European Commission

Flash Eurobarometer 411

CROSS-BORDER ACCESS TO ONLINE CONTENT

SUMMARY

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This survey has been requested by the European Commission, Directorate-General for Networks, Content and Technology (DG CONNECT) and co-ordinated by Directorate-General for Communication.

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

Flash Eurobarometer 411 - TNS Political & Social

Eurobarometer

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Eurobarometer

Flash Eurobarometer 411

Cross-border access to online content

Conducted by TNS Political & Social at the request of the European Commission, Directorate General for Communications Networks, Content and Technology (DG CONNECT)

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

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INTRODUCTION

The development of digital technology has provided a range of opportunities for both social and economic growth across Europe. The digital economy is developing rapidly worldwide as the single most important driver of innovation, competitiveness and growth. It is growing at a rate that is up to seven times faster than growth in other sectors of the economy. The Juncker Commission has identified the completion of the Digital Single Market as one of its top 10 political priorities[1].

The modernisation of EU copyright rules is one of the reforms announced in this context and forms part of the Commission's 2015 work programme[2]. The need to adapt copyright rules to evolving consumer behaviour in the digital environment is one of the drivers of this reform. In particular, the Commission aims to enable Europeans to access the online services they want on the devices of their choice, wherever they are in Europe[3].

This summary provides information on the current experience of Europeans with a range of online digital content and services, as well as their attitudes towards cross-border use of digital content and services on the Internet. It explores a range of areas, including:

- The proportion of Europeans who use the Internet, and the devices they use to connect to the Internet;
- Frequency and type of access to a range of digital content, including audio-visual content, sports, music, video games and e-books;
- Perceptions of the availability of different types of content on the Internet;
- Cross-border portability of online subscriptions to digital services;
- Experiences in accessing digital content across borders;
- Reasons why Europeans do or do not try to access online content in other Member States.

[1] http://ec.europa.eu/priorities/docs/pg_en.pdf#page=6
[2] http://ec.europa.eu/priorities/digital-single-market/index_en.htm
[3] http://ec.europa.eu/commission/sites/cwt/files/commissioner_mission_letters/oettinger_en.pdf

This survey was carried out by TNS Political & Social network in the 28 Member States of the European Union between 7 and 15 January 2015. Some 26,586 respondents from different social and demographic groups were interviewed via telephone (landline and mobile phone) in their mother tongue on behalf of the European Commission, DG for Communications Networks, Content and Technology (DG CONNECT). The methodology used is that of Eurobarometer surveys as carried out by the Directorate-General for Communication ("Strategy, Corporate Communication Actions and Eurobarometer" Unit)[4]. A technical note on the manner in which interviews were conducted by the Institutes within the TNS Political & Social network is appended as an annex to this summary. Also included are the interview methods and confidence intervals[5].

Note: In this summary, countries are referred to by their official abbreviation. The abbreviations used in this summary correspond to:

ABBREVIATIONS			
BE	Belgium	LT	Lithuania
BG	Bulgaria	LU	Luxembourg
CZ	Czech Republic	HU	Hungary
DK	Denmark	MT	Malta
DE	Germany	NL	The Netherlands
EE	Estonia	AT	Austria
IE	Ireland	PL	Poland
EL	Greece	PT	Portugal
ES	Spain	RO	Romania
FR	France	SI	Slovenia
HR	Croatia	SK	Slovakia
IT	Italy	FI	Finland
CY	Republic of Cyprus*	SE	Sweden
LV	Latvia	UK	The United Kingdom
		EU28	European Union – 28 Member States

* Cyprus as a whole is one of the 28 European Union Member States. However, the 'acquis communautaire' has been suspended in the part of the country which is not controlled by the government of the Republic of Cyprus. For practical reasons, only the interviews carried out in the part of the country controlled by the government of the Republic of Cyprus are included in the 'CY' category and in the EU28 average.

* * * * *

We wish to thank the people throughout the European Union who have given their time to take part in this survey. Without their active participation, this study would not have been possible.

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

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

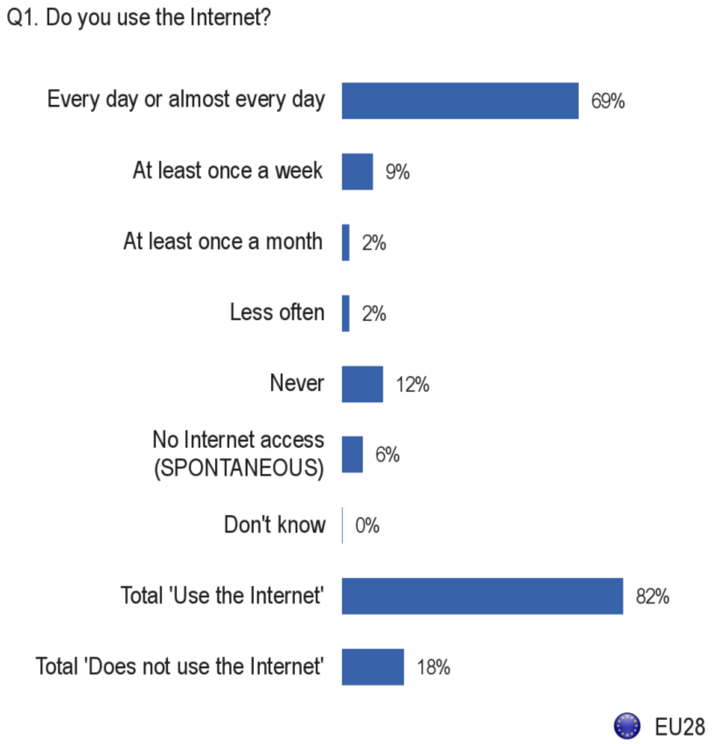
1. ACCESS TO THE INTERNET

1.1. Frequency of Internet access

A large majority of respondents use the Internet (82%), with more than two-thirds saying that they do so every day (69%)[6].

Countries with the highest percentage of the population who use the Internet are located in northern and western areas of the EU, with at least nine out of ten respondents in the Netherlands (94%), Denmark (93%), Sweden (92%) and Finland (90%) using the Internet.

Romania (70%), Bulgaria (72%) and Portugal (74%) are the only Member States where fewer than three-quarters of respondents use the Internet, but even there this represents a large majority.



Base: all respondents (26,586)

[6] Total 'Use the Internet' represents the aggregated answers: Every day or almost every day; At least once a week; At least once a month; Less often.
Total 'Does not use the Internet' represents the aggregated answers: Never; No Internet access.

