

Europeans, Agriculture and the Common Agricultural Policy

Summary report

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Special Eurobarometer 336

Europeans, Agriculture and the Common Agricultural Policy

Conducted by TNS Opinion & Social at the request
of Directorate-General for Agriculture and Rural
Development

Survey co-ordinated by Directorate-General for
Communication

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INTRODUCTION

For over 50 years the Common Agricultural Policy (CAP) has been a cornerstone of EU policy relating to farming and the rural areas. Proposed by the European Commission in 1960, it aimed to provide a harmonised framework to maintain adequate supplies, increase productivity and ensure that both consumers and producers received a fair deal in the market. These priorities have shifted over time as environmental and animal concerns, as well as safety and health aspects have gained prominence. As a consequence, the CAP has gradually moved from a production-based structure of subsidies to a market-oriented system, integrating standards for food safety, environment and biodiversity as well as animal welfare, just to mention a few.

In this context, Directorate-General for Agriculture and Rural Development has been keen to measure public opinion on agriculture and the CAP, in order to see how citizens view such matters in general and to gauge their reactions to policy developments. The Eurobarometer has measured opinion on agriculture since 2005¹ and this survey presents fresh results on what Europeans think about this subject. Please note that this report offers a summary of the full report as it focuses on key findings and main conclusions only. Please consult the full report for the complete analysis of all questions included in this survey.

* * * * *

The results of this report come from the special Eurobarometer no 336 conducted by TNS Opinion & Social network from 13th November to 9th December 2009. All interviews were conducted face-to-face in people's homes and in the appropriate national language. The methodology is consistent with that used in Standard Eurobarometer polls managed by the European Commission's Communication Directorate-General ('Research and Political Analysis' unit). A technical note on the manner in which interviews were conducted is appended as an annex to this report. This note indicates the interview methods and the confidence intervals. All country results provided in this study are weighted from a socio-demographic point of view. Scores for the EU average, in turn, are weighted according to country size in order to ensure an accurate representation of public opinion in the EU.

¹ EB64.2 (autumn 2005), EB66.3 (autumn 2006), EB68.2 (autumn 2007).

In this report, the countries are represented by their official abbreviations. The abbreviations used in this report correspond to:

ABBREVIATIONS	
EU27	European Union – 27 Member States
DK/NA	Don't know / No answer
BE	Belgium
BG	Bulgaria
CZ	Czech Republic
DK	Denmark
DE	Germany
EE	Estonia
EL	Greece
ES	Spain
FR	France
IE	Ireland
IT	Italy
CY	Republic of Cyprus*
LT	Lithuania
LV	Latvia
LU	Luxembourg
HU	Hungary
MT	Malta
NL	The Netherlands
AT	Austria
PL	Poland
PT	Portugal
RO	Romania
SI	Slovenia
SK	Slovakia
FI	Finland
SE	Sweden
UK	The United Kingdom

*Cyprus as a whole is one of the 27 European Union Member States. However, the "*acquis communautaire*" is suspended in the part of the country that is not controlled by the government of the Republic of Cyprus. For practical reasons, only the interviews conducted in the part of the country controlled by the government of the Republic of Cyprus are recorded in the category "CY" and included in the EU27 average.

KEY FINDINGS

- An overwhelming majority (90%) of Europeans regard agriculture and rural areas as **important for the future**.
- While European citizens continue to place importance on the subject of agriculture, most have **limited knowledge** about the CAP: about four in ten interviewees (41%) have heard or read about the European Union agricultural and rural development policy. Awareness of the CAP, and precise understanding of it, is also relatively low and has not increased since 2006: more than half of those surveyed had not heard of the CAP (57%).
- There is an overall **preference for the European level** to manage a agricultural issues, particularly environmental protection (65%), securing food supply (53%) and ensuring that agricultural products are of good quality, healthy and safe (51%). Although there is considerable variation in response according to the particular issue, and across Member States, the local or regional levels are not preferred for any of the issues measured.
- According to the European public, **the main priority for the CAP** should be ensuring agricultural products that are of good quality, healthy and safe (59%). Ensuring reasonable food prices (49%), protecting the environment and ensuring a fair standard of living for farmers (both 41%) are also given a high position on the public agenda.
- The performance of the CAP receives both **positive and negative evaluations** from the European public. The CAP is perceived as performing *fairly well* when it comes to securing food supply in the EU, ensuring that agricultural products are of good quality, healthy and safe and favouring methods of organic farming. On the other hand, the policy is viewed as performing *fairly badly* when it comes to the protection of family type farms, ensuring a fair standard of living for farmers. In addition, negative ratings outweigh positive ones when respondents are asked about the CAP's performance on reasonable food prices for consumers, protection of the environment and dealing with climate change and the development of rural areas while preserving the countryside. Apart from protecting the environment and family type farms, all objectives are rated more positively compared with EB68.2 (autumn 2007).

- An overwhelming majority of respondents (85% or more) are supportive of the **new objectives** for agriculture and rural development, which include:
 - To preserve the countryside (93%)
 - To help farmers to face the consequences of climate change (89%);
 - To develop the economy in rural areas (89%)
 - To distribute support to farmers in a more equitable way (88%);
 - To link financial support farmers get with the compliance to certain rules regarding environmental protection, food safety and animal welfare (87%); and
 - To encourage farmers to produce what markets demand (85%).

- About half of respondents (46%) think that agriculture has already made a major contribution in fighting **climate change**. Nonetheless, further action is called for in view of this. A large majority (82%) agree that the EU needs to help farmers to change the way they work in order to fight climate change. A similarly large proportion (77%) believes that agriculture will suffer strongly from the effects of climate change in the coming years. Also, most respondents (67%) think that EU farmers need to change the way they work in order to fight climate change, even if that means that EU agriculture will be less competitive. The results suggest that Europeans are ready to pay their share to realise such measures. About six in ten respondents (58%) are ready to pay 10% more for agricultural products if they are produced in a way that does not increase climate change. Such support is remarkable, considering that almost two thirds (61%) of the respondents believe that agriculture is **not** one of the major causes of climate change.

- Supplying the population with healthy and safe food continues to be the **main responsibility of farmers** in society, according to respondents in this survey (56%). Following this in perceived importance are the responsibilities of protecting the environment (25%) and supplying the population with a diversity of quality products (24%).

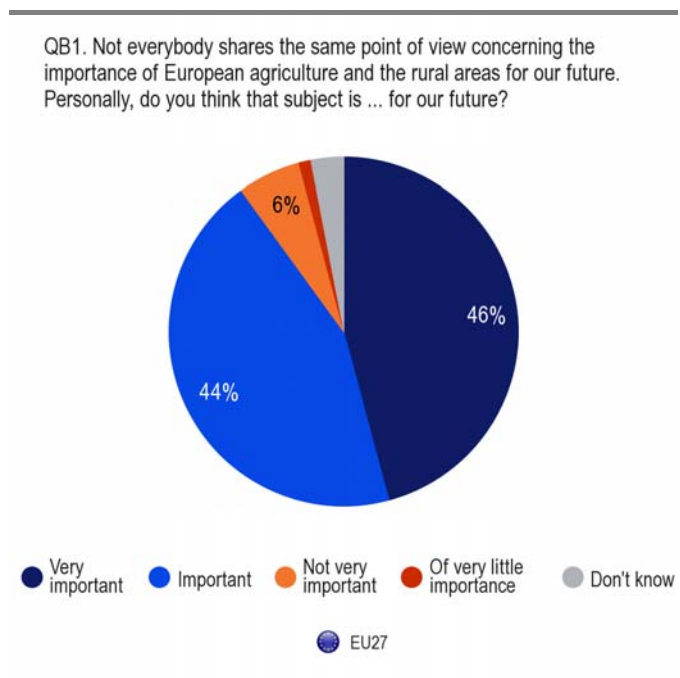
- There is a high level of public agreement that farmers should be encouraged to produce more **organic products** (84%), to contribute to the production of **renewable energy** (83%) and to take advantage of progress in **biotechnology** (77%).

- A large majority of EU citizens (83%) is in favour of the EU continuing to **support farmers' income**. Moreover, 68% believe that the current budget for agriculture and rural development is either adequate or insufficient, which is a significant increase compared with EB68.2. Four in every ten respondents (39%) would like the financial support to farmers to increase over the next ten years, which also is an increase (+10%) compared with EB68.2.
- Food safety continues to be a dominant issue in terms of **information needs**. Beyond food safety (51%), there is a sizeable demand for more information on the environmental effects of farming (31%) and the welfare of farm animals (23%).

1. PERCEIVED IMPORTANCE OF AGRICULTURE AND THE RURAL AREAS

- The European public considers agriculture and rural areas to be important for Europe's future -

The vast majority of EU citizens surveyed (90%) view the subject of farming and rural areas as important to one extent or another.² Forty-six percent view this matter as 'very important' and a further 44% consider it to be 'important'. Six percent of the sample consider agriculture not to be very important and an additional 1% thinks it is of very little importance. A further 3% do not have an opinion on the matter.



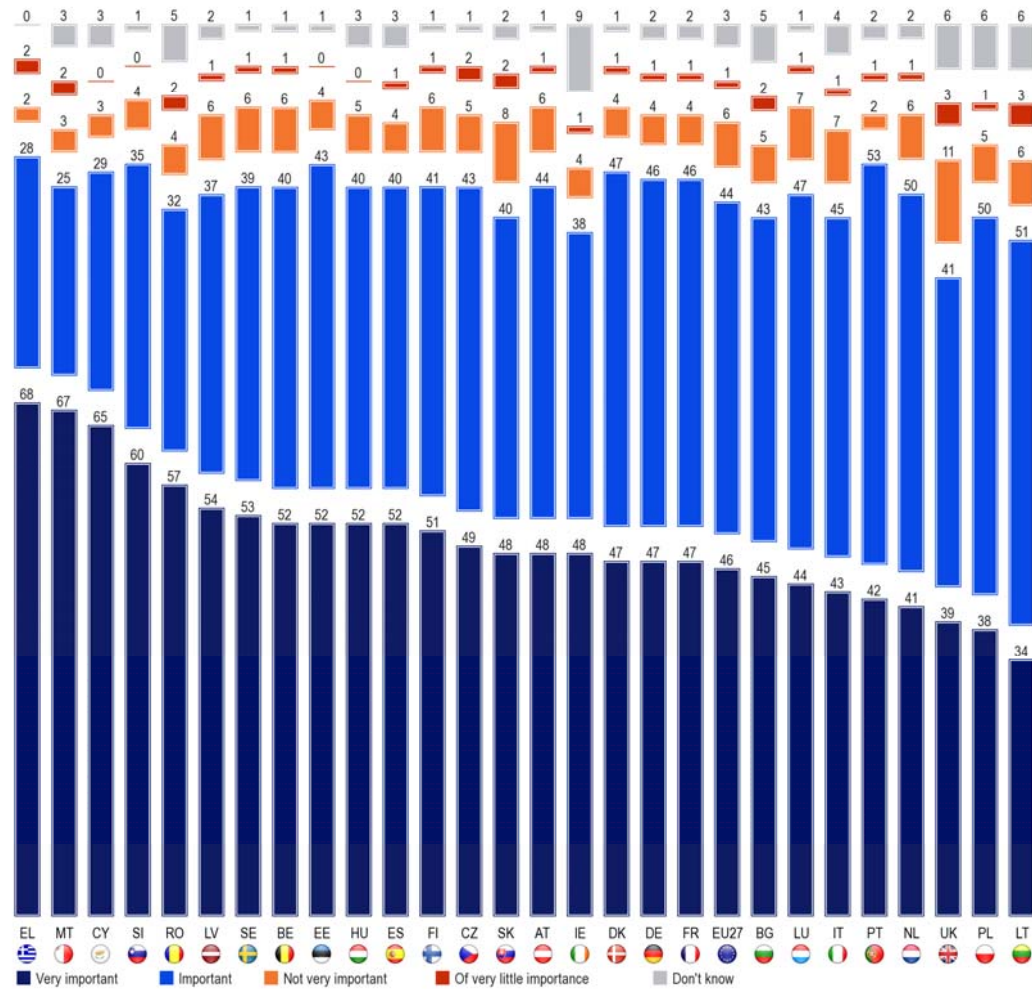
These results are consistent with those of the previous surveys in 2007 and 2006. The combined 'very important' and 'important' percentage noted two years ago was also 90%, a slight increase on the 88% figure recorded in 2006. The most significant change in terms of the overall results of this question since 2006 is reflected in the increased proportion of respondents who consider agriculture and the rural areas to be 'very important' (+4 percentage points since 2006).

