



Standard Eurobarometer 76

Autumn 2011

MEDIA USE IN THE EUROPEAN UNION

REPORT

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This survey has been requested and co-ordinated by Directorate-General for Communication (DG COMM "Research and Speechwriting" Unit).

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

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Standard Eurobarometer 76 / Autumn 2011 – TNS Opinion & Social

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MEDIA USE
IN THE EUROPEAN UNION

Conducted by TNS Opinion & Social at the request of
European Commission – Directorate-General Communication

Survey co-ordinated by the European Commission –
Directorate-General Communication

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INTRODUCTION

This Standard Eurobarometer survey conducted in autumn 2011 (EB76) provides a fresh in-depth insight into media use in the European Union (EU), following the Eurobarometer survey conducted on this subject in autumn 2010 (EB74)¹.

This survey also enables us to analyse the relationship of Europeans with the media and with information concerning the European Union. Since autumn 2010, the context has changed on three levels:

- European issues are highly topical on a regular basis, against the backdrop of the economic crisis and the European Union's intervention to help certain Member States deal with its impact;
- the growing development of online versions of newspapers, magazines, radio and television channels;
- the special attention paid to online social networks, whose influence in the world of political information has unquestionably increased, for example in the context of events such as the "Arab spring".

We will first analyse the media uses of Europeans, and the extent to which they trust each medium. We then focus on the various sources of information on the Internet.

We also examine whether respondents feel well-informed about European issues, both nationally and individually, and consider the most widely used sources for gathering information on national and European political matters.

After asking European citizens about their preferred sources of information on the European Union, we next ask them for their views on national media coverage of the EU. We also examine their views on the most appropriate websites for disseminating information on the European Union.

Finally, the last part of the report focuses on social networks, analysing their contribution and their credibility in the field of politics.

The full report of the Standard Eurobarometer carried out in autumn 2011 consists of several volumes. The first volume analyses the results of the historical indicators of the Standard Eurobarometer. Three other volumes describe the state of European public opinion on the financial and economic crisis, the Europe 2020 strategy, and media use in the European Union. This volume is devoted to the last subject.

1 Volume entitled "*Information on European political matters*"

The general analysis and the socio-demographic analyses are based on the average results in the 27 Member States. This average is weighted so that it reflects the actual population of each Member State. The averages for previous years represent the results obtained in all the Member States of the European Union as it was composed at the time the survey was conducted.

* * *

The methodology used is that of the Eurobarometer surveys of the Directorate-General Communication ("Research and Speechwriting" Unit). A technical note concerning the interviews conducted by the member institutes of the TNS Opinion & Social network is annexed to this report. It also includes information on the method used for the interviews and the confidence intervals².

The Eurobarometer Internet site can be consulted at the following address:

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

We wish to thank the people interviewed throughout Europe who took the time to take part in this survey. Without their active participation, this survey would not have been possible.

² The results tables are annexed. It should be noted that the total of the percentages indicated in the tables in this report may exceed 100% when the respondent may choose several answers to the same question.

In this report, the countries are referred to by the following abbreviations.

ABBREVIATIONS

EU27	European Union – 27 Member States
EU15	"EU15 countries"*
NMS12	"NMS12 countries"**
DK	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 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

* The EU15 countries are the 15 countries that joined the European Union before the 2004 and 2007 enlargements, namely Belgium, Denmark, Germany, Greece, Spain, France, Ireland, Italy, Luxembourg, the Netherlands, Austria, Portugal, Finland, Sweden and the United Kingdom.

** The NMS12 countries are the 12 "New Member States" that joined the European Union at the time of the 2004 and 2007 enlargements, namely 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 in the "CY(tcc)" (tcc: *Turkish Cypriot Community*) category).

**** 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. MEDIA USE AND TRUST IN THE MEDIA

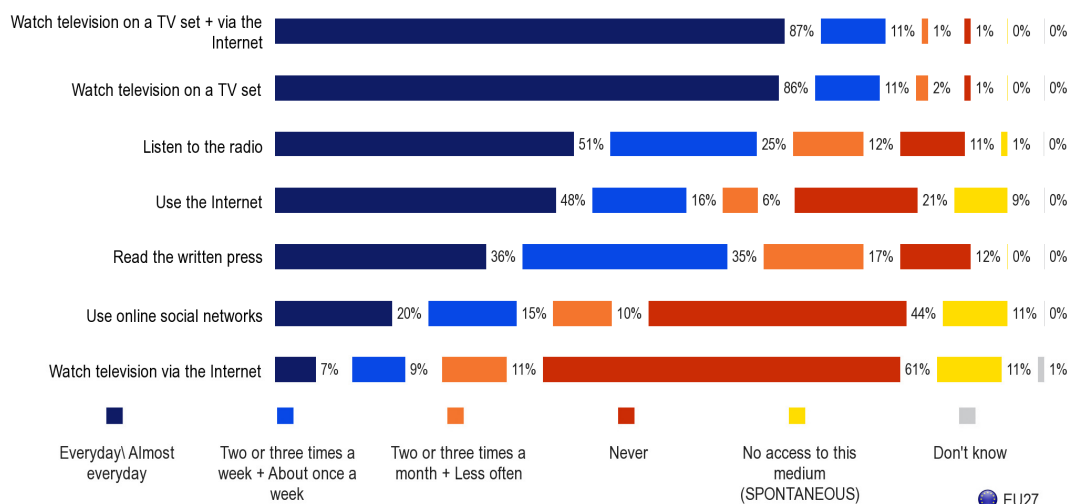
- Television remains the most widely used medium, but Europeans continue to place the most trust in radio -

1.1 Media uses

Television remains far the most popular medium with Europeans: 87%³ watch it every day or almost every day (+2 points since EB74 in autumn 2010). In total, 98% of Europeans watch television at least once a week.

Europeans still watch television predominantly on a TV set (97% at least once a week). For the first time, we asked respondents whether they watched television via the Internet, and the results show that this practice is still fairly marginal (16% at least once a week).

QD3. Could you tell me to what extent you...?






³ Total of the proportion of Europeans who watch television every day or almost every day on a TV set or via the Internet

Daily or near-daily consumption of television on a TV set is particularly high in the 55+ age group (92% every day or almost every day) and, logically, among retired people (93%). The figures for young people aged 15 to 24 (76%) and students (73%) are a little lower. There are also slight differences according to the respondent's level of education: 92% of Europeans who left school before the age of 16 watch television on a TV set every day or almost every day, compared with 82% of those who studied until the age of 20 or beyond.

QD3.1 Could you tell me to what extent you...?

Watch television on a TV set

	Everyday/ Almost everyday	Two or three times a week + About once a week	Two or three times a month + Less often	Never	No access to this medium (SPONTANEOUS)	Don't know	Subtotal 'At least once a week'
EU27	86%	11%	2%	1%	0%	0%	97%
 Age							
15-24	76%	17%	4%	2%	0%	1%	93%
25-39	82%	14%	2%	2%	0%	0%	96%
40-54	85%	12%	1%	2%	0%	0%	97%
55 +	92%	6%	1%	1%	0%	0%	98%
 Education (End of)							
15-	92%	6%	1%	1%	0%	0%	98%
16-19	87%	10%	2%	1%	0%	0%	97%
20+	82%	14%	2%	2%	0%	0%	96%
Still studying	73%	20%	5%	2%	0%	0%	93%
 Respondent occupation scale							
Self-employed	81%	15%	2%	2%	0%	0%	96%
Managers	80%	16%	2%	2%	0%	0%	96%
Other white collars	84%	13%	2%	1%	0%	0%	97%
Manual workers	85%	12%	2%	1%	0%	0%	97%
House persons	91%	7%	1%	1%	0%	0%	98%
Unemployed	86%	9%	3%	1%	1%	0%	95%
Retired	93%	5%	1%	1%	0%	0%	98%
Students	73%	20%	5%	2%	0%	0%	93%




Young people (13% every day or almost every day in the 15-24 age group compared with the average of 7%), students (14%) and managers (10%) are the most likely to watch television via the Internet.

In all European Union countries, at least three-quarters of respondents watch television *on a TV set* every day or almost every day.

The countries where respondents are the most likely to watch television via the Internet are Sweden (34% at least once a week), Finland (29%), the United Kingdom (26%), the Netherlands (23%) and Denmark (22%).

QD3.2 Could you tell me to what extent you...?

Watch television via the Internet

	Everyday/ Almost everyday	Two or three times a week + About once a week	Two or three times a month + Less often	Never	No access to this medium (SPONTANEOUS)	Don't know	Subtotal 'At least once a week'
EU27	7%	9%	11%	61%	11%	1%	16%
 Age							
15-24	13%	17%	17%	50%	3%	0%	30%
25-39	10%	13%	16%	56%	5%	0%	23%
40-54	6%	9%	12%	65%	7%	1%	15%
55 +	3%	4%	5%	66%	22%	0%	7%
 Education (End of)							
15-	2%	3%	3%	66%	25%	1%	5%
16-19	6%	8%	11%	64%	10%	1%	14%
20+	9%	13%	17%	57%	4%	0%	22%
Still studying	14%	21%	18%	45%	2%	0%	35%
 Respondent occupation scale							
Self-employed	8%	8%	14%	62%	8%	0%	16%
Managers	10%	16%	21%	51%	2%	0%	26%
Other white collars	8%	11%	16%	61%	4%	0%	19%
Manual workers	7%	9%	12%	64%	7%	1%	16%
House persons	4%	6%	7%	68%	14%	1%	10%
Unemployed	6%	8%	10%	65%	10%	1%	14%
Retired	3%	3%	4%	64%	25%	1%	6%
Students	14%	21%	18%	45%	2%	0%	35%

Radio is still the second most popular medium with Europeans, but its popularity has slipped since the Eurobarometer survey of autumn 2010: 51% listen to the radio every day or almost every day, a five-point decline. In total, 76% of Europeans listen to the radio at least once a week (-3 points).




Europeans aged 40 to 54 are the most likely to listen to the radio every day or almost every day (55%, versus 39% of those aged 15 to 24). The most educated respondents (61% of those who studied until the age of 20 or beyond, compared with 42% of those who left school before the age of 16) and managers (65%, versus 56% of white-collar workers, 53% of manual workers and 37% of house persons and unemployed people) are also more likely to listen to the radio.

The proportion of respondents who listen to the radio every day or almost every day varies very significantly from one country to another: at least seven out of ten respondents in Luxembourg (70%), Germany (71%) and in particular Ireland (80%) fall into this category; however, listening to the radio is a far less widespread habit in Romania (28%), Portugal (26%) and Bulgaria (24%).

There are significant differences between the candidate countries. The proportion of daily radio listeners is very high in Iceland (83%) and just below the European average in Croatia (50%, versus 51% for the EU as a whole). It is lower in Montenegro (37%) and the Former Yugoslav Republic of Macedonia (19%), and lowest in Turkey (7%).

QD3.3 Could you tell me to what extent you...?