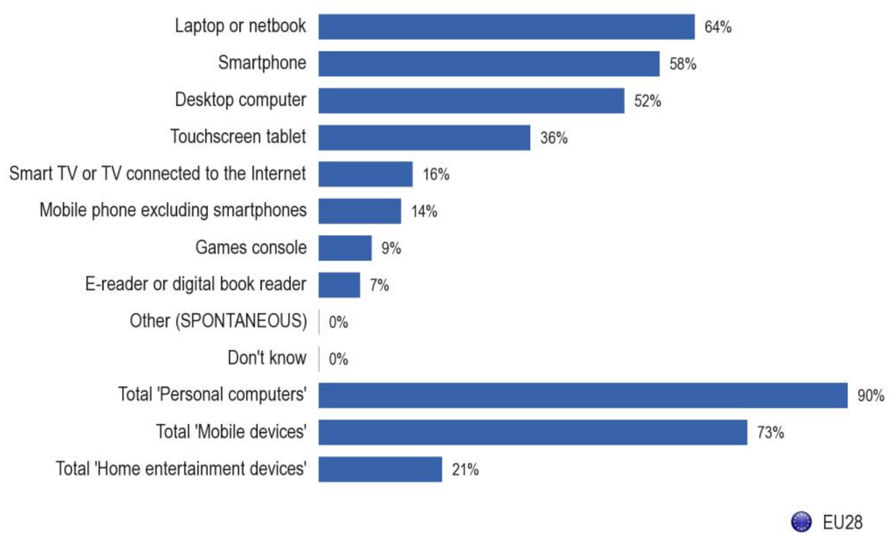
1.2. Means of Internet access

While personal computers remain the most common means of Internet access, mobile devices are catching up fast. Almost three-quarters of Internet users go online on a laptop or netbook (64%), while 58% use a smartphone. Both of these devices are more likely to be mentioned than desktop computers (52%).

More than one-third of respondents use a tablet (36%), while 16% access the Internet via a Smart TV and 14% use a mobile phone that is not a smartphone. Game consoles (9%) and e-readers (7%) are least likely to be mentioned.

Expressed in more general terms, 90% of respondents access the Internet from a personal computer, 73% via a mobile device, and 21% using a home entertainment device[7].

Q2. What devices do you use to access the Internet? (MULTIPLE ANSWERS POSSIBLE)



Base: Internet users (N=21,692, 82% of all respondents)

In 23 Member States, respondents with Internet access are most likely to use a **laptop or netbook** to go online. Respondents in Spain (71%) and Italy (61%) are most likely to say that they use the Internet on their **smartphone** rather than other devices. In Slovenia, Hungary and Croatia respondents are most likely to say that they access the Internet using a **desktop computer** (63%, 61% and 57% respectively).

[7] Total 'Personal computers' represents the aggregated answers: Desktop computer; Laptop or netbook.
Total 'Mobile devices' represents the aggregated answers: Touchscreen tablet; Smartphone; Mobile phone excluding smartphones; E-reader or digital book reader.
Total 'Home entertainment' represents the aggregated answers: Smart TV or TV connected to the Internet; Games console.

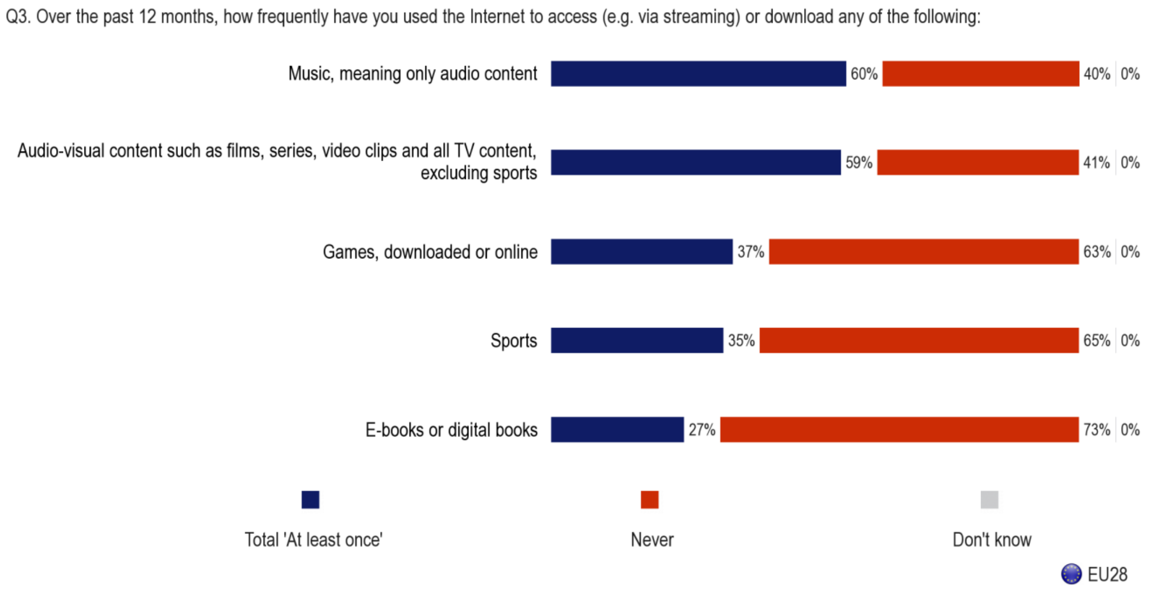
Expressed in more general terms, at least 80% of respondents in every Member State access the Internet using a **personal computer** (desktop computer, laptop or netbook). Respondents in Spain, Sweden and the UK (all 87%) are the most likely to use a **mobile device** (tablet, mobile phone, or e-reader), while those in the UK (41%) and Sweden (34%) are the most likely to use a **home entertainment device** (Smart TV or game console).

The younger the respondent, the more likely they are to use a smartphone to access the Internet. For example, 83% of 15-24 year olds use a smartphone, compared with 32% of those aged 55 or older.

2. ACCESS TO DIGITAL CONTENT ONLINE

2.1. Frequency and type of access

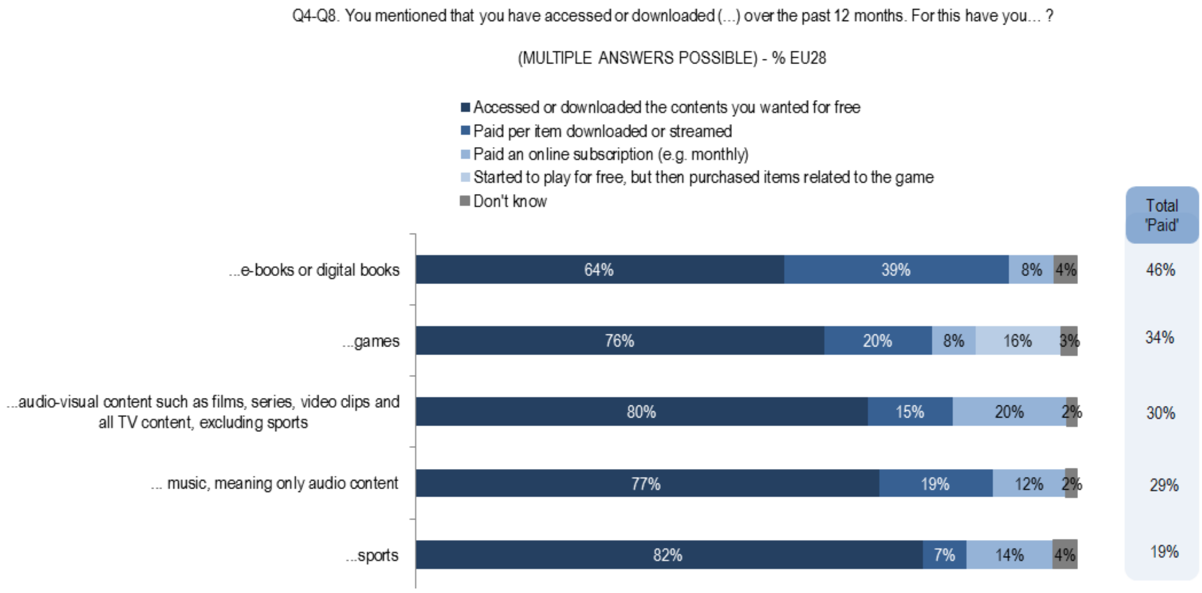
Internet users were asked how often they had accessed or downloaded different types of content via the Internet. Respondents are most likely to have accessed or downloaded music (60%)[8] and audio-visual content (excluding sports) (59%), followed by video games (37%) and sports (35%). They are least likely to have accessed or downloaded e-books or digital books in the last 12 months (27%). Younger respondents are the most likely to have accessed music (87% of respondents aged 15-24), audio-visual content (80%), games (58%), sports (47%) and e-books (38%).



