro

* EU15 refers to the 15 countries forming the European Union before the enlargements of 2004 and 2007: Belgium, Denmark, Germany, Greece, Spain, France, Ireland, Italy, Luxembourg, The Netherlands, Austria, Portugal, Finland, Sweden and the United Kingdom.

** The NMS12 are the 12 ‘new Member States’ which joined the European Union during the 2004 and 2007 enlargements. These are Bulgaria, the Czech Republic, Estonia, the Republic of Cyprus, Lithuania, Latvia, Hungary, Malta, Poland, Romania, Slovenia and Slovakia.

*** Cyprus as a whole is one of the 27 European Union Member States. However, the “acquis communautaire” has been suspended in the part of the country which is not controlled by the government of the Republic of Cyprus. For practical reasons, only the interviews carried out in the part of the country controlled by the government of the Republic of Cyprus are included in the “CY” category and in the EU27 average. The interviews carried out in the part of the country that is not controlled by the government of the Republic of Cyprus are included under “CY (tcc)” [tcc: *Turkish Cypriot Community - Communauté chypriote turque*].

**** Provisional abbreviation which in no way prejudices the definitive name of this country, which will be agreed once the current negotiations at the United Nations have been completed.

1. THE PERCEIVED IMPORTANCE OF THE EUROPEAN UNION'S EUROPE 2020 INITIATIVES

- Europeans put social and environmental initiatives first -

Interviewees were first asked to assign a level of importance to the seven initiatives defined by the European Union (EU) for the Europe 2020 strategy. In order to do this, they gave a score between 1 and 10 to each initiative, where 1 meant that they considered it 'not at all important' and 10 'very important'. Then the percentages were aggregated into three categories of response: 'important' for the scores of 7 to 10, 'quite important' for 5 and 6, and 'not important' for 1 to 4. The same question was asked a year ago in the spring 2010 Standard Eurobarometer (EB73).

It is noticeable firstly that six of the seven initiatives are considered important by an absolute majority of Europeans: this is evidence of the public demand for action to emerge from the crisis and prepare the European economy for the coming decade. Secondly, **social and environmental measures continue to lead the ranking of initiatives which are perceived as the most important.**

Public perceptions of the importance of these initiatives have remained broadly unchanged in the last year; however there is a general trend towards improvement: perceived importance has grown for six of the seven initiatives. Furthermore, the initiatives which were already regarded as the most important in spring 2010 are those which record the greatest increase in support in spring 2011. Therefore, the ranking given a year ago has been reinforced.

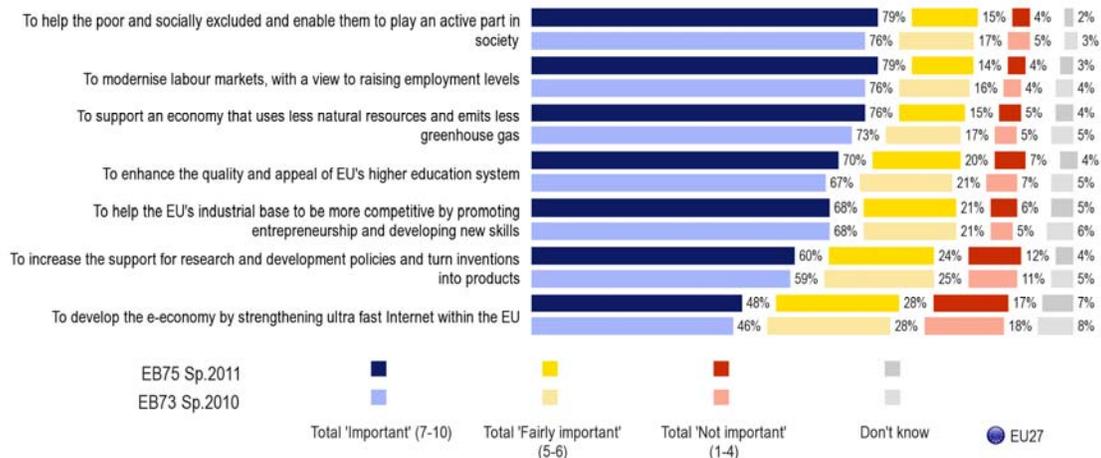
More specifically, over three-quarters of Europeans say that it is important to 'help the poor and socially excluded and to enable them to take an active part in society' (79%, +3 points), 'to modernise the employment markets by aiming to increase the level of jobs' (79%, +3 points) and 'to encourage an economy which uses fewer natural resources and gives out fewer greenhouse gases' (76%, +3 points). Thus, combating exclusion, employment and sustainable development feature in the top three initiatives seen as the most important for the Europe 2020 strategy.

Next, three initiatives were regarded as important by between 60% and 70% of respondents.

These are 'the improvement in the quality and attractiveness of the EU's higher education system' (70%, +3 points), 'help to the EU's industrial base so that it can become more competitive through the promotion of entrepreneurship and the development of new skills' (68%, no change) and 'increasing help to research and development policies and the conversion of inventions into products' (60%, +1 point). Therefore, education measures, measures for encouraging European competitiveness and support for research come just after the social and environmental measures.

Finally, just one of these seven initiatives seems to be of secondary importance to Europeans, despite a slight improvement, and this was 'developing the e-economy by strengthening high-speed internet within Europe' (48%, +2 points). Just over a quarter of respondents say that this is 'quite important' (28%, no change), and 17% (-1 point) 'not important'³.

QB1. For each of the following initiatives, please tell me how important or not you think they are in order for the EU to exit the present financial and economic crisis and prepare for the next decade. Please use a scale from 1 to 10, where '1' means that you think this initiative is "not at all important" and '10' means that it is "very important".



Although there are some slight national differences in the ranking, **the main message is that an absolute majority of citizens in almost all the Member States agree that the top six initiatives are important.** There is only one exception: the UK on the question of support for research and development policies (where a relative majority, 47%, say that this initiative is 'important'). National views are more divided on the development of the e-economy. There is thus a consensus within both European and national opinion on the importance of the Union's initiatives for the Europe 2020 strategy. It seems that overall these initiatives meet the main expectations of Europeans.