The high level of importance is common across all countries studied, with support of 80% or higher. Countries in which respondents attach particularly high importance

² QB1. Not everyone shares the same point of view concerning the importance of European Agriculture and the rural areas for our future. Personally do you think that subject is...for our future?

to agriculture include Greece (96%), Slovenia and Portugal (both 95%). Emphasis on agriculture is only a little less widespread in the UK (80%), Lithuania (86%) and Ireland (86%).

QB1. Not everybody shares the same point of view concerning the importance of European agriculture and the rural areas for our future. Personally, do you think that subject is ... for our future?



2. AGRICULTURE AND THE COMMON AGRICULTURAL POLICY: PUBLIC KNOWLEDGE, AWARENESS AND INFORMATION

2.1 Objective knowledge of agriculture in the EU

*- There is a low level of public knowledge about the
details of agriculture in the EU -*

The previous section highlighted the strength of importance placed on agriculture by the European public. In spite of the perceived importance of agriculture, public knowledge regarding the details such matters is relatively low.

In order to measure public knowledge of agriculture in the EU, respondents were presented with a quiz-style exercise requiring them to state whether three statements related to the subject are true or false³. The three statements were:

- (1) The United States produces more agricultural products than the EU*
- (2) In the EU, on average, incomes in the agricultural sector are lower than incomes in other sectors of the economy*
- (3) Farmers represent around 10% of the working population in the EU*

Only statement (2) is true as incomes in the agricultural sector are indeed lower than incomes in other sectors across Europe. Statements 1 and 3, on the other hand, are false: the EU produces more agricultural products than the United States and farmers represent only 3% of the EU population⁴.

While the average of correct answers is slightly higher than the average of wrong answers (38% compared to 34% respectively), there is a substantial proportion of incorrect answers for two of the three questions.

About a third of respondents (29%) correctly understand the statement 'The United States produces more agricultural products than the EU', to be false. By contrast, more than four in ten (41%) respondents incorrectly believe this statement to be true, and 30% are unable to give a response.

A similarly low proportion of respondents give the correct response to the statement 'farmers represent around 10% of the working population in the EU':

³ QB2. For each of the following sentences related to agriculture, do you think that it is true or false?

⁴ Rural Development in the European Union: Statistical and Economic Information (2009)

only a quarter of respondents (26%) correctly understand this to be false. It is very interesting to note that when this statement was framed as a true statement in the 2007 wave ('approximately 3% of the EU population are farmers'), a much larger proportion, 42%, got it right.

The highest number of correct responses is given to the statement 'In the EU, on average, incomes in the agricultural sector are lower than incomes in other sectors of the economy'. A majority of respondents (59%) correctly understand this statement to be true and only one in six (16%) give the incorrect answer. It should be noted, however, that a considerable proportion cannot form an opinion.

QB2 For each of the following sentences related to agriculture, do you think that it is true or false.				
EU27				
	Correct answer	Giving correct answer	Giving wrong answer	DK
The United States produces more...	FALSE	29%	41%	30%
In the EU, on average, incomes...	TRUE	59%	16%	25%
Farmers represent around 10%...	FALSE	26%	44%	30%
AVERAGE OVER THE 3 STATEMENTS		38%	34%	28%

- The lowest proportion of correct responses is noted in the two most recent Members States -

Across all three statements, the highest percentage of correct answers is noted in the Netherlands (48%), the Czech Republic and Slovakia (both 46%) as well as in Greece (45%), France and Belgium (44%). The lowest percentage of correct responses, on the other hand, is noted in Bulgaria (19%), Romania (23%), Malta (26%), Portugal and Cyprus (both 28%).

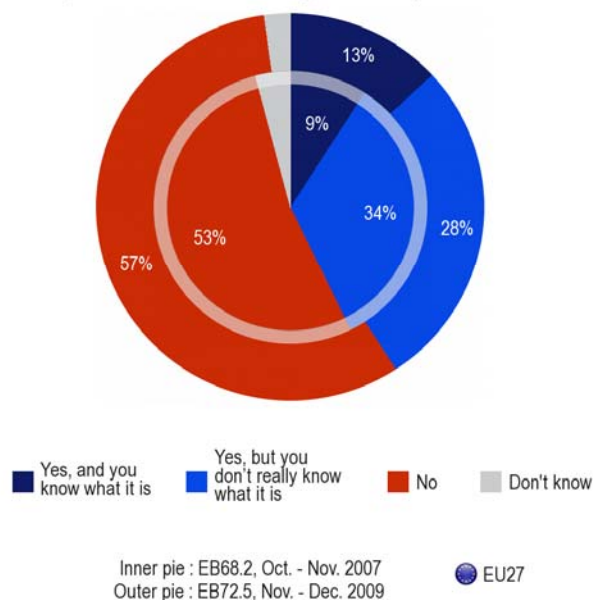
It should be noted that the low results in Bulgaria and Romania are related to the proportion of 'don't know' responses (61% and 54% respectively) rather than the number of incorrect answers. It appears that as a consequence of their recent accession to the EU, there is less familiarity with such matters among respondents in these countries.

2.2 Awareness of the Common Agricultural Policy

- About two in every five respondents have heard or read about the CAP -

The relatively low level of understanding of agricultural issues discussed in the previous section is further examined in this section.⁵ When asked whether respondents have ever heard or read about the CAP, an absolute majority (57%) answer negatively. A further 41% have heard or read about the CAP, but most of these respondents do not really know what it is. In fact, only 13% say that they have a clear idea of what the policy actually is. A further 2% can not form an opinion on this matter.

QB3. Have you ever heard or read about the CAP, the European Union's Common Agricultural and rural development Policy?

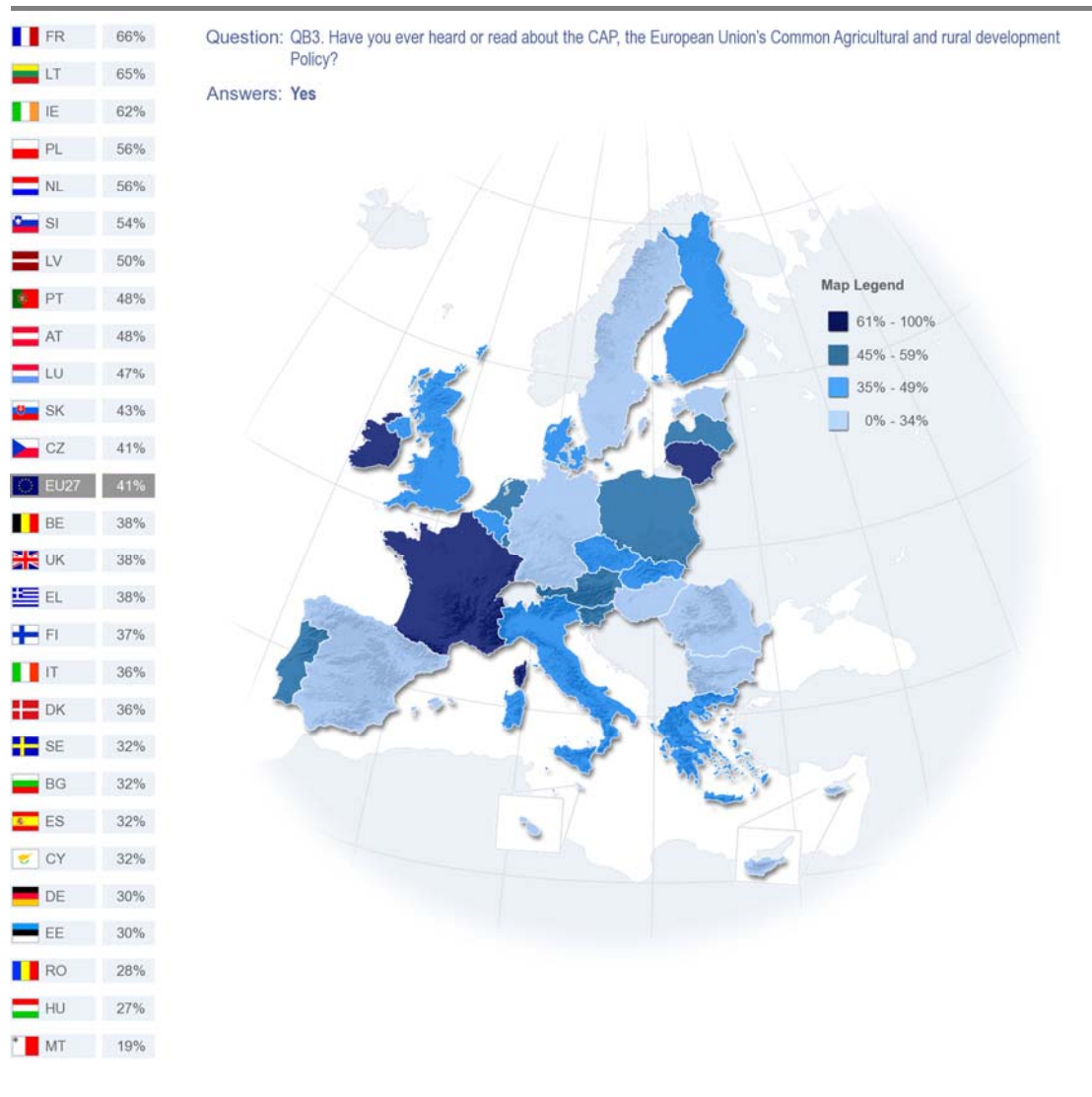


The proportion of respondents who have not heard of the CAP has increased slightly from the results in 2007 (+4 percentage points). Interestingly, the proportion of those with precise knowledge has also increased (+4 percentage points). In turn, the number who have heard of it 'but don't really know what it is' has declined (-6 percentage points).

