

Citizens of the new EU Member States and Development Aid

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Report

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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.

This survey can be accessed at the following web-sites:

DG Development:

http://ec.europa.eu/development/AboutGen_en.cfm

DG Communication/Public opinion and media monitoring:

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

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PRESENTATION

The two most recent enlargements of the European Union in May 2004 and January 2007 have brought new challenges for communicating various issues in the field of EU development aid.

Today, the EU is the largest aid donor in the world and, in concrete terms, in 2006, the Member States and the European Commission contributed nearly 100€ per citizen to development aid¹. It is important to examine the level of awareness of this particular sector in the new Member States given that one of the core roles of the Directorate General for Development is to communicate with the public on development aid issues.

As this study proves, there is certainly a need in the 12 new Member States (NMS12) for more information about EU development aid. The study reveals a lack of knowledge about the EU as a development aid actor yet it also shows that citizens seem to be engaged when the aims of EU development aid are discussed in general.

In this context, the DG for Development launched this survey in order to address the issue of public opinion in the NMS12, to provide incentives for national and European debates on development aid issues, and to provide a starting point for shaping EC communication on the topic.

The survey was carried out in the 12 new Member States² between 25 May and 30 June 2007. More than 11,000 citizens were interviewed face-to-face at their homes in their national languages.

This report consists of two main parts:

- i) Perceptions of EU development aid and
- ii) Information concerning EU development aid

It presents the main findings for the NMS12 as a whole as well as a country-by-country analysis³. The results are also analysed in socio-demographic terms.

¹ See more in Press Release of 4 April 2007 at

<http://europa.eu/rapid/pressReleasesAction.do?reference=IP/07/478&format=HTML&aged=0&language=EN&guiLanguage=en>

² Bulgaria, the Czech Republic, Estonia, Cyprus, Latvia, Lithuania, Hungary, Malta; Poland, Romania, Slovenia, Slovakia

³ In some cases, due to the rounding of figures, displayed sums can show a difference of one point with the sum of the individual cells. Please also note that the total percentages shown in the tables of this report may exceed 100% where the respondent is allowed to give several answers to a particular question.

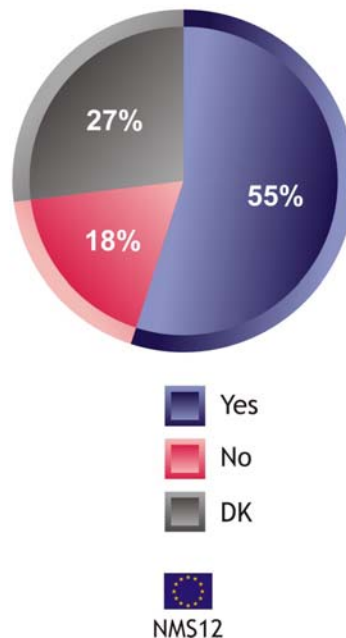
1 PERCEPTIONS OF EU DEVELOPMENT AID

1.1 Awareness of EU development aid

1.1.1 Awareness of the existence of EU development aid

- *Slightly over half of citizens in the new Member States think that the EU helps poor people in developing countries –*

Question: QD1 . Do you think that the European Union helps poor people in Africa, Latin America, Asia, etc. to develop?

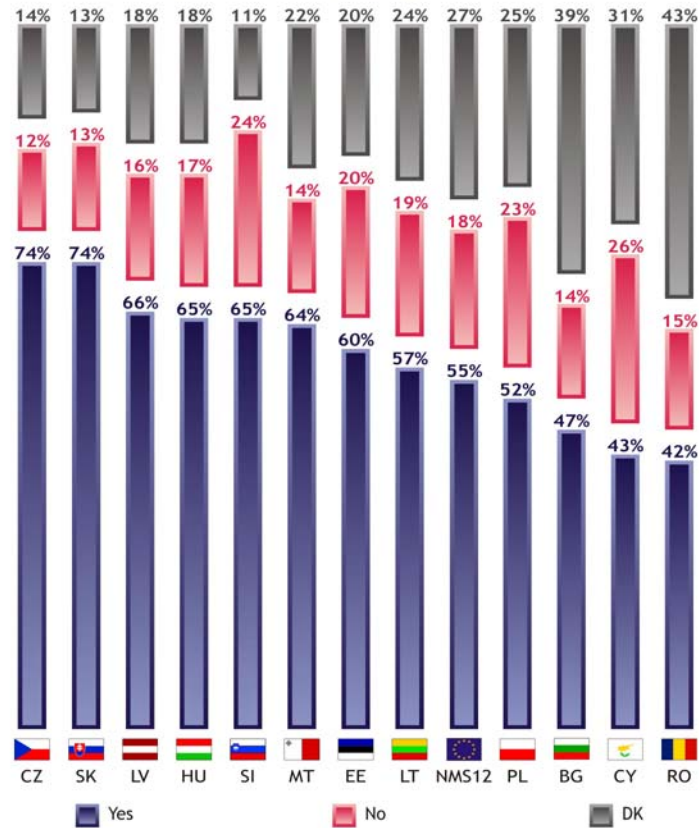


The majority of citizens in the NMS12 are aware that the EU provides development assistance in Africa, Latin America, Asia and elsewhere.

The most noteworthy finding here, however, is that over a quarter of respondents are unable to form an opinion on this question. **This implies that there is a fairly widespread lack of familiarity of and/or interest in this topic.**

Furthermore, nearly 1 in 5 respondents incorrectly think that the EU does not help poor people in developing countries.

Question: QD1. Do you think that the European Union helps poor people in Africa, Latin America, Asia, etc. to develop?







At country level, we can see a fairly large variation in results for those who think that the EU helps poor people in developing countries. The differences are mainly linked to the non-response levels in each country.

Consequently, three-quarters of citizens in the Czech Republic and Slovakia appear to be aware of the existence of EU development aid while this is the case for less than half of Romanians, Cypriots and Bulgarians. In the three latter countries the "don't know" rates are the highest of all the countries polled. In Romania, they even represent the largest segment of the national poll.

Although the number of those who say that the EU does not provide any aid to developing countries is relatively low, it should be noted that around a quarter of citizens in Cyprus, Slovenia and Poland believe this is the case.

In other words, **there is an apparent need to raise awareness in the NMS12 about the existence of EU development aid.**

QD1 Do you think that the European Union helps poor people in Africa, Latin America, Asia, etc. to develop?

	Yes	No	DK
NMS12	55%	18%	27%
 Sex			
Male	57%	19%	24%
Female	53%	17%	30%
 Age			
15-24	55%	21%	24%
25-39	56%	18%	26%
40-54	57%	18%	25%
55 +	51%	17%	32%
 Education (End of)			
15	45%	16%	39%
16-19	58%	17%	25%
20+	57%	20%	23%
Still Studying	57%	22%	21%
 Respondent occupation scale			
Self- employed	56%	19%	25%
Managers	58%	20%	22%
Other white collars	55%	19%	26%
Manual workers	57%	17%	26%
House persons	51%	15%	34%
Unemployed	51%	19%	30%
Retired	53%	16%	31%
Students	57%	22%	21%

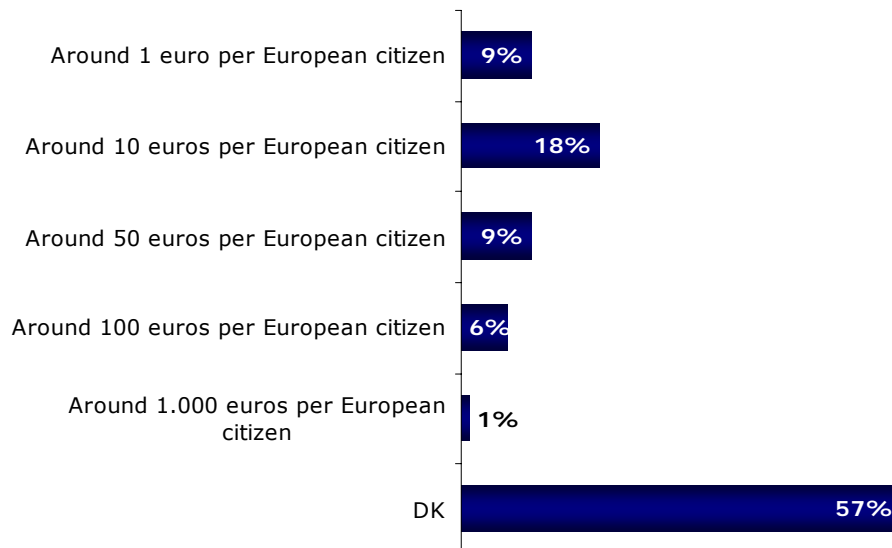
The socio-demographic analysis reveals no striking findings. **Any visible difference is largely based on variations in non-response rates.** This is particularly the case among respondents aged 55+, those who left education earlier and house persons. **This pattern is found throughout the study.**

1.1.2 Awareness of the level of EU development aid

Today the European Union is the largest development aid donor in the world. In 2006, the Member States and the European Commission provided a total of €48 billion of aid which translates into **nearly €100 per citizen per year**⁴.

