Special Eurobarometer 357

European Commission

EUROBAROMETER

# International Trade

# Report

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This survey was requested by the Directorate General of Trade (DG TRADE) and coordinated by the Directorate General for Communication (DG COMM "Research and Speechwriting" Unit).



Special Eurobarometer 357 / Wave 74.1 – *TNS Opinion & Social*

# Eurobarometer 74.1

# International Trade

Conducted by TNS Opinion & Social at the request of Directorate General of Trade

Survey co-ordinated by Directorate General Communication

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# Table of contents

# INTRODUCTION

For over 50 years, promoting free trade has been a cornerstone of EU trade policy. Currently, the European Union is the biggest actor in international trade, accounting for 17% of global imports and exports. It's experience of opening markets both inside the EU and through trade deals are felt to have delivered benefits for rich and poor countries alike, which is why trade is highlighted as a key part of the Europe 2020 strategy[1].

The European Union is an active member of the World Trade Organisation that promotes free trade in the world. In the WTO, the European Union is actively involved in the Doha Development Round which began in 2001.

Since 2007, it has also been engaged in a number of bilateral trade negotiations for a new general of trade agreements with countries such as India, Ukraine, Canada, as well as completing negotiations earlier this year on trade deals with Peru and Colombia and the countries of Central America, as well as signing a far-reaching agreement in October 2010 with South Korea.

In November 2010, the European Commission launches a new trade policy. The main objective of this new policy will be to ensure that the development of international trade is a vector of job creation in the European Union.

In his State of the Union speech, the President of the European Commission José Manuel Barroso announced the main objective of this new policy: "We also want to see support for the Doha Round. Trade boosts growth and prosperity. We will also pursue bilateral and regional Free Trade Agreements. In October, the Commission will present a renewed trade policy to drive new benefits for Europe."[2]

In this context, the Trade Directorate-General (DG TRADE) of the European Commission has been keen to measure public opinion on international trade, in order to:

- Assess the impact of international trade on the lives of EU consumers
- Evaluate the role of the EU in international trade
- Assess the future challenges of European Union trade policy

[1] http://ec.europa.eu/eu2020/index_en.htm
[2] http://europa.eu/rapid/pressReleasesAction.do?reference=SPEECH/10/411&format=HTML&aged=0&language=EN&guiLanguage=en

The survey was carried out by TNS Opinion & Social network. The interviews were conducted among 26 635 EU citizens in the 27 Member States of the European Union. The methodology used is that of the Eurobarometer surveys as carried out by the Directorate General for Communication ("Research and Speechwriting" Unit)[3]. A technical note on the manner in which the interviews were conducted by the Institutes within the TNS Opinion & Social network is included as an annex to this report. Also included are the interview methods and confidence intervals[4].

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*The Eurobarometer web site can be consulted at the following address:*
*http://ec.europa.eu/public_opinion/index_fr.htm*

*We would like to take this opportunity to thank all the respondents throughout the continent who gave their time to take part in this survey.*
*Without their active participation, this survey would quite simply not have been possible.*

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

[4] The results tables are included in the annex. It should be noted that the total of the percentages in the tables of this report may exceed 100% when the respondent has the possibility of giving several answers to the question.

In this report, the countries are referred to by their official abbreviation:

## ABREVIATIONS

| | |
|---|---|
| EU27 | European Union – 27 Member States |
| EU15 | The fifteen Member States that were EU members prior to the accession of ten candidate countries on 1 May 2004 |
| NMS12 | The twelve Member States that became EU members in the 2004 or 2007 enlargement waves are referred to as NMS12 (New Member States 12) |
| DK | Don’t know |
| | |
| 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 | United Kingdom |

# EXECUTIVE SUMMARY

The results of this survey enable us to assess the impact of international trade on the everyday lives of consumers in the European Union. They give an overview of how consumers evaluate the role of the European Union in international trade. Finally, they enable us to identify what should be the main priorities of a future European trade policy.

- Europeans are fairly well-aware of the origin of food (62%), textiles (50%), electronic devices (50%), cars/ motorbikes (50%) and high-tech services (44%). The origin of the products influences their decision to purchase of food (19%), textiles (22%), electronic devices (21%), cars/ motorbikes (18%) and high-tech services (18%).

- Six out of ten consider that they buy products or services made outside the European Union every week (60%);

- Almost 40% are willing to pay more for products if they were produced under certain social and environmental standards or to support a developing country;

- They see the European Union (65%) and themselves (44%) as benefitting from international trade;

- They are socially divided – education, social positioning, social hardships – when it comes to seeing the benefits from international trade;

- Europeans see a wider choice of products (49%) and cheaper products (47%) as beneficial aspects of international trade;

- They feel that unemployment (30%), the quality of products (29%) and higher prices of certain products (32%) are the negative aspects of international trade;

- 44% think that the European Union is the biggest player in international trade today;

- Europeans believe that European products, goods and services are competitive enough for international trade (64%);

- They are to some extent undecided about what international trade offers them currently and will offer them in the future (around one fifth 'don't know');

- They expect emerging economies, such as China, Brazil and India, to take a stronger role in international trade in the future (71%). A relative majority also expect that the EU will become a secondary economic power in the future (45%);

- In identifying priorities for the future, they expect the EU to use international trade policy to create employment opportunities for European citizens (61%).

- They also want consumers to have the widest choice of products and services at the lowest prices (39%) and for the same rules for trade to be applied everywhere in the world (38%).

# 1. INTERNATIONAL TRADE IN EU CONSUMERS' EVERYDAY LIVES

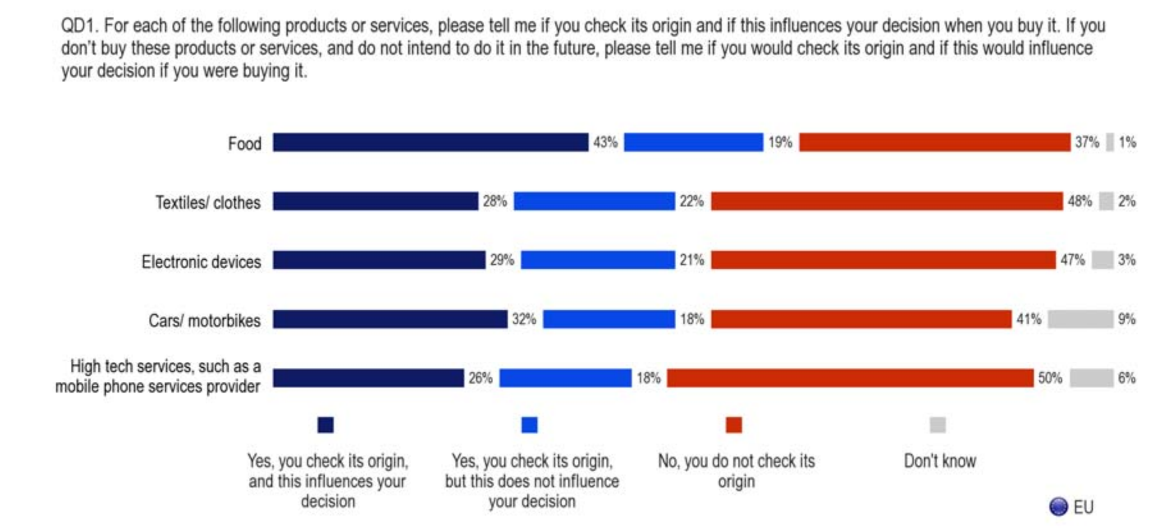
International trade is important for the economic situation and the success of the European Union and the Member States. It affects the lives of all EU citizens. Everyday they experience products and services which are produced outside their own country and outside the European Union.

Therefore this first chapter addresses two aspects of the consequences for EU citizens at an individual level: their awareness of the origin of products and services, and their corresponding response.

## 1.1 Awareness of the origin of the products or services bought

***- EU citizens are aware of the origin of products -***

EU citizens are quite aware of the origin of the products and services they can buy[5]. As you can see in the graphic below, almost one third and, in the case of food, almost half of respondents not only check the origins, but also make their decision on the basis of the origin of the product or service.




Around 20% of respondents check the origin but say that it does not influence their decision to buy a certain product. It is especially interesting that for everyday goods

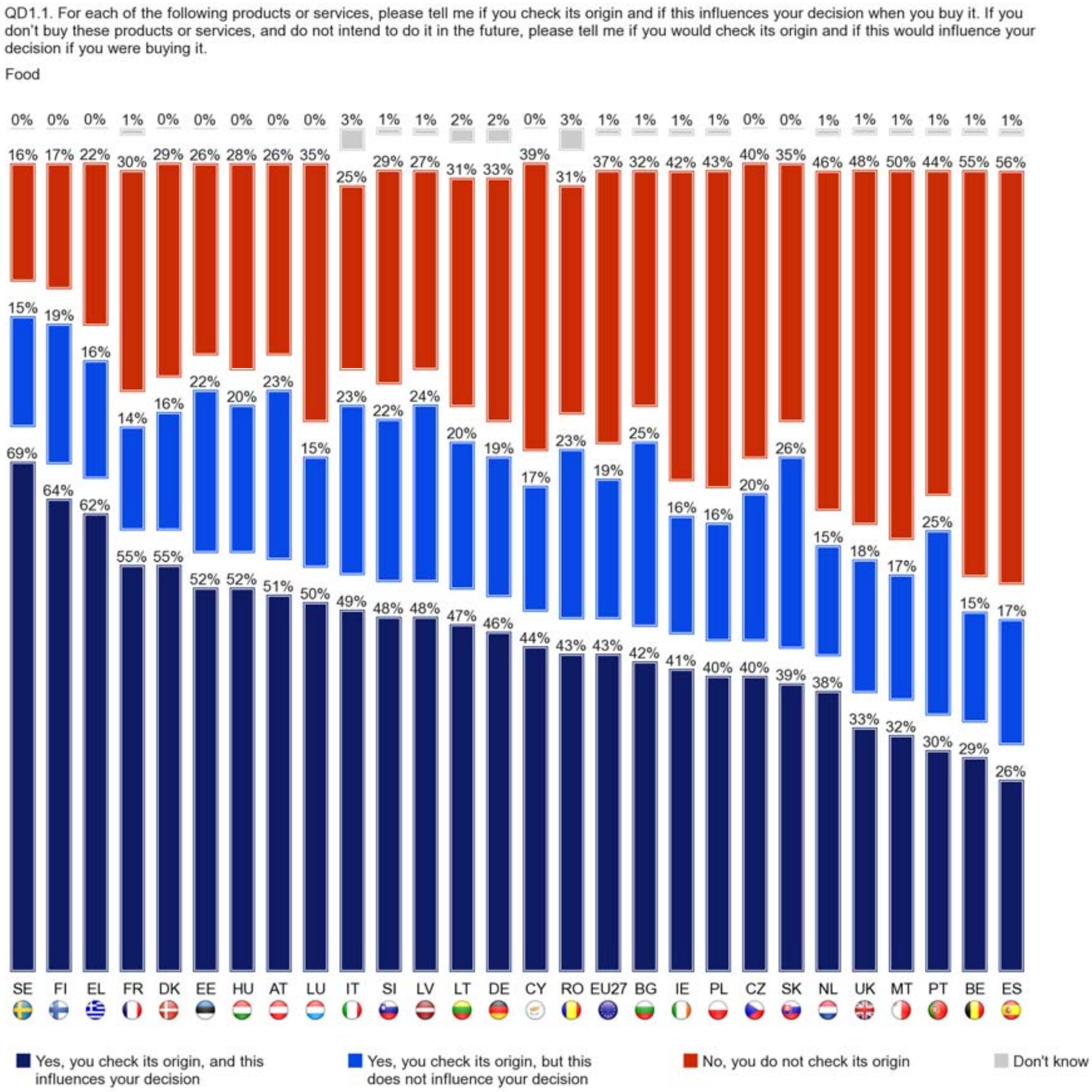
[5] QD1 For each of the following products or services, please tell me if you check its origin and if this influences your decision when you buy it. If you don't buy these products or services, and do not intend to do it in the future, please tell me if you would check its origin and if this would influence your decision if you were buying it. 1. Food; 2. Textiles/ clothes; 3. Electronic devices; 4. Cars/ motorbikes; 5. High tech services, such as a mobile phone services provider

and services – food, textiles and electronic devices – the respondents are quite clear in their positioning, and the "don't know" category is quite small.

Overall almost half of all respondents do not check the origins of the products and services they buy. The origin of some products, for example cars or high-tech services, can be very difficult to determine and in fact is nowadays a fairly complex concept, as one has to define, whether origin means the locality the product was produced or whether it means, where the brand is situated. Some of the people who do not check the origin, or who answer "don't know" might be influenced by this complexity.

When we look more closely at the differences between countries, many differences emerge. Some of those differences are not only detectable by comparing the percentages, but also statistically significant.

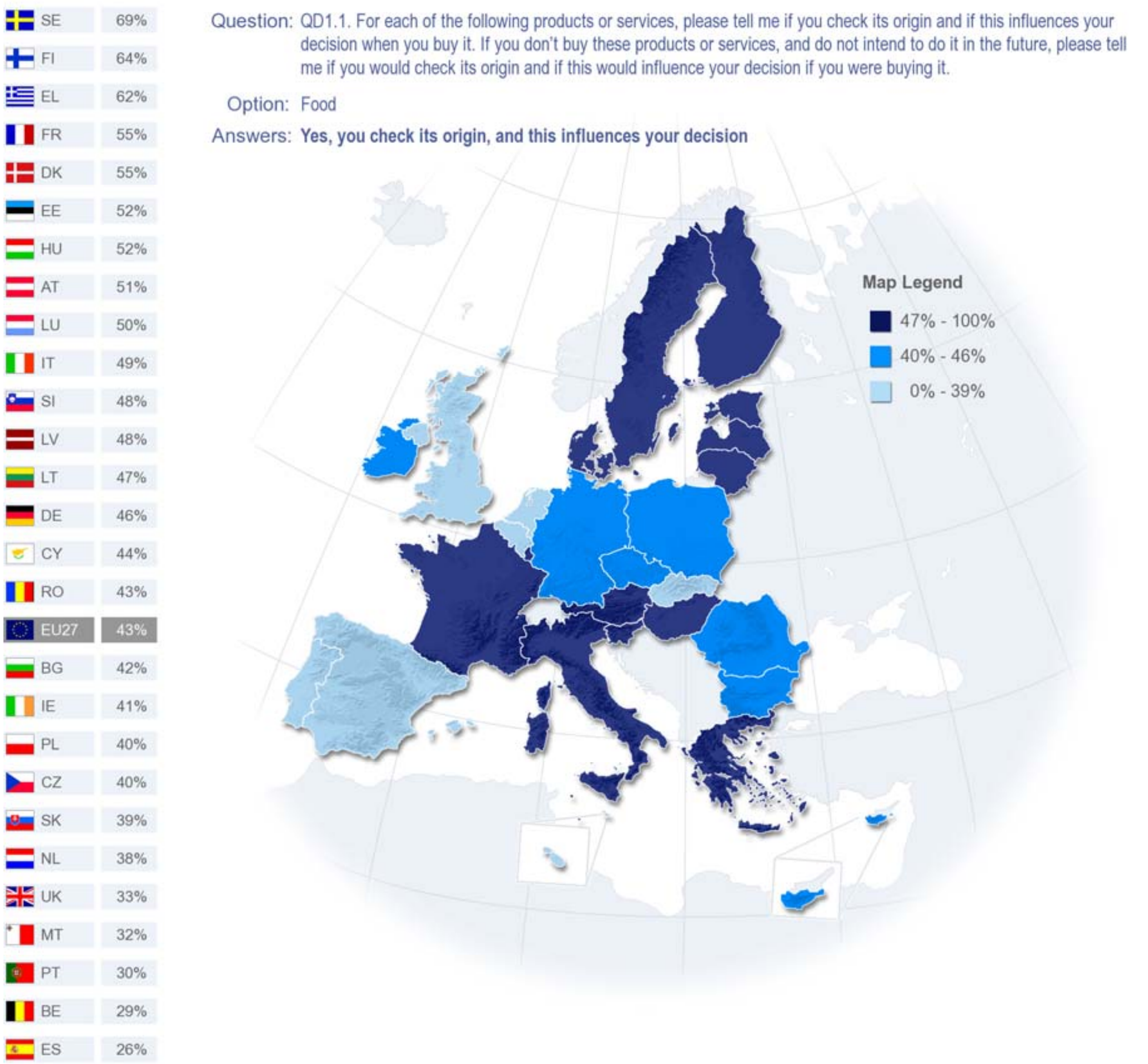
Food is the product category for which the origin is checked most often, with the largest influence on decision-making. The two other response categories ("No, I don't check" and "don't know") are relatively smaller than for the four other service and product items.




Comparing the responses in all the countries for the statement “Yes, you check the origin and this influences your decision”, as shown in the graph above, we can see that countries from the north – Sweden, Denmark and Finland – together with France, Italy and some smaller countries – Cyprus, Estonia, Austria, Hungary, Luxembourg, Slovenia and Latvia – are most likely to be aware of product origins and influenced by them in decisions, at levels which are significantly higher in statistical terms than the EU average of 43%.

At the bottom of the table we find Poland, the Czech Republic, Slovakia, the Netherlands, the United Kingdom, Malta, Portugal, Belgium and Spain. All eight countries show results significantly lower than the EU average of 43% for this statement.

The other countries, from Lithuania to Ireland in the list, are close to the EU average and statistically similar.




Analysis shows that there are also differences related to **the socio-demographic characteristics of respondents**. Awareness of the origins of food is especially well-developed among women; the older people are, the more likely they are to say that they check the origin and it influences their decision.

The most important difference shows up for education. While 54% of people educated to age 20 and beyond take decisions based on their awareness of origins, this is true of only 35% of those who left school at age 15 or before. Assuming that more years of formal education result in a higher educational level, and that this leads to a higher individual social and economic status, other socio-demographic characteristics can be seen to reflect this first indication: frequent difficulties paying bills and low self-positioning on the social scale go hand in hand with less developed awareness-based decision-making.

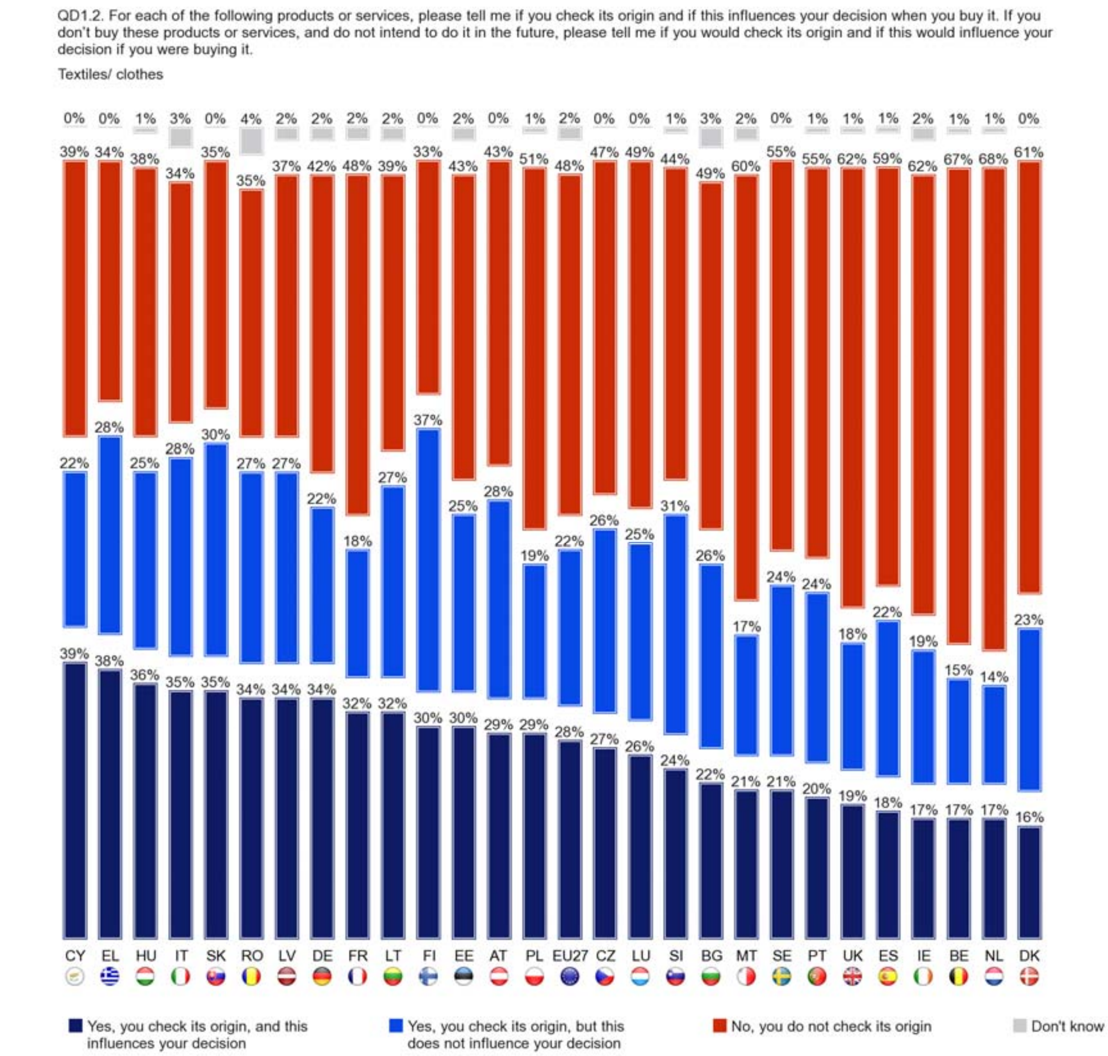
**QD1.1 For each of the following products or services, please tell me if you check its origin and if this influences your decision when you buy it. If you don't buy these products or services, and do not intend to do it in the future, please tell me if you would check its origin and if this would influence your decision if you were buying it.**

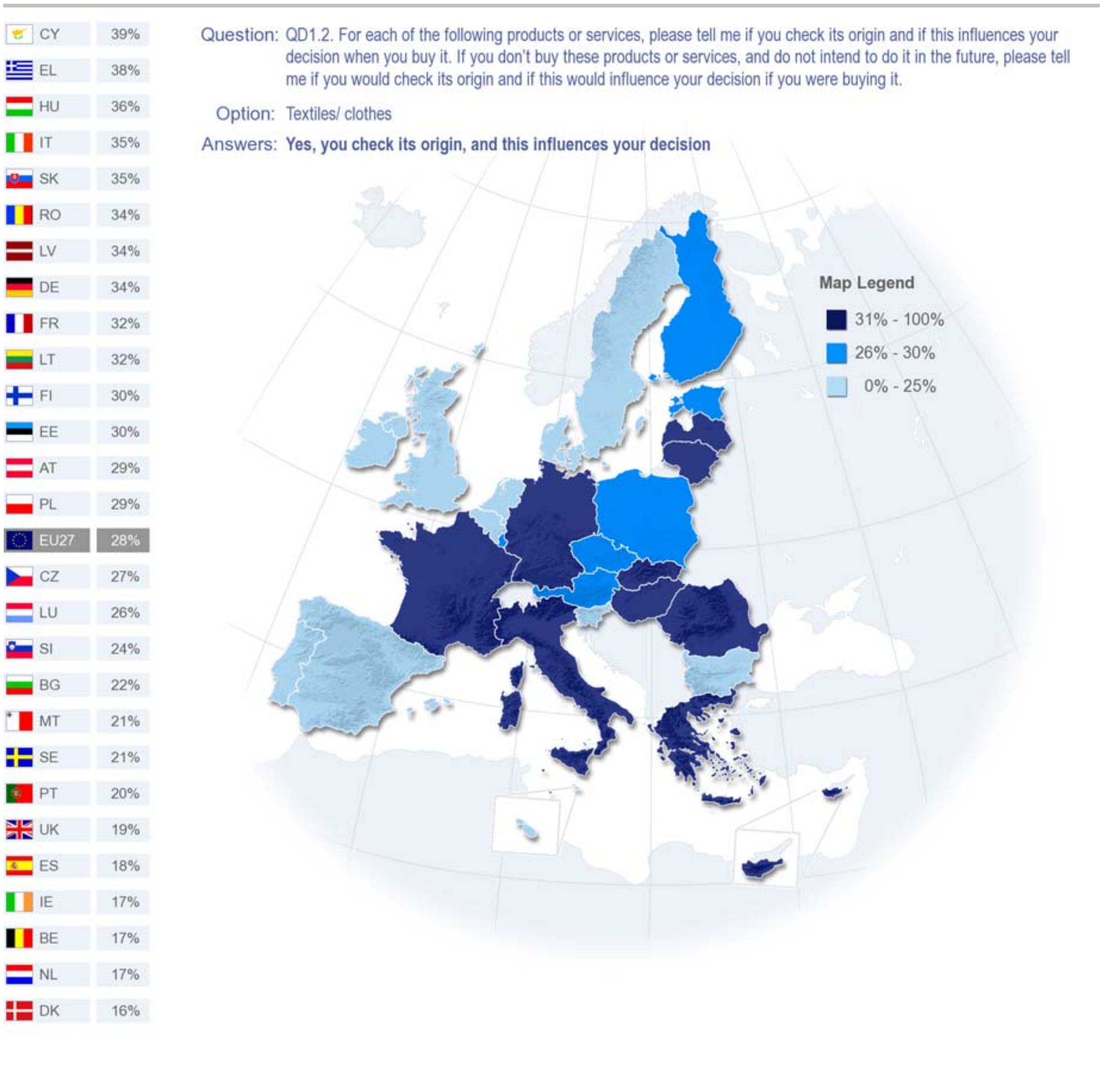
**Food**

| | Yes, you check its origin, and this influences your decision | Yes, you check its origin, but this does not influence your decision | No, you do not check its origin | DK |
|---|---|---|---|---|
| EU27 | 43% | 19% | 37% | 1% |
| **Sex** | | | | |
| Male | 40% | 19% | 40% | 1% |
| Female | 47% | 18% | 34% | 1% |
| **Age** | | | | |
| 15-24 | 31% | 18% | 49% | 2% |
| 25-39 | 43% | 20% | 36% | 1% |
| 40-54 | 47% | 20% | 32% | 1% |
| 55 + | 46% | 17% | 35% | 2% |
| **Education (End of)** | | | | |
| 15- | 35% | 18% | 46% | 1% |
| 16-19 | 43% | 20% | 36% | 1% |
| 20+ | 54% | 18% | 27% | 1% |
| Still studying | 33% | 19% | 45% | 3% |
| **Difficulties to pay bills** | | | | |
| Most of the time | 32% | 18% | 49% | 1% |
| From time to time | 41% | 20% | 38% | 1% |
| Almost never | 47% | 18% | 34% | 1% |
| **Self-positioning on the social staircase** | | | | |
| Low (1-4) | 34% | 19% | 45% | 2% |
| Medium (5-6) | 45% | 18% | 36% | 1% |
| High (7-10) | 48% | 20% | 31% | 1% |

Moving on to textiles, the ranking of countries changes considerably. The highest scores of awareness-influenced decision-making are 39% for Cyprus, 38% for Greece and 36% for Hungary, whereas the lowest levels are found in Spain at 18%, Ireland, Belgium and the Netherlands at 17% and Denmark at only 16%. As scores for the middle category – "aware but not influenced" – are almost the same for all countries, the "not at all aware" results reverse this order. Only the countries from Estonia to Luxembourg on the graphic below are close to the EU average of 28%. Countries from Lithuania to Cyprus on the graphic have a significantly higher rate of awareness-based decisions. At the bottom, the countries with significantly lower awareness levels are the countries from Slovenia to Denmark.

For the category "not checking the origins", the group of countries showing no statistical differences from the EU average comprises the Czech Republic, France, Bulgaria, Luxembourg and Poland. All the other countries show statistically significant differences from the EU average of 48%.






Again women are slightly more likely to take awareness-based decisions, as are older people. Another consistent observation is the fact that the level of education and social status (self positioning) offer some clues to understanding the distribution, as respondents with a higher social status are more willing to base their decisions on the origin of the clothes and textiles.

**QD1.2 For each of the following products or services, please tell me if you check its origin and if this influences your decision when you buy it. If you don't buy these products or services, and do not intend to do it in the future, please tell me if you would check its origin and if this would influence your decision if you were buying it.**

**Textiles/ clothes**

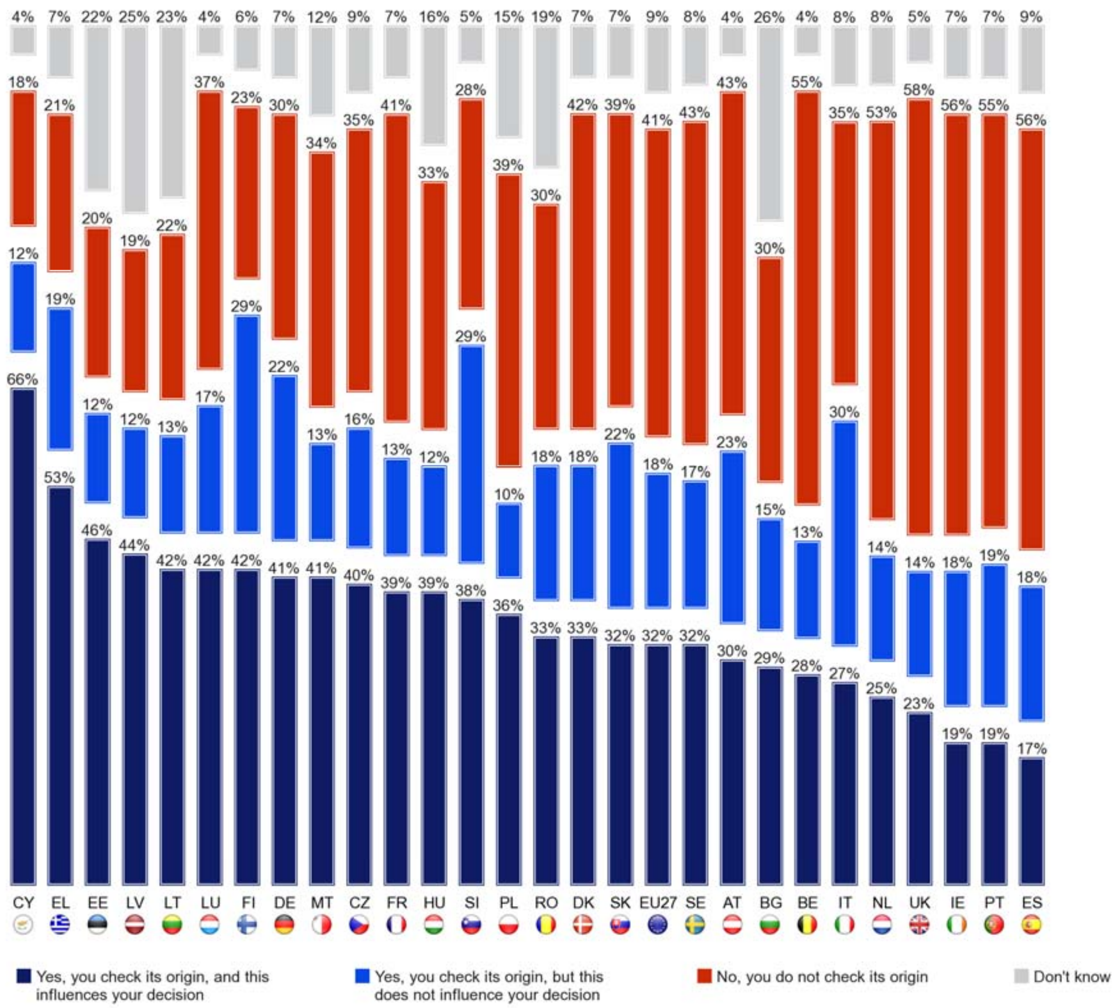
| | Yes, you check its origin, and this influences your decision | Yes, you check its origin, but this does not influence your decision | No, you do not check its origin | DK |
|---|---|---|---|---|
| EU27 | 28% | 22% | 48% | 2% |
| **Sex** | | | | |
| Male | 25% | 22% | 51% | 2% |
| Female | 30% | 23% | 45% | 2% |
| **Age** | | | | |
| 15-24 | 23% | 21% | 54% | 2% |
| 25-39 | 27% | 24% | 48% | 1% |
| 40-54 | 29% | 24% | 45% | 2% |
| 55 + | 29% | 20% | 49% | 2% |
| **Education (End of)** | | | | |
| 15- | 21% | 19% | 58% | 2% |
| 16-19 | 29% | 23% | 47% | 1% |
| 20+ | 33% | 24% | 42% | 1% |
| Still studying | 26% | 24% | 47% | 3% |
| **Self-positioning on the social staircase** | | | | |
| Low (1-4) | 21% | 20% | 57% | 2% |
| Medium (5-6) | 29% | 22% | 47% | 2% |
| High (7-10) | 31% | 24% | 44% | 1% |

Turning to the responses to the question relating to the origin of cars and motorbikes, we see Cyprus in the top position again, with 66% of respondents saying that they check the origin of a car and that this is important for their decision. The Greek result is also fairly high, at 53%. The EU average of 32% may appear to be rather low, though several countries are clustered quite close to the EU average. However most of the Member States have higher scores in this category (between 33% and 66%). Only Belgium, Italy, the Netherlands, the United Kingdom, Portugal, Ireland and Spain have significantly lower scores in this category.

What is interesting about the car/motorbike category is the relatively high percentages of "don't know" answers, which go some way to explaining the lower scores for "yes, you check the origin, but this does not influence your decision" and "no, you do not check the origin".
Nevertheless, in almost one third of the countries a majority of respondents say that they do not check the origin of a car or motorcycle – the Netherlands, the UK, Ireland, Portugal and Spain. In most of the countries at least one third of the respondents say they do not check the origin of a car or motorbike.

QD1.4. For each of the following products or services, please tell me if you check its origin and if this influences your decision when you buy it. If you don't buy these products or services, and do not intend to do it in the future, please tell me if you would check its origin and if this would influence your decision if you were buying it.

Cars/ motorbikes

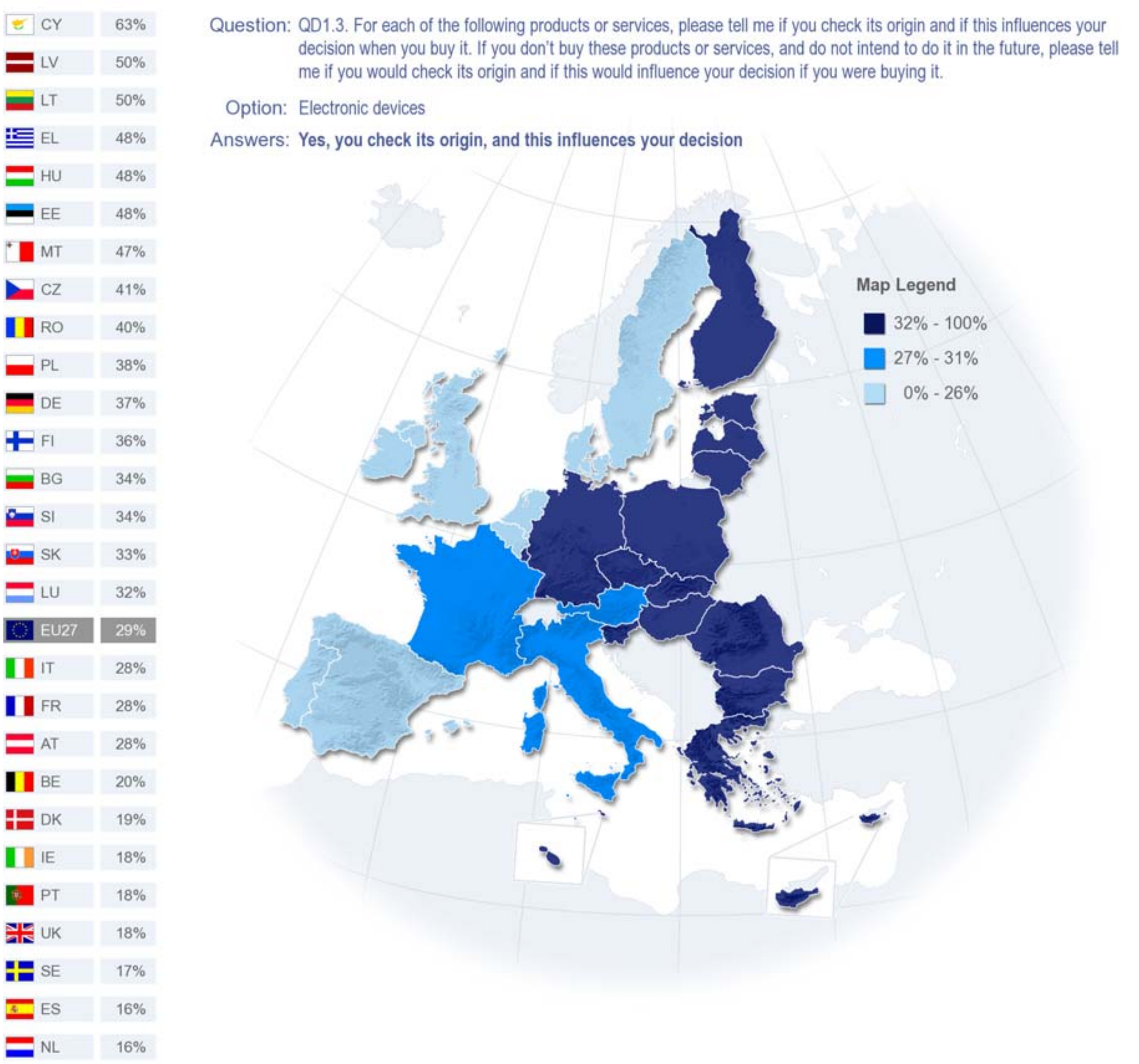



In the "don't know" category we find younger respondents (11%) and respondents who are still studying (14%). However, respondents older than 55 (12%) and respondents positioning themselves lower on the social scale (13%) are also prominent in this category. It may be assumed that respondents who answered "don't know" were those for whom buying a car is not relevant in the moment.

