



Flash Eurobarometer 536

Public awareness and trust in European statistics



25 903 interviews across the EU

Fieldwork: 3.10 – 14.10.2023 | Methodology:

About Eurostat

Having heard of Eurostat

A majority of EU citizens have heard of Eurostat

| | |
|---|-----|
| Well-informed about Eurostat and its work | 6% |
| Some knowledge about Eurostat and its work | 26% |
| Heard or seen Eurostat's name, but don't know much about it | 37% |
| Not heard of Eurostat | 31% |



* References to Eurostat

Television, newspapers and social media are the main sources where EU citizens have come across references to Eurostat

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|--|--|--|-----|
| Television | | | 37% |
| Newspapers and their related websites | | | 26% |
| Radio | | | 13% |
| Facebook | | | 13% |
| YouTube | | | 10% |
| Instagram | | | 7% |
| X (Twitter) | | | 6% |
| LinkedIn | | | 4% |
| Eurostat website | | | 12% |
| Professional or educational publications | | | 12% |

18%
Social Media



* = Only answered by those 'well-informed about Eurostat' or with 'some knowledge about Eurostat' or that have 'heard/seen Eurostat's name'.

* Awareness of Eurostat's thematic areas

Top 3 thematic areas

Economy and finance

41%

Population and social conditions (including health, labour market, and education)

40%

Environment and energy

33%



* Trust in Eurostat

Majority of EU citizens have positive views about statistics and data provided by Eurostat



67%

agree with the statement "I trust statistics and data provided by Eurostat"



65%

agree that Eurostat provides impartial statistics and data that are objective and independent



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General attitudes towards statistics and data

Most EU citizens pay attention to the source of information when they search for statistics and data

Paying attention to the data source

Always

Sometimes



32%

39%