⁵ QB3. Have you ever heard or read about the CAP, the European Union's Common Agricultural Policy?

As illustrated by the map below, the range of responses by country is far more varied for this question than for those on the importance of, and knowledge of, agriculture. The countries recording the highest awareness levels are France (66%), Lithuania (65%) and Ireland (62%). Ireland also reports the highest level of precise awareness (26%), followed by Luxembourg (22%) and France (20%).

At the other end of the spectrum, interviewees in Malta (19%) continue to report the lowest levels of awareness of the CAP, although the percentage has increased somewhat over the last two years (+5 percentage points). Respondents in Hungary (27%) and in Romania (28%) are also less likely to have heard about the CAP.



3. EUROPEAN UNION AGRICULTURAL POLICY: PRIORITIES AND PERFORMANCE

The initial objectives of the CAP, outlined in the Treaty of Rome⁶ were to:

- Increase productivity, by promoting technical innovation and ensuring optimum use of factors of production;
- Ensure a fair standard of living for the agricultural community;
- Stabilise agricultural markets;
- Secure availability of agricultural supplies, and
- Provide consumers with food at reasonable prices.

Over time, agricultural policy has taken on additional objectives as issues including environmental protection, biodiversity, the welfare of animals and enhancement of rural areas, have increased in importance.

This section examines what the European public currently thinks should be the priorities in terms of agricultural policy and how well the CAP actually meets these targets. This chapter also deals with views regarding the political level on which issues surrounding agriculture should be managed.

3.1 Dealing with agricultural and rural issues at a European, national, regional or local level

- On average, the European level is preferred for most issues -

In the 2009 wave, a question was added regarding what focus EU citizens thought six different aspects of agricultural policy deserved – European, national or regional/local level management⁷.

⁶ See *The Treaty of Rome and Green Europe (June 2000)*, European Parliament Factsheet 4.1.1

⁷ QB4. For each of the following issues related to agricultural and rural development policy, please tell me if in your opinion, it should be dealt with at the European level, the national level, or the regional or local level.

QB4 For each of the following issues related to agriculture and rural development policy, please tell me if in your opinion, it should be dealt at the European level, the national level, or the regional or local level.

EU27

	European Level	National level	Regional/local level
Ensuring a fair standard of living for farmers	45%	39%	11%
To develop rural areas while preserving the countryside	38%	39%	18%
Ensuring reasonable food prices for consumers	42%	42%	12%
To secure food supply	53%	33%	9%
To protect the environment and deal with climate change	65%	23%	8%
To ensure that agricultural products are of good quality, healthy and safe	51%	34%	11%
Average	49%	35%	12%































The largest proportion of respondents (49%) prefers decision-making surrounding agricultural issues to take place at the European level. A further 35% favour the national level, whereas only 12% would prefer that these matters should be dealt with regionally. Having said this, there is considerable variation in response in regard to the different aspects of policy:

- Nearly two thirds (65%) of respondents feel that European level is most suitable for dealing with environmental and climate change issues.
- More than half respondents opt for the European level in relation to issues of securing food supply (53%) and ensuring the quality, health and safety of agricultural products (51%). Ensuring a fair standard of living for farmers (45%) is also seen as best dealt with at the European level, but support for this is a little less strong.
- Equal preference for the European and the national levels is reported when it comes to ensuring reasonable food prices and the development of rural areas.

There are some interesting differences between countries in this regard. Average responses in Cyprus and Luxembourg (both 68%) as well as Belgium (66%) show a strong preference for dealing with all six aspects of agricultural policy at the European level. Similarly, respondents in the Netherlands have a higher than average preference for management of issues at the EU level (67%), with one exception - they are more likely to believe that developing 'rural areas while

preserving the countryside' should be managed at the national (50%) rather than at the European level (35%).

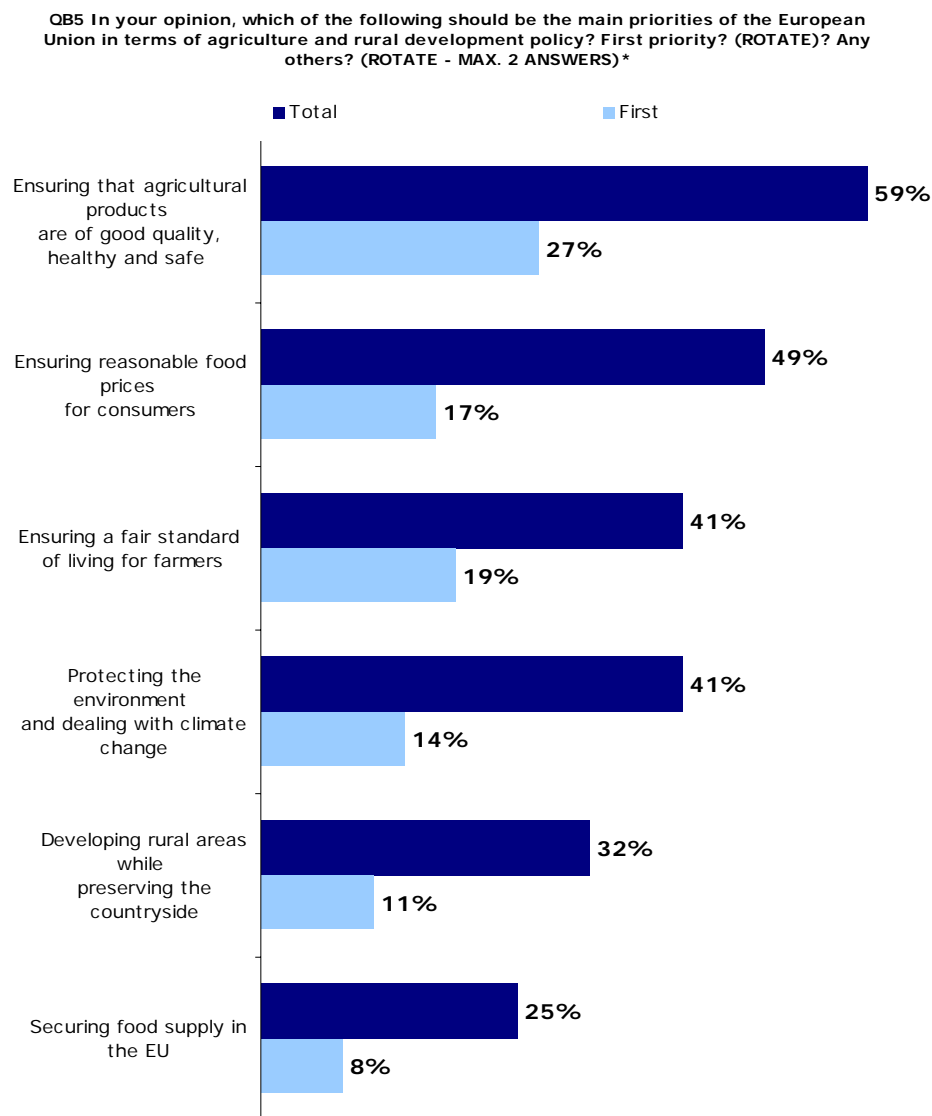
Respondents in Finland and Estonia show the highest preference for dealing with issues at the national level (averages of 52% and 51% respectively). The exception to this pattern is environmental protection for which 58% of Estonians and 65% of Finns prefer the European level. The summary tables examine patterns of in responses for each objective:

<u>Ensuring a fair standard of living for farmers</u> "European level"			<u>Developing rural areas while preserving the countryside</u> "European Level"		
EU Figures		EU27 45%	EU Figures		EU27 38%
Highest results by country	 Belgium 63%  The Netherlands 61%  Luxembourg 60%  Greece 59%	Highest results by country	 Greece 60%  Cyprus 58  Austria 51%  Belgium 50%		
<u>Ensuring reasonable food prices for consumers</u> "European level"			<u>Securing food supply in the EU</u> "European level"		
EU Figures		EU27 42%	EU Figures		EU27 53%
Highest results by country	 Luxembourg 70%  The Netherlands 64%  Belgium 63%  Cyprus 55%	Highest results by country	 Cyprus 81%  Germany 75%  Luxembourg 75%  The Netherlands 75%		
<u>Protecting the environment and dealing with climate change</u> "European level"			<u>Ensuring that agricultural products are of good quality, healthy and safe</u> "European level"		
EU Figures		EU27 65%	EU Figures		EU27 51%
Highest results by country	 The Netherlands 87%  Belgium 81%  Germany 81%  Cyprus 81%	Highest results by country	 The Netherlands 78%  Cyprus 73%  Luxembourg 72%  Belgium 71%		

3.2 Main priorities for European Union agricultural policy

- EU citizens continue to place top priority on healthy and safe food together with reasonable prices -

Respondents were shown a list of six agricultural policy aims and were asked to select what item they think should be the first and second priority of the European Union in terms of agricultural and rural development policy.⁸



* Three out of the total six items of QB5 were asked also in 2007 and 2006.

⁸ B5a and b. In your opinion, which of the following should be the main priorities of the European Union in terms of agricultural and rural development policy? First priority? Any others?

Turning first to what Europeans quote as the number one priority, it shows that ensuring that agricultural products are of good quality, healthy and safe is chosen by 27% of the respondents. This priority is followed by ensuring a fair standard of living for farmers (19%) and ensuring reasonable food prices for consumers (17%). Protecting the environment and dealing with climate change is prioritised by 14%, and developing rural areas by 11% of respondents. Securing food supply in the EU is mentioned by less than one in every ten respondents (8%).

Considering the total of first, second and third mentions, ensuring that agricultural products are of good quality, healthy and safe is mentioned by 59% of respondents. Europeans' second overall priority is ensuring reasonable food prices for consumers (49%). Ensuring a fair standard of living for farmers and protecting the environment share third place with 41% mentioning each of these as key priorities. About a third (32%) of Europeans view the development of rural areas while preserving the countryside as an important priority. This is closely followed by securing food supply in the EU, mentioned by a quarter (25%) of respondents.

Compared with the 2007, ensuring that agricultural products are of good quality has gained prominence. The opposite is noted for food prices. Although this aim still is of great importance, it does no longer rank first on Europeans' agenda. Fair living standard for farmers ranks similarly to what was the case two years ago. Although the emphasis on this objective is fairly similar to the previous survey, it should be noted that this priority now ranks lower in the overall hierarchy. Although the matter of securing food supply in the EU was phrased differently in the previous survey⁹, the changed perception of this objective can still be commented upon. Compared with 2007, it shows that respondents now place more importance on this objective (+ 7 percentage points). This may suggest that a secure supply of food is not perceived as obvious as was the case a few years ago.