**QD1.4 For each of the following products or services, please tell me if you check its origin and if this influences your decision when you buy it. If you don't buy these products or services, and do not intend to do it in the future, please tell me if you would check its origin and if this would influence your decision if you were buying it.**

**Cars/ motorbikes**

| | Yes, you check its origin, and this influences your decision | Yes, you check its origin, but this does not influence your decision | No, you do not check its origin | DK |
|---|---|---|---|---|
| EU27 | 32% | 18% | 41% | 9% |
| **Age** | | | | |
| 15-24 | 28% | 17% | 44% | 11% |
| 25-39 | 34% | 20% | 40% | 6% |
| 40-54 | 34% | 21% | 38% | 7% |
| 55 + | 29% | 16% | 43% | 12% |
| **Education (End of)** | | | | |
| 15- | 20% | 16% | 52% | 12% |
| 16-19 | 33% | 19% | 40% | 8% |
| 20+ | 41% | 20% | 33% | 6% |
| Still studying | 29% | 17% | 40% | 14% |
| **Self-positioning on the social staircase** | | | | |
| Low (1-4) | 24% | 16% | 47% | 13% |
| Medium (5-6) | 32% | 18% | 41% | 9% |
| High (7-10) | 38% | 21% | 36% | 5% |

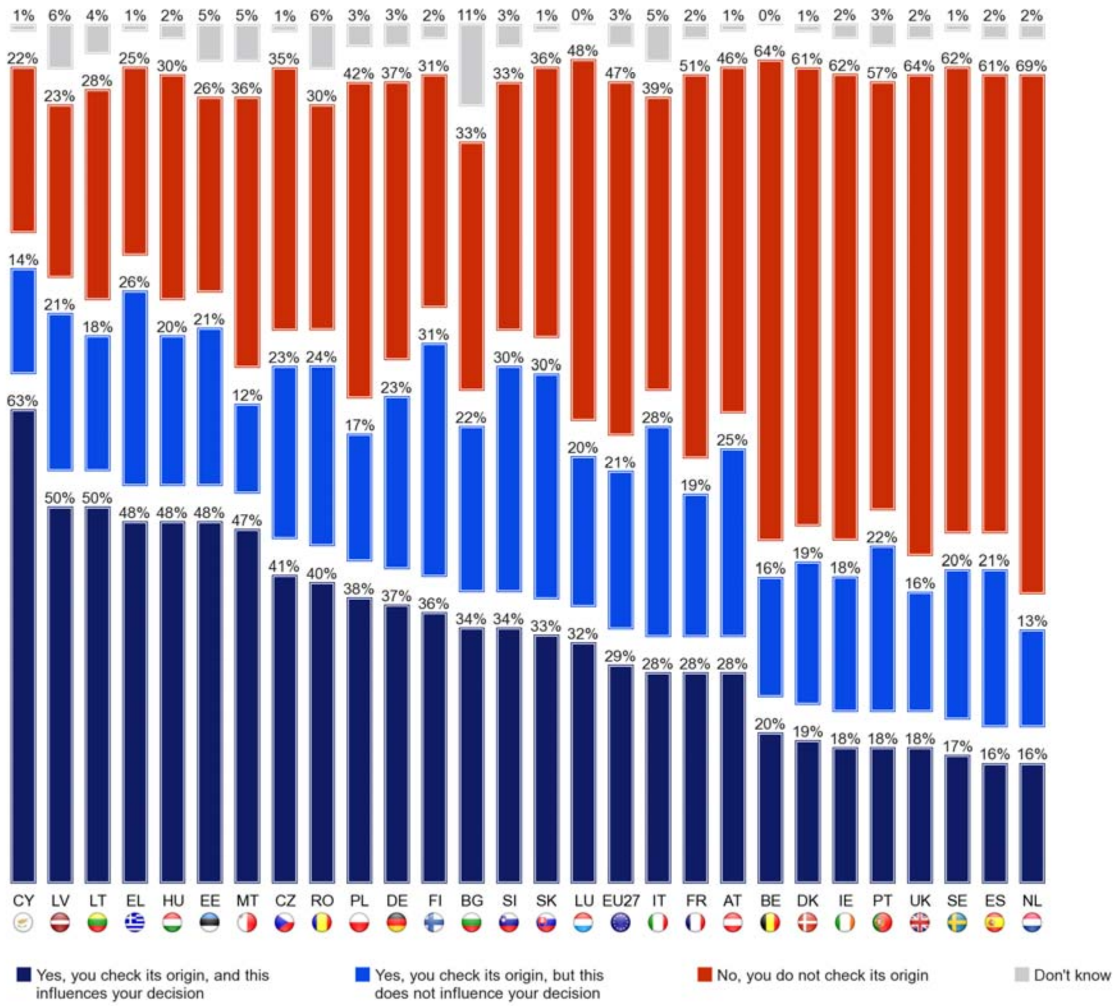



The map above shows the distribution of awareness of origin for electronic devices. Again Cyprus (63%) leads the ranking for awareness-based decision-making. Latvia, Lithuania, Greece, Hungary and Estonia also scored relatively highly, between 48% and 50%. At the other end of the ranking stand Spain and the Netherlands (16 %), Sweden, Ireland, Portugal, the UK, Denmark and Belgium with between 17% and 20%.

Only France, Italy Austria and Luxembourg record an average which is statistically similar to the EU average – between 28 and 32%. All the Member States that have joined the European Union since 2004 and Germany have significantly higher results, beginning with Slovakia at 33%.

QD1.3. For each of the following products or services, please tell me if you check its origin and if this influences your decision when you buy it. If you don't buy these products or services, and do not intend to do it in the future, please tell me if you would check its origin and if this would influence your decision if you were buying it.

Electronic devices



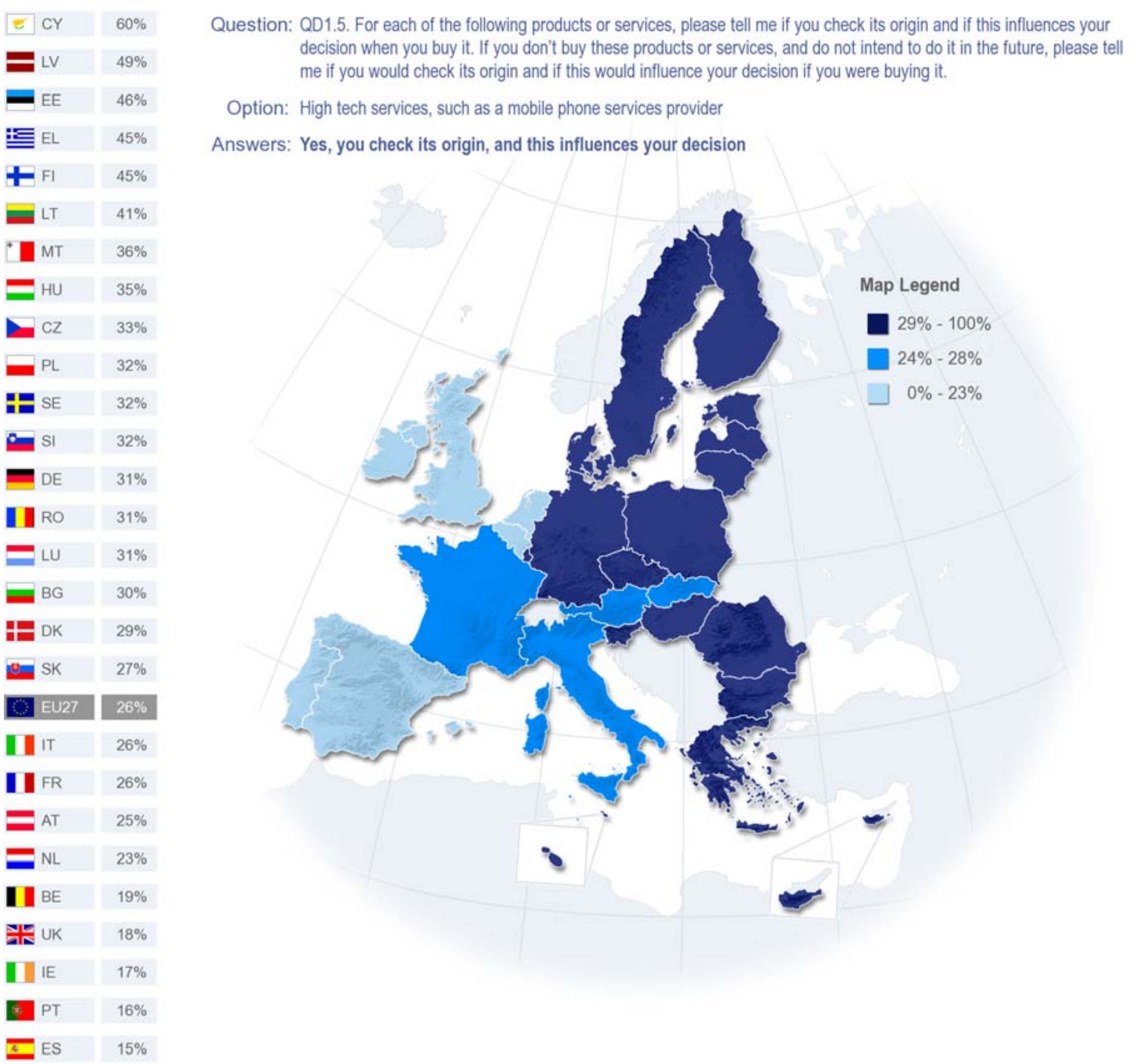

A number of countries have comparable higher scores for the less strict category of awareness. In Austria (25%), Greece (26%), Italy (28%), Slovakia and Slovenia (30%) and Finland (31%) a quite substantial group of respondents are aware of product origins.

Adding the two different categories for awareness together, we find almost all eastern European Member States in the high-awareness group (except Bulgaria and Poland). At the bottom stand the Netherlands, the UK, Belgium, Ireland, Spain, Sweden and Denmark.

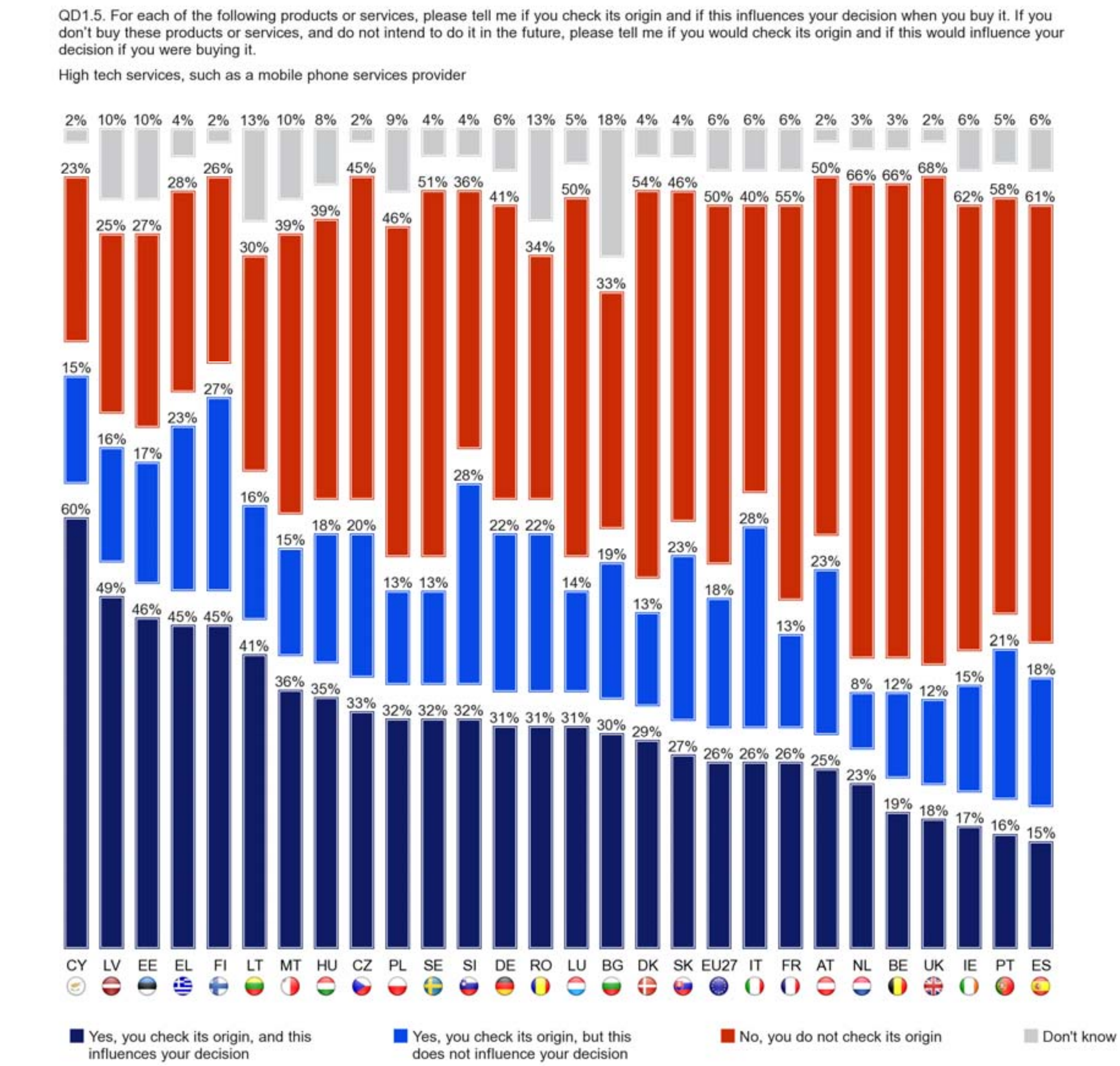
The picture for high-tech services is quite similar to the position for electronic devices. Again we have a group in the middle (France, Italy, Austria and Slovakia), while the high-awareness group consists of almost all Member States that joined the European

Union since 2004 and Sweden, Germany and Finland. Lower scores for awareness-based purchasing were recorded by respondents from the Netherlands, Belgium, Spain, Portugal, the UK and Ireland.

Only the countries between Austria (25%) and Luxembourg (31%) are close to the EU average. All the other countries differ significantly from the EU average. A significantly lower score was recorded, for instance, in the Netherlands with 23%, whereas Romania with 31% has a significantly higher average of respondents who say that their awareness of service origins influences their decisions.




When both categories measuring awareness are considered together the distribution of countries remains similar, except the case of Italy, which moves into the top group, because almost one third (28%) are aware of, but not influenced by, the fact that a device comes from another country.



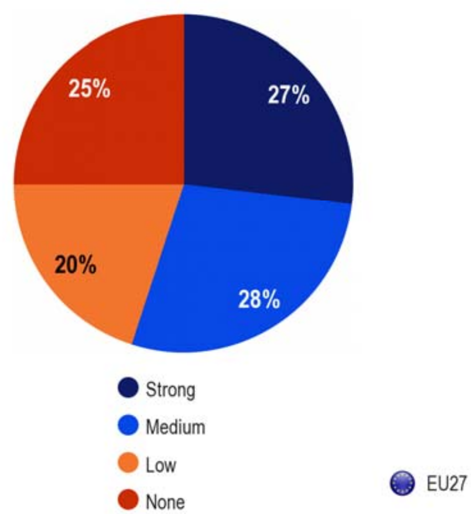

For analytical purposes, the authors of this report combined the five different items measuring awareness in an index. Before doing so, we checked whether the five variables showed similar patterns and could be considered as measuring one dimension. As this is the case, we decided to construct a weighted index, which assigns the value 2 for awareness influencing decisions, the value 1 for awareness without decision-making influence and the value 0 for no awareness to each of the five items. The index measuring awareness shows a relatively high correlation with each of the original variables.

The graphic below shows the repartition of European citizens on the awareness index. The proportion of the respondents in the four groups is quite similar:

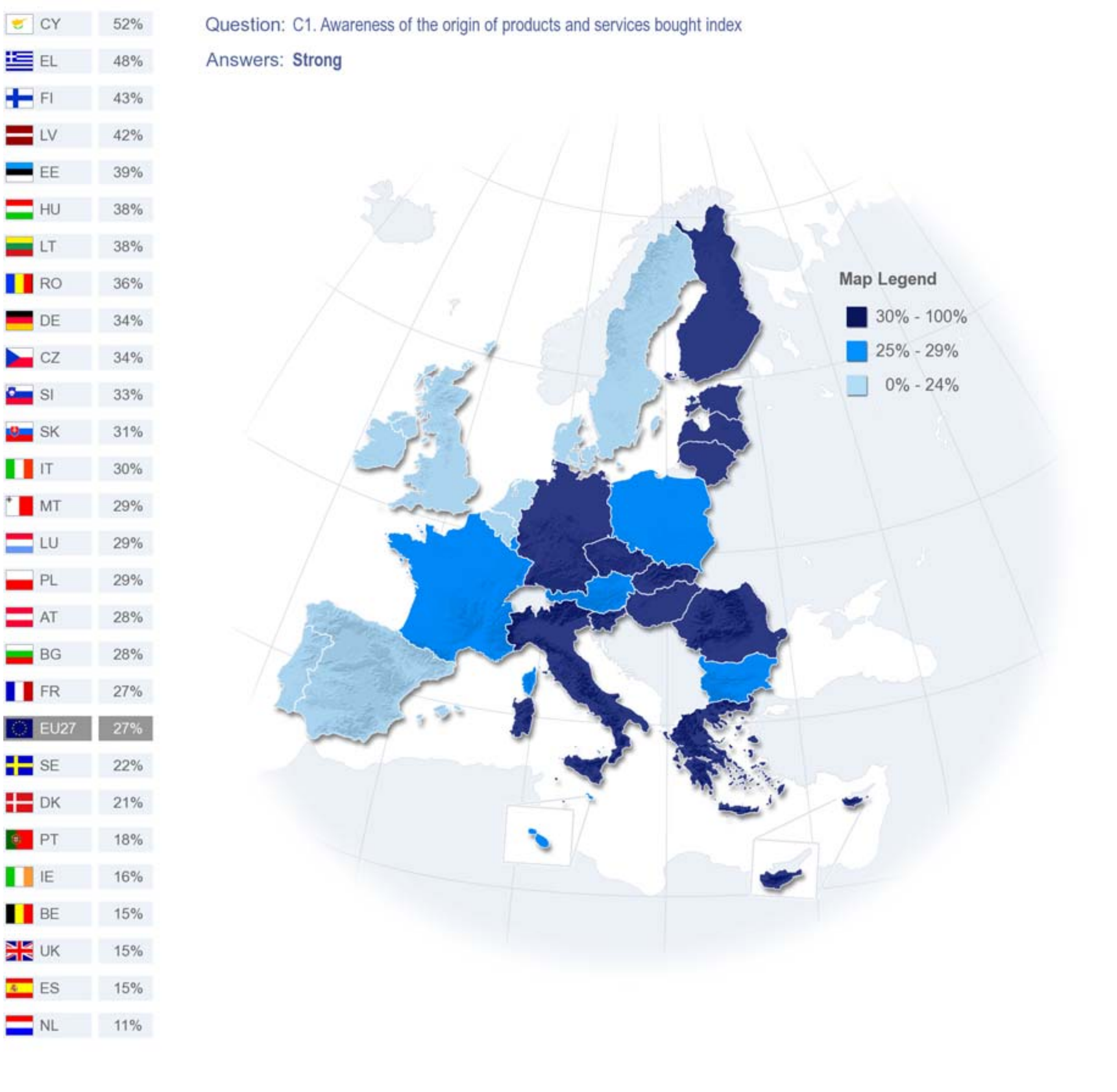
- More than one respondent out of four have a **strong** awareness of the products or services origins (score between 7 and 10 points; 27%). A similar proportion has a **medium** awareness (score between 4 and 6 points; 28%);

- On the other hand, 20% of the respondents have a **low** awareness of the products or services origins (score between 1 and 3 points). And, a quarter of Europeans have **no idea of the products or services origins** (25%).

C1. Awareness of the origin of products and services bought index




Respondents in Cyprus (52%) and Greece (48%) show the highest awareness. The group at the top mainly consists of countries from Eastern Europe, whereas the countries at the bottom are again Denmark, Sweden, Portugal, Ireland, Belgium, the UK, Spain and the Netherlands.




In Cyprus (78 %), Greece and Finland (both 76%) and Latvia (71%) respondents show a high level of awareness (strong + medium scores on the index). In Slovenia, Lithuania, Germany, Hungary and Estonia, more than two-thirds of respondents record a high level of awareness.
At the bottom, with low or no awareness, we find Spain (37%), the UK (39%), the Netherlands, Belgium, Ireland (40%) and Portugal (42%). In these countries fewer than half of the respondents are aware of the origin of a product.

The EU average for the index is 55% (strong + medium scores on the index) and countries like Denmark, Bulgaria, Poland, Malta, Austria, France, Sweden and the Czech Republic are close to the EU average.

Bearing in mind the socio-demographic breakdowns, the index replicates the results of the single item analysis. Time in education and a social dimension measured by self-positioning on the social scale and difficulties in paying bills can be seen as factors influencing levels of awareness.

The longer respondents have spent in formal education, the higher their self-positioning and the fewer their financial problems, the more aware they are of product origin. The social dimension demonstrates particularly stable and strong results.

**C1 Awareness of the origin of products and services bought index**

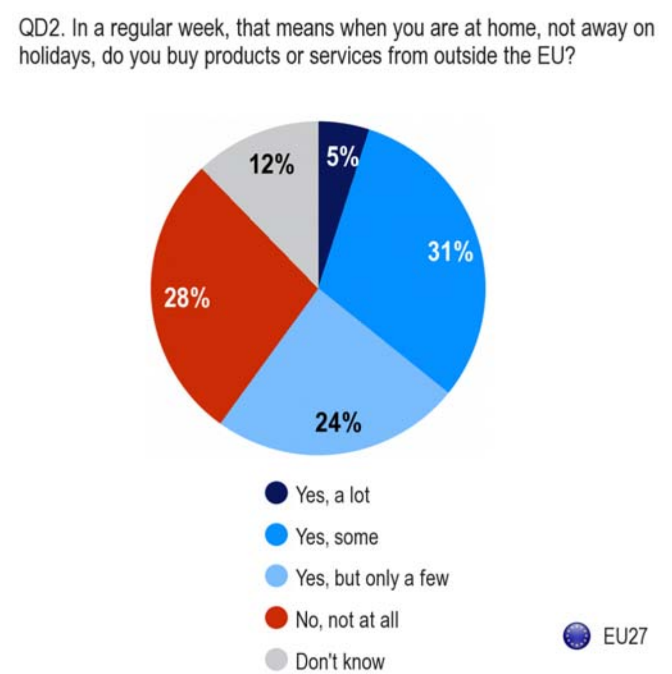
| | Strong | Medium | Low | None |
|---|---|---|---|---|
| EU27 | 27% | 28% | 20% | 25% |
| **Education (End of)** | | | | |
| 15- | 17% | 24% | 21% | 38% |
| 16-19 | 28% | 29% | 20% | 23% |
| 20+ | 34% | 31% | 19% | 16% |
| Still studying | 24% | 30% | 20% | 26% |
| **Self-positioning on the social staircase** | | | | |
| Low (1-4) | 20% | 25% | 21% | 34% |
| Medium (5-6) | 27% | 29% | 19% | 25% |
| High (7-10) | 32% | 30% | 19% | 19% |

## 1.2 EU consumers' behaviour towards products or services from outside the European Union

***- A large majority of Europeans buy products or services from outside the EU -***

The data for all the 27 EU Member States taken together show an interesting pattern of distribution. While almost one-third think that they do not buy products or services from outside the EU, six respondents out of ten (60%) consider that do buy such products in a regular week[6].

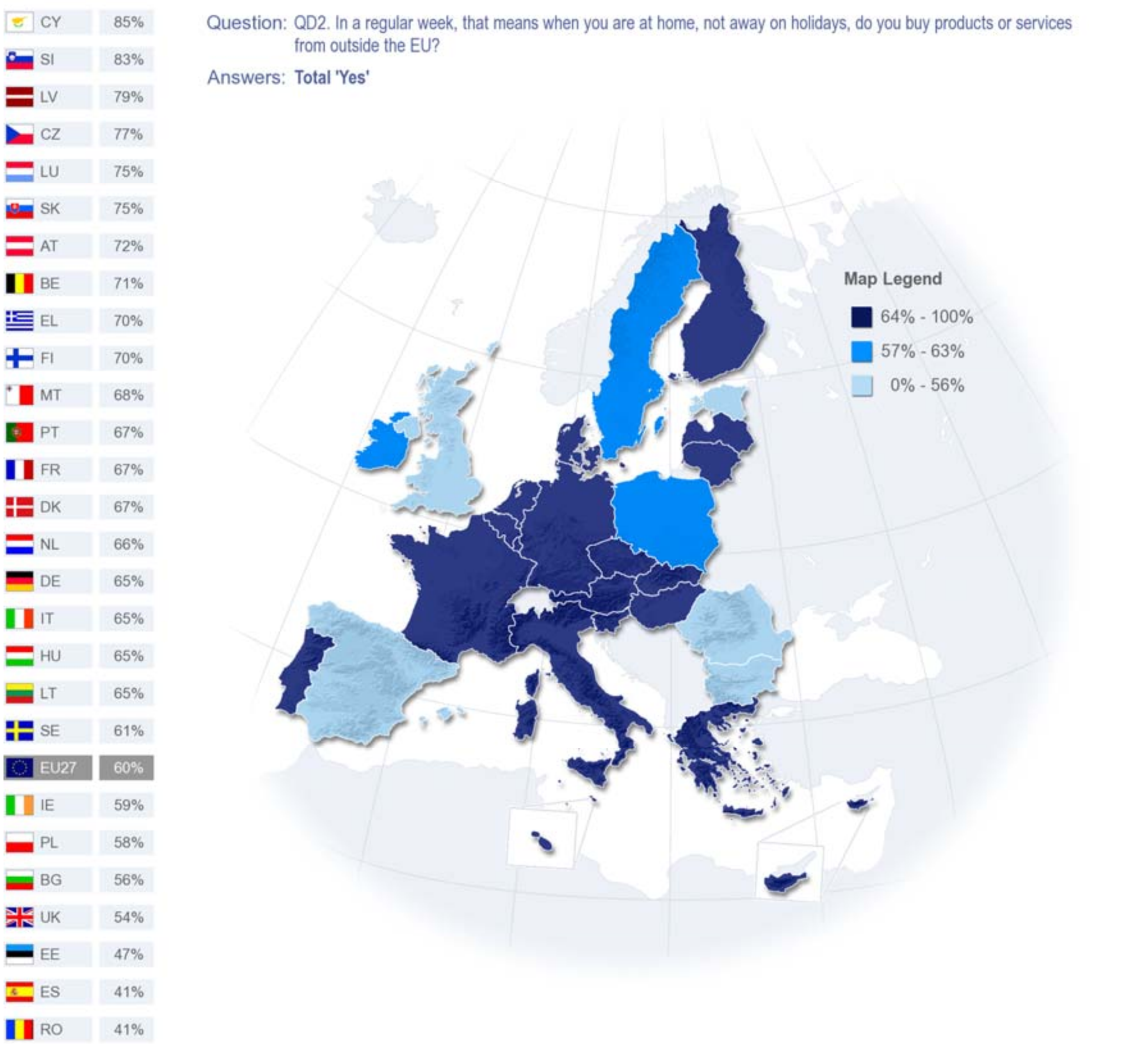
The interesting point in this graph is the "don't know" category, which represents more than one in ten respondents. This group of respondents are often unaware or only slightly aware of product origins, and are also likely to be less educated and of lower social standing.




National differences are fairly similar to those recorded in the previous section regarding awareness of origins. However, combining the results for the three different 'yes' responses shows that respondents in the UK and Spain are not only unaware of the origin of products, but also think they buy these products less. On the other hand, in Belgium, the Netherlands and Sweden, respondents buy products from outside the EU even if they are unaware of their origin – which is something of a contradiction.

[6] QD2 In a regular week, that means when you are at home, not away on holidays, do you buy products or services from outside the EU?

Again Cyprus leads the ranking, which means that respondents in Cyprus are aware that they buy a lot of non-EU products. Respondents in export-oriented economies, such as France, Germany, central Europe (Austria, Hungary, Czech Republic, Slovakia and Slovenia), Denmark and Finland are also aware that they buy products from outside the EU fairly often. The results for Estonia are something of a surprise, because one would expect a result similar to the results in Lithuania, Latvia or Poland, with a lot of trade with Russia and other countries on the eastern borders of Europe.




Once again, a socio-demographic analysis suggests that social status is the differentiating factor which may explain the patterns of response regarding the understanding of foreign products purchase. Higher education and higher self-positioning on the social scale go hand in hand with greater perceived consumption of non-EU products and services. This holds especially true for the category **'yes, some'**.

The awareness index also indicates that people with higher levels of awareness are conscious that they purchase products or services from a country outside the EU.

**QD2 In a regular week, that means when you are at home, not away on holidays, do you buy products or services from outside the EU?**

| | Yes, a lot | Yes, some | Yes, but only a few | No, not at all | DK | Total 'Yes' |
|---|---|---|---|---|---|---|
| EU27 | 5% | 31% | 24% | 28% | 12% | 60% |
| **Education (End of)** | | | | | | |
| 15- | 4% | 24% | 22% | 35% | 15% | 50% |
| 16-19 | 5% | 30% | 26% | 28% | 11% | 61% |
| 20+ | 7% | 39% | 25% | 21% | 8% | 71% |
| Still studying | 5% | 32% | 22% | 26% | 15% | 59% |
| **Self-positioning on the social staircase** | | | | | | |
| Low (1-4) | 6% | 27% | 21% | 31% | 15% | 54% |
| Medium (5-6) | 5% | 31% | 25% | 27% | 12% | 61% |
| High (7-10) | 6% | 35% | 26% | 25% | 8% | 67% |
| **Awareness of the origin of products and services bought index** | | | | | | |
| Strong | 5% | 36% | 29% | 26% | 4% | 70% |
| Medium | 5% | 36% | 28% | 24% | 7% | 69% |
| Low | 5% | 30% | 25% | 28% | 12% | 60% |
| None | 5% | 21% | 15% | 33% | 26% | 41% |

Two main socio-demographic factors influence the consumption of products or services from outside the European Union, and the most prominent of these factors is the length of education.

Firstly, the longer the respondents studied the more likely they are aware of buying products made outside the EU. Indeed, more than seven out of ten Europeans who studied until at least the age of 20 answered "yes" (71%) compared to only half of those who left education before the age of 16.

A second socio-demographic variable is self-positioning on the social scale. 67% of the respondents who positioned themselves high on the social scale said that they buy products or services from outside the European Union. This proportion goes down to 54% for respondents who place themselves at the bottom of this scale.

Logically then, the higher respondents score on the product origin awareness index the more likely they are to be aware that they buy these products. 70% of those with a "strong" awareness and 69% of those with a "medium" awareness said they bought such products, compared to only 41% of those with no awareness.

To summarize, the public in the European Union are aware of the origins of products and services, but there are differences between countries and also differences which reflect social status. The awareness index which we constructed indicates, for the single items, that awareness is quite high in the groups which spent longest in education and which have higher social status. Cyprus seems to be an exceptional case, with respondents showing high levels of awareness, but the origin of products is also quite often recognized in Germany and Northern and Eastern countries (Finland, Estonia, Lithuania, Latvia, Poland and Romania).

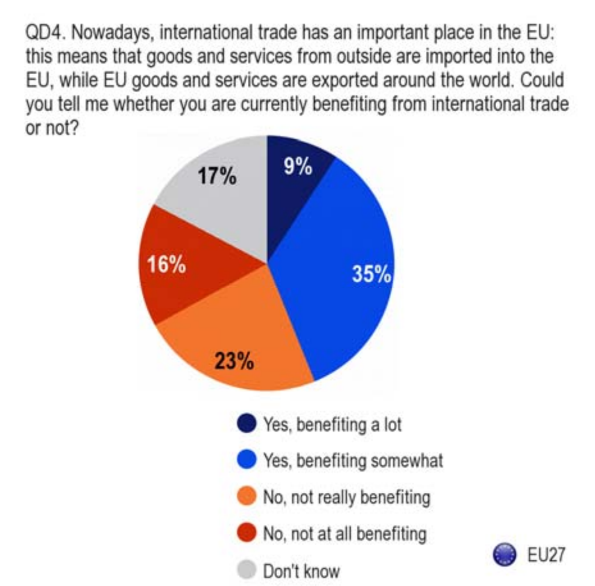
# 2. THE PERCEPTION OF THE PERSONAL BENEFITS FROM INTERNATIONAL TRADE

As shown above, international trade has a meaning for every single European citizen. In this chapter we take a closer look at the personal consequences: on the one hand the perceptions of international trade and on the other hand the practical consequences for EU citizens and consumers.