Base: Internet users (N=21,692, 82% of all respondents)

[8] Total 'At least once' represents the aggregated answers: Every day or almost every day; At least once a week; At least once a month; Less often.

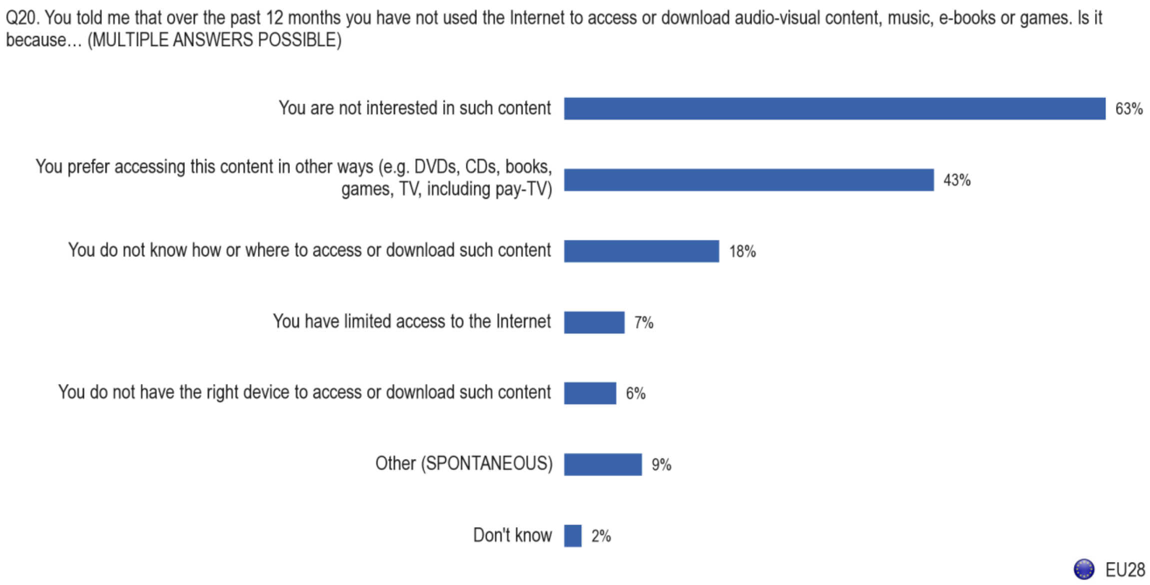
For each type of content, respondents were asked whether the access or download was paid or free. Respondents are most likely to have paid (either by subscription or per item) to access or download e-books (46%), followed by video games (34%), audio-visual content (30%), music (29%), and sports (19%). When it comes to types of payments, subscriptions are more popular than pay-per-item for audio-visual content (20% vs. 15%) and sports (14% vs. 7%). However, pay-per-item is more popular for music (19%), e-books (39%) and video games (20%). In the case of video games it is worth noting that almost as many have started playing a free video game, but then purchased items related to the video game (16%).



Base: respondents who access the respective content online
(N=between 5,909 and 13,067, 22%-49% of all respondents)

2.2. Reasons for not accessing digital content online

Respondents who have not used the Internet in the last 12 months to access or download audio-visual content, music, e-books or video games were asked why this was the case. Most say they are not interested in this kind of content (63%). More than four out of ten (43%) say they prefer to access this type of content in other ways, such as DVDs, CDs or books. For almost one in five, however, lack of knowledge is the barrier: 18% say they do not know where or how to access or download this kind of content.

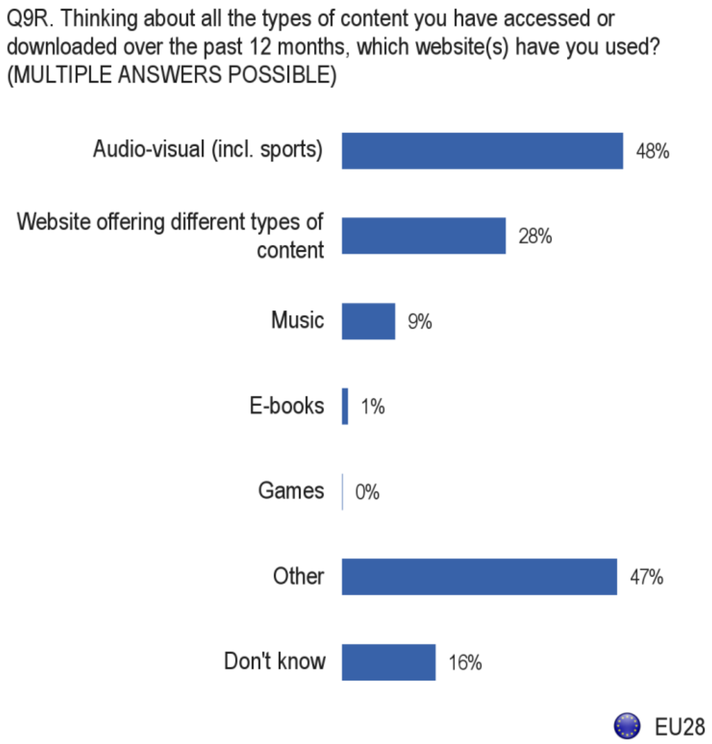


Base: respondents who do not use digital content online (N=4,011, 15% of all respondents)

2.3. Websites used to access digital content

Respondents who had accessed digital content in the last 12 months were asked to indicate the website(s) they used to do this[9].

Websites providing audio-visual content[10] are the most frequently mentioned (48%), followed by websites offering different types of content (28%). Almost one respondent in ten had mentioned websites providing music[11] (9%), while 1% mentioned websites for e-books.



Base: users of digital content online (N=17,643, 66% of all respondents)

In all Member States, respondents are most likely to mention **audio-visual websites**, although the proportions vary widely: from 89% of those in Slovenia, 73% in Sweden and 71% in Hungary, to 23% in Spain and 36% in Malta.