- Most respondents have no idea how much money the EU spent on development aid in 2006 -

QD2 In your opinion, how much money was spent by the European Union in 2006 on development aid? Thinking about the money spent per inhabitant of the European Union, would you say it was...? -% NMS12



Reflecting the relatively low level of general awareness of EU development aid, **a considerable majority of residents of the NMS12 admit that they do not have any idea how much the EU spent per citizen on development aid in 2006.**

This result is not surprising given the nature of the question: other surveys show that the general public has difficulties with evaluating exact figures and - in a broader context - the awareness of EU citizens of the spending areas of the EU budget is relatively low⁵. It can however be said that those willing to give an estimate of the level of EU aid are more inclined to guess amounts of 50 euros or less rather than the correct answer.

⁴ See more in Press Release of 4 April 2007 at <http://europa.eu/rapid/pressReleasesAction.do?reference=IP/07/478&format=HTML&aged=0&language=EN&guiLanguage=en>

⁵ In Autumn 2006, 27% EU citizens said that they believe that administrative overheads represent the EU's main budget heading, while only 17% thought that most of the budget is spent on agriculture. For more details, refer to Standard Eurobarometer 66 at http://ec.europa.eu/public_opinion/archives/eb/eb66/eb66_en.pdf

QD2 In your opinion, how much money was spent by the European Union in 2006 on development aid? Thinking about the money spent per inhabitant of the European Union, would you say it was...?

	Around 1 euro per European citizen	Around 10 euros per European citizen	Around 50 euros per European citizen	Around 100 euros per European citizen	Around 1.000 euros per European citizen	DK
NMS12	9%	18%	9%	6%	1%	57%
BG	5%	7%	5%	2%	1%	80%
RO	5%	10%	5%	4%	1%	75%
CY	9%	9%	3%	3%	2%	74%
LT	7%	14%	8%	5%	1%	65%
EE	9%	21%	7%	5%	2%	56%
MT	3%	12%	13%	12%	5%	55%
PL	11%	20%	10%	4%	1%	54%
LV	7%	19%	13%	10%	2%	49%
HU	10%	22%	13%	9%	1%	45%
CZ	10%	22%	13%	10%	3%	42%
SI	22%	27%	11%	3%	0%	37%
SK	15%	29%	16%	9%	1%	30%

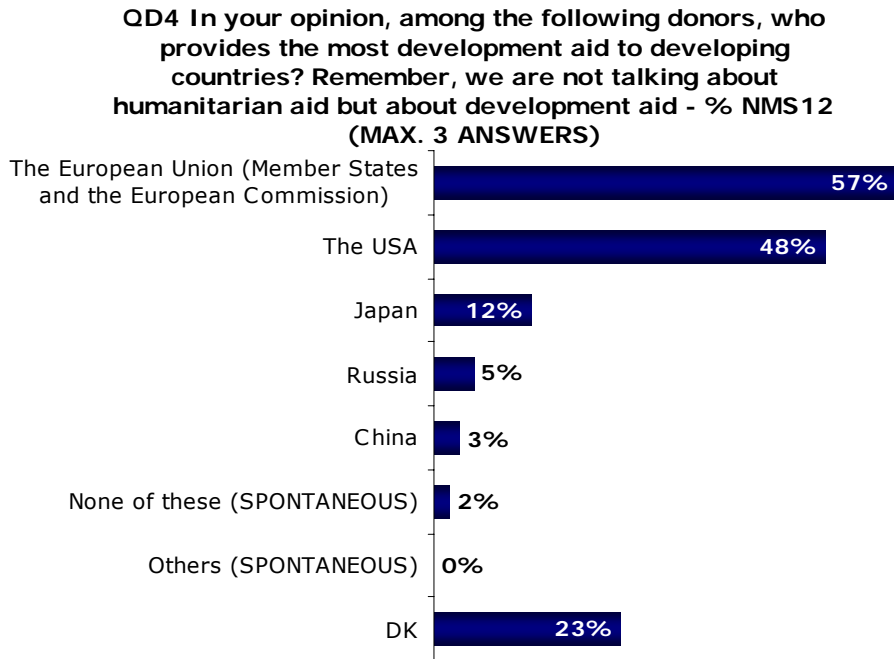
At country level, we find strikingly high non-response rates in some countries - namely Bulgaria, Romania and Cyprus - where around three-quarters say they do not know how much the EU spent on development aid on 2006. It is noteworthy that these three countries also have the highest non-response rates when people are asked whether or not the EU provides development aid.

At the other end of the scale, around 1 in 10 Maltese, Latvians and Czechs choose the correct response although this does not necessarily indicate a very high level of knowledge on the topic.

1.1.3 Awareness of the level of EU development aid relative to other donors

As previously mentioned, the EU is the largest donor of development aid in the world with a yearly contribution of nearly 100 euros per capita. To put this in context, the respective figures for the next two largest donors, Japan and the USA, are 69 and 53 euros per capita respectively⁶.

- The EU is believed to be the largest donor, followed by the USA -



Despite the general lack of awareness of its role as a development aid donor **the absolute majority of respondents correctly name the EU (the Member States and the European Commission together) as the world's largest aid donor.**

Slightly less than a half of respondents also mention the USA but the remaining countries receive only a few responses, Japan being quoted by around 1 in 10 respondents.

A general lack of public awareness of EU development aid can also be observed in responses to this question: almost a quarter of respondents fail to choose any of the donors listed and say that they do not know.

In absolute terms, it can be said that the role of the USA is overestimated compared to the role of the EU. This is most likely because of the generally high visibility of the USA in any global sector.

In relative terms, however, it is promising that the EU ranks first, in particular against the background that many respondents are not sure whether it is providing aid for poorer countries or not.

⁶ See more in Press Release of 4 April 2007 at <http://europa.eu/rapid/pressReleasesAction.do?reference=IP/07/478&format=HTML&aged=0&language=EN&guiLanguage=en>

QD4 In your opinion, among the following donors, who provides the most development aid to developing countries? Remember, we are not talking about humanitarian aid but about development aid. (MAX. 3 ANSWERS)

	The European Union (Member States and the European Commission)	The USA	Japan	Russia	China	None of these (SPONT.)	Others (SPONT.)	DK
NMS12	57%	48%	12%	5%	3%	2%	0%	23%
SK	73%	59%	24%	16%	8%	2%	-	9%
SI	65%	51%	14%	8%	5%	3%	1%	14%
CY	63%	41%	13%	8%	4%	3%	-	22%
EE	62%	58%	17%	11%	4%	1%	0%	23%
CZ	60%	51%	13%	7%	2%	2%	-	17%
LT	58%	47%	17%	11%	4%	2%	0%	23%
PL	58%	49%	9%	1%	3%	4%	0%	19%
LV	57%	52%	12%	14%	5%	2%	1%	18%
MT	56%	58%	14%	6%	8%	2%	-	15%
RO	53%	45%	13%	2%	4%	-	0%	33%
HU	52%	44%	12%	3%	1%	0%	0%	23%
BG	50%	42%	15%	13%	3%	3%	0%	36%

At least 50% of citizens in each country think that the EU provides the most development aid compared to other donors. Slovaks in particular hold this view.