## 2.1 Do European consumers benefit from international trade?

***- European consumers benefit from international trade -***

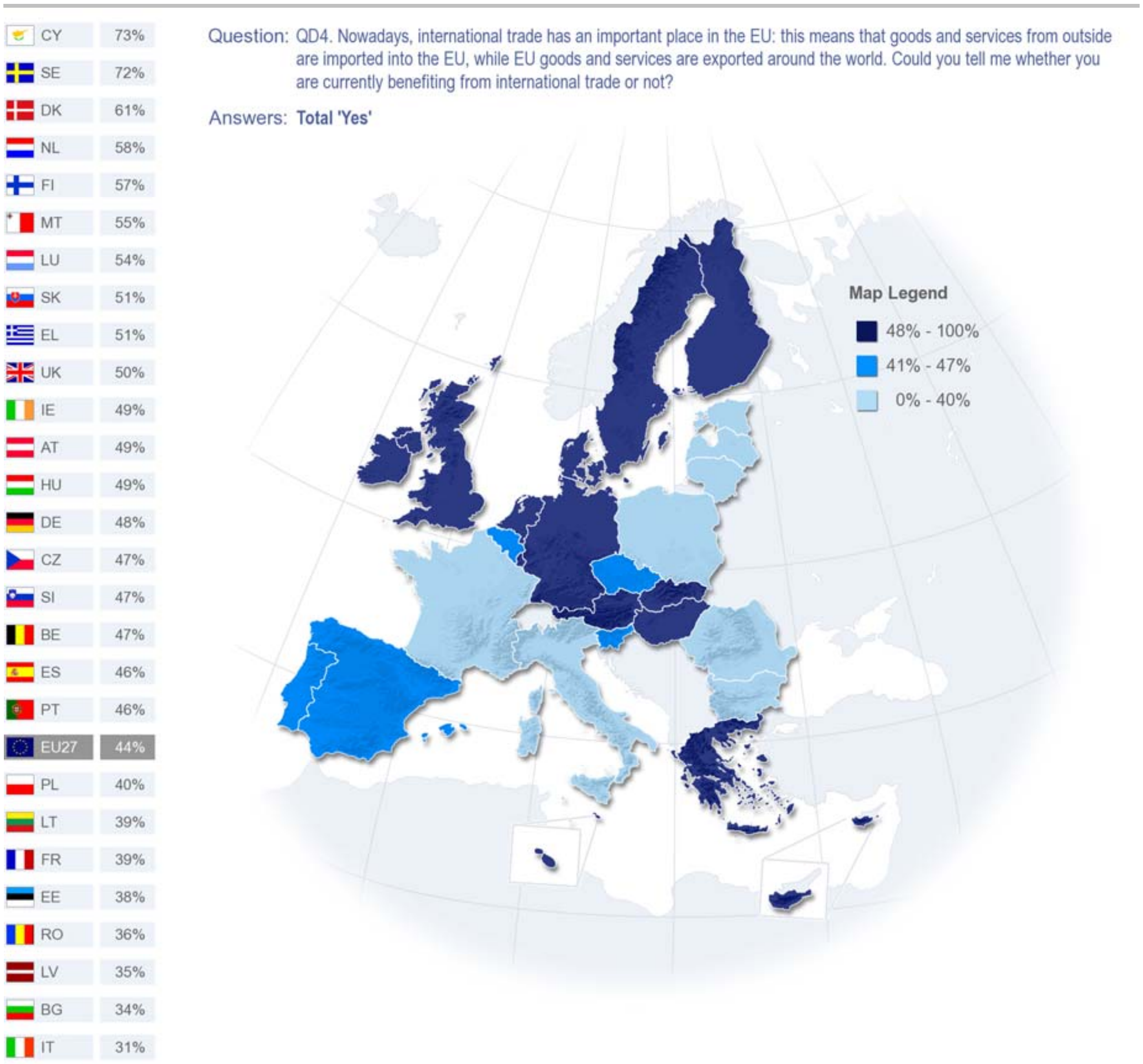
Citizens of the European Union are rather positive when they evaluate their personal benefits from international trade[7]. Across the EU 44% of respondents say that they personally benefit from international trade, whereas 39% say that they do not benefit. More precisely, only 16% of respondents say that they do not benefit at all from international trade. This group is therefore smaller than the "Don't know" group (17%). The relatively high proportion of "don't know" answers could be explained by the fact that the question is rather abstract.




[7] QD4 Nowadays, international trade has an important place in the EU: this means that goods and services from outside are imported into the EU, while EU goods and services are exported around the world. Could you tell me whether you are currently benefiting from international trade or not?

The map below gives the results for the two positive categories (yes %). Cyprus heads the ranking (73%) together with three countries from the north of Europe, Sweden (72%), Finland (57%) and Denmark (61%), as well as the Netherlands (58%). As well as Italy (31%) and France (39%), the bottom group mainly contains countries from Eastern Europe – Bulgaria, Latvia, Romania, Estonia and Lithuania. However, at 44% the EU average is rather low, so that most of the countries are statistically close to the EU average[8]. A closer look at the single EU Member States reveals a diverse picture. There are wide differences, particularly for the "benefiting a lot" category, where once again Cyprus is one of the countries near the top of the ranking (24%), but this time grouped together with Sweden (28%), Denmark (19%) and the Netherlands (18%).
At the bottom of the country ranking stand Romania at 4%, Hungary, Italy and Estonia (5%) and Portugal, Poland and Bulgaria (6%). All the other countries are quite close to the EU average of 9%.

[8] It should be noted that in Greece and Slovakia the result shows no statistically significant difference from the EU average. This is caused by the "don't know" responses, which are quite low in both countries. Therefore the distribution of total yes and total no is very similar to the EU distribution of yes and no responses.




How can we describe the respondents who consider that they benefit from international trade? Beginning with the "total yes" category (as shown in the map above), respondents aged over 55 are particularly unlikely to see personal advantages from international trade (42%). On the other hand, the younger and the more educated the respondents are, the more likely they are to see benefits from international trade.

Another important factor for explaining the results related to international trade is the social dimension. Again we can see that respondents who have difficulties in paying their bills (33%) are less likely to recognise benefits, whereas 48% of the respondents with no such difficulties see benefits. The same trend holds true for social status.

In terms of occupation, managers and white collar workers in particular perceive benefits, whereas retired respondents (43%), housewives and husbands (43%), self-employed (41%) and the unemployed (41%) do not.

Among individual categories, respondents who spent longer in education, white collar workers and people with higher social status perceive a lot of benefits from international trade. Interestingly, people who say they benefit from international trade use the Internet every day (53%).

On the other hand, almost one-fifth of the respondents cannot really answer the question. These respondents are less educated, mostly older than 55, and tend to be of lower social status.

Additionally, the group of respondents who say they benefit from international trade are also more aware of product origins.

**QD4 Nowadays, international trade has an important place in the EU: this means that goods and services from outside are imported into the EU, while EU goods and services are exported around the world. Could you tell me whether you are currently benefiting from international trade or not?**

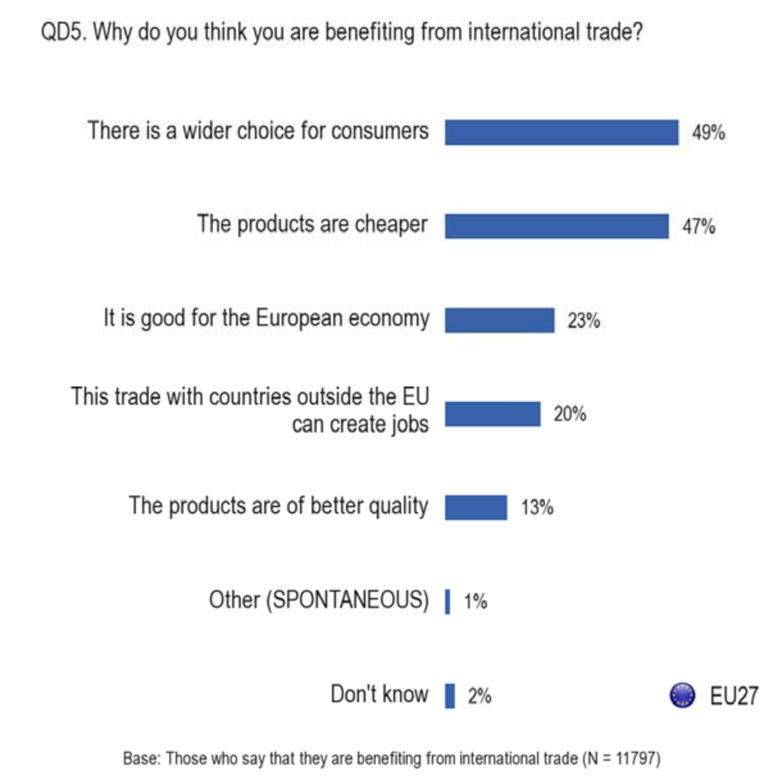
| | Total 'Yes' | Total 'No' | DK |
|---|---|---|---|
| EU27 | 44% | 39% | 17% |
| **Age** | | | |
| 15-24 | 49% | 35% | 16% |
| 25-39 | 49% | 37% | 14% |
| 40-54 | 47% | 39% | 14% |
| 55 + | 38% | 42% | 20% |
| **Education (End of)** | | | |
| 15- | 32% | 46% | 22% |
| 16-19 | 43% | 42% | 15% |
| 20+ | 56% | 32% | 12% |
| Still studying | 50% | 33% | 17% |
| **Respondent occupation scale** | | | |
| Self-employed | 47% | 41% | 12% |
| Managers | 59% | 30% | 11% |
| Other white collars | 52% | 37% | 11% |
| Manual workers | 46% | 39% | 15% |
| House persons | 35% | 43% | 22% |
| Unemployed | 39% | 41% | 20% |
| Retired | 37% | 43% | 20% |
| Students | 50% | 33% | 17% |
| **Use of the Internet** | | | |
| Everyday | 53% | 34% | 13% |
| Often/ Sometimes | 44% | 42% | 14% |
| Never | 34% | 44% | 22% |
| **Difficulties to pay bills** | | | |
| Most of the time | 33% | 45% | 22% |
| From time to time | 40% | 42% | 18% |
| Almost never | 48% | 37% | 15% |
| **Self-positioning on the social staircase** | | | |
| Low (1-4) | 35% | 44% | 21% |
| Medium (5-6) | 44% | 40% | 16% |
| High (7-10) | 53% | 35% | 12% |
| **Awareness of the origin of products and services bought index** | | | |
| Strong | 51% | 39% | 10% |
| Medium | 49% | 39% | 12% |
| Low | 42% | 40% | 18% |
| None | 34% | 39% | 27% |

## 2.2 The reasons for benefiting / not benefiting from international trade

As the evaluation of the personal benefits of international trade remains somewhat imprecise, we also asked whether the respondents could name some reasons for thinking that they benefit, or do not benefit, from it.

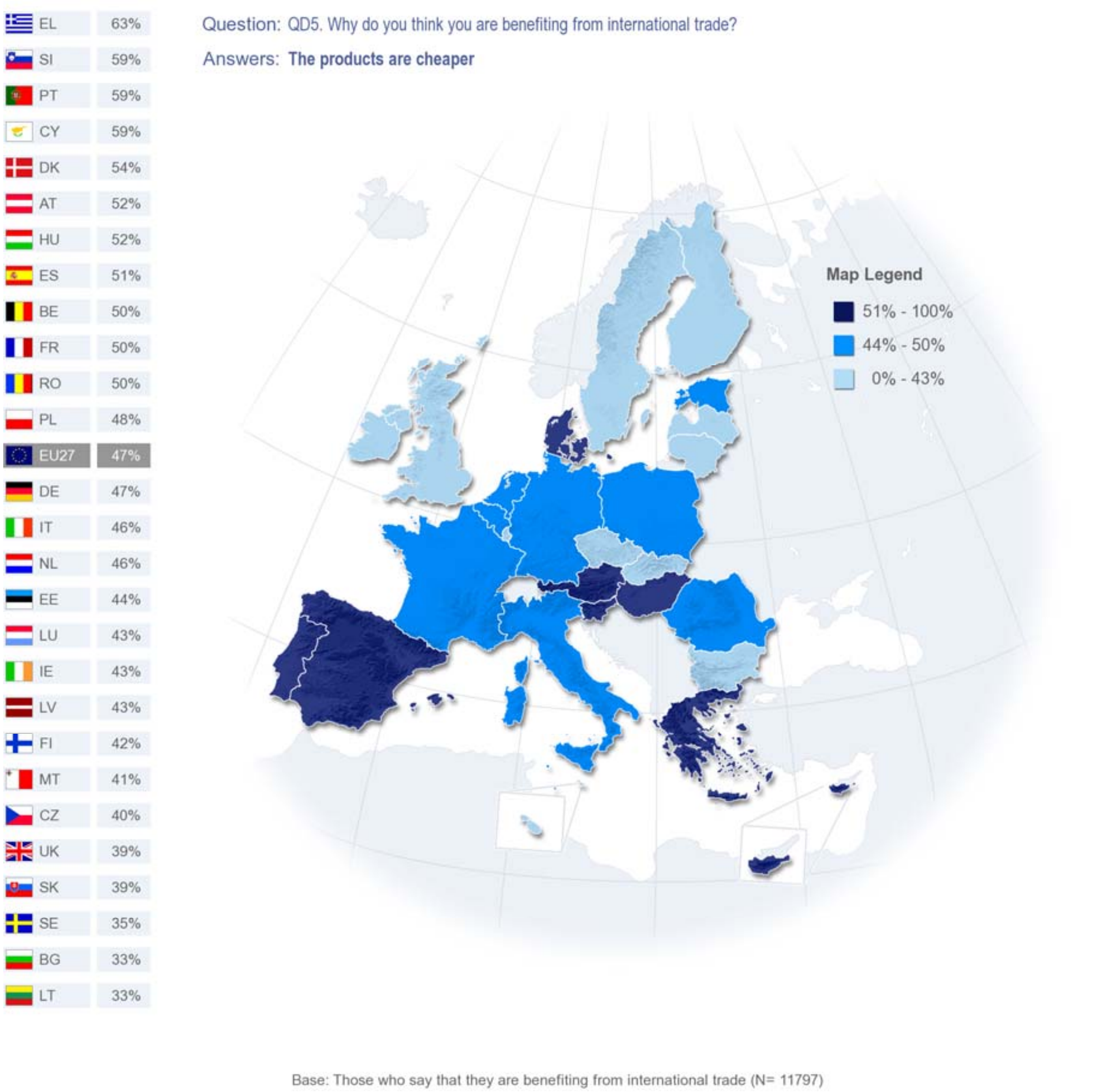
### 2.2.1 Reasons for benefiting

***- Cheaper products and wider choice are recognised as major benefits of international trade -***

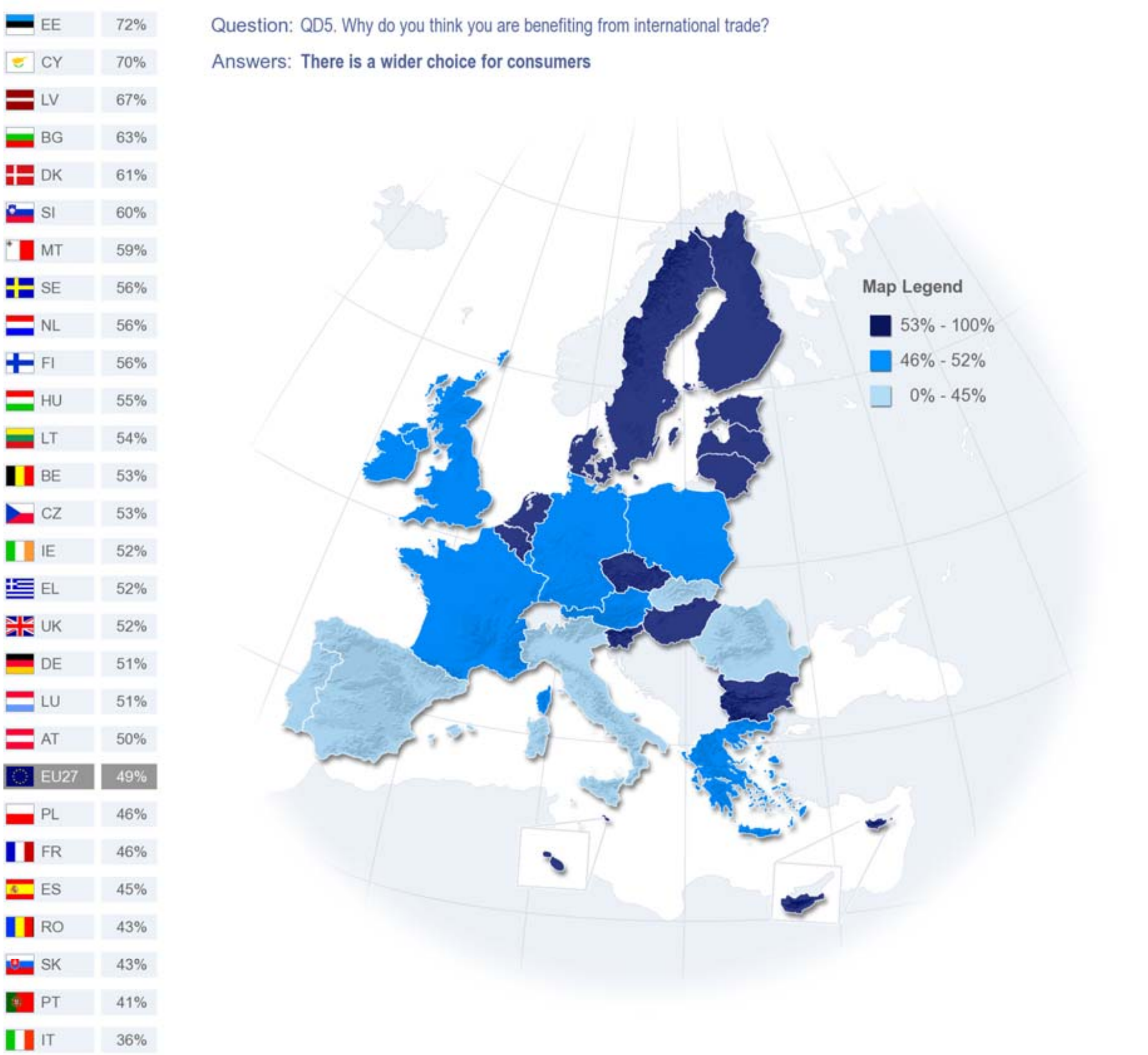



This question was only asked to those respondents who said that they benefit from international trade[9]. The result at EU level is quite clear. EU citizens see wider choice and cheaper products as the most important effects of international trade. It seems also of importance that the combination of both items shows the highest level of correlation. 39% of the respondents named “wider choice” and “products are cheaper” as reasons why they benefit from international trade. This means that 19% of the total sample mentioned those two answers.

[9] QD5 Why do you think you are benefiting from international trade? (ROTATE – MAX. 2 ANSWERS)




The graphic above shows the results for the item 'cheaper products'. Comparing all the EU Member States, we can see the countries are grouped around the EU average of 47%. Greece (63%), Slovenia, Portugal and Cyprus (all 59%) are at the top; Lithuania (33%), Bulgaria (33%) and Sweden (35%) lie at the bottom of the table.




Base: Those who say that they are benefiting from international trade (N= 11797)

The 'wider choice' item changes the ranking somewhat, with Bulgaria (63%) now at the top together with Estonia (72%), Cyprus (70%) and Latvia (67%). All the countries from the Czech Republic upwards record statistically higher scores than the EU average (49%). Scores statistically below the EU average were recorded by a group of countries beginning with Spain (45%).

Other perceived benefits are interestingly distributed over the different countries. The benefit to the European economy scored 35% in Germany, whereas in Bulgaria and Romania one third of the respondents see the better quality of products as a benefit. In Sweden, Slovakia, Germany and the UK international trade is perceived as creating jobs (above the EU average of 20%), an item that is not important in Cyprus (3%), Latvia (6%) and Romania (8%).

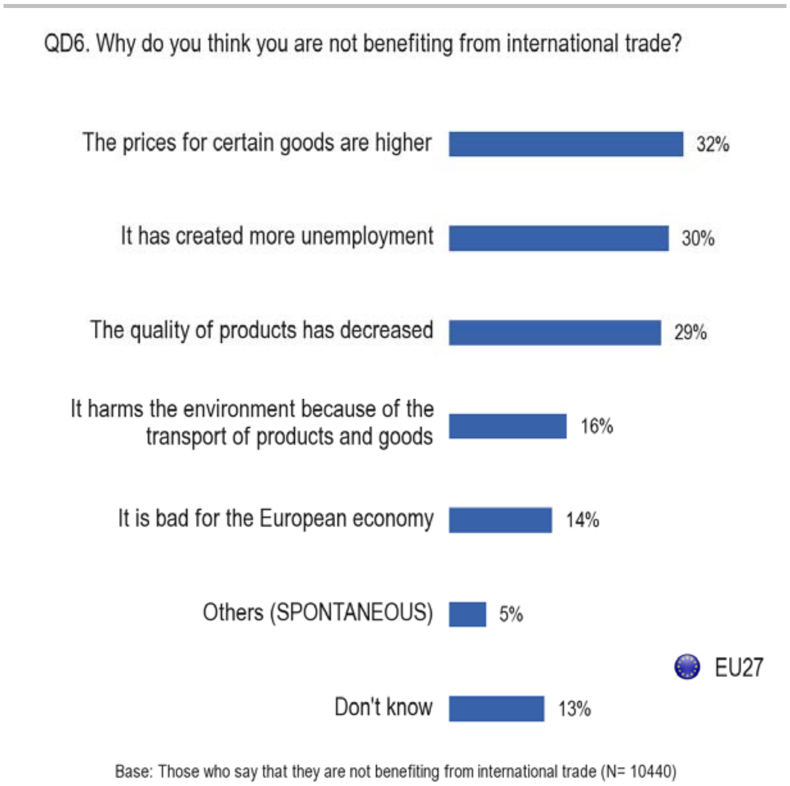
Taking individual characteristics into consideration, we can see almost the same trend for both top scoring items – wider choice and cheaper products – among younger people. However, social status and education were factors which polarised answers for both these items. Whereas 'cheaper products' was mentioned by people with lower social status and fewer years in education, 'wider choice' was particularly often cited by better educated respondents and those with higher social status. Additionally managers and white collar workers mentioned wider choice, whereas manual workers, the unemployed and retired people cited lower prices. Wider choice and the price of products are also connected with awareness of origin, because the cheaper products are more important for those who are unaware of product origins.

**QD5 Why do you think you are benefiting from international trade? (ROTATE – MAX. 2 ANSWERS)**

| | There is a wider choice for consumers | The products are cheaper | It is good for the European economy | This trade with countries outside the EU can create jobs | The products are of better quality |
|---|---|---|---|---|---|
| EU27 | 49% | 47% | 23% | 20% | 13% |
| **Age** | | | | | |
| 15-24 | 50% | 49% | 20% | 19% | 15% |
| 25-39 | 52% | 49% | 23% | 19% | 13% |
| 40-54 | 49% | 47% | 24% | 20% | 12% |
| 55 + | 46% | 44% | 25% | 21% | 12% |
| **Education (End of)** | | | | | |
| 15- | 41% | 53% | 22% | 17% | 10% |
| 16-19 | 50% | 46% | 23% | 19% | 14% |
| 20+ | 52% | 44% | 24% | 22% | 12% |
| Still studying | 52% | 48% | 21% | 18% | 15% |
| **Respondent occupation scale** | | | | | |
| Self-employed | 46% | 39% | 27% | 21% | 14% |
| Managers | 50% | 43% | 28% | 28% | 9% |
| Other white collars | 54% | 44% | 24% | 19% | 13% |
| Manual workers | 49% | 51% | 21% | 17% | 14% |
| House persons | 48% | 51% | 21% | 12% | 14% |
| Unemployed | 48% | 54% | 18% | 18% | 10% |
| Retired | 45% | 45% | 24% | 21% | 12% |
| Students | 52% | 48% | 21% | 18% | 15% |
| **Self-positioning on the social staircase** | | | | | |
| Low (1-4) | 45% | 55% | 17% | 15% | 12% |
| Medium (5-6) | 49% | 47% | 24% | 20% | 12% |
| High (7-10) | 51% | 42% | 25% | 21% | 15% |
| **Awareness of the origin of products and services bought index** | | | | | |
| Strong | 49% | 41% | 23% | 22% | 15% |
| Medium | 52% | 47% | 23% | 21% | 12% |
| Low | 50% | 49% | 24% | 16% | 11% |
| None | 42% | 52% | 22% | 17% | 11% |

### *2.2.2 Reasons for not benefiting*

***- Raising unemployment, higher prices of products and the quality of products are named as the major negative impacts of international trade -***




The second group, who said that they did not benefit from international trade, were also asked the reasons for their opinion[10]. This time, three items had almost identical scores. These respondents mentioned higher prices, the danger of unemployment and the quality of products as negative consequences of international trade. The two items which have no immediate impact on individuals scored less strongly, with 16% and 14% respectively.

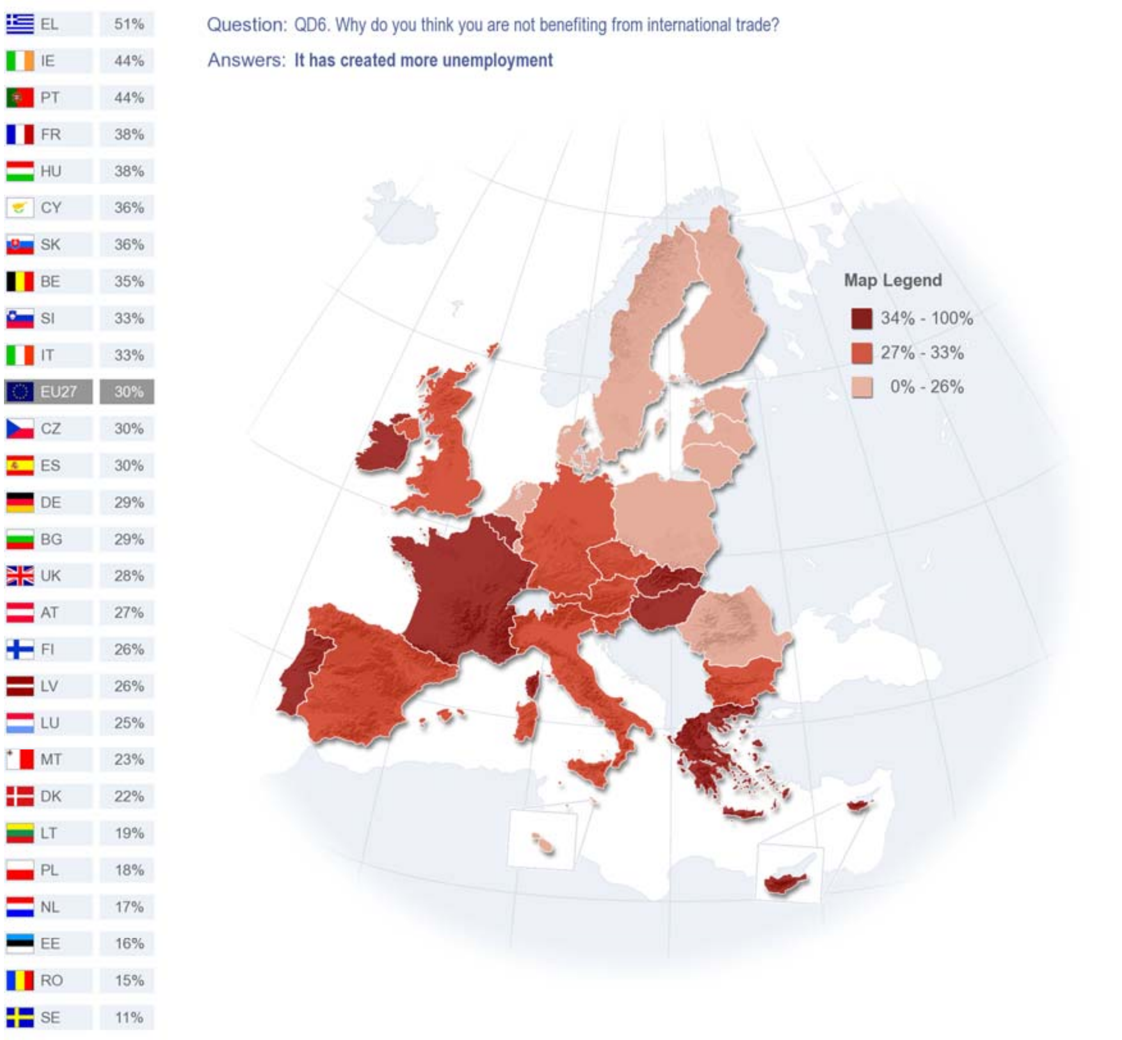
[10] QD6 Why do you think you are not benefiting from international trade? (ROTATE – MAX. 2 ANSWERS)

**QD6 Why do you think you are not benefiting from international trade?**

| | | The prices for certain goods are higher | It has created more unemployment | The quality of products has decreased | It harms the environment because of the transport of products and goods | It is bad for the European economy | Others (SPONTANEOUS) | Don't know |
|---|---|---|---|---|---|---|---|---|
| | EU27 | 32% | 30% | 29% | 16% | 14% | 5% | 13% |
| | BE | 34% | **35%** | 27% | 21% | 23% | 4% | 4% |
| | BG | **57%** | 29% | 32% | 4% | 11% | 2% | 4% |
| | CZ | **39%** | 30% | 37% | 15% | 17% | 1% | 5% |
| | DK | 21% | 22% | 25% | **37%** | 12% | 8% | 13% |
| | DE | **30%** | 29% | 27% | 27% | 13% | 6% | 14% |
| | EE | **46%** | 16% | 40% | 9% | 6% | 1% | 19% |
| | EL | 29% | **51%** | 38% | 5% | 20% | 1% | 3% |
| | ES | 22% | **30%** | 17% | 6% | 15% | 11% | 26% |
| | FR | 29% | **38%** | 33% | 22% | 17% | 4% | 9% |
| | IE | 42% | **44%** | 18% | 15% | 8% | 1% | 12% |
| | IT | 31% | 33% | **40%** | 12% | 19% | 3% | 6% |
| | CY | **40%** | 36% | 34% | 5% | 13% | 6% | 5% |
| | LT | **40%** | 19% | 31% | 7% | 6% | 10% | 12% |
| | LV | **43%** | 26% | 39% | 6% | 11% | 2% | 12% |
| | LU | 22% | **25%** | **25%** | **25%** | 17% | 8% | 9% |
| | HU | 35% | **38%** | 32% | 9% | 16% | 5% | 6% |
| | MT | **53%** | 23% | 18% | 6% | 10% | 4% | 14% |
| | NL | **29%** | 17% | 15% | 18% | 11% | 10% | 22% |
| | AT | **47%** | 27% | 30% | 42% | 13% | 4% | 6% |
| | PL | **37%** | 18% | 26% | 8% | 8% | 1% | 23% |
| | PT | 29% | **44%** | 21% | 6% | 19% | 3% | 7% |
| | RO | **47%** | 15% | 27% | 6% | 6% | 8% | 19% |
| | SI | 19% | 33% | **47%** | 17% | 13% | 6% | 7% |
| | SK | **38%** | 36% | 35% | 13% | 12% | 2% | 4% |
| | FI | 25% | 26% | **33%** | 24% | 7% | 8% | 11% |
| | SE | 18% | 11% | 17% | **35%** | 8% | 17% | 18% |
| | UK | **33%** | 28% | 18% | 15% | 12% | 6% | 15% |

**Highest percentage per country**
Highest percentage per item
Lowest percentage per item

Again, it is interesting also to look more closely at the differences between countries, especially for the three top items. The price argument is especially strong in Bulgaria (57%), Malta (53%), Austria (47%), Romania (47%), Latvia (43%) and Estonia (46%), Ireland (42%), Cyprus (40%) and Lithuania (40%). The quality of products was mentioned in particular by respondents in Slovenia (47%), Estonia (40%), Italia (40%), Latvia (39%), Greece (38%) and the Czech Republic (37%).




Base: Those who say that they are not benefiting from international trade (N= 10440)

Unemployment, which is a major current problem in almost all European Member States, was also quite prominent as one of the reasons why respondents say they do not benefit from international trade. The EU average for this item is 30% and the map above readily identifies the countries which are above this average. Respondents in Greece (51%), Ireland (44%) and Portugal (44%) most often cited growing unemployment. At the other end we find Sweden (11%), Romania (15%) and Estonia (16%), the Netherlands (17%), Poland (18%) and Lithuania (19%), where less than one fifth of respondents say that international trade has caused unemployment. Readers are reminded that these answers were given by those respondents who see no benefits from international trade.

The two remaining items – environment and European economy – are also interesting. Damage to the European economy is a prominent argument in Greece (20%), Belgium (23%), the Czech Republic and Luxembourg (both 17%), whereas harm to the environment was mentioned by respondents in Austria (42%), Denmark (37%), Sweden (35%), Germany (27%), Luxembourg (25%) and France (22%), but was of no importance in the NMS12 countries.

Almost one-fifth of respondents choose two of the three most-cited items as their two possible reasons for not benefiting from international trade.

Unemployment was especially important for people in the 40-54 age group, but also for respondents whose education ended before the age of 19. Manual workers and unemployed respondents also cited unemployment. It is interesting to note that respondents who mentioned 'the higher prices of certain products' could not be differentiated in terms of social status. Respondents who cited the 'decreasing quality of products' could only be differentiated through the awareness index, as respondents who are more aware of product origins are also more likely to criticize product quality.
Harm to the environment was most mentioned by better-educated respondents and respondents who positioned themselves higher on the social scale, which includes managers.

**QD6 Why do you think you are not benefiting from international trade? (ROTATE – MAX. 2 ANSWERS)**

| | The prices for certain goods are higher | It has created more unemployment | The quality of products has decreased | It harms the environment because of the transport of products and goods | It is bad for the European economy |
|---|---|---|---|---|---|
| EU27 | 32% | 30% | 29% | 16% | 14% |
| **Age** | | | | | |
| 15-24 | 35% | 25% | 27% | 15% | 12% |
| 25-39 | 34% | 30% | 28% | 14% | 16% |
| 40-54 | 33% | 33% | 30% | 19% | 13% |
| 55 + | 30% | 30% | 29% | 16% | 15% |
| **Education (End of)** | | | | | |
| 15- | 29% | 32% | 26% | 14% | 14% |
| 16-19 | 35% | 32% | 30% | 15% | 15% |
| 20+ | 30% | 28% | 29% | 22% | 14% |
| Still studying | 35% | 21% | 28% | 14% | 11% |
| **Respondent occupation scale** | | | | | |
| Self-employed | 31% | 29% | 31% | 16% | 15% |
| Managers | 33% | 31% | 32% | 27% | 11% |
| Other white collars | 34% | 29% | 31% | 19% | 17% |
| Manual workers | 33% | 35% | 28% | 15% | 15% |
| House persons | 32% | 27% | 27% | 12% | 13% |
| Unemployed | 35% | 33% | 23% | 12% | 11% |
| Retired | 30% | 30% | 29% | 16% | 15% |
| Students | 35% | 21% | 28% | 14% | 11% |
| **Self-positioning on the social staircase** | | | | | |
| Low (1-4) | 34% | 32% | 26% | 13% | 14% |
| Medium (5-6) | 31% | 31% | 30% | 16% | 13% |
| High (7-10) | 33% | 28% | 29% | 20% | 16% |

To summarize, citizens of the European Union demonstrate rather positive attitudes to international trade. The results of this survey indicate that the perceptions of different aspects of international trade follow a fairly stable social pattern, which was seen in Chapter 1, and which emerges again in Chapter 2. Respondents with lower social status and less education are more sceptical and highlight prices and unemployment as arguments against international trade, whereas better-educated people, with higher social status, appreciate the wider choice which international trade brings.

Interestingly, the price argument is mentioned in both groups of respondents – those who think they benefit from international trade and those who think they do not. Of course it is used to express different meanings, but in both groups this item is clearly correlated with lower social status. Given the current economic situation, these concerns are not particularly surprising.

# 3. EU CONSUMERS' PURCHASING ATTITUDES TO ISSUES RELATING TO INTERNATIONAL TRADE

The two previous chapters of the report showed that international trade was quite well-integrated into the daily lives of European citizens. Moreover, a majority of people consider that they benefit from it. Two major reasons are mentioned for benefiting: international trade offers a wider choice for consumers, and makes the products cheaper.

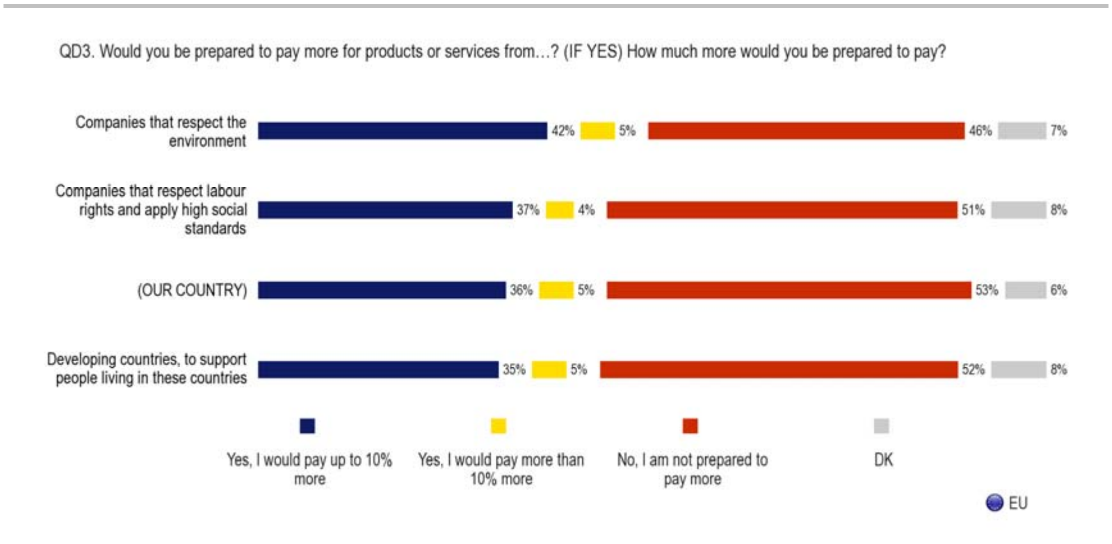
After outlining this broad picture, we will now focus on the purchasing attitudes of international trade. To do so, the respondents were asked if they would be prepared to pay more for products respecting ethical issues or made in their own countries.