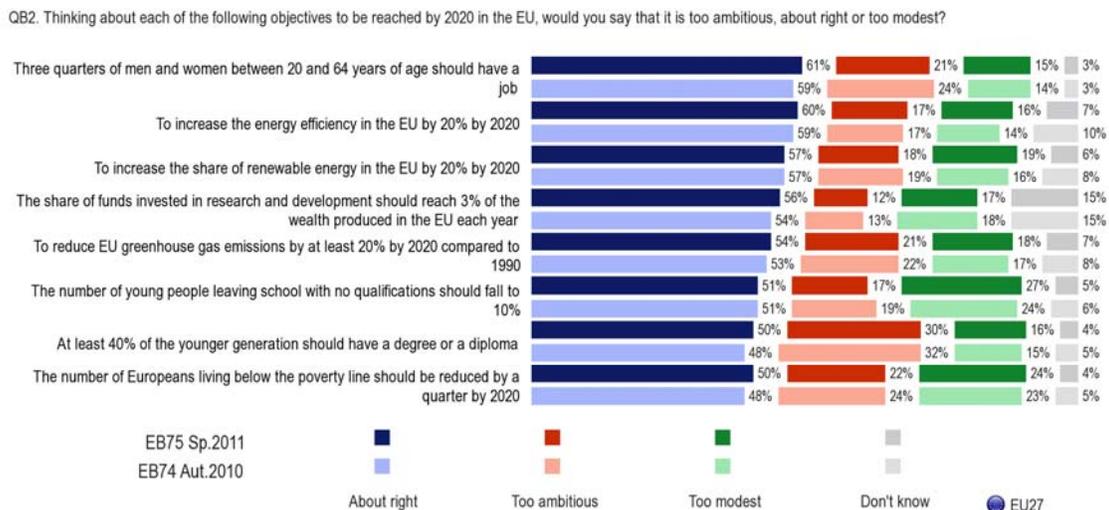
³ QB1 For each of the following initiatives, please tell me to what extent you think that they are important or not for the EU to be able to exit from the current financial and economic crisis and prepare itself for the next decade. Please use a scale of 1 to 10 where '1' means 'not at all important' and '10' means 'very important'.

2. OPINION OF THE EUROPEAN UNION'S TARGETS FOR EUROPE 2020

- The Europe 2020 targets seem realistic to the majority of Europeans -

Having ranked the various initiatives by their importance, Europeans were asked to say how realistic the EU's Europe 2020 strategy targets were for guiding the European economy.

At least half the respondents consider the Union's eight targets to be 'about right', with the margin oscillating between 50% for 'reduce by one quarter between now and 2020 the number of Europeans living underneath the poverty line' and 'enable at least 40% of the younger generation to have a qualification or a diploma', and 61% for 'three-quarters of men and women aged between 20 and 64 years should have a job.' **Thus an absolute majority of Europeans consider all the quantifiable objectives of the Europe 2020 strategy to be 'about right', in other words achievable⁴.**



This question was asked in the previous autumn 2010 Eurobarometer survey (EB74) and the analysis then showed a slight trend in comparison to spring 2010: a decline in the percentage of Europeans considering the objectives to be realistic was accompanied by a rise in the number finding them 'too ambitious'. This trend has ceased in the spring 2011 survey and has even reversed: the percentage of Europeans who say that the objectives are credible has increased slightly, while 'too ambitious' responses are very slightly down or unchanged for all the tested items.

The analysis reveals certain quite marked national traits in this assessment of the Europe 2020 strategy objectives.

⁴ QB2 When considering each of the following objectives to be achieved in the EU between now and 2020, would you say that it is too ambitious, just right or too modest?

Respondents in Italy are most likely to consider all these objectives to be realistic, with each item receiving a rating 10 to 19 points higher than the European average.

In contrast, interviewees in **Cyprus** are often the most likely to doubt the feasibility of the targets, with the highest proportion of 'too ambitious' responses for three of the eight objectives. In **Germany** a very high proportion of interviewees consider that it is unrealistic to expect at least 40% of the younger generation to have a diploma or qualification (58% compared to a European average of 30%).

Swedish opinion stands out sharply from the European average by a marked preference for a more ambitious approach. Respondents in Sweden are much more likely than the European average to say that all the objectives are 'too modest'; for example, 'at least 40% of the younger generation to have a qualification or a diploma' is considered too modest by 69% of interviewees in Sweden (compared to 16% of Europeans) and 'reducing to 10% the number of young people leaving school without a qualification' by 56% (compared to 27% of Europeans). The proportion of 'too modest' responses is also at least ten points above the European average in **Belgium** for seven of the eight objectives, and in **Luxembourg** for six of the eight. This is also the case in **Austria** for the three objectives which relate to the environment and sustainable development.

Behind the slight trend towards improvement noted at a European level since the last survey in autumn 2010, a number of developments in particular Member States have been observed. The proportion of 'too modest' responses has increased, or remained the same, for all the targets tested in Belgium, Bulgaria, Greece, the Netherlands, Romania, Sweden and the United Kingdom, suggesting **increased optimism as to the achievability of the different Europe 2020 strategy objectives.**

Conversely, there has been a rise, or no change, in the rate of 'too ambitious' responses for each of the eight objectives in Spain, Portugal and Romania: respondents in these countries are more sceptical than in autumn 2010 about the feasibility of the Europe 2020 strategy objectives.

3. EUROPEAN UNION PRIORITIES FOR EACH INITIATIVE

- Youth employment, social welfare, training and the encouragement of renewable energies head the actions prioritised by Europeans -

As in the previous survey in autumn 2010 (EB74), Europeans were asked to consider the actions which should take priority in the seven flagship Europe 2020 initiatives: innovation, youth, the Internet, energy, industry, employment and skills, and combating poverty. In each of these areas three actions were put to the interviewees. They were first asked to say which priority they thought was the most important (Firstly?), with only one answer allowed; then the others (and then?), where several answers could be given. The total of the responses to the two parts of the question gives an overall rating. In this report we analyse both these sets of results.