The response is also very similar from country to country regarding the second most cited donor, the USA. Malta is the only country where the largest segment of the poll believes the USA is the world's largest donor. Over half of Slovaks, Slovenians, Estonians, Latvians and citizens of the Czech Republic are of the same opinion.

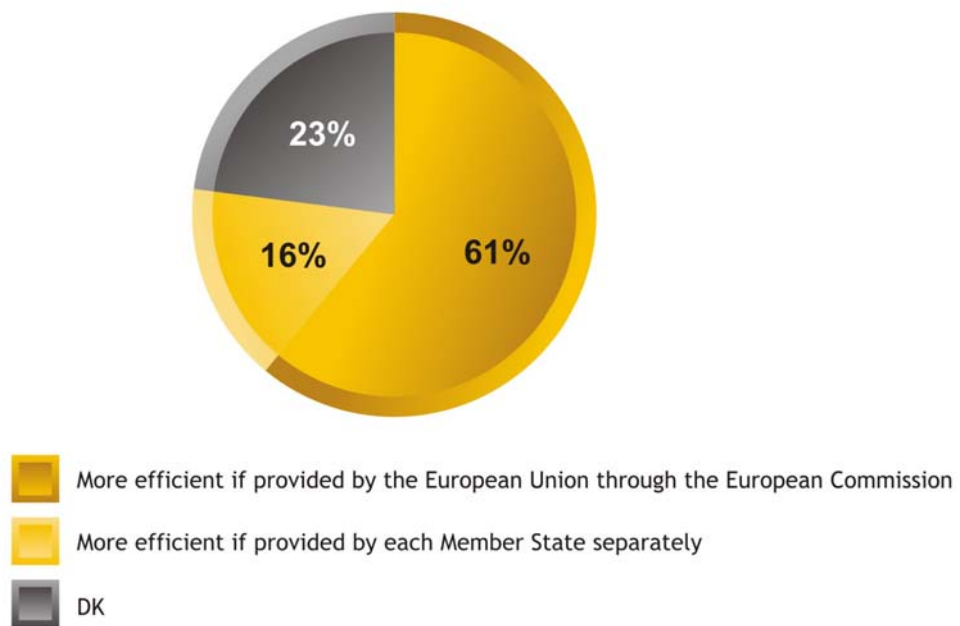
Non-response rates are, once again, relatively high in Bulgaria and Romania.

The socio-demographic results are also fairly homogenous. Differences are largely due to varying non-response rates.

1.2 Preferred aid channel: the EU vs. the Member States

- The EU is preferred over individual Member States as a channel for development aid -

Question: QD3. Would you say that development aid is more efficient if provided by each Member State separately or if it is provided by the European Union through the European Commission?



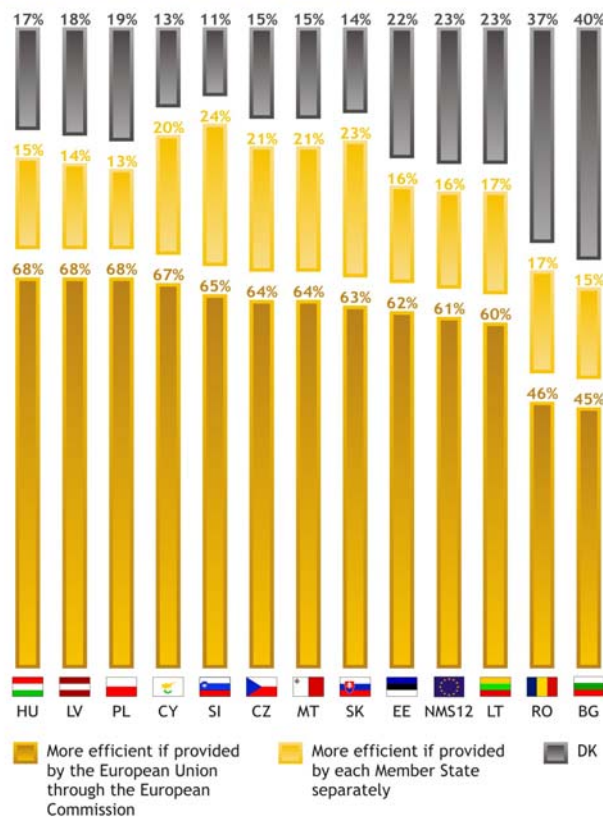

NMS12

The EU is seen to be better placed to give development aid than individual Member States. The majority (61%) of citizens in the NMS12 are of this view.

A fairly small minority think that development aid would be more efficient if given by each Member State separately.

As seen throughout this study, the non-response rate is relatively high, reaching almost a quarter of the poll on this question.

Question: QD3. Would you say that development aid is more efficient if provided by each Member State separately or if it is provided by the European Union through the European Commission?







At country level, once again we find a clear separation between the 10 new Member States that joined the EU in 2004 and the two newest members, Romania and Bulgaria. In the former group, 60% or more say that development aid is more efficient if provided by the European Union through the European Commission.

In Romania and Bulgaria less than a half of citizens share this view. This gap is, again, due to high non-response rates in these countries.

Support for directing development aid via individual Member States is the widest in Slovakia and Slovenia where just under a fifth of respondents think that aid would be more efficient if provided by each country separately.

As before, the socio-demographic analysis reveals fairly homogenous results.

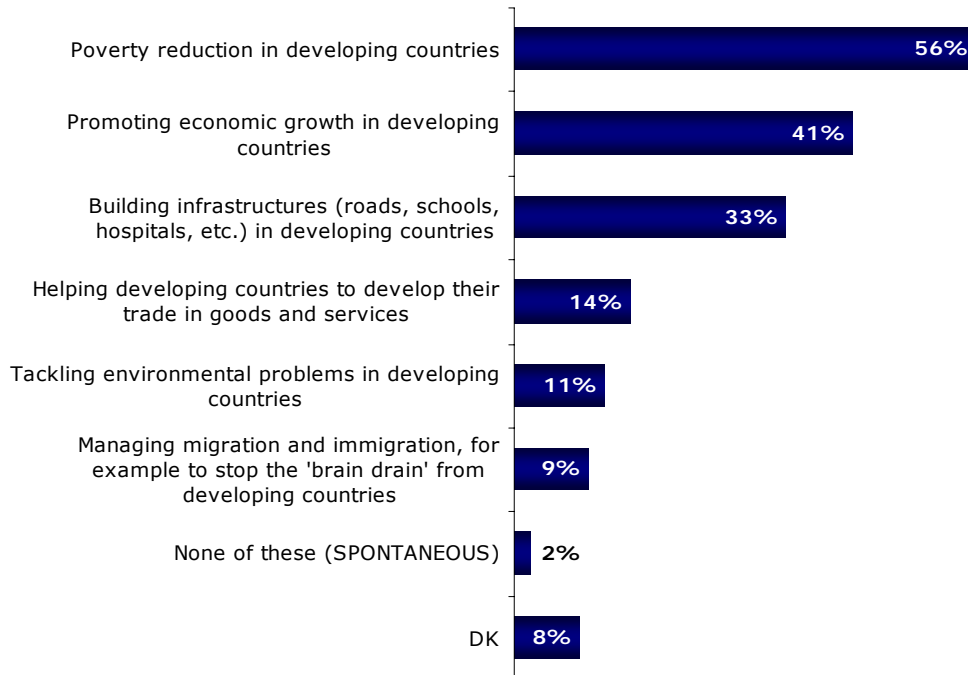
QD3 Would you say that development aid is more efficient if provided by each Member State separately or if it is provided by the European Union through the European Commission?