Listen to the radio

	Everyday/ Almost everyday	Two or three times a week + About once a week	Two or three times a month + Less often	Never	No access to this medium (SPONTANEOUS)	Don't know	Subtotal 'At least once a week'
EU27	51%	25%	12%	11%	1%	0%	76%
 Age							
15-24	39%	32%	15%	14%	0%	0%	71%
25-39	51%	30%	11%	8%	0%	0%	81%
40-54	55%	23%	12%	9%	1%	0%	78%
55 +	53%	20%	12%	14%	1%	0%	73%
 Education (End of)							
15-	42%	22%	14%	20%	2%	0%	64%
16-19	52%	26%	11%	10%	1%	0%	78%
20+	61%	23%	9%	7%	0%	0%	84%
Still studying	42%	30%	15%	13%	0%	0%	72%
 Respondent occupation scale							
Self-employed	58%	23%	11%	8%	0%	0%	81%
Managers	65%	22%	8%	5%	0%	0%	87%
Other white collars	56%	27%	10%	6%	1%	0%	83%
Manual workers	53%	26%	11%	9%	0%	1%	79%
House persons	37%	26%	17%	18%	2%	0%	63%
Unemployed	37%	31%	15%	16%	1%	0%	68%
Retired	52%	21%	11%	15%	1%	0%	73%
Students	42%	30%	15%	13%	0%	0%	72%




More than seven out of ten Europeans read the **press** at least once a week (71%, -2 points). However, Europeans are less likely to read the press than listen to the radio on a daily basis (36% read the press every day or almost every day, -2); more than a third do so between one and three times a week (35%, =).

The most educated respondents (80% of those who studied up to the age of 20 or beyond read the press at least once a week, compared with 61% of those who left school before the age of 16) and managers (85%) are also more likely to read the press.

More than 80% of respondents read the press at least once a week in the Netherlands (84%), Ireland and Germany (87% in both cases), Austria and Luxembourg (89% in both countries), and Sweden and Finland (93%). In contrast, readership levels are the lowest in Cyprus and Portugal (60%), Malta (57%), Romania (43%) and Greece (42%). There appears therefore to be a North/South divide in the European Union when it comes to the press.

QD3.4 Could you tell me to what extent you...?


































Read the written press

	Everyday/ Almost everyday	Two or three times a week + About once a week	Two or three times a month + Less often	Never	No access to this medium (SPONTANEOUS)	Don't know	Subtotal 'At least once a week'
EU27	36%	35%	17%	12%	0%	0%	71%
 Age							
15-24	19%	40%	24%	16%	0%	1%	59%
25-39	30%	41%	19%	10%	0%	0%	71%
40-54	38%	36%	16%	9%	1%	0%	74%
55 +	45%	27%	12%	15%	1%	0%	72%
 Education (End of)							
15-	32%	29%	17%	21%	1%	0%	61%
16-19	35%	37%	16%	11%	1%	0%	72%
20+	46%	34%	14%	6%	0%	0%	80%
Still studying	22%	40%	24%	14%	0%	0%	62%
 Respondent occupation scale							
Self-employed	41%	36%	16%	7%	0%	0%	77%
Managers	52%	33%	11%	4%	0%	0%	85%
Other white collars	36%	38%	18%	8%	0%	0%	74%
Manual workers	31%	39%	18%	11%	0%	1%	70%
House persons	26%	30%	19%	23%	1%	1%	56%
Unemployed	20%	38%	24%	17%	1%	0%	58%
Retired	45%	27%	12%	15%	1%	0%	72%
Students	22%	40%	24%	14%	0%	0%	62%

A clear majority of Europeans also use the **Internet** at least once a week (64%, +1 point). The proportion of respondents who use it every day or almost every day is higher than for the press and has increased (48%, +3). In total, 30% of Europeans do not use the Internet (21% answered “never” and 9% spontaneously said that they do not have Internet access).

Daily or near-daily use of the Internet is particularly widespread among young people (79% of those aged 15 to 24, versus 23% of those aged 55 or over), students (86%), managers (79%, versus 65% of white-collar workers and 47% of manual workers) and the most educated respondents (68% versus 14% of those who left school earliest).

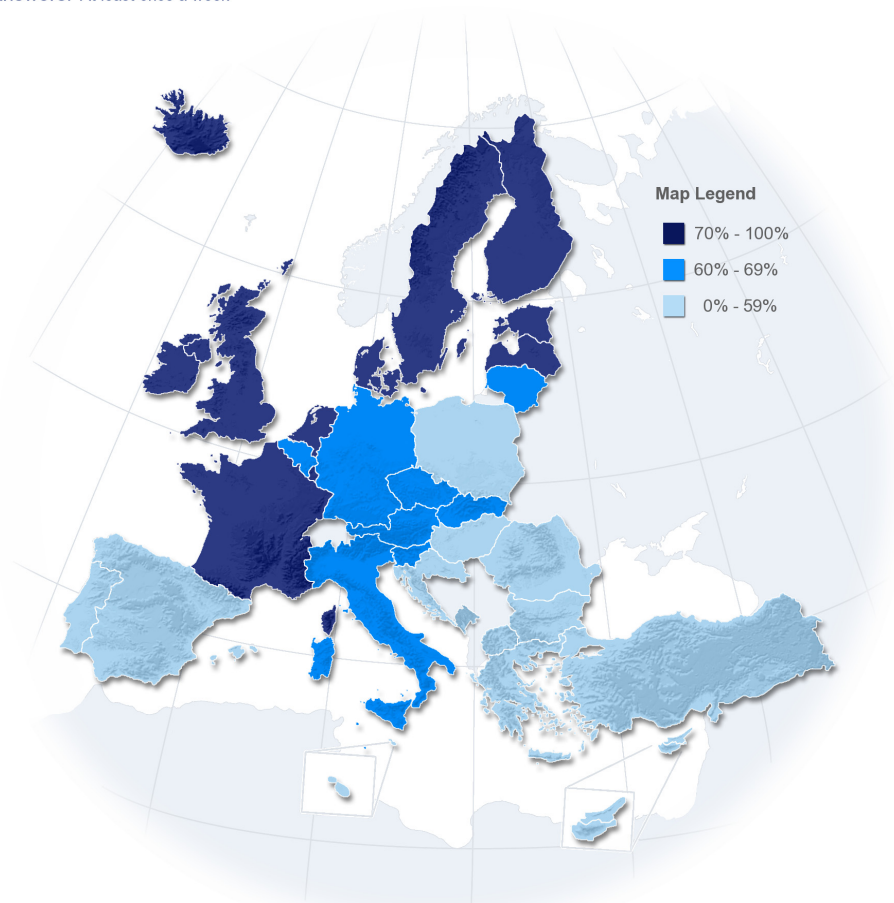
Respondents in Sweden (92% at least once a week, +5 points since autumn 2010), the Netherlands (90%), Denmark (88%) and Luxembourg (81%) are the most frequent Internet users. Conversely, Internet use is the least widespread in Bulgaria (49%), Greece (47%), Cyprus (45%), Romania (40%) and Portugal (36%).

	SE	92%
	NL	90%
	DK	88%
	LU	81%
	FI	77%
	UK	74%
	LV	73%
	IE	72%
	FR	71%
	EE	71%
	BE	69%
	SI	66%
	AT	66%
	CZ	66%
	DE	65%
	EU	64%
	SK	62%
	IT	61%
	LT	60%
	PL	59%
	MT	58%
	ES	54%
	HU	53%
	BG	49%
	EL	47%
	CY	45%
	RO	40%
	PT	36%
CY (tcc) 50%		
	IS	92%
	ME	52%
	HR	52%
	MK	50%
	TR	35%

Question: QD3.5. Could you tell me to what extent you...?

Option: Use the Internet




Answers: At least once a week



Together with Sweden and Luxembourg, the other countries where Internet use has increased the most since last year are Latvia (73% of respondents use it at least once a week, +8) and Estonia (71%, +5).

QD3.5 Could you tell me to what extent you...?

Use the Internet

	Everyday/ Almost everyday	Two or three times a week + About once a week	Two or three times a month + Less often	Never	No access to this medium (SPONTANEOUS)	Don't know	Subtotal 'At least once a week'
EU27	48%	16%	6%	21%	9%	0%	64%
 Age							
15-24	79%	14%	3%	3%	1%	0%	93%
25-39	64%	19%	6%	8%	3%	0%	83%
40-54	50%	21%	8%	16%	5%	0%	71%
55 +	23%	11%	5%	41%	20%	0%	34%
 Education (End of)							
15-	14%	10%	6%	47%	23%	0%	24%
16-19	45%	21%	7%	19%	8%	0%	66%
20+	68%	15%	5%	9%	3%	0%	83%
Still studying	86%	10%	2%	1%	1%	0%	96%
 Respondent occupation scale							
Self-employed	55%	19%	7%	14%	5%	0%	74%
Managers	79%	13%	4%	3%	1%	0%	92%
Other white collars	65%	21%	6%	6%	2%	0%	86%
Manual workers	47%	22%	8%	18%	5%	0%	69%
House persons	29%	17%	6%	36%	12%	0%	46%
Unemployed	47%	18%	8%	19%	8%	0%	65%
Retired	20%	10%	4%	43%	23%	0%	30%
Students	86%	10%	2%	1%	1%	0%	96%

Online social networks are used regularly by just over a third of Europeans, slightly more than last year (35% at least once a week, +2 points). Almost 20% (+2) of respondents use them on a daily or almost daily basis. However, a majority of Europeans still do not use social networks: 44% (-3) answered “never” and 11% (+2) said that they did not have access to them.




There is a clear generational split on this question: 56% of those aged 15 to 24 use social networks every day or almost every day, compared with 29% of those aged 25 to 39, 14% of the 40 to 54 age group and 4% of those aged 55 or over. The gap between managers (23%), white-collar workers (25%) and manual workers (20%) is less pronounced.

The countries with the highest rate of social network use are the Netherlands (56% at least once a week), Latvia (55%), Denmark (54%) and Sweden (54%). The use of social networks is less developed in Germany (27%), Portugal (24%) and Romania (22%).

Since autumn 2010, social networking has gained the most ground in Luxembourg (47%, +11 points), Greece (36%, +10), the Czech Republic (33%, +10), Austria (43%, +9), Lithuania (41%, +8), Latvia (55%, +7), Slovakia (43%, +7) and Slovenia (40%, +7).

QD3.6 Could you tell me to what extent you...?