Only 3% Europeans do not have an opinion on what should be the main priorities for the CAP. Rather, respondents appear to be fairly opinionated on this matter. Objectives regarding quality of product, farmers living conditions, to environmental protection and rural development are all mentioned by considerable proportions of the EU public. The variation of objectives that the public assign to the CAP suggests that the policy is viewed as cross-functional in purpose.

⁹ In EB68.2 this item read as the following: *Ensuring the availability of agricultural products*

In terms of country differences, a broad pattern can be observed. Respondents in Northern European countries tend to place a high priority on environmental, health and safety issues, whereas southern Member States are more concerned with food prices. In addition, a number of Eastern countries place considerable emphasis on fair standard of living for farmers and the development of rural areas.

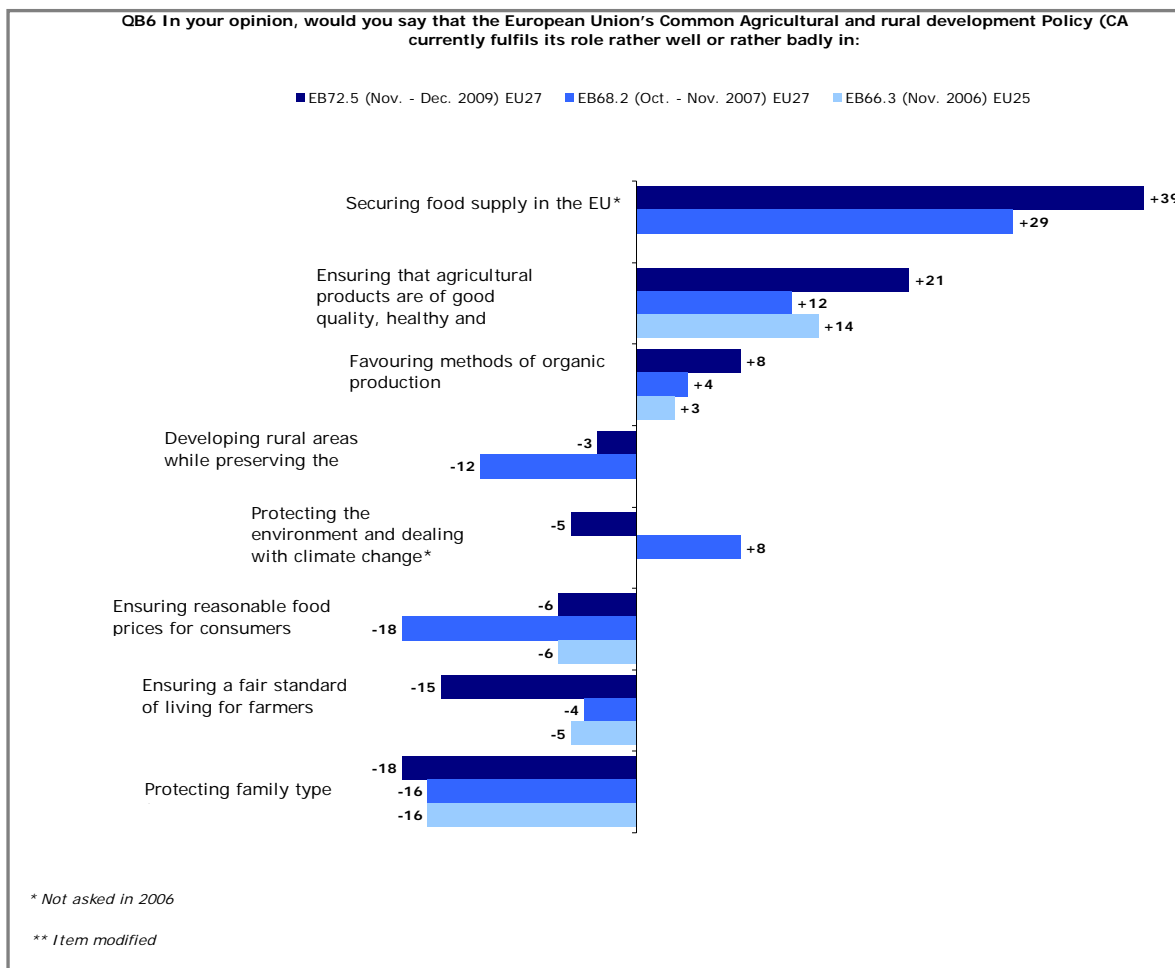
3.3 Performance of the Common Agricultural Policy on citizens' priorities

- The CAP is perceived as performing well on three of the eight aspects measured –

In order to get an immediate idea of Europeans' evaluation of how well the CAP meets agricultural targets, we chose to study the balance between positive and negative assessments. The figures studied here depict the difference in percentage points between the proportion of people who think that the CAP is 'performing rather well' and the proportion of people who think the policy is 'performing rather badly'. A positive score indicates that positive assessments outweigh negative ones. A negative score, in turn, indicates that overall, Europeans tend to think that the performance is rather weak.

Only three of the eight aspects receive a positive evaluation. Turning first to securing food supply in the EU, Europeans rate this positively with a score of +39. A majority (59%) of respondents rate the CAP as performing 'rather well' on this dimension, and only one in five (20%) give a rating of 'rather badly'. Securing food supply is thereby the policy objective that respondents feel the CAP meets the best. However, this objective is also the one that Europeans attach the least importance to. It should also be noted that one fifth (21%) cannot form an opinion on this aspect.

The second aspect that Europeans evaluate positively is ensuring that agricultural products are of good quality, healthy and safe. The score given here is +21 as a majority of respondents (52%) feel that the CAP is performing 'rather well' and less than a third (31%) feel that it is performing 'rather badly'. Bearing in mind that this issue is at the top of respondents' agenda, this is a very encouraging finding. The low information levels previously discussed are however present also here as 17% cannot answer this question.



The third point on which Europeans feel that the CAP is fulfilling its role is encouraging methods of organic farming. This aspect receives a score of +8, which is a lot weaker than the previous two items. In this respect, a third (33%) of the respondents rates the performance of CAP as rather weak, whereas 41% think that the policy is performing rather well. More than a quarter (26%) of the sample does not have an opinion on this issue. This might indicate that respondents are not only lacking information regarding what the CAP is doing on this matter, but also on what organic farming actually is.

The remaining five objectives all receive negative net ratings. With regard to the development of rural areas while preserving the countryside, respondents appear fairly divided on the matter: 37% think that the performance of the CAP is good and 40% that it is bad, thereby giving a net rating of -3. A further 23% do not have an opinion.

The European public also shows varied opinion when it comes to protecting the environment and dealing with climate change. The net score here is -5, as 38% are happy with how the CAP's fulfils its role and 43% view this in negative terms. About

one fifth (19%) cannot form an opinion. A similar result is noted for ensuring reasonable food prices as 39% rate the policy's performance on this matter as good and 45% as bad. These results give a net score of -6. As before, a considerable 'don't know' (16%) rate is reported.

Negative ratings are stronger when Europeans are asked to evaluate how well the CAP ensures a fair standard of living for farmers (-15) and these have increase remarkably since 2007. About a third (32%) thinks that the policy fulfils its role fairly well, whereas a majority of 47% rates the performance as bad. A rather large proportion (21%) of respondents is unable to form an opinion regarding this objective.

Lastly, Europeans are least satisfied with how the CAP protects family type farms (-18). A majority of 47% of respondents think that the CAP meets this target rather badly. A further 19% think that the policy is performing well on this matter and 24% are unable to give an answer.

In order to examine the areas of performance Europeans attach the greatest importance to, we now examine how priority and performance relate to each other. As noted in the 2007 report, using a combination of priority and performance measures, the various roles of the CAP can be categorised according to:

- Those of high priority which are performing well (maintain)
- Those of high priority which are underperforming (improve)
- Those of low priority which are performing well
- Those of low priority which are underperforming.

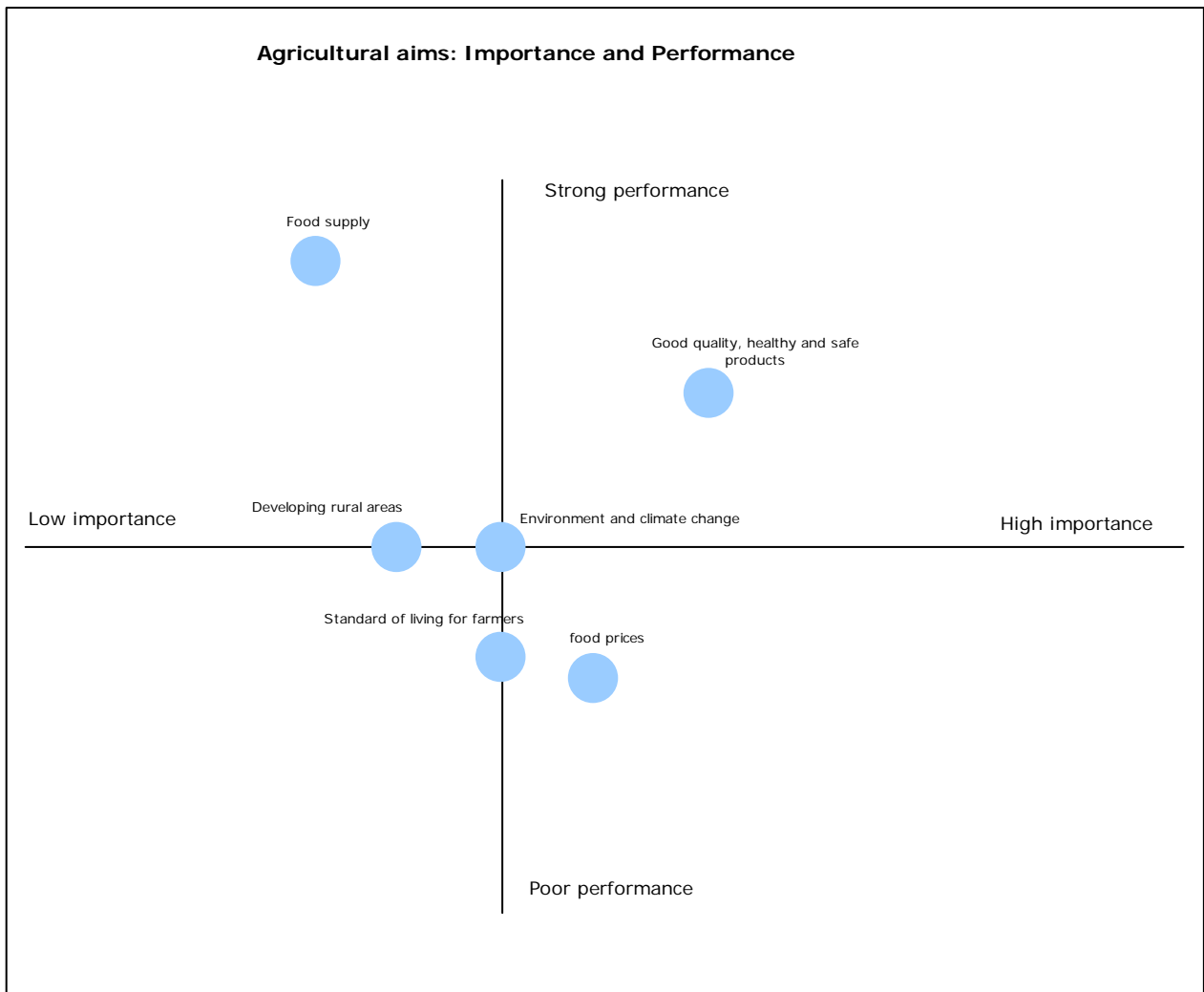
The most interesting categories are arguably the first two, namely important areas for which performance should be maintained and improved respectively. The other two categories contain areas that are less prioritised, on which the CAP is currently performing and underperforming respectively.

