



Standard Eurobarometer 82 Autumn 2014

MEDIA USE IN THE EUROPEAN UNION

REPORT

Fieldwork: November 2014

This survey has been requested and co-ordinated by the European Commission,
Directorate-General for Communication.

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

This document does not represent the point of view of the European Commission.
The interpretations and opinions contained in it are solely those of the authors.

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Standard Eurobarometer 82
Autumn 2014

Media use in the European Union

Survey conducted by TNS opinion & social at the request of the
European Commission,
Directorate-General Communication

Survey coordinated by the European Commission,
Directorate-General Communication
(DG COMM "Strategy, Corporate Communication Actions and
Eurobarometer" Unit)

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INTRODUCTION

This Standard Eurobarometer survey was carried out between 8 and 17 November 2014¹ in 35 countries and territories: the 28 Member States of the European Union, the six candidate countries (the Former Yugoslav Republic of Macedonia, Turkey, Iceland, Montenegro, Serbia and Albania²), and the Turkish Cypriot Community in the part of the country not controlled by the government of the Republic of Cyprus.

This volume of the Standard Eurobarometer survey of autumn 2014 (EB82) analyses the media use of Europeans and their perceptions of information on the European Union, as well as changes in this regard since the Standard Eurobarometer survey of autumn 2013 (EB80).

The previous survey (EB80) had revealed a stabilisation of trust in the media, after the decline in trust revealed by the Standard Eurobarometer survey of autumn 2012 (EB78). It had also highlighted the growing use of the Internet, in particular to find information on national and European political matters, and had confirmed the recognition by a majority of Europeans of the relevance of social networks, but also of their limits. It had also shown that a strong majority of Europeans continued to believe that they were ill-informed about the European Union.

This report will analyse:

- The media use of Europeans and their trust in the media;
- Information on the European Union;
- The preferred sources of information on national and European political matters;
- Perceptions of the way in which the media present the European Union, in terms of the quantity and objectivity of their coverage;
- Opinions on social networks.

¹ Please consult the technical specifications for the exact dates of the fieldwork in each country.

² This is the first Standard Eurobarometer since Albania was granted EU candidate country status at the European Council of 26-27 June 2014.

The full report of the Standard Eurobarometer survey 82 consists of several volumes. The first volume presents the main public opinion trends in the European Union. Three other volumes present the opinions of Europeans on other themes: the Europe 2020 strategy, European citizenship and this volume devoted to media use in the European Union.

The general analysis and the socio-demographic analyses are based on the results at the level of the average of the 28 Member States. This average is weighted so that it reflects the population of each Member State. The averages for the previous surveys represent the results obtained in all the Member States of the European Union, as it was composed at the time the survey was conducted. Most of the questions covered in this volume were asked only in the 28 EU Member States. However, some were also asked in the European Union candidate countries and in the Turkish Cypriot Community.

The methodology used is that of the Standard Eurobarometer surveys of the Directorate-General Communication (“Strategy, Corporate Communication Actions and Eurobarometer” Unit)³. A technical note on the interviewing methods of the institutes of the TNS opinion & social network is attached to this report. That note also specifies the confidence intervals⁴, which are used to assess the accuracy of the results of a survey, according to the size of the sample interviewed in relation to the total size of the population studied.

The abbreviations used in this report correspond to:

ABBREVIATIONS			
BE	Belgium	LV	Latvia
CZ	Czech Republic	LU	Luxembourg
BG	Bulgaria	HU	Hungary
DK	Denmark	MT	Malta
DE	Germany	NL	The Netherlands
EE	Estonia	AT	Austria
EL	Greece	PL	Poland
ES	Spain	PT	Portugal
FR	France	RO	Romania
HR	Croatia	SI	Slovenia
IE	Ireland	SK	Slovakia
IT	Italy	FI	Finland
CY	Republic of Cyprus*	SE	Sweden
LT	Lithuania	UK	United Kingdom
CY (tcc)	Turkish Cypriot Community		
TR	Turkey	ME	Montenegro
MK	Former Yugoslav Republic of Macedonia	RS	Serbia
	* *		
IS	Iceland	AL	Albania
EU28	European Union – weighted average for the 28 Member States		
Euro area	BE, FR, IT, LU, DE, AT, ES, PT, IE, NL, FI, EL, EE, SI, CY, MT, SK, LV	Non-euro area	BG, CZ, DK, HR, LT, HU, PL, RO, SE, UK

* Cyprus as a whole is one of the 28 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 EU28 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.

*** Lithuania was not yet part of the euro zone at the time the survey was conducted.

* * * * *

*We wish to thank all the people interviewed throughout Europe
who took the time to participate in this survey.*

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

³ http://ec.europa.eu/public_opinion/index_en.htm

⁴ 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% where those polled had the possibility to choose several answers to one question.

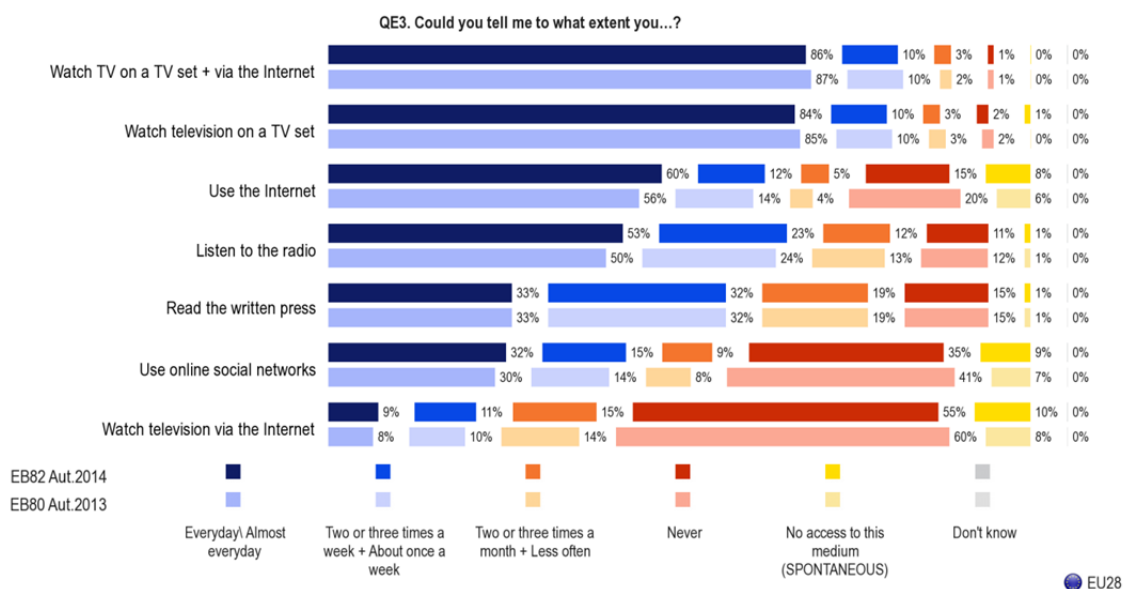
I. MEDIA USE AND TRUST IN THE MEDIA

– Television is still the most popular medium with Europeans, but they are increasingly likely to use the Internet and social networks –

1. MEDIA USES

Television (watched on a TV set or via the Internet) is the preferred medium of Europeans: 86% watch it every day or almost every day (i.e. -1 percentage point since the Standard Eurobarometer survey of autumn 2013, EB80)⁵. More than nine out of ten Europeans watch it at least once a week (96%, -1).

Europeans predominantly watch television on a TV set (94% at least once a week, -1 percentage point). Although Europeans are far less likely to watch television over the Internet, this practice continues to gain ground: 20% of Europeans watch television online at least once a week (+2% versus autumn 2013 and +3% versus the EB78 report of autumn 2012).



Although a clear majority of Europeans watch television every day or almost every day, regardless of their gender, age, level of education or socio-professional category, a socio-demographic analysis reveals some differences according to the medium used to watch television.

⁵ QE3. Could you tell me to what extent you ...?

For example, when it comes to **watching television every day or almost every day on a TV set**:

- This practice is slightly more pronounced among women (86%) than among men (83%);
- It increases with age: 72% among 15-24 year-olds, 78% among 25-39 year-olds, 83% among 40-54 year-olds and 93% among those in the 55-plus age group;
- It is more prevalent among Europeans who left school at the age of 15 or earlier (94%), than among those who studied up to the age of 20 and beyond (79%);
- It is slightly more widespread among pensioners (94%), house persons (91%), unemployed people (85%), manual workers (84%) and white-collar workers (83%), than among self-employed people (79%) and managers (76%). Students are the least likely to fall into this category of viewers (70%);
- The household's financial situation does not influence daily or near-daily viewing habits (85% of Europeans who generally struggle to pay their bills watch television every day or almost every day, versus 84% of those who almost never have difficulties paying their bills);
- There are, however, some slight differences according to the subjective social status of respondents: 89% of Europeans who consider that they are working class watch television every day or almost every day, compared with 84% of those in the lower middle class of society, 83% in the middle class, 76% in the upper middle class and 77% in the upper class.

QE3.1 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	At least once a week
EU28	84%	10%	3%	2%	1%	0%	94%
Gender							
Men	83%	11%	3%	2%	1%	0%	94%
Women	86%	10%	1%	2%	1%	0%	96%
Age							
15-24	72%	18%	5%	4%	1%	0%	90%
25-39	78%	14%	4%	3%	1%	0%	92%
40-54	83%	11%	3%	2%	1%	0%	94%
55 +	93%	5%	1%	1%	0%	0%	98%
Education (End of)							
15-	94%	4%	1%	1%	0%	0%	98%
16-19	87%	9%	2%	1%	1%	0%	96%
20+	79%	14%	3%	3%	1%	0%	93%
Still studying	70%	18%	7%	5%	0%	0%	88%
Socio-professional category							
Self-employed	79%	13%	3%	4%	1%	0%	92%
Managers	76%	16%	4%	3%	1%	0%	92%
Other white collars	83%	12%	3%	1%	1%	0%	95%
Manual workers	84%	11%	3%	2%	0%	0%	95%
House persons	91%	5%	2%	1%	1%	0%	96%
Unemployed	85%	10%	2%	2%	1%	0%	95%
Retired	94%	4%	1%	1%	0%	0%	98%
Students	70%	18%	7%	5%	0%	0%	88%
Difficulties paying bills							
Most of the time	85%	9%	4%	2%	0%	0%	94%
From time to time	84%	10%	3%	2%	1%	0%	94%
Almost never/ Never	84%	11%	3%	2%	0%	0%	95%
Consider belonging to							
The working class	89%	8%	1%	2%	0%	0%	97%
The lower middle class	84%	11%	3%	2%	0%	0%	95%
The middle class	83%	11%	3%	2%	1%	0%	94%
The upper middle class	76%	18%	3%	3%	0%	0%	94%
The upper class	77%	13%	6%	1%	3%	0%	90%

When it comes to **watching television via the Internet at least once a week**, the differences between categories are slightly more pronounced:

- This practice is more widespread among men (22%) than among women (17%);
- Europeans in the 15-24 age group are the most likely to watch television via the Internet: 40% do so at least once a week. We note that the proportion of respondent who watch television via the Internet decreases gradually with age: 26% of 25-39 year-olds, 18% of 40-54 year-olds and 8% of those in the 55-plus age group watch television via the Internet at least once a week;
- These differences also exist between generations: more than a third of generation "Y" (34% of Europeans born after 1980) watch television via the Internet at least once a week, compared with less than a quarter of generation "X" (22% of Europeans born between 1965 and 1980), 11% of Baby Boomers (born between 1946 and 1964) and 5% of the generation born before 1946;
- Europeans having studied up to the age of 20 and beyond are far more likely than those who left school at the age of 15 or earlier to watch television via the Internet (26% versus 5%);
- Managers (32%) are also more likely than self-employed people (23%), white-collar workers (21%), manual workers (20%) and unemployed people (19%) to watch television via the Internet. However, students are the most likely to watch television online at least once a week (40%);
- Europeans who almost never have difficulties paying their bills are also slightly more likely than those who have difficulties most of the time, to watch television online (20% versus 14%).

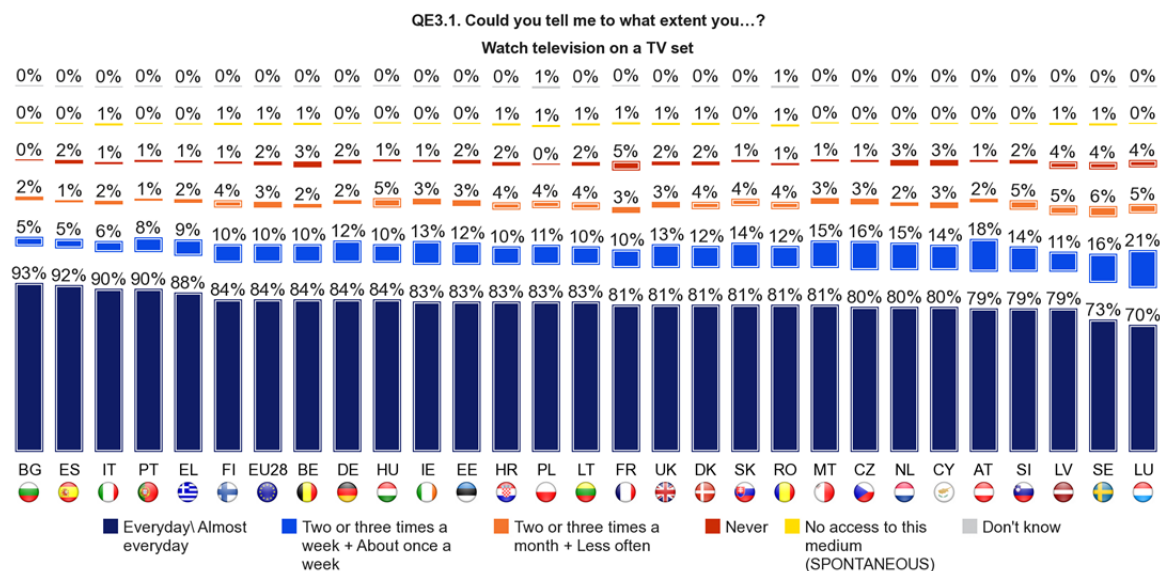
QE3.2 Could you tell me to what extent you...?

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	At least once a week
EU28	9%	11%	15%	55%	10%	0%	20%
Gender							
Men	10%	12%	17%	53%	8%	0%	22%
Women	7%	10%	13%	58%	12%	0%	17%
Age							
15-24	16%	24%	19%	38%	3%	0%	40%
25-39	12%	14%	21%	49%	3%	1%	26%
40-54	8%	10%	18%	58%	6%	0%	18%
55 +	4%	4%	8%	64%	20%	0%	8%
Generation							
Before 1928	1%	1%	0%	59%	38%	1%	2%
1928 - 1945	3%	3%	4%	64%	26%	0%	6%
Total 'Before 1946'	3%	2%	4%	64%	27%	0%	5%
1946 - 1964 "BB"	5%	6%	12%	64%	13%	0%	11%
1965 - 1980 "X"	10%	12%	19%	54%	4%	1%	22%
After 1980 "Y"	15%	19%	20%	43%	3%	0%	34%
Education (End of)							
15-	3%	2%	5%	65%	25%	0%	5%
16-19	7%	9%	14%	61%	9%	0%	16%
20+	11%	15%	21%	49%	4%	0%	26%
Still studying	17%	23%	21%	36%	3%	0%	40%
Socio-professional category							
Self-employed	10%	13%	20%	53%	4%	0%	23%
Managers	12%	20%	24%	42%	2%	0%	32%
Other white collars	10%	11%	23%	51%	4%	1%	21%
Manual workers	8%	12%	14%	59%	6%	1%	20%
House persons	7%	7%	9%	62%	14%	1%	14%
Unemployed	10%	9%	15%	57%	8%	1%	19%
Retired	3%	4%	7%	64%	22%	0%	7%
Students	17%	23%	21%	36%	3%	0%	40%
Difficulties paying bills							
Most of the time	8%	6%	10%	61%	15%	0%	14%
From time to time	9%	10%	15%	55%	10%	1%	19%
Almost never/ Never	8%	12%	16%	55%	9%	0%	20%

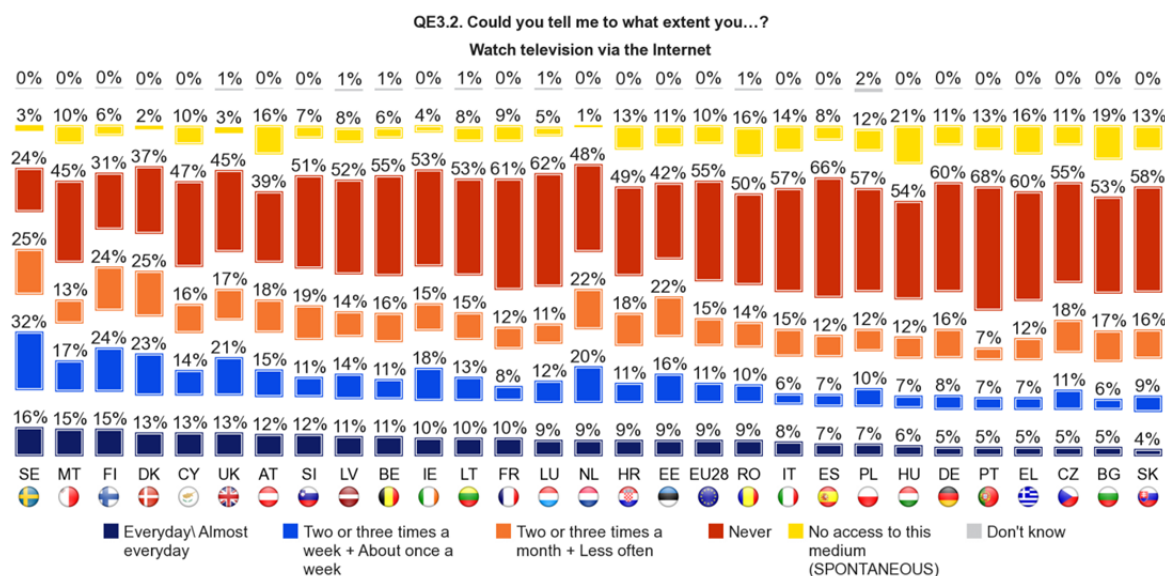
The proportion of respondents who watch television *on a TV set* every day or almost every day is very high in all Member States, but varies from 70% in Luxembourg to 93% in Bulgaria.

The number of viewers in this category has decreased sharply in several countries since autumn 2013: in Croatia (83%, -8 percentage points), Romania (81%, -8), Luxembourg (70%, -7), Austria (79%, -7) and Malta (81%, -7).



Watching television *via the Internet* is particularly widespread in Sweden (48% do so at least once a week) and Finland (39%), but less so in Bulgaria (11%), Greece (12%) and Portugal (12%).

This practice has gained ground since autumn 2013 in Austria (27%, +12 percentage points), Croatia (20%, +11), Slovenia (23%, +8), Malta (32%, +7) and the United Kingdom (34%, +7).



Radio is the second most widely used medium by Europeans: 76% listen to it at least once a week (+2 percentage points) and, among them, 53% listen to it every day or almost every day (+3 percentage points). Radio listenership has therefore increased slightly since autumn 2013, after having dipped slightly between autumn 2012 and autumn 2013.

A socio-demographic analysis highlights some noteworthy differences between categories:

- Men are slightly more likely than women to listen to the radio every day or almost every day (55% versus 52%);
- The differences are more pronounced depending on the respondent's age: only 38% of 15-24 year-olds listen to the radio every day or almost every day, compared with 52% of 25-39 year-olds, 59% of 40-54 year-olds and 56% of those in the 55-plus age group;
- Europeans who studied up to the age of 20 and beyond are more likely than those whose left school at the age of 15 or earlier to listen to the radio on a daily basis (61% versus 46%);
- Managers (67%) and self-employed people (64%) are more likely than white-collar workers (58%), manual workers (53%), house persons (42%) and unemployed people (42%) to listen to the radio;
- Lastly, Europeans who consider that they belong to the upper middle class (65%) are more likely to listen to the radio on a daily basis than those who see themselves as part of the middle class (57%), the lower middle class (55%) and the working class (47%). 59% of the upper class belong to this group of listeners.

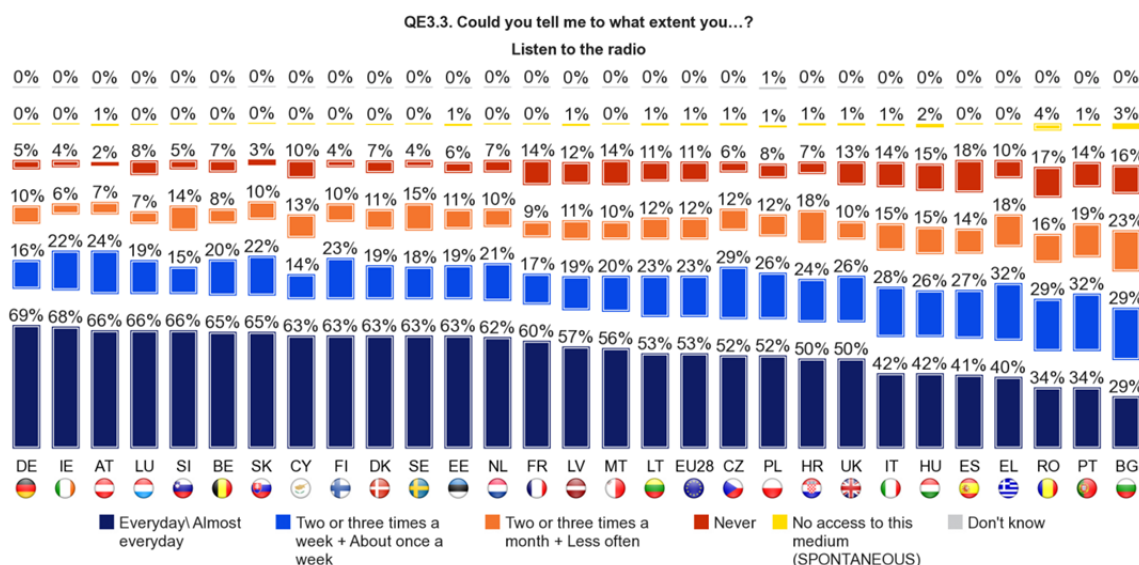
QE3.3 Could you tell me to what extent you...?

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	At least once a week
EU28	53%	23%	12%	11%	1%	0%	76%
Gender							
Men	55%	23%	12%	10%	0%	0%	78%
Women	52%	23%	12%	12%	1%	0%	75%
Age							
15-24	38%	31%	17%	14%	0%	0%	69%
25-39	52%	26%	13%	9%	0%	0%	78%
40-54	59%	21%	12%	8%	0%	0%	80%
55 +	56%	20%	10%	13%	1%	0%	76%
Education (End of)							
15-	46%	22%	12%	18%	2%	0%	68%
16-19	55%	24%	12%	9%	0%	0%	79%
20+	61%	21%	11%	7%	0%	0%	82%
Still studying	37%	30%	18%	15%	0%	0%	67%
Socio-professional category							
Self-employed	64%	18%	11%	6%	1%	0%	82%
Managers	67%	20%	9%	4%	0%	0%	87%
Other white collars	58%	25%	11%	6%	0%	0%	83%
Manual workers	53%	25%	11%	10%	1%	0%	78%
House persons	42%	27%	14%	16%	1%	0%	69%
Unemployed	42%	27%	17%	14%	0%	0%	69%
Retired	55%	19%	10%	14%	2%	0%	74%
Students	37%	30%	18%	15%	0%	0%	67%
Consider belonging to							
The working class	47%	24%	13%	15%	1%	0%	71%
The lower middle class	55%	23%	11%	10%	1%	0%	78%
The middle class	57%	23%	12%	8%	0%	0%	80%
The upper middle class	65%	19%	10%	6%	0%	0%	84%
The upper class	59%	27%	9%	5%	0%	0%	86%

A national analysis reveals significant differences in listening habits between Member States. Two-thirds or more of those polled listen to it every day or almost every day in Germany (69%), Ireland (68%), Luxembourg (66%), Austria (66%) and Slovenia (66%). In contrast, this practice is far less widespread in Bulgaria (29%) – which is the country where respondents are the most likely to watch television –, Romania (34%) and Portugal (34%).

The number of daily listeners has increased since autumn 2013 in Poland (52% +10 percentage points), Cyprus (63%, +9), Spain (41%, +8), Slovenia (66%, +7), Italy (42%, +7) and Bulgaria (29%, +7). In contrast, it has decreased the most sharply in Denmark (63%, -6).



More than two-thirds of Europeans read the **written press** at least once a week (65%, unchanged since autumn 2013). After having fallen between autumn 2012 and autumn 2013 (-6 percentage points), this proportion has stabilised. A third of Europeans read the press every day or almost every day; this proportion is also stable (33%, =).

A socio-demographic analysis reveals that:

- Men are more likely than women to read the written press at least once a week (69% versus 62%);
- Europeans aged 55 or over (70%) are more likely than 15-24 year-olds (51%) to read the written press;
- This practice is far more widespread among Europeans who studied up to the age of 20 and beyond (73%, versus 58% among those who left school at the age of 15 or earlier);
- Managers (78% at least once a week) are slightly more likely than white-collar workers (69%), manual workers (63%) and above all unemployed people (52%) and housepersons (49%) to read the written press;
- There are significant differences in practices depending on the subjective social status of the people polled: 83% of those who consider that they belong to the upper middle class read the written press at least once a week, compared with 70% of those who position themselves in the middle class, 64% in the lower middle class and 56% in the working class. This proportion is 78% for those who identify themselves as upper class.