## 3.1 EU results

***- A significant proportion of Europeans are willing to pay more for products which help the environment, respect social standards, help developing countries or which are made in their countries -***

If a slim majority of respondents answered that they would not be prepared to pay more for products or services from companies that respect ethical considerations, nearly half of the respondents said that they would be prepared to pay more, with a small proportion (around 5%) even saying that they would pay above 10% more[11].

[11] QD3. Would you be prepared to pay more for products or services from…? (IF YES) How much more would you be prepared to pay? 1. Companies that respect labour rights and apply high social standards; 2. Companies that respect the environment; 3. (OUR COUNTRY); 4. Developing countries, to support people living in these countries




However, if the results are analysed question by question, some differences emerge. **Respect for the environment** stands out as one major reason that Europeans would be ready to pay more for goods and services. Indeed, a relative majority of the respondents answered that they were willing to pay more to companies that respect the environment (47%).

The three other reasons, namely **respecting social standards**, **support for national products** and **support for people living in developing countries,** are a little less important for Europeans. A majority say that they would not be prepared to pay more for each of these reasons (51%, 53% and 52% respectively). In these three cases, more than four in ten respondents nevertheless answer that they are willing to pay more (41%, 41% and 40% respectively).

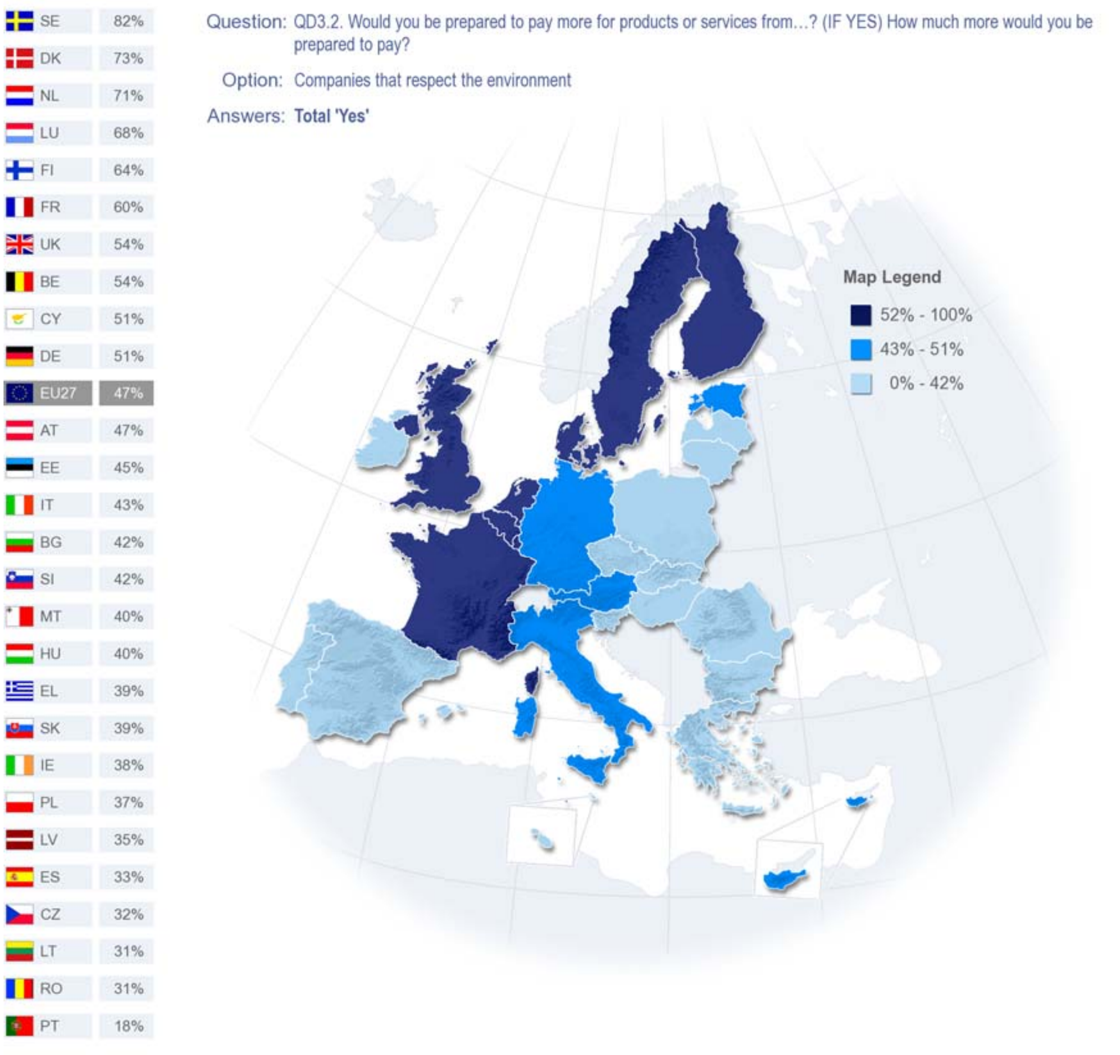
It is also interesting to note that though a clearly significant proportion of respondents would be prepared to pay more for products or services that respect these conditions, the proportion prepared to pay more than 10% more is relatively small, around 5% for each category.

This shows that Europeans are to some extent prepared to pay more, but they have quite cautious purchasing attitudes.

### 3.2 National results

- ***Respondents in countries from the north of the European Union are much more willing to pay for products respecting ethical issues or made in their own countries -***

Looking closer at national results, an overall pattern seems to emerge. Countries from the north of the European Union are much more willing to pay more for these products than countries from the south. In this part, the report will focus on analysing the country-by-country differences for each item.

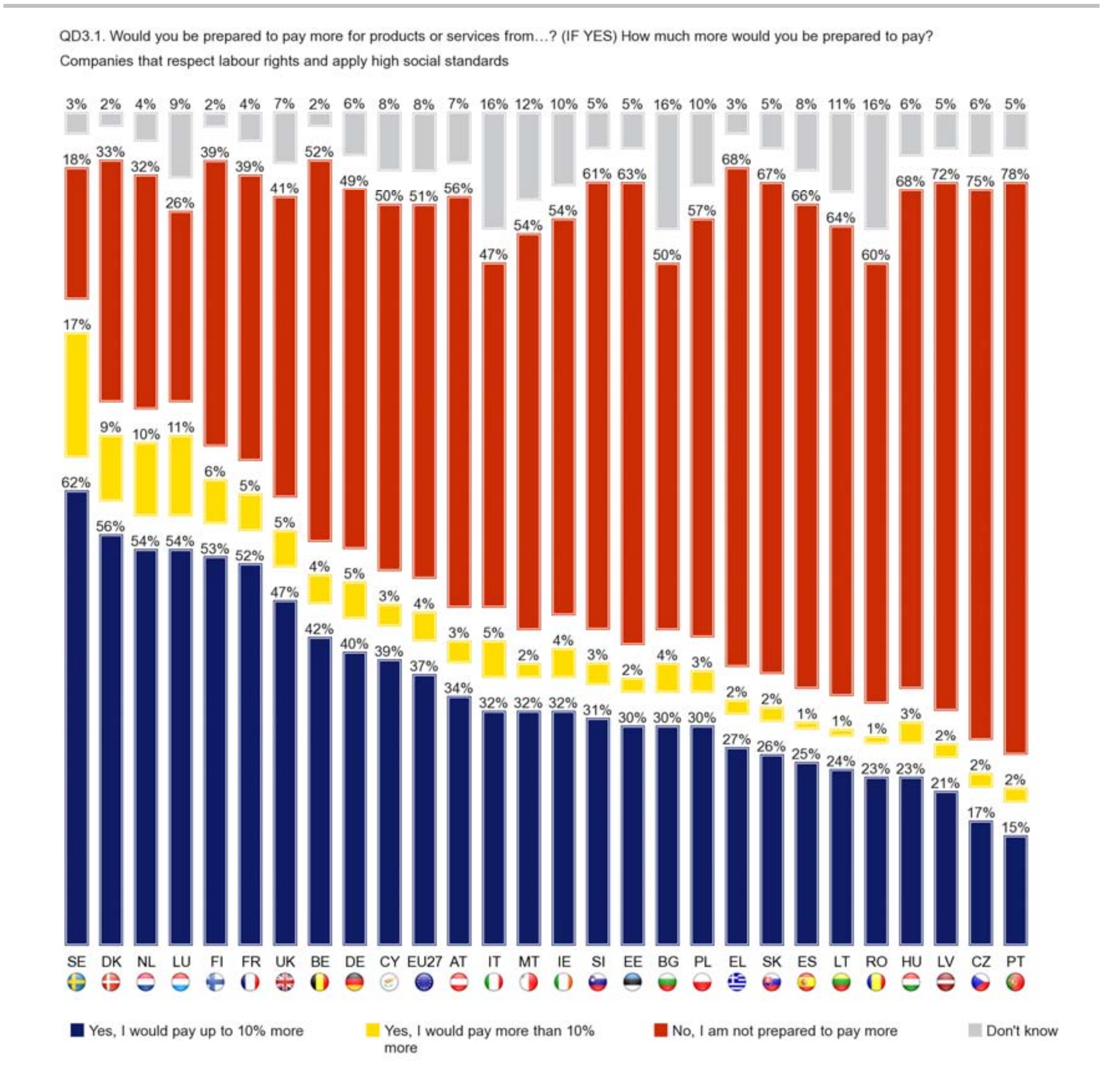


The results for the item companies that respect the environment are very different from one country to another.

As shown on the map above, countries from the north of the European Union, such as Sweden (82%), Denmark (73%), Finland (64%), UK (54%) and countries, such as The Netherlands (71%), Luxembourg (68%), France (60%) and Belgium (54%) have a higher proportion of respondents willing to pay more for products or services from companies that respect the environment.

Conversely, fewer than four in ten respondents would be prepared to pay more in southern and eastern countries: Portugal (18%), Romania (31%), Lithuania (31%), Czech Republic (32%), Spain (33%), Latvia (35%), Poland (37%), Slovakia (39%) and Greece (39%). The proportion of respondents ready to pay more in Ireland is also low (38%).
Results for Cyprus (51%), Germany (51%), Austria (47%), Estonia (45%), Italia (43%), Bulgaria (42%) and Malta (40%) do not show statistical differences from the EU average.

The difference between EU15 countries and the New Member States (NMS12) countries is thus quite significant. Indeed, half the respondents in EU15 countries said that they would pay more (50%) compared to only 36% of those living in NMS12 countries.



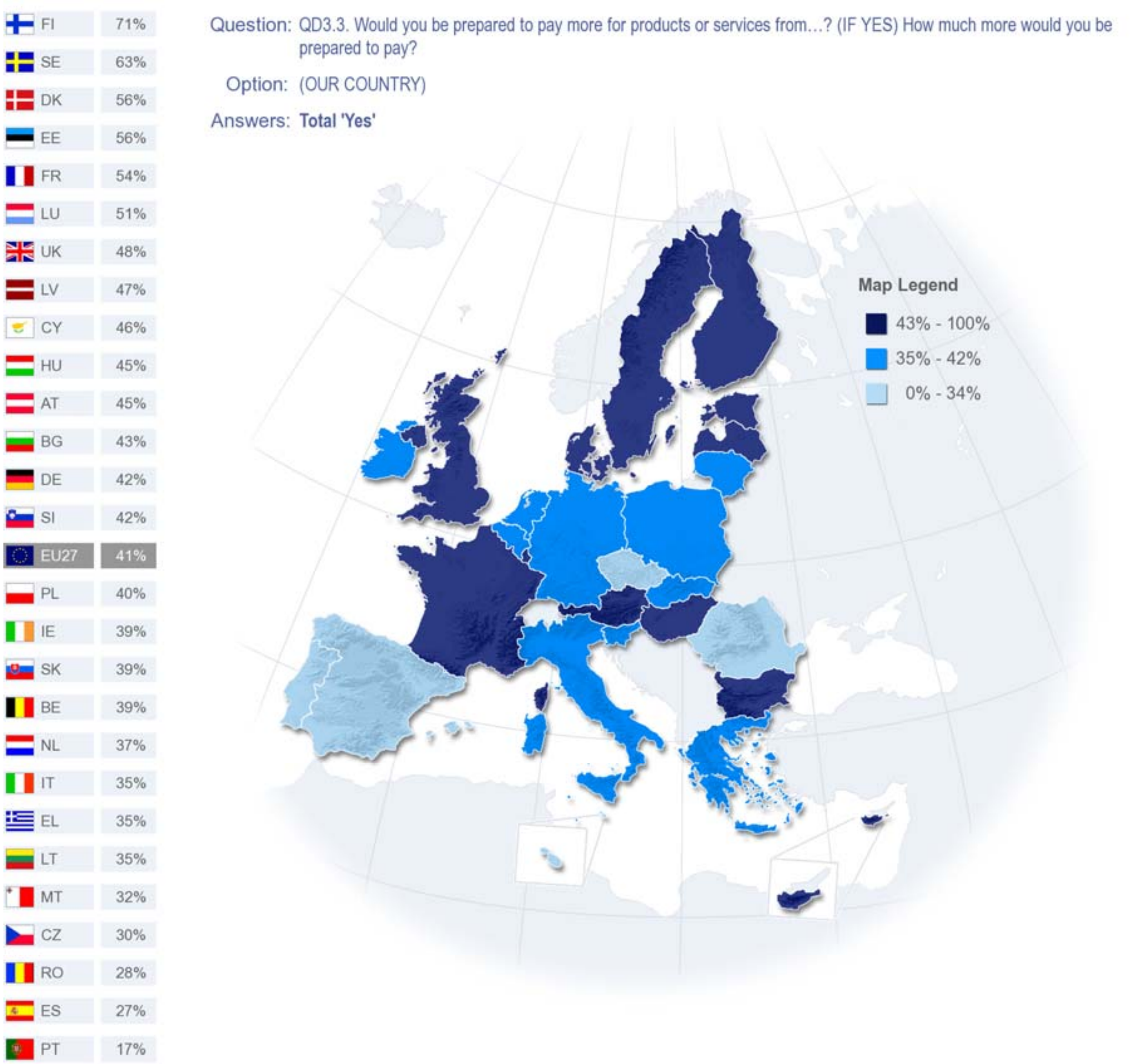

The analysis of the national results for **companies that respect labour rights and apply high social standards** reveals the same pattern as observed for the previous question. The countries where the respondents would be willing to pay more for products made in those conditions are Sweden (79%), Denmark (65%), Luxembourg (65%), the Netherlands (64%), Finland (59%), France (57%) and the United Kingdom (52%).

It is also worth noting that a quite significant proportion of respondents in Sweden (17%), Luxembourg (11%), the Netherlands (10%) and Denmark (9%) said that they would pay more than 10% more for products or services respecting social standards. This shows that respect for social standards has a strong influence on the purchasing attitudes of respondents from those countries.

At the other end of the scale, respondents in eastern and southern Member States are less inclined to pay more for such products or services. Less than three in ten respondents are willing to pay more in the following countries: Portugal (17%), Czech Republic (19%), Latvia (23%), Hungary (26%), Romania (24%), Lithuania (25%), Spain (26%), Slovakia (28%) and Greece (29%).

It is worth noting that results for Belgium, Germany, Cyprus, Bulgaria and Italy again show no statistical differences here from the EU average.

The difference between EU15 countries and NMS 12 countries is again considerable, with 45% of EU15 respondents prepared to pay more compared with only 29% of respondents from NMS12 countries.



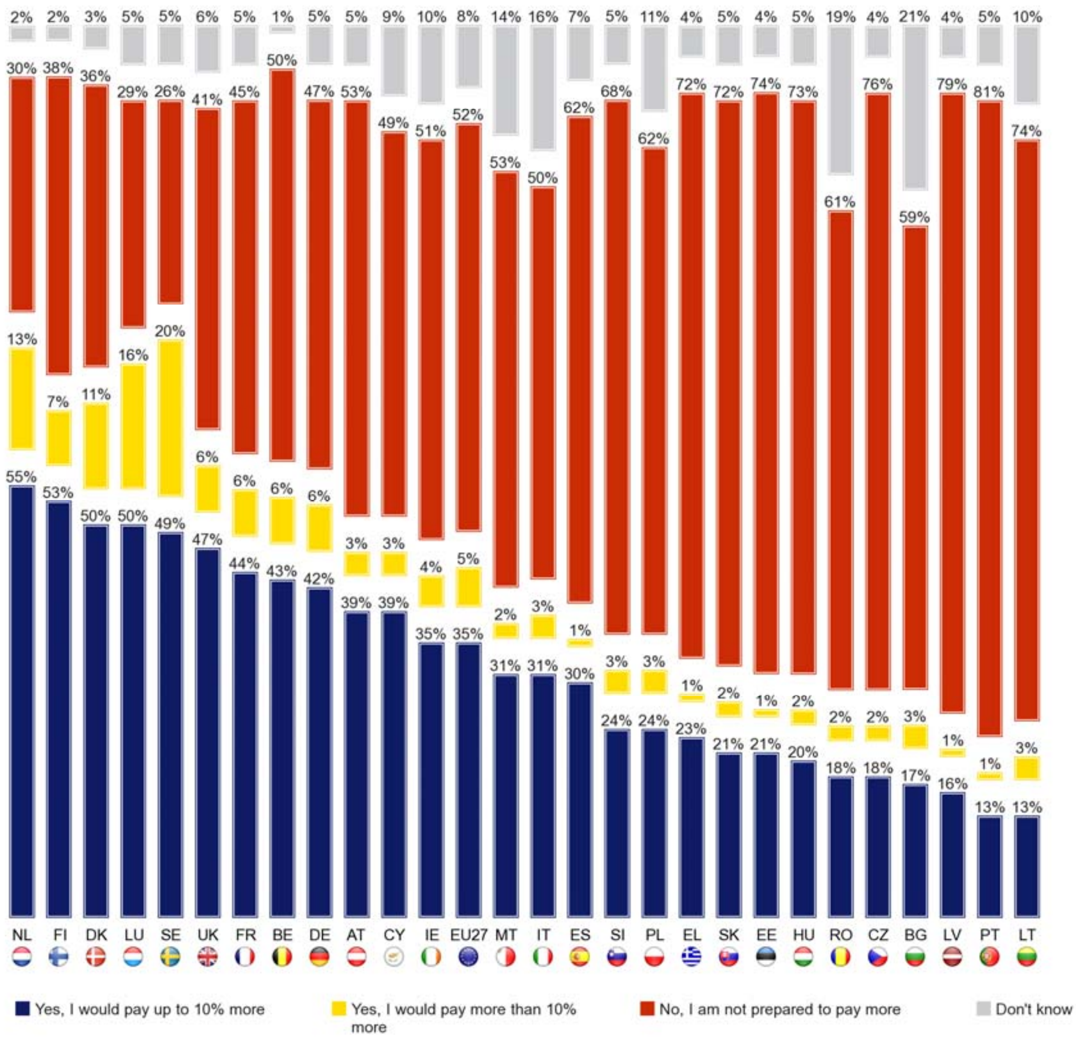
The analysis of answers to the question on products or services made in the respondent's own country shows a quite different pattern. The group of countries that are more prepared to pay more for these products or services still includes Finland (71%), Sweden (63%), Denmark (56%), France (54%), Luxembourg (51%) and the UK (48%) but now also includes Estonia (56%), Latvia (47%) and Cyprus (46%). It is interesting to note that these were the countries with the highest awareness of product origins. They were classified on the index as countries which have a strong awareness of the origins of products or services they are buying. The public in these three countries seem thus to give considerable importance to their national products.

On the other hand, respondents in some countries do not give great importance to the fact that products or services are made in their countries. Less than a third of respondents in Malta (32%), the Czech Republic (30%), Romania (28%), Spain (27%) and Portugal (17%) are willing to pay more for such products or services.

A fairly large group of countries do not show statistical differences from the EU average (41%): Hungary (45%), Austria (45%), Germany (42%), Slovenia (42%), Poland (40%), Ireland (39%), Slovakia (39%), Belgium (39%), The Netherlands (37%) and Italy (35%). In Spain, in Romania and Lithuania, only 1% of respondents said that they would pay more than 10% more.

The gap between EU15 countries and NMS12 countries is far smaller than it was for the previous questions. 42% of respondents in EU15 countries would be prepared to pay more, compared with 38% of respondents in NMS12 countries. This smaller difference could be explained by the results obtained in the first questions of the survey on product origins, where respondents in eastern countries scored high for awareness.

QD3.4. Would you be prepared to pay more for products or services from…? (IF YES) How much more would you be prepared to pay?
Developing countries, to support people living in these countries




The results for the item **developing countries, to support people living in these countries** show a similar pattern to respect for social and environmental standards, with a division between respondents from northern and western Member States and those from eastern and southern Member States.

Respondents from Sweden (69%), the Netherlands (68%), Luxembourg (66%), Denmark (61%), Finland (60%), UK (53%) and France (50%) are more likely to be willing to pay more for products to support people living in developing countries.

It is worth noting that in Sweden (20%), Luxembourg (16%), the Netherlands (13%) and Denmark (11%) a significant proportion of respondents said that they would pay above 10% more for this item.

At the other end of the scale, less than a quarter of respondents would pay more for products made in developing countries in Portugal (14%), Lithuania (16%), Latvia (17%), Bulgaria (20%), Czech Republic (20%), Romania (20%), Hungary (22%), Estonia (22%), Slovakia (23%) and Greece (24%).

In Austria (42%), Cyprus (42%), Ireland (39%), Italy (34%) and Malta (33%), results do not show any statistical differences from the EU average (35%).

The difference in results between EU15 countries and NMS12 countries for the support of developing countries is quite large. There is a difference of 22 points between the total "yes" answers recorded in EU15 countries (45%) and in NMS12 countries (23%).

### 3.3 Socio-demographics results

***- The more educated and respondents with high social status are more inclined to pay more -***

The **socio-demographic** analysis reveals the same general pattern for each item:

- Firstly, education is a major factor in consumers' purchasing attitudes. The more educated the respondents are the more they are willing to pay more for products or services respecting ethical standards or made in their own countries. For instance, 61% of the better educated respondents would be prepared to pay more for products from companies respecting the environment, compared with only 33% of those who left school before the age of 16. This difference between better-educated and less educated respondents is also significant when analysing the results for the social standards item (56% vs. 29%) and for support for developing countries (53% vs. 27%). The statistical difference is smaller when considering the item on products or services made in respondents' own countries (51% vs. 32%). These results may be explained by the fact that, as these respondents are more aware of international trade, they are also more likely to have an attitude that differentiates between products.

- Secondly, social status plays an important role in the purchasing attitudes of respondents. The lower they are on the social scale the less prepared they would be to pay more for products or services respecting social and ethical standards. Indeed, more than half of the respondents who positioned themselves high on the social scale (59%) are willing to pay more for products or services from companies that respect the environment, compared with only 26% of those who positioned themselves low on the social scale. The same divide between socially advantaged and socially disadvantaged respondents is found when analysing the answers for the three other items tested. These differences can be explained by an economic reason. People who consider themselves as socially disadvantaged cannot afford to pay more for products and services.

- Thirdly, there are substantial differences in terms of the product origin awareness index[12]. The greater respondents' awareness, the more they are willing to pay more. Indeed, 59% of respondents who have strong product origin awareness would be prepared to pay more for products made by companies respecting the environment, compared to only 25% of those with no awareness. The same division is to be found for the other items: respect for social standards (52% vs. 22%), products made in respondents' own countries (54% vs. 21%) and support for developing countries (47% vs. 23%). Thus, the more international trade is integrated into respondents' lives the more they are willing to spend more money on products or services that support certain values. European citizens who are aware of international trade are also more inclined to pay more for characteristics that go beyond the actual product.

**QD3. Would you be prepared to pay more for products or services from...? (IF YES) How much more would you be prepared to pay?**
**- % Total "Yes"**

| | Companies that respect the environment | Companies that respect labour rights and apply high social standards | (OUR COUNTRY) | Developing countries, to support people living in these countries |
|---|---|---|---|---|
| EU27 | 47% | 41% | 41% | 40% |
| **Education (End of)** | | | | |
| 15- | 33% | 29% | 32% | 27% |
| 16-19 | 45% | 40% | 41% | 38% |
| 20+ | 61% | 56% | 51% | 53% |
| Still studying | 53% | 46% | 39% | 47% |
| **Self-positioning on the social staircase** | | | | |
| Low (1-4) | 33% | 28% | 30% | 26% |
| Medium (5-6) | 47% | 41% | 42% | 40% |
| High (7-10) | 59% | 54% | 49% | 51% |
| **Awareness of the origin of products and services bought index** | | | | |
| Strong | 59% | 52% | 54% | 47% |
| Medium | 55% | 48% | 47% | 46% |
| Low | 47% | 42% | 39% | 43% |
| None | 25% | 22% | 21% | 23% |

A high proportion of Europeans are thus willing to spend more money on products or services when they are made under conditions that respect major concerns, i.e the environment, social conditions, support for developing countries, support for national production. Although a slight majority are not prepared to pay more, these results

[12] Please refer to page 24

show that there is a strong social conscience among EU consumers. Many of them, although they are active consumers of products made from outside the European Union, are at the same time aware of the drawbacks of international trade and are not prepared to buy a product just because of its price. There is also a social dimension in their purchasing behaviour.

Europeans cannot be considered passive consumers: social and ethical concerns are among their criteria when buying a product or a service. This may need to be factored into decision-making relating to future trade policy priorities.

There is a quite clear geographical division on this issue, with northern and western countries much more prepared to pay more than eastern and southern countries. This division is also found between the respondents who are socially more advantaged (the more educated and those with higher social status) and those who are more disadvantaged (poorly educated people and those with low social status).

# 4. THE EUROPEAN UNION ROLE IN INTERNATIONAL TRADE

Besides individual awareness and attitudes that are more or less related to concrete behaviour and action, the following section takes a closer look at more general views of EU citizens, and asks how well the EU as an entity deals with issues of international trade.

***- Positive evaluation but concern about the future -***

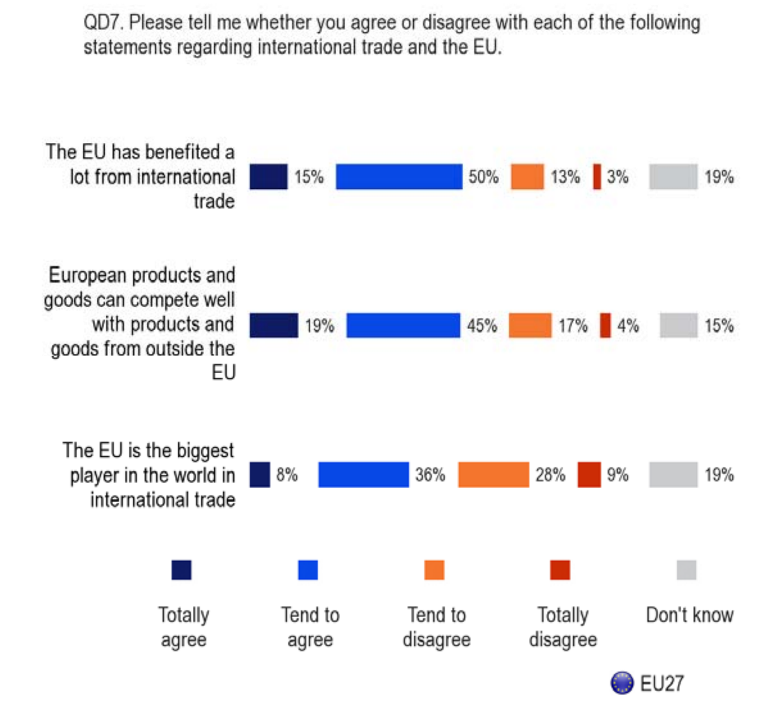
The following pages will present data showing a fairly positive evaluation of the EU's current role in international trade. On the other hand, Europeans are somewhat sceptical about the future, or are so far undecided about how they see the EU's future role in the international / global economy.

## 4.1 Current evaluation

***- The EU performs quite well -***

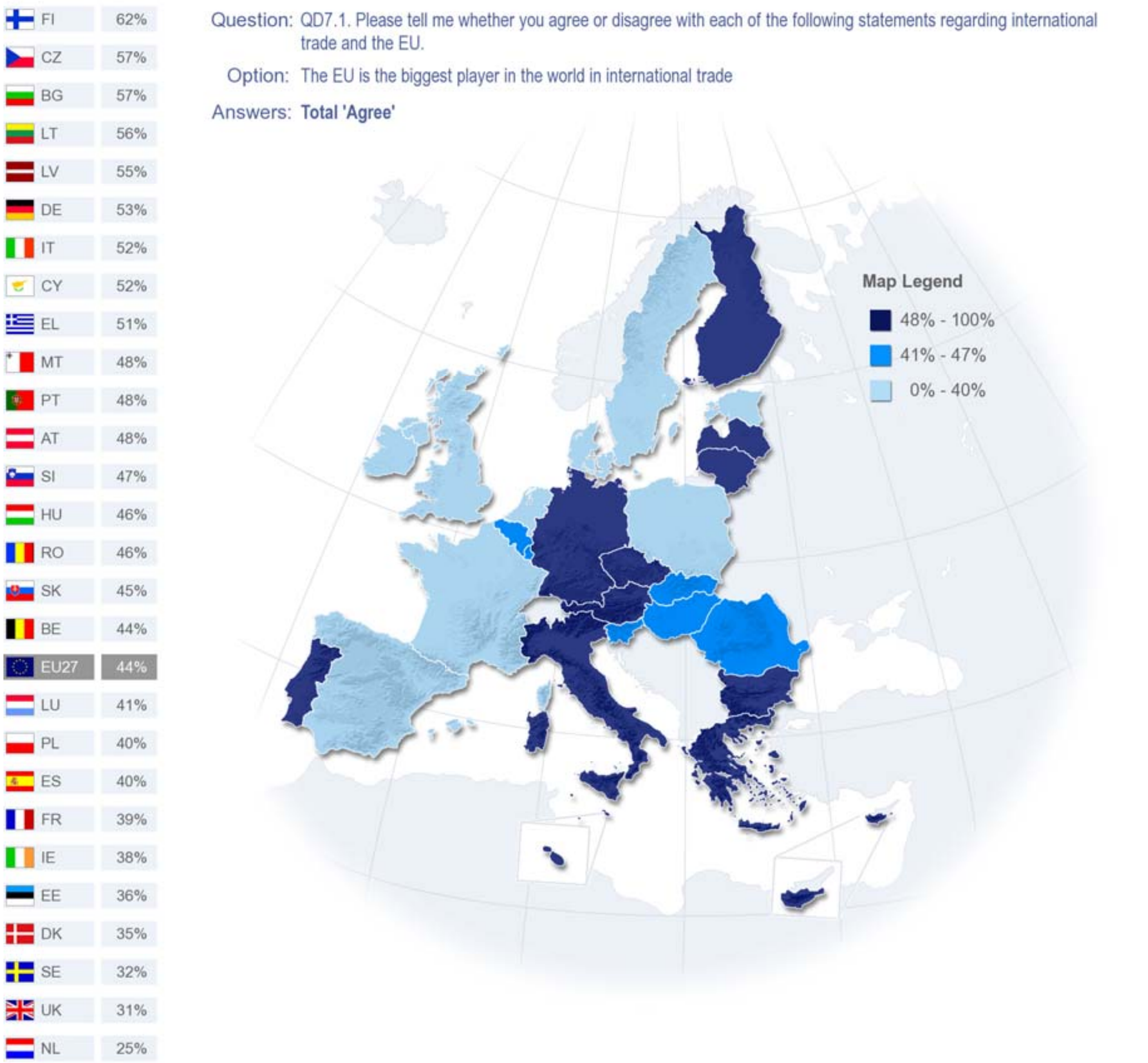
Not only do the majority of European citizens think that they personally benefit from international trade (9% "Benefiting a lot" and 33% "Benefiting somewhat" in question QD4), but 65% believe that the EU benefits from international trade. They also think that European products are sufficiently able to compete with products from outside the EU, 64%[13].

[13] QD7. Please tell me whether you agree or disagree with each of the following statements regarding international trade and the EU. 1. The EU is the biggest player in the world in international trade; 2. The EU has benefited a lot from international trade; 4. European products and goods can compete well with products and goods from outside the EU




If we recalculate the answers excluding the respondents who said that they did not know (19%), we find that more than half of the respondents think the EU is the biggest player in the world (54%).

### *4.1.1 The perception of the role of the European Union*

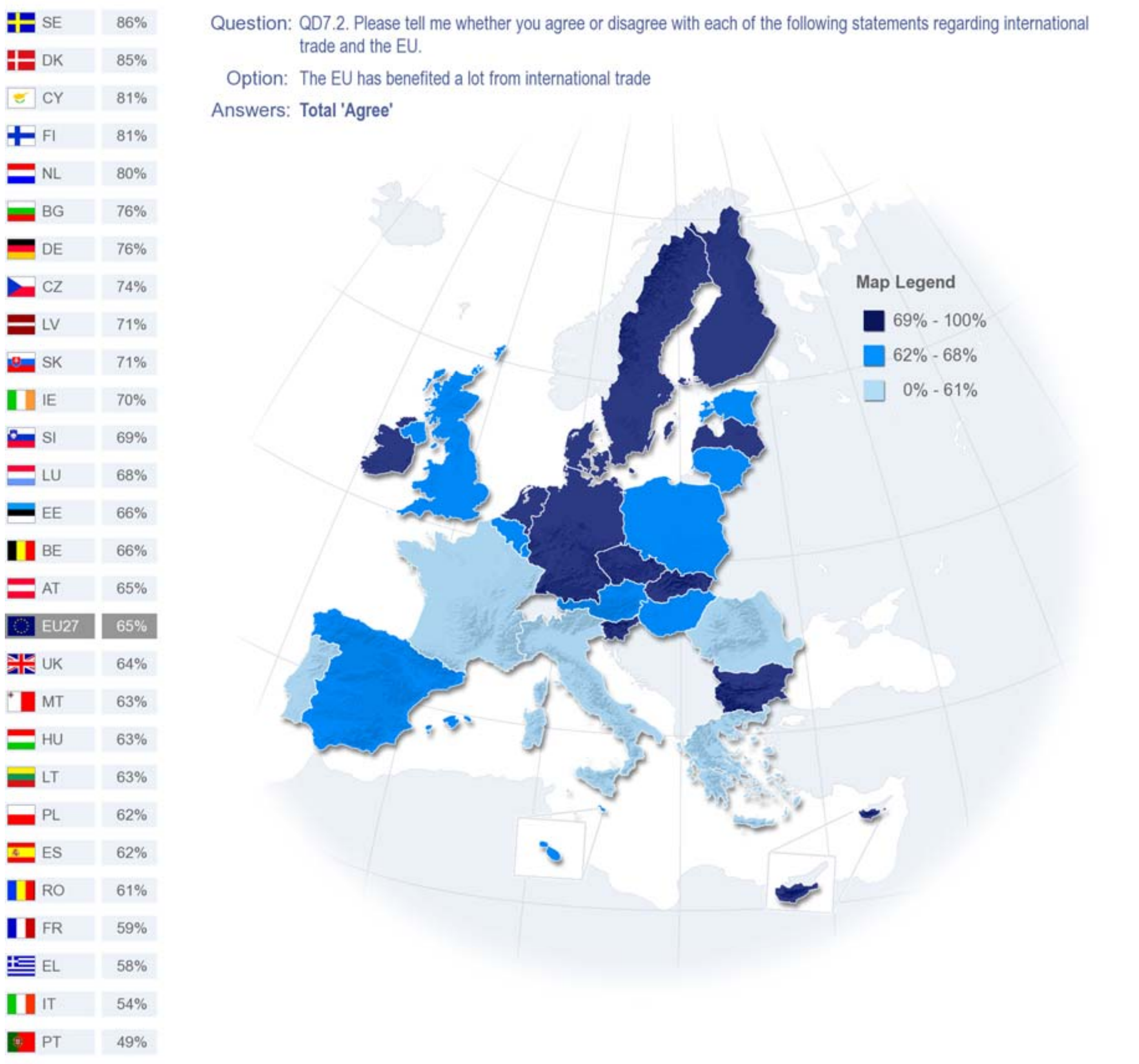



To further analyse the question, it is interesting to look at the differences between countries. The picture is quite diverse. Whereas in Finland (62%), the Czech Republic (57%), Bulgaria (57%) Lithuania (56%) and Latvia (55%) 55% or more believe that the EU is the biggest player in the world, only around a third of respondents in the Netherlands (25%), the UK (31%), Sweden (32%) and Denmark (35%) agree.