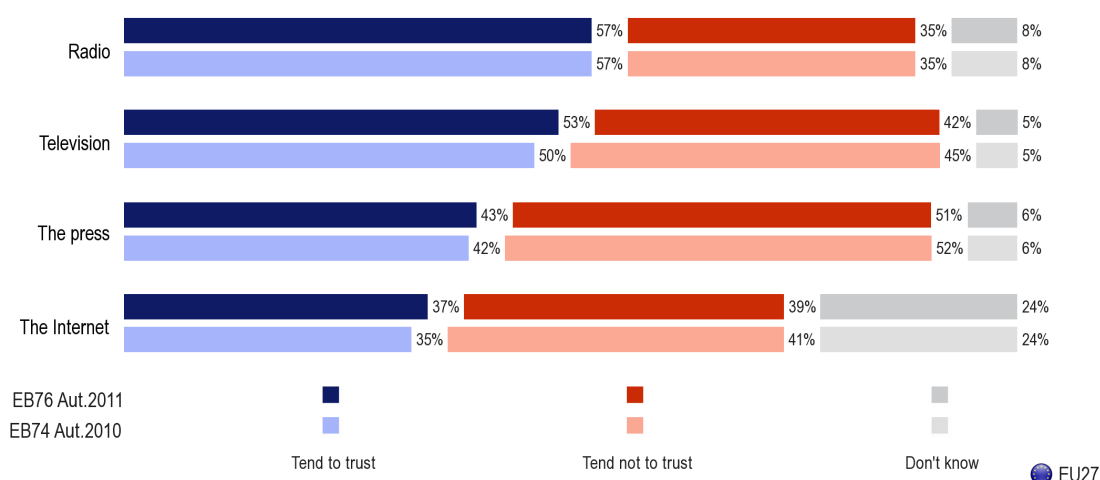
Use online social networks

	Everyday/ Almost everyday	Two or three times a week + About once a week	Two or three times a month + Less often	Never	No access to this medium (SPONTANEOUS)	Don't know	Subtotal 'At least once a week'
EU27	20%	15%	10%	44%	11%	0%	35%
 Age							
15-24	56%	22%	8%	12%	2%	0%	78%
25-39	29%	24%	15%	29%	3%	0%	53%
40-54	14%	16%	14%	48%	7%	1%	30%
55 +	4%	5%	6%	63%	22%	0%	9%
 Education (End of)							
15-	5%	5%	4%	60%	25%	1%	10%
16-19	17%	16%	12%	45%	9%	1%	33%
20+	23%	18%	15%	40%	4%	0%	41%
Still studying	60%	23%	7%	9%	1%	0%	83%
 Respondent occupation scale							
Self-employed	19%	15%	15%	45%	6%	0%	34%
Managers	23%	23%	18%	35%	1%	0%	46%
Other white collars	25%	22%	16%	34%	3%	0%	47%
Manual workers	20%	17%	12%	44%	6%	1%	37%
House persons	12%	10%	7%	57%	13%	1%	22%
Unemployed	24%	18%	11%	37%	10%	0%	42%
Retired	3%	5%	4%	63%	25%	0%	8%
Students	60%	23%	7%	9%	1%	0%	83%

1.2 Trust in the media

The order in which Europeans rank the media in terms of trust⁴ has not changed since the autumn 2010 Eurobarometer (EB74). Radio still inspires the most trust (57%, versus 35% 'distrust', unchanged), ahead of television, which nevertheless records a three-point rise in trust (53%, versus 42%, -3). Although the press is ranked third, it is still distrusted by a majority of respondents (43% 'trust', +1, versus 51%, -1). Finally, 37% of Europeans trust the Internet, a two-point rise since the previous year. Respondents are less likely to distrust it than the other media (39%, -2), but, in a context of lower use, almost a quarter of Europeans expressed no opinion on this subject (24%, =).

QA10. I would like to ask you a question about how much trust you have in certain institutions. For each of the following institutions, please tell me if you tend to trust it or tend not to trust it.








However, the percentage of respondents who trust the Internet is as high 52% among the youngest respondents (versus 40% who distrust it), and 51% among those who use it every day (versus 41%).

The respondent's level of education also creates significant differences: for example, trust in radio, the press and the Internet increases in line with the respondent's level of education: among those who studied until the age of 20 or beyond, 63% trust radio, 50% trust the press and 46% trust the Internet (versus 51%, 36% and 15% respectively of those who left school before the age of 16). The opposite is true as regards television: the least educated respondents are more likely to trust it than those who studied the longest (55% of the former versus 51% of the latter).

Trust levels are lower among respondents with financial difficulties: for all media, trust is systematically lower among the respondents who struggle to pay their bills most of the time than among those who almost never have such problems.

⁴ QA10 I would like to ask you a question about how much trust you have in certain institutions. For each of the following institutions, please tell me if you tend to trust it or tend not to trust it.


































QA10 I would like to ask you a question about how much trust you have in certain institutions. For each of the following institutions, please tell me if you tend to trust it or tend not to trust it. The Internet

	Radio	Television	Presse	The Internet
EU27	57%	53%	43%	37%
 Gender				
Male	58%	52%	44%	40%
Female	56%	54%	41%	34%
 Age				
15-24	58%	54%	44%	52%
25-39	58%	51%	45%	49%
40-54	58%	52%	43%	40%
55 +	55%	55%	40%	21%
 Education (End of)				
15-	51%	55%	36%	15%
16-19	57%	53%	41%	39%
20+	63%	51%	50%	46%
Still studying	59%	54%	47%	56%
 Respondent occupation scale				
Self- employed	53%	45%	39%	42%
Managers	65%	53%	50%	49%
Other white collars	60%	51%	45%	49%
Manual workers	58%	54%	44%	39%
House persons	50%	56%	39%	28%
Unemployed	50%	48%	37%	37%
Retired	56%	55%	40%	19%
Students	59%	54%	47%	56%
 Difficulties paying bills				
Most of the time	46%	45%	33%	35%
From time to time	52%	50%	40%	36%
Almost never	61%	56%	46%	38%

A majority of respondents in 23 Member States **trust radio**. The exceptions are Greece, as in autumn 2010 (36%, versus 61% 'distrust', =), and now also Italy (39%, -10 points, versus 42%, +3) and Malta (36%, -10, versus 49%, +13), where levels of trust have decreased significantly. Opinions are evenly divided in Hungary (47% 'trust', -4, versus 47% 'distrust', +8). Conversely, trust is particularly strong in Sweden (80%, +2), Finland (78%, +2), Slovakia (75%, -2) and Denmark (73%, +2).

QA10.2 I would like to ask you a question about how much trust you have in certain institutions. For each of the following institutions, please tell me if you tend to trust it or tend not to trust it.


































Radio

		Tend to trust	Diff EB 76 Aut.2011- EB 74 Aut.2010	Tend not to trust	Diff EB 76 Aut.2011- EB 74 Aut.2010
	EU27	57%	=	35%	=
	SE	80%	+2	18%	=
	FI	78%	+2	19%	-1
	SK	75%	-2	22%	+1
	DK	73%	+2	24%	-1
	EE	71%	+3	24%	=
	BE	70%	-3	28%	+3
	CZ	70%	-1	25%	-1
	NL	70%	-5	22%	+4
	AT	68%	=	25%	-2
	DE	66%	=	28%	+1
	IE	64%	+1	32%	-1
	LU	61%	=	32%	+1
	FR	60%	+6	34%	-7
	CY	58%	+1	39%	+2
	LV	58%	=	33%	+1
	LT	57%	=	35%	+2
	PL	57%	=	35%	+4
	RO	57%	+7	32%	-8
	UK	54%	-1	39%	+1
	PT	52%	-8	37%	+3
	SI	52%	-3	45%	+3
	BG	51%	=	30%	-3
	ES	50%	+3	41%	-1
	HU	47%	-4	47%	+8
	IT	39%	-10	42%	+3
	EL	36%	=	61%	=
	MT	36%	-10	49%	+13
	CY (tcc)	60%	+3	33%	-4
	HR	44%	-4	49%	+4
	TR	29%	+2	57%	-5
	MK	31%	+1	48%	+4
	IS	79%	+3	20%	=
	ME	50%	-	38%	-

A majority of respondents in 22 Member States **trust television**. The exceptions are Greece (77% 'distrust', -1 point), Spain (55%, -1), France, despite a significant decrease in the level of distrust (53%, -8), Italy (49%, -3) and now Malta (49%, +10). In the countries where a majority of respondents trust television, levels vary between 76% in Finland (+5) and 52% in Luxembourg (stable), Hungary (-2) and Slovenia (-4).


































QA10.3 I would like to ask you a question about how much trust you have in certain institutions. For each of the following institutions, please tell me if you tend to trust it or tend not to trust it.

Television

		Tend to trust	Diff EB 76 Aut.2011- EB 74 Aut.2010	Tend not to trust	Diff EB 76 Aut.2011- EB 74 Aut.2010
	EU27	53%	+3	42%	-3
	FI	76%	+5	22%	-4
	BG	73%	+3	24%	-3
	SE	73%	+3	25%	-2
	BE	72%	+3	27%	-3
	EE	72%	+4	26%	-2
	AT	72%	+5	26%	-5
	CZ	71%	=	27%	-1
	SK	69%	+1	29%	-2
	DK	68%	+2	30%	-1
	NL	66%	+2	29%	-3
	RO	61%	+7	36%	-7
	IE	60%	+2	36%	-2
	PT	60%	-5	35%	+3
	DE	59%	+1	35%	-2
	LV	59%	-3	38%	+4
	PL	57%	+7	37%	-4
	CY	56%	+1	43%	+1
	LT	53%	+1	42%	-1
	UK	53%	+2	43%	-2
	LU	52%	=	44%	+1
	HU	52%	-2	45%	+3
	SI	52%	-4	46%	+4
	FR	42%	+8	55%	-8
	ES	41%	+1	55%	-1
	MT	41%	-9	49%	+10
	IT	40%	=	49%	-3
	EL	22%	+1	77%	-1
	CY (tcc)	61%	+6	36%	-5
	HR	45%	-4	51%	+2
	TR	35%	+1	59%	-3
	MK	52%	-2	45%	+1
	IS	77%	+7	21%	-4
	ME	63%	-	35%	-

The press is trusted by a majority of respondents in only 13 Member States. Trust ratings for the press are the highest in Finland, where they have even risen (64%, +7 points), Slovakia (62%, +3) and Luxembourg (61%, also +7 points). Opinions are evenly divided in Cyprus (47%, +2), while distrust prevails in 13 countries, in particular in the United Kingdom (79%, =) and Greece (70%, -1). In terms of evolutions, Italy (34%, -6) and Malta (30%, -6) are again among the countries where trust has fallen the most sharply.

QA10.1 I would like to ask you a question about how much trust you have in certain institutions. For each of the following institutions, please tell me if you tend to trust it or tend not to trust it.
The press

		Tend to trust	Diff EB 76 Aut.2011- EB 74 Aut.2010	Tend not to trust	Diff EB 76 Aut.2011- EB 74 Aut.2010
	EU27	43%	+1	51%	-1
	FI	64%	+7	35%	-7
	SK	62%	+3	36%	-3
	LU	61%	+7	37%	-3
	BE	60%	+1	38%	-1
	NL	60%	-5	37%	+4
	AT	59%	=	36%	-2
	CZ	57%	-1	40%	=
	EE	53%	+4	43%	-3
	FR	51%	+3	43%	-5
	DK	50%	+5	47%	-4
	DE	50%	+1	45%	=
	PT	49%	-5	40%	+2
	CY	47%	+2	47%	=
	RO	46%	+4	44%	-7
	SE	45%	+3	54%	-2
	PL	44%	+4	47%	=
	IE	43%	+5	51%	-5
	BG	42%	=	44%	-3
	LT	42%	-1	52%	+2
	ES	41%	+4	52%	-1
	LV	40%	-2	55%	+4
	SI	39%	=	58%	=
	HU	37%	-2	57%	+5
	IT	34%	-6	53%	+2
	MT	30%	-6	52%	+8
	EL	28%	+1	70%	-1
	UK	18%	=	79%	=
	CY (tcc)	59%	+7	38%	-6
	HR	34%	-1	60%	=
	TR	30%	+3	62%	-5
	MK	34%	=	55%	+1
	IS	53%	+6	45%	-4
	ME	58%	-	39%	-


































Trust in the Internet, though less pronounced, outweighs distrust in 18 Member States. It is particularly strong in the Czech Republic (61%, +6 points), Denmark (59%, +7), where more people trust the Internet than the press, and Slovakia (57%, =).