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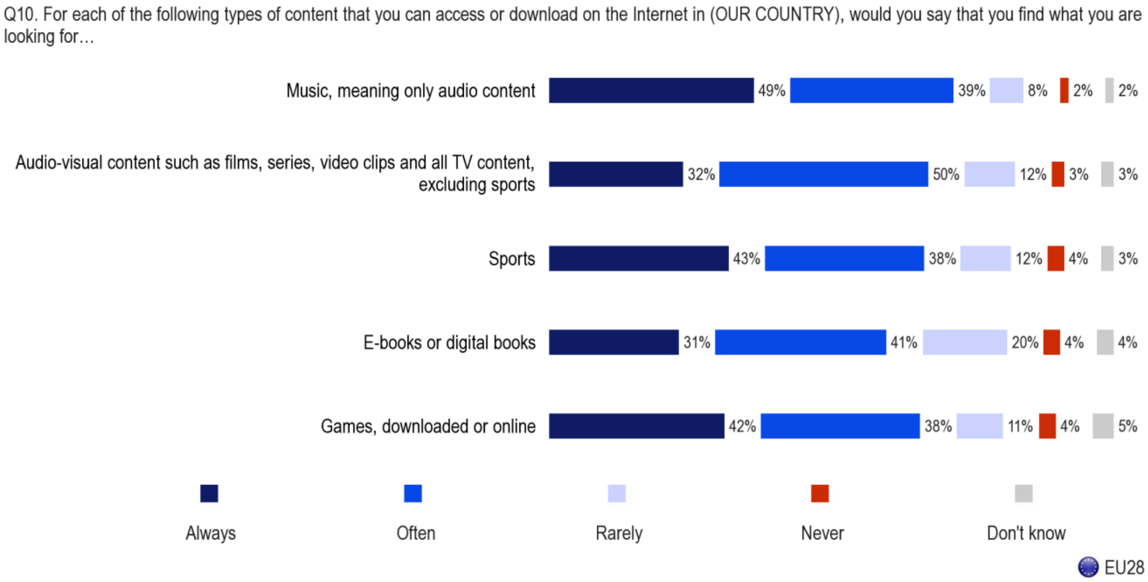
9 Q9 Thinking about all the types of content you have accessed or downloaded over the past 12 months, which website(s) have you used? This was an open-ended question with a pre-coded list of different answers for each country. Any website mentioned that was not on the list was coded as other.
The results were then coded into content categories, to allow for comparison across countries. Websites that provide multiple types of content are included in the category 'Website offering different types of content'.

10 Including sports content.

11 Only audio content.

2.4. Degree of online availability of digital content in Member States

The majority of respondents are able to find the content they are looking for online. For every type of content, at least nine out of ten respondents are able to do so[12]. However, the results show there are varying degrees of ease when it comes to finding online content: only half (49%) can *always* find the music they are looking for, while the proportion is 43% for sports, 42% for video games, 32% for audio-visual content and 31% for e-books.



Base: users of digital content online (N= 5,909-13,067, between 22% and 49% of all respondents)

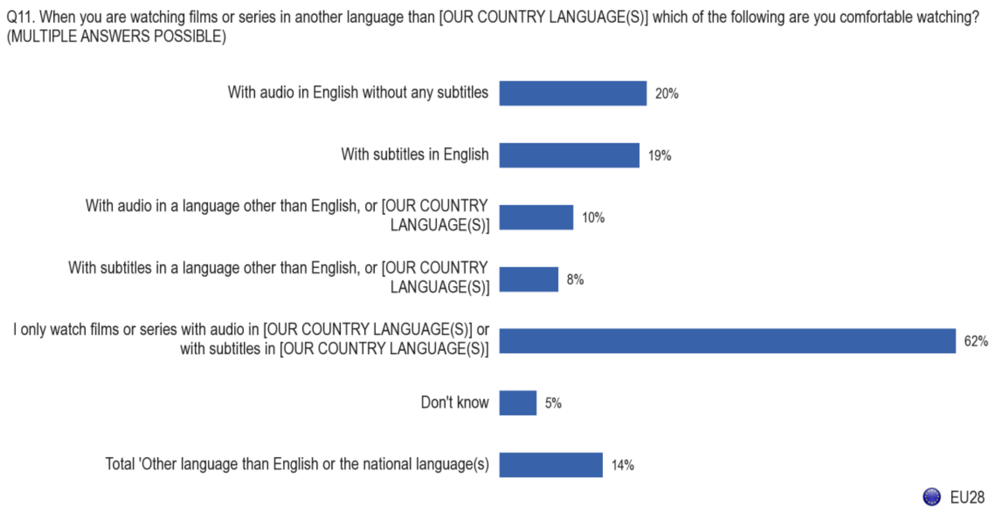
[12] Total 'Can find' represents the aggregated answers: Always, Often, Rarely.

3. LANGUAGE OPTIONS WHEN WATCHING FILMS OR SERIES

One in five Europeans say they watch films or series with English audio and no subtitles (20%), while almost as many watch with English subtitles (19%)[13]. Overall, less than two in ten (14%) watch films or series with audio or subtitles in a language that is neither English nor their national language(s)[14].

However, the majority say they only watch films or series that have either audio or subtitles in their country's language(s) (62%).

Around a quarter of respondents (26%) in non English-speaking Member States are comfortable watching films or series with English audio or subtitles[15]. Specifically, 19% of respondents are comfortable watching films or series with audio in English without any subtitles, and 17% of respondents are comfortable watching movies with subtitles in English.



Base: all respondents (26,586)

Respondents in northern European countries, particularly the Nordic States, are the most likely to feel comfortable watching films or series with audio or subtitles in English: more than half mention this in Luxembourg (51%), the Netherlands (54%), Finland (60%), Sweden (63%), and Denmark (81%).

Almost half of respondents (49%) from non English-speaking Member States, who are aged 15-24 feel comfortable watching films or series with audio or subtitles in English compared with only 14% of those aged 55+.

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[13] Q11 When you are watching films or series in another language than [OUR COUNTRY LANGUAGE(S)] which of the following are you comfortable watching? (MULTIPLE ANSWERS POSSIBLE) I only watch films or series with audio in [OUR COUNTRY LANGUAGE(S)] or with subtitles in [OUR COUNTRY LANGUAGE(S)]; With audio in English without any subtitles; With subtitles in English; With audio in a language other than English, or [OUR COUNTRY LANGUAGE(S)]; With subtitles in a language other than English, or [OUR COUNTRY LANGUAGE(S)]; DK/NA.

[OUR COUNTRY LANGUAGE(S)] was replaced by the following: Belgium: French, Dutch and German; Luxembourg: Luxembourgish, German and French; Finland: Finnish and Swedish; Malta: Maltese and English; Estonia: Estonian and Russian; Ireland: English and Irish; Latvia: Latvian and Russian.

[14] Total 'Other language than English or the national language(s)' represents the aggregated answers: With audio in a language other than English, or [OUR COUNTRY LANGUAGE(S)], With subtitles in a language other than English, or [OUR COUNTRY LANGUAGE(S)].

[15] Respondents interviewed in Ireland, Malta and the United Kingdom are excluded from this average.