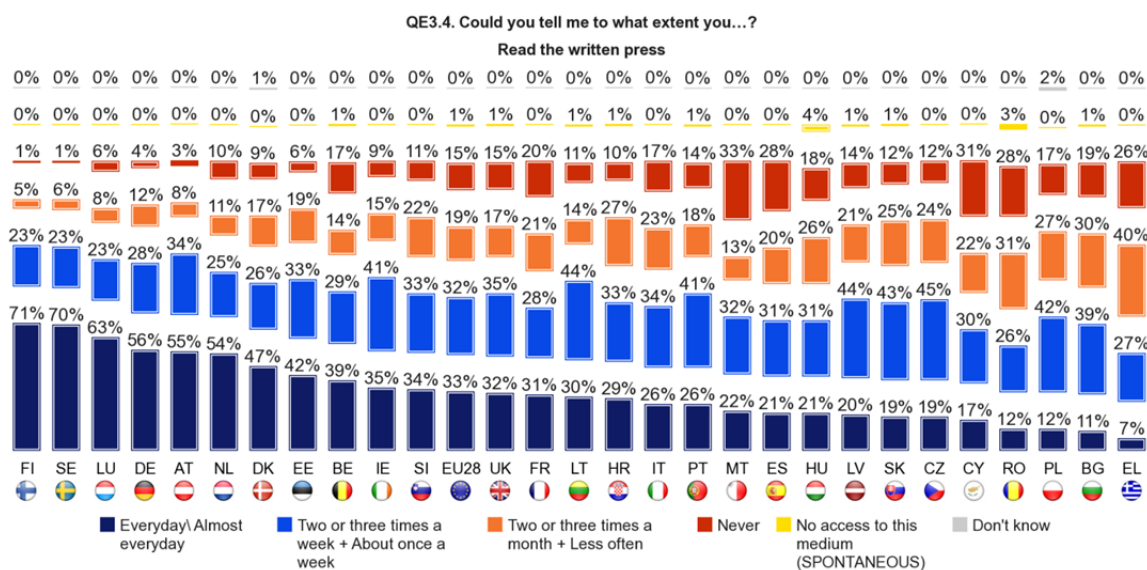
QE3.4 Could you tell me to what extent you...?

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	At least once a week
EU28	33%	32%	19%	15%	1%	0%	65%
Gender							
Men	36%	33%	17%	14%	0%	0%	69%
Women	30%	32%	21%	16%	1%	0%	62%
Age							
15-24	15%	36%	28%	21%	0%	0%	51%
25-39	23%	39%	24%	14%	0%	0%	62%
40-54	35%	33%	19%	12%	1%	0%	68%
55 +	44%	26%	13%	16%	1%	0%	70%
Education (End of)							
15-	33%	25%	17%	24%	1%	0%	58%
16-19	32%	34%	20%	14%	0%	0%	66%
20+	40%	33%	17%	10%	0%	0%	73%
Still studying	17%	35%	29%	19%	0%	0%	52%
Socio-professional category							
Self-employed	40%	34%	17%	8%	1%	0%	74%
Managers	44%	34%	15%	7%	0%	0%	78%
Other white collars	30%	39%	22%	9%	0%	0%	69%
Manual workers	27%	36%	20%	16%	0%	1%	63%
House persons	22%	27%	24%	26%	1%	0%	49%
Unemployed	19%	33%	27%	21%	0%	0%	52%
Retired	44%	25%	14%	16%	1%	0%	69%
Students	17%	35%	29%	19%	0%	0%	52%
Consider belonging to							
The working class	25%	31%	21%	22%	1%	0%	56%
The lower middle class	30%	34%	21%	15%	0%	0%	64%
The middle class	38%	32%	19%	11%	0%	0%	70%
The upper middle class	53%	30%	11%	6%	0%	0%	83%
The upper class	44%	34%	13%	9%	0%	0%	78%

A national analysis reveals significant differences between countries: in Finland (94%) and Sweden (93%), more than nine out of ten people polled read the written press at least once a week. In contrast, this practice is less widespread in Greece (34%) and Romania (38%).

Since autumn 2013, the proportion of respondents who read the written press has increased in Croatia (62% at least once a week, +7 percentage points), but has decreased in the United Kingdom (67%, -9), Hungary (52%, -9) and Slovakia (62%, -8).



More than seven out of ten Europeans now use the **Internet** at least once a week (72%), i.e. +2 percentage points versus the Standard Eurobarometer survey of autumn 2013 (EB80) and +8 percentage points versus autumn 2011 (EB76). The increase is slightly more pronounced in the case of those who use the Internet on a daily or near-daily basis (60%, +4 percentage points versus autumn 2013 and +12 versus autumn 2011). The proportion of Europeans who never use the Internet has decreased (15%, -5).

A socio-demographic analysis reveals that the use of the Internet on a daily or near-daily basis:






























- Is more widespread among men (65%) than among women (56%);
- Varies very significantly according to age: 92% of Europeans in the 15-24 age group use the Internet on a daily basis (or almost daily), compared with 80% of 25-39 year-olds and 65% of 40-54 year-olds. Those in the 55-plus age group are the least likely to use the Internet on a daily basis (31%);
- Is very strongly correlated to the respondent's generation: 87% of generation "Y" use the Internet every day or almost every day, versus 72% of generation "X", 44% of Baby Boomers and 19% of Europeans born before 1946;
- There are also significant differences according to the respondent's level of education: Europeans having studied up to the age of 20 and beyond (80%) are far more likely than those who left school at the age of 15 or earlier (22%) to use the Internet every day or almost every day;
- Managers (86%) are slightly more likely than white-collar workers (78%), self-employed people (74%), unemployed people (64%), manual workers (61%) and housepersons (43%) to use the Internet every day or almost every day;

- The use of the Internet is also more widespread among Europeans who identify themselves as upper middle class (84% for every day or almost every day), than among those that see themselves as middle class (67%), lower middle class (61%) and working class (44%). Just under three-quarters of Europeans who see themselves as upper class use the Internet every day or almost every day (72%).

QE3.5 Could you tell me to what extent you...?

Use the Internet

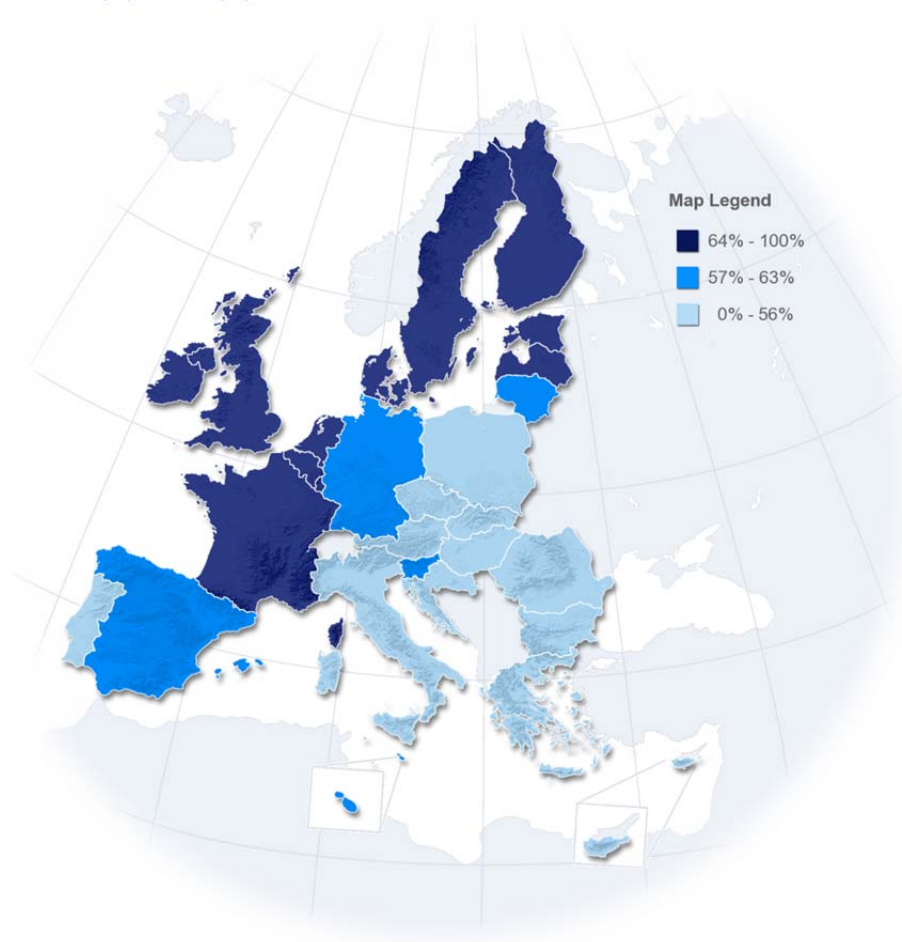
	Everyday/ Almost everyday	Two or three times a week + About once a week	Two or three times a month + Less often	Never	No access to this medium (SPONTANEOUS)	Don't know	At least once a week
EU28	60%	12%	5%	15%	8%	0%	72%
Gender							
Men	65%	12%	4%	12%	7%	0%	77%
Women	56%	12%	5%	17%	10%	0%	68%
Age							
15-24	92%	4%	2%	1%	1%	0%	96%
25-39	80%	12%	4%	3%	1%	0%	92%
40-54	65%	17%	5%	9%	4%	0%	82%
55 +	31%	12%	6%	32%	19%	0%	43%
Generation							
Before 1928	6%	3%	3%	54%	34%	0%	9%
1928 - 1945	20%	8%	4%	40%	28%	0%	28%
Total 'Before 1946'	19%	8%	4%	41%	28%	0%	27%
1946 - 1964 "BB"	44%	17%	6%	22%	11%	0%	61%
1965 - 1980 "X"	72%	15%	5%	6%	2%	0%	87%
After 1980 "Y"	87%	8%	2%	2%	1%	0%	95%
Education (End of)							
15-	22%	11%	4%	39%	24%	0%	33%
16-19	55%	17%	6%	14%	8%	0%	72%
20+	80%	10%	3%	5%	2%	0%	90%
Still studying	95%	3%	2%	0%	0%	0%	98%
Socio-professional category							
Self-employed	74%	13%	4%	7%	2%	0%	87%
Managers	86%	10%	3%	1%	0%	0%	96%
Other white collars	78%	13%	4%	4%	1%	0%	91%
Manual workers	61%	19%	6%	10%	4%	0%	80%
House persons	43%	12%	6%	28%	11%	0%	55%
Unemployed	64%	12%	5%	12%	7%	0%	76%
Retired	28%	11%	4%	34%	23%	0%	39%
Students	95%	3%	2%	0%	0%	0%	98%
Consider belonging to							
The working class	44%	13%	5%	23%	15%	0%	57%
The lower middle class	61%	14%	5%	13%	7%	0%	75%
The middle class	67%	13%	4%	11%	5%	0%	80%
The upper middle class	84%	7%	2%	5%	2%	0%	91%
The upper class	72%	16%	4%	7%	1%	0%	88%

	NL	88%
	DK	87%
	SE	86%
	FI	74%
	UK	72%
	EE	71%
	LU	71%
	FR	69%
	IE	67%
	BE	65%
	LV	64%
	MT	60%
	EU28	60%
	SI	59%
	ES	58%
	LT	58%
	DE	57%
	CY	56%
	AT	56%
	CZ	56%
	PL	54%
	HR	52%
	SK	52%
	IT	51%
	EL	46%
	HU	45%
	BG	44%
	PT	40%
	RO	38%

Question: QE3.5. Could you tell me to what extent you...?

Option: Use the Internet

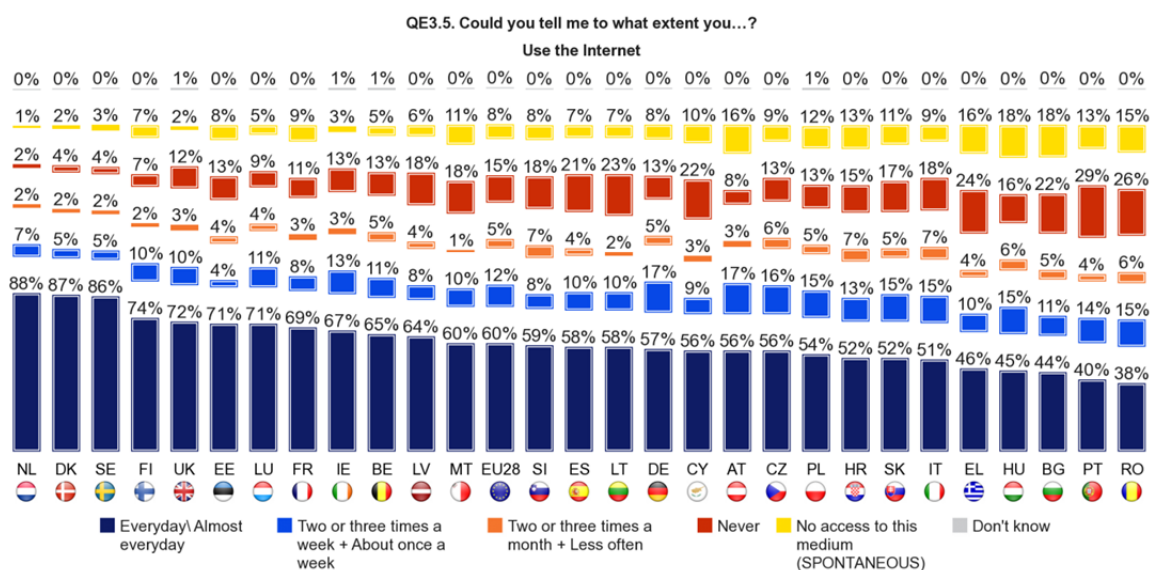
Answers: Everyday/ Almost everyday



Respondents in northern Europe are the most likely to use the Internet every day or almost every day: 88% in the Netherlands, 87% in Denmark and 86% in Sweden. It is also noteworthy that respondents in Germany are less likely than Europeans on average to use the Internet (57%, versus a European average of 60%).

Respondents in Romania (38%), Portugal (40%) and Bulgaria (44%) are the least likely to use the Internet every day or almost every day.

There have been some significant changes since autumn 2013: the proportion of respondents who use the Internet every day or almost every day has increased considerably in Poland (54%, +10 percentage points), Ireland (67%, +8), Austria (56%, +8), the Czech Republic (56%, +8) and Hungary (45%, +8).



It is the use of **online social networks** that has increased the most perceptibly in recent years: 47% of Europeans now use them at least once a week, i.e. +3 percentage points versus autumn 2013 and +12 versus autumn 2011. Almost a third of Europeans use social networks every day or almost every day (32%, +2 versus autumn 2013 and +12 versus autumn 2011).

A socio-demographic analysis reveals that the changes regarding the use of online social networks do not completely mirror those noted for the Internet. Thus:

- Identical proportions of men and women use social networks every day or almost every day (32%);
- The most striking differences are based on the age of those polled: three-quarters of Europeans in the 15-24 age group use social networks every day or almost every day (75%), compared with 50% of 25-39 year-olds, 27% of 40-54 year-olds and 8% of those aged 55 or over;
- Accordingly, there are also generational differences: 65% of generation "Y" use them every day or almost every day, versus 35% of generation "X", 14% of Baby Boomers and 3% of those born before 1946;

- From a socio-professional point of view, white-collar workers (41%) and unemployed people (41%) are the most likely to use social networks every day or almost every day, ahead of managers (37%) and manual workers (34%).

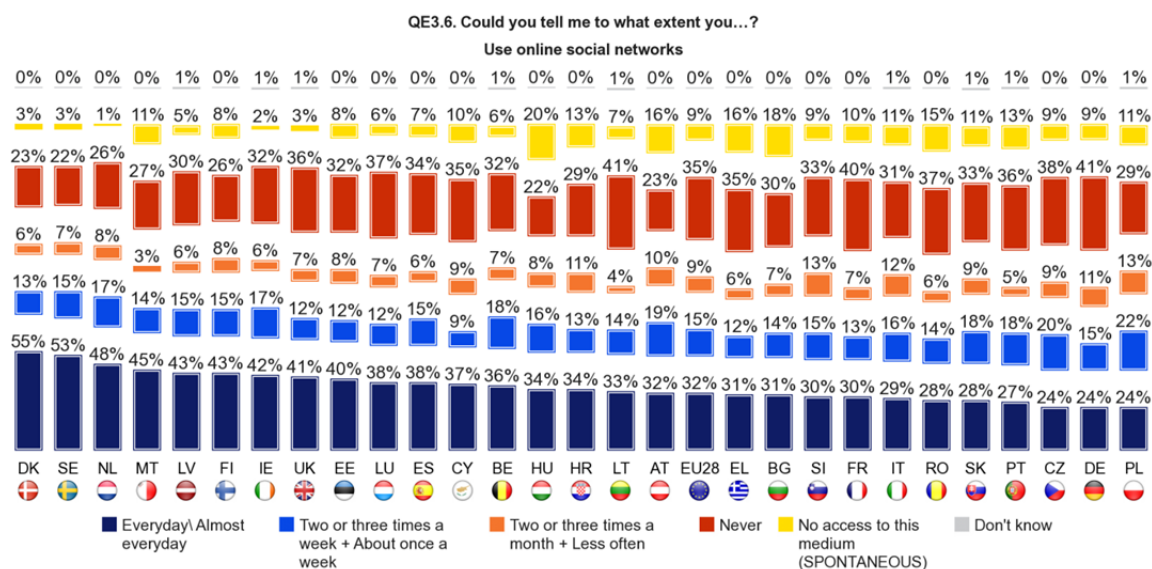
QE3.6 Could you tell me to what extent you...? Use online social networks

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	At least once a week
EU28	32%	15%	9%	35%	9%	0%	47%
Gender							
Men	32%	16%	10%	34%	7%	1%	48%
Women	32%	14%	8%	35%	11%	0%	46%
Age							
15-24	75%	16%	4%	4%	1%	0%	91%
25-39	50%	23%	10%	15%	2%	0%	73%
40-54	27%	20%	12%	37%	4%	0%	47%
55 +	8%	7%	7%	57%	21%	0%	15%
Generation							
Before 1928	1%	1%	2%	60%	35%	1%	2%
1928 - 1945	3%	3%	4%	60%	30%	0%	6%
Total 'Before 1946'	3%	3%	3%	60%	30%	1%	6%
1946 - 1964 "BB"	14%	12%	10%	52%	12%	0%	26%
1965 - 1980 "X"	35%	22%	12%	28%	3%	0%	57%
After 1980 "Y"	65%	19%	7%	8%	1%	0%	84%
Education (End of)							
15-	10%	6%	4%	54%	26%	0%	16%
16-19	28%	16%	10%	37%	8%	1%	44%
20+	38%	19%	11%	29%	3%	0%	57%
Still studying	78%	14%	3%	4%	1%	0%	92%
Socio-professional category							
Self-employed	33%	20%	13%	31%	3%	0%	53%
Managers	37%	24%	12%	26%	1%	0%	61%
Other white collars	41%	21%	12%	24%	1%	1%	62%
Manual workers	34%	19%	11%	31%	4%	1%	53%
House persons	24%	12%	8%	44%	12%	0%	36%
Unemployed	41%	17%	10%	25%	7%	0%	58%
Retired	7%	6%	5%	58%	24%	0%	13%
Students	78%	14%	3%	4%	1%	0%	92%

A national analysis shows that differences between countries are slightly less pronounced for the use of online social networks than for the Internet. The daily or near-daily use of online social networks is particularly widespread in Denmark (55%), Sweden (53%) and the Netherlands (48%). It is less prevalent in Poland (24%), Germany (24%) and the Czech Republic (24%).

The daily or almost daily use of online social networks has increased significantly since autumn 2013 in Austria (32%, +11 percentage points), Bulgaria (31%, +9), Hungary (34%, +7) and Romania (28%, +7).



2. TRUST IN THE MEDIA

- Trust in the media has increased slightly -

Trust in the various media has increased slightly in autumn 2014, after having been stable between the Standard Eurobarometer surveys of autumn 2012 and autumn 2013.

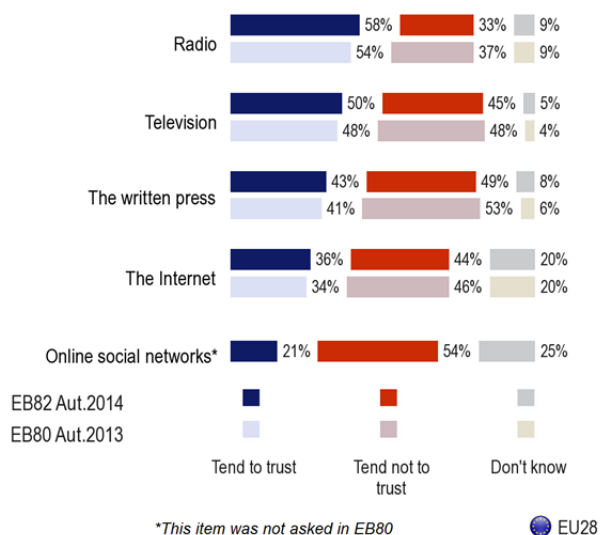
A growing majority of Europeans trust **radio** (58%, +4 percentage points, versus 33% who distrust it, -4)⁶. A majority of respondents now trust **television** again, whereas opinions were divided in autumn 2013 (50%, +2, versus 45%, -3).

Only a minority of Europeans trust the **written press**, but trust has increased slightly (43%, +2 percentage points, versus 49% who distrust it, -4).

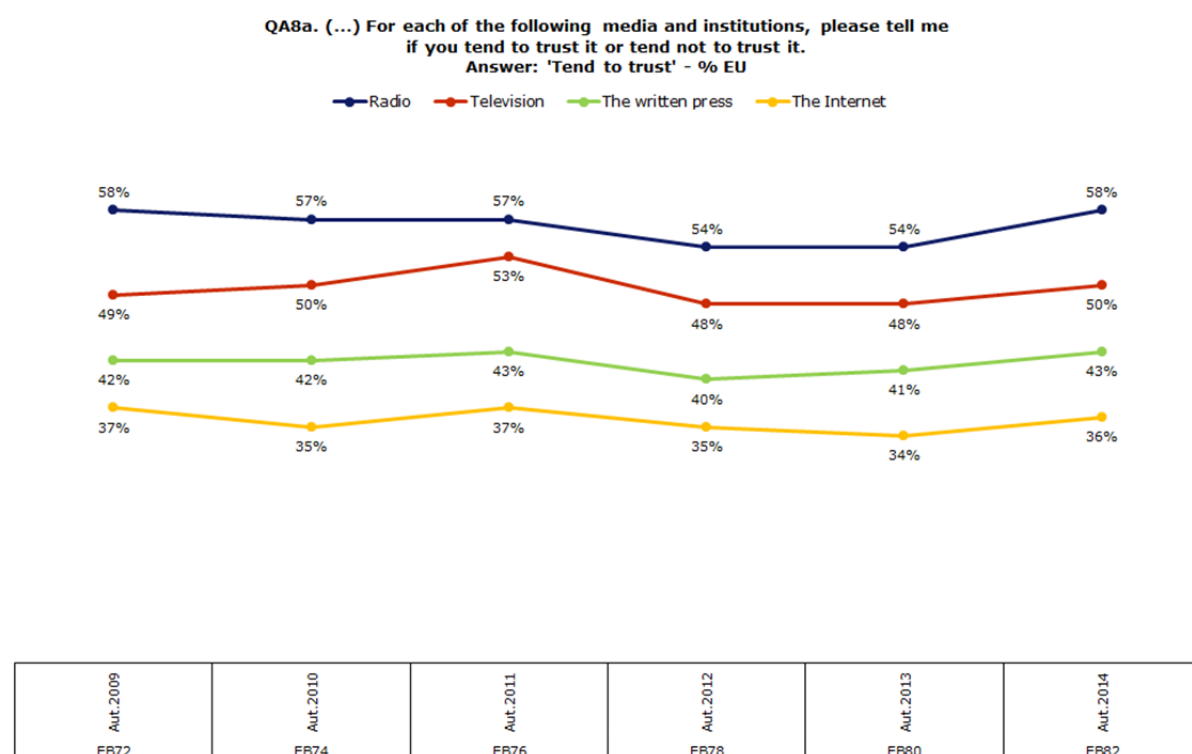
The Internet is trusted by just over a third of Europeans (36%); trust in this medium has also increased (+2 percentage points, versus 44% who distrust it, -2). Two out of ten Europeans did not express an opinion (20%, unchanged).

Measured for the first time, trust in **online social networks** is low (21%, versus 54% who distrust them). A quarter of Europeans did not express an opinion (25%).

QA8a. I would like to ask you a question about how much trust you have in certain media and institutions. For each of the following media and institutions, please tell me if you tend to trust it or tend not to trust it.



⁶ QA8a. I would like to ask you a question about how much trust you have in certain media and institutions. For each of the following media and institutions, please tell me if you tend to trust it or tend not to trust it.








A socio-demographic analysis shows that:

- Trust in **radio**, **television** and the **written press** does not vary much according to the respondent's age. On the other hand, as regards the **Internet**, a majority of the youngest respondents, who are also the most likely to use this medium, trust it (48% versus 47% of 15-24 year-olds; 48% versus 45% of 25-39 year-olds), whereas only a small minority of Europeans aged 55 or over (21% versus 40%) trust it;
- **Television** is the only medium which Europeans who left school at the age of 15 or earlier (52%) are more likely to trust than those who studied up to the age of 20 and beyond (47%). Europeans who studied the longest are more likely to trust all the other media;
- Europeans who almost never have difficulties paying their bills are more likely to trust the traditional media, namely **radio** (63%), **television** (53%) and the **written press** (46%) than those who have such difficulties most of the time (43%, 40% and 33% respectively). The differences are less clear-cut in the case of the **Internet** (36% of Europeans who almost never have difficulties paying their bills, versus 30% of those who generally struggle to pay their bills) and **online social networks** (20% versus 18%).

QA8a. I would like to ask you a question about how much trust you have in certain media and institutions. For each of the following media and institutions, please tell me if you tend to trust it or tend not to trust it.

Answer: Tend to trust

	Radio	Television	The written press	The Internet	Online social networks
EU28	58%	50%	43%	36%	21%
 Gender					
Men	58%	48%	44%	40%	23%
Women	59%	52%	42%	32%	18%
 Age					
15-24	60%	51%	44%	48%	32%
25-39	58%	47%	44%	48%	29%
40-54	60%	51%	45%	39%	21%
55 +	57%	53%	41%	21%	10%
 Education (End of)					
15-	53%	52%	38%	18%	9%
16-19	58%	52%	42%	36%	21%
20+	62%	47%	48%	43%	24%
Still studying	62%	49%	47%	50%	33%
 Socio-professional category					
Self-employed	59%	45%	45%	45%	28%
Managers	64%	49%	49%	43%	23%
Other white collars	64%	52%	49%	48%	27%
Manual workers	57%	50%	42%	39%	23%
House persons	58%	53%	42%	29%	17%
Unemployed	52%	47%	38%	37%	25%
Retired	56%	53%	40%	19%	9%
Students	62%	49%	47%	50%	33%
 Difficulties paying bills					
Most of the time	43%	40%	33%	30%	18%
From time to time	55%	48%	42%	37%	24%
Almost never/ Never	63%	53%	46%	36%	20%

An analysis of trust in the various media according to their use shows that:

QA8a. I would like to ask you a question about how much trust you have in certain media and institutions. For each of the following media and institutions, please tell me if you tend to trust it or tend not to trust it.