However, trust in the Internet is much lower in Germany (27%, -3), Portugal (29%, -5), France (33%, +4), Spain (34%, +4) and the United Kingdom (34%, +7).

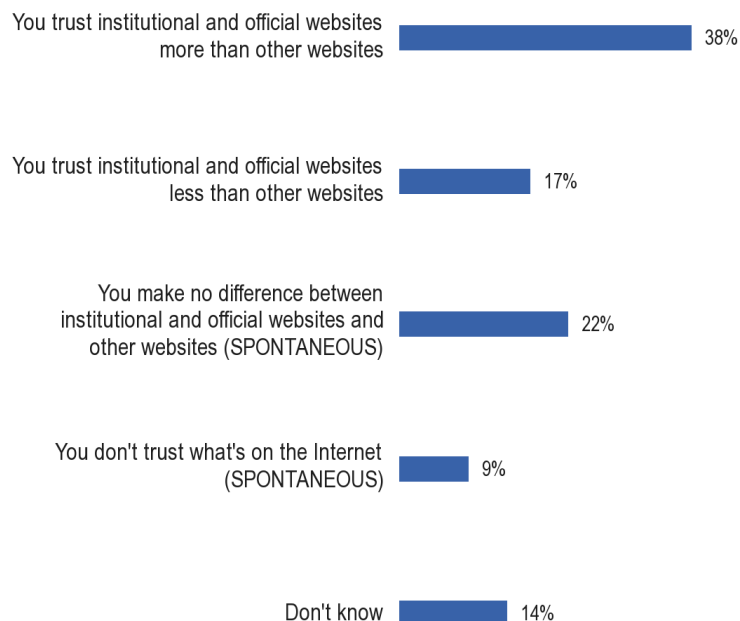
In other striking evolutions since last year, trust in the Internet has increased in Poland (46%, +9), while declining in Malta (35%, -7).

QA10.4 I would like to ask you a question about how much trust you have in certain institutions. For each of the following institutions, please tell me if you tend to trust it or tend not to trust it.

The Internet

		Tend to trust	Diff EB 76 Aut.2011- EB 74 Aut.2010	Tend not to trust	Diff EB 76 Aut.2011- EB 74 Aut.2010
	EU27	37%	+2	39%	-2
	CZ	61%	+6	24%	-3
	DK	59%	+7	27%	-4
	SK	57%	=	27%	-1
	NL	51%	=	35%	+1
	EE	49%	+1	27%	+3
	FI	49%	+3	35%	-1
	PL	46%	+9	28%	-1
	BE	44%	+2	42%	-4
	SI	44%	+2	37%	=
	LT	43%	+1	28%	+4
	AT	43%	+3	39%	-3
	EL	42%	+3	38%	-3
	LV	42%	-2	35%	+6
	HU	41%	=	32%	+8
	BG	40%	+1	20%	+2
	IE	38%	+2	41%	-1
	IT	37%	-3	40%	=
	LU	36%	+4	47%	-3
	RO	36%	-1	30%	+4
	CY	35%	+3	30%	-2
	MT	35%	-7	33%	+8
	SE	35%	+2	54%	=
	ES	34%	+4	40%	=
	UK	34%	+7	46%	-4
	FR	33%	+4	46%	-3
	PT	29%	-5	39%	+1
	DE	27%	-3	43%	-3
	CY (tcc)	45%	-5	46%	+13
	HR	33%	-2	40%	+3
	TR	24%	+1	55%	-5
	MK	43%	+4	25%	+2
	IS	39%	-8	51%	+10
	ME	51%	-	23%	-

QD8. Which of these two statements on the Internet is closer to your opinion?



 EU27

When asked to assess the **credibility of the various sources on the Internet**⁵, a majority of Internet users “trust institutional and official websites more than other websites” (38%). In contrast just under a fifth of Europeans trust them less than other websites (17%).

However, almost a quarter of respondents spontaneously said that they make no difference between the two (22%).

The Member States where respondents are the most likely to trust institutional and official websites are Sweden (74%), Denmark (69%), the Netherlands (63%) and Finland (60%), which are among the countries where the use of the Internet is the most widespread.



Only one country has more trust in non-institutional websites, namely Greece (27%, versus 24% for institutional websites). But trust in “other websites” is also strong in Poland (29%) and France (24%).

⁵ QD8 Which of these two statements on the Internet is closer to your opinion? You trust institutional and official websites more than other websites; You trust institutional and official websites less than other websites; You make no difference between institutional and official websites and other websites (SPONTANEOUS); You don't trust what's on the Internet (SPONTANEOUS); DK.

A socio-demographic analysis reveals that the most educated Europeans are far more likely to trust institutional and official websites: 45% of Europeans who studied up to the age of 20 or beyond trust them more than other sites, compared with only 24% of those who completed their studies before the age of 16. This does not mean that the latter are more inclined trust other websites (16%, versus 18% of the most educated respondents); they are more likely to say spontaneously that they do not trust what is on the Internet (18%, versus 6% of the most educated).

Europeans who use the Internet every day (43%) are also far more likely than less frequent users (26%) to believe in the credibility of institutional websites.

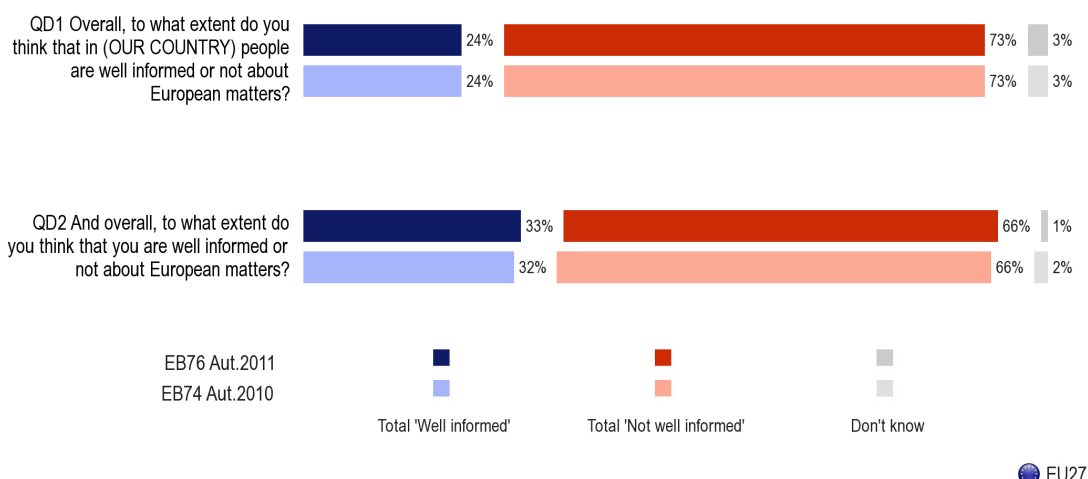
QD8 Which of these two statements on the Internet is closer to your opinion?

	You trust institutional and official websites more than other websites	You trust institutional and official websites less than other websites	You make no difference between institutional and official websites and other websites (SPONTANEOUS)	You don't trust what's on the Internet (SPONTANEOUS)	Don't know
EU27	38%	17%	22%	9%	14%
 Age					
15-24	39%	18%	24%	6%	13%
25-39	38%	17%	24%	9%	12%
40-54	38%	16%	22%	10%	14%
55 +	37%	16%	19%	12%	16%
 Education (End of)					
15-	24%	16%	20%	18%	22%
16-19	34%	16%	23%	11%	16%
20+	45%	18%	21%	6%	10%
Still studying	43%	16%	24%	6%	11%
Use of the Internet					
Everyday	43%	17%	23%	7%	10%
Often/ Sometimes	26%	15%	21%	16%	22%

2. LEVELS OF INFORMATION ON EUROPEAN MATTERS

- A clear majority of respondents still believe that they are ill-informed about European matters -

Europeans continue to believe that they are ill-informed about European issues: 73% consider that the public in their country is ill-informed (versus 24%) and 66% think that they are ill-informed themselves⁶. Only a third of Europeans therefore feel personally well-informed about European matters (in proportions almost identical to those recorded in the EB74 survey of autumn 2010).




































The feeling of being well-informed on European matters - both nationally and personally - is the minority opinion in all Member States except Luxembourg. In the latter country opinions are evenly divided on how well-informed people are at national level, while a narrow majority of respondents feel that they are personally well-informed.

The four countries where respondents believe the level of information on European matters is worst, both nationally and personally, are Spain (82% consider that the public is ill-informed and 79% on a personal level), Greece (81%/71%), Cyprus (81%/76%) and France (79%/73%).

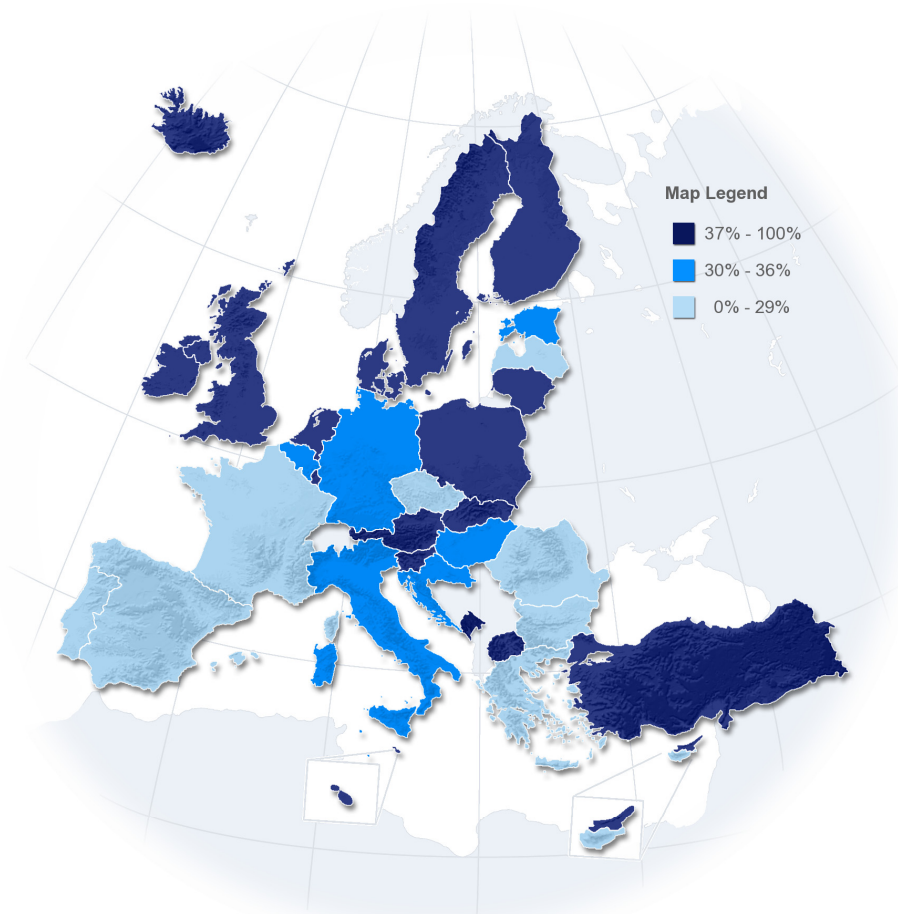
⁶ QD1 Overall, to what extent do you think that in (OUR COUNTRY) people are well informed or not about European matters?/QD2 And overall, to what extent do you think that you are well informed or not about European matters?