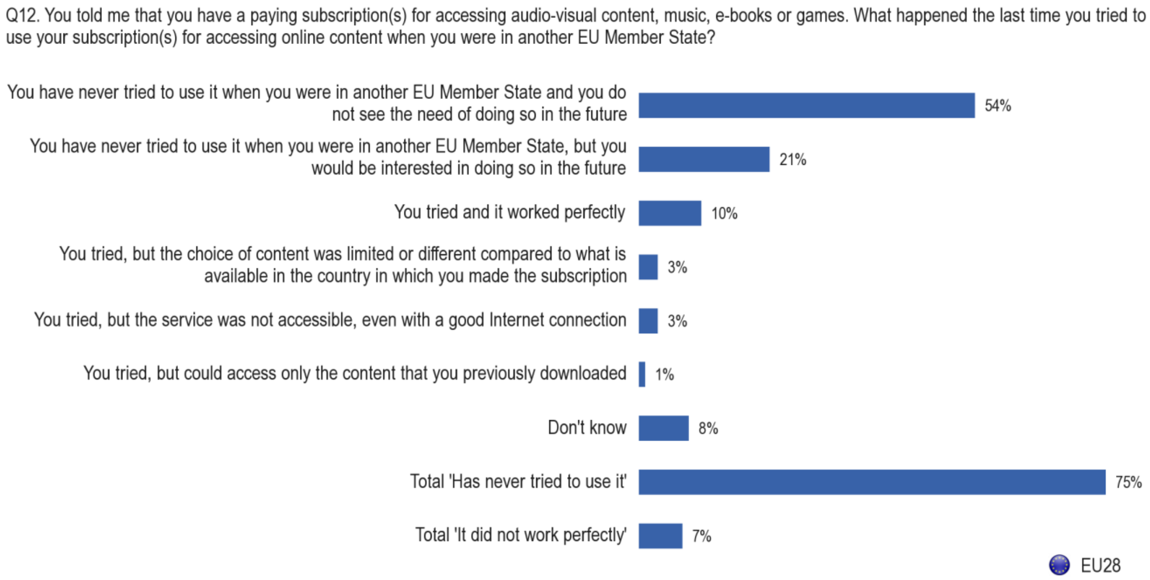
4. CROSS-BORDER PORTABILITY OF SUBSCRIPTIONS

Two out of ten Internet users indicated having a paid subscription for at least one type of digital content. Among them, almost two in ten respondents (17%) have tried to use a paid subscription for online content in another Member State: one in ten tried their service and it worked perfectly (10%), while 3% said that the choice of content was limited or different in the other Member State, and 1% said they could only access previously downloaded content. A further 3% of participants said they could not access their service, even with a good Internet connection.

In addition, 21% of respondents say that they have not tried accessing their subscription services from another Member State, but would be interested in doing so in the future.

In 14 Member States respondents are more likely than the EU average (17%) to have tried to use their paid subscription for online content in another Member State[16]. They are most likely to have tried to do so in Cyprus (34%), Luxembourg (34%) and Estonia (30%).

Younger respondents are the most likely to have tried to access their service in another Member State (22% vs. 11%-19%).



Base: respondents who have a paying subscription for online digital content (N=4,246, 16% of all respondents)

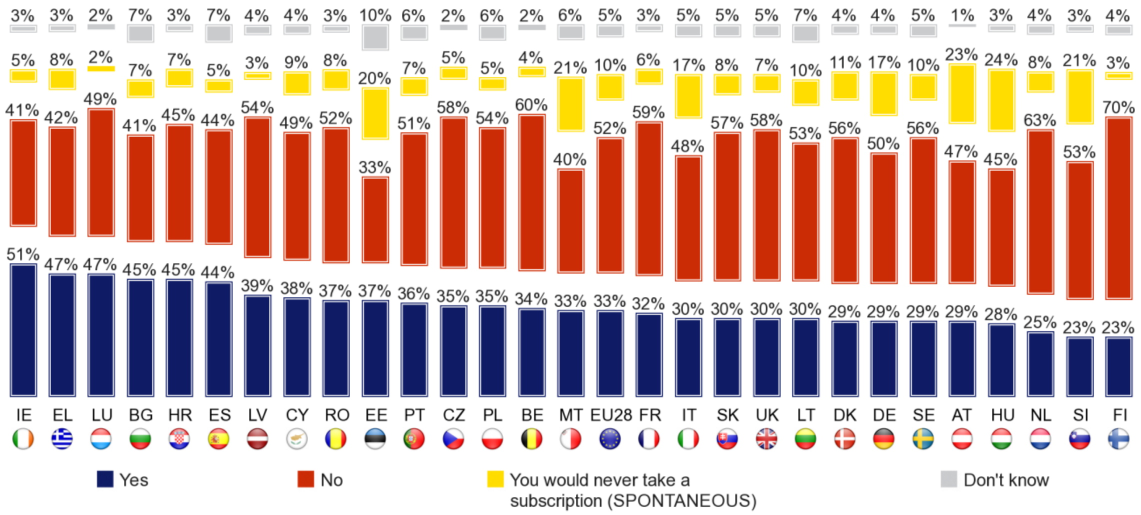
[16] Due to low sample size Malta has been excluded from the country analysis. As there are fewer than 100 respondents in Bulgaria, Estonia, Greece, Spain, Italy, Cyprus, Latvia, Luxembourg, Hungary, Portugal and Romania, results for these countries should be interpreted with caution.

Of the respondents who do not have a paid subscription for accessing audio-visual content, music, e-books or video games (representing 84% of Europeans), one-third (33%) say that if they decided to purchase such a service in the future it would be important for them to be able to use it when in another Member State.

The younger the respondent, the more likely they are to say it would be important to be able to use their service in another Member State, and the less likely they are to say they would never take out a subscription. For example, 65% of those aged 15-24 and 50% of those aged 25-39 say it would be important to use their service in another Member State, compared with 13% of those aged 55+.

Respondents in Ireland (51%) and Greece and Luxembourg (both 47%) are the most likely to say that if they decided to purchase a paid subscription service it would be important to be able to use it in another country. Using a subscription service in another Member State is least likely to be important for respondents in Finland, Slovenia (both 23%) and the Netherlands (25%).

Q21. You told me that you do not have any paying subscription for accessing audio-visual content, music, e-books or games. If you were to take out such a subscription in the future, would it be important for you to be able to use this service while travelling or temporarily staying in other EU Member States?



Base: respondents who do not have a paying subscription for online digital content (N=22,340, 84% of all respondents)

5. CROSS-BORDER ACCESS TO DIGITAL CONTENT ONLINE

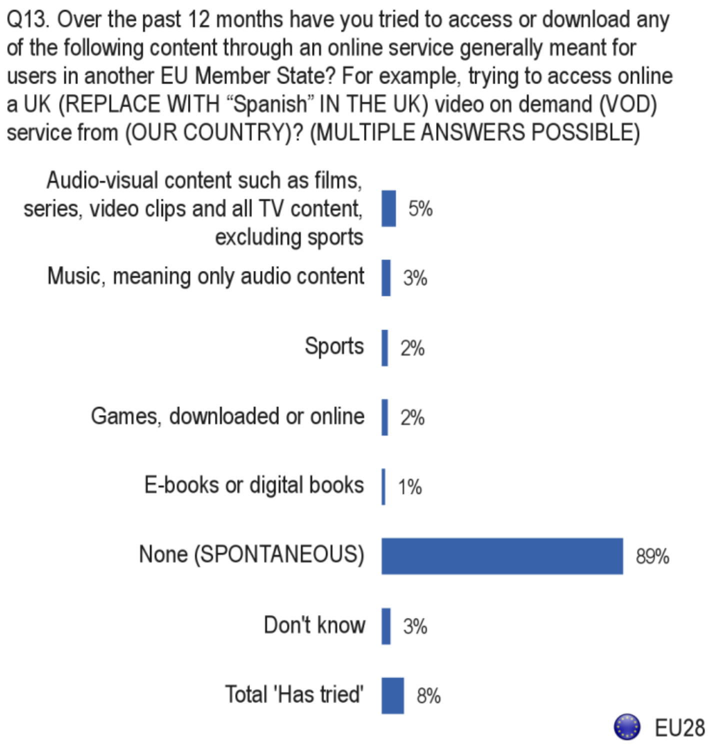
5.1. Experience with cross-border access to different types of content

Few Internet users (8%) have tried to access content through online services generally meant for users in another Member State[17]. The large majority, however, have not tried to access any of these kinds of content from a site meant for users in another Member State (89%).