Radio

	Tend to trust	Tend not to trust	Don't know
EU28	58%	33%	9%

Listen to the radio

At least once per week	64%	31%	6%
Two or three times per month / Less often	49%	38%	13%
Never	33%	44%	23%

Television

	Tend to trust	Tend not to trust	Don't know
EU28	50%	45%	5%

Watch television

At least once per week	51%	44%	5%
Two or three times per month / Less often	34%	58%	8%
Never	15%	67%	18%

The written press

	Tend to trust	Tend not to trust	Don't know
EU28	43%	49%	8%

Read the written press

At least once per week	49%	46%	5%
Two or three times per month / Less often	38%	53%	9%
Never	25%	60%	15%

Internet

	Tend to trust	Tend not to trust	Don't know
EU28	36%	44%	20%

Use the internet

At least once per week	45%	47%	8%
Two or three times per month / Less often	27%	51%	22%
Never	9%	33%	58%

Online social networks

	Tend to trust	Tend not to trust	Don't know
EU28	21%	54%	25%

Use online social networks

At least once per week	32%	60%	8%
Two or three times per month / Less often	26%	59%	15%
Never	7%	46%	47%

- The people polled who are the most likely to use the various media also tend to be more likely than Europeans on average to trust them: that is the case of **radio** (64% of those who use it at least once a week trust it, versus an average of 58%), **television** (51%, versus 50%) and **the written press** (49%, versus 43% on average);

- Distrust of these three media is more widespread among respondents who use them two or three times a month or less frequently, or never: that is true for **radio** (with 38% and 44% respectively who "tend not to trust it", versus a European average of 33%), **television** (58% and 67%, versus 45%) and the **written press** (53% and 60%, versus 49%);





































- In the case of the **Internet** and **online social networks**, as for the other media, trust tends to be higher among those who use them the most frequently. But the latter are also more likely than Europeans on average *not to trust them*: 45% of those who use the **Internet** at least once a week trust it, versus an average of 36%, compared with 47% who "tend not to trust it" (versus 44% on average). Similarly, 32% of those who use **online social networks** trust them, versus 21% on average, compared with 60% who "tend not to trust them" (versus 54% on average).

A national analysis reveals that a majority of respondents trust **radio** in 24 of the 28 Member States (versus 21 in the Standard Eurobarometer survey of autumn 2013). Trust is particularly strong in northern Europe: in Finland (82%), Sweden (82%), Denmark (74%) and the Netherlands (74%); in the latter country almost two-thirds of those polled listen to the radio every day. On the other hand, only a minority of respondents trust the radio in Croatia (38%, versus 55%), Greece (40%, versus 59%), Hungary (43%, versus 50%) and Cyprus (44%, versus 48%).

Trust in radio has increased sharply in Italy (54%, +15 percentage points), Slovenia (50%, +15, after a fall of 15 percentage points between autumn 2012 and autumn 2013) and Portugal (63%, +10). On the other hand it has fallen considerably in Austria, where it is however, still the majority opinion (66%, -11).

QA8a.2. I would like to ask you a question about how much trust you have in certain media and institutions. For each of the following media and institutions, please tell me if you tend to trust it or tend not to trust it.

Radio

	Tend to trust	Diff. Aut.2014- Aut.2013	Tend not to trust	Diff. Aut.2014- Aut.2013
 EU28	58%	+4	33%	-4
 IT	54%	+15	32%	-16
 SI	50%	+15	43%	-10
 PT	63%	+10	31%	-9
 EL	40%	+8	59%	-6
 NL	74%	+8	18%	-6
 ES	49%	+7	41%	-7
 LT	57%	+5	33%	-5
 CZ	66%	+4	28%	-5
 IE	63%	+4	31%	-3
 PL	61%	+4	26%	-6
 RO	54%	+4	37%	-6
 DE	67%	+3	27%	-3
 SE	82%	+3	13%	-4
 DK	74%	+2	19%	-3
 EE	69%	+1	19%	-6
 SK	66%	+1	29%	-2
 FI	82%	+1	12%	-3
 BG	45%	=	38%	-2
 LV	61%	=	25%	-5
 LU	62%	=	29%	-2
 MT	42%	=	38%	-3
 BE	66%	-1	30%	-1
 UK	54%	-1	38%	+4
 FR	55%	-2	38%	+2
 CY	44%	-2	48%	-2
 HU	43%	-4	50%	+2
 HR	38%	-5	55%	+3
 AT	66%	-11	30%	+12
 CY (tcc)	62%	-1	32%	+3
 IS	82%	+3	15%	-4
 TR	26%	+1	61%	-8
 MK	28%	=	53%	-1
 ME	45%	=	41%	-2
 RS	33%	-3	45%	-1
 AL	38%	NA*	43%	NA*




































* NA= Not Asked: this question was not asked in this country in the previous survey

A majority of respondents in 22 Member States (versus 21 in autumn 2013) trust **television**. The countries in which respondents are the most likely to trust television are the same as those noted for radio: Finland (79%), Sweden (70%) and Denmark (68%), plus Estonia (69%). The Member States where only a minority of respondents trust television are the same four countries as for the radio, namely Greece (21%, versus 79%), Croatia (41%, versus 55%), Cyprus (42%, versus 54%) and Hungary (46%, versus 51%), plus Spain (33%, versus 63%) and France (34%, versus 62%).

Trust in television has increased considerably and is now shared by a majority of respondents in Slovenia (50%, +18 percentage points, after a decrease of 19 percentage points in autumn 2013) and Italy (49%, +9). It has decreased, as have the other traditional media, in Austria, but is still the majority opinion (64%, -10).

QA8a.3. I would like to ask you a question about how much trust you have in certain media and institutions. For each of the following media and institutions, please tell me if you tend to trust it or tend not to trust it.

Television

		Tend to trust	Diff. Aut.2014- Aut.2013	Tend not to trust	Diff. Aut.2014- Aut.2013
	EU28	50%	+2	45%	-3
	SI	50%	+18	46%	-9
	IT	49%	+9	43%	-9
	EL	21%	+6	79%	-5
	PT	63%	+6	35%	-6
	DE	60%	+4	36%	-4
	DK	68%	+3	29%	-4
	IE	57%	+3	39%	-2
	ES	33%	+3	63%	-3
	PL	56%	+3	34%	-5
	FI	79%	+3	17%	-5
	SE	70%	+3	26%	-4
	LV	62%	+2	32%	-3
	UK	50%	+2	46%	-1
	CZ	61%	+1	37%	-2
	EE	69%	+1	21%	-7
	LT	50%	+1	46%	+1
	NL	62%	+1	34%	-2
	LU	52%	=	40%	=
	RO	53%	=	43%	-2
	SK	59%	=	38%	-1
	BE	61%	-1	36%	-1
	BG	61%	-3	35%	+2
	FR	34%	-3	62%	+2
	HR	41%	-3	55%	+2
	CY	42%	-3	54%	=
	MT	47%	-3	42%	+1
	HU	46%	-4	51%	+3
	AT	64%	-10	33%	+10
	CY (tcc)	63%	+1	32%	-1
	TR	42%	+13	54%	-12
	ME	59%	+7	37%	-5
	IS	78%	+3	20%	-3
	RS	47%	+1	48%	-1
	MK	43%	=	55%	+3
	AL	68%	NA*	28%	NA*

* NA= Not Asked: this question was not asked in this country in the previous survey




































A majority of respondents in 13 Member States (unchanged since autumn 2013) trust the **written press**).

Trust is particularly widespread in Finland (69%) and in the Netherlands (66%), where respondents are very frequent users of the written press, as well as in Portugal (60%). In Sweden, where respondents are avid readers of the written press (93% at least once a week), only a minority of respondents trust it (48% versus 49%).

Respondents in the United Kingdom (23%) and Greece (31%) are the least likely to trust the written press.

Since the Standard Eurobarometer survey of autumn 2013, trust in the written press has increased sharply in Slovenia (41%, +18 percentage points, after -19 between autumn 2012 and autumn 2013), Italy (50%, +16) and Portugal (60%, +10). In contrast, it has fallen sharply in Austria (53%, -11).

QA8a.1. I would like to ask you a question about how much trust you have in certain media and institutions. For each of the following media and institutions, please tell me if you tend to trust it or tend not to trust it.
The written press

		Tend to trust	Diff. Aut.2014- Aut.2013	Tend not to trust	Diff. Aut.2014- Aut.2013
	EU28	43%	+2	49%	-4
	SI	41%	+18	53%	-17
	IT	50%	+16	42%	-14
	PT	60%	+10	35%	-11
	EL	31%	+8	67%	-7
	CZ	54%	+6	41%	-8
	ES	37%	+6	55%	-6
	LT	46%	+6	46%	-8
	NL	66%	+5	30%	-6
	UK	23%	+4	73%	-5
	DE	47%	+1	45%	-4
	FI	69%	+1	28%	-2
	DK	52%	=	43%	-1
	HR	33%	=	62%	-1
	CY	36%	=	53%	-3
	LU	56%	=	36%	-3
	EE	54%	-1	33%	-8
	IE	34%	-1	59%	=
	SK	53%	-1	41%	-2
	SE	48%	-1	49%	+1
	BE	56%	-2	39%	-1
	BG	33%	-2	53%	+1
	PL	46%	-2	39%	-2
	RO	37%	-2	52%	-1
	LV	41%	-5	43%	-2
	HU	33%	-5	60%	+2
	MT	32%	-5	47%	=
	FR	45%	-7	49%	+5
	AT	53%	-11	43%	+12
	CY (tcc)	66%	+4	30%	-2
	TR	28%	-1	67%	=
	MK	27%	-3	59%	+3
	IS	57%	-3	40%	+1
	ME	39%	-5	54%	+5
	RS	29%	-7	61%	+7
	AL	49%	NA*	43%	NA*




































NA= Not Asked: this question was not asked in this country in the previous survey

A majority of respondents trust the **Internet** in 16 Member States (versus 13 in autumn 2013), most notably in the Czech Republic (54%) and Finland (51%). The countries the least likely to trust the Internet are: France (27%, versus 55%), Germany (27%, versus 51%), Sweden (29%, versus 58%) and the United Kingdom (29%, versus 56%).

As for the other media, trust has above all gained ground in Slovenia (44%, +13 percentage points) and Italy (46%, +11). It has also increased, albeit to a lesser extent, in Greece (46%, +8) and Portugal (39%, +8). In contrast, trust in the Internet has declined significantly in Denmark (42%, -9).

QA8a.4. I would like to ask you a question about how much trust you have in certain media and institutions. For each of the following media and institutions, please tell me if you tend to trust it or tend not to trust it.

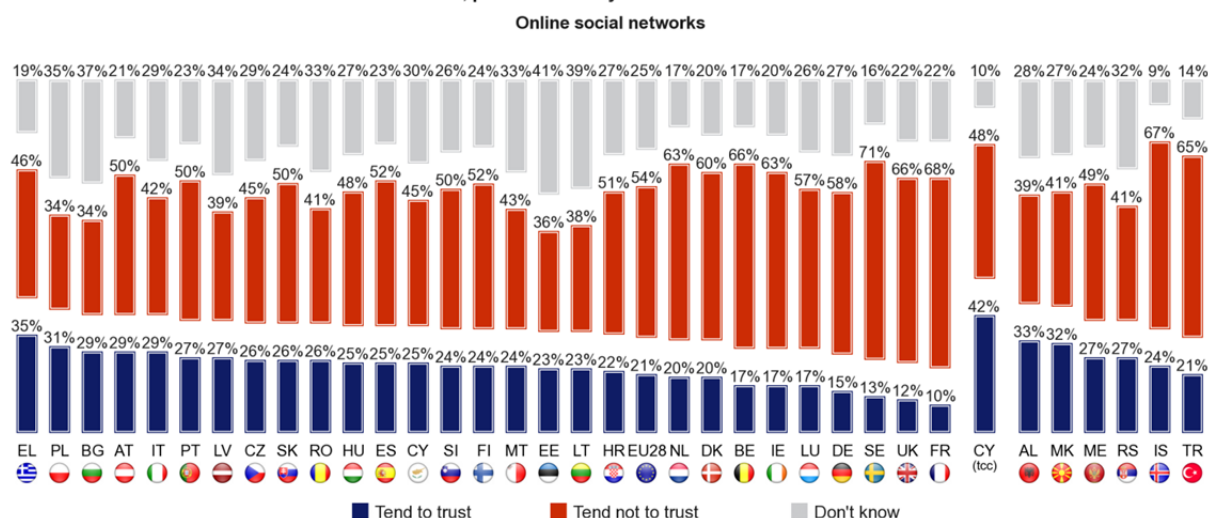
The Internet

		Tend to trust	Diff. Aut.2014- Aut.2013	Tend not to trust	Diff. Aut.2014- Aut.2013
	EU28	36%	+2	44%	-2
	SI	44%	+13	34%	-28
	IT	46%	+11	32%	-12
	EL	46%	+8	38%	-8
	PT	39%	+8	39%	-3
	FI	51%	+7	32%	-9
	ES	33%	+5	47%	+1
	RO	39%	+4	33%	-3
	LU	37%	+3	44%	-2
	LT	40%	+2	31%	-1
	NL	44%	+2	43%	-4
	HR	35%	+1	44%	-1
	MT	40%	+1	30%	-4
	PL	46%	+1	26%	-7
	UK	29%	+1	56%	+1
	DE	27%	=	51%	-1
	EE	46%	=	22%	-11
	CZ	54%	-1	29%	-2
	IE	30%	-1	54%	=
	SK	47%	-2	33%	-2
	SE	29%	-2	58%	-2
	BG	39%	-3	29%	+1
	FR	27%	-3	55%	+2
	CY	38%	-3	35%	+1
	HU	39%	-3	38%	-1
	AT	41%	-3	42%	+2
	BE	34%	-4	53%	=
	LV	42%	-4	32%	-2
	DK	42%	-9	44%	+6
	CY (tcc)	51%	=	40%	+5
	TR	34%	+5	54%	-8
	MK	42%	+1	34%	=
	IS	43%	-2	48%	+1
	RS	39%	-3	32%	-2
	ME	44%	-5	35%	-4
	AL	44%	NA*	31%	NA*

NA= Not Asked: this question was not asked in this country in the previous survey

Respondents who trust **online social networks**, measured for the first time in this survey, are in the minority in all Member States. The highest levels of trust were recorded in Greece (35%) –where trust in television, radio and the written press is still below the European average – and Poland (31%). Respondents in Sweden (71%), France (68%), Belgium (66%) and the United Kingdom (66%) are particularly suspicious of online social networks.

QA8a.5. I would like to ask you a question about how much trust you have in certain media and institutions. For each of the following media and institutions, please tell me if you tend to trust it or tend not to trust it.

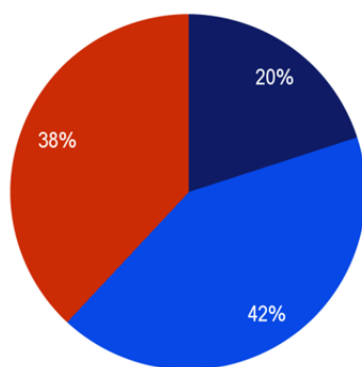


In the candidate countries:

- A majority of those polled in **Iceland** trust radio (82%, versus 15%), television (78%, versus 20%) and the written press (57%, versus 40%). However, only a minority of them trust the Internet (43%, versus 48%) and online social media (24%, versus 67%). Levels of trust for all five media analysed are however higher than the European average;
- On the other hand, in the **Former Yugoslav Republic of Macedonia** and **Serbia**, the Internet is the only medium which inspires trust among a majority of the respondents (respectively 42%, versus 34% who distrust it, and 39%, versus 32%). Only a minority of respondents trust radio (respectively 28%, versus 53% who distrust it, and 33%, versus 45%), television (43%, versus 55% who distrust it, and 47%, versus 48%), the written press (27%, versus 59% who distrust it, and 29%, versus 61%) and online social networks (32%, versus 41% who distrust them, and 27%, versus 41%);
- A majority of respondents in **Montenegro** also trust the Internet (44%, versus 35%), television (59%, versus 37%) and radio (45%, versus 41%); the opposite is true as regards the written press (39%, versus 54%) and online social networks (27%, versus 49%);
- In **Turkey**, respondents are predominantly negative about all the media analysed, with levels of distrust ranging from 54% for television and the Internet to 67% for the written press;
- In **Albania**, where the survey was conducted for the first time, a clear majority of respondents trust television (68%, versus 28% who distrust it), while a narrow majority of respondents also trust the written press (49%, versus 43%) and the Internet (44%, versus 31%). On the other hand, a majority of respondents distrust radio (38%, versus 43% who distrust it) and online social networks (33%, versus 39%).

A media trust index has been constructed on the basis of levels of trust in each of the five media analysed (television, radio, written press, the Internet and social networks)⁷. **A narrow majority of Europeans have a moderate media trust index (42%)**, while a fifth of Europeans (20%) have a high trust index and **almost four out of ten people polled (38%) have a low or zero media trust index**.

C5. Media trust index



- High trust in the media
- Medium trust in the media
- Low or no trust in the media

 EU28

A national analysis reveals significant variations between countries: Finland has the highest proportion of high media trust indices: 38% of those polled have a high media trust index. Almost a third of those polled also have a high media trust index in the Czech Republic (32%), Estonia (32%) and Portugal (32%). Respondents in France (11%) and the United Kingdom (12%) are the least likely to have a high media trust index. None of the 28 Member States has a predominantly high media trust index.

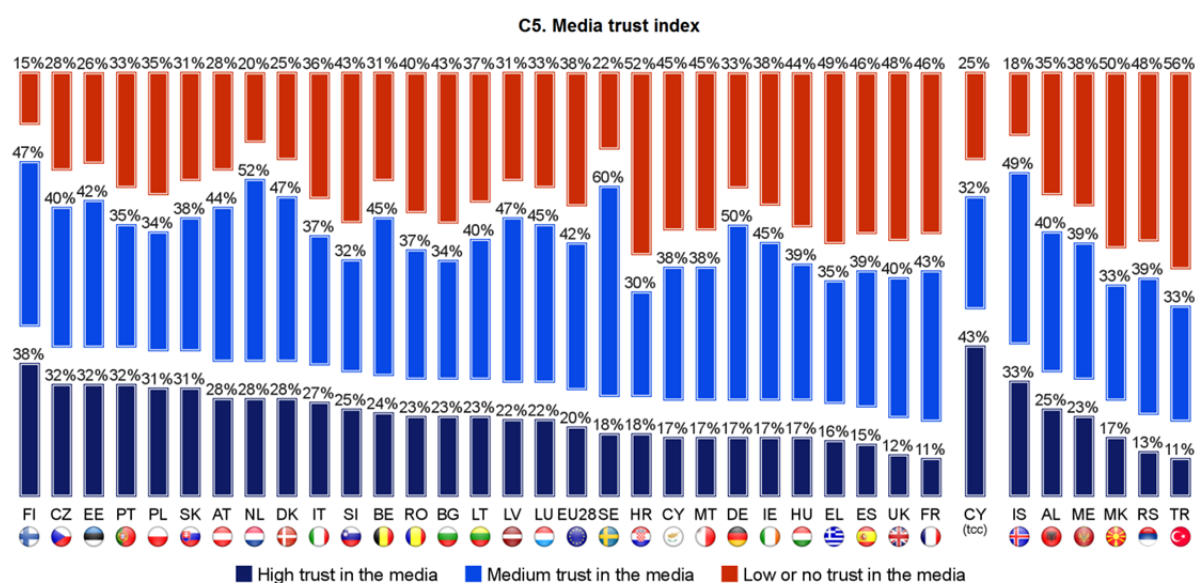
In 16 Member States, a majority of those polled have a moderate media trust index, most notably in Sweden (60%), the Netherlands (52%) and Germany (50%).

⁷ For each of the five media for which trust was analysed in QA8 (television, radio, written press, Internet, social networks), points were attributed as follows: 1 point for the “tend to trust” answer and 0 points for the “tend not to trust” and “DK” answers. Therefore, each person polled was attributed a media trust index of between 0 and 5. A score of 0 to 1 corresponds to a zero or low media trust index, 2 to 3 to a moderate media trust index and 4 to 5 to a high media trust index

Lastly, in 12 Member States, the majority of respondents have a low or zero media trust index, most notably in Croatia (52%), Greece (49%) and the United Kingdom (48%), together with Spain (46%), France (46%), Cyprus (45%), Malta (45%), Hungary (44%), Slovenia (43%), Bulgaria (43%), Romania (40%) and Poland (35%).

In the candidate countries, a majority of respondents have a moderate media trust index in Iceland (49%), Albania (40%) and Montenegro (39%). In Iceland, a third of those polled have a high media trust index (33%), while in Turkey (56%), the Former Yugoslav Republic of Macedonia (50%) and Serbia (48%) the media trust indices are predominantly low or zero.





Lastly, the people polled in the Turkish Cypriot Community stand out in that a majority of them have a high media trust index (43%).



A socio-demographic analysis shows that:

- **A majority of respondents have a moderate media trust index**, regardless of their gender, age or level of education. However, more than a quarter of Europeans aged between 15 and 39 have a high media trust index, compared with only 12% of Europeans aged 55 or over;
- Self-employed people (40%), managers (44%) and white-collar workers (40%) predominantly have a moderate media trust index, while manual workers (39%), housepersons (42%) and unemployed people (41%) have predominantly a low or zero media trust index;
- Equally Europeans who have difficulties paying their bills “most of the time” or “from time to time” (53% and 40%) have predominantly a low or zero media trust index, while a majority of those who “almost never” have difficulties paying their bills have a moderate media trust index (44%);
- A majority of Europeans who tend to trust the European Union have a moderate media trust index (45%). On the other hand, half of those polled who do not trust the EU have a low or zero media trust index (50%).

C5 -Media trust index

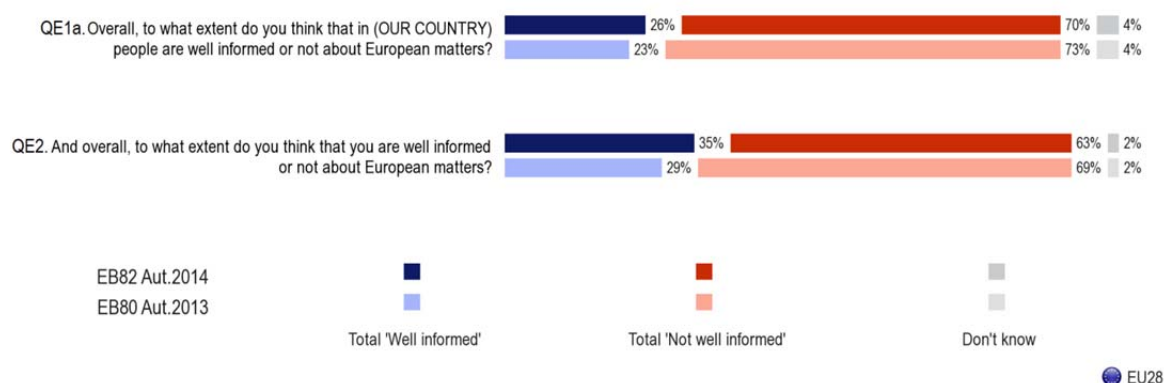
	High trust in the media	Medium trust in the media	Low or no trust in the media
EU28	20%	42%	38%
 Gender			
Man	21%	42%	37%
Woman	19%	42%	39%
 Age			
15-24	26%	41%	33%
25-39	27%	36%	37%
40-54	22%	42%	36%
55 +	12%	45%	43%
 Education (End of)			
15-	10%	43%	47%
16-19	20%	41%	39%
20+	23%	42%	35%
Still studying	26%	44%	30%
Socio-professional category			
Self-employed	24%	40%	36%
Managers	23%	44%	33%
Other white collars	28%	40%	32%
Manual workers	23%	38%	39%
House persons	20%	38%	42%
Unemployed	20%	39%	41%
Retired	11%	45%	44%
Students	26%	44%	30%
 Difficulties paying bills			
Most of the time	16%	31%	53%
From time to time	21%	39%	40%
Almost never/ Never	21%	44%	35%
Trust in EU			
Tend to trust	34%	45%	21%
Tend not to trust	11%	39%	50%

II. INFORMATION ON EUROPEAN MATTERS

- The impression of being well-informed about European matters has increased, but is still very much the minority opinion -

A majority of Europeans consider that citizens in their country are ill-informed about European matters (70%)⁸, i.e. -3 percentage points versus the Standard Eurobarometer survey of autumn 2013 (EB80) and -5 versus autumn 2012 (EB78). Now, just over a quarter of Europeans think that citizens in their country are well-informed about European matters (26%, +3).

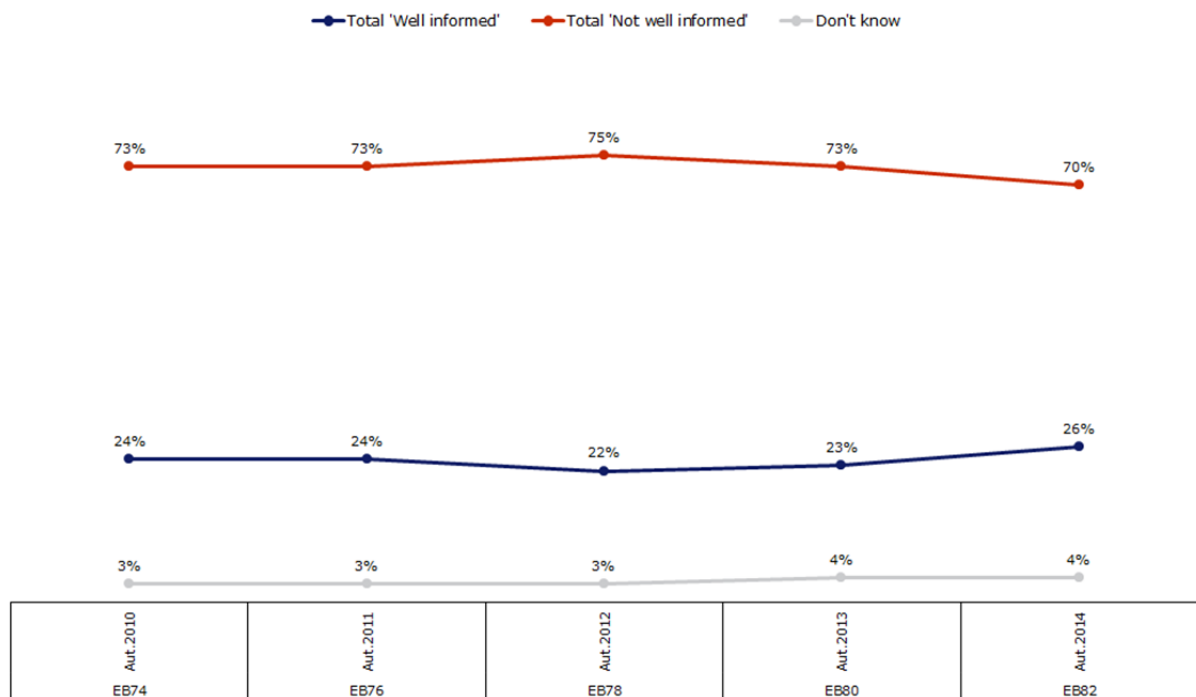
Europeans are slightly more positive about their personal knowledge of European matters and the proportion of Europeans that share this opinion has increased significantly: more than a third of Europeans now consider that they are well-informed about European matters (35%, +6, versus 63%, -6)⁹.