Going deeper into the data, and only focusing on the "totally agree" responses, the differences between countries are much smaller and only a few countries, such as Bulgaria (14%), Germany (12%), Greece (12%), and Romania (14%), are significantly above the EU average (8%), whereas France (5%) and the Netherlands (6%) fall below this average.

### *4.1.2 The benefits of international trade for the European Union*

Moving on to the question of whether the EU benefits from international trade, the first thing which is quite obvious is that the geographical distribution changes. Respondents from countries in the north of Europe – Sweden (86%), Denmark (85%) and Finland (81%) – are particularly likely to support this view, as are respondents in Cyprus (81%) and the Netherlands (80%). Interestingly, the results in this table – at least for the top ranking countries – match the results for question QD4, where we asked the respondents whether they personally benefited from international trade.



At the bottom of the table, and therefore with lower 'agree' rates, four countries fall below the 60% threshold - Portugal (49%), Italy (54%), Greece (58%) and France (59%). Even if they are significantly below the EU average (65%), more than half of the respondents in each country (except Portugal) are agree with the statement that the EU benefits from international trade.

The picture for this item changes somewhat if we only include the "totally agree" category. Cyprus (38%), Sweden (38%), Denmark (31%), the Netherlands (26%) and Bulgaria (26%) all stand far above the EU average (15%). Respondents in France (9%), Italy (9%) and Portugal (8%) are less likely to "totally" support the statement.

The statement that the EU benefits from international trade is supported by better-educated people. The younger the respondents are the more they believe that the EU has benefited from international trade. The benefit is also recognized by those respondents who are more aware of the origins of products and goods. As mentioned before, respondents who perceive personal benefits in international trade are also likely to see benefits for the EU.

**QD7.2 Please tell me whether you agree or disagree with each of the following statements regarding international trade and the EU.**

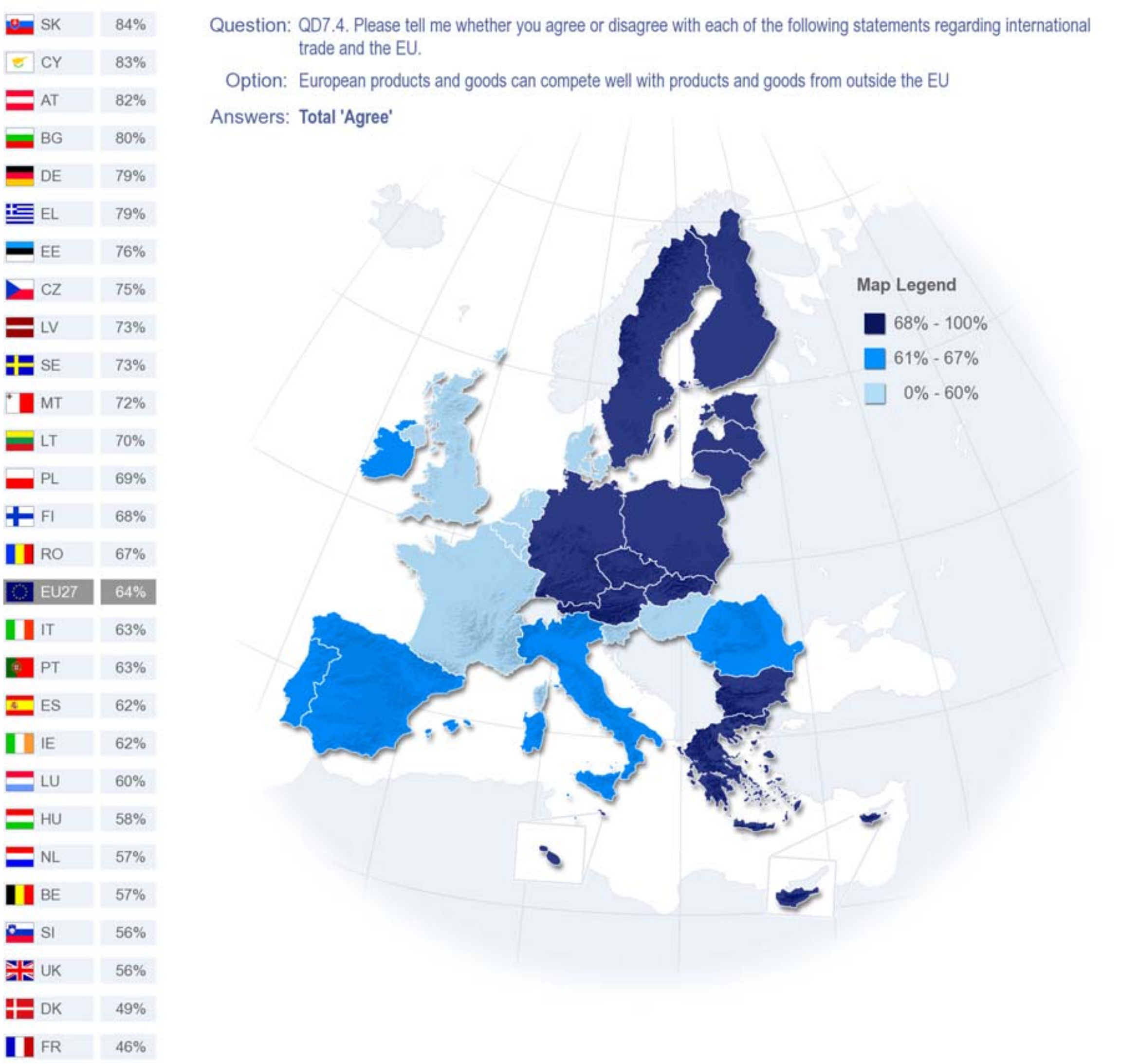
**The EU has benefited a lot from international trade**

| | Total 'Agree' | Total 'Disagree' | DK |
|---|---|---|---|
| EU27 | 65% | 16% | 19% |
| **Age** | | | |
| 15-24 | 71% | 12% | 17% |
| 25-39 | 68% | 17% | 15% |
| 40-54 | 67% | 17% | 16% |
| 55 + | 59% | 16% | 25% |
| **Education (End of)** | | | |
| 15- | 54% | 17% | 29% |
| 16-19 | 65% | 17% | 18% |
| 20+ | 73% | 15% | 12% |
| Still studying | 71% | 12% | 17% |
| **Awareness of the origin of products and services bought index** | | | |
| Strong | 72% | 16% | 12% |
| Medium | 70% | 15% | 15% |
| Low | 64% | 16% | 20% |
| None | 54% | 16% | 30% |
| **Personal benefit from international trade** | | | |
| Yes | 83% | 10% | 7% |
| No | 57% | 25% | 18% |

### *4.1.3 The strengths of European Union products or services in international trade*

The last but not least item in the evaluation of the EU's current role in international trade in this survey addressed the competitiveness of European products and services outside the EU.

The map is quite interesting, as we see a massive north-central-east European block of supporters of the statement, whereas western and southern European countries do not show the same strong and conclusive positioning.



The EU average for this question is 64%, which represents almost two-thirds of respondents. Except in Denmark (49%) and France (46%) more than half of respondents in every country support the statement that European products and goods can compete with products from outside the EU. More than one third of the countries record levels of agreement above 70%. Agreement is especially high in Slovakia (84%), Cyprus (83%), Austria (82%) and Bulgaria (80%).

The distribution does not change if we focus on the "totally agree" answers. The same countries as in the combined "total agree" category are at the top – but Cyprus with 43% and Austria with 37% show somewhat exceptional results for total agreement.

The competitiveness of European goods and products is mentioned in particular by younger and more educated people, who are also aware of the origin of products and see a personal benefit from international trade. Respondents who position themselves "high" on the social scale are also more likely to agree (70%) than those who classify themselves as "low" (59%).

**QD7.4 Please tell me whether you agree or disagree with each of the following statements regarding international trade and the EU.**

**European products and goods can compete well with products and goods from outside the EU**

| | Total 'Agree' | Total 'Disagree' | DK |
|---|---|---|---|
| EU27 | 64% | 21% | 15% |
| **Age** | | | |
| 15-24 | 67% | 18% | 15% |
| 25-39 | 68% | 21% | 11% |
| 40-54 | 65% | 24% | 11% |
| 55 + | 61% | 21% | 18% |
| **Education (End of)** | | | |
| 15- | 58% | 19% | 23% |
| 16-19 | 67% | 21% | 12% |
| 20+ | 67% | 25% | 8% |
| Still studying | 66% | 20% | 14% |
| **Self-positioning on the social staircase** | | | |
| Low (1-4) | 59% | 21% | 20% |
| Medium (5-6) | 65% | 21% | 14% |
| High (7-10) | 70% | 22% | 8% |

## 4.2 Future issues

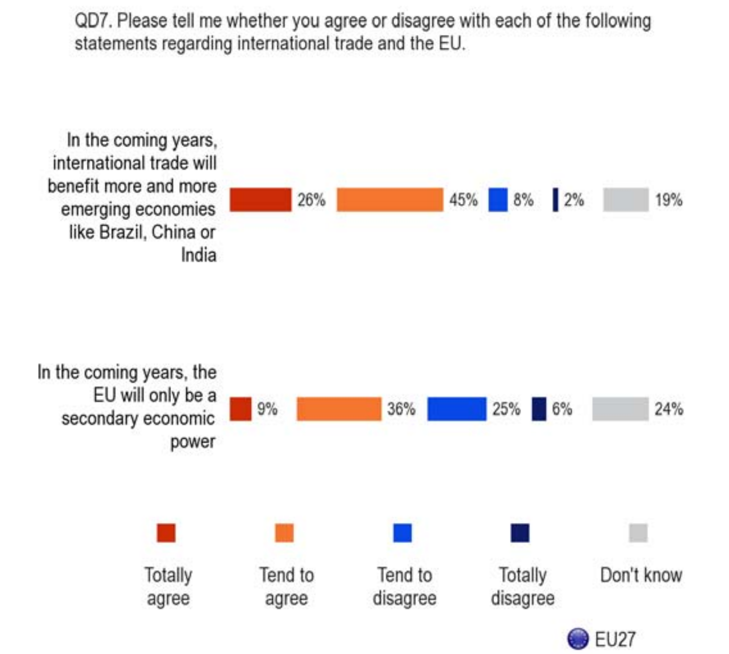
It is somewhat more difficult for respondents to project into the future[14]. Particularly during the deep and long-lasting economic crisis, even economic experts struggle to have a clear understanding of what will happen in the next couple of years. Nevertheless, respondents were asked to give their opinion on the future development of the EU in terms of international trade.

***- No fear, but less confidence in expectations of future of trade -***

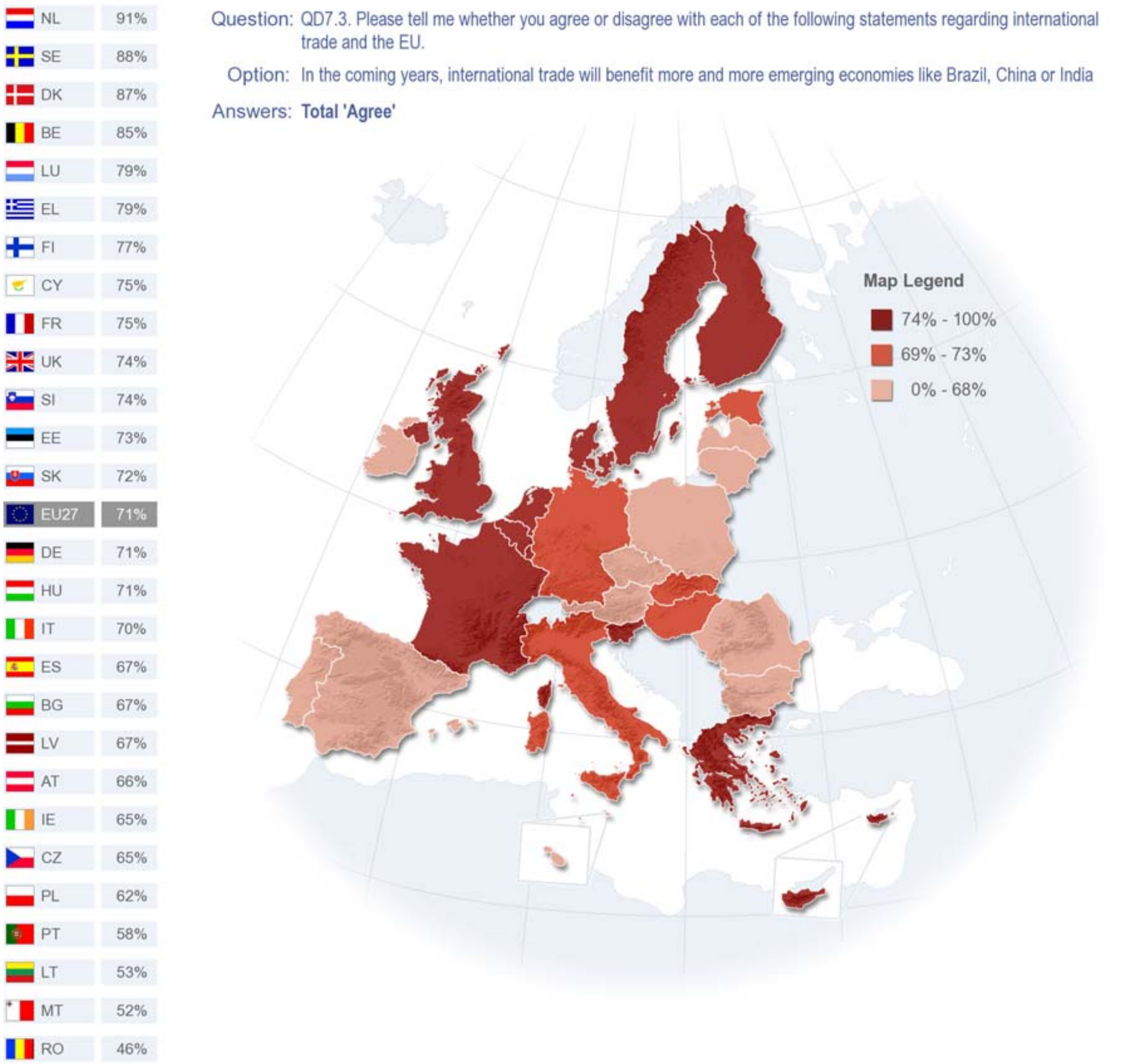
EU citizens are less confident in their expectations of the future role of the EU in the international trade environment. The emerging economies in particular are seen as the main competitors in the coming years. 71% of respondents think that countries like Brazil, China or India will benefit more and more from international trade.

Furthermore, 45% of respondents expect the EU to become a secondary economic power in the future. Only 31% disagree with this statement. However, many Europeans remain undecided on this point (24% don't know) so this question, more than any other, is where Europeans have less clear views as to the future economic role for the EU.

[14] QD7. Please tell me whether you agree or disagree with each of the following statements regarding international trade and the EU. 3. In the coming years, international trade will benefit more and more emerging economies like Brazil, China or India; 5. In the coming years, the EU will only be a secondary economic power


QD7. Please tell me whether you agree or disagree with each of the following statements regarding international trade and the EU.
In the coming years, international trade will benefit more and more emerging economies like Brazil, China or India
26%
45%
8%
2%
19%
In the coming years, the EU will only be a secondary economic power
9%
36%
25%
6%
24%
Totally agree
Tend to agree
Tend to disagree
Totally disagree
Don't know
EU27

### *4.2.1 The role of emerging countries in international trade*




Taking a closer look at the differences between countries, it appears that certain countries which believe that European products and goods are sufficiently competitive for the international markets also report a high level of agreement with the statement that emerging economies will gain more and more importance. In the Netherlands (91%), Sweden (88%), Denmark (87%) and Belgium (85%) more than eight out of ten respondents support this statement.

At the other end of the ranking we find countries from eastern Europe as well as Spain, Portugal and Ireland, where respondents do not support the statement as strongly as they do in the above-named countries. But again, except in the case of Romania

(46%), more than 50% of respondents in all countries support the statement that emerging economies will become more important in the coming years.

Focusing again on the respondents that "totally agree", the three top ranked countries on the map above show very different results from the rest of the countries. In The Netherlands (50%) and Sweden (56%), half or more than half of respondents "totally agree" with the statement. Denmark (39%) and Greece (34%) also support the statement strongly. Disagreement with this item is strongest in Germany (15%), Latvia (14%), the Czech Republic (18%) and Austria and Slovakia (each 17%).

For the question relating to emerging economies, education seems to be influential, as more educated respondents are more likely to chose the "totally agree" response. However, the awareness index also indicates a tendency for people who are aware of product origins to be more likely to choose one of the two "agree" responses.

**QD7.3 Please tell me whether you agree or disagree with each of the following statements regarding international trade and the EU.**

**In the coming years, international trade will benefit more and more emerging economies like Brazil, China or India**

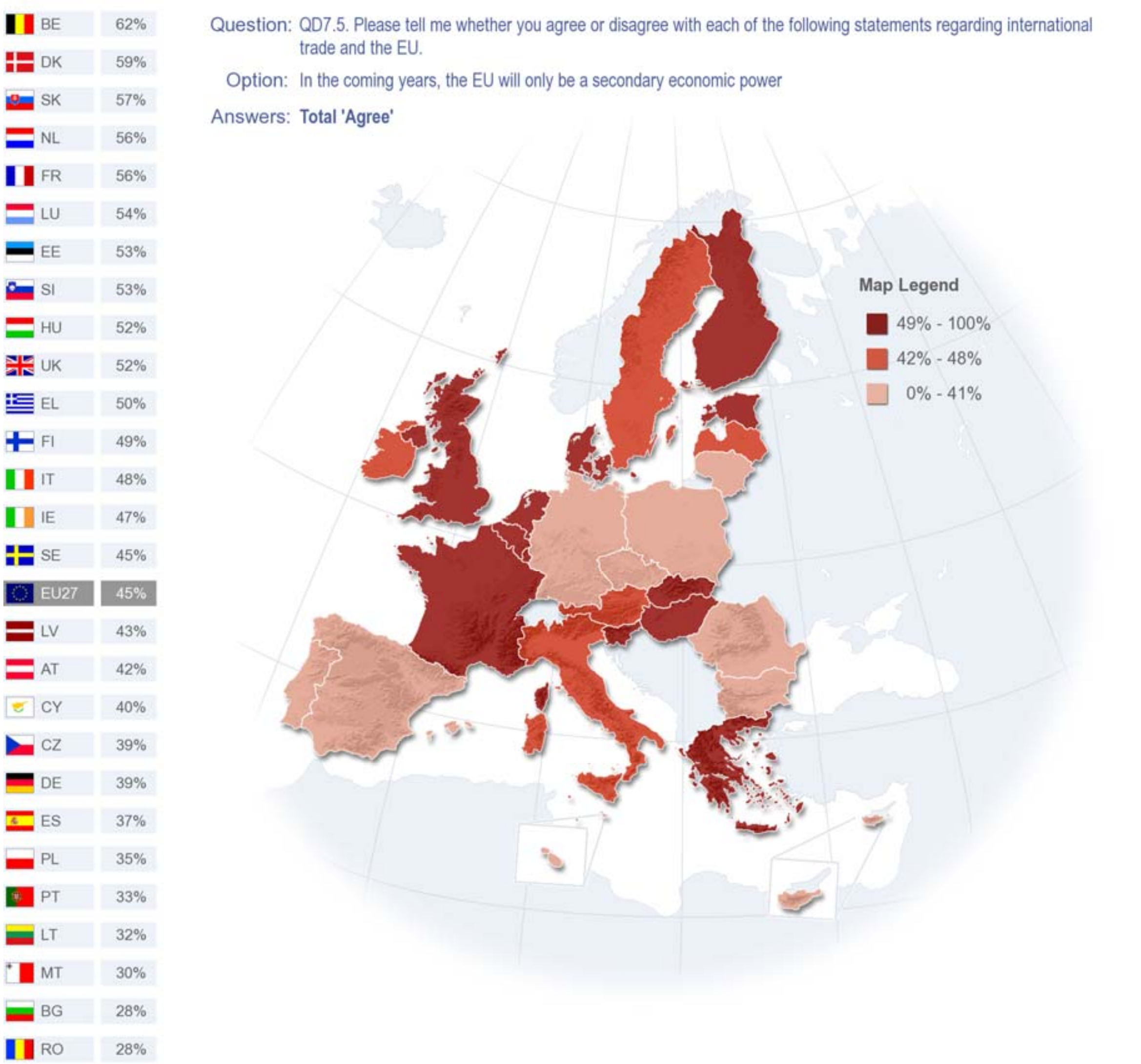
| | Totally agree | Tend to agree | Tend to disagree | Totally disagree | DK |
|---|---|---|---|---|---|
| EU27 | 26% | 45% | 8% | 2% | 19% |
| **Education (End of)** | | | | | |
| 15- | 20% | 40% | 8% | 3% | 29% |
| 16-19 | 25% | 46% | 9% | 2% | 18% |
| 20+ | 33% | 47% | 7% | 2% | 11% |
| Still studying | 23% | 48% | 9% | 1% | 19% |
| **Awareness of the origin of products and services bought index** | | | | | |
| Strong | 29% | 48% | 8% | 2% | 13% |
| Medium | 28% | 48% | 8% | 2% | 14% |
| Low | 26% | 44% | 9% | 2% | 19% |
| None | 19% | 39% | 8% | 2% | 32% |

### 4.2.2 The future of the European Union as an economic power

Opinions of Europe's role as an economic power in the future are less pessimistic in Germany and Eastern Europe, Spain and Portugal, but respondents in western Europe as well as northern and southern Europe are rather more sceptical.

Belgium (62%), Denmark (59%), Slovakia (57%), the Netherlands (56%) and France (56%) top the table, whereas Romania and Bulgaria, the Member States that joined the EU most recently, report less than 30% agreement with the statement.

The EU average of 45% and the high level of "don't know" answers (24%) indicates that the EU citizens are undecided about how they see the future of the EU.




What is interesting for all the questions concerning the current as well as the future role of the EU in a globalized market is the fact that almost one fifth of interviewees were unable to give a clear response on the topics. Respondents aged over 55 opt for "don't know", but so too do respondents who left school at the age of fifteen or before. Given the identity of these groups, it is not really surprising that respondents who are unaware of product origins tend to choose the "don't know" response. Although gender differences did not emerge in the analysis of meaningful categories, there is a clear gender pattern for "don't know" responses. On all five questions a much higher proportion of women did not answer. To interpret this finding we can say that women habitually - and this is true for most social science surveys - are rather more cautious in positioning themselves on an unfamiliar topic; they feel less informed or knowledgeable.[15]

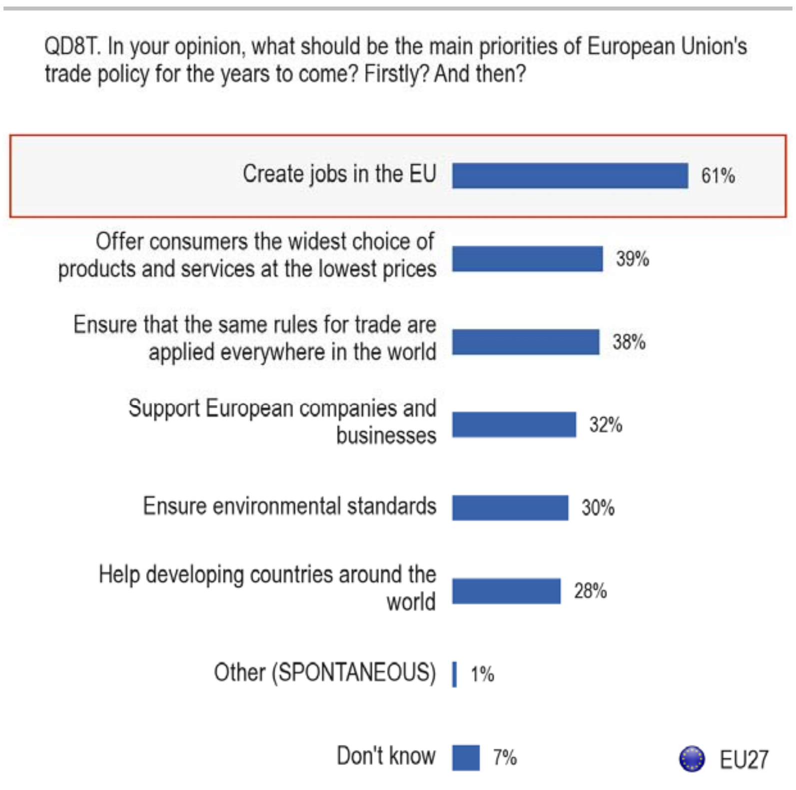
[15] This does not mean that they know less or that they do not look for information. It is rather a typical observation for surveys – women prefer to choose 'don't know' when they are not sure about the topic.

# 5. THE PRIORITIES FOR THE FUTURE EUROPEAN UNION TRADE POLICY

In the previous chapter, we have seen that European citizens consider the EU as an empowered actor in current international trade. The EU has benefited from it and the products sold by EU companies are competitive in the world marketplace. However, there is some scepticism about its capacities to compete with other continents in the future. In that context, we should now concentrate on the future European trade policies. What should be its objectives?

## 5.1 EU results

***– Priority should be given in the future European trade policy to creating jobs –***




A majority of Europeans think that priority for the future European trade policy should be given to creating jobs[16]. More than six in ten citizens believe that the priority should go to employment (61%). International trade and job creation are thus clearly related in Europeans' minds; this is their main expectation.

The other priorities are mentioned by less than four in ten respondents: offering consumers the widest choice of products and services at the lowest prices (39%) and ensuring that the same rules for trade are applied everywhere in the world (38%). Around three in ten respondents then cited supporting European companies and businesses (32%), ensuring environmental standards (30%) and helping developing countries around the world (28%).

## 5.2 National results

***- Creating jobs is the first priority in most European countries -***

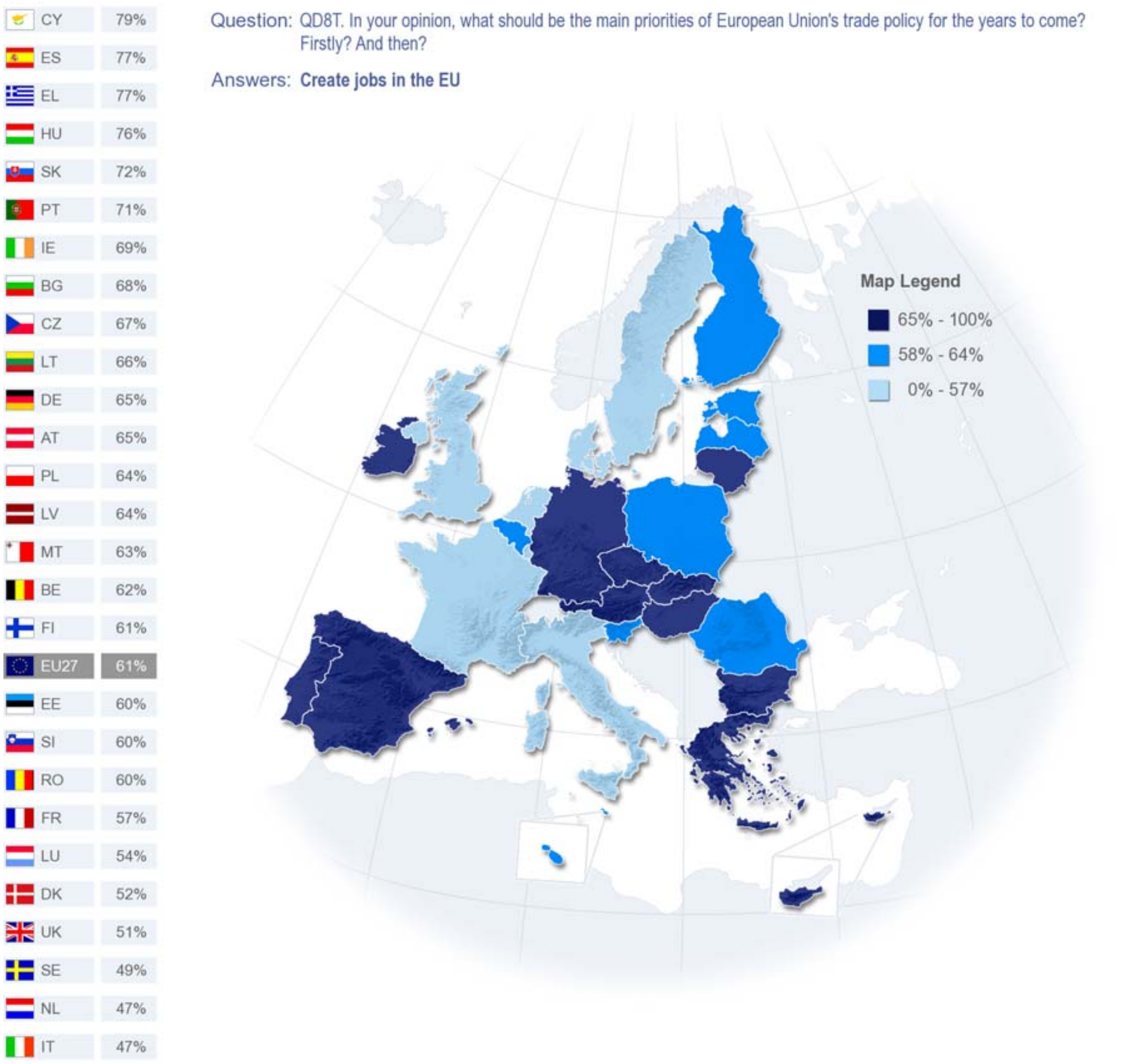
Creating jobs is the priority most cited in most of the Member States. However, there are some differences between countries. In Cyprus (79%), Spain (77%), Greece (77%), Hungary (76%), Slovakia (72%), and Portugal (71%), more than seven out of ten respondents see job creation as a major priority for the future European trade policy. At the other end of the scale, fewer than half of respondents mention it as a priority in Italy (47%), the Netherlands (47%) and Sweden (49%).

Overall, it is interesting to note that creation of jobs appears to be much more a priority in southern and eastern Member States than in northern and western ones.

The results for EU15 countries and NMS12 countries confirm this. 65% of respondents in NMS12 countries considered employment to be the main priority for the future European trade policy whereas the figure stood at 59% in EU15 countries.

Nevertheless, besides these modest differences, job creation creates a kind of consensus in European public opinion, which is not surprising given the current economic climate.

[16] QD8a-b In your opinion, what should be the main priorities of European Union's trade policy for the years to come? Firstly? And then?




Creating jobs is the priority most cited in twenty-one Member States of the European Union. In a few other countries, respondents gave their preferences to other priorities.

In Cyprus (84%), Bulgaria (71%), Malta and Romania (both 64%), the answer “Offer consumers the widest choice of products and services at the lowest prices” comes first in the ranking of priorities.

In the Netherlands, 54% of respondents mention the answer “Ensure that the same rules for trade are applied everywhere in the world”. This priority comes first in this country. It should be noted that this is the only country where more than half of respondents mention this as a priority.

In Sweden, respondents are much more focused on the environmental priority. Half of the respondents selected this answer as the main priority for the future European trade policy. It is the most mentioned answer in this country. Ensuring environmental standards is also very important in Cyprus (54%), Austria (54%) and Denmark (50%). It is interesting to note that these results can be related to the results obtained in the question on the negative consequences of international trade (QD6). Indeed, in Denmark, Sweden and Austria, environmental harm was considered one of the major negative consequences of international trade. At the other end of scale, in Lithuania (14%), Slovakia (15%) and Latvia (18%), less than two in ten respondents mentioned this priority.

**QD8T In your opinion, what should be the main priorities of European Union's trade policy for the years to come? Firstly? And then?**

| | Create jobs in the EU | Offer consumers the widest choice of products and services at the lowest prices | Ensure that the same rules for trade are applied everywhere in the world | Ensure environmental standards | Support European companies and businesses | Help developing countries around the world | Other (SPONTANEOUS) | DK |
|---|---|---|---|---|---|---|---|---|
| EU27 | 61% | 39% | 38% | 30% | 32% | 28% | 1% | 7% |
| BE | **62%** | 35% | 45% | 31% | 38% | 24% | 1% | 2% |
| BG | 68% | **71%** | 42% | 29% | 28% | 16% | 0% | 4% |
| CZ | **67%** | 51% | 40% | 25% | 39% | 14% | 0% | 2% |
| DK | **52%** | 33% | 44% | 50% | 33% | 37% | 0% | 4% |
| DE | **65%** | 30% | 45% | 38% | 23% | 30% | 0% | 4% |
| EE | **60%** | 41% | 26% | 21% | 36% | 14% | 0% | 10% |
| EL | **77%** | 59% | 36% | 35% | 45% | 21% | 0% | 2% |
| ES | **77%** | 39% | 29% | 20% | 44% | 28% | 1% | 5% |
| FR | **57%** | 38% | 43% | 33% | 42% | 26% | 0% | 4% |
| IE | **69%** | 56% | 41% | 30% | 39% | 37% | 0% | 6% |
| IT | **47%** | 46% | 40% | 29% | 25% | 30% | 1% | 9% |
| CY | 79% | **84%** | 37% | 54% | 38% | 36% | 0% | 1% |
| LT | **66%** | 45% | 25% | 14% | 36% | 17% | 1% | 8% |
| LV | **64%** | 43% | 30% | 18% | 35% | 14% | 0% | 7% |
| LU | **54%** | 32% | 34% | 23% | 34% | 25% | 1% | 8% |
| HU | **76%** | 55% | 27% | 31% | 31% | 15% | 0% | 3% |
| MT | 63% | **64%** | 16% | 34% | 27% | 28% | 1% | 10% |
| NL | 47% | 21% | **54%** | 35% | 32% | 27% | 3% | 5% |
| AT | **65%** | 46% | 42% | 54% | 45% | 37% | 3% | 3% |
| PL | **64%** | 41% | 23% | 19% | 23% | 24% | 0% | 12% |
| PT | **71%** | 53% | 37% | 28% | 34% | 32% | 0% | 4% |
| RO | 60% | **64%** | 30% | 29% | 34% | 34% | 1% | 7% |
| SI | **60%** | 50% | 28% | 35% | 32% | 14% | 2% | 5% |
| SK | **72%** | 47% | 41% | 15% | 32% | 16% | 1% | 2% |
| FI | **61%** | 30% | 45% | 42% | 30% | 32% | 2% | 1% |
| SE | 49% | 26% | 35% | **50%** | 34% | 44% | 2% | 4% |
| UK | **51%** | 23% | 35% | 26% | 30% | 27% | 1% | 15% |

**Highest percentage per country**
Highest percentage per item
Lowest percentage per item

The order of priorities listed by respondents in the EU15 countries and NMS12 countries is different. If the respondents from EU15 countries and NMS12 countries most often selected the answer 'create jobs in the EU', they ranked the other priorities in a different order. Ensuring that the same rules for trade are applied everywhere in the world is the second priority for the EU15 countries (40%). The second priority for the NMS12 countries, cited by more than half of respondents, is to offer consumers the widest choice of products and services at the lowest prices (52%).
Supporting European companies and businesses is the third priority for the NMS12 countries (32%). The third priority of respondents from the EU15 countries is "Offer consumers the widest choice of products and services at the lowest prices".

| Top 3 priorities for the future European trade policy - EU15 countries | | | Top 3 priorities for the future European trade policy - NMS12 countries | |
|---|---|---|---|---|
| Create jobs in the EU | 59% | | Create jobs in the EU | 65% |
| Ensure that the same rules for trade are applied everywhere in the world | 40% | | Offer consumers the widest choice of products and services at the lowest prices | 52% |
| Offer consumers the widest choice of products and services at the lowest prices | 35% | | Support European companies and businesses | 32% |

### 5.3 Socio-demographics results

***- Creating jobs in the EU is the first priority for all socio-demographic categories –***

The analysis of the socio-demographic variables shows the following results:

- The respondents who left education between 16 and 19 years old most often believe that creating jobs should be the main priority for the future European trade policy (63%). Respondents who went to university are the least inclined to mention this item (58%). It is, nevertheless, the option most selected among all educational categories. Less educated respondents, those who finished school before the age of 19, most often choose the answer "Offer consumers the widest choice of products and services at the lowest price" (41%). Only 34% of the more educated respondents select that response. This group prefers to focus on ensuring that the same rules for trade are applied everywhere in the world (41%), ensuring environmental standards (38%), and supporting European companies and businesses (36%).