The main conclusion of the analysis is that the results have remained generally stable since autumn 2010. The previous survey showed that the EU's proposed priorities for developing European innovation, helping young people into the employment market, strengthening access to the Internet for everyone, improving the efficiency of energy consumption, supporting European industry, improving employment and training opportunities for working people and combating poverty and social exclusion were very favourably received by Europeans. This reflected the strength of the public demand for practical measures enabling Europe to emerge from the crisis. **These lessons are still valid six months later: of the 21 actions tested, 19 are regarded as priorities by an absolute majority of Europeans.**

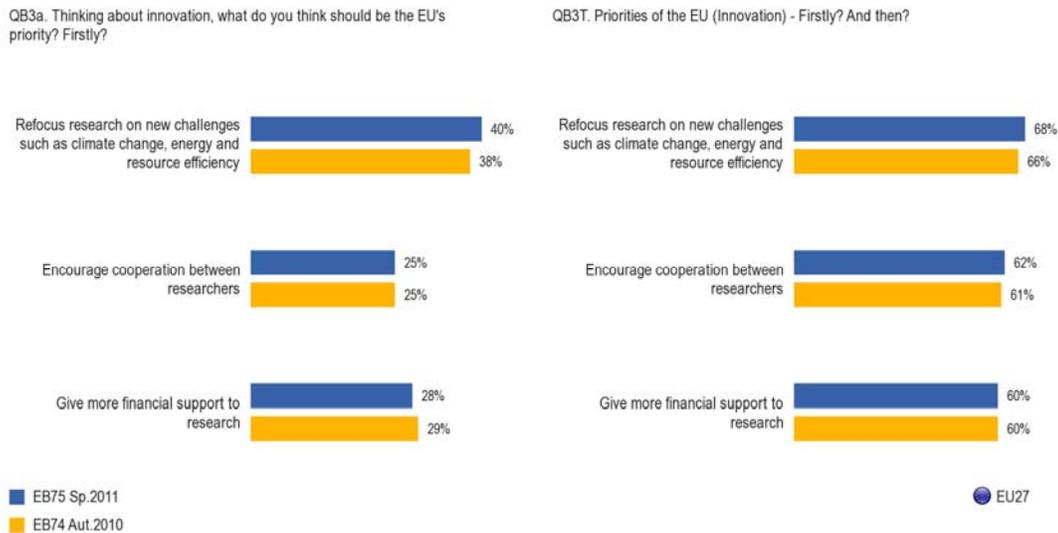
This question also confirmed the resonance of social and environmental concerns for Europeans. Increasing youth employment (a total of 83% say that this is a priority action), improving the general quality of all levels of education (80%), encouraging employment and training opportunities for working people (76%), the sustainability of social welfare systems and improving access to healthcare (73%) and promoting renewable energy sources (73%) are the five of these 21 actions to which respondents give by far the highest priority for implementation by the EU⁵.

⁵ QB3-B9. In your opinion what should be the EU's priority in the area of innovation/youth/internet/energy/industry/employment and skills/fight against poverty. Firstly ? And then ?

3.1 Priorities for innovation

With 40% of mentions (+2 points since EB74), Europeans make the **'refocusing of research on new challenges such as climate change, energy efficiency and efficiency of resources'** the top EU priority for innovation. As a first choice, this action clearly outstrips 'increasing finance for research' (28%, -1) and 'the promotion of cooperation between researchers' (25%, no change).

When all the responses are totalled the ranking is closer, and the promotion of cooperation between researchers stands in second place. But over and above the order in which they stand, it is clear that the three proposed actions are priorities for at least six out of ten Europeans.



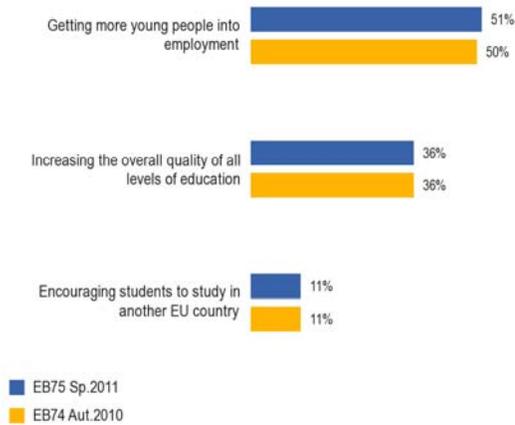
3.2 Priorities for youth

Encouraging youth employment is clearly the number one youth policy priority for Europeans. With 51% first response mentions (+1 since the previous survey), 'increasing the number of young people in employment' receives a higher score than 'improving the general quality of all levels of education' (36%, no change) and 'encouraging students to study in another EU Member State' (11%, no change). Of the 21 actions tested, increasing the number of young people in employment is the only one to receive an absolute majority of first choice mentions.

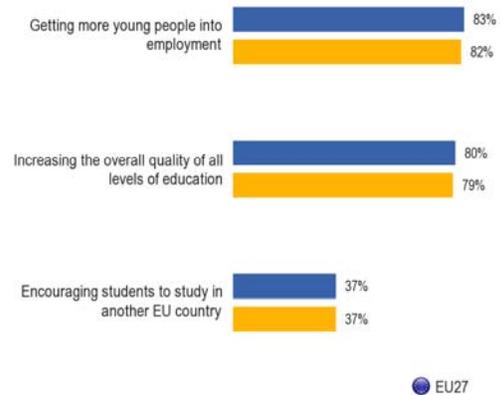
When combined, the measures to encourage youth employment (83%, +1) and the general quality of education (80%, +1) emerge as overwhelmingly the two priority actions for implementation; encouraging student mobility remains of very secondary importance (37%, no change). This last measure is one of only two of the 21 actions which do not have a majority in the combined ranking.

The respondents most affected by this policy, young people aged 15-24, give answers almost identical to those of the European population as a whole. Their hierarchy of priorities is similar and they are scarcely more likely than the European average (15% compared to 11%) to make the encouragement of student mobility the first priority for European youth policy.