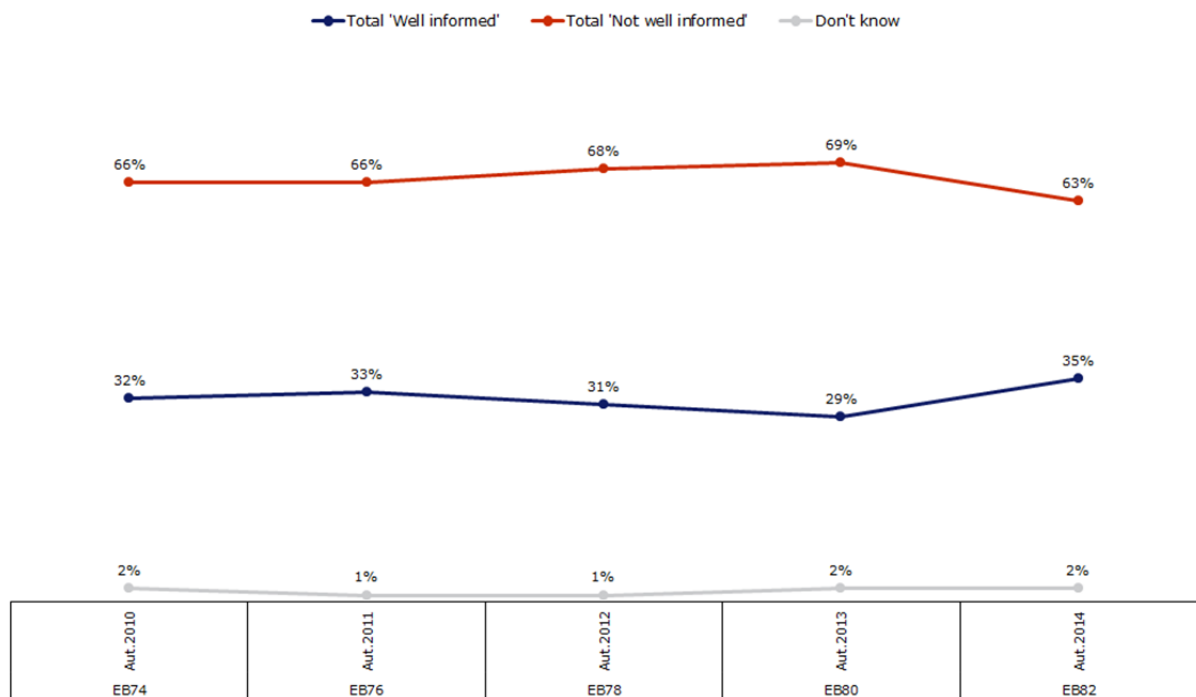
⁸ QE1a. Overall, to what extent do you think that in (OUR COUNTRY) people are well informed or not about European matters?

⁹ QE2. And overall, to what extent do you think that you are well informed or not about European matters?

QE1a. Overall, to what extent do you think that in (OUR COUNTRY) people are well informed or not about European matters? - % EU



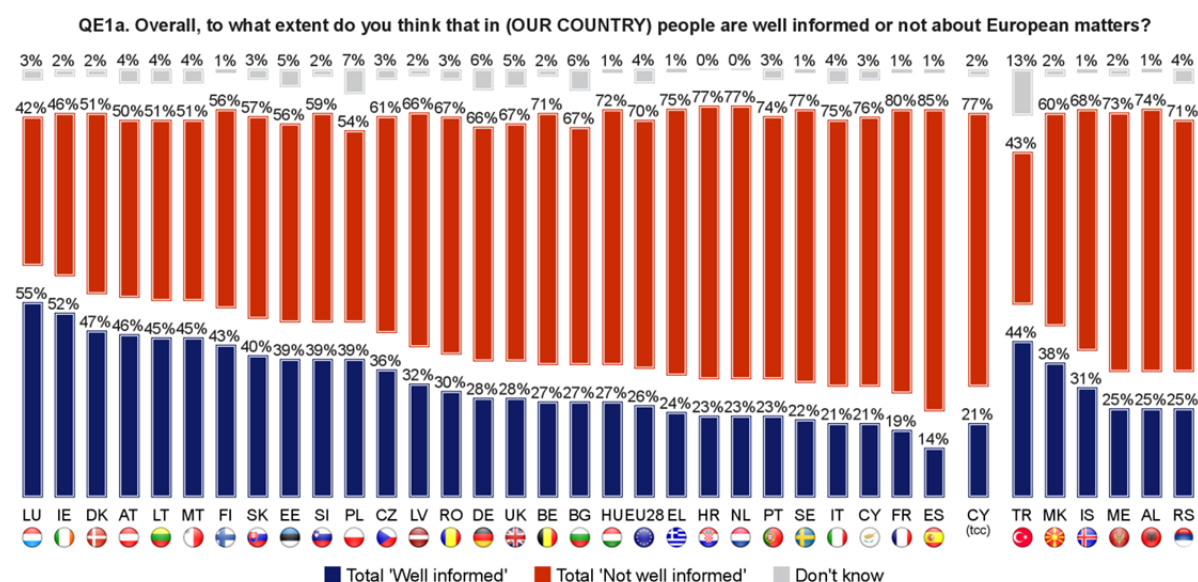
QE2. And overall, to what extent do you think that you are well informed or not about European matters? - % EU






































A national analysis shows that a majority of respondents in almost all Member States feel that their fellow citizens are ill-informed on European matters. The exceptions are Luxembourg (55% consider that their compatriots are well-informed, versus 42%) and Ireland (52%, versus 46%).

Respondents in Spain (85% “ill-informed”) and France (80%) are the most critical of the level of information of their compatriots.

Although still in the minority, respondents in Bulgaria (27%, +13 percentage points), the Czech Republic (36%, +10) and Portugal (23%, +10) are now more likely to feel that *in their country* people are well-informed about European matters. In total, this opinion has gained ground in 23 countries. It is stable in Finland (43%) and the Netherlands (23%), and has lost ground, but only slightly, in Sweden (22%, -2), Belgium (27%, -2) and Germany (28%, -2).



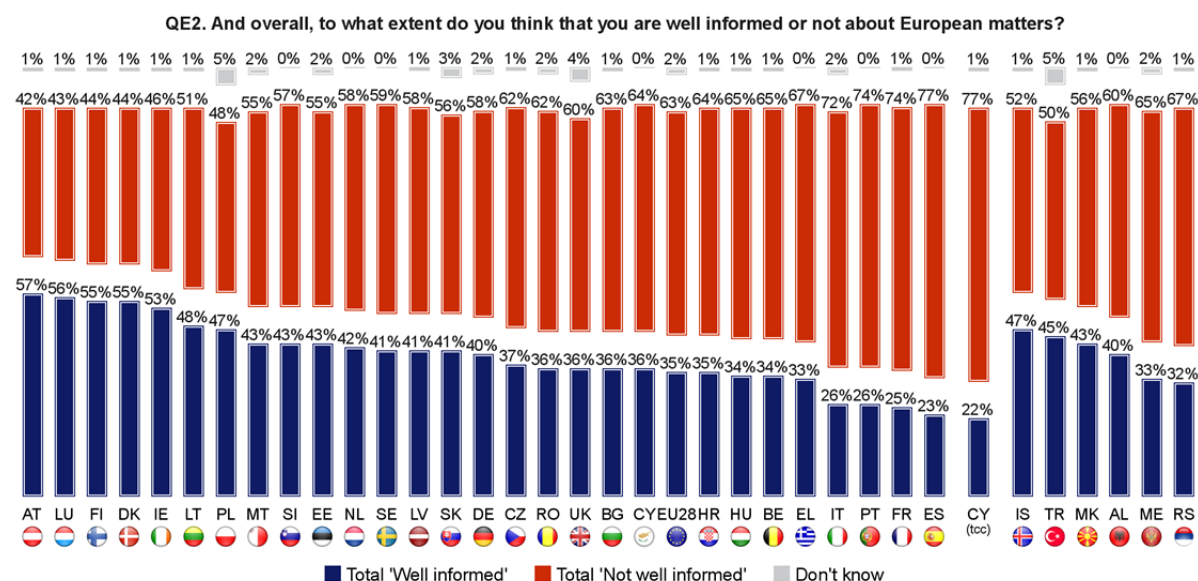
QE1a. Overall, to what extent do you think that in (OUR COUNTRY) people are well informed or not about European matters?

		Total 'Well informed'	Diff. Aut.2014-Aut.2013	Total 'Not well informed'	Diff. Aut.2014-Aut.2013	Don't know	Diff. Aut.2014-Aut.2013
	EU28	26%	+3	70%	-3	4%	=
	BG	27%	+13	67%	-10	6%	-3
	CZ	36%	+10	61%	-10	3%	=
	PT	23%	+10	74%	-10	3%	=
	IE	52%	+9	46%	-7	2%	-2
	RO	30%	+9	67%	-6	3%	-3
	SK	40%	+8	57%	-9	3%	+1
	UK	28%	+8	67%	-9	5%	+1
	AT	46%	+7	50%	-9	4%	+2
	PL	39%	+7	54%	-3	7%	-4
	EE	39%	+7	56%	-9	5%	+2
	LV	32%	+7	66%	-7	2%	=
	SI	39%	+6	59%	-5	2%	-1
	HR	23%	+6	77%	-4	0%	-2
	FR	19%	+6	80%	-5	1%	-1
	LU	55%	+5	42%	-5	3%	=
	HU	27%	+5	72%	-5	1%	=
	CY	21%	+5	76%	-5	3%	=
	DK	47%	+4	51%	-5	2%	+1
	LT	45%	+4	51%	-5	4%	+1
	IT	21%	+4	75%	-3	4%	-1
	ES	14%	+4	85%	-1	1%	-3
	EL	24%	+2	75%	-2	1%	=
	MT	45%	+1	51%	+1	4%	-2
	FI	43%	=	56%	=	1%	=
	NL	23%	=	77%	+1	0%	-1
	DE	28%	-2	66%	+1	6%	+1
	BE	27%	-2	71%	=	2%	+2
	SE	22%	-2	77%	+2	1%	=
	CY (tcc)	21%	-8	77%	+15	2%	-7
	MK	38%	+10	60%	-6	2%	-4
	RS	25%	+3	71%	-1	4%	-2
	IS	31%	+1	68%	-1	1%	=
	ME	25%	-2	73%	+4	2%	-2
	TR	44%	-8	43%	+4	13%	+4
	AL	25%	*NA	74%	*NA	1%	*NA




































* NA= Not asked: this question was not asked in this country during the previous survey

A majority of respondents in five Member States consider that they are *personally* well-informed about European matters: in Austria (57%, versus 42%) and Luxembourg (56%, versus 43%), plus Denmark (55%, versus 44%), Finland (55%, versus 44%) and Ireland (53%, versus 46%). The feeling of being personally ill-informed is particularly prevalent in Spain (77%), France (74%) and Portugal (74%).

The proportion of respondents who feel that they are well informed has increased spectacularly in Bulgaria (36%, +15 percentage points), Austria (57%, +13), as well as in the Czech Republic (37%, +10). In total, this opinion has gained ground in 26 Member States. It is stable in Sweden (41%) and has lost ground only in Malta (43%, -2).



QE2. And overall, to what extent do you think that you are well informed or not about European matters?





		Total 'Well informed'	Diff. Aut.2014-Aut.2013	Total 'Not well informed'	Diff. Aut.2014-Aut.2013	Don't know	Diff. Aut.2014-Aut.2013
	EU28	35%	+6	63%	-6	2%	=
	BG	36%	+15	63%	-12	1%	-3
	AT	57%	+13	42%	-14	1%	+1
	CZ	37%	+10	62%	-9	1%	-1
	RO	36%	+9	62%	-9	2%	=
	IE	53%	+8	46%	-5	1%	-3
	LV	41%	+8	58%	-8	1%	=
	HR	35%	+8	64%	-8	1%	=
	DK	55%	+7	44%	-7	1%	=
	FI	55%	+7	44%	-8	1%	+1
	LT	48%	+7	51%	-6	1%	-1
	EE	43%	+7	55%	-9	2%	+2
	NL	42%	+7	58%	-7	0%	=
	SK	41%	+7	56%	-8	3%	+1
	UK	36%	+7	60%	-9	4%	+2
	CY	36%	+7	64%	-7	0%	=
	FR	25%	+7	74%	-6	1%	-1
	PL	47%	+6	48%	-2	5%	-4
	SI	43%	+6	57%	-5	0%	-1
	HU	34%	+5	65%	-6	1%	+1
	PT	26%	+5	74%	-3	0%	-2
	ES	23%	+5	77%	-4	0%	-1
	LU	56%	+4	43%	-4	1%	=
	EL	33%	+4	67%	-4	0%	=
	IT	26%	+3	72%	-3	2%	=
	DE	40%	+2	58%	-3	2%	+1
	BE	34%	+2	65%	-3	1%	+1
	SE	41%	=	59%	=	0%	=
	MT	43%	-2	55%	+2	2%	=
	CY (tcc)	22%	-11	77%	+15	1%	-4
	MK	43%	+4	56%	-3	1%	-1
	IS	47%	+3	52%	-4	1%	+1
	ME	33%	-1	65%	+1	2%	=
	RS	32%	-1	67%	+3	1%	-2
	TR	45%	-13	50%	+15	5%	-2
	AL	40%	*NA	60%	*NA	0%	*NA

* NA= Not asked: this question was not asked in this country during the previous survey

A socio-demographic analysis reveals that:

- Women (69%) are far more likely than men (57%) to have the impression that they are *personally* ill-informed about European matters;
- This opinion is shared by a majority of respondents in all age groups, with no significant variations between groups;
- Although the impression of being ill-informed about European matters is the majority opinion across all generations, Baby Boomers (62%) and generations “X” (63% of Europeans born between 1965 and 1980) and “Y” (62% of Europeans born after 1980) are slightly less likely than those born before 1946 (68%) to share this opinion;
- It is particularly prevalent among those who left school at the age of 15 or earlier (77%), but it is also shared by a majority of Europeans having studied up to the age of 20 and beyond (52%);
- Managers are the only category where a majority of respondents feel that they are *well-informed* about European matters (51% for total “well-informed” versus 48%, compared with 44% versus 55% among self-employed people, 38% versus 60% among white-collar workers and 31% versus 66% among manual workers);
- The subjective social class dimension reveals the most cleavages: only a minority of those who identify themselves as working class (26% versus 72%), lower middle class (33% versus 65%) and middle class (39% versus 59%) feel that they are well-informed. On the other hand, a majority of those who see themselves as belonging to the upper middle class (53% versus 45%) and upper class (60% versus 40%) feel that they are well-informed;
- Lastly, it is noteworthy that a majority of those who consider that their voice counts in EU have the impression that they are well-informed about European matters (51% versus 48%), whereas only a small minority of those who feel that their voice does not count in the EU have that impression (24% versus 74%).












QE2 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
EU28	35%	63%	2%
 Gender			
Men	42%	57%	1%
Women	29%	69%	2%
 Age			
15-24	35%	63%	2%
25-39	36%	62%	2%
40-54	37%	61%	2%
Generation			
Before 1928	25%	73%	2%
1928 - 1945	30%	68%	2%
Total 'Before 1946'	30%	68%	2%
1946 - 1964 "BB"	36%	62%	2%
1965 - 1980 "X"	35%	63%	2%
After 1980 "Y"	36%	62%	2%
 Education (End of)			
15-	21%	77%	2%
16-19	33%	65%	2%
20+	46%	52%	2%
Still studying	38%	60%	2%
 Socio-professional category			
Self-employed	44%	55%	1%
Managers	51%	48%	1%
Other white collars	38%	60%	2%
Manual workers	31%	66%	3%
House persons	21%	77%	2%
Unemployed	28%	71%	1%
Retired	33%	65%	2%
Students	38%	60%	2%
Consider belonging to			
The working class	26%	72%	2%
The lower middle class	33%	65%	2%
The middle class	39%	59%	2%
The upper middle class	53%	45%	2%
The upper class	60%	40%	0%
My voice counts in the EU			
Agree	51%	48%	1%
Disagree	24%	74%	2%

The following tables show the results by socio-demographic criteria for the European Union as a whole (EU28 average), for the six largest EU countries and for countries benefiting from or having benefited from European Union support in response to the financial and economic crisis.












QE2. And overall, to what extent do you think that you are well informed or not about European matters?

Answer: Total 'Well informed'

	 EU28	 DE	 ES	 FR	 IT	 PL	 UK	 EL	 PT	 IE	 CY
TOTAL	35%	40%	23%	25%	26%	47%	36%	33%	26%	53%	36%
Gender											
Male	42%	47%	30%	32%	34%	53%	45%	40%	31%	61%	43%
Female	29%	35%	16%	18%	19%	42%	27%	27%	22%	46%	28%
Age											
15-24	35%	40%	21%	28%	23%	51%	34%	31%	37%	49%	38%
25-39	36%	38%	26%	21%	36%	53%	34%	40%	33%	54%	33%
40-54	37%	40%	24%	28%	28%	49%	39%	38%	25%	55%	37%
55 +	33%	43%	20%	23%	21%	39%	35%	26%	18%	52%	36%
Education (End of)											
15-	21%	34%	13%	15%	9%	23%	31%	18%	15%	39%	19%
16-19	33%	33%	24%	23%	30%	41%	32%	35%	32%	48%	32%
20+	46%	59%	37%	29%	41%	57%	43%	49%	52%	68%	46%
Still studying	38%	38%	27%	30%	26%	59%	40%	24%	40%	55%	38%
Socio-professional category											
Self-employed	44%	45%	36%	40%	38%	49%	48%	48%	31%	57%	32%
Managers	51%	51%	66%	33%	51%	69%	46%	67%	53%	66%	58%
Other white collars	38%	35%	33%	19%	37%	56%	32%	38%	39%	70%	42%
Manual workers	31%	35%	24%	19%	27%	41%	31%	33%	18%	51%	33%
House persons	21%	25%	7%	16%	10%	53%	31%	23%	11%	41%	8%
Unemployed	28%	35%	16%	30%	18%	35%	30%	33%	23%	41%	24%
Retired	33%	45%	20%	23%	18%	36%	35%	24%	16%	50%	40%
Students	38%	38%	27%	30%	26%	59%	40%	24%	40%	55%	38%

QE2. And overall, to what extent do you think that you are well informed or not about European matters?

Answer: Total 'Not well informed'

	 EU28	 DE	 ES	 FR	 IT	 PL	 UK	 EL	 PT	 IE	 CY
TOTAL	63%	58%	77%	74%	72%	48%	60%	67%	74%	46%	64%
Gender											
Male	57%	52%	70%	67%	64%	42%	53%	60%	69%	39%	57%
Female	69%	63%	84%	81%	79%	53%	68%	73%	77%	52%	72%
Age											
15-24	63%	58%	79%	71%	77%	43%	62%	69%	63%	48%	62%
25-39	62%	61%	74%	78%	62%	43%	61%	60%	66%	45%	67%
40-54	61%	58%	76%	71%	70%	45%	57%	62%	74%	45%	63%
55 +	65%	55%	80%	76%	76%	57%	62%	74%	82%	47%	64%
Education (End of)											
15-	77%	63%	87%	85%	89%	72%	64%	82%	85%	60%	81%
16-19	65%	65%	76%	75%	69%	55%	64%	65%	67%	51%	68%
20+	52%	39%	63%	71%	56%	38%	54%	51%	47%	32%	54%
Still studying	60%	59%	73%	70%	73%	33%	57%	76%	60%	44%	62%
Socio-professional category											
Self-employed	55%	55%	64%	60%	60%	47%	50%	52%	67%	43%	68%
Managers	48%	48%	34%	67%	49%	29%	53%	31%	45%	34%	42%
Other white collars	60%	64%	67%	81%	62%	37%	66%	62%	61%	30%	58%
Manual workers	66%	63%	76%	79%	68%	54%	61%	67%	81%	47%	67%
House persons	77%	68%	92%	84%	90%	40%	63%	77%	89%	58%	92%
Unemployed	71%	65%	84%	70%	82%	60%	64%	67%	77%	58%	76%
Retired	65%	53%	80%	76%	79%	60%	62%	76%	84%	49%	60%
Students	60%	59%	73%	70%	73%	33%	57%	76%	60%	44%	62%

III. SOURCES OF NEWS ON NATIONAL AND EUROPEAN POLITICAL MATTERS

- Television is still the main source of political news, but the Internet continues to gain ground -

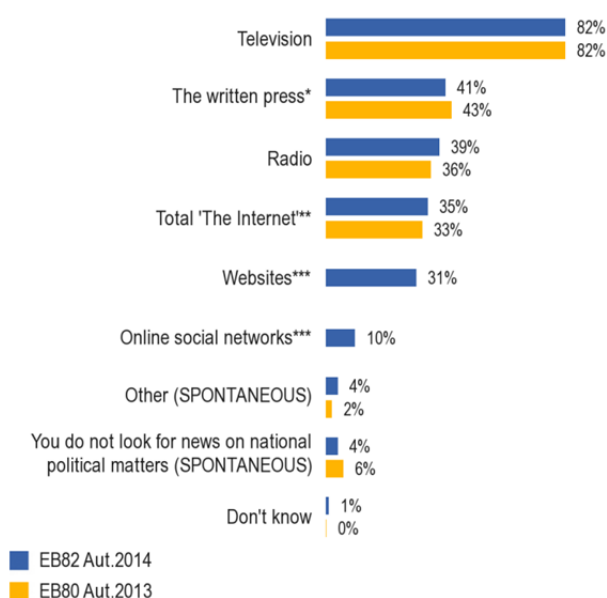
1. NATIONAL POLITICAL MATTERS

For Europeans, television is by far the main source of national political news (82%), i.e. unchanged since the Standard Eurobarometer survey of autumn 2013 (EB80)¹⁰.

It is followed, in second place, by the written press which has lost ground slightly (41%, -2 percentage points), while radio, which has gained ground (39%, +3), is ranked in third place.

The Internet is ranked in fourth place among sources of news (35%), i.e. +2 percentage points since autumn 2013. In the previous survey, respondents were asked to choose between four media sources: television, the press, radio and the Internet. In this latest survey, a distinction is made between, on the one hand, websites (31%) and, on the other hand, online social networks (10%). These two components have been aggregated to produce a "Total Internet", which is compared with the "Internet" item used in previous surveys¹¹.

QE4T. Where do you get most of your news on national political matters?



Multiple answers possible

*In previous surveys: the press

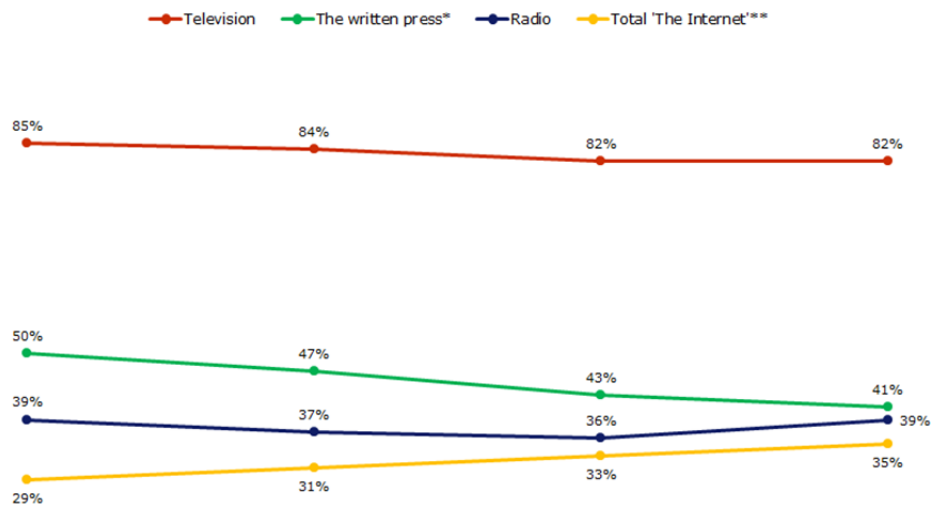
** Total Internet: aggregation of the two new items

(***) "Websites" and "Online social networks"

¹⁰ QE4. Where do you get most of your news on national political matters? Firstly? Other?

¹¹ This aggregation is not the sum of answers: those polled may have answered both "websites" and "online social networks". **In that case they are counted only once in the "Total Internet" aggregation**, whose score of 35% is therefore less than the sum of the "websites" (31%) and "online social networks" (10%) answers.