- Unemployed respondents are the group most likely to mention job creation as the main priority for the future European Union trade policy (68%) while 58% of employees and retired respondents give this answer. Ensuring environmental standards is the priority that creates the biggest gap between the different occupational categories. It is the third priority for managers, with more than four in ten giving this answer (41%). At the same time, fewer than three in ten housewives and husbands (27%), unemployed and manual workers (28% for both) mentioned the environment as a priority.

- The political views of respondents also seem to influence their choices. Although employment as a target for the future European Union trade is the top priority beyond dispute among respondents of different political opinions, results for the other priorities differed. Respondents who positioned themselves on the left of the political spectrum were more likely to choose helping developing countries around the world (30%) and ensuring environmental standards (38%) than respondents who said that they were on the right of the political spectrum. Those to the right are more in favour of offering consumers the widest choice of products (43%) and supporting European companies and businesses (38%) than those to the left.

- The respondents who position themselves low on the social scale are more likely to make job creation the main priority for the future European trade policy (65% vs. 58% for those who position themselves high on the scale). They are also the most likely to mention offering the widest choice of products to consumers (46% vs. 36% for those of high status). However, ensuring environmental standards (34%) and ensuring that the same trade rules are applied everywhere (41%) are more often mentioned by respondents who have high social status.

**QD8T In your opinion, what should be the main priorities of European Union's trade policy for the years to come? Firstly? And then?**

| | Create jobs in the EU | Offer consumers the widest choice of products and services at the lowest prices | Ensure that the same rules for trade are applied everywhere in the world | Support European companies and businesses | Ensure environmental standards | Help developing countries around the world |
|---|---|---|---|---|---|---|
| EU27 | 61% | 39% | 38% | 32% | 30% | 28% |
| **Education (End of)** | | | | | | |
| 15- | 60% | 41% | 34% | 29% | 24% | 25% |
| 16-19 | 63% | 41% | 40% | 33% | 29% | 27% |
| 20+ | 58% | 34% | 41% | 36% | 38% | 30% |
| Still studying | 60% | 36% | 33% | 27% | 32% | 33% |
| **Respondent occupation scale** | | | | | | |
| Self-employed | 60% | 38% | 40% | 36% | 30% | 26% |
| Managers | 59% | 28% | 44% | 36% | 41% | 28% |
| Other white collars | 58% | 40% | 40% | 35% | 34% | 29% |
| Manual workers | 63% | 41% | 39% | 33% | 28% | 28% |
| House persons | 63% | 42% | 36% | 29% | 27% | 28% |
| Unemployed | 68% | 42% | 31% | 29% | 28% | 27% |
| Retired | 58% | 40% | 38% | 31% | 27% | 25% |
| Students | 60% | 36% | 33% | 27% | 32% | 33% |
| **Left-Right scale** | | | | | | |
| (1-4) Left | 60% | 37% | 41% | 29% | 38% | 30% |
| (5-6) Centre | 63% | 37% | 39% | 34% | 30% | 28% |
| (7-10) Right | 61% | 43% | 38% | 38% | 30% | 25% |
| **Self-positioning on the social scale** | | | | | | |
| Low (1-4) | 65% | 46% | 34% | 31% | 27% | 24% |
| Medium (5-6) | 61% | 38% | 38% | 32% | 30% | 27% |
| High (7-10) | 58% | 36% | 41% | 33% | 34% | 31% |

There is thus a broad consensus among European public opinion about the fact that the future European Union trade policy should aim at developing the level of employment in the European Union. The recent economic crisis is certainly one important factor in understanding this consensual opinion on the necessity of bringing more jobs to the European Union.

# CONCLUSIONS

The Eurobarometer on international trade was designed to obtain data on the awareness, the attitudes and the perceptions of European citizens in respect of international trade as such, to evaluate the role of the EU in international trade and to assess the future priorities for European trade policy.

International trade is a concept which is not directly accessible as such to respondents. But European citizens think that the EU is an important player in the world, a player which benefits greatly from international trade and which is able to produce products to compete on the international market.

The data show that most European citizens are aware of the origins of products and that for almost one fifth of them this influences their decisions to buy certain products. Furthermore, a relative majority also believe that both they personally and the European Union in general benefit from international trade. The general positive perception is positively related to the role the EU takes in the world and the competitiveness of European products and services.

Furthermore, the above-mentioned aspects of awareness, perception and attitudes are directly related to each other. Indeed, the positive perceptions of international trade and attitudes to it are related to a greater awareness of the origin of products and goods. The belief that an individual personally benefits from international trade is also connected with positive attitudes towards international trade.

It is interesting to see that the reasons for being for or against international trade are in some way linked to prices, or more generally related to the affordability of products. This leads us to a general question: who is aware of or supports international trade?

As far as we can see from the data, we can assume that there is a strong latent social dimension behind the results. Analyzing the data with a focus on questions related to the social characteristics of respondents (societal positioning) provides the single most significant explanation of the patterns in the responses. Education, self-positioning or the financial situation of respondents differentiate the respondents into citizens who are aware, who have a positive understanding and perception of international trade and who are optimistic for the coming years, and a second group of respondents who show the opposite attitudes and perceptions.

Further on, it seems to be the case that the perception of international trade, and also the survey results presented, must be interpreted against the background of the international crisis and individual and macro-economic uncertainty. Therefore it is not surprising that employment and unemployment are to some extent prominent in the different arguments for and against international trade.

Most of the respondents call for the same rules for international trade to be applied everywhere, and almost 40% of respondents are even willing to pay more for goods and services that support certain values. This is probably because of the fact that trade is not directly associated with social and environmental standards of production, but rather with barriers and access to markets. Moral arguments to justify international trade are important to some of the respondents, and should reflect the overall values of the European Union. On the other hand the social pattern in the data leads to a question: whether products that support certain values can find a market when some EU citizens are left behind or feel economic pressure to make their living. On the other hand we see that only a smaller group of European citizens justify or rather link their purchasing behaviour with moral or ethical arguments, such as social standards, the environment or general development objectives. Europeans cannot be considered passive consumers: social and ethical concerns are among their criteria when buying a product or a service.

In order to justify social and environmental standards for international trade, European workplaces should simultaneously be made secure, and the social and economic situation of EU citizens should also be taken into account, as negative perceptions of international trade are clearly related to social and economic hardships experienced by EU citizens. Furthermore, the data show an ill-defined fear that other countries are becoming increasingly important and that the current role of the EU in the international arena will be less powerful in the future.

For respondents, the main priorities of a future EU international trade policy fall into two areas: a) a more economic domain, which is related to employment, the protection of European companies and the competitiveness of European products, and b) a consumer perspective, which seeks wider choice and cheaper products. But, almost the half of the EU citizens is undecided about the future role of the European Union as a global player in international trade.

Almost one fifth of EU citizens are undecided as to whether they are generally for or against international trade. It is as if they were sitting in a waiting room, closely observing the developments which affect their individual circumstances, their individual attitudes and values. Therefore, and this comes out clearly in the data: information about international trade at the European level has to connect the benefits international trade brings to European economies, European businesses and European citizens. Furthermore, and this is closely connected with the need for information about the benefits; the individual's perception of his or her own social situation goes hand and hand with positive perceptions of international trade.

# ANNEXES

# TECHNICAL SPECIFICATIONS

# SPECIAL EUROBAROMETER N°357

International Trade

## TECHNICAL SPECIFICATIONS

Between the 26th of August and the 16th of September 2010, TNS Opinion & Social, a consortium created between TNS plc and TNS opinion, carried out the wave 74.1 of the EUROBAROMETER, on request of the EUROPEAN COMMISSION, Directorate-General for Communication, “Research and Speechwriting”.

The SPECIAL EUROBAROMETER N°357 is part of wave 74.1 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.

EUROBAROMETER

European Commission

| ABBREVIATIONS | COUNTRIES | INSTITUTES | N° INTERVIEWS | FIELDWORK DATES | | POPULATION 15+ |
|---|---|---|---|---|---|---|
| BE | Belgium | TNS Dimarso | 1.013 | 26/08/2010 | 16/09/2010 | 8.866.411 |
| BG | Bulgaria | TNS BBSS | 1.000 | 27/08/2010 | 07/09/2010 | 6.584.957 |
| CZ | Czech Rep. | TNS Aisa | 1.001 | 27/08/2010 | 12/09/2010 | 8.987.535 |
| DK | Denmark | TNS Gallup DK | 1.012 | 27/08/2010 | 13/09/2010 | 4.533.420 |
| DE | Germany | TNS Infratest | 1.577 | 27/08/2010 | 12/09/2010 | 64.545.601 |
| EE | Estonia | Emor | 1.000 | 27/08/2010 | 12/09/2010 | 916.000 |
| IE | Ireland | MRBI | 1.011 | 27/08/2010 | 10/09/2010 | 3.375.399 |
| EL | Greece | TNS ICAP | 1.000 | 27/08/2010 | 10/09/2010 | 8.693.566 |
| ES | Spain | TNS Demoscopia | 1.005 | 27/08/2010 | 12/09/2010 | 39.035.867 |
| FR | France | TNS Sofres | 1.043 | 27/08/2010 | 12/09/2010 | 47.620.942 |
| IT | Italy | TNS Infratest | 1.029 | 27/08/2010 | 12/09/2010 | 51.252.247 |
| CY | Rep. of Cyprus | Synovate | 504 | 27/08/2010 | 12/09/2010 | 651.400 |
| LV | Latvia | TNS Latvia | 1.009 | 27/08/2010 | 13/09/2010 | 1.448.719 |
| LT | Lithuania | TNS Gallup Lithuania | 1.017 | 27/08/2010 | 08/09/2010 | 2.849.359 |
| LU | Luxembourg | TNS ILReS | 476 | 27/08/2010 | 22/09/2010 | 404.907 |
| HU | Hungary | TNS Hungary | 1.022 | 27/08/2010 | 12/09/2010 | 8.320.614 |
| MT | Malta | MISCO | 500 | 26/08/2010 | 13/09/2010 | 335.476 |
| NL | Netherlands | TNS NIPO | 1.011 | 27/08/2010 | 14/09/2010 | 13.288.200 |
| AT | Austria | Österreichisches Gallup-Institut | 1.013 | 26/08/2010 | 12/09/2010 | 6.973.277 |
| PL | Poland | TNS OBOP | 1.000 | 28/08/2010 | 13/09/2010 | 32.306.436 |
| PT | Portugal | TNS EUROTESTE | 1.011 | 28/08/2010 | 12/09/2010 | 8.080.915 |
| RO | Romania | TNS CSOP | 1.034 | 27/08/2010 | 09/09/2010 | 18.246.731 |
| SI | Slovenia | RM PLUS | 1.008 | 27/08/2010 | 12/09/2010 | 1.748.308 |
| SK | Slovakia | TNS AISA SK | 1.016 | 28/08/2010 | 12/09/2010 | 4.549.954 |
| FI | Finland | TNS Gallup Oy | 1.002 | 27/08/2010 | 14/09/2010 | 4.412.321 |
| SE | Sweden | TNS GALLUP | 1.012 | 27/08/2010 | 13/09/2010 | 7.723.931 |
| UK | United Kingdom | TNS UK | 1.309 | 27/08/2010 | 13/09/2010 | 51.081.866 |
| **TOTAL EU27** | | | **26.635** | **26/08/2010** | **16/09/2010** | **406.834.359** |

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

| | |
|---|---|
| | Now let's talk about another topic. |
| | |
| QD1 | For each of the following products or services, please tell me if you check its origin and if this influences your decision when you buy it. If you don't buy these products or services, and do not intend to do it in the future, please tell me if you would check its origin and if this would influence your decision if you were buying it. |
| | (SHOW CARD WITH SCALE – ONE ANSWER PER LINE) |

| | | (READ OUT) | Yes, you check its origin, and this influences your decision | Yes, you check its origin, but this does not influence your decision | No, you do not check its origin | DK |
|---|---|---|---|---|---|---|
| (598) | 1 | Food | 1 | 2 | 3 | 4 |
| (599) | 2 | Textiles / clothes | 1 | 2 | 3 | 4 |
| (600) | 3 | Electronic devices | 1 | 2 | 3 | 4 |
| (601) | 4 | Cars / motorbikes | 1 | 2 | 3 | 4 |
| (602) | 5 | High tech services, such as a mobile phone services provider | 1 | 2 | 3 | 4 |

NEW

| | |
|---|---|
| | Passons maintenant à un autre sujet. |
| | |
| QD1 | Pour chacun des produits ou services suivants, pourriez-vous me dire si vous vérifiez leur origine, et si celle-ci influence votre décision d'achat. Si vous n'achetez pas ces produits ou services, et que vous n'avez pas l'intention de le faire à l'avenir, pourriez-vous me dire si vous vérifieriez leur origine et si cela influencerait votre décision si vous deviez les achetez. |
| | (MONTRER CARTE AVEC ECHELLE – UNE REPONSE PAR LIGNE) |

| | | (LIRE) | Oui, vous vérifiez son origine, et cela influence votre décision | Oui, vous vérifiez son origine, mais cela n'influence pas votre décision | Non, vous ne vérifiez pas son origine | NSP |
|---|---|---|---|---|---|---|
| (598) | 1 | La nourriture | 1 | 2 | 3 | 4 |
| (599) | 2 | Les textiles / vêtements | 1 | 2 | 3 | 4 |
| (600) | 3 | Les appareils électroniques | 1 | 2 | 3 | 4 |
| (601) | 4 | Les voitures / motos | 1 | 2 | 3 | 4 |
| (602) | 5 | Les services de haute technologie, comme un fournisseur de téléphonie mobile | 1 | 2 | 3 | 4 |

NEW

| | |
|---|---|
| QD2 | In a regular week, that means when you are at home, not away on holidays, do you buy products or services from outside the European Union? |

(READ OUT – ONE ANSWER ONLY)

| | (603) |
|---|---|
| Yes, a lot | 1 |
| Yes, some | 2 |
| Yes, but only a few | 3 |
| No, not at all | 4 |
| DK | 5 |

NEW

| | |
|---|---|
| QD2 | Lors d'une semaine ordinaire, c'est-à-dire quand vous êtes chez vous et non quelque part en vacances, achetez-vous des produits ou services provenant de l'extérieur de l'Union européenne ? |

(LIRE – UNE SEULE REPONSE)

| | (603) |
|---|---|
| Oui, beaucoup | 1 |
| Oui, quelques-uns | 2 |
| Oui, mais assez peu | 3 |
| Non, pas du tout | 4 |
| NSP | 5 |

NEW

| | |
|---|---|
| QD3 | Would you be prepared to pay more for products or services from…? (IF YES) How much more would you be prepared to pay? |

(SHOW CARD WITH SCALE - ONE ANSWER PER LINE)

| | | (READ OUT – ONE ANSWER PER LINE) | No, I am not prepared to pay more | Yes, I would pay up to 10% more | Yes, I would pay more than 10% more | DK |
|---|---|---|---|---|---|---|
| (604) | 1 | Companies that respect labour rights and apply high social standards | 1 | 2 | 3 | 4 |
| (605) | 2 | Companies that respect the environment | 1 | 2 | 3 | 4 |
| (606) | 3 | (OUR COUNTRY) | 1 | 2 | 3 | 4 |
| (607) | 4 | Developing countries, to support people living in these countries | 1 | 2 | 3 | 4 |

NEW

| | |
|---|---|
| QD3 | Seriez-vous prêt(e) à payer plus pour des produits ou services provenant ... ? (SI OUI) Combien seriez-vous prêt(e) à payer en plus ? |

(MONTRER CARTE AVEC ECHELLE – UNE REPONSE PAR LIGNE)

| | | (LIRE) | Non, je ne suis pas prêt(e) à payer plus | Oui, je paierais jusqu'à 10% en plus | Oui, je paierais plus de 10% en plus | NSP |
|---|---|---|---|---|---|---|
| (604) | 1 | D'entreprises qui respectent le droit du travail et appliquent des normes sociales élevées | 1 | 2 | 3 | 4 |
| (605) | 2 | D'entreprises qui respectent l'environnement | 1 | 2 | 3 | 4 |
| (606) | 3 | De (NOTRE PAYS) | 1 | 2 | 3 | 4 |
| (607) | 4 | De pays en voie de développement, afin d'aider les personnes qui habitent dans ces pays | 1 | 2 | 3 | 4 |

NEW

| | |
|---|---|
| QD4 | Nowadays, international trade has an important place in the EU: this means that goods and services from outside are imported into the EU, while EU goods and services are exported around the world. Could you tell me whether you are currently benefiting from international trade or not? |

(SHOW CARD – ONE ANSWER ONLY)

| | (608) |
|---|---|
| Yes, benefiting a lot | 1 |
| Yes, benefiting somewhat | 2 |
| No, not really benefiting | 3 |
| No, not at all benefiting | 4 |
| DK | 5 |

NEW

ASK QD5 IF "BENEFIT FROM INTERNATIONAL TRADE", CODE 1 OR 2 IN QD4– OTHERS GO TO QD6

| | |
|---|---|
| QD5 | Why do you think you are benefiting from international trade? |

(READ OUT – ROTATE – MAX. 2 ANSWERS)

| | (609-615) |
|---|---|
| The products are of better quality | 1, |
| The products are cheaper | 2, |
| There is a wider choice for consumers | 3, |
| It is good for the European economy | 4, |
| This trade with countries outside the EU can create jobs | 5, |
| Other (SPONTANEOUS) | 6, |
| DK | 7, |

NEW

| | |
|---|---|
| QD4 | De nos jours, le commerce international occupe une place importante dans l'Union européenne : cela signifie que des biens et des services qui proviennent de l'extérieur sont importés dans l'Union européenne, pendant que des biens et des services de l'Union européenne sont exportés dans le monde entier. Pouvez-vous me dire dans quelle mesure vous bénéficiez ou non du commerce international à l'heure actuelle. |

(MONTRER CARTE – UNE SEULE REPONSE)

| | (608) |
|---|---|
| Oui, bénéficie beaucoup | 1 |
| Oui, bénéficie plutôt | 2 |
| Non, ne bénéficie pas vraiment | 3 |
| Non, ne bénéficie pas du tout | 4 |
| NSP | 5 |

NEW

POSER QD5 SI « BENEFICIE DU COMMERCE INTERNATIONAL », CODE 1 OU 2 EN QD4 – LES AUTRES ALLER EN QD6

| | |
|---|---|
| QD5 | Pourquoi pensez-vous que vous bénéficiez du commerce international ? |

(LIRE – ROTATION – MAX. 2 REPONSES)

| | (609-615) |
|---|---|
| Les produits sont de meilleure qualité | 1, |
| Les produits sont moins chers | 2, |
| Il existe un plus grand choix pour les consommateurs | 3, |
| C'est bon pour l'économie européenne | 4, |
| Ce commerce avec des pays extérieurs à l'UE peut créer des emplois | 5, |
| Autre (SPONTANE) | 6, |
| NSP | 7, |

NEW

ASK QD6 IF "DO NOT BENEFIT FROM INTERNATION TRADE", CODE 3 OR 4 IN QD4 – OTHERS GO TO QD7

QD6 Why do you think you are not benefiting from international trade?

(READ OUT – ROTATE – MAX. 2 ANSWERS)

| | **(616-622)** |
|---|---|
| The quality of products has decreased | 1, |
| The prices for certain goods are higher | 2, |
| It harms the environment because of the transport of products and goods | 3, |
| It is bad for the European economy | 4, |
| It has created more unemployment | 5, |
| Others (SPONTANEOUS) | 6, |
| DK | 7, |

NEW

POSER QD6 SI « NE BENEFICE PAS DU COMMERCE INTERNATIONAL », CODE 3 OU 4 EN QD4 – LES AUTRES ALLER EN QD7

QD6 Pourquoi pensez-vous que vous ne bénéficiez pas du commerce international ?

(LIRE – ROTATION – MAX. 2 REPONSES)

| | **(616-622)** |
|---|---|
| La qualité des produits a diminué | 1, |
| Les prix de certains biens sont plus élevés | 2, |
| Le transport des produits et des biens nuit à l'environnement | 3, |
| C'est mauvais pour l'économie européenne | 4, |
| Cela a créé plus de chômage | 5, |
| Autre (SPONTANE) | 6, |
| NSP | 7, |

NEW

| ASK ALL |
|---|

| QD7 | Please tell me whether you agree or disagree with each of the following statements regarding international trade and the EU. |
|---|---|

(SHOW CARD WITH SCALE - ONE ANSWER PER LINE)

| | | (READ OUT) | Totally agree | Tend to agree | Tend to disagree | Totally disagree | DK |
|---|---|---|---|---|---|---|---|
| (623) | 1 | The EU is the biggest player in the world in international trade | 1 | 2 | 3 | 4 | 5 |
| (624) | 2 | The EU has benefited a lot from international trade | 1 | 2 | 3 | 4 | 5 |
| (625) | 3 | In the coming years, international trade will benefit more and more emerging economies like Brazil, China or India | 1 | 2 | 3 | 4 | 5 |
| (626) | 4 | European products and goods can compete well with products and goods from outside the EU | 1 | 2 | 3 | 4 | 5 |
| (627) | 5 | In the coming years, the EU will only be a secondary economic power | 1 | 2 | 3 | 4 | 5 |

| NEW |
|---|

| A TOUS |
|---|

| QD7 | Pourriez-vous me dire si vous êtes d’accord ou pas d’accord avec chacune des affirmations suivantes concernant le commerce international et l'Union européenne. |
|---|---|

(MONTRER CARTE AVEC ECHELLE – UNE REPONSE PAR LIGNE)

| | | (LIRE) | Tout à fait d’accord | Plutôt d’accord | Plutôt pas d’accord | Pas du tout d’accord | NSP |
|---|---|---|---|---|---|---|---|
| (623) | 1 | L’UE est l’acteur le plus important dans le monde pour ce qui est du commerce international | 1 | 2 | 3 | 4 | 5 |
| (624) | 2 | L’UE a beaucoup bénéficié du commerce international | 1 | 2 | 3 | 4 | 5 |
| (625) | 3 | Dans les années à venir, le commerce international bénéficiera de plus en plus aux économies émergentes, comme le Brésil, la Chine ou l’Inde | 1 | 2 | 3 | 4 | 5 |
| (626) | 4 | Les produits et biens européens rivalisent bien avec les produits et les biens qui proviennent de l’extérieur de l’UE | 1 | 2 | 3 | 4 | 5 |
| (627) | 5 | Dans les années à venir, l’UE sera seulement une puissance économique secondaire | 1 | 2 | 3 | 4 | 5 |

| NEW |
|---|

| | |
|---|---|
| QD8a | In your opinion, what should be the main priorities of European Union's trade policy for the years to come? Firstly? |

(SHOW CARD – READ OUT – ROTATE – ONE ANSWER ONLY)

| | **(628)** |
|---|---|
| Offer consumers the widest choice of products and services at the lowest prices | 1 |
| Help developing countries around the world | 2 |
| Ensure environmental standards | 3 |
| Ensure that the same rules for trade are applied everywhere in the world | 4 |
| Create jobs in the EU | 5 |
| Support European companies and businesses | 6 |
| Other (SPONTANEOUS) | 7 |
| DK | 8 |

NEW

| | |
|---|---|
| QD8a | Selon vous, quelles devraient être les principales priorités de la politique commerciale de l'Union européenne dans les années à venir ? En premier ? |

(MONTRER CARTE – LIRE – ROTATION – UNE SEULE REPONSE)

| | **(628)** |
|---|---|
| Offrir aux consommateurs le plus grand choix de produits et de services aux prix les plus bas | 1 |
| Aider les pays en voie de développement dans le monde | 2 |
| Garantir les normes environnementales | 3 |
| S'assurer que les mêmes règles commerciales sont appliquées partout dans le monde | 4 |
| Créer des emplois dans l'UE | 5 |
| Soutenir les entreprises européennes | 6 |
| Autre (SPONTANE) | 7 |
| NSP | 8 |

NEW

| | |
|---|---|
| QD8b | And then? |

(SHOW CARD – READ OUT – MULTIPLE ANSWERS POSSIBLE)

| | **(629-636)** |
|---|---|
| Offer consumers the widest choice of products and services at the lowest prices | 1, |
| Help developing countries around the world | 2, |
| Ensure environmental standards | 3, |
| Ensure that the same rules for trade are applied everywhere in the world | 4, |
| Create jobs in the EU | 5, |
| Support European companies and businesses | 6, |
| Other (SPONTANEOUS) | 7, |
| DK | 8, |

NEW

| | |
|---|---|
| QD8b | Et ensuite ? |

(MONTRER CARTE – LIRE – PLUSIEURS REPONSES POSSIBLES)

| | **(629-636)** |
|---|---|
| Offrir aux consommateurs le plus grand choix de produits et de services aux prix les plus bas | 1, |
| Aider les pays en voie de développement dans le monde | 2, |
| Garantir les normes environnementales | 3, |
| S'assurer que les mêmes règles commerciales sont appliquées partout dans le monde | 4, |
| Créer des emplois dans l'UE | 5, |
| Soutenir les entreprises européennes | 6, |
| Autre (SPONTANE) | 7, |
| NSP | 8, |

NEW

# TABLES

QD1.1 Pour chacun des produits ou services suivants, pourriez-vous me dire si vous vérifiez leur origine, et si celle-ci influence votre décision d'achat. Si vous n'achetez pas ces produits ou services, et que vous n'avez pas l'intention de le faire à l'avenir, pourriez-vous me dire si vous vérifieriez leur origine et si cela influencerait votre décision si vous deviez les achetez.
La nourriture
QD1.1 For each of the following products or services, please tell me if you check its origin and if this influences your decision when you buy it. If you don't buy these products or services, and do not intend to do it in the future, please tell me if you would check its origin and if this would influence your decision if you were buying it.
Food
QD1.1 Bitte sagen Sie mir zu jedem der folgenden Produkte / zu jeder der folgenden Dienstleistungen, ob Sie deren Herkunft überprüfen und ob diese Ihre Kaufentscheidung beeinflusst. Falls Sie diese Produkte oder Dienstleistungen nicht kaufen und auch in Zukunft nicht beabsichtigen, dies zu tun, sagen Sie mir bitte, ob Sie deren Herkunft überprüfen würden und ob diese Ihre Kaufentscheidung beeinflussen würde, falls Sie diese Produkte oder Dienstleistungen kaufen würden.
Nahrungsmittel

| | Oui, vous vérifiez son origine, et cela influence votre décision<br>Yes, you check its origin, and this influences your decision<br>Ja, Sie überprüfen die Herkunft und diese beeinflusst Ihre Entscheidung | Oui, vous vérifiez son origine, mais cela n'influence pas votre décision<br>Yes, you check its origin, but this does not influence your decision<br>Ja, Sie überprüfen die Herkunft, aber diese beeinflusst Ihre Entscheidung nicht | Non, vous ne vérifiez pas son origine<br>No, you do not check its origin<br>Nein, Sie überprüfen die Herkunft nicht | NSP<br>DK<br>WN | Total 'Oui'<br>Total 'Yes'<br>Gesamt 'Ja' |
|---|---|---|---|---|---|
| % | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 |
| EU 27 | 43 | 19 | 37 | 1 | 62 |
| BE | 29 | 15 | 55 | 1 | 44 |
| BG | 42 | 25 | 32 | 1 | 67 |
| CZ | 40 | 20 | 40 | 0 | 60 |
| DK | 55 | 16 | 29 | 0 | 71 |
| D-W | 47 | 19 | 32 | 2 | 66 |
| DE | 46 | 19 | 33 | 2 | 65 |
| D-E | 41 | 21 | 37 | 1 | 62 |
| EE | 52 | 22 | 26 | 0 | 74 |
| IE | 41 | 16 | 42 | 1 | 57 |
| EL | 62 | 16 | 22 | 0 | 78 |
| ES | 26 | 17 | 56 | 1 | 43 |
| FR | 55 | 14 | 30 | 1 | 69 |
| IT | 49 | 23 | 25 | 3 | 72 |
| CY | 44 | 17 | 39 | 0 | 61 |
| LV | 48 | 24 | 27 | 1 | 72 |
| LT | 47 | 20 | 31 | 2 | 67 |
| LU | 50 | 15 | 35 | 0 | 65 |
| HU | 52 | 20 | 28 | 0 | 72 |
| MT | 32 | 17 | 50 | 1 | 49 |
| NL | 38 | 15 | 46 | 1 | 53 |
| AT | 51 | 23 | 26 | 0 | 74 |
| PL | 40 | 16 | 43 | 1 | 56 |
| PT | 30 | 25 | 44 | 1 | 55 |
| RO | 43 | 23 | 31 | 3 | 66 |
| SI | 48 | 22 | 29 | 1 | 70 |
| SK | 39 | 26 | 35 | 0 | 65 |
| FI | 64 | 19 | 17 | 0 | 83 |
| SE | 69 | 15 | 16 | 0 | 84 |
| UK | 33 | 18 | 48 | 1 | 51 |

QD1.2 Pour chacun des produits ou services suivants, pourriez-vous me dire si vous vérifiez leur origine, et si celle-ci influence votre décision d'achat. Si vous n'achetez pas ces produits ou services, et que vous n'avez pas l'intention de le faire à l'avenir, pourriez-vous me dire si vous vérifieriez leur origine et si cela influencerait votre décision si vous deviez les achetez.
Les textiles/ vêtements
QD1.2 For each of the following products or services, please tell me if you check its origin and if this influences your decision when you buy it. If you don't buy these products or services, and do not intend to do it in the future, please tell me if you would check its origin and if this would influence your decision if you were buying it.
Textiles/ clothes
QD1.2 Bitte sagen Sie mir zu jedem der folgenden Produkte / zu jeder der folgenden Dienstleistungen, ob Sie deren Herkunft überprüfen und ob diese Ihre Kaufentscheidung beeinflusst. Falls Sie diese Produkte oder Dienstleistungen nicht kaufen und auch in Zukunft nicht beabsichtigen, dies zu tun, sagen Sie mir bitte, ob Sie deren Herkunft überprüfen würden und ob diese Ihre Kaufentscheidung beeinflussen würde, falls Sie diese Produkte oder Dienstleistungen kaufen würden.
Textilien/ Kleidung

| | Oui, vous vérifiez son origine, et cela influence votre décision<br>Yes, you check its origin, and this influences your decision<br>Ja, Sie überprüfen die Herkunft und diese beeinflusst Ihre Entscheidung | Oui, vous vérifiez son origine, mais cela n'influence pas votre décision<br>Yes, you check its origin, but this does not influence your decision<br>Ja, Sie überprüfen die Herkunft, aber diese beeinflusst Ihre Entscheidung nicht | Non, vous ne vérifiez pas son origine<br>No, you do not check its origin<br>Nein, Sie überprüfen die Herkunft nicht | NSP<br>DK<br>WN | Total 'Oui'<br>Total 'Yes'<br>Gesamt 'Ja' |
|---|---|---|---|---|---|
| % | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 |
| EU 27 | **28** | **22** | **48** | **2** | **50** |
| BE | **17** | **15** | **67** | **1** | **32** |
| BG | **22** | **26** | **49** | **3** | **48** |
| CZ | **27** | **26** | **47** | **0** | **53** |
| DK | **16** | **23** | **61** | **0** | **39** |
| D-W | **35** | **21** | **41** | **3** | **56** |
| DE | **34** | **22** | **42** | **2** | **56** |
| D-E | **28** | **24** | **47** | **1** | **52** |
| EE | **30** | **25** | **43** | **2** | **55** |
| IE | **17** | **19** | **62** | **2** | **36** |
| EL | **38** | **28** | **34** | **0** | **66** |
| ES | **18** | **22** | **59** | **1** | **40** |
| FR | **32** | **18** | **48** | **2** | **50** |
| IT | **35** | **28** | **34** | **3** | **63** |
| CY | **39** | **22** | **39** | **0** | **61** |
| LV | **34** | **27** | **37** | **2** | **61** |
| LT | **32** | **27** | **39** | **2** | **59** |
| LU | **26** | **25** | **49** | **0** | **51** |
| HU | **36** | **25** | **38** | **1** | **61** |
| MT | **21** | **17** | **60** | **2** | **38** |
| NL | **17** | **14** | **68** | **1** | **31** |
| AT | **29** | **28** | **43** | **0** | **57** |
| PL | **29** | **19** | **51** | **1** | **48** |
| PT | **20** | **24** | **55** | **1** | **44** |
| RO | **34** | **27** | **35** | **4** | **61** |
| SI | **24** | **31** | **44** | **1** | **55** |
| SK | **35** | **30** | **35** | **0** | **65** |
| FI | **30** | **37** | **33** | **0** | **67** |
| SE | **21** | **24** | **55** | **0** | **45** |
| UK | **19** | **18** | **62** | **1** | **37** |

QD1.3 Pour chacun des produits ou services suivants, pourriez-vous me dire si vous vérifiez leur origine, et si celle-ci influence votre décision d'achat. Si vous n'achetez pas ces produits ou services, et que vous n'avez pas l'intention de le faire à l'avenir, pourriez-vous me dire si vous vérifieriez leur origine et si cela influencerait votre décision si vous deviez les achetez.

Les appareils électroniques

QD1.3 For each of the following products or services, please tell me if you check its origin and if this influences your decision when you buy it. If you don't buy these products or services, and do not intend to do it in the future, please tell me if you would check its origin and if this would influence your decision if you were buying it.

Electronic devices

QD1.3 Bitte sagen Sie mir zu jedem der folgenden Produkte / zu jeder der folgenden Dienstleistungen, ob Sie deren Herkunft überprüfen und ob diese Ihre Kaufentscheidung beeinflusst. Falls Sie diese Produkte oder Dienstleistungen nicht kaufen und auch in Zukunft nicht beabsichtigen, dies zu tun, sagen Sie mir bitte, ob Sie deren Herkunft überprüfen würden und ob diese Ihre Kaufentscheidung beeinflussen würde, falls Sie diese Produkte oder Dienstleistungen kaufen würden.