The feeling that the population is well-informed about European matters has increased significantly in Lithuania (40%, +12); the feeling of being well-informed personally has also gained ground, albeit more modestly (39%, +6). In contrast, the feeling of being well-informed, both nationally and personally, has fallen sharply in Slovakia (32%, -13 and 38%, -12 from a personal point of view).

 LU	52%
 FI	47%
 IE	46%
 DK	44%
 NL	41%
 SI	41%
 AT	41%
 PL	41%
 LT	39%
 MT	39%
 SK	38%
 SE	37%
 UK	37%
 DE	36%
 EE	34%
 EU	33%
 IT	32%
 BE	32%
 HU	30%
 EL	29%
 CZ	29%
 PT	28%
 RO	28%
 BG	28%
 LV	28%
 FR	25%
 CY	24%
 ES	20%
CY (loc)	37%
 ME	46%
 IS	44%
 MK	43%
 TR	41%
 HR	35%

Question: QD2. And overall, to what extent do you think that you are well informed or not about European matters?

Answers: Total 'Well informed'







In the candidate countries, the feeling of being well-informed is also the minority opinion, but it has gained significant ground since last year: in Turkey (38% 'nationally', +13; 41% personally, +8), in the Former Yugoslav Republic of Macedonia (43%, +11 and 43%, +5), and in Iceland (26%, +4 and 44%, +10). 35% of respondents in Croatia (-3) and 46% in Montenegro, polled for the first time, consider that they are well-informed personally: overall, therefore, this feeling is more widely held in the candidate countries than in the Member States on average.

A socio-demographic analysis reveals that the feeling of being personally well-informed about European matters is more widespread:

- among men (39%) than women (27%);
- among the most educated Europeans (45% of those who studied until the age of 20 or beyond) than among those who left school before the age of 16 (21%);
- among managers (50%, versus 37% of white-collar workers, 28% of manual workers and 26% of unemployed people) and those who place themselves at the top of the social scale (44%, versus 20% of those at the bottom);
- among Europeans for whom the EU's image is positive (48%, compared with 26% of those for whom the EU has a negative image).

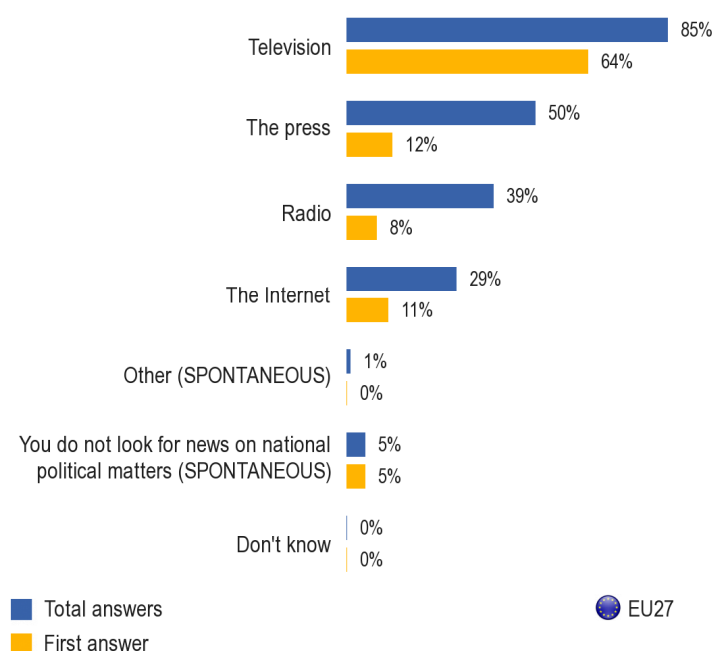
QD2 And overall, to what extent do you think that you are well informed or not about European matters?

	Total 'Well informed'	Total 'Not well informed'	Don't know
EU27	33%	66%	1%
 Gender			
Male	39%	60%	1%
Female	27%	72%	1%
 Age			
15-24	31%	67%	2%
25-39	34%	65%	1%
40-54	34%	65%	1%
55 +	33%	66%	1%
 Education (End of)			
15-	21%	78%	1%
16-19	31%	68%	1%
20+	45%	54%	1%
Still studying	35%	63%	2%
 Respondent occupation scale			
Self-employed	41%	58%	1%
Managers	50%	49%	1%
Other white collars	37%	62%	1%
Manual workers	28%	71%	1%
House persons	20%	78%	2%
Unemployed	26%	73%	1%
Retired	32%	67%	1%
Students	35%	63%	2%
Self-positioning on the social scale			
Low (1-4)	20%	79%	1%
Medium (5-6)	33%	66%	1%
High (7-10)	44%	55%	1%
Image de l'UE			
Positive	48%	51%	1%
Neutral	27%	72%	1%
Négative	26%	73%	1%

3. SOURCES OF INFORMATION FOR POLITICAL MATTERS AND THE EUROPEAN UNION

3.1 National political matters

QD4T. Where do you get most of your news on national political matters? Firstly? And then?



To get news on national political matters, Europeans rely primarily on television (total score of 85%), followed by the press (50%), radio (39%) and the Internet (29%).

If we focus on the “first” source of information, television is still by far the main source (64%), but there is a narrower gap between the press (12%) and the Internet (11%), which has now overtaken radio (8%)⁷.

Television is by far the main source of information on national political matters in all the Member States, apart from Luxembourg, where respondents primarily rely on the press for information on national political matters (66%, versus 58% for television).

The press recorded high scores in Sweden (74%), Finland (71%), Austria (70%), Germany (66%) and Luxembourg (66%), compared with an EU average of 50%.

Respondents in Ireland mentioned the radio more frequently than Europeans on average (60%, versus a European average of 39%). That is also the case in Austria (55%), Slovakia (53%), Estonia (52%), Cyprus (52%) and Belgium (51%).

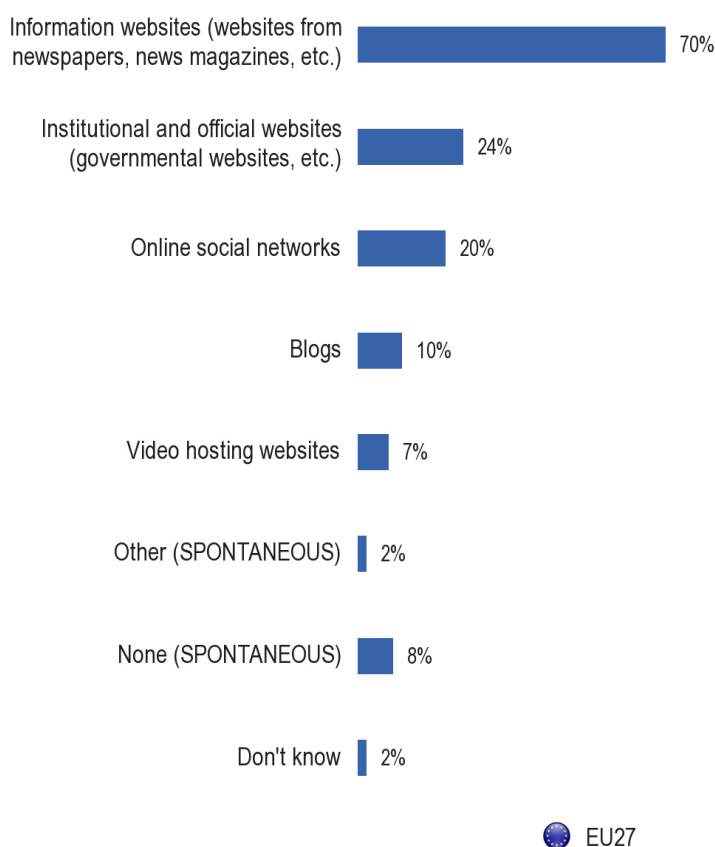
Finally, the Internet obtained its highest scores in Latvia (53%, second most important source after television, compared with a European average of 29%) and Estonia (51%).

When we focus only on the first answer, television tops the list in all EU countries, except Luxembourg, where it is surpassed by the press (33%, versus 30% for television).

⁷ QD4 Where do you get most of your news on national political matters? Firstly? And then?

In one candidate country, Iceland, the Internet is the main source of information on national political matters (37%, versus 34% for television). In the other candidate countries, more than seven out of ten respondents mentioned television.

QD6. On the Internet, which of the following websites do you use to get news on national political matters?



Base = respondents who use the Internet as a source of information on national political matters

1

For the Europeans who use the Internet to get information on national political matters, information websites are by far the preferred source of information (70%). Respondents also mentioned institutional websites (24%) and online social networks (20%). Blogs scored 10%, ahead of video hosting websites (7%)⁸.

Online social networks were mentioned the most frequently by respondents in Bulgaria (42%) and Greece (41%). Respondents in Greece are also more likely to mention blogs (37%) in a context where this is the only country that trusts institutional and official websites less than other sites⁹. The scores for blogs were also above the European average in Slovenia (25%), Slovakia (22%) and Lithuania (22%). Video hosting websites were also more frequently mentioned in Slovakia (18%), Slovenia and

A socio-demographic analysis shows that online social networks are ranked in second place by young people (29% of those aged 15 to 24), students (28%), the least educated respondents (22% of those who left school before the age of 16) and unemployed people (25%). This is also the case of those who place themselves at the bottom of the social scale (23%), or who struggle to pay their bills most of the time (27%). The oldest respondents, the most educated, managers, those who place themselves at the top of the social scale and those who almost never have difficulties paying their bills prefer institutional and official websites after information websites.

⁸ QD6 On the Internet, which of the following websites do you use to get news on national political matters?

⁹ See the analysis of QD8 in part 1.2: trust in the media.

QD6 On the Internet, which of the following websites do you use to get news on national political matters?