QB4a. Thinking about young people, what do you think should be the EU's priority? Firstly?



QB4T. Priorities of the EU (Young people) - Firstly? And then?

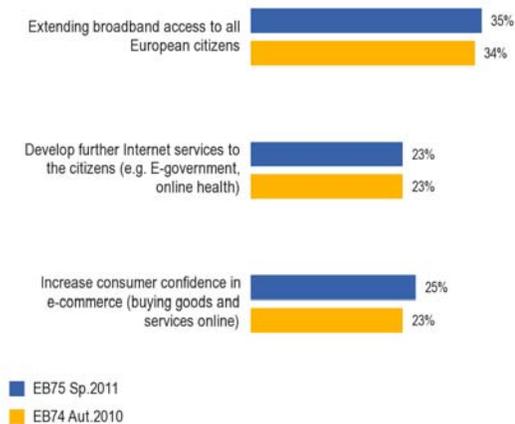


3.3 Priorities for the Internet

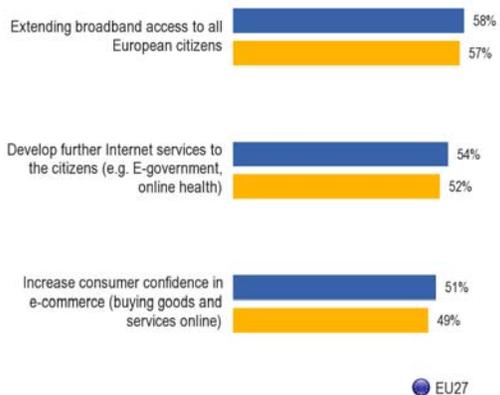
High speed Internet access for all Europeans is the first priority identified by respondents for the EU's IT policy. With 35% of mentions (+1 since autumn 2010), it is cited ahead of 'strengthening consumer confidence in e-commerce' (25%, +2) and 'the development of Internet services for citizens' (23%, no change).

When the responses are combined, we observe that a majority of Europeans regard all three actions as priorities. Extending broadband Internet access remains at the top of the ranking, whereas second place is taken by the development of Internet services.

QB5a. Thinking about the Internet, what do you think should be the EU's priority? Firstly?

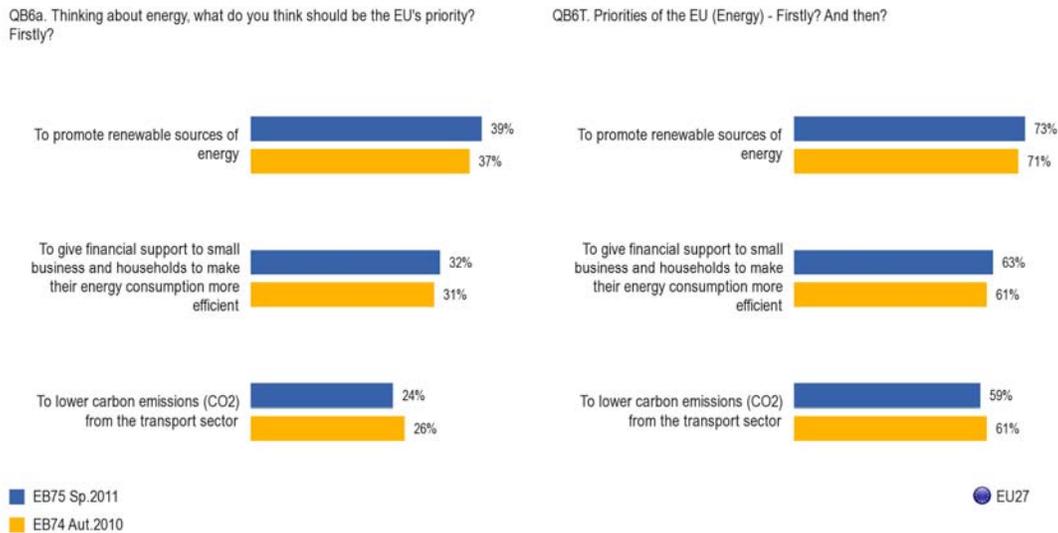


QB5T. Priorities of the EU (Internet) - Firstly? And then?



3.4 Priorities for energy

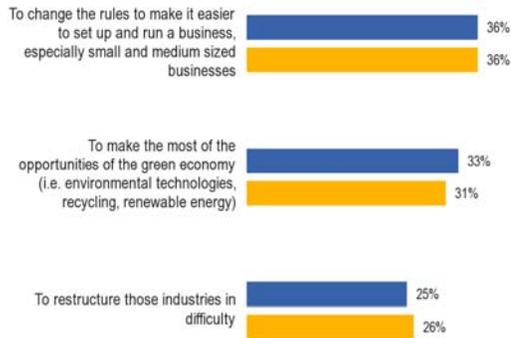
The promotion of renewable energy sources is the first priority identified by respondents for the European Union's energy policy. It leads the ranking both as the first choice (39%, +2 since autumn 2010) and when the responses are combined (73%, +2). Support for this measure has actually increased slightly. With 32% (+1) and 63% (+2) of mentions in the two rankings respectively, 'financial aid for small businesses and households to make their energy consumption more efficient' is in second place. In third place is the reduction of CO₂ emissions in the transport sector, which is mentioned '*firstly*' by 24% of Europeans (-2) and by 59% in total (-2). Once again, these three actions are all regarded as priority measures by an absolute majority of respondents.



3.5 Priorities for industry

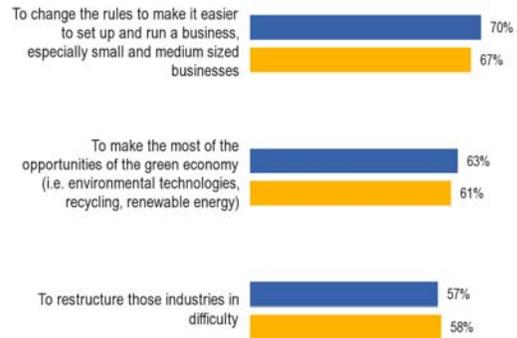
The encouragement of entrepreneurship is the top economic and industrial policy priority for Europeans, mentioned '*first*' by 36% (no change since the previous survey) and by 70% in total (+3). 'Making the most of the opportunities of the green economy' came very close behind, cited by 33% first (+2) and 63% in total (+2). However, 'restructuring industries in difficulty' has not been forgotten by Europeans, even if it is mentioned slightly less often (25% first (-1), 57% in total (-1)). Entrepreneurship, taking the opportunities offered by 'green growth', and industrial restructuring: these three actions are prioritised by an absolute majority of Europeans.