Elektrogeräte

| % | Oui, vous vérifiez son origine, et cela influence votre décision<br>Yes, you check its origin, and this influences your decision<br>Ja, Sie überprüfen die Herkunft und diese beeinflusst Ihre Entscheidung | Oui, vous vérifiez son origine, mais cela n'influence pas votre décision<br>Yes, you check its origin, but this does not influence your decision<br>Ja, Sie überprüfen die Herkunft, aber diese beeinflusst Ihre Entscheidung nicht | Non, vous ne vérifiez pas son origine<br>No, you do not check its origin<br>Nein, Sie überprüfen die Herkunft nicht | NSP<br>DK<br>WN | Total 'Oui'<br>Total 'Yes'<br>Gesamt 'Ja' |
|---|---|---|---|---|---|
| | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 |
| EU 27 | 29 | 21 | 47 | 3 | 50 |
| BE | 20 | 16 | 64 | 0 | 36 |
| BG | 34 | 22 | 33 | 11 | 56 |
| CZ | 41 | 23 | 35 | 1 | 64 |
| DK | 19 | 19 | 61 | 1 | 38 |
| D-W | 37 | 23 | 37 | 3 | 60 |
| DE | 37 | 23 | 37 | 3 | 60 |
| D-E | 39 | 25 | 35 | 1 | 64 |
| EE | 48 | 21 | 26 | 5 | 69 |
| IE | 18 | 18 | 62 | 2 | 36 |
| EL | 48 | 26 | 25 | 1 | 74 |
| ES | 16 | 21 | 61 | 2 | 37 |
| FR | 28 | 19 | 51 | 2 | 47 |
| IT | 28 | 28 | 39 | 5 | 56 |
| CY | 63 | 14 | 22 | 1 | 77 |
| LV | 50 | 21 | 23 | 6 | 71 |
| LT | 50 | 18 | 28 | 4 | 68 |
| LU | 32 | 20 | 48 | 0 | 52 |
| HU | 48 | 20 | 30 | 2 | 68 |
| MT | 47 | 12 | 36 | 5 | 59 |
| NL | 16 | 13 | 69 | 2 | 29 |
| AT | 28 | 25 | 46 | 1 | 53 |
| PL | 38 | 17 | 42 | 3 | 55 |
| PT | 18 | 22 | 57 | 3 | 40 |
| RO | 40 | 24 | 30 | 6 | 64 |
| SI | 34 | 30 | 33 | 3 | 64 |
| SK | 33 | 30 | 36 | 1 | 63 |
| FI | 36 | 31 | 31 | 2 | 67 |
| SE | 17 | 20 | 62 | 1 | 37 |
| UK | 18 | 16 | 64 | 2 | 34 |

QD1.4 Pour chacun des produits ou services suivants, pourriez-vous me dire si vous vérifiez leur origine, et si celle-ci influence votre décision d'achat. Si vous n'achetez pas ces produits ou services, et que vous n'avez pas l'intention de le faire à l'avenir, pourriez-vous me dire si vous vérifieriez leur origine et si cela influencerait votre décision si vous deviez les achetez.
Les voitures/ motos
QD1.4 For each of the following products or services, please tell me if you check its origin and if this influences your decision when you buy it. If you don't buy these products or services, and do not intend to do it in the future, please tell me if you would check its origin and if this would influence your decision if you were buying it.
Cars/ motorbikes
QD1.4 Bitte sagen Sie mir zu jedem der folgenden Produkte / zu jeder der folgenden Dienstleistungen, ob Sie deren Herkunft überprüfen und ob diese Ihre Kaufentscheidung beeinflusst. Falls Sie diese Produkte oder Dienstleistungen nicht kaufen und auch in Zukunft nicht beabsichtigen, dies zu tun, sagen Sie mir bitte, ob Sie deren Herkunft überprüfen würden und ob diese Ihre Kaufentscheidung beeinflussen würde, falls Sie diese Produkte oder Dienstleistungen kaufen würden.
Autos/ Motorräder

| % | Oui, vous vérifiez son origine, et cela influence votre décision<br>Yes, you check its origin, and this influences your decision<br>Ja, Sie überprüfen die Herkunft und diese beeinflusst Ihre Entscheidung | Oui, vous vérifiez son origine, mais cela n'influence pas votre décision<br>Yes, you check its origin, but this does not influence your decision<br>Ja, Sie überprüfen die Herkunft, aber diese beeinflusst Ihre Entscheidung nicht | Non, vous ne vérifiez pas son origine<br>No, you do not check its origin<br>Nein, Sie überprüfen die Herkunft nicht | NSP<br>DK<br>WN | Total 'Oui'<br>Total 'Yes'<br>Gesamt 'Ja' |
|---|---|---|---|---|---|
| | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 |
| EU 27 | 32 | 18 | 41 | 9 | 50 |
| BE | 28 | 13 | 55 | 4 | 41 |
| BG | 29 | 15 | 30 | 26 | 44 |
| CZ | 40 | 16 | 35 | 9 | 56 |
| DK | 33 | 18 | 42 | 7 | 51 |
| D-W | 40 | 23 | 30 | 7 | 63 |
| DE | 41 | 22 | 30 | 7 | 63 |
| D-E | 44 | 19 | 29 | 8 | 63 |
| EE | 46 | 12 | 20 | 22 | 58 |
| IE | 19 | 18 | 56 | 7 | 37 |
| EL | 53 | 19 | 21 | 7 | 72 |
| ES | 17 | 18 | 56 | 9 | 35 |
| FR | 39 | 13 | 41 | 7 | 52 |
| IT | 27 | 30 | 35 | 8 | 57 |
| CY | 66 | 12 | 18 | 4 | 78 |
| LV | 44 | 12 | 19 | 25 | 56 |
| LT | 42 | 13 | 22 | 23 | 55 |
| LU | 42 | 17 | 37 | 4 | 59 |
| HU | 39 | 12 | 33 | 16 | 51 |
| MT | 41 | 13 | 34 | 12 | 54 |
| NL | 25 | 14 | 53 | 8 | 39 |
| AT | 30 | 23 | 43 | 4 | 53 |
| PL | 36 | 10 | 39 | 15 | 46 |
| PT | 19 | 19 | 55 | 7 | 38 |
| RO | 33 | 18 | 30 | 19 | 51 |
| SI | 38 | 29 | 28 | 5 | 67 |
| SK | 32 | 22 | 39 | 7 | 54 |
| FI | 42 | 29 | 23 | 6 | 71 |
| SE | 32 | 17 | 43 | 8 | 49 |
| UK | 23 | 14 | 58 | 5 | 37 |

QD1.5 Pour chacun des produits ou services suivants, pourriez-vous me dire si vous vérifiez leur origine, et si celle-ci influence votre décision d'achat. Si vous n'achetez pas ces produits ou services, et que vous n'avez pas l'intention de le faire à l'avenir, pourriez-vous me dire si vous vérifieriez leur origine et si cela influencerait votre décision si vous deviez les achetez.

Les services de haute technologie, comme un fournisseur de téléphonie mobile

QD1.5 For each of the following products or services, please tell me if you check its origin and if this influences your decision when you buy it. If you don't buy these products or services, and do not intend to do it in the future, please tell me if you would check its origin and if this would influence your decision if you were buying it.

High tech services, such as a mobile phone services provider

QD1.5 Bitte sagen Sie mir zu jedem der folgenden Produkte / zu jeder der folgenden Dienstleistungen, ob Sie deren Herkunft überprüfen und ob diese Ihre Kaufentscheidung beeinflusst. Falls Sie diese Produkte oder Dienstleistungen nicht kaufen und auch in Zukunft nicht beabsichtigen, dies zu tun, sagen Sie mir bitte, ob Sie deren Herkunft überprüfen würden und ob diese Ihre Kaufentscheidung beeinflussen würde, falls Sie diese Produkte oder Dienstleistungen kaufen würden.

High-Tech Dienstleistungen, wie z.B. ein Mobilfunkanbieter

| % | Oui, vous vérifiez son origine, et cela influence votre décision<br>Yes, you check its origin, and this influences your decision<br>Ja, Sie überprüfen die Herkunft und diese beeinflusst Ihre Entscheidung | Oui, vous vérifiez son origine, mais cela n'influence pas votre décision<br>Yes, you check its origin, but this does not influence your decision<br>Ja, Sie überprüfen die Herkunft, aber diese beeinflusst Ihre Entscheidung nicht | Non, vous ne vérifiez pas son origine<br>No, you do not check its origin<br>Nein, Sie überprüfen die Herkunft nicht | NSP<br>DK<br>WN | Total 'Oui'<br>Total 'Yes'<br>Gesamt 'Ja' |
|---|---|---|---|---|---|
| | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 |
| EU 27 | 26 | 18 | 50 | 6 | 44 |
| BE | 19 | 12 | 66 | 3 | 31 |
| BG | 30 | 19 | 33 | 18 | 49 |
| CZ | 33 | 20 | 45 | 2 | 53 |
| DK | 29 | 13 | 54 | 4 | 42 |
| D-W | 31 | 22 | 41 | 6 | 53 |
| DE | 31 | 22 | 41 | 6 | 53 |
| D-E | 32 | 25 | 40 | 3 | 57 |
| EE | 46 | 17 | 27 | 10 | 63 |
| IE | 17 | 15 | 62 | 6 | 32 |
| EL | 45 | 23 | 28 | 4 | 68 |
| ES | 15 | 18 | 61 | 6 | 33 |
| FR | 26 | 13 | 55 | 6 | 39 |
| IT | 26 | 28 | 40 | 6 | 54 |
| CY | 60 | 15 | 23 | 2 | 75 |
| LV | 49 | 16 | 25 | 10 | 65 |
| LT | 41 | 16 | 30 | 13 | 57 |
| LU | 31 | 14 | 50 | 5 | 45 |
| HU | 35 | 18 | 39 | 8 | 53 |
| MT | 36 | 15 | 39 | 10 | 51 |
| NL | 23 | 8 | 66 | 3 | 31 |
| AT | 25 | 23 | 50 | 2 | 48 |
| PL | 32 | 13 | 46 | 9 | 45 |
| PT | 16 | 21 | 58 | 5 | 37 |
| RO | 31 | 22 | 34 | 13 | 53 |
| SI | 32 | 28 | 36 | 4 | 60 |
| SK | 27 | 23 | 46 | 4 | 50 |
| FI | 45 | 27 | 26 | 2 | 72 |
| SE | 32 | 13 | 51 | 4 | 45 |
| UK | 18 | 12 | 68 | 2 | 30 |

C1 Indice de connaissance de l'origine des produits et des services achetés

C1 Awareness of the origin of products and services bought index

C1 Index - Bewusstsein bezueglich der Herkunft beim Kauf von Produkten und Services

| % | Forte<br>Strong<br>Hoch ausgepraegt | Moyenne<br>Medium<br>Durchschnittlich ausgepraegt | Faible<br>Low<br>Niedrig oder kaum ausgepraegt | Aucune<br>None<br>Nicht ausgepraegt |
|---|---|---|---|---|
| | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 |
| EU 27 | **27** | **28** | **20** | **25** |
| BE | **15** | **25** | **21** | **39** |
| BG | **28** | **25** | **22** | **25** |
| CZ | **34** | **25** | **20** | **21** |
| DK | **21** | **32** | **30** | **17** |
| D-W | **34** | **32** | **14** | **20** |
| DE | **34** | **33** | **14** | **19** |
| D-E | **32** | **33** | **18** | **17** |
| EE | **39** | **30** | **19** | **12** |
| IE | **16** | **24** | **26** | **34** |
| EL | **48** | **28** | **9** | **15** |
| ES | **15** | **22** | **18** | **45** |
| FR | **27** | **31** | **24** | **18** |
| IT | **30** | **33** | **18** | **19** |
| CY | **52** | **26** | **8** | **14** |
| LV | **42** | **29** | **15** | **14** |
| LT | **38** | **28** | **15** | **19** |
| LU | **29** | **34** | **19** | **18** |
| HU | **38** | **30** | **14** | **18** |
| MT | **29** | **27** | **16** | **28** |
| NL | **11** | **29** | **31** | **29** |
| AT | **28** | **29** | **24** | **19** |
| PL | **29** | **25** | **19** | **27** |
| PT | **18** | **24** | **19** | **39** |
| RO | **36** | **24** | **14** | **26** |
| SI | **33** | **33** | **16** | **18** |
| SK | **31** | **30** | **20** | **19** |
| FI | **43** | **33** | **16** | **8** |
| SE | **22** | **37** | **33** | **8** |
| UK | **15** | **24** | **26** | **35** |

QD2 Lors d'une semaine ordinaire, c'est-à-dire quand vous êtes chez vous et non quelque part en vacances, achetez-vous des produits ou services provenant de l'extérieur de l'Union européenne ?

QD2 In a regular week, that means when you are at home, not away on holidays, do you buy products or services from outside the EU?

QD2 Kaufen Sie während einer gewöhnlichen Woche, d.h. wenn Sie zu Hause und nicht im Urlaub sind, Produkte oder Dienstleistungen von außerhalb der Europäischen Union?

| % | Oui, beaucoup<br>Yes, a lot<br>Ja, viele | Oui, quelques-uns<br>Yes, some<br>Ja, einige | Oui, mais assez peu<br>Yes, but only a few<br>Ja, aber nur wenige | Non, pas du tout<br>No, not at all<br>Nein, gar keine | NSP<br>DK<br>WN | Total 'Oui'<br>Total 'Yes'<br>Gesamt 'Ja' |
|---|---|---|---|---|---|---|
| | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 |
| EU 27 | **5** | **31** | **24** | **28** | **12** | **60** |
| BE | **3** | **46** | **22** | **24** | **5** | **71** |
| BG | **8** | **19** | **29** | **29** | **15** | **56** |
| CZ | **9** | **37** | **31** | **14** | **9** | **77** |
| DK | **8** | **30** | **29** | **29** | **4** | **67** |
| D-W | **4** | **31** | **30** | **24** | **11** | **65** |
| DE | **4** | **30** | **31** | **25** | **10** | **65** |
| D-E | **5** | **26** | **33** | **27** | **9** | **64** |
| EE | **4** | **27** | **16** | **48** | **5** | **47** |
| IE | **3** | **28** | **28** | **30** | **11** | **59** |
| EL | **9** | **35** | **26** | **26** | **4** | **70** |
| ES | **3** | **19** | **19** | **42** | **17** | **41** |
| FR | **4** | **39** | **24** | **25** | **8** | **67** |
| IT | **5** | **34** | **26** | **22** | **13** | **65** |
| CY | **11** | **48** | **26** | **8** | **7** | **85** |
| LV | **18** | **39** | **22** | **14** | **7** | **79** |
| LT | **13** | **28** | **24** | **23** | **12** | **65** |
| LU | **8** | **41** | **26** | **18** | **7** | **75** |
| HU | **11** | **32** | **22** | **26** | **9** | **65** |
| MT | **10** | **41** | **17** | **15** | **17** | **68** |
| NL | **7** | **40** | **19** | **23** | **11** | **66** |
| AT | **7** | **34** | **31** | **22** | **6** | **72** |
| PL | **5** | **30** | **23** | **25** | **17** | **58** |
| PT | **4** | **35** | **28** | **23** | **10** | **67** |
| RO | **3** | **17** | **21** | **43** | **16** | **41** |
| SI | **9** | **44** | **30** | **14** | **3** | **83** |
| SK | **5** | **31** | **39** | **18** | **7** | **75** |
| FI | **4** | **34** | **32** | **28** | **2** | **70** |
| SE | **9** | **29** | **23** | **34** | **5** | **61** |
| UK | **5** | **31** | **18** | **31** | **15** | **54** |

QD3.1 Seriez-vous prêt(e) à payer plus pour des produits ou services provenant … ? (SI OUI) Combien seriez-vous prêt(e) à payer en plus ?
D'entreprises qui respectent le droit du travail et appliquent des normes sociales élevées

QD3.1 Would you be prepared to pay more for products or services from...? (IF YES) How much more would you be prepared to pay?
Companies that respect labour rights and apply high social standards

QD3.1 Wären Sie bereit, mehr Geld für Produkte oder Dienstleistungen zu bezahlen, die...? (FALLS JA) Wie viel mehr wären Sie bereit zu bezahlen?
Von Unternehmen stammen, die die Arbeitnehmerrechte beachten und hohe Sozialstandards einhalten

| % | Non, je ne suis pas prêt(e) à payer plus<br>No, I am not prepared to pay more<br>Nein, ich wäre nicht bereit, mehr zu bezahlen | Oui, je paierais jusqu'à 10% en plus<br>Yes, I would pay up to 10% more<br>Ja, ich würde bis zu 10% mehr bezahlen | Oui, je paierais plus de 10% en plus<br>Yes, I would pay more than 10% more<br>Ja, ich würde über 10% mehr bezahlen | NSP<br>DK<br>WN | Total 'Oui'<br>Total 'Yes'<br>Gesamt 'Ja' |
|---|---|---|---|---|---|
| | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 |
| EU 27 | **51** | **37** | **4** | **8** | **41** |
| BE | **52** | **42** | **4** | **2** | **46** |
| BG | **50** | **30** | **4** | **16** | **34** |
| CZ | **75** | **17** | **2** | **6** | **19** |
| DK | **33** | **56** | **9** | **2** | **65** |
| D-W | **45** | **42** | **6** | **7** | **48** |
| DE | **49** | **40** | **5** | **6** | **45** |
| D-E | **61** | **33** | **3** | **3** | **36** |
| EE | **63** | **30** | **2** | **5** | **32** |
| IE | **54** | **32** | **4** | **10** | **36** |
| EL | **68** | **27** | **2** | **3** | **29** |
| ES | **66** | **25** | **1** | **8** | **26** |
| FR | **39** | **52** | **5** | **4** | **57** |
| IT | **47** | **32** | **5** | **16** | **37** |
| CY | **50** | **39** | **3** | **8** | **42** |
| LV | **72** | **21** | **2** | **5** | **23** |
| LT | **64** | **24** | **1** | **11** | **25** |
| LU | **26** | **54** | **11** | **9** | **65** |
| HU | **68** | **23** | **3** | **6** | **26** |
| MT | **54** | **32** | **2** | **12** | **34** |
| NL | **32** | **54** | **10** | **4** | **64** |
| AT | **56** | **34** | **3** | **7** | **37** |
| PL | **57** | **30** | **3** | **10** | **33** |
| PT | **78** | **15** | **2** | **5** | **17** |
| RO | **60** | **23** | **1** | **16** | **24** |
| SI | **61** | **31** | **3** | **5** | **34** |
| SK | **67** | **26** | **2** | **5** | **28** |
| FI | **39** | **53** | **6** | **2** | **59** |
| SE | **18** | **62** | **17** | **3** | **79** |
| UK | **41** | **47** | **5** | **7** | **52** |

QD3.2 Seriez-vous prêt(e) à payer plus pour des produits ou services provenant ... ? (SI OUI) Combien seriez-vous prêt(e) à payer en plus ?
D'entreprises qui respectent l'environnement

QD3.2 Would you be prepared to pay more for products or services from...? (IF YES) How much more would you be prepared to pay?
Companies that respect the environment

QD3.2 Wären Sie bereit, mehr Geld für Produkte oder Dienstleistungen zu bezahlen, die...? (FALLS JA) Wie viel mehr wären Sie bereit zu bezahlen?
Von Unternehmen stammen, die die Umwelt berücksichtigen

| % | Non, je ne suis pas prêt(e) à payer plus<br>No, I am not prepared to pay more<br>Nein, ich wäre nicht bereit, mehr zu bezahlen | Oui, je paierais jusqu'à 10% en plus<br>Yes, I would pay up to 10% more<br>Ja, ich würde bis zu 10% mehr bezahlen | Oui, je paierais plus de 10% en plus<br>Yes, I would pay more than 10% more<br>Ja, ich würde über 10% mehr bezahlen | NSP<br>DK<br>WN | Total 'Oui'<br>Total 'Yes'<br>Gesamt 'Ja' |
|---|---|---|---|---|---|
| | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 |
| EU 27 | **46** | **42** | **5** | **7** | **47** |
| BE | **45** | **48** | **6** | **1** | **54** |
| BG | **44** | **36** | **6** | **14** | **42** |
| CZ | **64** | **29** | **3** | **4** | **32** |
| DK | **26** | **62** | **11** | **1** | **73** |
| D-W | **39** | **48** | **7** | **6** | **55** |
| DE | **44** | **45** | **6** | **5** | **51** |
| D-E | **61** | **33** | **3** | **3** | **36** |
| EE | **51** | **42** | **3** | **4** | **45** |
| IE | **53** | **34** | **4** | **9** | **38** |
| EL | **58** | **37** | **2** | **3** | **39** |
| ES | **60** | **31** | **2** | **7** | **33** |
| FR | **36** | **53** | **7** | **4** | **60** |
| IT | **45** | **38** | **5** | **12** | **43** |
| CY | **43** | **47** | **4** | **6** | **51** |
| LV | **61** | **32** | **3** | **4** | **35** |
| LT | **60** | **29** | **2** | **9** | **31** |
| LU | **26** | **56** | **12** | **6** | **68** |
| HU | **55** | **38** | **2** | **5** | **40** |
| MT | **49** | **36** | **4** | **11** | **40** |
| NL | **26** | **59** | **12** | **3** | **71** |
| AT | **48** | **43** | **4** | **5** | **47** |
| PL | **54** | **33** | **4** | **9** | **37** |
| PT | **77** | **16** | **2** | **5** | **18** |
| RO | **54** | **27** | **4** | **15** | **31** |
| SI | **54** | **38** | **4** | **4** | **42** |
| SK | **57** | **36** | **3** | **4** | **39** |
| FI | **34** | **56** | **8** | **2** | **64** |
| SE | **15** | **61** | **21** | **3** | **82** |
| UK | **40** | **49** | **5** | **6** | **54** |

QD3.3 Seriez-vous prêt(e) à payer plus pour des produits ou services provenant ... ? (SI OUI) Combien seriez-vous prêt(e) à payer en plus ?
De (NOTRE PAYS)

QD3.3 Would you be prepared to pay more for products or services from...? (IF YES) How much more would you be prepared to pay?
(OUR COUNTRY)

QD3.3 Wären Sie bereit, mehr Geld für Produkte oder Dienstleistungen zu bezahlen, die...? (FALLS JA) Wie viel mehr wären Sie bereit zu bezahlen?
Aus (UNSEREM LAND) stammen

| % | Non, je ne suis pas prêt(e) à payer plus<br>No, I am not prepared to pay more<br>Nein, ich wäre nicht bereit, mehr zu bezahlen | Oui, je paierais jusqu'à 10% en plus<br>Yes, I would pay up to 10% more<br>Ja, ich würde bis zu 10% mehr bezahlen | Oui, je paierais plus de 10% en plus<br>Yes, I would pay more than 10% more<br>Ja, ich würde über 10% mehr bezahlen | NSP<br>DK<br>WN | Total 'Oui'<br>Total 'Yes'<br>Gesamt 'Ja' |
|---|---|---|---|---|---|
| | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 |
| EU 27 | 53 | 36 | 5 | 6 | 41 |
| BE | 60 | 35 | 4 | 1 | 39 |
| BG | 44 | 36 | 7 | 13 | 43 |
| CZ | 68 | 27 | 3 | 2 | 30 |
| DK | 43 | 49 | 7 | 1 | 56 |
| D-W | 52 | 38 | 6 | 4 | 44 |
| DE | 54 | 36 | 6 | 4 | 42 |
| D-E | 62 | 31 | 5 | 2 | 36 |
| EE | 41 | 51 | 5 | 3 | 56 |
| IE | 53 | 36 | 3 | 8 | 39 |
| EL | 63 | 33 | 2 | 2 | 35 |
| ES | 67 | 26 | 1 | 6 | 27 |
| FR | 42 | 47 | 7 | 4 | 54 |
| IT | 52 | 32 | 3 | 13 | 35 |
| CY | 47 | 44 | 2 | 7 | 46 |
| LV | 50 | 41 | 6 | 3 | 47 |
| LT | 58 | 33 | 2 | 7 | 35 |
| LU | 43 | 42 | 9 | 6 | 51 |
| HU | 51 | 39 | 6 | 4 | 45 |
| MT | 58 | 30 | 2 | 10 | 32 |
| NL | 60 | 32 | 5 | 3 | 37 |
| AT | 51 | 42 | 3 | 4 | 45 |
| PL | 51 | 36 | 4 | 9 | 40 |
| PT | 78 | 15 | 2 | 5 | 17 |
| RO | 57 | 24 | 4 | 15 | 28 |
| SI | 54 | 39 | 3 | 4 | 42 |
| SK | 58 | 35 | 4 | 3 | 39 |
| FI | 28 | 62 | 9 | 1 | 71 |
| SE | 33 | 48 | 15 | 4 | 63 |
| UK | 46 | 43 | 5 | 6 | 48 |

QD3.4 Seriez-vous prêt(e) à payer plus pour des produits ou services provenant ... ? (SI OUI) Combien seriez-vous prêt(e) à payer en plus ?
De pays en voie de développement, afin d'aider les personnes qui habitent dans ces pays

QD3.4 Would you be prepared to pay more for products or services from...? (IF YES) How much more would you be prepared to pay?
Developing countries, to support people living in these countries

QD3.4 Wären Sie bereit, mehr Geld für Produkte oder Dienstleistungen zu bezahlen, die...? (FALLS JA) Wie viel mehr wären Sie bereit zu bezahlen?
Aus Entwicklungsländern stammen, um die Menschen in diesen Ländern zu unterstützen

| % | Non, je ne suis pas prêt(e) à payer plus<br>No, I am not prepared to pay more<br>Nein, ich wäre nicht bereit, mehr zu bezahlen | Oui, je paierais jusqu'à 10% en plus<br>Yes, I would pay up to 10% more<br>Ja, ich würde bis zu 10% mehr bezahlen | Oui, je paierais plus de 10% en plus<br>Yes, I would pay more than 10% more<br>Ja, ich würde über 10% mehr bezahlen | NSP<br>DK<br>WN | Total 'Oui'<br>Total 'Yes'<br>Gesamt 'Ja' |
|---|---|---|---|---|---|
| | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 |
| EU 27 | 52 | 35 | 5 | 8 | 40 |
| BE | 50 | 43 | 6 | 1 | 49 |
| BG | 59 | 17 | 3 | 21 | 20 |
| CZ | 76 | 18 | 2 | 4 | 20 |
| DK | 36 | 50 | 11 | 3 | 61 |
| D-W | 43 | 45 | 7 | 5 | 52 |
| DE | 47 | 42 | 6 | 5 | 48 |
| D-E | 65 | 29 | 3 | 3 | 32 |
| EE | 74 | 21 | 1 | 4 | 22 |
| IE | 51 | 35 | 4 | 10 | 39 |
| EL | 72 | 23 | 1 | 4 | 24 |
| ES | 62 | 30 | 1 | 7 | 31 |
| FR | 45 | 44 | 6 | 5 | 50 |
| IT | 50 | 31 | 3 | 16 | 34 |
| CY | 49 | 39 | 3 | 9 | 42 |
| LV | 79 | 16 | 1 | 4 | 17 |
| LT | 74 | 13 | 3 | 10 | 16 |
| LU | 29 | 50 | 16 | 5 | 66 |
| HU | 73 | 20 | 2 | 5 | 22 |
| MT | 53 | 31 | 2 | 14 | 33 |
| NL | 30 | 55 | 13 | 2 | 68 |
| AT | 53 | 39 | 3 | 5 | 42 |
| PL | 62 | 24 | 3 | 11 | 27 |
| PT | 81 | 13 | 1 | 5 | 14 |
| RO | 61 | 18 | 2 | 19 | 20 |
| SI | 68 | 24 | 3 | 5 | 27 |
| SK | 72 | 21 | 2 | 5 | 23 |
| FI | 38 | 53 | 7 | 2 | 60 |
| SE | 26 | 49 | 20 | 5 | 69 |
| UK | 41 | 47 | 6 | 6 | 53 |

QD4 De nos jours, le commerce international occupe une place importante dans l'Union européenne : cela signifie que des biens et des services qui proviennent de l'extérieur sont importés dans l'Union européenne, pendant que des biens et des services de l'Union européenne sont exportés dans le monde entier. Pouvez-vous me dire dans quelle mesure vous bénéficiez ou non du commerce international à l'heure actuelle.

QD4 Nowadays, international trade has an important place in the EU: this means that goods and services from outside are imported into the EU, while EU goods and services are exported around the world. Could you tell me whether you are currently benefiting from international trade or not?

QD4 Heutzutage spielt der internationale Handel eine wichtige Rolle in der EU: das heißt, dass einerseits Waren und Dienstleistungen von außerhalb in die EU importiert werden und andererseits Waren und Dienstleistungen aus der EU in Länder in der ganzen Welt exportiert werden. Können Sie mir bitte sagen, ob Sie derzeit vom internationalen Handel profitieren oder nicht?

| % | Oui, bénéficie beaucoup<br>Yes, benefiting a lot<br>Ja, profitiere stark | Oui, bénéficie plutôt<br>Yes, benefiting somewhat<br>Ja, profitiere etwas | Non, ne bénéficie pas vraiment<br>No, not really benefiting<br>Nein, profitiere eigentlich nicht | Non, ne bénéficie pas du tout<br>No, not at all benefiting<br>Nein, profitiere überhaupt nicht | NSP<br>DK<br>WN | Total 'Oui'<br>Total 'Yes'<br>Gesamt 'Ja' | Total 'Non'<br>Total 'No'<br>Gesamt 'Nein' |
|---|---|---|---|---|---|---|---|
| | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 |
| EU 27 | **9** | **35** | **23** | **16** | **17** | **44** | **39** |
| BE | **10** | **37** | **31** | **15** | **7** | **47** | **46** |
| BG | **6** | **28** | **17** | **19** | **30** | **34** | **36** |
| CZ | **9** | **38** | **28** | **16** | **9** | **47** | **44** |
| DK | **19** | **42** | **21** | **7** | **11** | **61** | **28** |
| D-W | **12** | **38** | **25** | **16** | **9** | **50** | **41** |
| DE | **11** | **37** | **26** | **17** | **9** | **48** | **43** |
| D-E | **5** | **34** | **30** | **21** | **10** | **39** | **51** |
| EE | **5** | **33** | **24** | **27** | **11** | **38** | **51** |
| IE | **9** | **40** | **16** | **11** | **24** | **49** | **27** |
| EL | **9** | **42** | **24** | **21** | **4** | **51** | **45** |
| ES | **11** | **35** | **13** | **22** | **19** | **46** | **35** |
| FR | **7** | **32** | **33** | **12** | **16** | **39** | **45** |
| IT | **5** | **26** | **27** | **19** | **23** | **31** | **46** |
| CY | **24** | **49** | **11** | **10** | **6** | **73** | **21** |
| LV | **7** | **28** | **30** | **25** | **10** | **35** | **55** |
| LT | **10** | **29** | **13** | **26** | **22** | **39** | **39** |
| LU | **13** | **41** | **25** | **7** | **14** | **54** | **32** |
| HU | **5** | **44** | **26** | **16** | **9** | **49** | **42** |
| MT | **12** | **43** | **12** | **10** | **23** | **55** | **22** |
| NL | **18** | **40** | **14** | **14** | **14** | **58** | **28** |
| AT | **7** | **42** | **26** | **16** | **9** | **49** | **42** |
| PL | **6** | **34** | **21** | **17** | **22** | **40** | **38** |
| PT | **6** | **40** | **20** | **13** | **21** | **46** | **33** |
| RO | **4** | **32** | **18** | **25** | **21** | **36** | **43** |
| SI | **9** | **38** | **22** | **22** | **9** | **47** | **44** |
| SK | **9** | **42** | **25** | **16** | **8** | **51** | **41** |
| FI | **12** | **45** | **25** | **13** | **5** | **57** | **38** |
| SE | **28** | **44** | **13** | **5** | **10** | **72** | **18** |
| UK | **11** | **39** | **19** | **10** | **21** | **50** | **29** |

QD5 Pourquoi pensez-vous que vous bénéficiez du commerce international ? (ROTATION – MAX. 2 REPONSES)
QD5 Why do you think you are benefiting from international trade? (ROTATE – MAX. 2 ANSWERS)
QD5 Warum profitieren Sie Ihrer Meinung nach vom internationalen Handel? (ROTIEREN - MAX. 2 NENNUNGEN)

| % | Les produits sont de meilleure qualité<br>The products are of better quality<br>Die Produkte sind von besserer Qualität | Les produits sont moins chers<br>The products are cheaper<br>Die Produkte sind günstiger | Il existe un plus grand choix pour les consommateurs<br>There is a wider choice for consumers<br>Die Verbraucher haben mehr Auswahl | C'est bon pour l'économie européenne<br>It is good for the European economy<br>Der internationale Handel ist gut für die europäische Wirtschaft | Ce commerce avec des pays extérieurs à l'UE peut créer des emplois<br>This trade with countries outside the EU can create jobs<br>Dieser Handel mit Ländern außerhalb der EU kann Arbeitsplätze schaffen | Autre (SPONTANE)<br>Other (SPONTANEOUS)<br>Andere (SPONTAN) | NSP<br>DK<br>WN |
|---|---|---|---|---|---|---|---|
| | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 |
| EU 27 | 13 | 47 | 49 | 23 | 20 | 1 | 2 |
| BE | 10 | 50 | 53 | 19 | 20 | 1 | 1 |
| BG | 29 | 33 | 63 | 19 | 17 | 0 | 0 |
| CZ | 14 | 40 | 53 | 25 | 16 | 0 | 0 |
| DK | 10 | 54 | 61 | 22 | 28 | 1 | 1 |
| D-W | 6 | 45 | 50 | 35 | 29 | 2 | 1 |
| DE | 6 | 47 | 51 | 35 | 26 | 2 | 1 |
| D-E | 8 | 54 | 54 | 31 | 12 | 1 | 2 |
| EE | 19 | 44 | 72 | 14 | 11 | 0 | 1 |
| IE | 15 | 43 | 52 | 22 | 19 | 0 | 2 |
| EL | 15 | 63 | 52 | 13 | 14 | 0 | 0 |
| ES | 13 | 51 | 45 | 25 | 17 | 2 | 2 |
| FR | 5 | 50 | 46 | 22 | 20 | 2 | 4 |
| IT | 15 | 46 | 36 | 24 | 15 | 1 | 0 |
| CY | 32 | 59 | 70 | 5 | 3 | 0 | 0 |
| LV | 19 | 43 | 67 | 11 | 6 | 0 | 1 |
| LT | 21 | 33 | 54 | 22 | 18 | 1 | 2 |
| LU | 11 | 43 | 51 | 17 | 18 | 5 | 2 |
| HU | 17 | 52 | 55 | 12 | 9 | 0 | 1 |
| MT | 31 | 41 | 59 | 9 | 6 | 0 | 1 |
| NL | 7 | 46 | 56 | 28 | 19 | 2 | 1 |
| AT | 16 | 52 | 50 | 26 | 18 | 1 | 0 |
| PL | 19 | 48 | 46 | 9 | 12 | 1 | 3 |
| PT | 12 | 59 | 41 | 12 | 8 | 0 | 1 |
| RO | 36 | 50 | 43 | 7 | 8 | 1 | 2 |
| SI | 9 | 59 | 60 | 13 | 11 | 2 | 0 |
| SK | 15 | 39 | 43 | 23 | 26 | 0 | 0 |
| FI | 12 | 42 | 56 | 24 | 23 | 3 | 0 |
| SE | 11 | 35 | 56 | 20 | 32 | 4 | 2 |
| UK | 14 | 39 | 52 | 25 | 25 | 1 | 2 |

QD6 Pourquoi pensez-vous que vous ne bénéficiez pas du commerce international ? (ROTATION – MAX. 2 REPONSES)

QD6 Why do you think you are not benefiting from international trade? (ROTATE – MAX. 2 ANSWERS)