	More efficient if provided by each Member State separately	More efficient if provided by the European Union through the European Commission	DK
NMS12	16%	61%	23%
 Sex			
Male	17%	64%	19%
Female	16%	57%	27%
 Age			
15-24	17%	61%	22%
25-39	18%	63%	19%
40-54	15%	63%	22%
55 +	15%	55%	30%
 Education (End of)			
15	12%	49%	39%
16-19	18%	61%	21%
20+	16%	67%	17%
Still Studying	16%	64%	20%
 Respondent occupation scale			
Self- employed	15%	64%	21%
Managers	16%	67%	17%
Other white collars	19%	64%	17%
Manual workers	19%	60%	21%
House persons	15%	54%	31%
Unemployed	16%	58%	26%
Retired	14%	56%	30%
Students	16%	64%	20%
EU helps poor people			
Yes	16%	69%	15%
No	22%	60%	18%
DK	12%	43%	45%

1.3 Perceived priorities for EU development aid

- Poverty reduction, promotion of economic growth and building infrastructures are named as the most important priorities -

QD5 For you personally, which two of the following fields should be the most important priorities for European Union development aid? - % NMS12 (MAX. 2 ANSWERS)



Citizens of the NMS12 clearly name three top priorities for EU development aid in the following order:

- Poverty reduction in developing countries
- Promoting economic growth in developing countries
- Building infrastructures (roads, schools, hospitals, etc.) in developing countries

Other aims are seen as being considerably less important since only around 1 in 10 respondents mention them.

Interestingly, citizens of the NMS12 have well defined opinions regarding the objectives of EU aid and the non-response rate remains low at 8%. This may indicate that the relatively low levels of awareness of EU development aid are related to the EU as an actor in this field rather than to the concept of development aid *per se*.

It is also worth noting that NMS12 citizens rank the first Millennium Development Goal, namely poverty reduction, in first place when asked what they think the EU's main development aid priorities should be. This would reinforce public support for EU development aid which endorses the MDGs. A similar result was obtained in the Special Eurobarometer 280 "Europeans and Development Aid" where 70% of respondents in the NMS12 named "reducing extreme poverty and hunger" as a top priority among the MDGs⁷.

QD5 For you personally, which two of the following fields should be the most important priorities for European Union development aid?

	Poverty reduction in developing countries	Promoting economic growth in developing countries	Building infrastructures (roads, schools, hospitals, etc.) in developing countries	Helping developing countries to develop their trade in goods and services	Tackling environmental problems in developing countries	Managing migration and immigration, for example to stop the 'brain drain' from developing countries	None of these (SPONTANEOUS)	DK
NMS12	56%	41%	33%	14%	11%	9%	2%	8%
CY	66%	31%	61%	16%	6%	3%	-	3%
BG	61%	42%	24%	11%	12%	12%	0%	13%
RO	61%	45%	32%	14%	9%	8%	2%	9%
SK	59%	42%	40%	19%	9%	17%	1%	3%
MT	58%	25%	35%	32%	11%	9%	1%	6%
PL	58%	38%	32%	16%	8%	6%	2%	8%
LT	55%	44%	20%	10%	11%	13%	2%	12%
LV	51%	40%	31%	7%	17%	14%	1%	9%
HU	49%	44%	38%	10%	17%	10%	2%	7%
CZ	48%	39%	35%	15%	14%	15%	2%	6%
SI	48%	39%	38%	15%	16%	13%	1%	4%
EE	37%	35%	32%	6%	23%	12%	2%	18%

In line with this overall pattern, we also see that in every country polled the largest segment of the population think that poverty reduction should be a top priority for EU development aid. Cypriots, Bulgarians and Romanians, in particular, prioritise this field with over 60% of citizens naming it as an important priority.

It is highly interesting to note that these three countries also have the highest non-response rates to questions on whether the EU gives development aid or not and on the level of EU aid. This further reinforces the hypothesis that NMS12 citizens have a general interest in development aid issues but lack awareness of the role of the EU.

In 10 countries, the second most cited objective is promoting economic growth, while the Cypriots and Maltese mention building infrastructures as the second most important priority for EU development aid.

Some noteworthy results can be distinguished:

- In Cyprus, 61% of citizens rank building infrastructures as one of the most important priorities.
- Around a third of Maltese respondents cite helping developing countries to develop their trade in goods and services as one of the two most important priorities. This figure is twice the EU average.
- 23% of Estonians think that tackling environmental problems should be a top priority, 6 percentage points above the next countries Latvia and Hungary.
- Almost one-fifth of Estonians however cannot form an opinion on the most important priorities of EU development aid.

Finally, the majority of respondents in every socio-demographic category also name poverty reduction as the most important priority for EU development aid.

⁷ 70% of respondents in the NMS named "reducing extreme poverty and hunger" as a top priority among the MDGs. See more at:

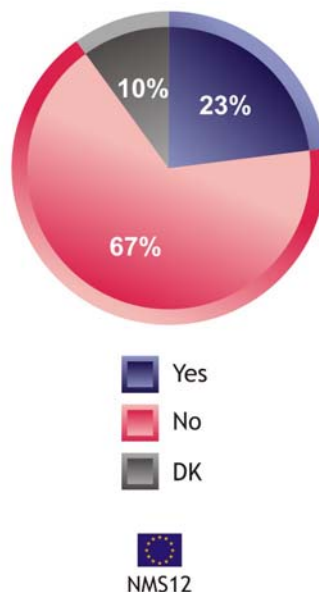
http://ec.europa.eu/public_opinion/archives/ebs/ebs_280_en.pdf

2 INFORMATION CONCERNING EU DEVELOPMENT AID

2.1 Public visibility of EU development aid

- Nearly a quarter of respondents state that they have seen or heard communication material concerning EU development aid -

Question: QD6. Since your country has joined the European Union, have you seen or heard any publicity, advertisement or campaign relating to European Union development aid for poor countries outside the European Union?



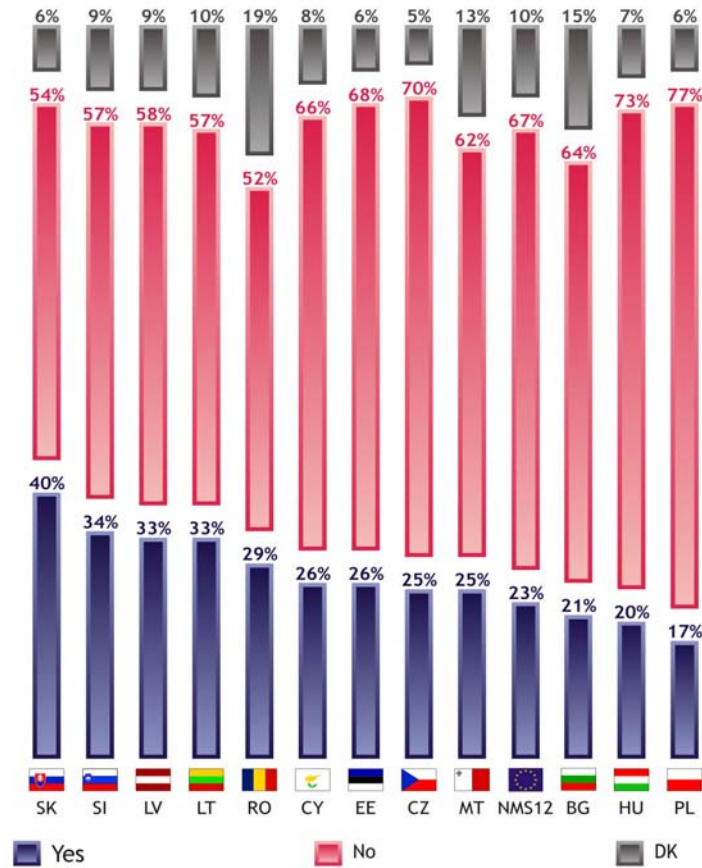
A large majority, two-thirds, of the citizens in the NMS12 indicate that they have not received information on EU development aid.

Slightly less than a quarter of respondents say that they have seen or heard about EU development aid through publicity, advertisements or a media campaign.

This latter result is interesting given that there have been few specific campaigns and little advertising in the NMS12 carried out by the European Union about EU development aid. The relatively high number of respondents saying that they have seen or heard communication materials concerning EU development aid could partly be attributed to a number of factors:

- The accession of the new countries is fairly recent and numerous information campaigns related to this have been carried out by the EU, but also by national actors. In this broad context, it is understandable that respondents may believe that they have also received specific information about EU development aid.
- Partly linked to this, we can also presume that the concept of development aid is not entirely clear in respondents' minds. This may lead to confusion, for example between development aid and humanitarian aid.