The chart below categorises the results according to this analytical viewpoint, and highlights the following key points:

- Firstly in relation to the 'maintain' quadrant. In 2009 the only aspect of policy which falls into this category is ensuring that agricultural products are of good quality, healthy and safe. This is both a high priority and performing well, which is an encouraging finding.
- Secondly in relation to the 'improve' quadrant. There are a number of aspects which are perceived of average to high priority but in relation to

which policy is judged as having average to low performance: ensuring reasonable food prices, ensuring a fair standard of living for farmers and protecting the environment and dealing with climate change.

- Finally, especially strong performance is recorded for ensuring supplies of agricultural products, although this is also the aim ranking lowest on the importance axis. It could well be the case that it is precisely because the CAP fulfils this role well it is not seen as a high-importance issue: i.e. to a certain extent it is taken for granted.



NOTE: X - AXIS = DIFFERENCE OF RATED IMPORTANCE FROM MEAN IMPORTANCE BASED ON ALL PRIORITIES (=41, 17).
 Y - AXIS = PERFORMANCE INDEX (% PERFORMING WELL - % PERFORMING BADLY)

Please note that there are only six items that are measured both with regard to priority and with regard to performance.

3.4 Attitudes to European Union agricultural and rural development policy objectives

- People perceive a need to balance economic targets with social and environmental considerations -

Respondents were asked to evaluate new objectives for agriculture and rural development.¹⁰ By and large, the new objectives are put in place in order to balance economic issues with those of farmers' livelihood, environmental protection and the development of rural areas, just to mention a few.

An overwhelming proportion of respondents (>80%) consider all of these new objectives to be important, giving them a rating of either 'a very good thing' or 'a fairly good thing'. This suggests that the new objectives resonate well with European citizens and address issues that are important to them.

QB7 I will now give you the new objectives that the European Union has set in terms of agriculture and rural development policy. For each of these, please tell me if you think that it is a very good thing, a fairly good thing, a fairly bad thing or a very bad thing.
- EU

	A very good thing	A fairly good thing	A fairly bad thing	A very bad thing	Neither good nor bad thing (SPONT.)	DK
To help farmers to face the consequences of climate change	49%	40%	4%	1%	2%	4%
To encourage farmers to produce what markets demand	44%	41%	7%	2%	3%	3%
To distribute support to farmers in a more equitable way	48%	40%	4%	1%	3%	4%
To link financial support farmers get with the compliance to certain rules regarding environmental protection, food safety and animal welfare	49%	38%	4%	1%	3%	5%
To preserve the countryside	59%	34%	3%	1%	1%	2%
To develop the economy in rural areas	48%	41%	5%	1%	2%	3%

Preservation of the countryside receives the most positive response as 93% of respondents agree that this is a 'good thing'. Nearly six in ten (59%) see it as a 'very good thing'. Helping farmers to face the consequences of climate change and developing the economy in rural areas are also perceived in very positive terms with 89% of respondents viewing both of these objectives as a good thing. A similarly strong level of support is given to the objective of 'distribution of support to farmers in a more equitable way', which 88% of Europeans think is a good thing.

¹⁰ QB7. I will now give you the new objectives that the European Union has set in terms of agricultural and rural development policy. For each of these, please tell me if you think that it is a very good thing or a very bad thing.

Support is only slightly weaker when it comes to linking farm support with compliance to certain standards, such as environmental protection and encouraging farmers to produce what the markets demand. A majority of respondents, respectively, 87% and 85% sees both of these objectives as a good thing.

Only small variation is found across Member States as a large majority of respondents in all countries sees all six objectives as a good thing. When variation in support is noted, this is usually due to respondents not having an opinion on the matter, rather than being inclined to view the objective in negative terms.

4. AGRICULTURE AND CLIMATE CHANGE

- An overwhelming majority wants the EU to do more to fight climate change in the area of agriculture -

Over the last decade, environmental concerns have become increasingly central in EU agricultural policy. Even though the CAP has undergone considerable reform in this regard, however, the relationship between agriculture and climate change remains complex. A new question was introduced in this survey that explores European attitudes to agriculture and climate change.¹¹

QB12 Please tell me whether you agree or disagree with each of the following statements about agriculture and climate change. - EU

	Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK
Agriculture is one of the major causes of climate change	8%	21%	34%	27%	10%
In the coming years, agriculture will suffer strongly from the effects of climate change	32%	45%	11%	2%	10%
The EU needs to help farmers to change the way they work in order to fight climate change	37%	45%	8%	3%	7%
EU farmers need to change the way they work in order to fight climate change even if that means that EU agriculture will be less competitive	23%	44%	16%	5%	12%
Agriculture has already made a major contribution in fighting climate change	11%	35%	26%	7%	21%
You are ready to pay 10% more for agricultural products if they are produced in a way that does not increase climate change	21%	37%	21%	14%	7%

A large majority (82%) agree with the statement 'the EU needs to help farmers change the way they work in order to fight climate change'. A similarly large proportion (67%) agrees that this change is needed, even if it means that EU agriculture will be less competitive.

In addition, most Europeans (58%) claim that they are ready to pay 10% more for agricultural products if these are produced in a way that does not increase climate change. Although these responses skew more to 'tend to agree' rather than 'totally agree', European attitudes to the matter is clear – people want the EU to take action in this area. These results support the finding in the previous section

¹¹ QB12. Please tell me whether you agree or disagree with each of the following statements about agriculture and climate change?

regarding the new EU objectives: there is increasing public support for balancing economic and environmental factors.

Importantly, the results do not indicate that people feel that agriculture is to blame for climate change – six in every ten respondents (61%) do not think agriculture is one of the major causes of climate change. In fact, there is a great deal of concern that damage is occurring in the opposite direction: nearly eight in ten respondents (77%) agree that in the coming years, agriculture will suffer from the effects of climate change.

Less certainty is noted with regard to the statement 'agriculture has already made a major contribution in fighting climate change'. Less than half (46%) respondents agree with this and one third (33%) disagree. Also, this statement records the highest level of indecision, with over one in every five respondents (21%) saying they 'don't know'. This suggests that while people do not feel that agriculture is a major cause of climate change, they do not view it as beneficial. Consequently, Europeans support more responsible farming practices to prevent further climate change.

- The relationship between agriculture and climate change is perceived differently across Member States -

There are some notable differences in response patterns to each environmental statement at the country level. Turning first to the statement 'agriculture is one of the major causes of climate change', the highest levels of agreement are recorded in Mediterranean countries including Portugal (49%), Greece (47%) and Cyprus (43%). At the same time, respondents in France (19%), Latvia (19%) and Germany (20%) are much less likely to see agriculture as one of the major causes to climate change.

When it comes to the effects climate change will have on agriculture, Southern countries – including Hungary – believe agriculture will suffer damage from this in the near future: respondents in Cyprus (91%), Hungary (89%), Greece (88%), Spain and Malta (87%) all anticipate these effects over the coming years. Respondents in Lithuania (47%), Latvia (57%), Estonia and the Netherlands (66%) predict this development to a lesser degree. Nonetheless, it should be noted that the majority in all countries anticipate these events to take place in the coming years.

Less variation is found across the continent when Europeans are asked about production and climate change. Large proportions of respondents in Greece (95%), Cyprus (92%) and Slovenia (91%) agree with the statement 'the EU needs to help farmers to change the way they work in order to fight climate change'. Only a little less strong support is recorded in Latvia (64%), Estonia (67%) and Luxembourg (73%).

When Europeans are faced with the dilemma of balancing the fight against climate change and agricultural competition, the majority in all Member States opt for favouring the fight against climate change. Particularly strong agreement with this statement is noted in Greece and Cyprus (both 86%), followed by Slovenia (82%), and Sweden (80%). Although still a majority, a smaller proportion of respondents in Estonia (51%), Latvia (56%), Malta and Poland (both 57%) are supportive of this measure.

Considerable variation is found when it comes to what agriculture has already done in the fight against climate change. Respondents in Slovakia (65%), Portugal (62%), and Greece (58%) think that agriculture has already made a major contribution in fighting climate change. By contrast, only a third of the respondents in France (34%), Luxembourg (35%), Bulgaria, Latvia and the Netherlands (all 36%) agree with this assertion.

Respondents are also asked whether they would be ready to pay 10% more for agricultural products if these were produced in a way that does not increase climate change. On this particular matter, quite large variation is found across the continent. A very large proportion of the respondents in Sweden (85%) is ready to do so, and high agreement is also noted in Cyprus (72%), Germany (70%) and Denmark (67%). At the same time, only a third of respondents in Malta (35%) are willing to pay 10% more. Agreement is also rather low in Ireland (43%), Romania and Poland (both 45%).

5. THE ROLE OF AGRICULTURE AND FARMERS IN SOCIETY

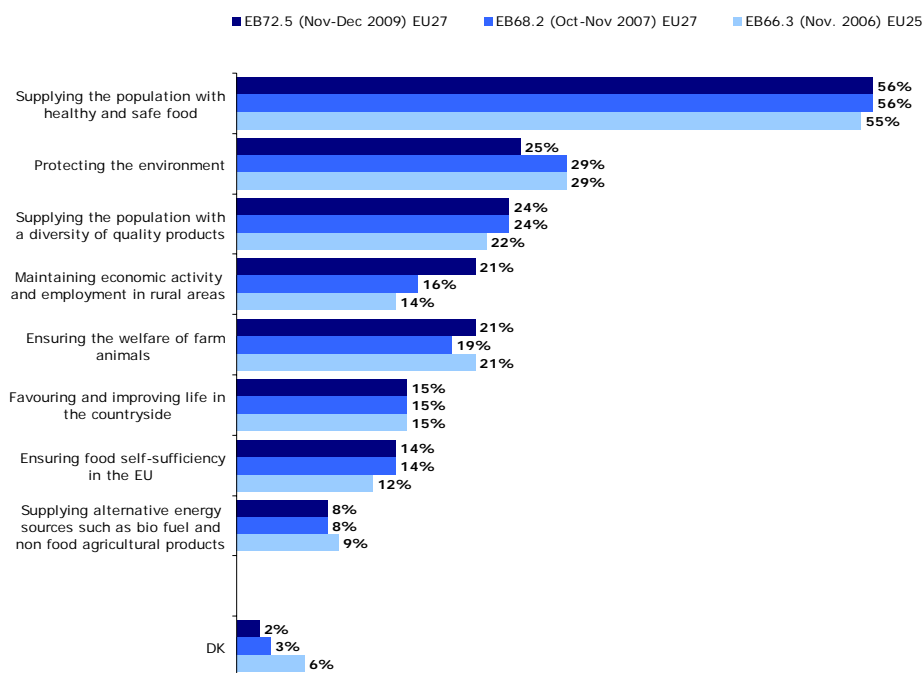
5.1 The role of farmers in society

The following section explores public opinion on the role of farmers and agriculture in society, following on from two previous surveys (EB68.2, EB66.3) on this subject.