QB7a. Thinking about industry, what do you think should be the EU's priority? Firstly?



■ EB75 Sp.2011
■ EB74 Aut.2010

QB7T. Priorities of the EU (Industry) - Firstly? And then?



● EU27

3.6 Priorities for employment and skills

Encouraging opportunities for education and training for everyone of working age heads Europeans' priorities for the Union in this area, mentioned by 42% 'first' (+1 point since autumn 2010) and 76% in total (+2). It is just ahead of 'help for people to adapt to new working conditions and potential career changes' which is mentioned by 36% (-1) and 75% (+1) respectively. These two priorities clearly outstrip 'safeguarding people's rights to live and work in another EU country', which is 'only' mentioned first by 18% (no change) and by 46% in total (no change). This action is one of the two which do not have majority support, perhaps because a majority of Europeans see this as an established right which is not under threat.

QB8a. Thinking about jobs and skills, what should be the EU's priority? Firstly?



■ EB75 Sp.2011
■ EB74 Aut.2010

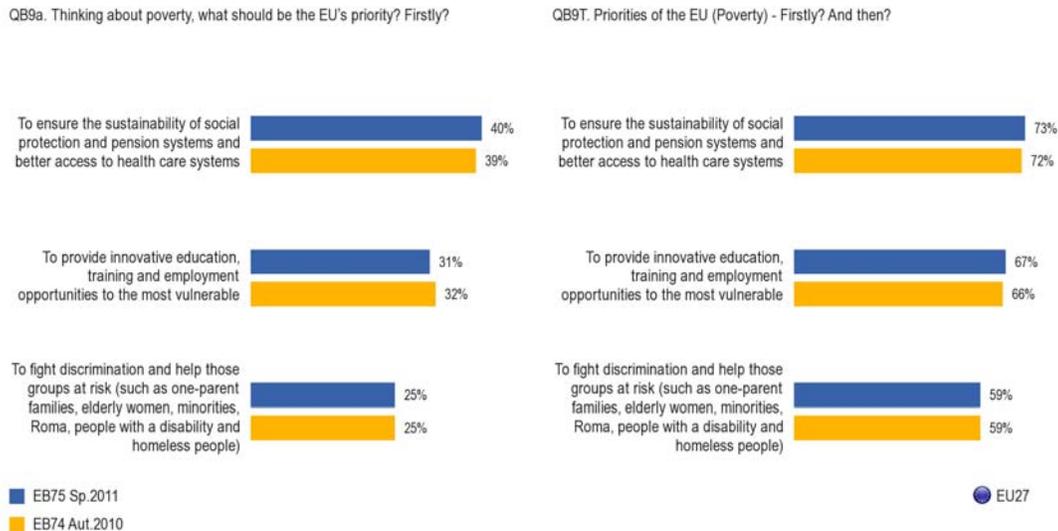
QB8T. Priorities of the EU (Jobs and skills) - Firstly? And then?



● EU27

3.7 Priorities for combating poverty

The combined scores show that all three measures for tackling poverty are considered as priorities by an absolute majority of Europeans. **Safeguarding social protection and improving access to healthcare** heads the ranking for both first mentions (40%, +1 point since EB74) and total responses (73%, +1). 'Offering the most vulnerable innovative opportunities for training, qualifications and employment' is in second place, with 31% of Europeans making this their top priority (-1) and 67% citing this item in total (+1). The fight against discrimination follows, mentioned first by 25% of respondents (no change) and by 59% in total (no change).



The 19 actions which are regarded as priorities by an absolute majority of respondents in Europe as a whole are also, in almost every case, seen as priorities in the individual countries. Of course, there are some **national differences** in the ranking of the first priority for each initiative. The analysis which follows summarises this. Nevertheless, **these national variations should not hide the main message of this question: the widespread and consensual desire in Europe for an active policy aimed at encouraging 'green growth' and sustainable development, promoting employment and skills, and guaranteeing social protection and access to healthcare for everyone.**

Innovation

The ranking differs slightly in euro zone and non-euro zone countries: the former are slightly more likely to mention 'encouraging cooperation between researchers' (in second place with 65%, compared to third place on 56% outside the euro zone). 'Refocusing research on new challenges such as climate change, energy efficiency and the efficient use of resources' is the top priority in both groups of countries (71% and 64% respectively). Traditionally very conscious of environmental issues, the Nordic countries (Denmark, Sweden and Finland) and Germany and the Netherlands are the most likely to say that 'refocusing research on the new challenges of climate change and energy efficiency' is the *first priority* for the EU's innovation policy. This is also the case for Cyprus and Slovakia. Spain and Estonia stand out as the only countries to give *top priority* to 'increasing financial support for research'. Italy and Portugal are the only states in which 'encouraging cooperation between researchers' is the first priority.

Youth

The EU15 countries are slightly more likely to mention 'improving the general quality of all levels of education' (81%, compared to 74% in the NMS12 countries); however, the NMS12 countries are significantly more likely to mention 'encouraging students to study in another Member State' (45%, compared to 35% in EU15). However, the ranking of the three priorities remains the same in both groups of countries. More specifically, the analysis by country shows that the Netherlands, Latvia, Luxembourg and Denmark identify the 'general improvement of all levels of qualification' as their *first priority*, whereas all the other EU countries put 'increasing youth employment' first: in Finland, Poland and Hungary, two-thirds, or almost two-thirds, of interviewees mention this action as their *first response*.