Question: QD6. Since your country has joined the European Union, have you seen or heard any publicity, advertisement or campaign relating to European Union development aid for poor countries outside the European Union?



More than a half of citizens in each country polled claim that they have not seen nor heard any information about EU development aid.

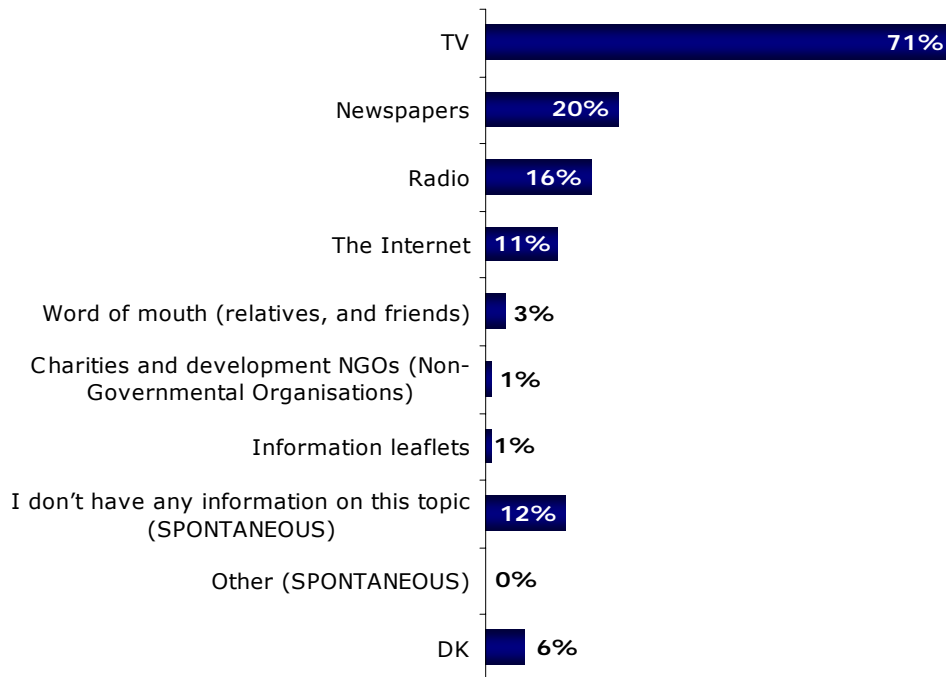
At the highest level, 40% of Slovaks say that they have received some information about the topic via publicity, advertisement or an information campaign. Around a third of Slovenians, Latvians and Lithuanians say the same.

At the other end of the scale, nearly 80% of Poles say they have not received any information via advertisements or campaigns.

2.2 Sources of information

- *Television is by far the main channel for receiving information –*

QD7 From which of the following sources do you get most of your information about development aid and developing countries? - % NMS12 (MAX. 2 ANSWERS)



As we have seen in many previous public opinion surveys, television is the main source of information about development aid and developing countries. Other mass media, namely newspapers and radio, follow far behind. The internet is mentioned by around 1 in 10 respondents.

The success of television is undoubtedly linked to the fact that it is the most widely used medium across Europe⁸.

















Likewise, the low number of mentions received for the Internet can be attributed to the relatively low Internet penetration rates in the NMS12 in comparison to the EU15 group⁹. This situation is likely to change rapidly as the internet penetration rate is rising steadily across the EU.

⁸ The television penetration rate within households is 97% within the EU27, see more in the Special Eurobarometer on eCommunications at:

http://ec.europa.eu/public_opinion/archives/ebs/ebs_274_en.pdf

⁹ The Internet penetration rate within households the EU15 is 46% and, at the time, the NMS10 28%. , see more in the Special Eurobarometer on eCommunications at:

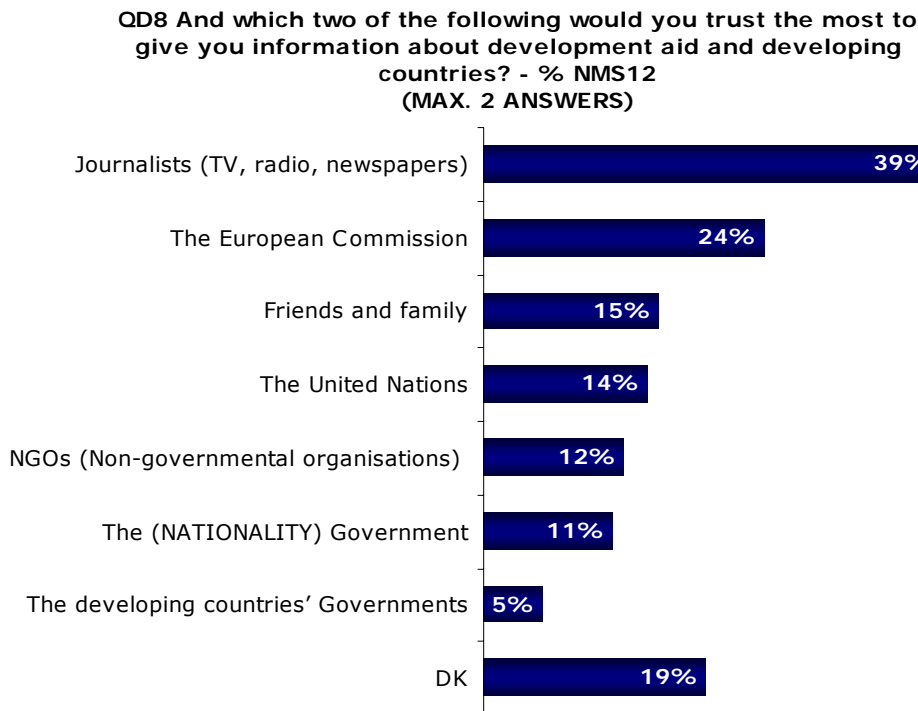
http://ec.europa.eu/public_opinion/archives/ebs/ebs_274_en.pdf

<u>Television</u>	
NMS12	 71%
Highest results by country	 Lithuania (80%)  Slovakia (79%)
Socio-demographic factors	 Respondents aged 40+ ($\geq 73\%$) use more than younger citizens (66%)
<u>Newspapers</u>	
NMS12	 20%
Highest results by country	 Estonia, Slovakia (31%)  The Czech Republic, Lithuania (30%)
Socio-demographic factors	 Those with a longer education (28%) use more than those who finished their studies at the earliest opportunity (10%)
<u>Radio</u>	
NMS12	 16%
Highest results by country	 Slovakia (26%)  Estonia (25%)
Socio-demographic factors	 Respondents in rural areas cite more often (21%) than respondents in urban areas (12%)
<u>Internet</u>	
NMS12	 11%
Highest results by country	 Estonia (25%)  Slovenia (17%)
Socio-demographic factors	 Younger respondents (27%) – and linked to this students (34%) – mention significantly more often than respondents aged 40+ ($\leq 6\%$)

The results are fairly homogenous at country level. In every country, the largest share of citizens cite TV as their main source of information about development aid and developing countries. Newspapers are the second most common source. In Bulgaria and Hungary, a substantial proportion of respondents spontaneously say they do not have any information on this topic (24% and 19% respectively).

In terms of developing efficient communications strategies, the socio-demographic analysis provides clues to how one might better reach specific target groups, i.e. young citizens are more likely to use the internet while well educated read newspapers etc.

- Journalists are seen as the most trustworthy providers of information, followed by the European Commission -



Not surprisingly, as the mass media are stated to be the most common source of information, journalists working in TV, radio and newspapers turn out to be the most trusted potential sources of information about development aid and developing countries.

It is noteworthy, that a quarter of respondents mention the European Commission as a trustworthy source of information.

Reflecting the general lack of information about the topic, a relatively high share of respondents fail to answer this question.