QE4T. Where do you get most of your news on national political matters? - % EU



Aut. 2011	Aut. 2012	Aut. 2013	Aut. 2014
EB76	EB78	EB80	EB82

Multiple answers possible

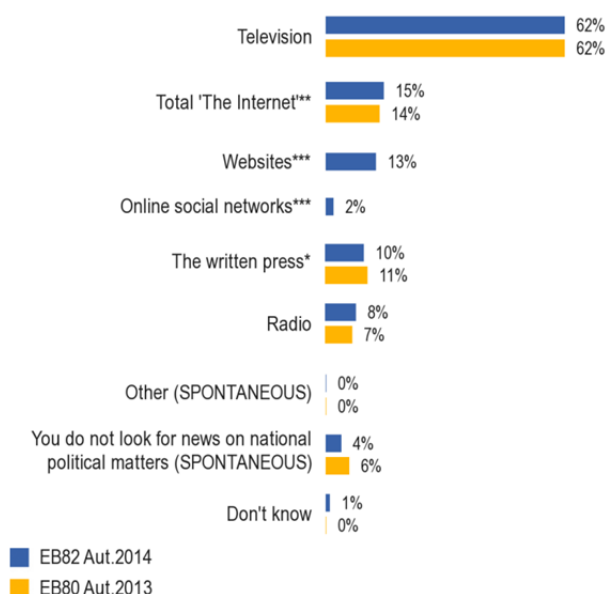
*In previous surveys: the press

** Total Internet: aggregation of the two new items

(***) "Websites" and "Online social networks"

If we consider only the first answers given by respondents rather than the total of their answers, the ranking order is different: although television is still by far the main source of news (62%, unchanged), the **Internet is now ranked in second place** (15%, +1 percentage point), ahead of the written press (10%, -1) and radio (8%, +1).

QE4a. Where do you get most of your news on national political matters?
Firstly?



*In previous surveys: the press

** Total Internet: aggregation of the two new items

(***) "Websites" and "Online social networks"

A national analysis based on the total of the answers given shows that **television** is the main media source for Europeans seeking information on national political news in all Member States, except for Luxembourg, where the written press is the main source (61%, versus 54% for television). The highest scores for television were recorded in Bulgaria (92%), Romania (89%) and Croatia (87%).

In addition to Luxembourg, where it was ranked in first place, the **written press** was also frequently mentioned by respondents in Austria (68%) and Finland (66%). On the other hand, fewer than quarter of the people polled included the written press among their main news sources in Malta (23%) and Romania (24%).

Radio was mentioned by more than one in two people polled in Slovakia (57%), Ireland (54%) and Austria (52%), but obtained modest scores in Italy (23%) and Portugal (25%).

Websites were mentioned as the main source of national political news by more than one in two people polled in Estonia (56%), Latvia (52%) and the Netherlands (51%).

They are ranked in second place among preferred sources of national political news, after television, in nine Member States: Estonia (56%), Latvia (52%), Lithuania (50%), the Czech Republic (49%), Poland (45%), Hungary (43%), Croatia (40%), Greece (38%) and Cyprus (38%). Websites were mentioned far less frequently by those polled in Portugal (13%), Germany (20%) and Romania (21%).





Almost a quarter of the people polled in Malta (24%) and Sweden (22%) mentioned **online social networks** as their main source of national political news. These networks were the least frequently mentioned in France (7%) and Luxembourg (7%).

A socio-demographic analysis reveals a certain number of variations:

- Women are slightly more likely than men to use television as a source of national political news. On the other hand, they are less likely to use the written press (38%, versus 43% of men), and above all websites (26% versus 35%);
- Although television is the main source in all age groups, its use in this regard increases with the respondent's age: 69% of 15-24 year-olds, 77% of 25-39 year-olds, 83% of 40-54 year-olds and 89% of those in the 55+ age group. In contrast, the youngest respondents are more likely to mention websites and online social networks (49% and 28% respectively), and the use of these media decreases as the respondent's age increases: 46% and 17% of 25-39 year-olds; 33% and 8% of 40-54 year-olds and 12% and 2% of those in the 55+ age group;
- The same trends are perceptible as regards the generations: Europeans in generation "Y" frequently mentioned websites (49%) and social networks (24%, versus 10% on average) as their sources of news on national political matters. Websites are the fourth most popular source of news on national political matters for generation "X" (38%), ranked just behind the written press and radio (39% for both media). The written press was mentioned by at least half of Baby Boomers (50%) and those born before 1946 (52%);
- Europeans having studied up to the age of 20 and beyond (44%) and above all students (55%) are far more likely than Europeans on average to mention websites (31% on average);
- Websites are the second most frequently used source of news on national political matters by managers (47%, jointly with the written press), while unemployed people (32%), manual workers (31%) and above all housepersons (17%) are less likely to use this medium. Unemployed people are more likely than Europeans as a whole to use online social networks (16%, versus 10% on average);

- There are fairly striking differences according to the subjective social status of the people polled: those who see themselves as belonging to the upper class rank websites in second place among their preferred sources of national political news (51%, behind television, 79%) Respondents in the other subjective social classes are less likely to mention websites, especially those who identify themselves as working class (20%, in fourth place, behind television (85%), radio (39%) and the written press (35%)).

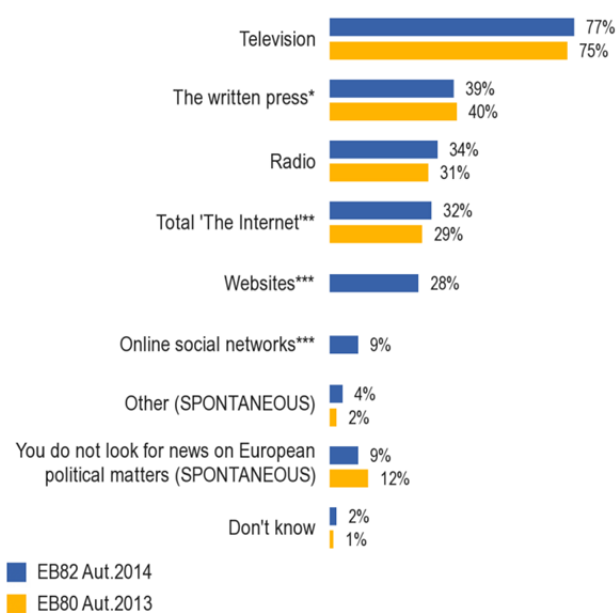
QE4T Where do you get most of your news on national political matters? TOTAL (MULTIPLE ANSWERS POSSIBLE)

	Television	The written press	Radio	Websites	Online social networks	Other (SPONTANEOUS)	You do not look for news on national political matters (SPONTANEOUS)	Don't know
UE28	82%	41%	39%	31%	10%	4%	4%	1%
 Gender								
Man	80%	43%	39%	35%	11%	3%	4%	1%
Woman	83%	38%	38%	26%	10%	4%	5%	1%
 Age								
15-24	69%	25%	22%	49%	28%	3%	8%	1%
25-39	77%	31%	35%	46%	17%	4%	4%	1%
40-54	83%	43%	43%	33%	8%	4%	3%	1%
55 +	89%	52%	44%	12%	2%	3%	4%	1%
Generation								
Before 1928	90%	41%	38%	2%	0%	6%	3%	3%
1928 - 1945	89%	52%	43%	6%	1%	3%	5%	1%
Total 'Before 1946'	89%	52%	43%	6%	1%	3%	5%	1%
1946 - 1964 "BB"	87%	50%	45%	20%	4%	4%	3%	1%
1965 - 1980 "X"	81%	39%	39%	38%	10%	3%	4%	1%
After 1980 "Y"	72%	27%	29%	49%	24%	4%	6%	1%
 Education (End of)								
15-	88%	41%	39%	7%	3%	5%	7%	1%
16-19	86%	42%	41%	26%	9%	3%	4%	1%
20+	78%	45%	42%	44%	12%	3%	2%	1%
Still studying	64%	24%	20%	55%	30%	4%	9%	1%
 Socio-professional category								
Self-employed	77%	49%	41%	43%	9%	3%	2%	0%
Managers	76%	47%	44%	47%	11%	1%	1%	1%
Other white collars	81%	41%	39%	41%	12%	2%	4%	0%
Manual workers	83%	38%	40%	31%	10%	4%	4%	1%
House persons	83%	31%	38%	17%	8%	5%	9%	1%
Un-employed	82%	29%	31%	32%	16%	6%	6%	1%
Retired	90%	51%	44%	11%	2%	4%	4%	1%
Students	64%	24%	20%	55%	30%	4%	9%	1%
Consider belonging to								
The working class	85%	35%	39%	20%	9%	5%	6%	1%
The lower middle class	81%	38%	40%	31%	11%	4%	5%	1%
The middle class	82%	46%	39%	36%	12%	3%	3%	1%
The upper middle class	74%	57%	39%	47%	12%	2%	1%	0%
The upper class	79%	39%	34%	51%	6%	3%	3%	0%

2. EUROPEAN POLITICAL MATTERS

The order in which Europeans rank their preferred sources for news on European political matters¹² is similar to that noted for national political matters: television is by far their main source (77%, +2 percentage points), ahead of the written press (39%, -1), radio (34%, +3) and the Internet (32%, +3)¹³.

QE5T. Where do you get most of your news on European political matters?



Multiple answers possible

*In previous surveys: the press

** Total Internet: aggregation of the two new items

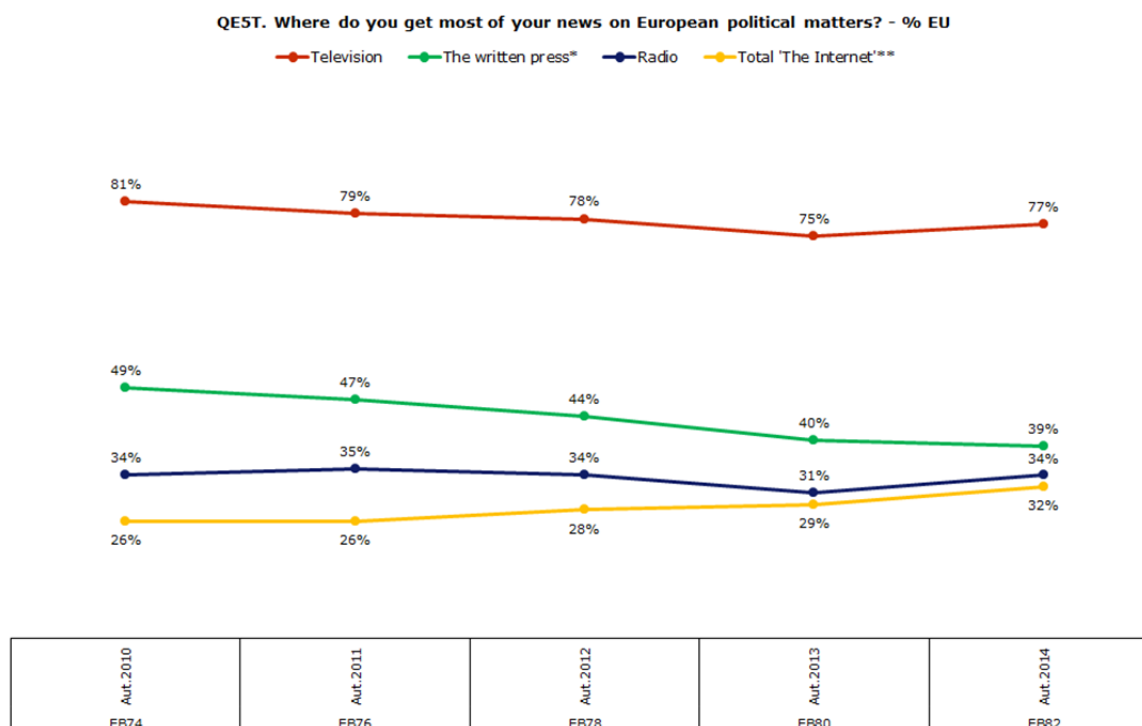
(***) "Websites" and "Online social networks"

A national analysis shows that television is this time the most popular news source in all Member States, including Luxembourg (64%, versus 59% for the written press).

An absolute majority of those polled mentioned websites in Estonia (52%), while online social networks were frequently mentioned by respondents in Malta (21%) and Greece (19%).

¹² QE5. Where do you get most of your news on European political matters? Firstly? And then?

¹³ This "Total Internet" is composed of the aggregate of the "websites" and "online social networks" answers. As explained previously, this aggregation is not the sum of answers: those polled may have given both answers. **In that case they are counted only once in the "Total Internet" aggregation**, whose score of 32% is therefore less than the sum of the "websites" (28%) and "online social networks" (9%) answers.



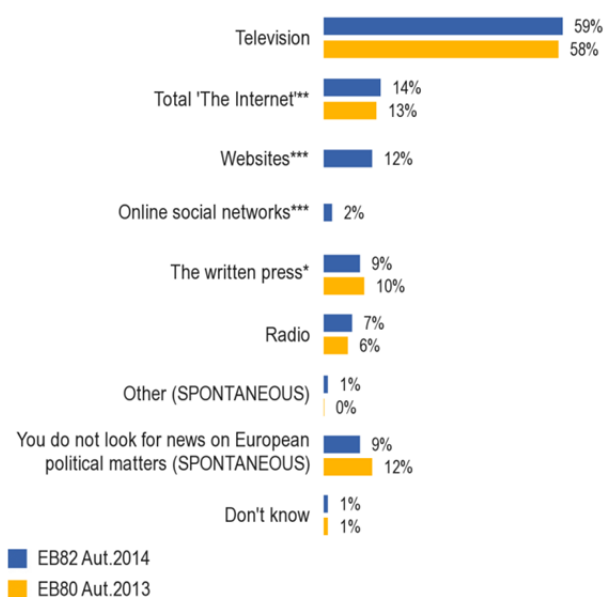
Multiple answers possible

*In previous surveys: the press

** Total Internet: aggregation of the two new items

When we consider only the first answer given by respondents, television easily tops the list of sources (59%, +1 percentage point), followed by the Internet (14%, +1), the written press (9%, -1) and radio (7%, +1).

QE5a. Where do you get most of your news on European political matters? Firstly?



*In previous surveys: the press





** Total Internet: sum of the two new items

(***) "Websites" and "Online social networks"

A socio-demographic analysis shows that the main differences between categories on this question are similar to those noted for the preferred sources of news on national political matters:

- Television is the most frequently used source of European political news by all age groups, but respondents in the 55+ age group are the most frequent users of this medium (83%); the latter also mentioned the written press (48%) and radio (40%) more frequently than Europeans on average. On the other hand, they are the least likely to mention websites (11%) and online social networks (2%); these two news sources are far more popular with Europeans in the 15-24 age group (44% and 22% respectively);
- Europeans in generation “Y” are frequent users of websites (44%) and social networks (20%, versus 9% on average) as sources of news on European political matters. Websites are also the third most frequently used news source for generation “X” (36%), but members of this generation are less likely to mention online social networks (8%). The older generations are less likely to mention websites than the traditional media, namely television, the written press and radio;
- Europeans having studied up to the age of 20 and beyond are also more likely than Europeans on average to mention websites (42%, versus 6% of Europeans having left school at 15 or earlier);
- Preferences also vary according to the subjective social status of respondents. Those who see themselves as upper class rank websites in second place among their sources of news on European political matters (49%, after television, 75%). Respondents who identify themselves as upper middle class, rank websites (43%) behind television (75%) and the written press (53%). The other subjective social classes mention websites far less frequently than the traditional media, namely television, the written press and radio. Only 18% of working class respondents mentioned websites.

QE5T Where do you get most of your news on European political matters?

	Television	The written press	Radio	Websites	Online social networks	Other (SPONTANEOUS)	You do not look for news on European political matters (SPONTANEOUS)	Don't know
EU28	77%	39%	34%	28%	9%	4%	9%	2%
 Gender								
Men	76%	41%	35%	32%	9%	3%	7%	1%
Women	77%	37%	34%	24%	8%	4%	11%	2%
 Age								
15-24	65%	24%	20%	44%	22%	4%	14%	2%
25-39	72%	30%	30%	43%	14%	4%	9%	2%
40-54	79%	42%	38%	30%	7%	4%	7%	1%
55 +	83%	48%	40%	11%	2%	4%	9%	1%
Generation								
Before 1928	81%	39%	35%	3%	0%	7%	9%	5%
1928 - 1945	82%	49%	38%	6%	0%	3%	12%	1%
Total 'Before 1946'	82%	49%	38%	5%	0%	3%	12%	2%
1946 - 1964 "BB"	82%	47%	40%	18%	3%	4%	7%	1%
1965 - 1980 "X"	77%	38%	35%	36%	8%	4%	8%	2%
After 1980 "Y"	68%	26%	25%	44%	20%	4%	11%	2%
 Education (End of)								
15-	79%	37%	35%	6%	2%	5%	14%	2%
16-19	81%	40%	37%	24%	8%	3%	9%	2%
20+	75%	44%	37%	42%	10%	3%	4%	1%
Still studying	63%	24%	18%	48%	23%	5%	12%	2%
 Socio-professional category								
Self-employed	75%	47%	38%	39%	9%	4%	5%	1%
Managers	75%	45%	37%	45%	9%	2%	2%	2%
Other white collars	76%	40%	35%	39%	10%	2%	8%	1%
Manual workers	78%	36%	35%	28%	9%	4%	9%	2%
House persons	72%	29%	35%	16%	7%	5%	17%	2%
Unemployed	73%	26%	29%	30%	14%	5%	13%	1%
Retired	84%	48%	39%	10%	2%	4%	9%	1%
Students	63%	24%	18%	48%	23%	5%	12%	2%
Consider belonging to								
The working class	76%	32%	34%	18%	7%	5%	13%	2%
The lower middle class	77%	36%	36%	27%	9%	4%	9%	1%
The middle class	79%	45%	35%	34%	10%	3%	6%	1%
The upper middle class	75%	53%	34%	43%	10%	2%	3%	1%
The upper class	75%	42%	33%	49%	9%	3%	5%	0%

3. ACTIVE SEARCHES FOR INFORMATION ON THE EUROPEAN UNION

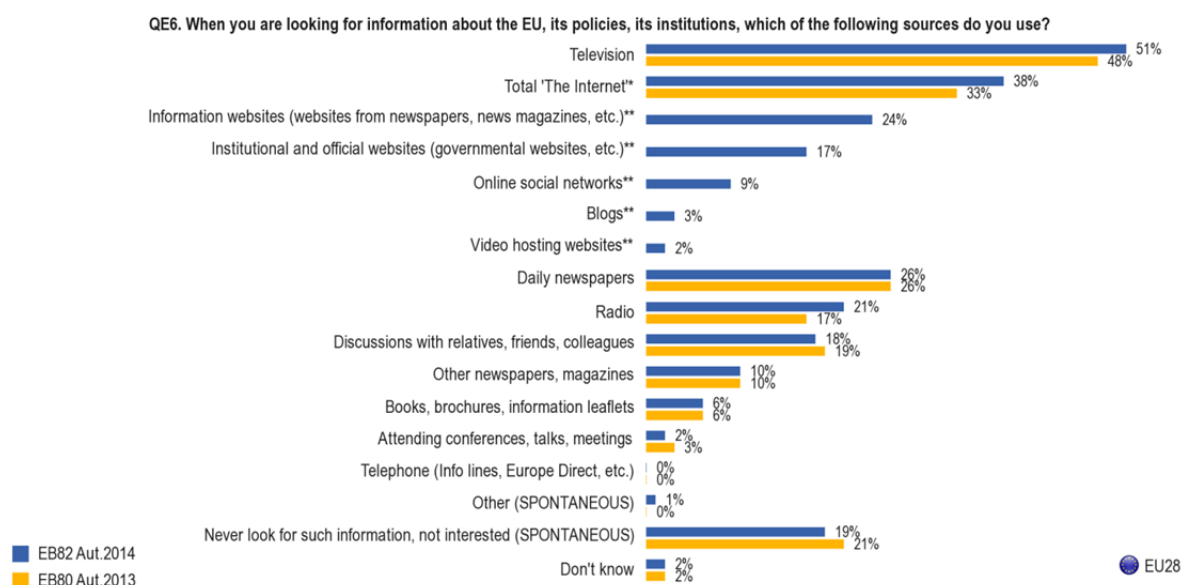
Television (51%) remains by far the **main source used by Europeans when searching for information on the European Union**. Moreover, it has gained three percentage points since the Standard Eurobarometer survey of autumn 2013 (EB80)¹⁴.

The Internet is ranked in second place, with an even bigger increase (38%, +5 percentage points)¹⁵, ahead of the **written press** (26%, unchanged).

Radio has also gained ground (21%, +4 percentage points) and has overtaken **discussions with family, relatives and colleagues** (18%, -1), which has fallen from fourth to fifth place, but continues to figure prominently among sources used when searching for information on the European Union.

Next, Europeans mentioned “**other newspapers and magazines**” (10%, unchanged), ahead of **books and brochures** (6%, =) and **conferences** (2%, -1 percentage point).

Just under a fifth of Europeans (19%, -2 percentage points since autumn 2013) spontaneously said that they never search for this type of information.

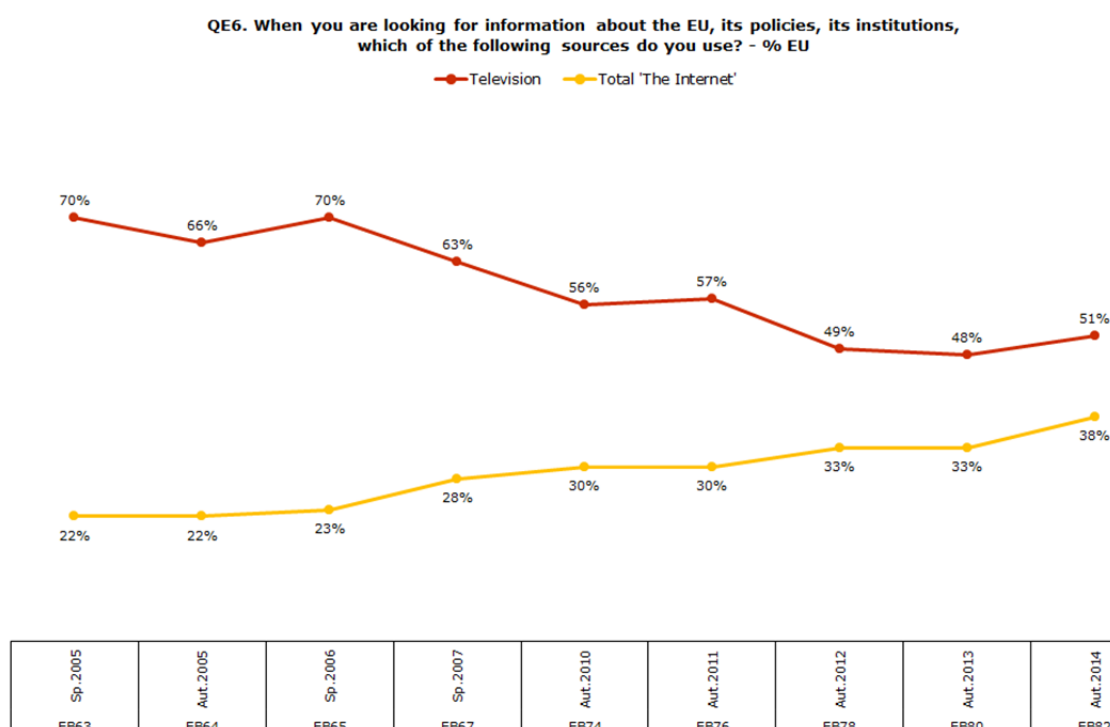


* Total Internet: aggregation of the five new items

(**) "Information websites", "Institutional and official websites", "Online social networks", "Blogs" and "Video hosting websites"

¹⁴ QE6. When you are looking for information about the EU, its policies, its institutions, which of the following sources do you use?

¹⁵ In this survey, "Total Internet" is the aggregation of the following items: information websites (newspaper, magazines websites, etc.); institutional and official websites (governmental websites, etc.); online social networks; blogs; video hosting websites. In the previous survey there was only one "Internet" item.



If we examine **in detail the answers comprising "total Internet"**¹⁶, information websites (24%) are ranked in third place among sources of information on the EU, its policies and institutions, after television and daily newspapers. Institutional websites also figure prominently (17%, in 6th place), followed by online social networks (9%), blogs (3%) and video hosting websites (2%).

A national analysis reveals certain variations between Member States. However, **television** is the main source used when looking for information on the European Union, its policies and institutions, in all Member States, except for **Sweden**, where the main source is the daily press (43%, versus 39% for television).

Information websites are also used very frequently in Sweden (40%), Denmark (37%), the Netherlands (37%), Luxembourg (34%) and Finland (34%).

Radio is a popular information source in Luxembourg (34%), Austria (32%), Germany (30%) and Ireland (30%).

Discussions with relatives as a source of information on the European Union are ranked in second place, behind television, in Greece (44%) and Denmark (38%).

Institutional and official websites are, like information websites, more likely to be mentioned in the Netherlands (45%), Finland (34%), Sweden (34%) and Luxembourg (29%) than in the European Union as a whole (17%).

¹⁶ The "total Internet" is composed of the aggregate of the "institutional and official websites (governmental websites, etc.)", "information websites (newspaper, magazine websites, etc.)", "online social networks", "blogs" and "video hosting websites" answers. As explained previously, this aggregation is not the sum of answers: those polled may have given several of the five possible answers. **In that case they are counted only once in the "Total Internet" aggregation**, whose score is therefore less than the sum of the five answers aggregated in the total.

Online social networks are more likely to be used to look for information on the European Union in Cyprus (25%), Greece (19%), Latvia (18%), Estonia (18%), Denmark (17%) and Austria (17%).

A particularly high proportion of respondents in the United Kingdom (31%), Lithuania (26%), Spain (26%) and Portugal (25%) *spontaneously* answered that they **never look for information on the European Union**.





In the **candidate countries**:

- **Television** is the most frequently used medium for seeking information on the European Union, its policies and institutions, in five candidate countries: Albania (73%), Turkey (73%), Serbia (61%), the Former Yugoslav Republic of Macedonia (61%) and Montenegro (59%). In Iceland, discussions with relatives, friends and colleagues (48%, versus 46% for television) are the main source;
- In Albania, respondents also frequently mentioned the **daily press** (41%, versus 26% on average in the EU);
- **In Iceland**, respondents mentioned information websites (44%) and institutional and official websites (39%) far more frequently than Europeans on average (24% and 17% respectively in the EU);
- **Online social networks** were frequently mentioned in the Former Yugoslav Republic of Macedonia (24%, versus 9% on average);
- In Turkey, 19% of the people polled *spontaneously* declared that they **never look for information on the European Union, its policies and its institutions**. This proportion is the same as the EU average. In all other candidate countries, the proportion is below the European average.