	Information websites (websites from newspapers, news magazines, etc.)	Institutional and official websites (governmental websites, etc.)	Online social networks	Blogs	Video hosting websites	Other (SPONTANEOUS)	None (SPONTANEOUS)	Don't know
EU27	70%	24%	20%	10%	7%	2%	8%	2%
Gender								
Male	73%	24%	20%	11%	8%	2%	6%	2%
Female	66%	23%	21%	8%	5%	3%	9%	3%
Age								
15-24	66%	20%	29%	10%	10%	2%	7%	2%
25-39	71%	24%	20%	10%	7%	3%	8%	2%
40-54	73%	25%	15%	10%	5%	2%	7%	2%
55 +	67%	27%	13%	7%	6%	3%	10%	2%
Education (End of)								
15-	51%	12%	22%	9%	5%	2%	15%	4%
16-19	63%	20%	20%	9%	7%	3%	9%	3%
20+	78%	29%	16%	10%	6%	2%	6%	1%
Still studying	71%	23%	28%	11%	9%	2%	6%	2%
Respondent occupation scale								
Self-employed	76%	24%	19%	14%	8%	1%	6%	1%
Managers	80%	34%	16%	9%	5%	1%	5%	1%
Other white collars	71%	23%	18%	9%	6%	3%	7%	2%
Manual workers	64%	20%	20%	8%	7%	3%	9%	4%
House persons	56%	14%	18%	12%	4%	8%	12%	5%
Unemployed	63%	19%	25%	8%	8%	2%	10%	2%
Retired	67%	26%	13%	8%	6%	3%	10%	3%
Students	71%	23%	28%	11%	9%	2%	6%	2%
Difficulties paying bills								
Most of the time	62%	16%	27%	13%	9%	2%	9%	4%
From time to time	62%	23%	23%	11%	9%	3%	8%	3%
Almost never	75%	25%	18%	8%	6%	2%	7%	1%
Self-positioning on the social scale								
Low (1-4)	66%	19%	23%	10%	8%	2%	8%	2%
Medium (5-6)	69%	22%	19%	9%	7%	3%	8%	2%
High (7-10)	72%	27%	20%	10%	7%	2%	7%	2%

Opinion leaders¹⁰ are more likely to mention institutional websites (34%, compared with 24% of all Europeans who use the Internet to get information on national political matters).

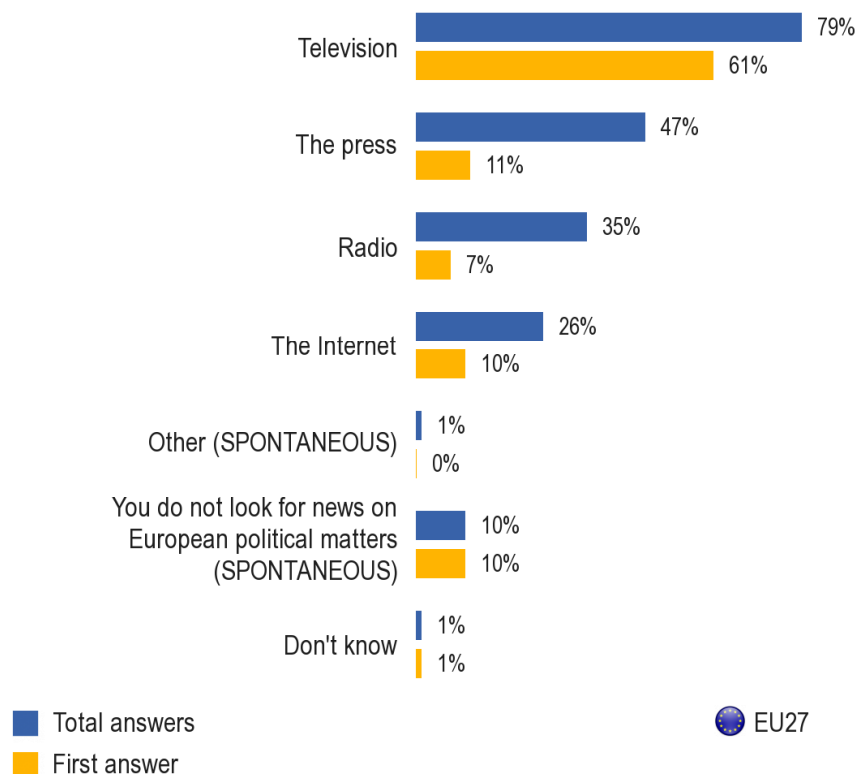
Finally, and unsurprisingly, the people who trust official and institutional websites more than other sites are more likely to use them to get information on national political matters (31%, compared with 20% of those who tend to trust institutional websites less than other websites).

¹⁰ For the definition of opinion leadership, see the first volume, "Public opinion in the European Union", of the Standard Eurobarometer, part 3.1: Interest in politics.

3.2 European political matters

Europeans primarily rely on television to get information on European political matters (total score of 79%). The next highest scores were obtained by the press (47%), radio (35%) and the Internet (26%). The ranking is therefore the same as for national political matters, though with lower scores.

QD5T. Where do you get most of your news on European political matters?
Firstly? And then?

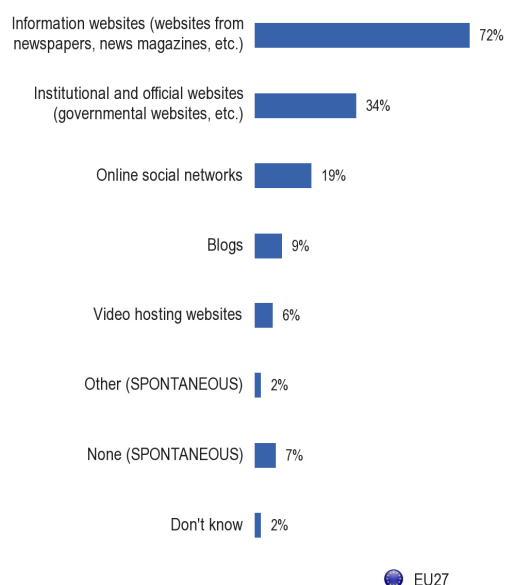


When we focus on the “first” source of information mentioned, television continues to head the list (61%), but there is a narrower gap between the press (11%) and the Internet (10%), which moves ahead of radio (7%)¹¹. These results have remained stable since EB74 in autumn 2010.

¹¹ QD5 Where do you get most of your news on European political matters? Firstly? And then?

When we asked the Europeans who use the Internet to get information on European political matters (26% of the total sample) which websites they use, information websites were by far the most frequently mentioned source (72%). Institutional and official websites were mentioned more frequently than for national matters (34%, versus 24%). The scores obtained by online social networks (19%), blogs (9%) and video hosting websites (6%) are in line with those recorded at national level.

QD7. On the Internet, which of the following websites do you use to get news on European political matters?



Base = those who use the Internet to get information on European political matters: 26% of the total sample

3.3 The European Union

The sources preferred by Europeans when actively searching for information on the European Union, its policies and institutions, have remained unchanged since the Eurobarometer survey of autumn 2010 (EB74). Television remains top of the list (57%), followed by the daily press (33%) and the Internet (30%). Radio is ranked fourth (22%), ahead of discussions with relatives, friends and colleagues (17%). In contrast to the questions on the main sources of information for national and European political matters, radio lags behind the Internet this time. This can be explained by the active dimension of the information search in this question. Other newspapers and magazines are used less frequently (11%). Dedicated media such as books, brochures, information leaflets (4%) and conferences (3%) remain very marginal sources¹².

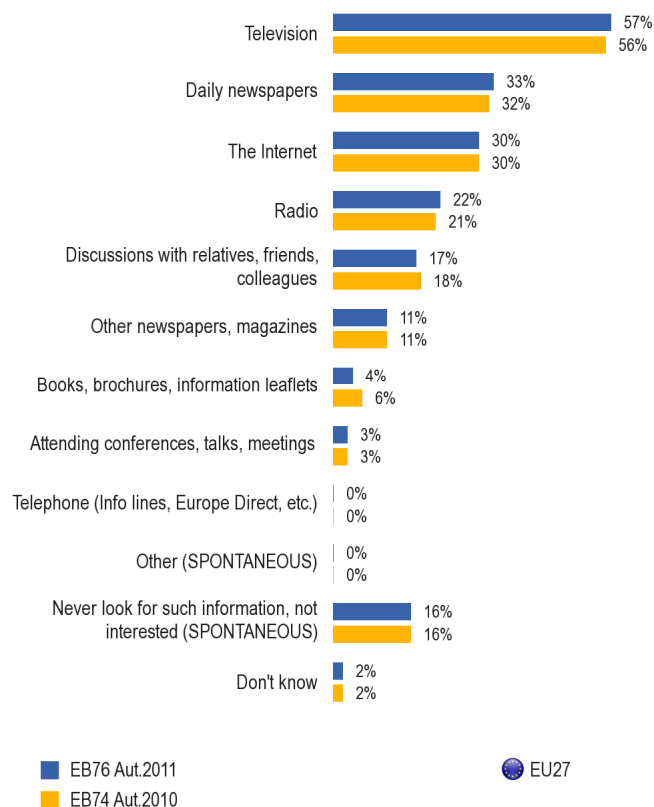
¹² QD9 When you are looking for information about the EU, its policies, its institutions, which of the following sources do you use? (MULTIPLE ANSWERS POSSIBLE)

Television was the most frequently mentioned medium in 24 of the 27 Member States. The Internet topped the list in the three remaining countries: Sweden (64%, +12 points), the Netherlands (55%, +4) and Estonia (50%, +1). In Finland, television and the Internet share first place (55% each), in a context where the Internet has slipped slightly (-1) while television has gained significant ground (+9).



































Daily newspapers are widely mentioned as a source of information on the European Union in Austria (59%, =), Germany (52%, +5) and Luxembourg (50%, +5).

Respondents in Ireland (41%, +8), Austria (40%, +5) and Slovakia (36%, =) are the most likely to use radio. But radio use has also increased in Cyprus (31%, +7) and Finland (24%, +7) since autumn 2010.

QD9. When you are looking for information about the EU, its policies, its institutions, which of the following sources do you use?



QD9 When you are looking for information about the EU, its policies, its institutions, which of the following sources do you use?