- Farmers’ main responsibility continues to be supplying the population with healthy and safe food –

Respondents were shown a list of eight items reflecting a range of responsibilities of farmers in society and were asked to select what they think are the two most important ones¹².

QB8 In your opinion, which should be the two main responsibilities of farmers in our society. (ROTATE – MAX. 2 ANSWERS) - % EU



The first point to note is the stability in results, compared with the surveys carried out in 2006 and 2007. Only small shifts have occurred over the last few years and the overall ranking of responsibilities remain roughly the same.

¹² QB8. In your opinion, which should be the two main responsibilities of farmers in society?

The main responsibility of farmers – quoted by more than half (56%) of respondents - is to provide the population with healthy and safe food. This result reinforces what we have already seen in chapter three, namely, in terms of EU agricultural policy, respondents place the highest priority on supply of healthy, safe food. These results indicate that this aspect is seen as a dual responsibility of both government and farmers.

Second tier responsibilities (all selected by around 25% of respondents) include protecting the environment, supplying the population with a diversity of quality products, ensuring the welfare of farm animals and maintaining economic activity and employment in rural areas. With regard to protecting the environment, priority for this has dropped by 4 percentage points since 2007, but the ranking of this item remains unchanged. An interesting evolution is also noted for economic activity and employment in rural areas. The importance of this responsibility has increased steadily since 2006, and the increase since 2007 is 5 percentage points.

The three remaining responsibilities, selected by less than one in six respondents, include favouring and improving the countryside (15%), ensuring the food self-sufficiency of the EU (14%) and supplying alternative energy sources (8%).

A further observation worthy of note is that the 'don't know' rates have decreased from 6% in 2006 to 2% in 2009. This development suggests that there is now a greater deal of clarity regarding the responsibilities of farmers in society compared with previous years.

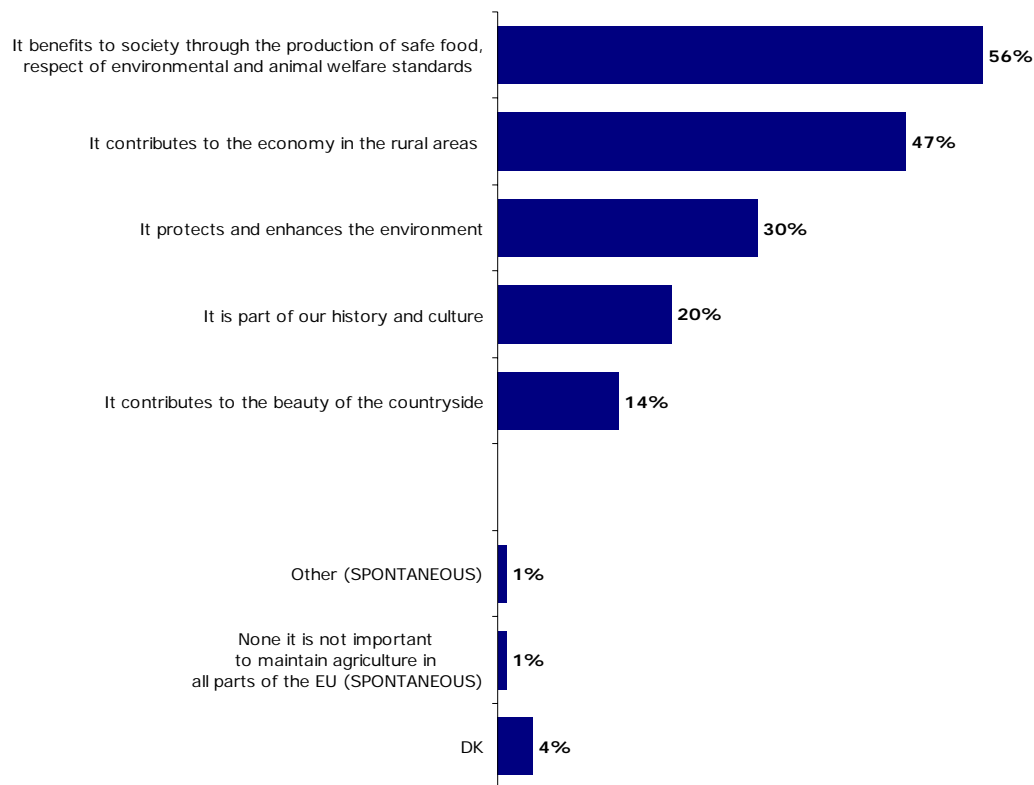
5.2 Key reasons for maintaining agriculture in all parts of the European Union

- The combined benefits of production of safe food and respect for the environment are the most important reasons for maintaining agriculture in all parts of the European Union -

Respondents were asked about the reasons to maintain agriculture in all parts of the European Union.¹³ Five items were presented from which the respondents could choose two.

¹³ QB9. Among the following list, what are, in your opinion, the most important reasons for maintaining agriculture in all parts of the European Union?

QB9 Among the following list, what are, in your opinion, the most important reasons for maintaining agriculture in all parts of the European Union? (ROTATE – MAX. 2 ANSWERS) - EU



A majority of respondents (56%) select the combined benefits of safe food and respect of environmental and animal welfare standards as the important reasons for maintaining agriculture in all parts of the EU. A slightly smaller proportion of respondents (47%) recognises contribution to the economy in rural areas as an important reason. A further third (30%) selects protection and enhancement of the environment. It is interesting to note the lower prioritisation of this factor, when it is prompted in isolation rather than in combination with dominant factors such as safe food.

Cultural and aesthetic factors are less important to respondents: only one in five (20%) select 'it is part of our history and culture', and less than one in six (14%) select 'it contributes to the beauty of the countryside' as important reasons to maintain agriculture throughout the EU.

Some interesting differences are noted at country level: The combined benefits of agriculture through the production of safe food, respect of environmental and animal welfare standards is more likely to be selected as important by respondents

in most Member States, but particularly northern European countries such as Finland (78%), Sweden (73%), the Netherlands (69%) and Denmark (68%). Respondents in Slovenia (72%) also have a high tendency to quote this reason. This aspect is less likely to be considered important by respondents in Estonia (39%), Latvia and Portugal (47%).

The aspect of agriculture contributing to the economy in rural areas is more likely to be selected as important by respondents in some of the newer member states, including Bulgaria (67%), Estonia (64%), Latvia (60%) and Romania (57%), as well as Greece (64%). This aspect is less likely to be considered important by respondents in Malta (21%), Slovenia (31%), Italy (32%), Denmark (35%) and Luxembourg (37%).

The aspect of agriculture protecting and enhancing the environment is more likely to be selected as important by respondents in Malta (51%), Austria (42%), Cyprus (40%), Spain (39%), Sweden and Italy (37%) and France (36%). This aspect is less likely to be considered important by respondents in Latvia (20%), Hungary, the Netherlands, Poland and Finland (22%).

The aspect of agriculture being part of a country's history and culture is more likely to be selected as important by respondents in some of the longer standing member states including France (34%), Denmark (31%), Finland (28%) and The Netherlands (24%) as well as Estonia (29%). This aspect is less likely to be considered important by respondents in Bulgaria (8%), Spain (11%), Hungary, Malta and Romania (12%) and Latvia (14%).

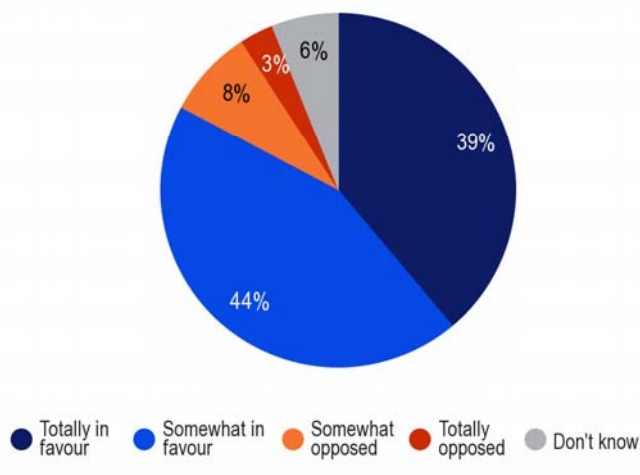
The aspect of agriculture contributing to the beauty of the countryside is more likely to be selected as important by respondents in Cyprus (29%), Malta (24%) and Portugal (21%) This aspect is less likely to be considered important by respondents in Bulgaria (5%), Germany (9%) and Finland (10%).

5.4 Supporting farmers' incomes

- EU citizens are in favour of supporting farmers' incomes -

The survey also measures Europeans' attitudes to financial support of farmers' incomes¹⁴. It shows that a large majority (83%) of EU citizens are in favour of financial support to farmers. Roughly equal proportions are either totally in favour or somewhat in favour (39% and 44% respectively). A minority of 11% opposes such support, and a very small percentage (6%) is undecided about the matter.