Internet

The 'development of online services for citizens' is mentioned as the top priority in Estonia, Luxembourg, Bulgaria, Romania and Cyprus. 'Strengthening consumer confidence in electronic commerce' is the *top priority* for interviewees in countries surrounding the Mediterranean: it is the priority cited as the *first response* in Italy, Greece and Portugal.

Interviewees in all the other countries of the Union cite the extension of broadband as their first priority. There are some differences between respondents in the euro zone countries and the rest. While 'extending broadband access to all European citizens' is cited first in both groups of countries, euro zone respondents are more likely to mention 'strengthening consumer confidence in e-commerce' (54% in joint second place, compared to 46% in third place outside the euro zone).

Energy

The desire to see 'the promotion of renewable energy sources' as the *first priority* for the Union is particularly marked in the Netherlands, the Nordic countries and Germany. It is much less often mentioned in Romania and Bulgaria.

With more than 40% of mentions (compared to an average of 32% in Europe as a whole), Latvia, Ireland and Hungary indicate a particular preference for 'financial support for small businesses and households to make their energy consumption more efficient'. Finally, Cyprus is the only country in which respondents prioritise, as their *first response*, the 'reduction of CO₂ emissions in the transport sector'. With more than 30% of mentions (compared to a European average of 24%), there is also a particular emphasis on the reduction of CO₂ emissions in the transport sector in Bulgaria, Sweden, Greece, Luxembourg and Slovenia.

Industry

Doing everything possible to gain maximum benefit from 'green growth' is identified as the first priority for the Union, with over 40% of mentions, in Germany, Denmark, Slovenia, Austria, Slovakia, the Netherlands, Luxembourg and Sweden (equal with 'encouraging entrepreneurship' in this last country).

Portugal and Malta are the only countries in Europe to give *first priority* to the 'restructuring of industries in difficulty'. Finally, 'encouraging entrepreneurship' is of particular importance in Lithuania and Ireland, where an absolute majority make it the first priority for industrial policy.

Employment and training

The results in the EU15 countries differ significantly from the NMS12 results with regard to employment and training. 'Promoting education and training opportunities for all people of working age' ('lifelong learning') is mentioned much more as a *first response* in the EU15 countries than in the NMS12 (45%, first priority, and 29%, in second place, respectively). The NMS12 prioritise 'helping adapt to new working conditions and possible career changes' (43%, first priority, compared to 34% in EU15).

These differences are even sharper in the national results. Introducing policies to 'help people adapt to new working conditions and career changes' is the *top priority* for an absolute majority in Cyprus, Greece and Hungary. Lifelong learning is prioritised by an absolute majority in Sweden, the United Kingdom and Denmark.

Combating poverty

'Guaranteeing social protection and improving access to healthcare' is the top priority for an absolute majority in Latvia, Bulgaria, Sweden, Slovakia, the Czech Republic, Greece and Lithuania. Without ever receiving an absolute majority of mentions, the introduction of a policy providing 'training and employment opportunities for the most vulnerable' is cited as the first priority in Ireland, Cyprus, Luxembourg, the Netherlands, France, Malta and the United Kingdom (equal with 'guaranteeing social welfare and improving access to healthcare' in this last country).

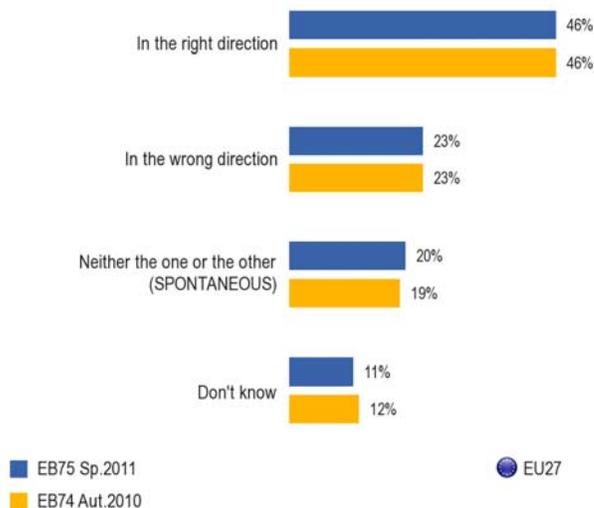
While for all these questions there are variations between groups of countries, and even more striking differences between individual Member States, **there are fairly few differences in terms of the socio-demographic profile of respondents.**

4. THE DIRECTION TAKEN BY THE EUROPEAN UNION TO COMBAT THE CRISIS

Opinions on the EU's policy for emerging from the crisis are stable. **As in the autumn 2010 Standard Eurobarometer, 46% of Europeans think that the EU 'is going in the right direction to emerge from the crisis' whereas 23% believe the opposite: that it is taking the wrong direction.** 20% (+1 point) think that the Union is going in neither the right nor the wrong direction and 11% (-1 point) answered 'don't know'. Therefore, this indicator is totally stable⁶.

Assessments of the EU's policy for emerging from the crisis vary significantly depending on the group of countries under consideration. 55% of respondents in non-euro zone countries think that the Union is going in the right direction, whereas this is the case for only 42% within the euro zone.

QB10. Having heard about the priorities of the EU, do you think that the EU is going in the right direction or in the wrong direction to exit the crisis and face the world new challenges?