Internet users are most likely to have tried to access audio-visual content (5%) in this way, while 3% have tried to access music, 2% have tried to access sports or video games and 1% e-books.

Internet users in Ireland (30%), Luxembourg (22%) and Malta (20%) are the most likely to have tried to access at least one of these types of content using a service meant for users in another Member State. Respondents in Germany are the least likely to have done so (5%).

The younger the respondent, the more likely they are to have tried to access content across borders: 17% of 15-24 year olds have tried to access at least one of these kinds of content, compared to 4% of those aged 55+. This is particularly the case for audio-visual content (9% vs. 2%-6%) and music (6% vs. 1%-4%).



Base: Internet users (N=21,692, 82% of all respondents)

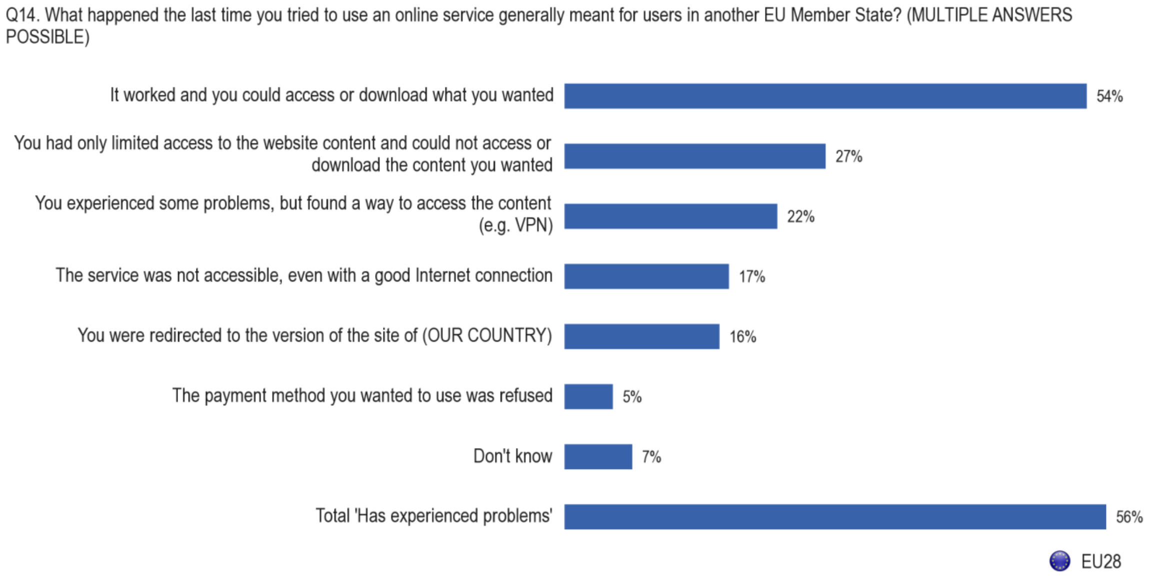
[17] Total 'Has tried' represents the aggregated answers: Audio-visual content such as films, series, video clips and all TV content, excluding sports; Sports; Music, meaning only audio content; E-books or digital books; Games, downloaded or online.

More than half of respondents (56%) experienced problems when they tried to access content through an online service intended for users in another Member State[18]. Around a quarter (27%) say that they only had limited access to the content and could not access or download what they wanted.

Almost one in five say they were not able to access the service even with a good Internet connection (17%), while 16% were redirected to their country's version of the site. One in twenty (5%) say their payment method was refused.

Just over one in five (22%) say they experienced problems but found a way (e.g. by using a VPN) to access the content. Respondents aged 15-39 are the most likely to answer this (24%-25% vs. 16%-19%).

A small majority of respondents (54%) who have tried to access an online service generally meant for users in another Member State say the service worked and they were able to access or download what they wanted. However, only 36%[19] of consumers said that they could access the content they wanted without any issues or problems.



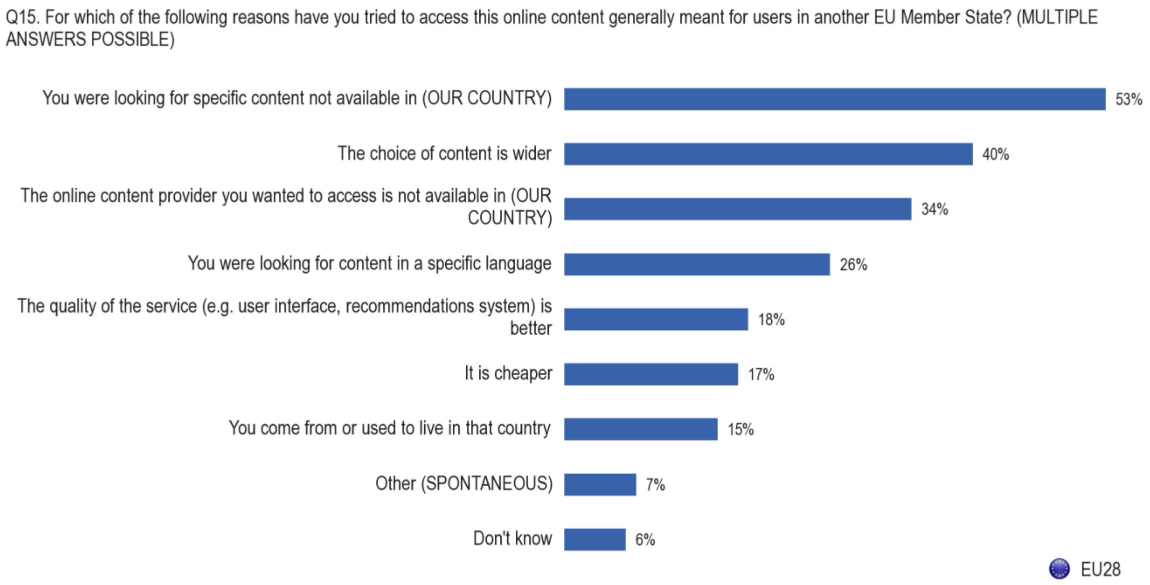
Base: respondents who tried to use an online service generally meant for users in another EU Member State (N=1,842, 7% of all respondents)

[18] Total 'Has experienced problems' represents the aggregated answers: You had only limited access to the website content and could not access or download the content you wanted; The payment method you wanted to use was refused; You were redirected to the version of the site of (OUR COUNTRY); The service was not accessible, even with a good Internet connection; You experienced some problems, but found a way to access the content (e.g. VPN).

[19] This result represents the respondents who answered only "It worked and you could access or download what you wanted".