A socio-demographic analysis reveals variations between categories in line with those previously noted for the media use of European Union citizens:

- **Television** is the most frequently used medium by both men (51%) and women (50%) when looking for information on the European Union, its policies and institutions. Although men are more likely to mention most of the proposed media sources, especially daily newspapers (29%, versus 23% of women) and information websites (28% versus 21%), women are slightly more likely to mention discussions between friends (19%, versus 17% of men);
- Europeans aged 55 and over prefer the traditional media to look for information on the EU, its policies and institutions: they are more likely than the average to mention **television** (59%), **daily newspapers** (32%) and **radio** (26%). The scores for these media decrease with the age of respondents, and young people in the 15-24 age group are more likely than Europeans as a whole to mention **information websites** (35%), **institutional and official websites** (22%) and **online social networks** (21%);
- These trends are mirrored in the generational differences: those born before 1946 and Baby Boomers are more likely than Europeans on average to mention television (57% and 58% respectively), daily newspapers (32% and 31%) and radio (26% et 26%), whereas generations "X" (born between 1965 and 1980), and "Y" (born after 1980) are more likely to mention information websites (30% and 35% respectively), institutional websites (22% and 23%) and social networks (10% and 19%);
- Those who left school at the age of 15 or earlier are more likely than those who studied up to the age of 20 and beyond to mention television (56% versus 48%). On the other hand, they rarely use information websites (6%) and institutional websites (4%), and more than a quarter of them declared *spontaneously* that they never look for this type of information (29%);
- Managers are almost as likely to use information websites (42%) as television (45%) to search for information on the EU. A significant proportion of housepersons (28%) and unemployed people (23%) *spontaneously* answered that they never look for this type of information;
- More than third of those who consider that they belong to the upper middle class mentioned information websites (39%) and institutional websites (34%). These respondents also used daily newspapers (37%) more than Europeans on average. On the other hand, those who see themselves as working class mentioned all the sources less frequently than Europeans on average.

QE6 When you are looking for information about the EU, its policies, its institutions, which of the following sources do you use?

	Television	Daily newspapers	Information websites (websites from newspapers, news magazines, etc.)	Radio	Discussions with relatives, friends, colleagues	Institutional and official websites (governmental websites, etc.)	Other newspapers, magazines	Online social networks	Books, brochures, information leaflets	Never look for such information, not interested (SPONTANEOUS)
EU28	51%	26%	24%	21%	18%	17%	10%	9%	6%	19%
 Gender										
Men	51%	29%	28%	23%	17%	19%	10%	10%	6%	16%
Women	50%	23%	21%	20%	19%	15%	9%	8%	6%	22%
 Age										
15-24	40%	17%	35%	12%	21%	22%	8%	21%	5%	19%
25-39	45%	21%	34%	18%	21%	23%	8%	14%	5%	16%
40-54	50%	27%	26%	23%	18%	21%	10%	8%	7%	17%
55 +	59%	32%	12%	26%	16%	8%	11%	2%	6%	22%
Generation										
Before 1928	53%	23%	2%	21%	12%	3%	2%	0%	4%	30%
1928 - 1945	57%	32%	7%	26%	14%	5%	10%	1%	5%	26%
Total 'Before 1946'	57%	32%	6%	26%	14%	4%	10%	1%	5%	26%
1946 - 1964 'BB'	58%	31%	18%	26%	18%	13%	11%	4%	7%	19%
1965 - 1980 'X'	49%	25%	30%	20%	18%	22%	10%	10%	6%	17%
After 1980 'Y'	42%	19%	35%	15%	21%	23%	8%	19%	5%	17%
 Education (End of)										
15-	56%	24%	6%	21%	13%	4%	6%	3%	2%	29%
16-19	54%	27%	20%	23%	18%	13%	9%	8%	5%	20%
20+	48%	30%	37%	23%	21%	28%	13%	10%	9%	10%
Still studying	39%	20%	38%	12%	23%	26%	9%	23%	6%	17%
 Socio-professional category										
Self-employed	47%	30%	34%	23%	20%	29%	13%	10%	7%	11%
Managers	45%	32%	42%	23%	21%	31%	14%	11%	10%	9%
Other white collars	50%	28%	31%	23%	21%	21%	10%	11%	6%	16%
Manual workers	52%	23%	22%	21%	17%	15%	8%	10%	4%	21%
House persons	46%	16%	14%	17%	16%	11%	5%	7%	3%	28%
Unemployed	48%	16%	23%	16%	18%	15%	5%	12%	4%	23%
Retired	60%	32%	10%	26%	16%	7%	11%	2%	6%	22%
Students	39%	20%	38%	12%	23%	26%	9%	23%	6%	17%
Consider belonging to										
The working class	50%	19%	15%	20%	14%	9%	6%	7%	3%	28%
The lower middle class	48%	24%	24%	21%	16%	17%	9%	9%	5%	20%
The middle class	55%	32%	29%	24%	21%	21%	12%	11%	7%	12%
The upper middle class	47%	37%	39%	21%	27%	34%	17%	11%	12%	8%
The upper class	56%	38%	39%	34%	18%	16%	14%	10%	4%	12%

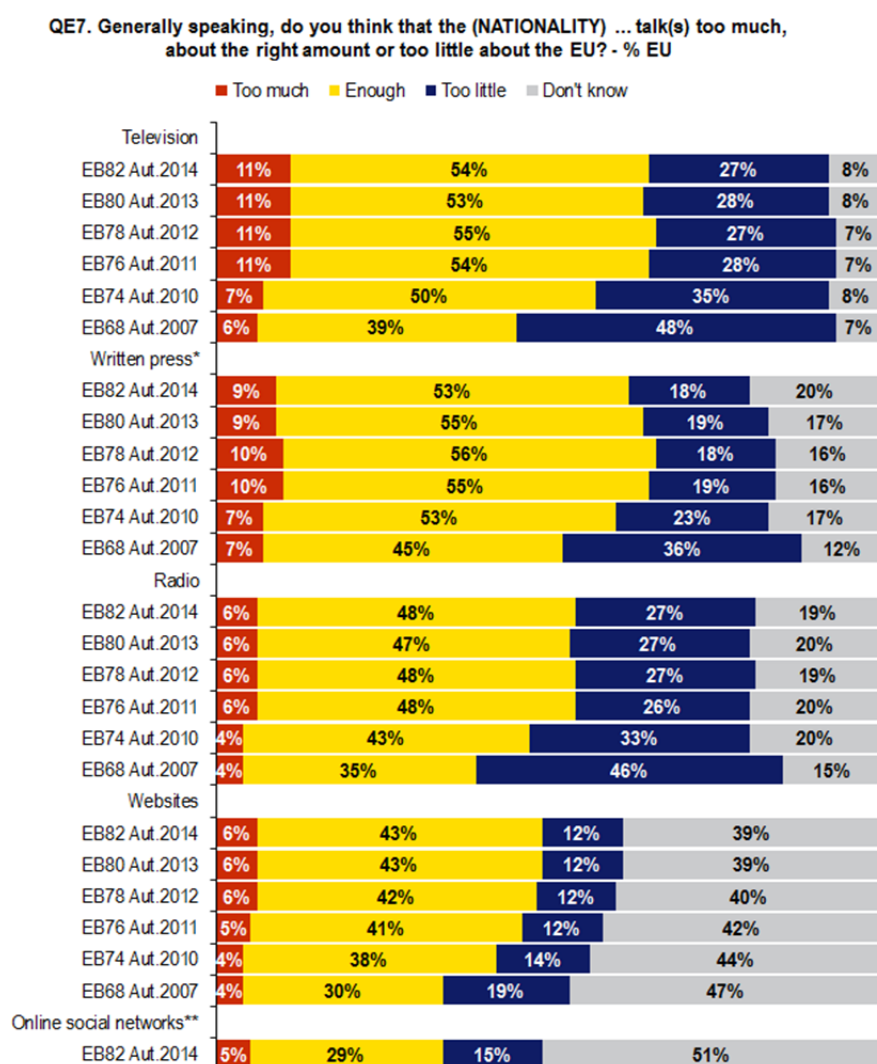
Items mentioned by more than 5% of the people polled

4. MEDIA COVERAGE OF THE EUROPEAN UNION

- Media coverage of the European Union is seen as objective -

A majority of Europeans (overall stable versus autumn 2013) consider that the media give “about the right amount” of coverage to the European Union. This holds true for **television** (54% answered “enough”, +1 percentage point, whereas 27% said “too little”, -1, and 11% said “too much”, unchanged), the **written press** (53%, -2; 18%, -1; 9%, =), **radio** (48, +1; 27%, =; 6%, =) and **websites** (43%, =; 12%, =; 6%, =)¹⁷. Even if it has decreased since the Standard Eurobarometer survey of autumn 2007 (EB68), the proportion of “DK” answers for websites is still very high (39%, unchanged versus autumn 2013, -8 versus autumn 2007).

This feeling that the European Union receives the right amount of coverage also applies to **online social networks** (enough 29%/too little 15%/too much 5%). However, more than one in two Europeans did not express an opinion on this question (51%).



*In previous surveys: the press

** New item

¹⁷ QE7. Generally speaking, do you think that the (NATIONALITY) ... talk(s) too much, about the right amount or too little about the EU?

A longer-term analysis reveals that the feeling that the media talk “too little” about the European Union has decreased significantly since the Standard Eurobarometer of autumn 2007 (EB68). This is true for television (from 48% in autumn 2007 to 27%), the written press (from 36% to 18%), radio (from 46% to 27%) and websites (from 19% to 12%).






























A national analysis shows that the feeling that the media talk **enough** about the European Union is the most prevalent in Estonia (75% for television; 67% for the written press; 66% for radio; 61% for websites and 40% for online social networks). The feeling that the five media analysed talk “enough” about the EU is also very widespread in Finland and Slovakia.

The feeling that the media do not talk enough about the European Union is the most prevalent in France (42% for television; 24% for the written press; 39% for radio; 18% for websites and 20% for online social networks). Respondents in Sweden and Croatia are also more likely than Europeans on average to answer “too little”.

Respondents in Greece are the most likely to consider that **the media talk too much about the European Union** (40% for television, 27% for the written press, 22% for radio, 9% for the Internet and 8% for online social networks). Moreover, this feeling has gained ground since the Eurobarometer survey of autumn 2013 for all the media analysed (+4 percentage points for television, +5 for the written press, +6 for radio and +1 for the Internet).






























QE7.1. Generally speaking, do you think that the (NATIONALITY) ... talk(s) too much,
about the right amount or too little about the EU?

Television

		Too much	Diff. Aut.2014- Aut.2013	Enough	Diff. Aut.2014- Aut.2013	Too little	Diff. Aut.2014- Aut.2013	Don't know	Diff. Aut.2014- Aut.2013
	EU28	11%	=	54%	+1	27%	-1	8%	=
	BG	24%	+7	60%	-3	11%	-3	5%	-1
	HR	16%	+7	48%	-3	32%	-4	4%	=
	EL	40%	+4	32%	-2	25%	-1	3%	-1
	FI	8%	+4	73%	-3	12%	-3	7%	+2
	DK	8%	+4	55%	-1	32%	-4	5%	+1
	SK	15%	+3	69%	-3	12%	-1	4%	+1
	AT	15%	+3	61%	-6	17%	-2	7%	+5
	UK	15%	+3	43%	-4	30%	=	12%	+1
	CZ	12%	+3	67%	+3	15%	-6	6%	=
	LV	8%	+2	64%	=	19%	=	9%	-2
	CY	21%	+1	41%	+3	28%	-5	10%	+1
	HU	15%	+1	67%	-1	13%	=	5%	=
	FR	8%	+1	41%	+4	42%	-5	9%	=
	BE	7%	+1	62%	+1	26%	-4	5%	+2
	DE	5%	+1	62%	+3	24%	-4	9%	=
	LU	4%	+1	42%	+2	23%	-12	31%	+9
	SI	17%	=	55%	-3	18%	-1	10%	+4
	PL	9%	=	61%	-5	21%	+6	9%	-1
	LT	5%	=	70%	+4	19%	-2	6%	-2
	IT	13%	-1	54%	-2	28%	+3	5%	=
	NL	4%	-1	45%	+2	40%	-4	11%	+3
	EE	3%	-1	75%	+5	13%	-6	9%	+2
	SE	2%	-1	53%	=	34%	-3	11%	+4
	ES	15%	-2	51%	+1	26%	=	8%	+1
	MT	14%	-2	51%	+2	25%	+1	10%	-1
	IE	12%	-2	54%	-5	23%	+4	11%	+3
	PT	14%	-4	61%	+8	18%	-2	7%	-2
	RO	16%	-5	50%	+2	23%	=	11%	+3

QE7.3. Generally speaking, do you think that the (NATIONALITY) ... talk(s) too much, about the right amount or too little about the EU?






























Written press*

		Too much	Diff. Aut.2014- Aut.2013	Enough	Diff. Aut.2014- Aut.2013	Too little	Diff. Aut.2014- Aut.2013	Don't know	Diff. Aut.2014- Aut.2013
	EU28	9%	=	53%	-2	18%	-1	20%	+3
	EL	27%	+5	41%	-2	19%	-1	13%	-2
	SI	16%	+4	54%	-5	15%	=	15%	+1
	HR	10%	+4	47%	-1	31%	+1	12%	-4
	FI	7%	+4	75%	-6	10%	-2	8%	+4
	UK	19%	+3	43%	-3	18%	-2	20%	+2
	BG	14%	+3	51%	=	10%	-1	25%	-2
	LT	4%	+2	67%	-1	13%	-3	16%	+2
	DK	4%	+2	55%	-4	21%	-6	20%	+8
	SK	12%	+1	63%	-7	11%	=	14%	+6
	CZ	12%	+1	60%	=	11%	-5	17%	+4
	BE	8%	+1	62%	-5	16%	-4	14%	+8
	FR	5%	+1	47%	+2	24%	-5	24%	+2
	DE	4%	+1	69%	+3	13%	-4	14%	=
	ES	14%	=	44%	=	17%	+1	25%	-1
	AT	13%	=	63%	-6	15%	+1	9%	+5
	CY	13%	=	36%	-1	19%	+3	32%	-2
	LU	5%	=	64%	-3	10%	-4	21%	+7
	LV	5%	=	56%	-7	12%	-2	27%	+9
	EE	3%	=	67%	-6	13%	+1	17%	+5
	IT	9%	-1	54%	-2	21%	=	16%	+3
	NL	3%	-1	57%	=	20%	-4	20%	+5
	HU	10%	-2	53%	-8	12%	+3	25%	+7
	PL	6%	-2	52%	-10	18%	+6	24%	+6
	SE	3%	-2	54%	=	32%	-2	11%	+4
	PT	9%	-3	53%	+5	16%	-1	22%	-1
	MT	9%	-3	47%	+1	15%	=	29%	+2
	IE	9%	-4	59%	-2	16%	+1	16%	+5
	RO	9%	-6	39%	+2	17%	-2	35%	+6

*In the previous survey: the press






























QE7.2. Generally speaking, do you think that the (NATIONALITY) ... talk(s) too much, about the right amount or too little about the EU?

Radio

		Too much	Diff. Aut.2014- Aut.2013	Enough	Diff. Aut.2014- Aut.2013	Too little	Diff. Aut.2014- Aut.2013	Don't know	Diff. Aut.2014- Aut.2013
	EU28	6%	=	48%	+1	27%	=	19%	-1
	EL	22%	+6	45%	=	24%	-3	9%	-3
	SI	14%	+3	53%	-4	19%	=	14%	+1
	BG	11%	+3	49%	-1	13%	+1	27%	-3
	HR	9%	+3	44%	-1	34%	-1	13%	-1
	UK	8%	+2	43%	=	28%	+1	21%	-3
	FI	4%	+2	64%	-2	15%	=	17%	=
	FR	4%	+2	35%	=	39%	-2	22%	=
	AT	9%	+1	63%	-1	20%	-1	8%	+1
	DK	3%	+1	47%	-5	30%	=	20%	+4
	ES	12%	=	45%	+3	20%	+1	23%	-4
	MT	10%	=	42%	+2	24%	+3	24%	-5
	SK	9%	=	69%	+1	15%	-2	7%	+1
	PT	8%	=	46%	+2	24%	=	22%	-2
	CZ	6%	=	62%	+6	18%	-7	14%	+1
	LV	4%	=	55%	-5	21%	+4	20%	+1
	LT	3%	=	62%	-1	17%	+2	18%	-1
	EE	2%	=	66%	=	14%	-3	18%	+3
	DE	2%	=	57%	+6	25%	-4	16%	-2
	NL	2%	=	33%	-4	35%	+1	30%	+3
	SE	1%	=	44%	-2	31%	-3	24%	+5
	HU	7%	-1	59%	-3	14%	=	20%	+4
	IT	6%	-1	40%	-3	34%	+4	20%	=
	PL	5%	-1	55%	-9	22%	+8	18%	+2
	BE	4%	-1	55%	-1	30%	-2	11%	+4
	LU	2%	-1	46%	+1	21%	-9	31%	+9
	CY	9%	-2	35%	+4	29%	-2	27%	=
	IE	6%	-5	58%	-2	22%	+3	14%	+4
	RO	6%	-5	48%	+5	20%	-2	26%	+2






























QE7.4. Generally speaking, do you think that the (NATIONALITY) ... talk(s) too much, about the right amount or too little about the EU?

Websites

		Too much	Diff. Aut.2014- Aut.2013	Enough	Diff. Aut.2014- Aut.2013	Too little	Diff. Aut.2014- Aut.2013	Don't know	Diff. Aut.2014- Aut.2013
	EU28	6%	=	43%	=	12%	=	39%	=
	CY	15%	+7	31%	=	12%	+5	42%	-12
	UK	10%	+5	42%	-1	13%	-1	35%	-3
	LT	5%	+3	53%	-7	5%	-1	37%	+5
	SI	10%	+2	48%	-4	9%	-1	33%	+3
	DK	3%	+2	43%	-12	16%	+1	38%	+9
	EL	9%	+1	51%	+3	9%	+1	31%	-5
	HR	7%	+1	44%	-1	19%	+2	30%	-2
	SK	7%	+1	53%	-4	6%	+1	34%	+2
	BG	6%	+1	41%	+10	6%	=	47%	-11
	BE	5%	+1	49%	-7	16%	-2	30%	+8
	LV	5%	+1	58%	-4	7%	-1	30%	+4
	DE	4%	+1	47%	+2	6%	-3	43%	=
	FR	4%	+1	36%	+1	18%	-5	42%	+3
	LU	4%	+1	38%	-1	9%	-3	49%	+3
	NL	3%	+1	43%	=	13%	-3	41%	+2
	SE	2%	+1	40%	-2	18%	-1	40%	+2
	ES	15%	=	30%	=	14%	+3	41%	-3
	CZ	7%	=	55%	-1	9%	=	29%	+1
	RO	7%	=	34%	+5	8%	+1	51%	-6
	IT	6%	=	44%	+1	13%	-2	37%	+1
	FI	2%	=	57%	-4	8%	-1	33%	+5
	PL	5%	-1	53%	-5	9%	+2	33%	+4
	PT	5%	-1	37%	+5	11%	=	47%	-4
	EE	3%	-1	61%	-3	7%	+1	29%	+3
	IE	7%	-2	44%	-4	13%	+2	36%	+4
	AT	7%	-2	51%	+1	9%	+1	33%	=
	HU	6%	-2	47%	=	8%	+3	39%	-1
	MT	6%	-2	47%	+10	12%	+1	35%	-9

QE7.5. Generally speaking, do you think that the (NATIONALITY) ... talk(s) too much, about the right amount or too little about the EU?

Online social networks*

		Too much	Enough	Too little	Don't know
	EU28	5%	29%	15%	51%
	BE	4%	33%	22%	41%
	BG	5%	34%	9%	52%
	CZ	5%	34%	12%	49%
	DK	4%	30%	16%	50%
	DE	3%	28%	8%	61%
	EE	2%	40%	9%	49%
	IE	7%	37%	15%	41%
	EL	8%	44%	13%	35%
	ES	9%	27%	19%	45%
	FR	3%	18%	20%	59%
	HR	6%	34%	21%	39%
	IT	4%	29%	19%	48%
	CY	9%	29%	15%	47%
	LV	5%	47%	7%	41%
	LT	4%	37%	8%	51%
	LU	4%	18%	11%	67%
	HU	7%	39%	10%	44%
	MT	6%	38%	16%	40%
	NL	4%	19%	21%	56%
	AT	6%	40%	11%	43%
	PL	3%	40%	10%	47%
	PT	4%	31%	15%	50%
	RO	6%	29%	10%	55%
	SI	8%	40%	10%	42%
	SK	5%	45%	8%	42%
	FI	2%	38%	12%	48%
	SE	3%	23%	24%	50%
	UK	9%	26%	17%	48%

* New item

A socio-demographic analysis shows that:

- As regards television, radio and the written press, Europeans aged 55 and over are more likely than young people to consider that the media talk enough about the European Union: that is the case for television (56% answered “enough”, versus 49% of 15-24 year-olds), radio (48% versus 42%) and the written press (54% versus 51%). On the other hand, a majority of young people consider that **websites** and **online social networks** talk enough about the European Union. This view is less prevalent among the oldest respondents, in particular because they are more likely not to express an opinion;
- **Europeans having studied the longest are more likely**, for all media, **to consider that there is not enough media coverage of the European Union**. Europeans who left school at the age of 15 or earlier are slightly more likely to consider that television and radio talk too much about the European Union, but the difference with the European average is very marginal. On the other hand, they are more likely to answer “DK” for all the media analysed, with the highest scores being recorded for social networks (“DK” rate of 77%, versus a European average of 51%) and websites (71% versus 39%).

QE7 Generally speaking, do you think that the (NATIONALITY) ... talk(s) too much, about the right amount or too little about the EU?

	Television			The written press			Radio			Websites			Online social networks		
	Too much	About the right amount	Too little	Too much	About the right amount	Too little	Too much	About the right amount	Too little	Too much	About the right amount	Too little	Too much	About the right amount	Too little
EU28	11%	54%	27%	9%	53%	18%	6%	48%	27%	6%	43%	12%	5%	29%	15%
Gender															
Men	12%	54%	27%	10%	55%	19%	7%	50%	27%	7%	47%	12%	6%	30%	16%
Women	11%	53%	27%	9%	51%	17%	6%	46%	26%	6%	39%	11%	4%	27%	15%
Age															
15-24	12%	49%	28%	10%	51%	19%	5%	42%	30%	12%	55%	18%	9%	44%	28%
25-39	12%	51%	29%	11%	51%	20%	7%	47%	30%	8%	58%	15%	7%	43%	21%
40-54	11%	54%	27%	10%	55%	18%	6%	50%	28%	6%	48%	13%	5%	30%	14%
55 +	10%	56%	26%	8%	54%	16%	6%	48%	23%	3%	25%	7%	2%	13%	7%
Education (End of)															
15-	14%	55%	21%	9%	47%	14%	8%	45%	19%	4%	19%	6%	3%	13%	7%
16-19	11%	56%	26%	10%	55%	17%	6%	50%	27%	7%	43%	11%	5%	29%	14%
20+	9%	51%	32%	8%	57%	21%	6%	48%	31%	6%	54%	14%	5%	33%	18%
Still studying	10%	50%	28%	8%	53%	19%	4%	40%	32%	11%	57%	18%	8%	45%	28%
Socio-professional category															
Self-employed	11%	52%	30%	11%	56%	21%	7%	47%	35%	6%	56%	13%	4%	34%	20%
Managers	8%	53%	32%	9%	58%	21%	5%	50%	33%	7%	58%	15%	5%	34%	20%
Other white collars	10%	55%	29%	9%	58%	19%	6%	52%	29%	7%	56%	14%	5%	38%	18%
Manual workers	13%	54%	25%	11%	54%	17%	7%	50%	25%	8%	46%	13%	6%	33%	15%
House persons	12%	51%	26%	9%	43%	16%	6%	43%	23%	4%	33%	10%	4%	23%	13%
Unemployed	15%	48%	28%	12%	45%	18%	9%	42%	26%	10%	44%	13%	8%	34%	17%
Retired	10%	57%	25%	7%	54%	16%	5%	48%	23%	3%	22%	6%	2%	12%	6%
Students	10%	50%	28%	8%	53%	19%	4%	40%	32%	11%	57%	18%	8%	45%	28%

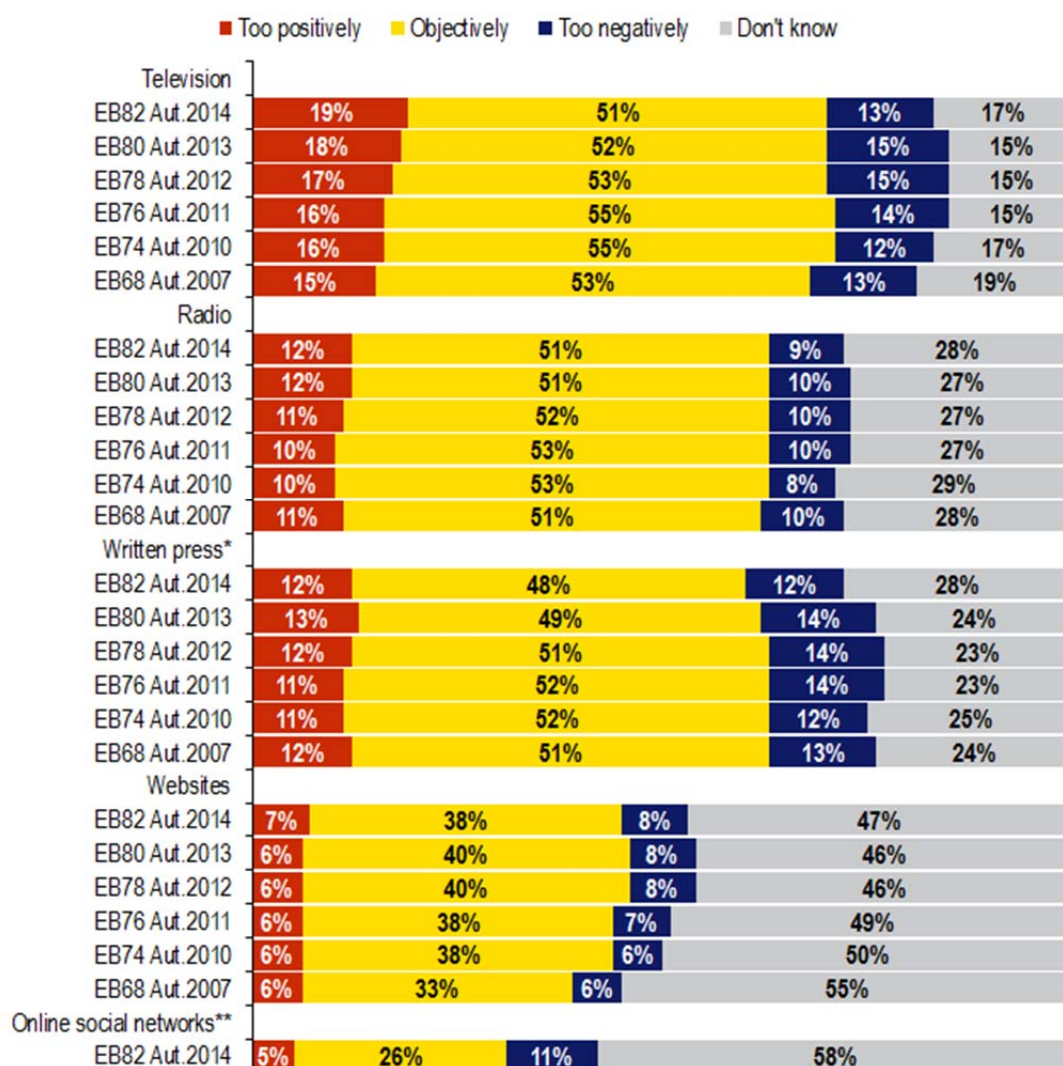
With regard to the **tone** of the media coverage of the European Union, a **stable majority of Europeans consider that it is objective**, notably by television (51%, -1 percentage point), radio (51%, unchanged) and the written press (48%, -1)¹⁸. Although, Europeans predominantly feel that the Internet's coverage is objective (38%, -2), it is to be noted that 47% of Europeans did not express an opinion. The situation is the same as regards social networks (26% described coverage as objective, i.e. a relative majority of opinions expressed, but 58% of Europeans did not express an opinion).