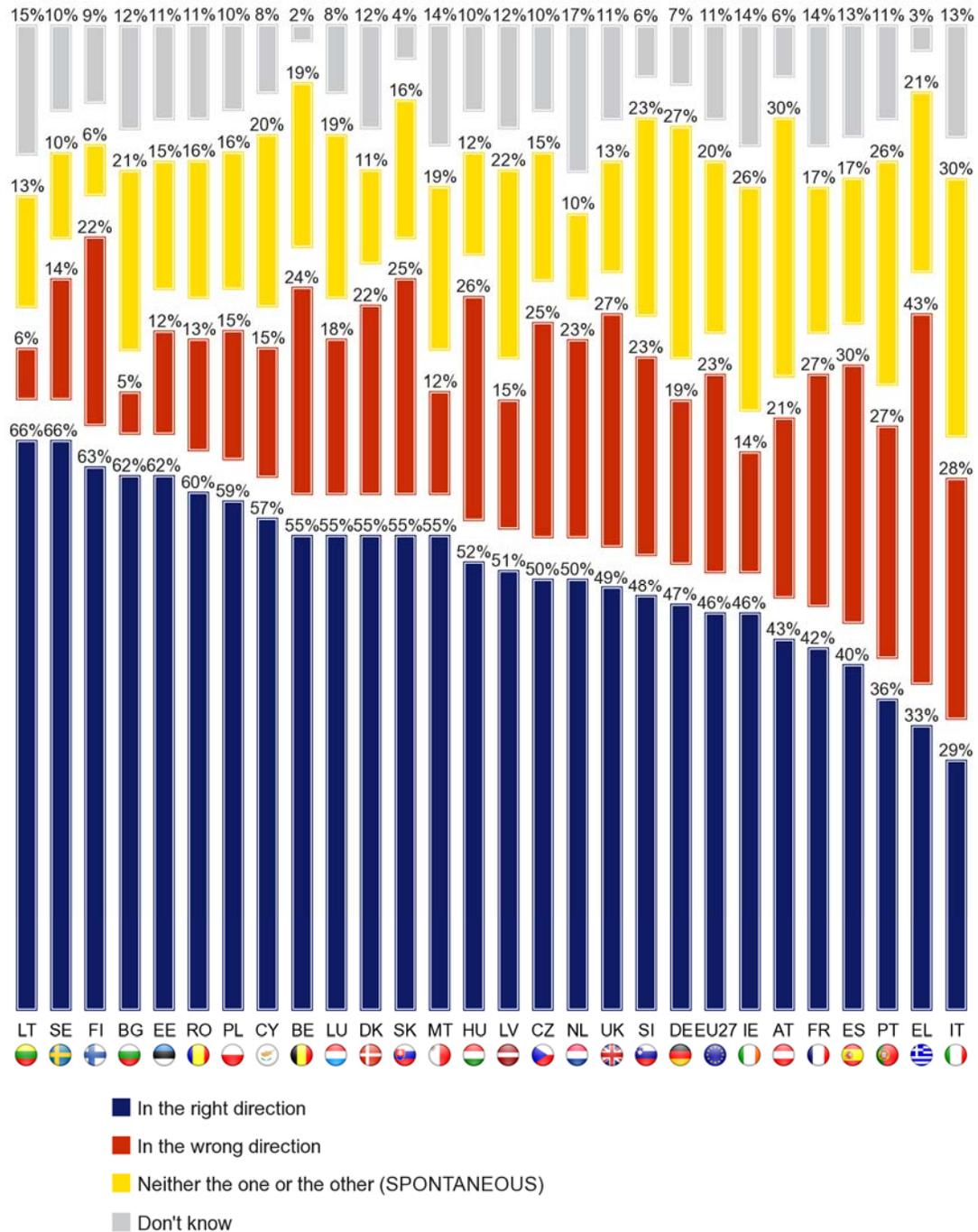


The detailed analysis of the results by country reveals some significant differences between Member States. In 17 European Union countries an absolute majority are positive about the direction being taken, led by Lithuania (66%), Sweden (66%), Finland (63%), Bulgaria (62%) and Estonia (62%). In eight other countries a relative majority agree. Therefore, the view that the Union is going in the right direction is the dominant view overall in 25 countries, even if the strength of opinion varies. Two countries stand apart from the average trend: Italy, where a relative majority

spontaneously responded 'neither in the right nor the wrong direction' (30%), and Greece, which was the only country where a relative majority thought that the Union was going in the wrong direction (43% versus 33% 'in the right direction').

⁶ QB10. Having heard the priorities of the EU, do you think that the EU is going in the right or the wrong direction for exiting from the crisis and facing up to the new global challenges?

QB10. Having heard about the priorities of the EU, do you think that the EU is going in the right direction or in the wrong direction to exit the crisis and face the world new challenges?



Several national evolutions deserve mention. Approval of the EU's direction dropped sharply, by 10 points, in Poland (69% to 59%) and Slovakia (65% to 55%). In contrast, perceptions of the direction being taken by the Union to emerge from the crisis and face the new global challenges have markedly improved in Cyprus (57%, +11 points) and in the United Kingdom (49%, +12).

The socio-demographic analysis shows that the direction being taken by the European Union to emerge from the crisis is supported by the young and by socially advantaged groups. Thus, 55% of 15-24 year olds approve of the direction being taken, compared to 41% of the 55+ age group. The direction taken by the Union is supported by 53% of those who continued their education beyond the age of 19, 57% of managers and 54% of those who position themselves towards the top of the social scale, but by only 35% of those who left school at the age of 15 or earlier, 44% of manual workers and 39% who place themselves at the bottom of the social scale.

QB10 Having heard about the priorities of the EU, do you think that the EU is going in the right direction or in the wrong direction to exit the crisis and face the world new challenges?

	In the right direction	In the wrong direction	Neither the one or the other (SPONTANEOUS)	DK
EU27	46%	23%	20%	11%
Age				
15-24	55%	22%	14%	9%
25-39	50%	23%	19%	8%
40-54	45%	25%	20%	10%
55 +	41%	24%	21%	14%
Education (End of)				
15-	35%	28%	23%	14%
16-19	46%	25%	19%	10%
20+	53%	19%	18%	10%
Still studying	59%	18%	15%	8%
Respondent occupation scale				
Self-employed	45%	24%	22%	9%
Managers	57%	16%	19%	8%
Other white collars	48%	24%	18%	10%
Manual workers	44%	27%	19%	10%
House persons	39%	26%	21%	14%
Unemployed	43%	28%	18%	11%
Retired	42%	23%	21%	14%
Students	59%	18%	15%	8%
Self-positioning on the social staircase				
Low (1-4)	39%	28%	21%	12%
Medium (5-6)	47%	22%	20%	11%
High (7-10)	54%	20%	18%	8%

TECHNICAL SPECIFICATIONS

TNS Opinion & Social, a consortium created between TNS plc and TNS opinion, carried out the wave 75.3 of the EUROBAROMETER, on request of the EUROPEAN COMMISSION, Directorate-General for Communication, "Research and Speechwriting". Interviews took place between 6 May and 26 May 2011.