	Television	Diff. EB76 Aut.2011- EB74 Aut. 2010	Daily newspapers	Diff. EB76 Aut.2011- EB74 Aut. 2010	The Internet	Diff. EB76 Aut.2011- EB74 Aut. 2010	Radio	Diff. EB76 Aut.2011- EB74 Aut. 2010
 EU27	57%	+1	33%	+1	30%	=	22%	+1
 BE	62%	+4	37%	+4	36%	-2	29%	+3
 BG	69%	+5	29%	-1	23%	-2	20%	+3
 CZ	57%	-2	35%	-2	33%	+2	20%	-5
 DK	63%	=	36%	+1	56%	+4	25%	-3
 DE	62%	+4	52%	+5	31%	-5	29%	+4
 EE	43%	-4	22%	=	50%	+1	24%	-3
 IE	59%	+13	32%	+3	22%	-4	41%	+8
 EL	65%	+2	22%	=	28%	+6	16%	-2
 ES	56%	-3	27%	-1	24%	-2	23%	=
 FR	57%	+2	29%	-2	34%	-1	27%	+2
 IT	54%	-2	31%	-2	16%	=	8%	=
 CY	67%	+10	30%	=	21%	-1	31%	+7
 LV	50%	-3	16%	+1	47%	+3	23%	+3
 LT	53%	+8	16%	-1	37%	+2	20%	+4
 LU	52%	+1	50%	+5	44%	+5	32%	+2
 HU	56%	-7	25%	+5	23%	-3	20%	+1
 MT	47%	-2	17%	-5	27%	=	14%	-3
 NL	54%	+5	46%	+1	55%	+4	23%	+5
 AT	62%	=	59%	=	23%	-4	40%	+5
 PL	53%	-2	13%	-3	28%	-3	15%	-4
 PT	55%	-4	23%	-5	13%	=	11%	-6
 RO	64%	+9	15%	+2	20%	-3	24%	+3
 SI	55%	+4	30%	+4	45%	+4	26%	+3
 SK	71%	-1	38%	+2	39%	+3	36%	=
 FI	55%	+9	46%	+4	55%	-1	24%	+7
 SE	48%	+3	46%	+3	64%	+12	24%	+3
 UK	53%	+4	32%	+2	35%	+6	23%	+3
 CY (tcc)	58%	+5	50%	+16	21%	-2	20%	+5
 HR	63%	+11	33%	+9	32%	+5	20%	+6
 TR	53%	-7	28%	+5	15%	-2	5%	-7
 MK	63%	+8	19%	-3	27%	+4	8%	=
 IS	45%	+7	43%	+7	62%	-1	32%	+7
 ME	55%	-	42%	-	22%	-	12%	-

First four items mentioned

Respondents in Greece are slightly more likely to mention conferences, discussions and meetings (10%, compared with an EU average of 3%). Books, brochures and information leaflets tend to be more frequently consulted in Sweden (17%, versus 4% in the EU), Luxembourg (11%), Finland (10%) and Denmark (10%).

A socio-demographic analysis reveals that:

- for young people and students, the Internet is the main source when searching for information on the EU (48% of those aged 15 to 24 and 55% among students), whereas television tops the list for all the other age groups;
- the most educated respondents also mentioned the Internet more frequently than Europeans on average (48%), but nevertheless mainly rely on television (55%);
- managers prefer the Internet (55%), just ahead of television (53%);
- respondents who consider that they are well-informed about European issues rely on television (63%) but they are also more likely than Europeans as a whole to mention all the proposed sources, in particular daily newspapers (44%), the Internet (41%) and radio (28%).

QD9 When you are looking for information about the EU, its policies, its institutions, which of the following sources do you use?

	Television	Daily newspapers	Internet	Radio
EU27	57%	33%	30%	22%
Gender				
Male	57%	35%	34%	24%
Female	57%	30%	26%	21%
Age				
15-24	45%	21%	48%	12%
25-39	54%	31%	42%	20%
40-54	57%	34%	31%	25%
55 +	64%	37%	13%	26%
Education (End of)				
15-	60%	26%	6%	18%
16-19	60%	33%	26%	23%
20+	55%	40%	48%	28%
Still studying	44%	24%	55%	12%
Respondent occupation scale				
Self-employed	54%	39%	36%	24%
Managers	53%	43%	55%	30%
Other white collars	54%	34%	41%	20%
Manual workers	56%	31%	28%	23%
House persons	62%	24%	16%	19%
Unemployed	58%	22%	28%	17%
Retired	65%	36%	11%	26%
Students	44%	24%	55%	12%
Information on European matters				
Well informed	63%	44%	41%	28%
Not well informed	55%	27%	25%	19%

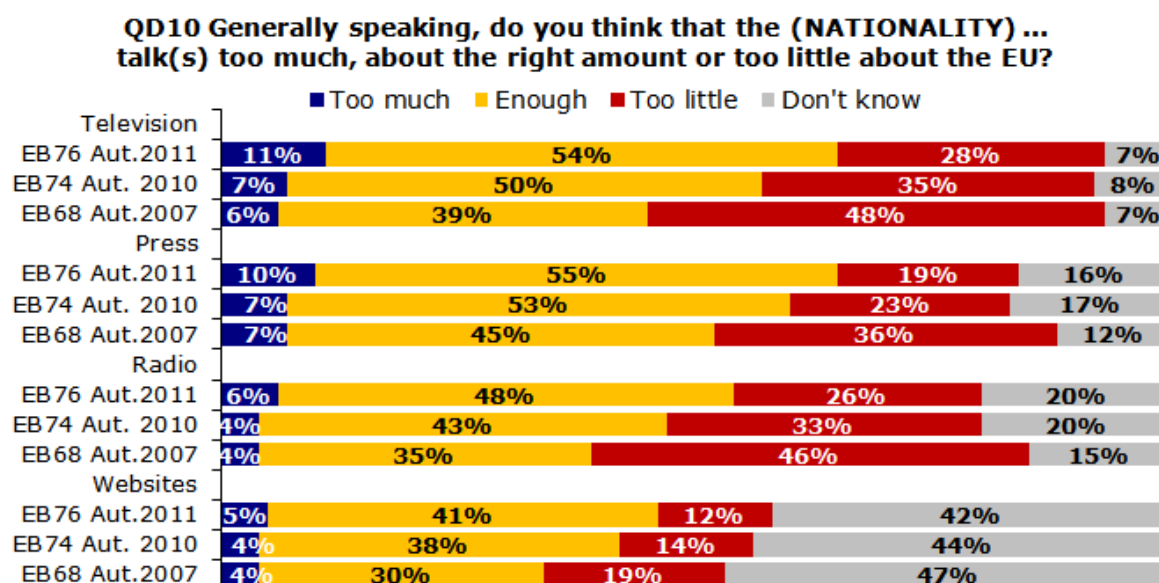
First four items mentioned

3.4 Media coverage of the European Union

- The impression that national media do not give enough coverage to the European Union has declined -

Although a majority of Europeans say that they are ill-informed about the European Union, they do not blame their national media for failing to give it sufficient coverage. A majority, larger than at the time of the autumn 2010 Eurobarometer (EB74), consider that media coverage is adequate, whether it involves television (54%, +4 points), the press (55%, +2), radio (48%, +5) or websites (41%, +3). The impression that there is “too little” talk about the EU is therefore the minority opinion and has lost ground for all the media reviewed. However the feeling that national media talk “too much” about the European Union has also gained ground: 11%, +4 for television, 10%, +3 for the press, 6%, +2 for radio, and 5%, +1 for websites¹³.

For the record, at the time of EB68 in autumn 2007¹⁴ a majority of Europeans considered that national television and radio did not give enough coverage to the European Union. The trend has therefore been reversed for these two media.



Respondents in Greece and Spain are the most likely to consider that national television (34% and 18% respectively), the press (21% and 20%) and radio (13% and 18%) talk too much about the European Union.

The following countries are instead more likely to criticise the lack of information about the European Union in these three media: France (television, 43%; press, 27%; radio, 37%) and Denmark (television, 41%; press, 31%; radio, 34%), together with Sweden for the press (33%) and radio (34%).

¹³ QD10 Generally speaking, do you think that the (NATIONALITY) ... talk(s) too much, about the right amount or too little about the EU? 1. Television 2. Press 3. Radio 4. Websites

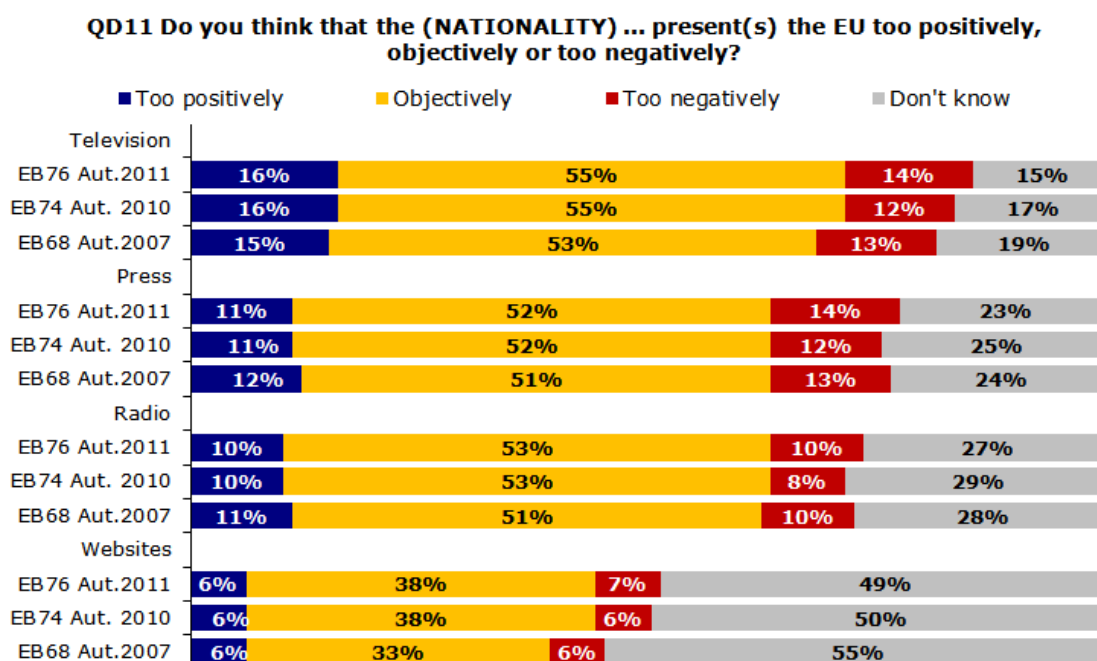
¹⁴ http://ec.europa.eu/public_opinion/archives/eb/eb68/eb_68_en.pdf

In the candidate countries, respondents in Turkey (television, 36%; press, 17%; radio, 13%), the Former Yugoslav Republic of Macedonia (television, 44%; press, 26%; radio, 16%) and Montenegro (television, 31%; press, 26%; radio, 15%) are more likely to think that the media talk too much about the European Union, compared with the European averages (television, 11%; press, 10%; radio, 6%). Conversely, in Iceland (television, 42%; press, 30%; radio, 37%) and Croatia (television, 45%; press, 42%; radio, 45%) the predominant feeling is that the media do not talk enough about the EU.

A socio-demographic analysis reveals that the most educated Europeans and those with a strong interest in politics are more likely to say that there is a lack of information about the European Union in the media. However, a majority of respondents in all categories feel that national media give sufficient coverage to the European Union.

- The various media are thought to be objective in their coverage of the European Union -

A majority of Europeans, unchanged since the autumn 2010 Eurobarometer, consider that **the media present the European Union objectively**: 55% for television, 52% for the press and 53% for radio. While representing a large majority of the people who answered the question, the Internet score is lower (38%), but this must be seen against the backdrop of a very high 'DK' rate for this medium (49%)¹⁵.