There are some minor variations:

- Europeans are more likely to feel that **television** and **radio** coverage of the European Union is too positive rather than too negative (19% versus 13% for television, 12% versus 9% for radio);
- Opinions are more divided as regards the **written press** (12% versus 12%) and **websites** (7% versus 8%);
- Europeans are more likely to consider that **online social networks** are too negative (11%) rather than too positive (5%) in their treatment of the European Union.

¹⁸ QE8. Do you think that the (NATIONALITY) ... present(s) the EU too positively, objectively or too negatively?

QE8. Do you think that the (NATIONALITY) ... present(s) the EU too positively, objectively or too negatively? - % EU



*In previous surveys: the press

** New item

Respondents in Finland are the most likely to consider that media coverage of the European Union is objective (68% for television, 67% for radio, 70% for the written press, 54% for websites and 37% for online social networks). "Objectively" answers are above the European average in Slovakia and the Czech Republic.

Criticism of media coverage of the European Union on the grounds that it is too positive is more vociferous in Greece than in Europe as a whole, for all the media analysed (57% for television; 34% for radio; 35% for the written press; 12% for websites and 11% for online social networks). For the last two media, the majority of respondents consider that the EU is presented objectively (51% and 45% respectively).






























Respondents in Croatia are still more likely than Europeans on average to consider that media coverage of the EU is too positive, but support for this view has again fallen sharply, after a significant decrease between autumn 2012 and autumn 2013 (30%, -13 percentage points for television; 20%, -13 for radio; 21%, -10 for the written press; 13%, -8 for websites and -10% for online social networks).

The feeling that media coverage of the EU is too negative is generally above average in the United Kingdom (29% for television; 19% for radio; 30% for the written press; 15% for websites; 19% for online social networks) and France (25%; 17%; 16%; 14%; 11%).

A detailed national analysis shows that:






























In 27 Member States, a majority of the people polled consider that **television** coverage of the EU is objective, in proportions varying from 68% in Finland (+1 percentage point since autumn 2013), to 39% in France (+1). Greece is the only exception, since a majority of respondents there consider that television coverage of the EU is too positive (57%, +12). The “too positive” answer obtained its second highest score in Croatia (30%, -13), despite a significant decrease. It should be born in mind that Croatia was not yet an EU Member State at the time of the previous survey.

QE8.1. Do you think that the (NATIONALITY) ... present(s) the EU too positively, objectively or too negatively?
Television

		Too positively	Diff. Aut.2014-Aut.2013	Objectively	Diff. Aut.2014-Aut.2013	Too negatively	Diff. Aut.2014-Aut.2013	Don't know	Diff. Aut.2014-Aut.2013
	EU28	19%	+1	51%	-1	13%	-2	17%	+2
	EL	57%	+12	22%	=	17%	-10	4%	-2
	IT	25%	+5	46%	-5	11%	-3	18%	+3
	MT	24%	+4	53%	+1	5%	=	18%	-5
	SK	25%	+3	62%	-3	5%	-2	8%	+2
	LT	23%	+3	60%	-4	5%	+2	12%	-1
	PL	20%	+3	64%	-1	3%	=	13%	-2
	AT	25%	+2	59%	-12	9%	+5	7%	+5
	IE	16%	+2	57%	-7	10%	-1	17%	+6
	UK	13%	+2	42%	-2	29%	+4	16%	-4
	BG	26%	+1	58%	=	4%	=	12%	-1
	CZ	20%	+1	64%	-3	5%	=	11%	+2
	LV	22%	=	59%	=	5%	+1	14%	-1
	ES	20%	=	43%	+3	14%	-6	23%	+3
	NL	19%	=	48%	+1	22%	=	11%	-1
	DE	17%	=	58%	-2	6%	+1	19%	+1
	RO	17%	=	57%	-3	8%	-1	18%	+4
	SE	17%	=	58%	+3	8%	-10	17%	+7
	CY	21%	-1	51%	+1	12%	-1	16%	+1
	DK	18%	-1	61%	-1	13%	=	8%	+2
	FR	14%	-1	39%	+1	25%	-2	22%	+2
	HU	16%	-2	58%	-3	15%	+3	11%	+2
	LU	12%	-2	46%	-7	8%	-1	34%	+10
	PT	12%	-2	61%	+7	13%	-5	14%	=
	EE	16%	-4	66%	+2	2%	-2	16%	+4
	FI	15%	-4	68%	+1	4%	-2	13%	+5
	BE	13%	-5	64%	-4	13%	+3	10%	+6
	SI	15%	-6	59%	+3	11%	=	15%	+3
	HR	30%	-13	53%	+5	8%	+5	9%	+3






























A majority of the people polled in all Member States consider that **radio** coverage of the EU is objective, in proportions ranging from 67% in Finland (+2 percentage points) to 40% in France (+1). Respondents in Greece are the most likely to consider that radio coverage of the EU is too positive in their country (34%, +7). The proportion of “too negatively” answers was less than 20% in all Member States. The most significant change was recorded in Croatia where the “too positively” answer has lost 13 percentage points (20%).

QE8.2. Do you think that the (NATIONALITY) ... present(s) the EU too positively, objectively or too negatively?
Radio

		Too positively	Diff. Aut.2014-Aut.2013	Objectively	Diff. Aut.2014-Aut.2013	Too negatively	Diff. Aut.2014-Aut.2013	Don't know	Diff. Aut.2014-Aut.2013
	EU28	12%	=	51%	=	9%	-1	28%	+1
	EL	34%	+7	44%	=	11%	-4	11%	-3
	MT	18%	+6	47%	+2	3%	-2	32%	-6
	SK	21%	+4	65%	-7	4%	+1	10%	+2
	LT	17%	+3	55%	-6	3%	+1	25%	+2
	IT	14%	+3	45%	-3	9%	-2	32%	+2
	AT	20%	+2	63%	-7	7%	+3	10%	+2
	ES	13%	+2	44%	+4	9%	-4	34%	-2
	BG	16%	+1	48%	=	4%	+2	32%	-3
	IE	14%	+1	57%	-5	10%	-2	19%	+6
	SE	11%	+1	52%	-1	6%	-6	31%	+6
	UK	8%	+1	45%	+1	19%	+4	28%	-6
	CY	14%	=	46%	+3	8%	-2	32%	-1
	DE	12%	=	57%	=	4%	=	27%	=
	HU	11%	=	53%	-6	10%	+2	26%	+4
	FR	9%	=	40%	+1	17%	-3	34%	+2
	NL	9%	=	46%	=	13%	=	32%	=
	PL	13%	-1	63%	+1	2%	-1	22%	+1
	EE	12%	-1	62%	-1	2%	-1	24%	+3
	RO	10%	-1	54%	=	5%	-1	31%	+2
	LV	15%	-2	56%	=	5%	+2	24%	=
	CZ	13%	-2	66%	=	3%	=	18%	+2
	SI	13%	-2	57%	-2	10%	+1	20%	+3
	LU	10%	-2	47%	-7	6%	-2	37%	+11
	DK	10%	-3	59%	-3	8%	=	23%	+6
	FI	8%	-3	67%	+2	4%	=	21%	+1
	PT	6%	-3	56%	+7	8%	-4	30%	=
	BE	10%	-4	64%	-5	11%	+3	15%	+6
	HR	20%	-13	54%	+5	8%	+5	18%	+3

A majority of respondents in all Member States also consider that the **written press** presents the EU objectively, most notably in Finland (70%, +1 percentage point). This opinion is the least widespread in the United Kingdom (34%, +1), where 30% (unchanged) consider that the press presents the EU “too negatively”. Respondents in Greece are the most likely to consider that it is “too positive” (35%, +3). As noted for the other media, the “too positively” proportion has decreased significantly in Croatia (21%, -10), whereas in Sweden the “too negatively” proportion has decreased significantly (13%, -11).






























QE8.3. Do you think that the (NATIONALITY) ... present(s) the EU too positively, objectively or too negatively?
Written press*

		Too positively	Diff. Aut.2014-Aut.2013	Objectively	Diff. Aut.2014-Aut.2013	Too negatively	Diff. Aut.2014-Aut.2013	Don't know	Diff. Aut.2014-Aut.2013
	EU28	12%	-1	48%	-1	12%	-2	28%	+4
	SK	21%	+4	58%	-7	5%	-4	16%	+7
	EL	35%	+3	37%	+1	13%	-4	15%	=
	AT	21%	+3	58%	-8	11%	=	10%	+5
	DE	13%	+2	57%	-3	7%	=	23%	+1
	LT	17%	+1	55%	-6	5%	+2	23%	+3
	IT	16%	+1	45%	-2	12%	-3	27%	+4
	IE	14%	+1	53%	-4	12%	-3	21%	+6
	ES	11%	+1	42%	=	9%	-5	38%	+4
	BG	17%	=	43%	-6	7%	+5	33%	+1
	CY	13%	=	42%	+1	10%	+1	35%	-2
	PL	13%	=	54%	-7	5%	+1	28%	+6
	UK	9%	=	34%	+1	30%	=	27%	-1
	MT	14%	-1	45%	+1	4%	-2	37%	+2
	SE	13%	-1	54%	+6	13%	-11	20%	+6
	NL	10%	-1	52%	=	16%	-2	22%	+3
	RO	9%	-1	46%	-2	7%	-2	38%	+5
	SI	14%	-2	56%	+2	9%	-2	21%	+2
	DK	12%	-2	55%	-3	12%	-3	21%	+8
	HU	11%	-2	47%	-8	12%	+2	30%	+8
	FR	8%	-2	40%	+1	16%	-2	36%	+3
	CZ	12%	-3	60%	-4	7%	+2	21%	+5
	FI	11%	-3	70%	+1	7%	-2	12%	+4
	PT	6%	-3	54%	+6	11%	-3	29%	=
	EE	12%	-4	60%	-2	4%	-1	24%	+7
	LV	14%	-5	49%	-4	6%	+2	31%	+7
	BE	10%	-6	60%	-6	11%	+1	19%	+11
	LU	8%	-6	56%	-5	10%	+2	26%	+9
	HR	21%	-10	51%	+5	11%	+7	17%	-2

*In previous surveys: the press






























Almost one in two respondents did not express an opinion on the way in which **websites** present the EU (47%, +1 percentage point). This was the most frequent answer in 12 Member States. In 14 others, a majority of respondents consider that websites present the EU “objectively”. In Hungary and Malta, the two answers obtained identical scores (42% and 41% respectively). The “objectively” answer has lost significant ground in Denmark (43%, -13) and Belgium (45%, -8). In contrast, the proportion of “objectively” answers has increased significantly in Bulgaria (39%, +8). In Croatia, the “too positively” proportion has decreased by eight percentage points (13%).

QE8.4. Do you think that the (NATIONALITY) ... present(s) the EU too positively, objectively or too negatively?
Websites

		Too positively	Diff. Aut.2014-Aut.2013	Objectively	Diff. Aut.2014-Aut.2013	Too negatively	Diff. Aut.2014-Aut.2013	Don't know	Diff. Aut.2014-Aut.2013
	EU28	7%	+1	38%	-2	8%	=	47%	+1
	EL	12%	+3	51%	+4	5%	-1	32%	-6
	CY	8%	+3	38%	+4	9%	+3	45%	-10
	MT	14%	+2	41%	+4	4%	=	41%	-6
	SK	9%	+2	50%	-3	4%	-1	37%	+2
	ES	8%	+2	31%	-2	8%	-1	53%	+1
	RO	6%	+2	35%	+1	4%	=	55%	-3
	LT	10%	+1	45%	-6	3%	+1	42%	+4
	NL	9%	+1	35%	-3	10%	=	46%	+2
	PL	9%	+1	49%	-6	4%	=	38%	+5
	SE	8%	+1	33%	-2	9%	-4	50%	+5
	DE	6%	+1	34%	-3	5%	+1	55%	+1
	UK	5%	+1	36%	+1	15%	+4	44%	-6
	AT	9%	=	50%	+2	6%	=	35%	-2
	CZ	8%	=	53%	-3	5%	+1	34%	+2
	DK	8%	=	43%	-13	8%	+2	41%	+11
	BG	6%	=	39%	+8	4%	+3	51%	-11
	IT	6%	=	40%	-1	9%	-2	45%	+3
	FI	5%	=	54%	-2	5%	-1	36%	+3
	EE	8%	-1	51%	-5	4%	-1	37%	+7
	IE	7%	-1	45%	-2	9%	=	39%	+3
	PT	4%	-1	38%	+7	7%	-2	51%	-4
	HU	5%	-2	42%	-2	11%	+4	42%	=
	FR	4%	-2	28%	-3	14%	=	54%	+5
	BE	8%	-3	45%	-8	10%	-1	37%	+12
	LU	4%	-3	31%	-3	11%	+5	54%	+1
	LV	11%	-4	46%	-4	7%	+2	36%	+6
	SI	8%	-4	46%	-2	8%	+1	38%	+5
	HR	13%	-8	44%	=	8%	+6	35%	+2

In 27 Member States, a large majority of the people polled did not express an opinion on how **social networks** present the EU. Greece is the only exception, since 45% of respondents consider that they present the EU objectively. If we base our analysis solely on opinions expressed¹⁹, a majority of respondents in 26 Member States consider that the EU is presented “objectively”. The two exceptions are the Netherlands (21% of the people polled consider that online social networks are “too negative” about the EU, versus 5% for “too positively” and 13% for “objectively”), and Sweden (20% for “too negatively”, versus 3% for “too positively” and 17% for “objectively”).

QE8.5. Do you think that the (NATIONALITY) ... present(s) the EU too positively, objectively or too negatively?
Online social networks*

		Too positively	Objectively	Too negatively	Don't know
	EU28	5%	26%	11%	58%
	BE	5%	30%	17%	48%
	BG	6%	33%	6%	55%
	CZ	4%	32%	11%	53%
	DK	5%	32%	12%	51%
	DE	4%	19%	8%	69%
	EE	6%	32%	7%	55%
	IE	7%	39%	9%	45%
	EL	11%	45%	8%	36%
	ES	6%	25%	11%	58%
	FR	3%	15%	11%	71%
	HR	10%	38%	9%	43%
	IT	5%	29%	11%	55%
	CY	7%	31%	10%	52%
	LV	8%	38%	8%	46%
	LT	7%	33%	5%	55%
	LU	2%	14%	13%	71%
	HU	4%	36%	13%	47%
	MT	12%	38%	5%	45%
	NL	5%	13%	21%	61%
	AT	7%	39%	9%	45%
	PL	6%	39%	5%	50%
	PT	4%	31%	11%	54%
	RO	5%	32%	4%	59%
	SI	5%	39%	8%	48%
	SK	8%	41%	7%	44%
	FI	2%	37%	11%	50%
	SE	3%	17%	20%	60%
	UK	3%	23%	19%	55%





* New item

¹⁹ Answers other than “DK”.

A socio-demographic analysis does not reveal any significant variations on this question.

QE8 Do you think that the (NATIONALITY) ... present(s) the EU too positively, objectively or too negatively?

Answer: Objectively

	Television	Radio	Written press*	Websites	Online social networks**
EU28	51%	51%	48%	38%	26%
 Gender					
Man	51%	52%	49%	41%	27%
Woman	51%	50%	46%	34%	25%
 Age					
15-24	52%	50%	47%	52%	40%
25-39	49%	53%	49%	52%	38%
40-54	51%	53%	49%	42%	27%
55 +	51%	48%	46%	21%	12%
 Education (End of)					
15-	48%	43%	41%	17%	12%
16-19	54%	53%	49%	38%	27%
20+	49%	54%	51%	46%	29%
Still studying	49%	48%	47%	51%	38%
 Socio-professional category					
Self-employed	45%	52%	48%	46%	29%
Managers	51%	56%	54%	52%	32%
Other white collars	54%	58%	54%	51%	36%
Manual workers	53%	54%	49%	42%	30%
House persons	46%	45%	40%	27%	22%
Unemployed	47%	44%	41%	39%	30%
Retired	52%	47%	46%	18%	11%
Students	49%	48%	47%	51%	38%

**In the previous survey: the press

** New item

IV. SOCIAL NETWORKS

- A majority of Europeans recognise the political relevance of social networks -

One in two Europeans agree with various positive statements on social networks, but with slightly lower scores than those recorded at the time of the Standard Eurobarometer survey of autumn 2013:

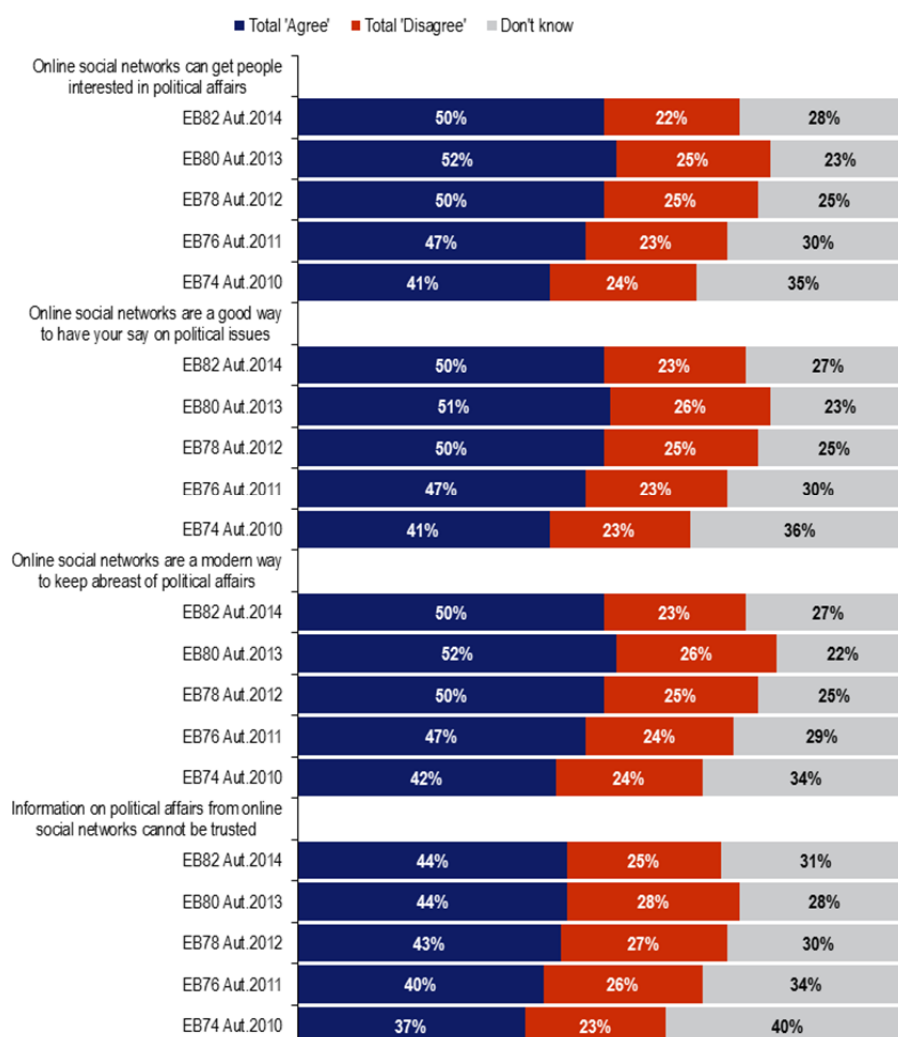
- "Online social networks are a modern way of keeping abreast of political affairs" (50%, -2 percentage points, versus 23%, -3);
- They are "a good way of getting people interested in political affairs" (50%, -2 percentage points, versus 22%, -3);
- They are "a good way for people to have their say on political issues" (50%, -1 percentage point, versus 23%, -3)²⁰.

A relative majority of respondents, in a stable proportion since autumn 2013, also agree with a negative statement on online social networks: "information on political affairs from online social networks cannot be trusted" (44%, unchanged, versus 25%, -3).

It is to be noted that in each case approximately a quarter of Europeans did not express an opinion. It should be borne in mind that even if the use of online social networks has increased in the European Union, only 47% of Europeans use them at least once a week.

²⁰ QE9. 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.

QE9. 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.



In terms of changes since the Standard Eurobarometer survey of autumn 2013, the agreement index²¹ has improved for all four statements, since the number of “disagree” answers has decreased more than the number of “agree” answers. This agreement index has gained three percentage points for the negative dimension: “information on political affairs from online social networks cannot be trusted”. It has improved by two percentage points for “a good way for people to have their say on political issues”, and by one percentage point for “online social networks are a modern way of keeping abreast of political affairs” and “online social networks are a good way of getting people interested in political affairs”.

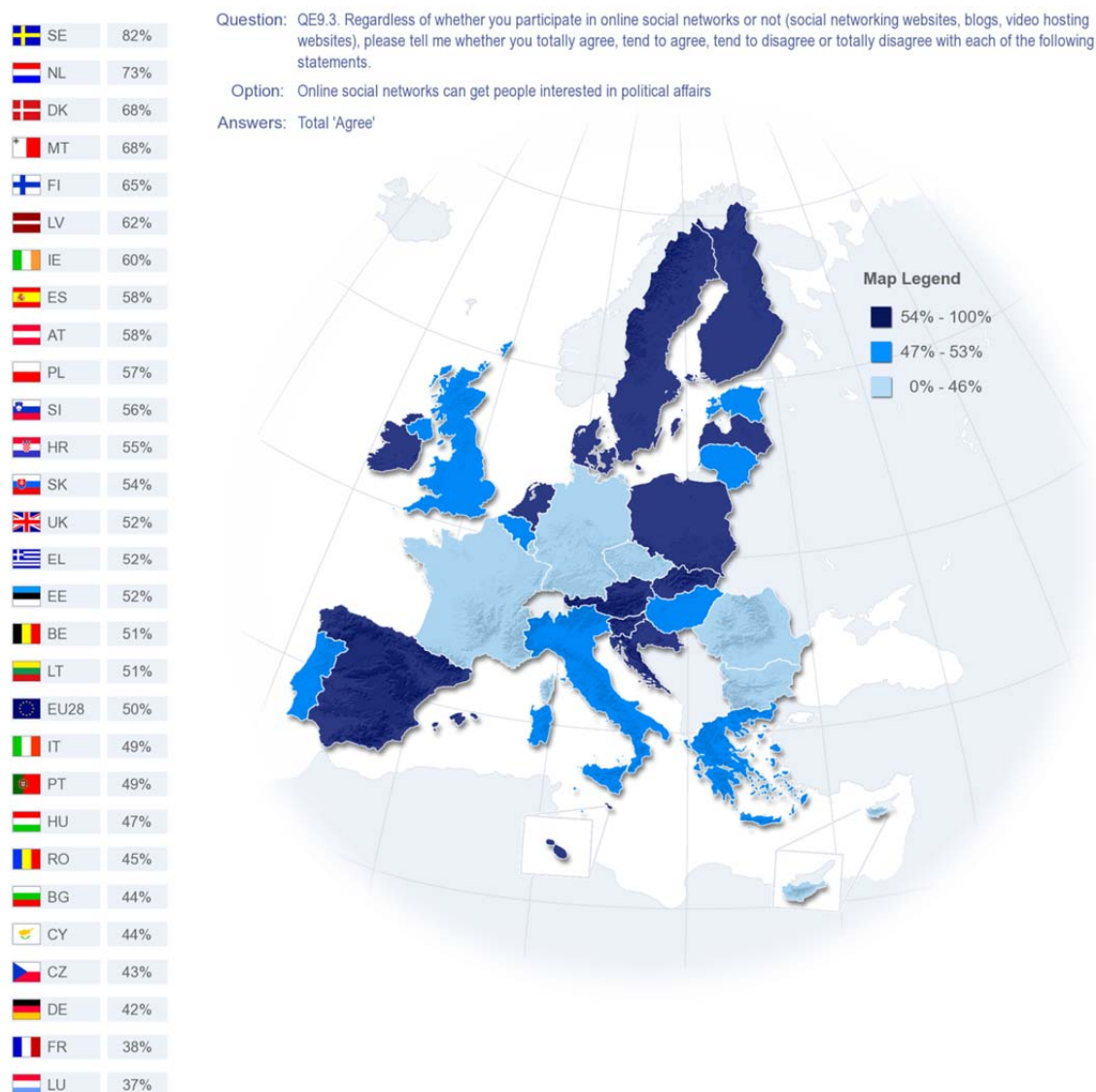
Europeans seem to be more uncertain in their perceptions compared with autumn 2013, since the “DK” rate has increased for all four statements.

²¹ Difference between the proportions of “agree” and “disagree” answers

An analysis of the results by country shows that a majority of respondents in all Member States agree with the positive statements on the political relevance of online social networks.






