5.2. Reasons for trying or not trying to access online content cross-border

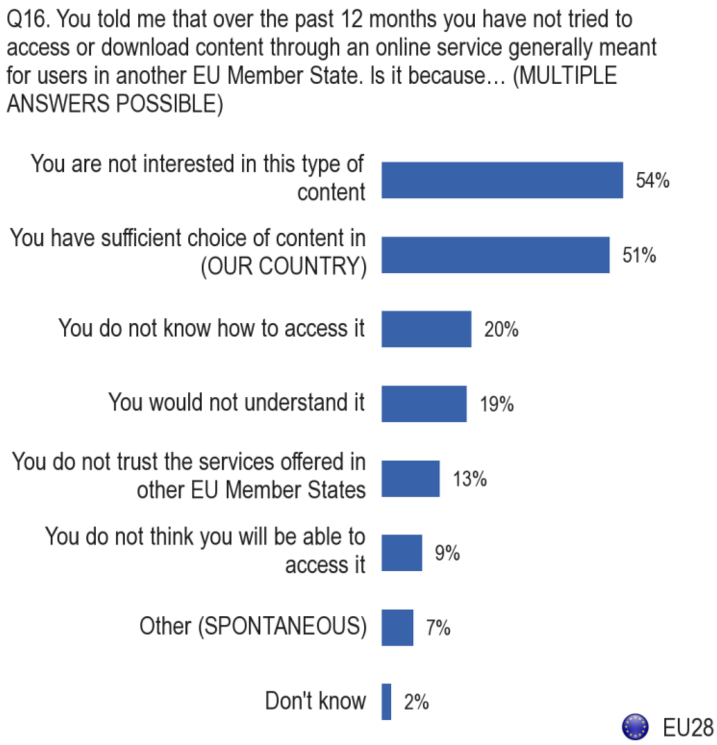
More than half of respondents (53%) who had tried to access digital content through online services meant for users in other Member States say it was because they were looking for content not available in their country, while 40% say the choice of content was wider. Around one third (34%) of respondents used an online service generally meant for users in another Member State because the provider they wanted was not available in their country, while 26% were looking for content in a specific language. Almost one in five say the service quality is better (18%), while 17% say it is cheaper. Finally, 15% of these respondents explained that they come from or used to live in the other Member State.



Base: respondents who tried to use an online service generally meant for users in another EU Member State (N=1,842, 7% of all respondents)

Respondents who have not tried to access or download content through online services meant for users in another Member State were asked why this was. The majority say they are not interested in this type of content (54%), or that they have sufficient choice of content in their own country (51%).

One in five (20%) say they do not know how to access this kind of content, while 19% say they would not understand it. Just over one in ten (13%) say they do not trust services offered in other Member States, while 9% say they do not think they will be able to access such content.



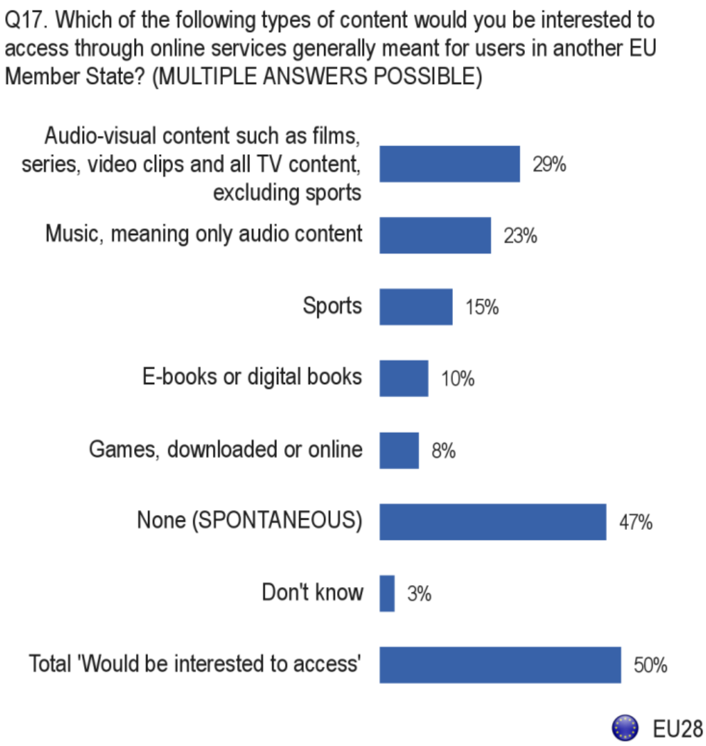
Base: respondents who have not tried to use an online service generally meant for users in another EU Member State (N=19,303, 73% of all respondents)

5.3. Interest in cross-border access to online content

Respondents who have not tried to access or download content through an online service generally meant for users in another Member State were asked what types of content they would be interested in accessing in this way. Respondents are most likely to be interested in accessing audio-visual content (29%) and music (23%). Sports (15%), e-books (10%) and video games (8%) are less likely to generate interest.

There is an almost even split between those who would be interested in accessing some type of content this way (50%)[20] and those who are not interested in any of the content types mentioned (47%).

The younger the respondent, the more likely they are to be interested in cross-border access to audio-visual content, sports, music or video games. For example 48% of those aged 15-24 would be interested in audio-visual content and 40% in music, compared with 14% and 13% of those aged 55+.



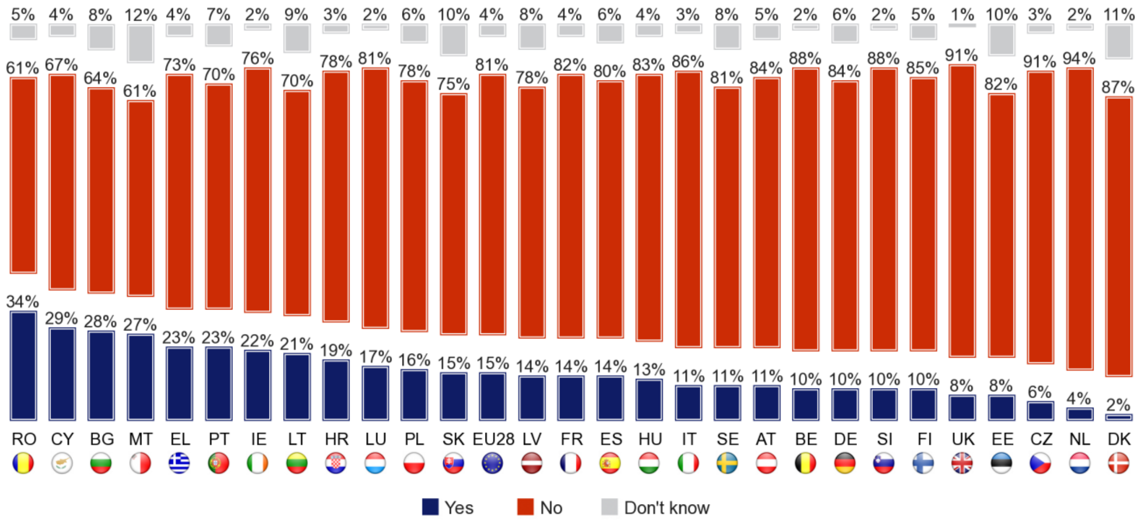
Base: respondents who have not tried to use an online service generally meant for users in another EU Member State (N=19,303, 73% of all respondents)

[20] Total 'Would be interested to access' represents the aggregated answers: Audio-visual content such as films, series, video clips and all TV content, excluding sports; Sports; Music, meaning only audio content; E-books or digital books; Games, downloaded or online.

Respondents who never use the Internet or who have no Internet access were asked if they would like to access audio-visual content, music, e-books or video games available in other Member States. A large majority (81%) say they would not, while 15% say they would like to be able to do this.

Respondents in Romania (34%), Cyprus (29%), Bulgaria (28%) and Malta (27%) are the most likely to say they would like to access content available in other Member States[21]. Respondents living in Denmark (2%), the Netherlands (4%) and the Czech Republic (6%) are the least likely to do so.

Q18. Would you like to access audio visual content (e.g. films, series, TV content, sports), music, e-books, or games available in other EU Member States?