Friends and family, the UN, NGOs and national governments are cited by broadly the same share of respondents but very few citizens would trust the governments of developing countries to give information about development aid and developing countries.

QD8 And which two of the following would you trust the most to give you information about development aid and developing countries? (MAX. 2 ANSWERS)

	Journalists (TV, radio, newspapers)	The European Commission	Friends and family	The United Nations	NGOs (Non- governmental organisations)	The (NATIONALITY) Government	The developing countries' Governments	DK
NMS12	39%	24%	15%	14%	12%	11%	5%	19%
BG	59%	17%	14%	8%	9%	10%	5%	17%
CZ	39%	24%	14%	23%	15%	15%	6%	12%
EE	38%	23%	10%	17%	8%	19%	4%	21%
CY	36%	35%	3%	6%	10%	41%	3%	9%
LV	53%	15%	17%	9%	10%	9%	5%	15%
LT	45%	26%	16%	11%	8%	15%	6%	14%
HU	26%	31%	11%	23%	14%	11%	9%	16%
MT	41%	25%	10%	8%	17%	20%	2%	13%
PL	27%	26%	18%	17%	11%	6%	4%	22%
RO	54%	17%	13%	3%	9%	14%	2%	24%
SI	40%	24%	10%	13%	23%	11%	5%	13%
SK	48%	30%	14%	14%	24%	16%	12%	5%

Journalists are cited as the most trustworthy source of information by the largest share of respondents in every country, with the exception of Hungary and Cyprus.

In Hungary, the largest proportion of respondents say they would trust the European Commission the most while Cypriots would place their trust in their national government.

Slightly less than a third of Hungarians and Slovaks would also place their trust in the European Commission while almost a quarter of Hungarians would place their trust in the UN and a quarter of the Slovaks would trust NGOs to provide them with information about development aid and developing countries.

CONCLUSION

The survey reveals the following key findings:

- The most encouraging result of this study is that people appear to make a positive link between the concept of development aid and the European Union. Firstly, the EU is considered to be **a better channel** than individual Member States for providing aid efficiently. Secondly, the majority of NMS12 citizens correctly believe that the EU is **the biggest aid donor**, ahead of the USA, Japan, Russia and China. Finally, in broader terms, there is public **support for the main aim of EU development aid** as respondents - in keeping with the Millennium Development Goals endorsed by the EU - cite poverty reduction as the most important priority for EU development aid.
- The study also reveals however that NMS12 citizens have **a relatively low level of awareness** of EU development aid issues with many being unaware that it exists or how much money is involved. Nearly half of the poll either say that the EU does not help poor countries or that they do not know if it does, and almost nobody is aware of the amount of aid per inhabitant spent by the EU each year.
- As one of the purposes of this study is to stimulate discussion at national and EU level, we can detect **ideas for better communication**. As has been seen in numerous opinion polls previously, television is the medium that reaches the widest audience. Journalists are also named as the most trusted sources of information concerning development aid issues.
- All in all, this study generates fairly homogenous results among the NMS12. **Respondents' general response appears to be distant when it comes to questions about the EU as a development aid actor, but rather engaged when the topic is discussed in terms of the general priorities of development aid**. The only noteworthy discrepancy is the fact that in the newest Member States, Bulgaria and Romania, the level of awareness and knowledge seems to be consistently lower than in other new Member States.

Other more detailed findings include the following:

General Perceptions of EU development aid

- The majority of respondents (55%) think that the EU provides assistance to developing countries. Over a quarter, however, do not know whether this is the case and a further 18% incorrectly state that the EU does not help poor countries to develop.
- NMS12 citizens have little idea of the amount spent annually on EU development aid with 57% stating directly that they do not know this. This tendency is also indirectly observed when they are asked to name the biggest aid donor. The EU is correctly cited as the top-donor but the USA receives a broadly similar number of mentions, despite the fact that Europe gives nearly twice as much development aid.
- The EU, and by extension the European Commission, is clearly preferred to individual Member States as a channel for development aid in every country polled.

- The first priority respondents would like to see EU development aid focusing on corresponds to the global approach of the Millennium Development Goals: 56% name poverty reduction as a top priority, followed by promoting economic growth (41%) and building infrastructures (33%)

Information concerning EU development aid

- The mass media and, above all, television is the medium through which citizens in the NMS12 tend to get their information on development aid and developing countries. Newspapers, radio and the internet all receive a relatively high share of mentions and could be considered as an alternative means for communication particularly when targeting specific groups.
- A quarter of citizens of the NMS12 would trust the EU to give them information about development aid. Journalists are however considered to be the most trustworthy source of information at 39%.

Finally

- Finally, despite a limited level of awareness of development aid issues, NMS12 citizens appear to have rather well established opinions about the priorities for European development aid – opinions which also correspond to the most imminent issues in the developing world today. The greatest challenge lies, therefore, in raising awareness among the general public about the role of the European Union as a provider of development aid and the importance of EU aid in the context of wider efforts to improve conditions in the developing world.

TECHNICAL SPECIFICATIONS

SPECIAL EUROBAROMETER N° 286

“Citizens of the new EU Member States and Development Aid”

TECHNICAL SPECIFICATIONS

Between the 25th of May and the 30th of June 2007, TNS Opinion & Social, a consortium created between Taylor Nelson Sofres and EOS Gallup Europe, carried out wave 67.3 of the EUROBAROMETER, on request of the EUROPEAN COMMISSION, Directorate General Communication, “Public Opinion and Media Monitoring”.

The SPECIAL EUROBAROMETER N°286 is part of wave 67.3 and covers the population of the respective nationalities of the European Union Member States, resident in each of the 12 last countries that have joined the European Union and aged 15 years and over. The basic sample design applied in all states is a multi-stage, random (probability) one. In each country, a number of sampling points was drawn with probability proportional to population size (for a total coverage of the country) and to population density.

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

ABBREVIATIONS	COUNTRIES	INSTITUTES	N° INTERVIEWS	FIELDWORK DATES		POPULATION 15+
BG	Bulgaria	TNS BBSS	1.000	01/06/2007	14/06/2007	6.671.699
CZ	Czech Rep.	TNS Aisa	1.024	26/05/2007	21/06/2007	8.571.710
EE	Estonia	TNS Emor	1.004	03/06/2007	26/06/2007	887.094
CY	Rep. of Cyprus	Synovate	503	27/05/2007	21/06/2007	596.752
LV	Latvia	TNS Latvia	1.010	01/06/2007	27/06/2007	1.418.596
LT	Lithuania	TNS Gallup Lithuania	1.017	25/05/2007	20/06/2007	2.803.661
HU	Hungary	TNS Hungary	1.000	31/05/2007	24/06/2007	8.503.379
MT	Malta	MISCO	500	25/05/2007	22/06/2007	321.114
PL	Poland	TNS OBOP	1.000	28/05/2007	25/06/2007	31.967.880
RO	Romania	TNS CSOP	1.004	25/05/2007	20/06/2007	18.173.179
SI	Slovenia	RM PLUS	1.037	27/05/2007	25/06/2007	1.720.137
SK	Slovakia	TNS AISA SK	1.075	27/05/2007	13/06/2007	4.316.438
TOTAL			11.174	25/05/2007	27/06/2007	85.951.639

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

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

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

QUESTIONNAIRE

ASK QD IN NMS12

Development aid means giving grants or loans to developing countries which aim to promote economic development and human welfare. We are not talking here about humanitarian aid (that is assistance provided in emergency situations like war, famine, etc.), but about development aid.

QD1 Do you think that the European Union helps poor people in Africa, Latin America, Asia, etc. to develop?

Yes	1
No	2
DK	3

NEW BASED ON EB62.2 QC7

The European Union is giving development aid to help developing countries outside the European Union to develop. European Union development aid consists of the aid provided by both the European Commission and the national Governments of the countries that are members of the European Union.

QD2 In your opinion, how much money was spent by the European Union in 2006 on development aid? Thinking about the money spent per inhabitant of the European Union, would you say it was...