The countries in which respondents are the most likely to adhere to the positive statements are Sweden (82% for getting people interested in politics/68% for allowing people to have their say on political affairs/68% for keeping abreast of political affairs), Latvia (62%/64%/67%), Malta (68%/64%/70%) and Denmark (68%/59%/67%).

The countries in which respondents are less likely to agree with these statements are not necessarily more critical than Europeans on average, but have a higher “DK” rate. That is the case in particular of Romania and Portugal.



A majority of respondents in all Member States agree with the **criticism that the information on political affairs found on online social networks is not reliable.**

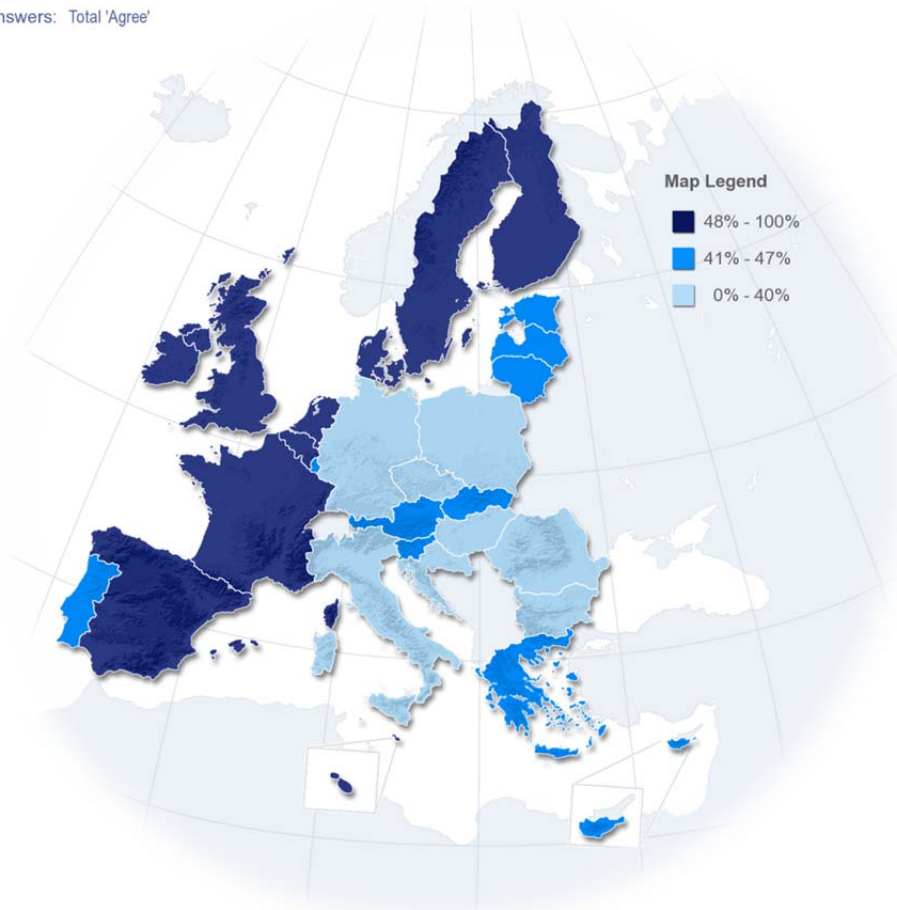
The countries the most likely to agree on the political relevance of such networks are the most critical, namely Sweden (65%), Denmark (56%) and Malta (55%), where respondents are more frequent users of social networks and opinions are therefore more clear-cut on the subject.

 SE	65%
 DK	56%
 MT	55%
 FI	52%
 FR	51%
 NL	51%
 IE	51%
 BE	51%
 UK	49%
 ES	49%
 SI	47%
 AT	47%
 LV	46%
 LT	45%
 LU	44%
 PT	44%
 EU28	44%
 CY	43%
 EL	42%
 EE	42%
 SK	42%
 PL	40%
 RO	38%
 HR	38%
 IT	38%
 HU	37%
 CZ	36%
 DE	35%
 BG	31%

Question: QE9.2. 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: Information on political affairs from online social networks cannot be trusted






























Answers: Total 'Agree'



The following changes are noteworthy:

- Support for the idea that **online social networks are a good way of getting people interested in political affairs** has fallen significantly in Luxembourg (37%, -12 percentage points), the Czech Republic (43%, -8) and Germany (42%, -7) ;
- Support for the idea that **online social networks are a good way for people to have their say on political issues** has decreased slightly since autumn 2013 in Spain (55%, -7 percentage points), but has increased significantly in Portugal (49%, +8) ;
- Support for the idea that **online social networks are a modern way of keeping abreast of political affairs** has decreased in several Member States, most notably in Romania (47%, -8 percentage points), Germany (39%, -7), Estonia (49%, -7), Spain (57%, -7), France (41%, -7) and Cyprus (58%, -7). On the other hand, it has increased strongly in Malta (70%, +9) ;
- Lastly, criticism regarding the **lack of reliability of political information on online social network** has increased the most in Portugal (44%, +12 percentage points) and Greece (42%, +9), and has decreased the most in Luxembourg (44%, -11) and Slovenia (47%, -8).

QE9. 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.

		Online social networks can get people interested in political affairs				Online social networks are a good way to have your say on political issues				Online social networks are a modern way to keep abreast of political affairs				Information on political affairs from online social networks cannot be trusted			
		Total 'Agree'	Diff. Aut.2014-Aut.2013	Total 'Disagree'	Diff. Aut.2014-Aut.2013	Total 'Agree'	Diff. Aut.2014-Aut.2013	Total 'Disagree'	Diff. Aut.2014-Aut.2013	Total 'Agree'	Diff. Aut.2014-Aut.2013	Total 'Disagree'	Diff. Aut.2014-Aut.2013	Total 'Agree'	Diff. Aut.2014-Aut.2013	Total 'Disagree'	Diff. Aut.2014-Aut.2013
	EU28	50%	-2	22%	-3	50%	-1	23%	-3	50%	-2	23%	-3	44%	=	25%	-3
	BE	51%	-1	31%	-5	52%	+2	31%	-7	51%	+1	34%	-4	51%	-6	30%	+1
	BG	44%	-1	22%	+5	52%	=	13%	+3	55%	-3	13%	+3	31%	+6	33%	=
	CZ	43%	-8	31%	+1	53%	-1	22%	-4	50%	-4	25%	-1	36%	-3	33%	-4
	DK	68%	-5	17%	=	59%	-6	27%	+2	67%	-2	19%	-2	56%	+1	25%	-6
	DE	42%	-7	25%	+1	41%	-2	24%	-5	39%	-7	25%	-2	35%	-2	23%	-6
	EE	52%	-5	15%	-5	55%	-3	14%	-5	49%	-7	20%	-1	42%	-1	22%	-9
	IE	60%	+3	18%	-2	55%	=	21%	-1	59%	=	19%	=	51%	-2	24%	+3
	EL	52%	-2	32%	+5	58%	-2	25%	+4	64%	-1	21%	+4	42%	+9	36%	-6
	ES	58%	-3	19%	-2	55%	-7	22%	+3	57%	-7	20%	+2	49%	-1	24%	-1
	FR	38%	-3	33%	-5	48%	-5	25%	-3	41%	-7	31%	-2	51%	-6	18%	-3
	HR	55%	-1	15%	-2	50%	-1	19%	-3	56%	=	14%	-4	38%	-3	29%	-1
	IT	49%	+5	23%	-6	52%	+6	22%	-7	51%	+4	22%	-7	38%	+5	30%	-7
	CY	44%	-3	26%	-1	55%	-4	15%	-1	58%	-7	13%	=	43%	+6	21%	-4
	LV	62%	+2	15%	-6	64%	+1	13%	-5	67%	=	12%	-2	46%	+6	28%	-9
	LT	51%	+3	16%	-5	52%	+4	15%	-5	53%	+2	16%	-2	45%	+4	18%	-6
	LU	37%	-12	33%	+2	45%	-6	26%	-3	41%	-4	30%	-5	44%	-11	24%	+1
	HU	47%	=	27%	-3	50%	-4	23%	+1	49%	-2	25%	-1	37%	-5	33%	+3
	MT	68%	+7	8%	-4	64%	+4	13%	=	70%	+9	7%	-7	55%	+8	19%	-1
	NL	73%	+4	15%	-6	51%	=	37%	-3	60%	=	30%	-2	51%	+2	30%	-5
	AT	58%	=	22%	-2	58%	-3	22%	+1	60%	+2	19%	-4	47%	+7	28%	-8
	PL	57%	+4	12%	-5	55%	+3	13%	-4	56%	+4	14%	-4	40%	+2	24%	-4
	PT	49%	+8	19%	-3	49%	+8	19%	-2	49%	+6	19%	-2	44%	+12	20%	-5
	RO	45%	-4	15%	-3	47%	-4	15%	-1	47%	-8	15%	+1	38%	=	23%	-3
	SI	56%	-2	18%	-8	56%	-3	17%	-8	59%	-2	16%	-8	47%	-8	26%	-2
	SK	54%	-5	23%	-2	60%	-2	18%	-5	60%	-2	19%	-4	42%	+1	35%	-5
	FI	65%	-3	14%	-1	61%	-4	19%	+1	61%	-4	19%	+1	52%	-3	26%	+1
	SE	82%	-1	9%	-1	68%	-2	21%	-2	68%	-3	21%	-1	65%	+2	20%	-8
	UK	52%	-1	20%	-4	43%	-2	29%	-3	47%	=	26%	-4	49%	-3	22%	+1

A socio-demographic analysis reveals the same cleavages as for the use of online social networks:

- The categories that are the most frequent users of social networks, namely young people, generation "Y", those having studied the longest, white-collar workers, unemployed people and managers, are more likely than Europeans on average to emphasise not only the positives of online social networks, but also their shortcomings in terms of reliability;
- The categories of respondents that are the least likely to use them, namely Europeans aged 55 and over, the generation born before 1946, those who left school the earliest and manual workers, are less likely to recognise their relevance, but they are also less critical of them. Their views on online social networks are less clear-cut and they are more likely not to express an opinion on the various statements (high "DK" rates).

QE9 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. Online social networks can get people interested in political affairs

	Online social networks can get people interested in political affairs		Online social networks are a good way to have your say on political issues		Online social networks are a modern way to keep abreast of political affairs		Information on political affairs from online social networks cannot be trusted	
	Total 'Agree'	Total 'Disagree'	Total 'Agree'	Total 'Disagree'	Total 'Agree'	Total 'Disagree'	Total 'Agree'	Total 'Pas d'accord'
EU28	50%	22%	50%	23%	50%	23%	44%	25%
Gender								
Men	52%	23%	53%	23%	52%	24%	46%	26%
Women	48%	22%	47%	23%	48%	22%	42%	23%
Age								
15-24	67%	24%	66%	26%	69%	24%	56%	32%
25-39	64%	24%	63%	25%	62%	25%	53%	31%
40-54	54%	24%	54%	24%	53%	25%	47%	26%
55 +	31%	20%	32%	19%	32%	20%	31%	17%
Generation								
Before 1928	12%	12%	13%	10%	15%	9%	11%	8%
1928 - 1945	23%	17%	24%	16%	24%	17%	22%	14%
Total 'Before 1946'	23%	16%	23%	16%	24%	16%	22%	14%
1946 - 1964 "BB"	41%	22%	41%	23%	42%	22%	38%	21%
1965 - 1980 "X"	59%	23%	58%	25%	57%	25%	50%	28%
After 1980 "Y"	67%	23%	65%	26%	65%	26%	55%	32%
Education (End of)								
15-	27%	19%	28%	18%	29%	18%	25%	17%
16-19	50%	23%	49%	24%	51%	23%	43%	25%
20+	61%	22%	59%	24%	56%	26%	53%	27%
Still studying	70%	23%	69%	25%	70%	23%	55%	34%
Socio-professional category								
Self-employed	60%	21%	59%	23%	58%	25%	52%	28%
Managers	63%	24%	60%	28%	58%	29%	57%	27%
Other white collars	61%	24%	59%	25%	58%	27%	51%	29%
Manual workers	52%	26%	54%	24%	53%	25%	45%	28%
House persons	44%	23%	42%	25%	46%	21%	38%	24%
Unemployed	56%	21%	55%	23%	56%	21%	48%	24%
Retired	28%	19%	29%	18%	30%	18%	28%	16%
Students	70%	23%	69%	25%	70%	23%	55%	34%
Use online social networks								
Every day or almost	72%	22%	70%	25%	71%	23%	56%	35%
Between 1 and 3 times a week	67%	24%	67%	24%	64%	28%	55%	31%
Less often	58%	25%	56%	27%	55%	28%	50%	28%
Never	27%	21%	28%	20%	28%	21%	29%	15%
At least once a week	71%	22%	69%	25%	69%	25%	55%	34%






























Respondents who use online social networks at least once a week are far more likely than Europeans on average to recognise their political relevance: as a means of getting people interested in political affairs (71%, versus 50% on average), as a modern means of keeping abreast of political affairs (69%, versus 50% on average) and as a means of letting people have their say on political affairs (69%, versus 50% on average). When asked for their views on the reliability of political information obtained via online social networks, these regular users (at least once a week) are not only more likely to agree that they are unreliable (55%, versus 44% on average), but also more likely to disagree with this idea (34%, versus 25% on average); the agreement index²² is therefore practically the same for regular users (+21) as for the population as a whole (+19).

In the countries where respondents are more frequent users of online social networks, support for the political relevance of such networks is even more striking among those who use them at least once a week. That is the case in Denmark (80% of regular users consider that they are a good way of getting people interested in politics, 75% consider that they are a way of keeping abreast of political affairs and 68% consider that they are a way of letting people have their say on political affairs), as well as in Sweden (91%; 77%; 77% respectively) and the Netherlands (82%; 66%; 56%). However, **regular users are also more critical about the lack of reliability of political information obtained via online social networks** than the national average in Sweden (agreement index of +50, versus +45 for the country on average) and Denmark (+35, versus +31). On the other hand, that is not the case in the Netherlands where the agreement index for regular users for the statement “information on political affairs found on online social networks is not reliable” is slightly below the national average (+17, versus +21).

In the countries where the use of online social networks is less widespread, there is clear support for their political relevance among those who use them at least once a week: that is the case in the Czech Republic (61% agree that online social networks are a good way of getting people interested in political affairs; 69% agree that they are a modern way of keeping abreast of political affairs, and 74% agree that they are a good way of letting people have their say on political affairs); in Poland (76%; 75%; 74%); and in Germany (67%; 64%; 68%). **In these countries, criticism of the lack of reliability of the political information obtained via online social networks is less pronounced among regular users than among the population as a whole.** The agreement index for the statement that such information is unreliable is weaker in Poland (+11, versus +16 for the national average), Germany (+10 versus +12), and above all in the Czech Republic, where the agreement index is negative among regular users (-6 versus +3).

²² Difference between the proportion of “agree” and “disagree” answers

Opinion about social networks according to their use (QE9 X QE3.6)

		9.3 Online social networks can get people interested in political affairs				9.4 Online social networks are a good way to have your say on political issues				9.1 Online social networks are a modern way to keep abreast of political affairs				9.2 Information on political affairs from online social networks cannot be trusted			
		Total 'Agree'		Total 'Disagree'		Total 'Agree'		Total 'Disagree'		Total 'Agree'		Total 'Disagree'		Total 'Agree'		Total 'Disagree'	
		All Europeans	Those using social networks at least once a week	All Europeans	Those using social networks at least once a week	All Europeans	Those using social networks at least once a week	All Europeans	Those using social networks at least once a week	All Europeans	Those using social networks at least once a week	All Europeans	Those using social networks at least once a week	All Europeans	Those using social networks at least once a week	All Europeans	Those using social networks at least once a week
	EU28	50%	71%	22%	22%	50%	69%	23%	25%	50%	69%	23%	25%	44%	55%	25%	34%
	BE	51%	62%	31%	33%	52%	63%	31%	34%	51%	63%	34%	35%	51%	59%	30%	36%
	BG	44%	69%	22%	25%	52%	80%	13%	15%	55%	82%	13%	14%	31%	36%	33%	55%
	CZ	43%	36%	31%	55%	53%	74%	22%	22%	50%	69%	25%	27%	36%	43%	33%	49%
	DK	68%	80%	17%	13%	59%	68%	27%	27%	67%	75%	19%	20%	56%	93%	25%	28%
	DE	42%	14%	25%	11%	41%	17%	24%	8%	39%	16%	25%	8%	35%	12%	23%	8%
	EE	52%	74%	15%	18%	55%	77%	14%	17%	49%	69%	20%	25%	42%	58%	22%	30%
	IE	60%	74%	18%	18%	55%	70%	21%	21%	59%	74%	19%	19%	51%	62%	24%	27%
	EL	52%	74%	32%	26%	58%	81%	25%	18%	64%	88%	21%	12%	42%	49%	36%	48%
	ES	58%	77%	19%	17%	55%	72%	22%	22%	57%	74%	20%	20%	49%	56%	24%	34%
	FR	38%	55%	33%	36%	48%	66%	25%	28%	41%	54%	31%	38%	51%	66%	18%	25%
	HR	55%	79%	15%	16%	50%	71%	19%	23%	56%	80%	14%	15%	38%	53%	29%	40%
	IT	49%	69%	23%	23%	52%	71%	22%	22%	51%	70%	22%	23%	38%	52%	30%	36%
	CY	44%	63%	26%	31%	55%	72%	15%	23%	58%	76%	13%	19%	43%	57%	21%	33%
	LV	62%	77%	15%	18%	64%	79%	13%	17%	67%	81%	12%	15%	46%	54%	28%	38%
	LT	51%	74%	16%	20%	52%	72%	15%	22%	53%	73%	16%	21%	45%	63%	18%	28%
	LU	37%	50%	33%	38%	45%	59%	26%	32%	41%	58%	30%	33%	44%	54%	24%	33%
	HU	47%	65%	27%	32%	50%	71%	23%	24%	49%	71%	25%	25%	37%	53%	33%	40%
	MT	68%	86%	8%	9%	64%	81%	13%	16%	70%	89%	7%	7%	55%	68%	19%	25%
	NL	73%	82%	15%	13%	51%	56%	37%	40%	60%	66%	30%	30%	51%	53%	30%	36%
	AT	58%	80%	22%	17%	58%	79%	22%	17%	60%	81%	19%	15%	47%	54%	28%	37%
	PL	57%	76%	12%	14%	55%	74%	13%	16%	56%	75%	14%	16%	40%	46%	24%	35%
	PT	49%	77%	19%	19%	49%	78%	19%	19%	49%	77%	19%	19%	44%	68%	20%	26%
	RO	45%	68%	15%	19%	47%	70%	15%	17%	47%	71%	15%	18%	38%	56%	23%	32%
	SI	56%	70%	18%	23%	56%	73%	17%	20%	59%	74%	16%	21%	47%	59%	26%	34%
	SK	54%	72%	23%	22%	60%	79%	18%	16%	60%	76%	19%	19%	42%	49%	35%	45%
	FI	65%	78%	14%	17%	61%	73%	19%	22%	61%	76%	19%	19%	52%	59%	26%	35%
	SE	82%	91%	9%	7%	68%	77%	21%	21%	68%	77%	21%	21%	65%	72%	20%	22%
	UK	52%	71%	20%	19%	43%	59%	29%	31%	47%	65%	26%	26%	49%	61%	22%	27%

STANDARD EUROBAROMETER 82

Public opinion in the European Union

TECHNICAL SPECIFICATIONS

Between the 8th of the 17th of November 2014, TNS opinion & social, a consortium created between TNS political & social, TNS UK and TNS opinion, carried out the wave 82.3 of the EUROBAROMETER survey, on request of the EUROPEAN COMMISSION, Directorate-General for Communication, "Strategy, Corporate Communication Actions and Eurobarometer" unit.

The wave 82.3 is the STANDARD EUROBAROMETER 82 survey 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 82 survey has also been conducted in the six candidate countries (Turkey, the Former Yugoslav Republic of Macedonia, Iceland, Montenegro, Serbia and Albania) 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.

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 below.

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:

Statistical Margins due to the sampling process
(at the 95% level of confidence)

various sample sizes are in rows

various observed results are in columns

	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	
N=50	6,0	8,3	9,9	11,1	12,0	12,7	13,2	13,6	13,8	13,9	N=50
N=500	1,9	2,6	3,1	3,5	3,8	4,0	4,2	4,3	4,4	4,4	N=500
N=1000	1,4	1,9	2,2	2,5	2,7	2,8	3,0	3,0	3,1	3,1	N=1000
N=1500	1,1	1,5	1,8	2,0	2,2	2,3	2,4	2,5	2,5	2,5	N=1500
N=2000	1,0	1,3	1,6	1,8	1,9	2,0	2,1	2,1	2,2	2,2	N=2000
N=3000	0,8	1,1	1,3	1,4	1,5	1,6	1,7	1,8	1,8	1,8	N=3000
N=4000	0,7	0,9	1,1	1,2	1,3	1,4	1,5	1,5	1,5	1,5	N=4000
N=5000	0,6	0,8	1,0	1,1	1,2	1,3	1,3	1,4	1,4	1,4	N=5000
N=6000	0,6	0,8	0,9	1,0	1,1	1,2	1,2	1,2	1,3	1,3	N=6000
N=7000	0,5	0,7	0,8	0,9	1,0	1,1	1,1	1,1	1,2	1,2	N=7000
N=7500	0,5	0,7	0,8	0,9	1,0	1,0	1,1	1,1	1,1	1,1	N=7500
N=8000	0,5	0,7	0,8	0,9	0,9	1,0	1,0	1,1	1,1	1,1	N=8000
N=9000	0,5	0,6	0,7	0,8	0,9	0,9	1,0	1,0	1,0	1,0	N=9000
N=10000	0,4	0,6	0,7	0,8	0,8	0,9	0,9	1,0	1,0	1,0	N=10000
N=11000	0,4	0,6	0,7	0,7	0,8	0,9	0,9	0,9	0,9	0,9	N=11000
N=12000	0,4	0,5	0,6	0,7	0,8	0,8	0,9	0,9	0,9	0,9	N=12000
N=13000	0,4	0,5	0,6	0,7	0,7	0,8	0,8	0,8	0,9	0,9	N=13000
N=14000	0,4	0,5	0,6	0,7	0,7	0,8	0,8	0,8	0,8	0,8	N=14000
N=15000	0,3	0,5	0,6	0,6	0,7	0,7	0,8	0,8	0,8	0,8	N=15000
	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	

ABBR.	COUNTRIES	INSTITUTES	N° INTERVIEWS	DATES FIELDWORK		POPULATION 15+	PROPORTION EU28
BE	Belgium	TNS Dimarso	1.001	8/11/14	17/11/14	9.263.570	2,18%
BG	Bulgaria	TNS BBSS	1.006	8/11/14	17/11/14	6.294.563	1,48%
CZ	Czech Rep.	TNS Aisa	1.055	8/11/14	17/11/14	8.955.829	2,11%
DK	Denmark	TNS Gallup DK	1.004	8/11/14	17/11/14	4.625.032	1,09%
DE	Germany	TNS Infratest	1.610	8/11/14	17/11/14	71.283.580	16,79%
EE	Estonia	TNS Emor	1.002	8/11/14	17/11/14	1.113.355	0,26%
IE	Ireland	Behaviour & Attitudes	1.002	8/11/14	17/11/14	3.586.829	0,84%
EL	Greece	TNS ICAP	1.009	8/11/14	17/11/14	8.791.499	2,07%
ES	Spain	TNS Spain	1.055	8/11/14	17/11/14	39.506.853	9,31%
FR	France	TNS Sofres	1.012	8/11/14	17/11/14	51.668.700	12,17%
HR	Croatia	HENDAL	1.027	8/11/14	17/11/14	3.625.601	0,85%
IT	Italy	TNS Italia	1.016	8/11/14	17/11/14	51.336.889	12,09%
CY	Rep. Of Cyprus	CYMAR	500	8/11/14	17/11/14	724.084	0,17%
LV	Latvia	TNS Latvia	1.003	8/11/14	17/11/14	1.731.509	0,41%
LT	Lithuania	TNS LT	1.002	8/11/14	17/11/14	2.535.329	0,60%
LU	Luxembourg	TNS ILReS	507	8/11/14	17/11/14	445.806	0,11%
HU	Hungary	TNS Hoffmann	1.061	8/11/14	17/11/14	8.477.933	2,00%
MT	Malta	MISCO	506	8/11/14	17/11/14	360.045	0,08%
NL	Netherlands	TNS NIPO	1.010	8/11/14	17/11/14	13.901.653	3,27%
AT	Austria	ipr Umfrageforschung	1.032	8/11/14	17/11/14	7.232.497	1,70%
PL	Poland	TNS Polska	1.033	8/11/14	17/11/14	32.736.685	7,71%
PT	Portugal	TNS Portugal	1.005	8/11/14	17/11/14	8.512.269	2,01%
RO	Romania	TNS CSOP	1.018	8/11/14	17/11/14	16.880.465	3,98%
SI	Slovenia	RM PLUS	1.046	8/11/14	17/11/14	1.760.726	0,41%
SK	Slovakia	TNS Slovakia	1.037	8/11/14	17/11/14	4.580.260	1,08%
FI	Finland	TNS Gallup Oy	1.002	8/11/14	17/11/14	4.511.446	1,06%
SE	Sweden	TNS Sifo	1.023	8/11/14	17/11/14	7.944.034	1,87%
UK	United Kingdom	TNS UK	1.317	8/11/14	17/11/14	52.104.731	12,27%
TOTAL EU28			27.901	8/11/14	17/11/14	424.491.772	100%*

* It should be noted that the total percentage shown in this table may exceed 100% due to rounding

CY(tcc)	Turkish Cypriot Community	KADEM	500	8/11/14	17/11/14	143.226
TR	Turkey	TNS Piar	1.087	8/11/14	17/11/14	54.844.406
MK	Former Yugoslav Rep. of Macedonia	TNS BRIMA	1.057	8/11/14	14/11/14	1.678.404
IS	Iceland	Capacent	500	8/11/14	17/11/14	252.277
ME	Montenegro	TNS Medium Gallup	536	10/11/14	16/11/14	492.265
RS	Serbia	TNS Medium Gallup	1.017	10/11/14	17/11/14	6.409.693
AL	Albania	TNS BBSS	1.064	8/11/14	17/11/14	2.221.572
TOTAL			32.598	8/11/14	17/11/14	490.533.615