QD6 Warum profitieren Sie Ihrer Meinung nach nicht vom internationalen Handel? (ROTIEREN - MAX. 2 NENNUNGEN)

| | La qualité des produits a diminué<br>The quality of products has decreased<br>Die Qualität der Produkte hat sich verschlechtert | Les prix de certains biens sont plus élevés<br>The prices for certain goods are higher<br>Die Preise für bestimmte Waren sind höher | Le transport des produits et des biens nuit à l'environnement<br>It harms the environment because of the transport of products and goods<br>Durch den Transport der Produkte und Waren wird die Umwelt geschädigt | C'est mauvais pour l'économie européenne<br>It is bad for the European economy<br>Der internationale Handel ist schlecht für die europäische Wirtschaft | Cela a créé plus de chômage<br>It has created more unemployment<br>Der internationale Handel hat zu mehr Arbeitslosigkeit geführt | Autre (SPONTANE)<br>Other (SPONTANEOUS)<br>Andere (SPONTAN) | NSP<br>DK<br>WN |
|---|---|---|---|---|---|---|---|
| % | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 |
| EU 27 | 29 | 32 | 16 | 14 | 30 | 5 | 13 |
| BE | 27 | 34 | 21 | 23 | 35 | 4 | 4 |
| BG | 32 | 57 | 4 | 11 | 29 | 2 | 4 |
| CZ | 37 | 39 | 15 | 17 | 30 | 1 | 5 |
| DK | 25 | 21 | 37 | 12 | 22 | 8 | 13 |
| D-W | 26 | 29 | 28 | 13 | 28 | 6 | 16 |
| DE | 27 | 30 | 27 | 13 | 29 | 6 | 14 |
| D-E | 30 | 36 | 22 | 12 | 32 | 5 | 10 |
| EE | 40 | 46 | 9 | 6 | 16 | 1 | 19 |
| IE | 18 | 42 | 15 | 8 | 44 | 1 | 12 |
| EL | 38 | 29 | 5 | 20 | 51 | 1 | 3 |
| ES | 17 | 22 | 6 | 15 | 30 | 11 | 26 |
| FR | 33 | 29 | 22 | 17 | 38 | 4 | 9 |
| IT | 40 | 31 | 12 | 19 | 33 | 3 | 6 |
| CY | 34 | 40 | 5 | 13 | 36 | 6 | 5 |
| LV | 39 | 43 | 6 | 11 | 26 | 2 | 12 |
| LT | 31 | 40 | 7 | 6 | 19 | 10 | 12 |
| LU | 25 | 22 | 25 | 17 | 25 | 8 | 9 |
| HU | 32 | 35 | 9 | 16 | 38 | 5 | 6 |
| MT | 18 | 53 | 6 | 10 | 23 | 4 | 14 |
| NL | 15 | 29 | 18 | 11 | 17 | 10 | 22 |
| AT | 30 | 47 | 42 | 13 | 27 | 4 | 6 |
| PL | 26 | 37 | 8 | 8 | 18 | 1 | 23 |
| PT | 21 | 29 | 6 | 19 | 44 | 3 | 7 |
| RO | 27 | 47 | 6 | 6 | 15 | 8 | 19 |
| SI | 47 | 19 | 17 | 13 | 33 | 6 | 7 |
| SK | 35 | 38 | 13 | 12 | 36 | 2 | 4 |
| FI | 33 | 25 | 24 | 7 | 26 | 8 | 11 |
| SE | 17 | 18 | 35 | 8 | 11 | 17 | 18 |
| UK | 18 | 33 | 15 | 12 | 28 | 6 | 15 |

QD7.1 Pourriez-vous me dire si vous êtes d'accord ou pas d'accord avec chacune des affirmations suivantes concernant le commerce international et l'Union européenne.
L'Union européenne est l'acteur le plus important dans le monde pour ce qui est du commerce international

QD7.1 Please tell me whether you agree or disagree with each of the following statements regarding international trade and the EU.
The EU is the biggest player in the world in international trade

QD7.1 Bitte sagen Sie mir für jede der folgenden Aussagen zum internationalen Handel und der EU, ob Sie dieser zustimmen oder nicht zustimmen.
Die EU ist der weltweit größte Akteur im internationalen Handel

| % | Tout à fait d'accord<br>Totally agree<br>Stimme voll und ganz zu | Plutôt d'accord<br>Tend to agree<br>Stimme eher zu | Plutôt pas d'accord<br>Tend to disagree<br>Stimme eher nicht zu | Pas du tout d'accord<br>Totally disagree<br>Stimme überhaupt nicht zu | NSP<br>DK<br>WN | Total 'D'accord'<br>Total 'Agree'<br>Gesamt 'Stimme zu' | Total 'Pas d'accord'<br>Total 'Disagree'<br>Gesamt 'Stimme nicht zu' |
|---|---|---|---|---|---|---|---|
| | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 |
| EU 27 | 8 | 36 | 28 | 9 | 19 | 44 | 37 |
| BE | 8 | 36 | 38 | 10 | 8 | 44 | 48 |
| BG | 14 | 43 | 19 | 4 | 20 | 57 | 23 |
| CZ | 9 | 48 | 28 | 5 | 10 | 57 | 33 |
| DK | 7 | 28 | 39 | 19 | 7 | 35 | 58 |
| D-W | 13 | 42 | 26 | 4 | 15 | 55 | 30 |
| DE | 12 | 41 | 27 | 4 | 16 | 53 | 31 |
| D-E | 7 | 39 | 29 | 6 | 19 | 46 | 35 |
| EE | 7 | 29 | 34 | 13 | 17 | 36 | 47 |
| IE | 9 | 29 | 29 | 11 | 22 | 38 | 40 |
| EL | 12 | 39 | 34 | 8 | 7 | 51 | 42 |
| ES | 10 | 30 | 25 | 12 | 23 | 40 | 37 |
| FR | 5 | 34 | 32 | 12 | 17 | 39 | 44 |
| IT | 6 | 46 | 20 | 5 | 23 | 52 | 25 |
| CY | 12 | 40 | 22 | 6 | 20 | 52 | 28 |
| LV | 15 | 40 | 24 | 5 | 16 | 55 | 29 |
| LT | 13 | 43 | 15 | 4 | 25 | 56 | 19 |
| LU | 10 | 31 | 38 | 8 | 13 | 41 | 46 |
| HU | 12 | 34 | 32 | 12 | 10 | 46 | 44 |
| MT | 10 | 38 | 18 | 6 | 28 | 48 | 24 |
| NL | 6 | 19 | 44 | 19 | 12 | 25 | 63 |
| AT | 11 | 37 | 34 | 6 | 12 | 48 | 40 |
| PL | 6 | 34 | 30 | 5 | 25 | 40 | 35 |
| PT | 4 | 44 | 20 | 4 | 28 | 48 | 24 |
| RO | 14 | 32 | 19 | 5 | 30 | 46 | 24 |
| SI | 10 | 37 | 28 | 13 | 12 | 47 | 41 |
| SK | 8 | 37 | 40 | 8 | 7 | 45 | 48 |
| FI | 11 | 51 | 23 | 7 | 8 | 62 | 30 |
| SE | 5 | 27 | 31 | 23 | 14 | 32 | 54 |
| UK | 6 | 25 | 31 | 12 | 26 | 31 | 43 |

QD7.2 Pourriez-vous me dire si vous êtes d'accord ou pas d'accord avec chacune des affirmations suivantes concernant le commerce international et l'Union européenne.
L'Union européenne a beaucoup bénéficié du commerce international

QD7.2 Please tell me whether you agree or disagree with each of the following statements regarding international trade and the EU.
The EU has benefited a lot from international trade

QD7.2 Bitte sagen Sie mir für jede der folgenden Aussagen zum internationalen Handel und der EU, ob Sie dieser zustimmen oder nicht zustimmen.
Die EU hat vom internationalen Handel stark profitiert

| % | Tout à fait d'accord<br>Totally agree<br>Stimme voll und ganz zu<br>EB 74.1 | Plutôt d'accord<br>Tend to agree<br>Stimme eher zu<br>EB 74.1 | Plutôt pas d'accord<br>Tend to disagree<br>Stimme eher nicht zu<br>EB 74.1 | Pas du tout d'accord<br>Totally disagree<br>Stimme überhaupt nicht zu<br>EB 74.1 | NSP<br>DK<br>WN<br>EB 74.1 | Total 'D'accord'<br>Total 'Agree'<br>Gesamt 'Stimme zu'<br>EB 74.1 | Total 'Pas d'accord'<br>Total 'Disagree'<br>Gesamt 'Stimme nicht zu'<br>EB 74.1 |
|---|---|---|---|---|---|---|---|
| EU 27 | 15 | 50 | 13 | 3 | 19 | 65 | 16 |
| BE | 10 | 56 | 20 | 3 | 11 | 66 | 23 |
| BG | 26 | 50 | 5 | 1 | 18 | 76 | 6 |
| CZ | 15 | 59 | 15 | 2 | 9 | 74 | 17 |
| DK | 31 | 54 | 7 | 0 | 8 | 85 | 7 |
| D-W | 25 | 53 | 10 | 1 | 11 | 78 | 11 |
| DE | 23 | 53 | 11 | 1 | 12 | 76 | 12 |
| D-E | 17 | 53 | 13 | 3 | 14 | 70 | 16 |
| EE | 16 | 50 | 11 | 2 | 21 | 66 | 13 |
| IE | 18 | 52 | 7 | 1 | 22 | 70 | 8 |
| EL | 13 | 45 | 29 | 8 | 5 | 58 | 37 |
| ES | 17 | 45 | 12 | 3 | 23 | 62 | 15 |
| FR | 9 | 50 | 16 | 4 | 21 | 59 | 20 |
| IT | 9 | 45 | 17 | 5 | 24 | 54 | 22 |
| CY | 38 | 43 | 6 | 1 | 12 | 81 | 7 |
| LV | 22 | 49 | 10 | 2 | 17 | 71 | 12 |
| LT | 16 | 47 | 6 | 2 | 29 | 63 | 8 |
| LU | 18 | 50 | 13 | 1 | 18 | 68 | 14 |
| HU | 19 | 44 | 18 | 4 | 15 | 63 | 22 |
| MT | 13 | 50 | 6 | 1 | 30 | 63 | 7 |
| NL | 26 | 54 | 8 | 1 | 11 | 80 | 9 |
| AT | 17 | 48 | 20 | 3 | 12 | 65 | 23 |
| PL | 11 | 51 | 11 | 1 | 26 | 62 | 12 |
| PT | 8 | 41 | 19 | 4 | 28 | 49 | 23 |
| RO | 17 | 44 | 7 | 2 | 30 | 61 | 9 |
| SI | 22 | 47 | 16 | 3 | 12 | 69 | 19 |
| SK | 11 | 60 | 18 | 2 | 9 | 71 | 20 |
| FI | 17 | 64 | 8 | 1 | 10 | 81 | 9 |
| SE | 38 | 48 | 2 | 1 | 11 | 86 | 3 |
| UK | 13 | 51 | 11 | 3 | 22 | 64 | 14 |

QD7.3 Pourriez-vous me dire si vous êtes d'accord ou pas d'accord avec chacune des affirmations suivantes concernant le commerce international et l'Union européenne.
Dans les années à venir, le commerce international bénéficiera de plus en plus aux économies émergentes, comme le Brésil, la Chine ou l'Inde

QD7.3 Please tell me whether you agree or disagree with each of the following statements regarding international trade and the EU.
In the coming years, international trade will benefit more and more emerging economies like Brazil, China or India
QD7.3 Bitte sagen Sie mir für jede der folgenden Aussagen zum internationalen Handel und der EU, ob Sie dieser zustimmen oder nicht zustimmen.

In den nächsten Jahren wird der internationale Handel zunehmend Schwellenländern, wie Brasilien, China oder Indien, zugute kommen

| % | Tout à fait d'accord<br>Totally agree<br>Stimme voll und ganz zu | Plutôt d'accord<br>Tend to agree<br>Stimme eher zu | Plutôt pas d'accord<br>Tend to disagree<br>Stimme eher nicht zu | Pas du tout d'accord<br>Totally disagree<br>Stimme überhaupt nicht zu | NSP<br>DK<br>WN | Total 'D'accord'<br>Total 'Agree'<br>Gesamt 'Stimme zu' | Total 'Pas d'accord'<br>Total 'Disagree'<br>Gesamt 'Stimme nicht zu' |
|---|---|---|---|---|---|---|---|
| | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 |
| EU 27 | 26 | 45 | 8 | 2 | 19 | 71 | 10 |
| BE | 32 | 53 | 8 | 1 | 6 | 85 | 9 |
| BG | 26 | 41 | 5 | 1 | 27 | 67 | 6 |
| CZ | 18 | 47 | 16 | 2 | 17 | 65 | 18 |
| DK | 39 | 48 | 5 | 1 | 7 | 87 | 6 |
| D-W | 33 | 41 | 12 | 1 | 13 | 74 | 13 |
| DE | 30 | 41 | 13 | 2 | 14 | 71 | 15 |
| D-E | 21 | 40 | 16 | 5 | 18 | 61 | 21 |
| EE | 31 | 42 | 7 | 1 | 19 | 73 | 8 |
| IE | 22 | 43 | 6 | 1 | 28 | 65 | 7 |
| EL | 34 | 45 | 10 | 2 | 9 | 79 | 12 |
| ES | 30 | 37 | 6 | 2 | 25 | 67 | 8 |
| FR | 27 | 48 | 7 | 3 | 15 | 75 | 10 |
| IT | 18 | 52 | 8 | 2 | 20 | 70 | 10 |
| CY | 37 | 38 | 4 | 1 | 20 | 75 | 5 |
| LV | 25 | 42 | 12 | 2 | 19 | 67 | 14 |
| LT | 16 | 37 | 9 | 3 | 35 | 53 | 12 |
| LU | 37 | 42 | 6 | 1 | 14 | 79 | 7 |
| HU | 24 | 47 | 10 | 3 | 16 | 71 | 13 |
| MT | 9 | 43 | 3 | 2 | 43 | 52 | 5 |
| NL | 50 | 41 | 4 | 0 | 5 | 91 | 4 |
| AT | 17 | 49 | 15 | 2 | 17 | 66 | 17 |
| PL | 16 | 46 | 9 | 1 | 28 | 62 | 10 |
| PT | 12 | 46 | 8 | 3 | 31 | 58 | 11 |
| RO | 14 | 32 | 10 | 2 | 42 | 46 | 12 |
| SI | 30 | 44 | 11 | 1 | 14 | 74 | 12 |
| SK | 19 | 53 | 15 | 2 | 11 | 72 | 17 |
| FI | 25 | 52 | 13 | 1 | 9 | 77 | 14 |
| SE | 56 | 32 | 3 | 0 | 9 | 88 | 3 |
| UK | 24 | 50 | 4 | 2 | 20 | 74 | 6 |

QD7.4 Pourriez-vous me dire si vous êtes d'accord ou pas d'accord avec chacune des affirmations suivantes concernant le commerce international et l'Union européenne.
Les produits et biens européens rivalisent bien avec les produits et les biens qui proviennent de l'extérieur de l'Union européenne

QD7.4 Please tell me whether you agree or disagree with each of the following statements regarding international trade and the EU.
European products and goods can compete well with products and goods from outside the EU

QD7.4 Bitte sagen Sie mir für jede der folgenden Aussagen zum internationalen Handel und der EU, ob Sie dieser zustimmen oder nicht zustimmen.
Europäische Produkte und Waren können im Wettbewerb mit Produkten und Waren von außerhalb der EU gut bestehen

| % | Tout à fait d'accord<br>Totally agree<br>Stimme voll und ganz zu | Plutôt d'accord<br>Tend to agree<br>Stimme eher zu | Plutôt pas d'accord<br>Tend to disagree<br>Stimme eher nicht zu | Pas du tout d'accord<br>Totally disagree<br>Stimme überhaupt nicht zu | NSP<br>DK<br>WN | Total 'D'accord'<br>Total 'Agree'<br>Gesamt 'Stimme zu' | Total 'Pas d'accord'<br>Total 'Disagree'<br>Gesamt 'Stimme nicht zu' |
|---|---|---|---|---|---|---|---|
| | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 |
| EU 27 | 19 | 45 | 17 | 4 | 15 | 64 | 21 |
| BE | 13 | 44 | 32 | 6 | 5 | 57 | 38 |
| BG | 33 | 47 | 4 | 0 | 16 | 80 | 4 |
| CZ | 23 | 52 | 16 | 2 | 7 | 75 | 18 |
| DK | 9 | 40 | 37 | 8 | 6 | 49 | 45 |
| D-W | 32 | 48 | 12 | 1 | 7 | 80 | 13 |
| DE | 32 | 47 | 12 | 1 | 8 | 79 | 13 |
| D-E | 32 | 47 | 11 | 2 | 8 | 79 | 13 |
| EE | 33 | 43 | 10 | 1 | 13 | 76 | 11 |
| IE | 18 | 44 | 12 | 3 | 23 | 62 | 15 |
| EL | 30 | 49 | 14 | 2 | 5 | 79 | 16 |
| ES | 23 | 39 | 15 | 5 | 18 | 62 | 20 |
| FR | 7 | 39 | 27 | 9 | 18 | 46 | 36 |
| IT | 16 | 47 | 18 | 3 | 16 | 63 | 21 |
| CY | 43 | 40 | 4 | 1 | 12 | 83 | 5 |
| LV | 28 | 45 | 12 | 2 | 13 | 73 | 14 |
| LT | 29 | 41 | 7 | 1 | 22 | 70 | 8 |
| LU | 15 | 45 | 25 | 4 | 11 | 60 | 29 |
| HU | 18 | 40 | 24 | 6 | 12 | 58 | 30 |
| MT | 29 | 43 | 7 | 1 | 20 | 72 | 8 |
| NL | 12 | 45 | 33 | 5 | 5 | 57 | 38 |
| AT | 37 | 45 | 10 | 2 | 6 | 82 | 12 |
| PL | 20 | 49 | 12 | 2 | 17 | 69 | 14 |
| PT | 13 | 50 | 12 | 3 | 22 | 63 | 15 |
| RO | 20 | 47 | 6 | 1 | 26 | 67 | 7 |
| SI | 15 | 41 | 27 | 7 | 10 | 56 | 34 |
| SK | 36 | 48 | 11 | 1 | 4 | 84 | 12 |
| FI | 19 | 49 | 22 | 3 | 7 | 68 | 25 |
| SE | 25 | 48 | 18 | 2 | 7 | 73 | 20 |
| UK | 10 | 46 | 20 | 5 | 19 | 56 | 25 |

QD7.5 Pourriez-vous me dire si vous êtes d'accord ou pas d'accord avec chacune des affirmations suivantes concernant le commerce international et l'Union européenne.
Dans les années à venir, l'Union européenne sera seulement une puissance économique secondaire

QD7.5 Please tell me whether you agree or disagree with each of the following statements regarding international trade and the EU.
In the coming years, the EU will only be a secondary economic power

QD7.5 Bitte sagen Sie mir für jede der folgenden Aussagen zum internationalen Handel und der EU, ob Sie dieser zustimmen oder nicht zustimmen.
In den nächsten Jahren wird die EU nur eine zweitrangige Wirtschaftsmacht sein

| | Tout à fait d'accord<br>Totally agree<br>Stimme voll und ganz zu | Plutôt d'accord<br>Tend to agree<br>Stimme eher zu | Plutôt pas d'accord<br>Tend to disagree<br>Stimme eher nicht zu | Pas du tout d'accord<br>Totally disagree<br>Stimme überhaupt nicht zu | NSP<br>DK<br>WN | Total 'D'accord'<br>Total 'Agree'<br>Gesamt 'Stimme zu' | Total 'Pas d'accord'<br>Total 'Disagree'<br>Gesamt 'Stimme nicht zu' |
|---|---|---|---|---|---|---|---|
| % | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 |
| EU 27 | 9 | 36 | 25 | 6 | 24 | 45 | 31 |
| BE | 11 | 51 | 25 | 4 | 9 | 62 | 29 |
| BG | 6 | 22 | 23 | 10 | 39 | 28 | 33 |
| CZ | 4 | 35 | 39 | 7 | 15 | 39 | 46 |
| DK | 13 | 46 | 27 | 4 | 10 | 59 | 31 |
| D-W | 9 | 29 | 36 | 9 | 17 | 38 | 45 |
| DE | 9 | 30 | 36 | 8 | 17 | 39 | 44 |
| D-E | 11 | 33 | 34 | 5 | 17 | 44 | 39 |
| EE | 11 | 42 | 20 | 3 | 24 | 53 | 23 |
| IE | 13 | 34 | 15 | 3 | 35 | 47 | 18 |
| EL | 11 | 39 | 32 | 8 | 10 | 50 | 40 |
| ES | 8 | 29 | 24 | 13 | 26 | 37 | 37 |
| FR | 10 | 46 | 19 | 4 | 21 | 56 | 23 |
| IT | 8 | 40 | 20 | 4 | 28 | 48 | 24 |
| CY | 16 | 24 | 23 | 7 | 30 | 40 | 30 |
| LV | 9 | 34 | 29 | 5 | 23 | 43 | 34 |
| LT | 7 | 25 | 25 | 9 | 34 | 32 | 34 |
| LU | 10 | 44 | 23 | 6 | 17 | 54 | 29 |
| HU | 18 | 34 | 22 | 6 | 20 | 52 | 28 |
| MT | 6 | 24 | 14 | 5 | 51 | 30 | 19 |
| NL | 10 | 46 | 29 | 5 | 10 | 56 | 34 |
| AT | 10 | 32 | 31 | 12 | 15 | 42 | 43 |
| PL | 5 | 30 | 27 | 5 | 33 | 35 | 32 |
| PT | 6 | 27 | 27 | 4 | 36 | 33 | 31 |
| RO | 6 | 22 | 24 | 8 | 40 | 28 | 32 |
| SI | 16 | 37 | 24 | 4 | 19 | 53 | 28 |
| SK | 8 | 49 | 28 | 4 | 11 | 57 | 32 |
| FI | 10 | 39 | 32 | 7 | 12 | 49 | 39 |
| SE | 8 | 37 | 29 | 10 | 16 | 45 | 39 |
| UK | 10 | 42 | 17 | 4 | 27 | 52 | 21 |

QD8a Selon vous, quelles devraient être les principales priorités de la politique commerciale de l'Union européenne dans les années à venir ? En premier ? (ROTATION)

QD8a In your opinion, what should be the main priorities of European Union's trade policy for the years to come? Firstly? (ROTATE)

QD8a Was sollte Ihrer Meinung nach in den kommenden Jahren im Bereich der Handelspolitik der Europäischen Union die oberste Priorität haben? Die oberste Priorität sollte sein... (ROTIEREN)

| 1/2 | Offrir aux consommateurs le plus grand choix de produits et de services aux prix les plus bas<br>Offer consumers the widest choice of products and services at the lowest prices<br>Den Verbrauchern die größtmögliche Auswahl an Produkten und Dienstleistungen zu den geringsten Preisen anzubieten | Aider les pays en voie de développement dans le monde<br>Help developing countries around the world<br>Den Entwicklungslän-dern in der Welt zu helfen | Garantir les normes environnementales<br>Ensure environmental standards<br>Umweltstan-dards zu gewährleisten | S'assurer que les mêmes règles commerciales sont appliquées partout dans le monde<br>Ensure that the same rules for trade are applied everywhere in the world<br>Sicherzustellen, dass überall in der Welt die selben Regeln für den Handel angewendet werden | Créer des emplois dans l'UE<br>Create jobs in the EU<br>Arbeitsplätze in der EU zu schaffen | Soutenir les entreprises européennes<br>Support European companies and businesses<br>Europäische Unternehmen und Firmen zu unterstützen | Autre (SPONTANE)<br>Other (SPONTANEOUS)<br>Andere (SPONTAN) |
|---|---|---|---|---|---|---|---|
| % | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 |
| EU 27 | 16 | 8 | 8 | 16 | 34 | 11 | 0 |
| BE | 15 | 7 | 7 | 20 | 32 | 17 | 0 |
| BG | 41 | 4 | 5 | 15 | 26 | 5 | 0 |
| CZ | 24 | 3 | 5 | 16 | 37 | 13 | 0 |
| DK | 15 | 12 | 17 | 18 | 23 | 11 | 0 |
| D-W | 10 | 8 | 12 | 24 | 34 | 8 | 0 |
| DE | 10 | 8 | 11 | 22 | 36 | 9 | 0 |
| D-E | 13 | 6 | 10 | 15 | 43 | 8 | 0 |
| EE | 21 | 4 | 6 | 11 | 34 | 14 | 0 |
| IE | 22 | 12 | 5 | 13 | 36 | 6 | 0 |
| EL | 22 | 4 | 5 | 10 | 44 | 13 | 0 |
| ES | 9 | 5 | 2 | 11 | 56 | 11 | 1 |
| FR | 17 | 8 | 10 | 23 | 24 | 14 | 0 |
| IT | 19 | 11 | 9 | 15 | 25 | 11 | 1 |
| CY | 49 | 9 | 8 | 6 | 23 | 4 | 0 |
| LV | 23 | 4 | 5 | 13 | 36 | 12 | 0 |
| LT | 20 | 7 | 3 | 9 | 43 | 10 | 0 |
| LU | 12 | 12 | 8 | 15 | 30 | 14 | 1 |
| HU | 23 | 4 | 4 | 8 | 50 | 8 | 0 |
| MT | 33 | 7 | 9 | 5 | 29 | 7 | 0 |
| NL | 8 | 8 | 10 | 33 | 22 | 13 | 1 |
| AT | 17 | 8 | 15 | 9 | 33 | 14 | 1 |
| PL | 16 | 8 | 5 | 8 | 42 | 9 | 0 |
| PT | 17 | 10 | 5 | 8 | 46 | 10 | 0 |
| RO | 39 | 13 | 5 | 7 | 22 | 7 | 0 |
| SI | 24 | 5 | 11 | 10 | 33 | 11 | 1 |
| SK | 18 | 4 | 5 | 15 | 44 | 11 | 1 |
| FI | 11 | 13 | 16 | 19 | 30 | 10 | 0 |
| SE | 11 | 19 | 20 | 13 | 21 | 12 | 0 |
| UK | 9 | 8 | 6 | 17 | 30 | 14 | 1 |

QD8a Selon vous, quelles devraient être les principales priorités de la politique commerciale de l'Union européenne dans les années à venir ? En premier ? (ROTATION)

QD8a In your opinion, what should be the main priorities of European Union's trade policy for the years to come? Firstly? (ROTATE)

QD8a Was sollte Ihrer Meinung nach in den kommenden Jahren im Bereich der Handelspolitik der Europäischen Union die oberste Priorität haben? Die oberste Priorität sollte sein... (ROTIEREN)

| 2/2 | NSP<br>DK<br>WN |
|---|---|
| % | EB 74.1 |
| EU 27 | **7** |
| BE | **2** |
| BG | **4** |
| CZ | **2** |
| DK | **4** |
| D-W | **4** |
| DE | **4** |
| D-E | **5** |
| EE | **10** |
| IE | **6** |
| EL | **2** |
| ES | **5** |
| FR | **4** |
| IT | **9** |
| CY | **1** |
| LV | **7** |
| LT | **8** |
| LU | **8** |
| HU | **3** |
| MT | **10** |
| NL | **5** |
| AT | **3** |
| PL | **12** |
| PT | **4** |
| RO | **7** |
| SI | **5** |
| SK | **2** |
| FI | **1** |
| SE | **4** |
| UK | **15** |

QD8b Et ensuite ? (PLUSIEURS REPONSES POSSIBLES)

QD8b And then? (MULTIPLE ANSWERS POSSIBLE)

QD8b Und dann? (MEHRFACHNENNUNGEN MÖGLICH)

| 1/2 | Offrir aux consommateurs le plus grand choix de produits et de services aux prix les plus bas<br>Offer consumers the widest choice of products and services at the lowest prices<br>Den Verbrauchern die größtmögliche Auswahl an Produkten und Dienstleistungen zu den geringsten Preisen anzubieten | Aider les pays en voie de développement dans le monde<br>Help developing countries around the world<br>Den Entwicklungslän-dern in der Welt zu helfen | Garantir les normes environnementales<br>Ensure environmental standards<br>Umweltstan-dards zu gewährleisten | S'assurer que les mêmes règles commerciales sont appliquées partout dans le monde<br>Ensure that the same rules for trade are applied everywhere in the world<br>Sicherzustellen, dass überall in der Welt die selben Regeln für den Handel angewendet werden | Créer des emplois dans l'UE<br>Create jobs in the EU<br>Arbeitsplätze in der EU zu schaffen | Soutenir les entreprises européennes<br>Support European companies and businesses<br>Europäische Unternehmen und Firmen zu unterstützen | Autre (SPONTANE)<br>Other (SPONTANEOUS)<br>Andere (SPONTAN) |
|---|---|---|---|---|---|---|---|
| % | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 |
| EU 27 | **25** | **21** | **24** | **23** | **29** | **23** | **1** |
| BG | **31** | **13** | **25** | **27** | **44** | **24** | **0** |
| CZ | **27** | **11** | **19** | **25** | **31** | **26** | **0** |
| DK | **19** | **27** | **34** | **26** | **29** | **23** | **0** |
| D-W | **20** | **25** | **29** | **23** | **31** | **14** | **0** |
| DE | **20** | **23** | **28** | **24** | **30** | **16** | **0** |
| D-E | **21** | **16** | **22** | **26** | **27** | **20** | **0** |
| EE | **22** | **11** | **17** | **16** | **29** | **24** | **0** |
| IE | **36** | **27** | **26** | **30** | **36** | **35** | **0** |
| EL | **37** | **17** | **31** | **27** | **34** | **33** | **0** |
| ES | **31** | **24** | **19** | **19** | **23** | **35** | **1** |
| FR | **23** | **19** | **24** | **22** | **34** | **29** | **0** |
| IT | **30** | **20** | **22** | **28** | **24** | **16** | **1** |
| CY | **36** | **26** | **46** | **31** | **57** | **34** | **0** |
| LV | **22** | **10** | **14** | **19** | **29** | **24** | **0** |
| LT | **27** | **12** | **12** | **17** | **26** | **28** | **1** |
| LU | **22** | **14** | **17** | **20** | **27** | **21** | **1** |
| HU | **33** | **12** | **28** | **20** | **26** | **24** | **0** |
| MT | **35** | **23** | **27** | **13** | **37** | **23** | **1** |
| NL | **14** | **20** | **26** | **22** | **27** | **21** | **2** |
| AT | **30** | **29** | **40** | **34** | **34** | **31** | **3** |
| PL | **29** | **17** | **16** | **17** | **26** | **16** | **0** |
| PT | **37** | **23** | **24** | **30** | **27** | **25** | **0** |
| RO | **27** | **22** | **26** | **25** | **41** | **30** | **1** |
| SI | **27** | **9** | **25** | **20** | **28** | **22** | **2** |
| SK | **30** | **12** | **11** | **26** | **29** | **22** | **1** |
| FI | **18** | **20** | **27** | **26** | **32** | **20** | **2** |
| SE | **16** | **27** | **31** | **23** | **29** | **23** | **2** |
| UK | **16** | **22** | **24** | **21** | **25** | **19** | **1** |

QD8b Et ensuite ? (PLUSIEURS REPONSES POSSIBLES)

QD8b And then? (MULTIPLE ANSWERS POSSIBLE)

QD8b Und dann? (MEHRFACHNENNUNGEN MÖGLICH)

| 2/2 | NSP<br>DK<br>WN |
|---|---|
| % | EB 74.1 |
| EU 27 | 5 |
| BG | 3 |
| CZ | 1 |
| DK | 5 |
| D-W | 2 |
| DE | 2 |
| D-E | 2 |
| EE | 10 |
| IE | 5 |
| EL | 0 |
| ES | 3 |
| FR | 5 |
| IT | 2 |
| CY | 0 |
| LV | 5 |
| LT | 4 |
| LU | 1 |
| HU | 3 |
| MT | 9 |
| NL | 6 |
| AT | 1 |
| PL | 3 |
| PT | 2 |
| RO | 8 |
| SI | 2 |
| SK | 1 |
| FI | 4 |
| SE | 3 |
| UK | 14 |

QD8T Selon vous, quelles devraient être les principales priorités de la politique commerciale de l'Union européenne dans les années à venir ? En premier ? Et ensuite ?

QD8T In your opinion, what should be the main priorities of European Union's trade policy for the years to come? Firstly? And then?

QD8T Was sollte Ihrer Meinung nach in den kommenden Jahren im Bereich der Handelspolitik der Europäischen Union die oberste Priorität haben? Die oberste Priorität sollte sein... Und dann?

| 1/2 | Offrir aux consommateurs le plus grand choix de produits et de services aux prix les plus bas<br>Offer consumers the widest choice of products and services at the lowest prices<br>Den Verbrauchern die größtmögliche Auswahl an Produkten und Dienstleistungen zu den geringsten Preisen anzubieten | Aider les pays en voie de développement dans le monde<br>Help developing countries around the world<br>Den Entwicklungslän-dern in der Welt zu helfen | Garantir les normes environnementales<br>Ensure environmental standards<br>Umweltstan-dards zu gewährleisten | S'assurer que les mêmes règles commerciales sont appliquées partout dans le monde<br>Ensure that the same rules for trade are applied everywhere in the world<br>Sicherzustellen, dass überall in der Welt die selben Regeln für den Handel angewendet werden | Créer des emplois dans l'UE<br>Create jobs in the EU<br>Arbeitsplätze in der EU zu schaffen | Soutenir les entreprises européennes<br>Support European companies and businesses<br>Europäische Unternehmen und Firmen zu unterstützen | Autre (SPONTANE)<br>Other (SPONTANEOUS)<br>Andere (SPONTAN) |
|---|---|---|---|---|---|---|---|
| % | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 | EB 74.1 |
| EU 27 | 39 | 28 | 30 | 38 | 61 | 32 | 1 |
| BE | 35 | 24 | 31 | 45 | 62 | 38 | 1 |
| BG | 71 | 16 | 29 | 42 | 68 | 28 | 0 |
| CZ | 51 | 14 | 25 | 40 | 67 | 39 | 0 |
| DK | 33 | 37 | 50 | 44 | 52 | 33 | 0 |
| D-W | 29 | 32 | 40 | 46 | 64 | 23 | 0 |
| DE | 30 | 30 | 38 | 45 | 65 | 23 | 0 |
| D-E | 33 | 22 | 30 | 40 | 69 | 26 | 0 |
| EE | 41 | 14 | 21 | 26 | 60 | 36 | 0 |
| IE | 56 | 37 | 30 | 41 | 69 | 39 | 0 |
| EL | 59 | 21 | 35 | 36 | 77 | 45 | 0 |
| ES | 39 | 28 | 20 | 29 | 77 | 44 | 1 |
| FR | 38 | 26 | 33 | 43 | 57 | 42 | 0 |
| IT | 46 | 30 | 29 | 40 | 47 | 25 | 1 |
| CY | 84 | 36 | 54 | 37 | 79 | 38 | 0 |
| LV | 43 | 14 | 18 | 30 | 64 | 35 | 0 |
| LT | 45 | 17 | 14 | 25 | 66 | 36 | 1 |
| LU | 32 | 25 | 23 | 34 | 54 | 34 | 1 |
| HU | 55 | 15 | 31 | 27 | 76 | 31 | 0 |
| MT | 64 | 28 | 34 | 16 | 63 | 27 | 1 |
| NL | 21 | 27 | 35 | 54 | 47 | 32 | 3 |
| AT | 46 | 37 | 54 | 42 | 65 | 45 | 3 |
| PL | 41 | 24 | 19 | 23 | 64 | 23 | 0 |
| PT | 53 | 32 | 28 | 37 | 71 | 34 | 0 |
| RO | 64 | 34 | 29 | 30 | 60 | 34 | 1 |
| SI | 50 | 14 | 35 | 28 | 60 | 32 | 2 |
| SK | 47 | 16 | 15 | 41 | 72 | 32 | 1 |
| FI | 30 | 32 | 42 | 45 | 61 | 30 | 2 |
| SE | 26 | 44 | 50 | 35 | 49 | 34 | 2 |
| UK | 23 | 27 | 26 | 35 | 51 | 30 | 1 |

QD8T Selon vous, quelles devraient être les principales priorités de la politique commerciale de l'Union européenne dans les années à venir ? En premier ? Et ensuite ?

QD8T In your opinion, what should be the main priorities of European Union's trade policy for the years to come? Firstly? And then?

QD8T Was sollte Ihrer Meinung nach in den kommenden Jahren im Bereich der Handelspolitik der Europäischen Union die oberste Priorität haben? Die oberste Priorität sollte sein... Und dann?

| 2/2 | NSP<br>DK<br>WN |
|---|---|
| % | EB 74.1 |
| EU 27 | 7 |
| BE | 2 |
| BG | 4 |
| CZ | 2 |
| DK | 4 |
| D-W | 4 |
| DE | 4 |
| D-E | 5 |
| EE | 10 |
| IE | 6 |
| EL | 2 |
| ES | 5 |
| FR | 4 |
| IT | 9 |
| CY | 1 |
| LV | 7 |
| LT | 8 |
| LU | 8 |
| HU | 3 |
| MT | 10 |
| NL | 5 |
| AT | 3 |
| PL | 12 |
| PT | 4 |
| RO | 7 |
| SI | 5 |
| SK | 2 |
| FI | 1 |
| SE | 4 |
| UK | 15 |