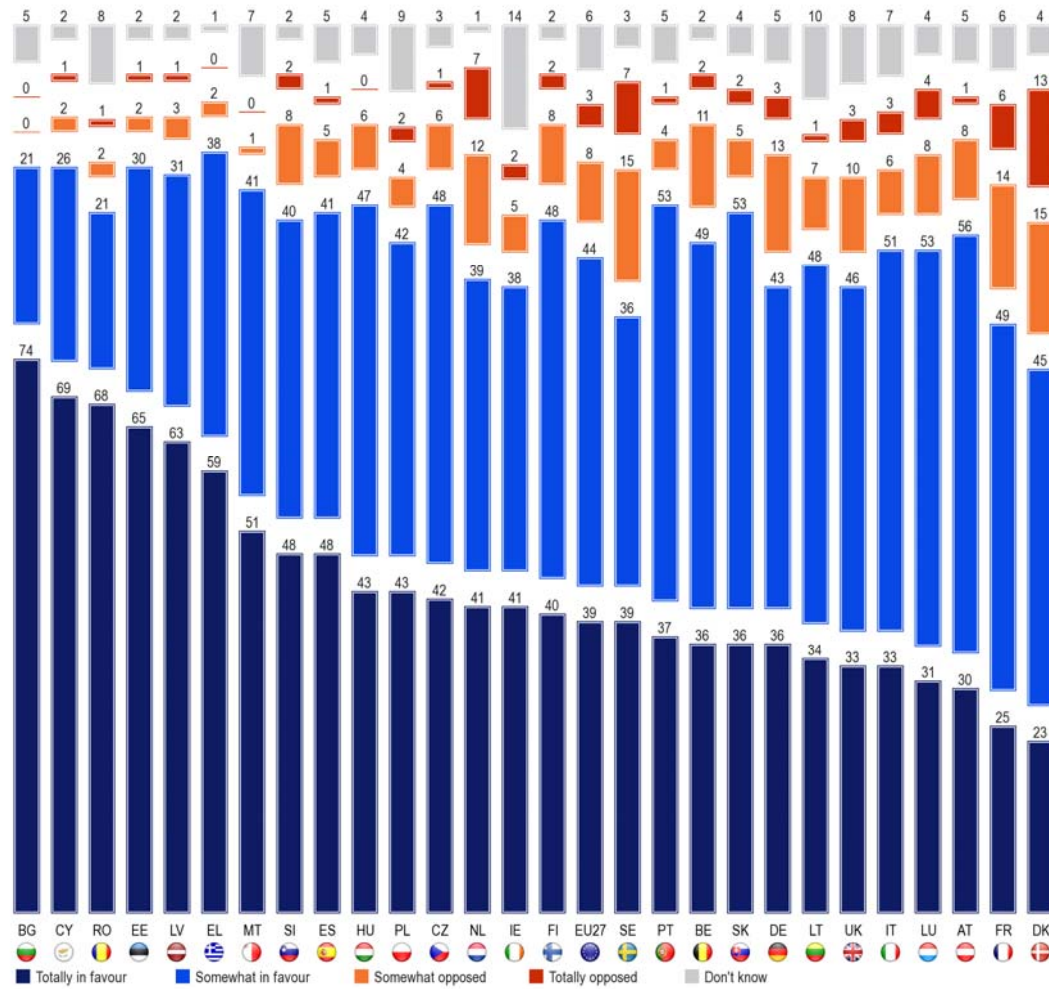
QB10. Incomes in the agricultural sector can vary greatly from year to year according to market and weather conditions. The European Union is currently giving payments to farmers to help stabilize their income. Personally, are you in favour or opposed to the European Union continuing to do so?



A country breakdown of the results reveals some interesting differences. Respondents in Greece (97%), Bulgaria, Estonia and Cyprus (all 95%) are strongly in favour of granting support to farmers. High agreement with such support is also recorded in Latvia (94%) and Malta (92%). In contrast, those in some of the wealthier northern European countries, such as Denmark (28%), Sweden (22%), France (20%), the Netherlands (19%) and Germany (16%) show some opposition to this. It should be noted, however, that even in these countries the majority of respondents is in favour to giving payments to farmer.

¹⁴ QB10. Incomes in the agricultural sector can vary greatly from year to year according to market and weather conditions. The European Union is currently giving payments to farmers to help stabilize their income. Personally, are you in favour or opposed to the European Union continuing to do so?

QB10. Incomes in the agricultural sector can vary greatly from year to year according to market and weather conditions. The European Union is currently giving payments to farmers to help stabilize their income. Personally, are you in favour or opposed to the European Union continuing to do so?



6. THE EUROPEAN UNION AGRICULTURAL BUDGET

Funds allocated to agriculture and rural development remained stable in the 2009 EU budget: around 55 billion EUR. This constitutes nearly 44% of the total budget, making the CAP the single most important item in the budget in terms of share¹⁵. In this chapter we examine the public's evaluation of agriculture's share of the EU budget, firstly in terms of whether the current level is seen to be too high, too low or about right, and secondly whether they would like to see a change in the amount of money allocated to the CAP.

6.1 Assessments of the current budget level

- A large proportion of EU citizens believe that the share of budget allocated to agriculture and rural development is fair –

In the previous two surveys, respondents were asked a single question about their attitude towards the amount allocated to the CAP. In this survey respondents were asked the same question, but in addition, a variation on that question was introduced. The additional information given here is the share of the CAP in proportion to the total budget of all Member States together. Respondents were split into two groups, one given the original question (SPLIT A) and the other given the variation (SPLIT B).¹⁶

Turning first to SPLIT A, the results show that a majority of 46% thinks the budget is adequate. A further 20% think it is too low, and 17% see it as too high. Seventeen percent of the sample does not have an opinion on the matter.

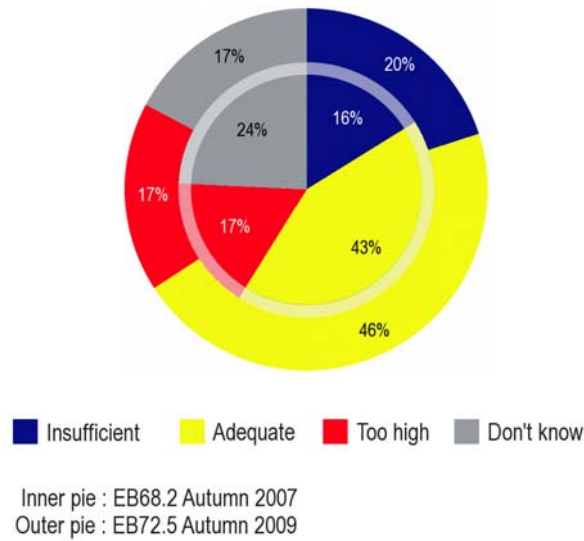
Some interesting shifts have occurred compared to EB68.2 results: the proportion who thinks the amount is insufficient has increased by 4 percentage points since the last wave. Similarly, the proportion who thinks it is adequate has increased by 3 percentage points. Taken together, it shows that the portion of people who see the budget either adequate or insufficient has increased by 7 percentage points (from 59% to 66%). Also worthy of note is that the proportion of people that do not know what answer to give to this question has decreased by 7 percentage points.

¹⁵ http://ec.europa.eu/agriculture/index_en.htm

¹⁶ QB13a (split A) The European Union Budget for agriculture and rural development represents around 40% of the total European Union budget. Do you think that this proportion is sufficient, adequate or too high?

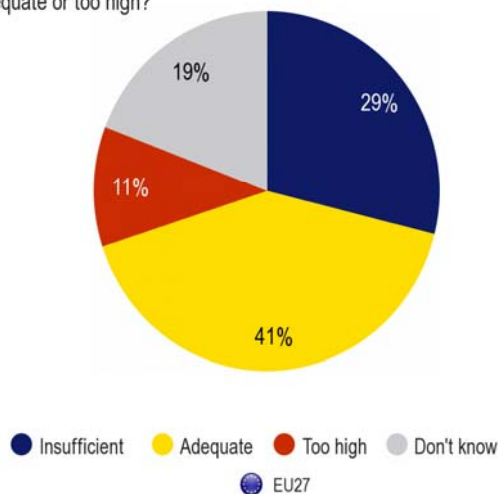
QB13b (split B) The European Budget for agriculture and rural development represents around 1% of the total budget of all Member States together. Do you think that this proportion is sufficient, adequate or too high?

QB13a. The European Union budget for agriculture and rural development represents around 40% of the total European Union budget. Do you think that this proportion is insufficient, adequate or too high?



When the question is framed in a different way, focusing on the size of the CAP budget in relation to the total budget of all Member States together, a quite different pattern of responses is observed. Here, a much larger proportion of respondents select 'insufficient' (29%) and a slightly lower proportion deems it 'adequate' (41%). In addition, only 11% of respondents rate the allocation as 'too high'. The proportion of respondents that cannot give an answer (19%) remains fairly similar to SPLIT A.

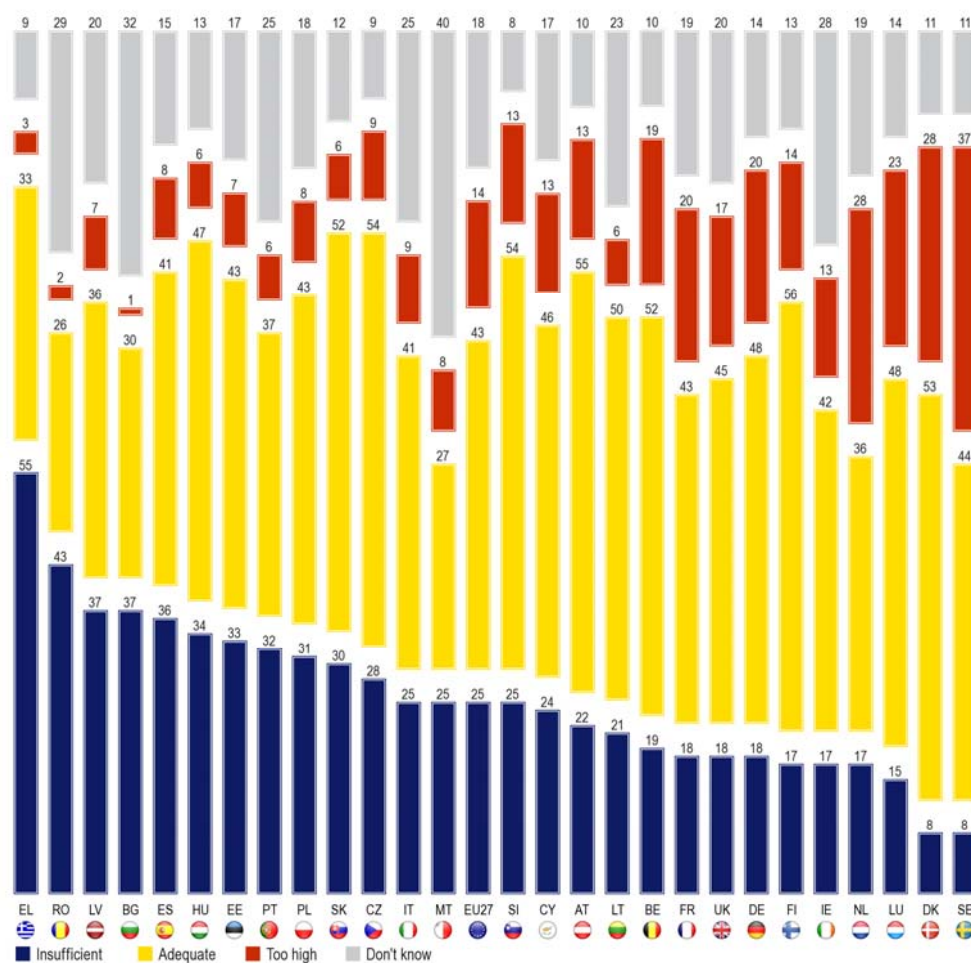
QB13b. The European Union budget for agriculture and rural development represents around 40% of the total European Union budget. This represents around 1% of the total budget of all Member States together. Do you think that this proportion is insufficient, adequate or too high?