The STANDARD EUROBAROMETER 75 is part of wave 75.3 and covers the population of the respective nationalities of the European Union Member States, resident in each of the Member States and aged 15 years and over. The STANDARD EUROBAROMETER 75 has also been conducted in the five candidate countries (Croatia, Turkey, the Former Yugoslav Republic of Macedonia, Iceland and Montenegro) and in the Turkish Cypriot Community. In these countries, the survey covers the national population of citizens and the population of citizens of all the European Union Member States that are residents in these countries and have a sufficient command of the national languages to answer the questionnaire. The basic sample design applied in all states is a multi-stage, random (probability) one. In each country, a number of sampling points was drawn with probability proportional to population size (for a total coverage of the country) and to population density.

In order to do so, the sampling points were drawn systematically from each of the "administrative regional units", after stratification by individual unit and type of area. They thus represent the whole territory of the countries surveyed according to the EUROSTAT NUTS II (or equivalent) and according to the distribution of the resident population of the respective nationalities in terms of metropolitan, urban and rural areas. In each of the selected sampling points, a starting address was drawn, at random. Further addresses (every Nth address) were selected by standard "random route" procedures, from the initial address. In each household, the respondent was drawn, at random (following the "closest birthday rule"). All interviews were conducted face-to-face in people's homes and in the appropriate national language. As far as the data capture is concerned, CAPI (Computer Assisted Personal Interview) was used in those countries where this technique was available.

ABBREVIATIONS	COUNTRIES	INSTITUTES	N° INTERVIEWS	FIELDWORK DATES		POPULATION 15+
BE	Belgium	TNS Dimarso	1.020	06/05/2011	24/05/2011	8.939.546
BG	Bulgaria	TNS BBSS	1.000	06/05/2011	16/05/2011	6.537.510
CZ	Czech Rep.	TNS Aisa	1.022	07/05/2011	20/05/2011	9.012.443
DK	Denmark	TNS Gallup DK	1.007	06/05/2011	23/05/2011	4.561.264
DE	Germany	TNS Infratest	1.535	06/05/2011	22/05/2011	64.409.146
EE	Estonia	Emor	1.000	06/05/2011	24/05/2011	945.733
IE	Ireland	Ipsos MRBI	1.015	09/05/2011	22/05/2011	3.522.000
EL	Greece	TNS ICAP	1.000	07/05/2011	21/05/2011	8.693.566
ES	Spain	TNS Demoscopia	1.010	09/05/2011	24/05/2011	39.035.867
FR	France	TNS Sofres	1.022	06/05/2011	24/05/2011	47.756.439
IT	Italy	TNS Infratest	1.039	06/05/2011	22/05/2011	51.862.391
CY	Rep. of Cyprus	Synovate	501	06/05/2011	21/05/2011	660.400
LV	Latvia	TNS Latvia	1.007	06/05/2011	23/05/2011	1.447.866
LT	Lithuania	TNS Gallup Lithuania	1.026	07/05/2011	22/05/2011	2.829.740
LU	Luxembourg	TNS ILReS	501	06/05/2011	19/05/2011	404.907
HU	Hungary	TNS Hungary	1.019	06/05/2011	22/05/2011	8.320.614
MT	Malta	MISCO	500	06/05/2011	21/05/2011	335.476
NL	Netherlands	TNS NIPO	1.016	06/05/2011	22/05/2011	13.371.980
		Österreichisches Gallup-				
AT	Austria	Institut	1.018	06/05/2011	22/05/2011	7.009.827
PL	Poland	TNS OBOP	1.000	07/05/2011	23/05/2011	32.413.735
PT	Portugal	TNS EUROTESTE	1.048	07/05/2011	22/05/2011	8.080.915
RO	Romania	TNS CSOP	1.023	06/05/2011	20/05/2011	18.246.731
SI	Slovenia	RM PLUS	1.018	06/05/2011	22/05/2011	1.759.701
SK	Slovakia	TNS Slovakia	1.010	10/05/2011	25/05/2011	4.549.955
FI	Finland	TNS Gallup Oy	1.003	07/05/2011	26/05/2011	4.440.004
SE	Sweden	TNS GALLUP	1.044	06/05/2011	22/05/2011	7.791.240
UK	United Kingdom	TNS UK	1.309	06/05/2011	23/05/2011	51.848.010
TOTAL EU27			26.713	06/05/2011	26/05/2011	408.787.006
	Turkish Cypriot					
CY(tcc)	Community	Kadem	500	07/05/2011	19/05/2011	143.226
HR	Croatia	Puls	1.000	07/05/2011	25/05/2011	3.749.400
TR	Turkey	TNS PIAR	1.000	06/05/2011	22/05/2011	54.844.406
	Former Yugoslav					
MK	Rep. of Macedonia	TNS Brima	1.056	06/05/2011	12/05/2011	1.678.404
IS	Iceland	Capacent	500	06/05/2011	24/05/2011	252.277
ME	Montenegro	TNS Medium Gallup	1.000	07/05/2011	22/05/2011	492.265
TOTAL			31.769	06/05/2011	26/05/2011	469.946.984

For each country a comparison between the sample and the universe was carried out. The Universe description was derived from Eurostat population data or from national statistics offices. For all countries surveyed, a national weighting procedure, using marginal and intercellular weighting, was carried out based on this Universe description. In all countries, gender, age, region and size of locality were introduced in the iteration procedure. For international weighting (i.e. EU averages), TNS Opinion & Social applies the official population figures as provided by EUROSTAT or national statistic offices. The total population figures for input in this post-weighting procedure are listed above.

Readers are reminded that survey results are estimations, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples of about 1,000 interviews, the real percentages vary within the following confidence limits:

Observed percentages	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Confidence limits	± 1.9 points	± 2.5 points	± 2.7 points	± 3.0 points	± 3.1 points