(SHOW CARD – READ OUT – ONE ANSWER ONLY)

Around 1 euro per European citizen	1
Around 10 euros per European citizen	2
Around 50 euros per European citizen	3
Around 100 euros per European citizen	4
Around 1.000 euros per European citizen	5
DK	6

NEW

POSER LES QD EN NEM12

L'aide au développement signifie donner ou prêter des fonds aux pays en voie de développement pour promouvoir le développement économique et le bien-être des personnes. Nous ne parlons pas ici de l'aide humanitaire (qui est une aide d'urgence en cas de guerre, de famine, etc.), mais bien d'aide au développement.

QD1 Pensez-vous que l'Union européenne aide les populations pauvres en Afrique, Amérique latine, Asie, etc. à se développer ?

Oui	1
Non	2
NSP	3

NEW BASED ON EB62.2 QC7

L'Union européenne fournit une aide au développement pour aider les pays en voie de développement en dehors de l'Union européenne à se développer. L'aide au développement donnée par l'Union européenne consiste en une aide fournie à la fois par la Commission européenne et les Gouvernements nationaux des pays qui sont membres de l'Union européenne.

QD2 À votre avis, quel montant a été dépensé par l'Union européenne en 2006 pour l'aide au développement ? En pensant à l'argent dépensé par habitant de l'Union européenne, diriez-vous que cela représentait ...

(MONTRER CARTE – LIRE – UNE SEULE REPONSE)

Environ 1 euro par citoyen européen	1
Environ 10 euros par citoyen européen	2
Environ 50 euros par citoyen européen	3
Environ 100 euros par citoyen européen	4
Environ 1.000 euros par citoyen européen	5
NSP	6

NEW

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QD3 Would you say that development aid is more efficient if provided by each Member State separately or if it is provided by the European Union through the European Commission?

QD3 Selon vous, est-il plus efficace que l'aide au développement soit accordée par chaque Etat membre individuellement ou au niveau de l'Union européenne via la Commission européenne ?

(READ OUT – ONE ANSWER ONLY)

(LIRE – UNE SEULE REPONSE)

More efficient if provided by each Member State separately	1
More efficient if provided by the European Union through the European Commission	2
DK	3

Plus efficace si accordée par chaque Etat membre individuellement	1
Plus efficace si accordée par l'Union européenne via la Commission européenne	2
NSP	3

NEW BASED ON EB65.4 QF6

NEW BASED ON EB65.4 QF6

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QD4 In your opinion, among the following donors, who provides the most development aid to developing countries? Remember, we are not talking about humanitarian aid but about development aid.

QD4 À votre avis, parmi les donateurs suivants, qui fournit le plus d'aide au développement aux pays en voie de développement ? Souvenez-vous, nous ne parlons pas ici d'aide humanitaire mais d'aide au développement.

(READ OUT – ROTATE – MAX. 3 ANSWERS)

(LIRE – ROTATION – MAX. 3 REPONSES)

The USA	1,
The European Union (Member States and the European Commission)	2,
Japan	3,
China	4,
Russia	5,
None of these (SPONTANEOUS)	6,
Others (SPONTANEOUS)	7,
DK	8,

Les Etats-Unis	1,
L'Union européenne (les Etats membres et la Commission européenne)	2,
Le Japon	3,
La Chine	4,
La Russie	5,
Aucun de ceux-ci (SPONTANE)	6,
Autres (SPONTANE)	7,
NSP	8,

NEW

NEW

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QD5 For you personally, which two of the following fields should be the most important priorities for European Union development aid? (INT.: Remember, we are not talking here about humanitarian aid)

QD5 Pour vous personnellement, parmi les domaines suivants, lesquels devraient être les priorités les plus importantes pour l'aide au développement donnée par l'Union européenne ? (ENQ. : Souvenez-vous, nous ne parlons pas ici d'aide humanitaire)

(SHOW CARD – READ OUT – ROTATE – MAX. 2 ANSWERS)

(MONTRER CARTE – LIRE – ROTATION – MAX. 2 REPONSES)

Poverty reduction in developing countries	1,
Promoting economic growth in developing countries	2,
Building infrastructures (roads, schools, hospitals, etc.) in developing countries	3,
Managing migration and immigration, for example to stop the "brain drain" from developing countries	4,
Tackling environmental problems in developing countries	5,
Helping developing countries to develop their trade in goods and services	6,
None of these (SPONTANEOUS)	7,
DK	8,

Réduire la pauvreté dans les pays en voie de développement	1,
Promouvoir la croissance économique dans les pays en voie de développement	2,
Construire des infrastructures (routes, écoles, hôpitaux, etc.) dans les pays en voie de développement	3,
Gérer la migration et l'immigration, par exemple pour stopper la fuite des cerveaux des pays en voie de développement	4,
Aborder les problèmes d'environnement dans les pays en voie de développement	5,
Favoriser le développement du commerce de biens et de services dans les pays en voie de développement	6,
Aucun de ceux-ci (SPONTANE)	7,
NSP	8,

NEW

NEW

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QD6 Since your country has joined the European Union, have you seen or heard any publicity, advertisement or campaign relating to European Union development aid for poor countries outside the European Union?

QD6 Depuis que votre pays a rejoint l'Union européenne, avez-vous déjà vu ou entendu une annonce, une publicité ou une campagne concernant l'aide au développement donnée par l'Union européenne pour les pays pauvres en dehors de l'Union européenne ?

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Yes	1
No	2
DK	3

Oui	1
Non	2
NSP	3

NEW

NEW

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QD7 From which of the following sources do you get most of your information about development aid and developing countries?

QD7 Parmi les sources suivantes, desquelles obtenez-vous le plus d'informations sur l'aide au développement et les pays en voie de développement ?

(READ OUT – ROTATE – MAX. 2 ANSWERS)

(LIRE – ROTATION – MAX. 2 REPONSES)

TV	1,
Radio	2,
Newspapers	3,
Charities and development NGOs (Non-Governmental Organisations)	4,
The Internet	5,
Information leaflets	6,
Word of mouth (relatives, and friends)	7,
I don't have any information on this topic (SPONTANEOUS)	8,
Other (SPONTANEOUS)	9,
DK	10,

La télévision	1,
La radio	2,
Les journaux	3,
Les organisations de charité et les ONG (organisations non-gouvernementales) de développement	4,
Internet	5,
Les brochures d'informations	6,
Le bouche à oreille (membres de la famille et amis)	7,
Je n'ai aucune information à ce sujet (SPONTANE)	8,
Autre (SPONTANE)	9,
NSP	10,

NEW

NEW

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QD8 And which two of the following would you trust the most to give you information about development aid and developing countries?

QD8 Et parmi la liste suivante, quelles sont les deux sources auxquelles vous feriez le plus confiance pour vous donner des informations sur l'aide au développement et les pays en voie de développement ?

(READ OUT – ROTATE – MAX. 2 ANSWERS)

(LIRE – ROTATION – MAX. 2 REPONSES)

NGOs (Non-governmental organisations)	1,
Journalists (TV, radio, newspapers)	2,
The (NATIONALITY) Government	3,
The developing countries' Governments	4,
The European Commission	5,
The United Nations	6,
Friends and family	7,
DK	8,

Les organisations non-gouvernementales (ONG)	1,
Les journalistes (TV, radio, journaux)	2,
Le Gouvernement (NATIONALITE)	3,
Les Gouvernements des pays en voie de développement	4,
La Commission européenne	5,
Les Nations Unies	6,
Les amis et la famille	7,
NSP	8,

NEW

NEW

TABLES

QD1 Do you think that the European Union helps poor people in Africa, Latin America, Asia, etc. to develop?