- An important proportion of respondents in the Northern European countries perceive the EU budget for agriculture as 'too high'. However, also in these countries are such views outnumbered by respondents who view the budget as either adequate or insufficient -

Looking at the average of both sets of responses to the two question variations, it is clear that a majority of EU citizens believe the allocation of budget to agriculture and rural development as either adequate or insufficient. Having said this, some differences occur when we study the country results. The countries where respondents are more likely to say the budget allocation is 'insufficient' include Greece (55%), Romania (43%), Bulgaria and Latvia (37%). By contrast, respondents in northern European countries are more likely to think the budget allocation is 'too high'. These countries include not least Sweden (37%), the Netherlands and Denmark (28%). High levels of indecision are noted in Malta (40%), Bulgaria (32%) and Romania (29%).

QB13T. The European Union budget for agriculture and rural development

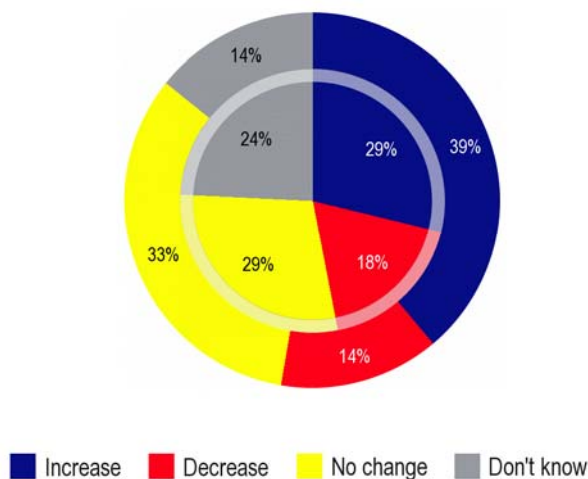


6.2 Future financial support to farmers

- A majority of EU citizens believe that financial support to farmers should be either maintained or increased in the next ten years -

In the previous section, we saw that a majority of EU citizens believe that the amount of money allocated to agriculture and rural development is either adequate or insufficient and that these groups have increased in number since the last survey. On the question of future spending¹⁷, the pattern of responses is consistent with this attitude. More people wish to see an increase in the amount allocated to farmers, and less respondents favour cuts in this budget.

QB14. And over the next 10 years, would you like to see an increase, decrease or no change in the European Union financial support to farmers?



Inner pie : EB68.2 Aut. 2007
Outer pie : EB72.5 Aut. 2009

A majority of respondents (39%) believe that the budget allocated to support to farmers should increase over the next ten years. A further third (33%) think it should stay the same and 14% would like the budget to decrease. Fourteen percent of respondents do not have an opinion on this matter.

Compared with the results from EB68.2, we can note a large increase of 10 percentage points for the proportion that thinks that the financial support should increase. Respondents would like spending to remain as it is have grown in number

¹⁷ QB14. And over the next 10 years would you like to see an increase, decrease or no change in the European Union financial support to farmers?

by 4 percentage points. In addition, the proportion of people that would like to see cuts in the support to farmers has decreased by 4 percentage points. An encouraging finding is also the decrease in number of people that do not have an opinion on the matter (-10 percentage points).

Although the majority view in the EU is that the support should increase (39%), we find large variation by country for this viewpoint. The countries most likely to support an increase in financial support to farmers include Greece (74%), Bulgaria (73%) and Estonia (69%). As showed in the previous section, interviewees in these countries are also more likely to see the current budget allocation as insufficient.

Respondents in the northern European countries, who are more likely to believe that the current budget allocation is too high, are less likely to think that these supports should increase. Only small proportion of respondents in Denmark (15%), the Netherlands (22%), Finland and Germany (both 24%) hold this view. However, respondents in these countries do not favour cuts in the support to farmers. The main view held in these countries is that the current spending should remain the same over the next ten years.

Compared with the results in EB68.2, the proportion of people that would like to see an increase over the next ten years has increased in all countries but three. The largest increase are reported in Bulgaria (+41 percentage points), Malta (+30) and Ireland (+22). The only decrease in terms of this is noted in Romania (-7 percentage points) and Finland (-3).

7. INFORMATION ON AGRICULTURE AND ON AGRICULTURAL POLICY IN THE EU

- Food safety continues to be a dominant issue in terms of information needs -

As we have seen in previous sections, considerable proportions of the public cannot form an opinion on certain aspects of agriculture and agricultural policy. This highlights a lack of knowledge with respect to agriculture in the EU, and scope for policy-makers to disseminate information on the subject.

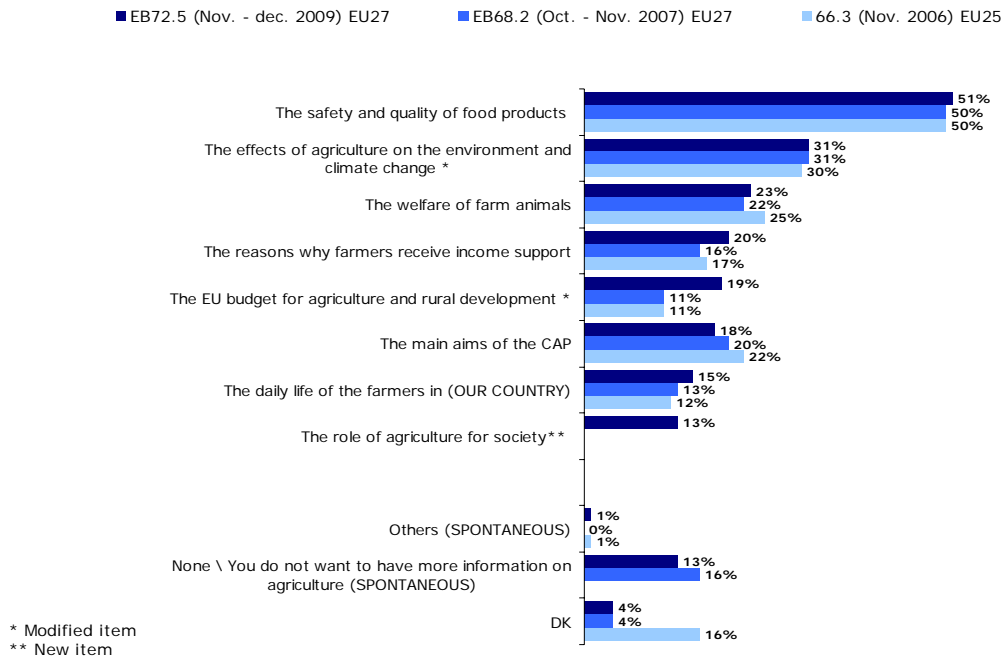
Respondents were asked about what specific topics they would like to receive more information on¹⁸. As we have seen in previous sections of this report, the safety of food is a dominant issue for EU citizens, and this is true also in terms of information needs. About half (51%) of respondents select this as one of the main topics they would like have more information on.

Beyond food safety, there is a sizeable demand for more information on the environmental effects of farming (31%) and the welfare of farm animals (23%). Close in ranking to these two topics are financial issues. One in every five respondents (20%) want more information on why farmers receive financial support and a further 19% would like to know more about the EU budget for agriculture and rural development. There is also a desire for more clarity about the main aims of the CAP (18%).

Information is less sought after when it comes to the daily life of the farmers in their country (15%), and the role of agriculture in society (13%). Only a small proportion of respondents (13%) are not interested in being more informed on any of these topics, and an even smaller group (4%) select 'don't know'.

¹⁸ QB15. On which of the following topics would you wish to have more information?

QB15 On which of the following topics would you wish to have more information? (MAX. 3 ANSWERS) - % EU



Compared to the previous two waves, results are relatively consistent, particularly in regard to the top three priorities. This finding suggests that information needs do not change quickly over time. Alternatively, these results might suggest that the main areas that Europeans want more information about may not be met, as people continue to demand more information on these aspects of agriculture.

ANNEX

SPECIAL EUROBAROMETER 336 TECHNICAL SPECIFICATIONS

Between the 13th of November and the 9th of December 2009, TNS Opinion & Social, a consortium created between TNS plc and TNS opinion, carried out wave 72.5 of the EUROBAROMETER, on request of the EUROPEAN COMMISSION, Directorate-General for Communication, "Research and Political Analysis".

The Special EUROBAROMETER 336 is part of EUROBAROMETER 72.5 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 basic sample design applied in all states is a multi-stage, random (probability) one. In each country, a number of sampling points was drawn with probability proportional to population size (for a total coverage of the country) and to population density.

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

ABBREVIATIONS	COUNTRIES	INSTITUTES	N° INTERVIEWS	FIELDWORK DATES		POPULATION 15+
BE	Belgium	TNS Dimarso	1.003	19/11/2009	07/12/2009	8.866.411
BG	Bulgaria	TNS BBSS	1.007	13/11/2009	23/11/2009	6.584.957
CZ	Czech Rep.	TNS Aisa	1.096	14/11/2009	27/11/2009	8.987.535
DK	Denmark	TNS Gallup DK	1.008	14/11/2009	09/12/2009	4.503.365
DE	Germany	TNS Infratest	1.522	13/11/2009	02/12/2009	64.545.601
EE	Estonia	Emor	1.000	13/11/2009	06/12/2009	916.000
IE	Ireland	TNS MRBI	1.014	13/11/2009	29/11/2009	3.375.399
EL	Greece	TNS ICAP	1.000	14/11/2009	03/12/2009	8.693.566
ES	Spain	TNS Demoscopia	1.023	13/11/2009	06/12/2009	39.059.211
FR	France	TNS Sofres	1.005	13/11/2009	08/12/2009	47.620.942
IT	Italy	TNS Infratest	1.039	13/11/2009	29/11/2009	51.252.247
CY	Rep. of Cyprus	Synovate	502	13/11/2009	04/12/2009	651.400
LV	Latvia	TNS Latvia TNS Gallup	1.004	13/11/2009	30/11/2009	1.448.719
LT	Lithuania	Lithuania	1.027	13/11/2009	29/11/2009	2.849.359
LU	Luxembourg	TNS ILReS	502	13/11/2009	05/12/2009	404.907
HU	Hungary	TNS Hungary	1.017	13/11/2009	30/11/2009	8.320.614
MT	Malta	MISCO	500	13/11/2009	04/12/2009	335.476
NL	Netherlands	TNS NIPO Österreichisches	1.004	13/11/2009	06/12/2009	13.288.200
AT	Austria	Gallup-Institut	1.001	13/11/2009	01/12/2009	6.973.277
PL	Poland	TNS OBOP	1.000	14/11/2009	02/12/2009	32.306.436
PT	Portugal	TNS EUROTESTE	1.038	17/11/2009	08/12/2009	8.080.915
RO	Romania	TNS CSOP	1.008	14/11/2009	27/11/2009	18.246.731
SI	Slovenia	RM PLUS	1.017	13/11/2009	06/12/2009	1.748.308
SK	Slovakia	TNS AISA SK	1.047	14/11/2009	27/11/2009	4.549.954
FI	Finland	TNS Gallup Oy	1.041	17/11/2009	08/12/2009	4.412.321
SE	Sweden	TNS GALLUP	1.014	13/11/2009	06/12/2009	7.723.931
UK	United Kingdom	TNS UK	1.322	13/11/2009	03/12/2009	51.081.866
TOTAL			26.761	13/11/2009	09/12/2009	406.827.648

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