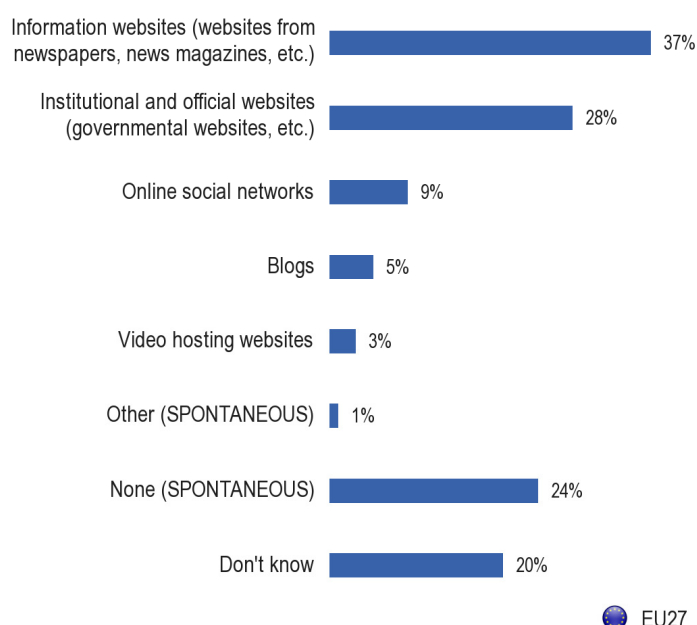
The proportions of Europeans who consider that their national media are too positive about the European Union remain stable: 16% for television, 11% for the press, 10% for radio and 6% for websites.

¹⁵ QD11 Do you think that the (NATIONALITY) ... present(s) the EU too positively, objectively or too negatively?

However the feeling that the media are too negative in their coverage of the European Union has increased very slightly: 14%, +2 for television; 14%, +2 for the press; 10%, +2 for radio; and 7%, +1 for websites.

Respondents in Greece are more likely than Europeans on average to complain that national media – television, radio and press – present the European Union both too positively and too negatively. Therefore, they seem critical primarily of the lack of objectivity of the national media. Almost a third of respondents in the United Kingdom said the same of the press (32%).

QD12. On which of the following websites would you find it useful to find information on the EU?



We then asked all Europeans which were the websites where it would be the most useful to find information on the European Union: in a context where information websites are the sites most consulted by European Internet users to obtain information on national and European political matters, these are also the sites where respondents say it would be most useful to find information on the European Union (37%). But institutional and official websites are also seen as appropriate platforms (28%).




Only 9% of respondents mentioned online social networks as a useful source of information on the European Union, ahead of blogs (5%) and video hosting websites (3%)¹⁶. Finally, almost a quarter of respondents spontaneously answered “none” (24%).

Young people and students, who are the most frequent users of online social networks, are the most likely to consider that it would be useful to find information on the EU on such networks (18% and 20%). But they are also far more likely to mention institutional and official websites (38% and 42%) and information websites (50% and 56%).

¹⁶ QD12 On which of the following websites would you find it useful to find information on the EU? (MULTIPLE ANSWERS POSSIBLE)

The most educated respondents, who, as we have seen, are more likely to trust institutional and official websites, are also more likely to mention these as appropriate platforms for information on the European Union (43%), but they too place information websites at the top of the list (53%).

QD12 On which of the following websites would you find it useful to find information on the EU?

	Information websites (websites from newspapers, news magazines, etc.)	Des sites institutionnels ou officiels (sites gouvernementaux, etc.)	Online social networks	Blogs	Video hosting websites	Other (SPONTANEOUS)	None (SPONTANEOUS)	Don't know
EU27	37%	28%	9%	5%	3%	1%	24%	20%
 Gender								
Male	40%	29%	10%	6%	4%	1%	23%	18%
Female	34%	27%	9%	3%	3%	1%	25%	21%
 Age								
15-24	50%	38%	18%	7%	7%	0%	12%	10%
25-39	49%	36%	13%	6%	5%	1%	15%	12%
40-54	40%	32%	8%	5%	3%	2%	21%	17%
55 +	20%	16%	4%	2%	1%	1%	37%	31%
 Education (End of)								
15-	13%	10%	4%	1%	1%	1%	42%	35%
16-19	35%	26%	9%	5%	3%	1%	25%	20%
20+	53%	43%	10%	6%	4%	1%	13%	10%
Still studying	56%	42%	20%	8%	7%	0%	9%	8%

4. SOCIAL NETWORKS

- The belief that social networks offer an appropriate means of discussing politics has gained considerable ground in European public opinion -

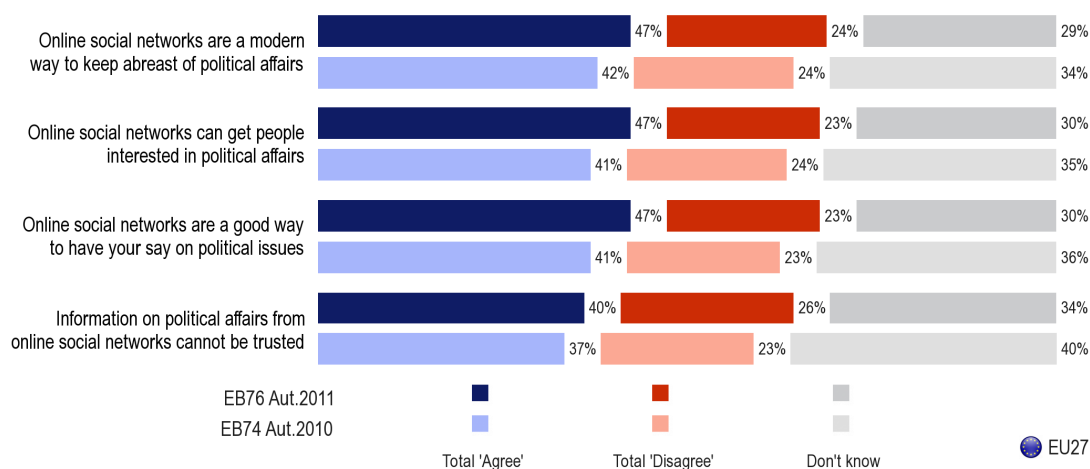
As we have seen, more than a third of Europeans use social networks at least once a week (35%). However, a larger proportion of Europeans (44%) never uses them. It is therefore hardly surprising that this question testing respondents' views of social networks irrespective of whether they use them generated a high number of 'DK' answers (between 29% and 34%). Nevertheless, respondents are now more likely to express an opinion, and 'DK' rates have fallen by between five and six points since autumn 2010.

In any event, whether or not Europeans use social networks, their judgments of them are now more favourable in several areas¹⁷:

- social networks are more often seen as a **modern way to keep abreast of political affairs** (47% 'agree', +5 points, versus 24% 'disagree', =)
- they are more often perceived as a **good way of getting people interested in political affairs** (47%, +6, versus 23%, -1)
- they are more often seen as a **good way to have your say on political issues** (47%, +6, versus 23%, =)

A slightly increased majority of respondents are still unconvinced of the **reliability of the information on political matters found on social networks**: 40% (+3) think that it cannot be trusted. However, the percentage of Europeans who take the opposite view has also increased, while remaining a minority (26%, +3).

QD13. Regardless of whether you participate in online social networks or not (social networking websites, blogs, video hosting websites), please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree with each of the following statements.



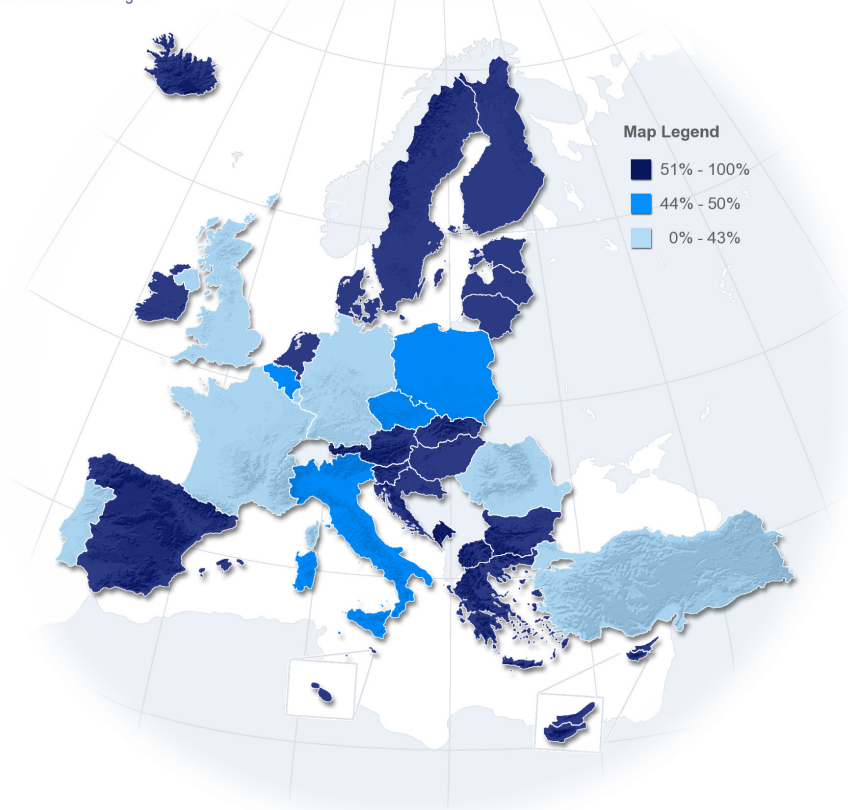
¹⁷ QD13 Regardless of whether you participate in online social networks or not (social networking websites, blogs, video hosting websites), please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree with each of the following statements.

	LV	66%
	EL	66%
	SK	66%
	SI	66%
	SE	65%
	DK	62%
	MT	58%
	BG	57%
	NL	56%
	CY	56%
	ES	55%
	IE	55%
	FI	54%
	EE	54%
	HU	54%
	AT	53%
	LT	52%
	PL	49%
	IT	48%
	EU	47%
	CZ	46%
	BE	46%
	LU	43%
	UK	43%
	FR	42%
	DE	41%
	PT	37%
	RO	29%
	CY (tcc)	62%
	IS	72%
	ME	67%
	MK	58%
	HR	58%
	TR	41%

Question: QD13.1. Regardless of whether you participate in online social networks or not (social networking websites, blogs, video hosting websites), please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree with each of the following statements.

Option: Online social networks are a modern way to keep abreast of political affairs

Answers: Total 'Agree'



Regular users of social networks are more likely to welcome their utility in the political sphere (72% as a way for the public to have their say, 70% as a way of getting people interested in politics and 69% as a way of keeping abreast of political matters), but they are also more likely to stress the unreliability of the information found there (53%).

The answers to these questions reveal significant divisions. Young people are far more likely to emphasise the benefits of social networks: for example, 64% of those aged 15 to 24 consider that they are a good way of keeping abreast of political matters (compared with 31% of those aged 55 or over) and 66% see them as a good way for the public to have their say on political issues (compared with 29% of the 55+ group). The most educated respondents are also more likely to recognise the contribution of social networking on the political front.

But, as we have seen, young people and the most educated respondents, because they are more likely to use social networks, are also more likely to draw attention to the unreliable nature of the information they publish (50% of those aged 15 to 24 and 52% of the most educated respondents).

Whether in respect of the contribution made by social networks or the reliability of the information they contain, the oldest and least educated respondents are not more critical; they simply tend to express no opinion, because they do not use social networks.