	TOTAL	Yes	No	DK
NEM12 NMS12	11174	55%	18%	27%
BG	1000	47%	14%	39%
CZ	1024	74%	12%	14%
EE	1004	60%	20%	20%
CY	503	43%	26%	31%
LV	1010	66%	16%	18%
LT	1017	57%	19%	24%
HU	1000	65%	17%	18%
MT	500	64%	14%	22%
PL	1000	52%	23%	25%
RO	1004	42%	15%	43%
SI	1037	65%	24%	11%
SK	1075	74%	13%	13%

QD2 In your opinion, how much money was spent by the European Union in 2006 on development aid? Thinking about the money spent per inhabitant of the European Union,

	TOTAL	Around 1 euro per European citizen	Around 10 euros per European citizen	Around 50 euros per European citizen	Around 100 euros per European citizen	Around 1.000 euros per European citizen	DK
NEM12 NMS12	11174	9%	18%	9%	6%	1%	57%
BG	1000	5%	7%	5%	2%	1%	80%
CZ	1024	10%	22%	13%	10%	3%	42%
EE	1004	9%	21%	7%	5%	2%	56%
CY	503	9%	9%	3%	3%	2%	74%
LV	1010	7%	19%	13%	10%	2%	49%
LT	1017	7%	14%	8%	5%	1%	65%
HU	1000	10%	22%	13%	9%	1%	45%
MT	500	3%	12%	13%	12%	5%	55%
PL	1000	11%	20%	10%	4%	1%	54%
RO	1004	5%	10%	5%	4%	1%	75%
SI	1037	22%	27%	11%	3%	-	37%
SK	1075	15%	29%	16%	9%	1%	30%

QD3 Would you say that development aid is more efficient if provided by each Member State separately or if it is provided by the European Union through the European Commission?

	TOTAL	More efficient if provided by each Member State separately	More efficient if provided by the European Union through the European Commission	DK
NEM12 NMS12	11174	16%	61%	23%
BG	1000	15%	45%	40%
CZ	1024	21%	64%	15%
EE	1004	16%	62%	22%
CY	503	20%	67%	13%
LV	1010	14%	68%	18%
LT	1017	17%	60%	23%
HU	1000	15%	68%	17%
MT	500	21%	64%	15%
PL	1000	13%	68%	19%
RO	1004	17%	46%	37%
SI	1037	24%	65%	11%
SK	1075	23%	63%	14%

QD4 In your opinion, among the following donors, who provides the most development aid to developing countries? Remember, we are not talking about humanitarian aid but about

	TOTAL	The USA	The European Union (Member States and the European Commission)	Japan	China	Russia	None of these (SPONTANEOUS)	Others (SPONTANEOUS)	DK
NEM12 NMS12	11174	48%	57%	12%	3%	5%	2%	0%	23%
BG	1000	42%	50%	15%	3%	13%	3%	0%	36%
CZ	1024	51%	60%	13%	2%	7%	2%	-	17%
EE	1004	58%	62%	17%	4%	11%	1%	0%	23%
CY	503	41%	63%	13%	4%	8%	3%	-	22%
LV	1010	52%	57%	12%	5%	14%	2%	1%	18%
LT	1017	47%	58%	17%	4%	11%	2%	0%	23%
HU	1000	44%	52%	12%	1%	3%	0%	0%	23%
MT	500	58%	56%	14%	8%	6%	2%	-	15%
PL	1000	49%	58%	9%	3%	1%	4%	0%	19%
RO	1004	45%	53%	13%	4%	2%	-	0%	33%
SI	1037	51%	65%	14%	5%	8%	3%	1%	14%
SK	1075	59%	73%	24%	8%	16%	2%	-	9%

QD5 For you personally, which two of the following fields should be the most important priorities for European Union development aid? (MAX. 2 ANSWERS)

	TOTAL	Poverty reduction in developing countries	Promoting economic growth in developing countries	Building infrastructure (roads, schools, hospitals, etc.) in developing countries	Managing migration and immigration, for example to stop the 'brain drain' from developing countries	Tackling environmental problems in developing countries	Helping developing countries to develop their trade in goods and services	None of these (SPONTANEOUS)	DK
NEM12 NMS12	11174	56%	41%	33%	9%	11%	14%	2%	8%
BG	1000	61%	42%	24%	12%	12%	11%	0%	13%
CZ	1024	48%	39%	35%	15%	14%	15%	2%	6%
EE	1004	37%	35%	32%	12%	23%	6%	2%	18%
CY	503	66%	31%	61%	3%	6%	16%	-	3%
LV	1010	51%	40%	31%	14%	17%	7%	1%	9%
LT	1017	55%	44%	20%	13%	11%	10%	2%	12%
HU	1000	49%	44%	38%	10%	17%	10%	2%	7%
MT	500	58%	25%	35%	9%	11%	32%	1%	6%
PL	1000	58%	38%	32%	6%	8%	16%	2%	8%
RO	1004	61%	45%	32%	8%	9%	14%	2%	9%
SI	1037	48%	39%	38%	13%	16%	15%	1%	4%
SK	1075	59%	42%	40%	17%	9%	19%	1%	3%

QD6 Since your country has joined the European Union, have you seen or heard any publicity, advertisement or campaign relating to European Union development aid for poor

	TOTAL	Yes	No	DK
NEM12 NMS12	11174	23%	67%	10%
BG	1000	21%	64%	15%
CZ	1024	25%	70%	5%
EE	1004	26%	68%	6%
CY	503	26%	66%	8%
LV	1010	33%	58%	9%
LT	1017	33%	57%	10%
HU	1000	20%	73%	7%
MT	500	25%	62%	13%
PL	1000	17%	77%	6%
RO	1004	29%	52%	19%
SI	1037	34%	57%	9%
SK	1075	40%	54%	6%

QD7 From which of the following sources do you get most of your information about development aid and developing countries? (MAX. 2 ANSWERS)

	TOTAL	TV	Radio	Newspapers	Charities and development NGOs (Non-Governmental Organisations)	The Internet	Information leaflets	Word of mouth (relatives, and friends)	I don't have any information on this topic (SPONTANEOUS)	Other (SPONTANEOUS)	DK
NEM12 NMS12	11174	71%	16%	20%	1%	11%	1%	3%	12%	0%	6%
BG	1000	66%	12%	19%	1%	6%	0%	3%	24%	0%	5%
CZ	1024	71%	11%	30%	3%	12%	2%	4%	13%	0%	2%
EE	1004	61%	25%	31%	1%	25%	1%	1%	2%	1%	12%
CY	503	77%	13%	17%	-	9%	3%	6%	11%	1%	5%
LV	1010	73%	16%	26%	1%	16%	2%	3%	9%	1%	5%
LT	1017	80%	23%	30%	1%	13%	1%	4%	4%	0%	5%
HU	1000	64%	13%	18%	3%	8%	1%	3%	19%	1%	3%
MT	500	69%	16%	26%	2%	15%	3%	3%	15%	1%	2%
PL	1000	70%	14%	16%	1%	14%	1%	3%	13%	0%	5%
RO	1004	76%	22%	19%	1%	6%	1%	3%	4%	0%	14%
SI	1037	73%	14%	29%	3%	17%	2%	4%	12%	1%	1%
SK	1075	79%	26%	31%	3%	12%	2%	9%	6%	0%	4%

QD8 And which two of the following would you trust the most to give you information about development aid and developing countries? (MAX. 2 ANSWERS)

	TOTAL	NGOs (Non-governmental organisations)	Journalists (TV, radio, newspapers)	The (NATIONALITY) Government	The developing countries' Governments	The European Commission	The United Nations	Friends and family	DK
NEM12 NMS12	11174	12%	39%	11%	5%	24%	14%	15%	19%
BG	1000	9%	59%	10%	5%	17%	8%	14%	17%
CZ	1024	15%	39%	15%	6%	24%	23%	14%	12%
EE	1004	8%	38%	19%	4%	23%	17%	10%	21%
CY	503	10%	36%	41%	3%	35%	6%	3%	9%
LV	1010	10%	53%	9%	5%	15%	9%	17%	15%
LT	1017	8%	45%	15%	6%	26%	11%	16%	14%
HU	1000	14%	26%	11%	9%	31%	23%	11%	16%
MT	500	17%	41%	20%	2%	25%	8%	10%	13%
PL	1000	11%	27%	6%	4%	26%	17%	18%	22%
RO	1004	9%	54%	14%	2%	17%	3%	13%	24%
SI	1037	23%	40%	11%	5%	24%	13%	10%	13%
SK	1075	24%	48%	16%	12%	30%	14%	14%	5%