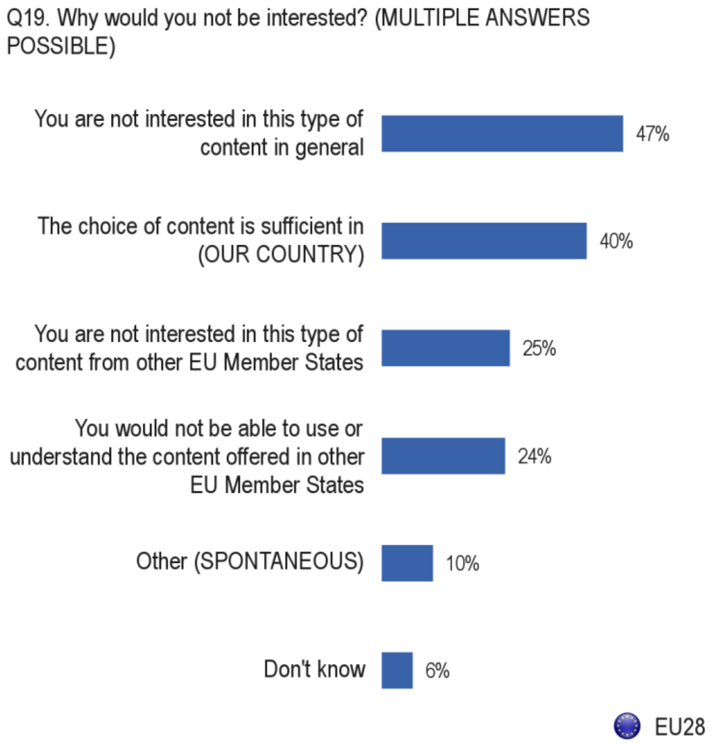


Base: respondents who do not use the Internet (N=4,894, 18% of all respondents)

[21] As there are fewer than 100 respondents in Denmark, Cyprus, Luxembourg, the Netherlands and Sweden, results for these countries should be interpreted with caution.

Almost half of all non-Internet users say they would not like to access content in other Member States because they are not interested in audio-visual content, music, e-books or video games in general (47%). Four out of ten (40%) say the choice of content in their country is sufficient.

One quarter (25%) say they are not interested in this type of content from other Member States, while 24% say they would not be able to use or understand the content offered in other EU Member States.



Base: respondents who do not use the Internet and have no interest in accessing audio-visual content, music, e-books, or video games available in other EU MS (N=3,965, 15% of all respondents)

ANNEXES

TECHNICAL SPECIFICATIONS

FLASH EUROBAROMETER 411
“Cross-border access to online content”
TECHNICAL SPECIFICATIONS

Between the 7th and the 15th of January 2015, TNS Political & Social, a consortium created between TNS political & social, TNS UK and TNS opinion, carried out the survey FLASH EUROBAROMETER 411 about “Cross-border access to online content”.

This survey has been requested by the EUROPEAN COMMISSION, Directorate-General for Networks, Content and Technology (DG CONNECT). It is a general public survey co-ordinated by the Directorate-General for Communication (DG COMM “Strategy, Corporate Communication Actions and Eurobarometer” Unit). The FLASH EUROBAROMETER 411 covers the population of the respective nationalities of the European Union Member States, resident in each of the 28 Member States and aged 15 years and over. The survey covers the national population of citizens as well as the population of citizens of all the European Union Member States that are residents in these countries and have a sufficient command of the national languages to answer the questionnaire. All interviews were carried using the TNS e-Call center (our centralized CATI system). In every country respondents were called both on fixed lines and mobile phones. The basic sample design applied in all states is multi-stage random (probability). In each household, the respondent was drawn at random following the "last birthday rule".

TNS has developed its own RDD sample generation capabilities based on using contact telephone numbers from responders to random probability or random location face to face surveys, such as Eurobarometer, as seed numbers. The approach works because the seed number identifies a working block of telephone numbers and reduces the volume of numbers generated that will be ineffective. The seed numbers are stratified by NUTS2 region and urbanisation to approximate a geographically representative sample. From each seed number the required sample of numbers are generated by randomly replacing the last two digits. The sample is then screened against business databases in order to exclude as many of these numbers as possible before going into field. This approach is consistent across all countries.

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

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

various sample sizes are in rows ***various observed results are in columns***

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

ABBR.	COUNTRIES	INSTITUTES	N° INTERVIEWS	FIELDWORK DATES		POPULATION 15+
BE	Belgium	TNS Dimarso	1.002	07/01/2015	09/01/2015	8.939.546
BG	Bulgaria	TNS BBSS	1.000	07/01/2015	09/01/2015	6.537.510
CZ	Czech Rep.	TNS Aisa s.r.o	1.000	07/01/2015	09/01/2015	9.012.443
DK	Denmark	TNS Gallup A/S	1.007	07/01/2015	08/01/2015	4.561.264
DE	Germany	TNS Infratest	1.001	07/01/2015	09/01/2015	64.336.389
EE	Estonia	TNS Emor	1.000	07/01/2015	09/01/2015	945.733
IE	Ireland	IMS Millward Brown	1.000	07/01/2015	09/01/2015	3.522.000
EL	Greece	TNS ICAP	1.000	07/01/2015	09/01/2015	8.693.566
ES	Spain	TNS Demoscopia S.A	1.000	07/01/2015	09/01/2015	39.127.930
FR	France	TNS Sofres	1.013	07/01/2015	09/01/2015	47.756.439
HR	Croatia	HENDAL	1.008	07/01/2015	09/01/2015	3.749.400
IT	Italy	TNS ITALIA	1.000	07/01/2015	09/01/2015	51.862.391
CY	Rep. of Cyprus	CYMAR	501	07/01/2015	08/01/2015	705.360
LV	Latvia	TNS Latvia	1.000	07/01/2015	09/01/2015	1.447.866
LT	Lithuania	TNS LT	1.000	07/01/2015	15/01/2015	2.829.740
LU	Luxembourg	TNS Dimarso	503	07/01/2015	09/01/2015	434.878
HU	Hungary	TNS Hoffmann Kft	1.004	07/01/2015	09/01/2015	8.320.614
MT	Malta	MISCO International Ltd	511	07/01/2015	08/01/2015	335.476
NL	Netherlands	TNS NIPO	1.000	07/01/2015	09/01/2015	13.371.980
AT	Austria	TNS Austria	1.003	07/01/2015	08/01/2015	7.009.827
PL	Poland	TNS OBOP	1.000	07/01/2015	09/01/2015	32.413.735
PT	Portugal	TNS EUROTESTE	1.001	07/01/2015	09/01/2015	8.080.915
RO	Romania	TNS CSOP	1.004	07/01/2015	09/01/2015	18.246.731
SI	Slovenia	RM PLUS	1.007	07/01/2015	09/01/2015	1.759.701
SK	Slovakia	TNS AISA Slovakia	1.001	07/01/2015	09/01/2015	4.549.956
FI	Finland	TNS Gallup Oy	1.002	07/01/2015	09/01/2015	4.440.004
SE	Sweden	TNS SIFO	1.013	07/01/2015	08/01/2015	7.791.240
UK	United Kingdom	TNS UK	1.005	07/01/2015	09/01/2015	51.848.010
TOTAL EU28			**12 529 071**	**07/01/2015**	**15/01/2015**	**412.630.644**