



Special Eurobarometer 424

PUBLIC PERCEPTIONS OF VAT

SUMMARY

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This survey has been requested by the European Commission, Directorate-General for Taxations and Customs Union and co-ordinated by Directorate-General for Communication.

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

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Special Eurobarometer 424

Public perceptions of VAT

Conducted by TNS Opinion & Social at the request of
Directorate-General for Taxation and Customs Union (DG
TAXUD)

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

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INTRODUCTION

Value Added Tax (VAT) is an important revenue source for each of the EU28 Member States. VAT rates are set by individual Member States and there is a range of different levels, with the lowest standard VAT rate in Luxembourg (15%) and the highest in Hungary (27%), Denmark (25%), Croatia (25%) and Sweden (25%). In the majority of EU Member States (17) the standard rate of VAT ranges from 18% to 22%. In addition to the standard rate of VAT, each Member State also sets an alternative reduced rate for certain products and services. These reduced rates are different in each Member State, ranging from 5% to 18%. In a number of Member States, VAT is segmented further with super-reduced rates, a parking rate and VAT exemptions.

In view of the wide range of different VAT rates set in each Member State, public knowledge and experience of VAT is likely to differ. This survey and its analysis have been commissioned to investigate the knowledge that Europeans have of VAT levels in their country, and to assess the importance citizens attach to VAT as a source of public revenue. It explores their awareness of reduced rates and perceptions of how these may impact the national public budget. It also looks at cross-border purchasing behaviour within the EU, with respect to both goods and services bought over the Internet and those purchased while visiting other EU Member States.

This survey was carried out by TNS Opinion & Social in the 28 Member States of the European Union between the 11th and 20th October 2014. Some 27,868 respondents from different social and demographic groups were interviewed face-to-face at home in their mother tongue on behalf of the Directorate-General for Taxation and Customs Union. The methodology used is that of Eurobarometer surveys as carried out by the Directorate-General for Communication ("Strategy, Corporate Communication Actions and Eurobarometer" Unit)¹. A technical note on the manner in which interviews were conducted by the Institutes within the TNS Opinion & Social network is appended to this report. Also included are the interview methods and confidence intervals².

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

2 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 was able to give several answers to the question.

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

| ABBREVIATIONS | | | |
|---------------|-----------------------|-----------|--|
| BE | Belgium | LV | Latvia |
| BG | Bulgaria | LU | Luxembourg |
| CZ | Czech Republic | HU | Hungary |
| DK | Denmark | MT | Malta |
| DE | Germany | NL | The Netherlands |
| EE | Estonia | AT | Austria |
| EL | Greece | PL | Poland |
| ES | Spain | PT | Portugal |
| FR | France | RO | Romania |
| HR | Croatia | SI | Slovenia |
| IE | Ireland | SK | Slovakia |
| IT | Italy | FI | Finland |
| CY | Republic of Cyprus*** | SE | Sweden |
| LT | Lithuania | UK | The United Kingdom |
| | | EU28 | European Union – 28 Member States |
| | | EU15 | BE, IT, FR, DE, LU, NL, DK, UK, IE, PT, ES, EL, AT, SE, FI* |
| | | NMS13 | BG, CZ, EE, HR, CY, LT, LV, MT, HU, PL, RO, SI, SK** |
| | | EURO AREA | BE, FR, IT, LV, LU, DE, AT, ES, PT, IE, NL, FI, EL, EE, SI, CY, MT, SK |

* EU15 refers to the 15 countries forming the European Union before the enlargements of 2004, 2007 and 2013

** The NMS13 are the 13 'new Member States' which joined the European Union during the 2004, 2007 and 2013 enlargements

*** 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 Europe who have given their time to take part in this survey. Without their active participation, this study would not have been possible.

1. THE STANDARD VAT RATE

This chapter discusses the state of public opinion regarding the standard VAT rate. In particular it details the knowledge Europeans have of their national VAT rate, how important they think VAT is as a source of national revenue and finally, how they think their national rate compares with that of other countries within the EU.

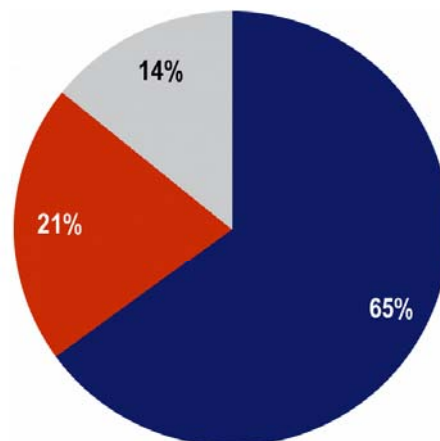
1.1. KNOWLEDGE OF THE STANDARD VAT RATE

- Just under two thirds were able to correctly cite their national standard VAT rate -

Respondents were asked to cite the standard or normal VAT rate in their country as a percentage³.

Across the EU, almost two-thirds (65%) of respondents were able to correctly cite their national standard VAT rate, while around a fifth (21%) gave the wrong answer. More than a tenth of respondents (14%) did not know or refused to give an answer.

QC1. In (OUR COUNTRY), when you buy most goods or services, a tax called Value Added Tax (VAT) is added as a percentage to the price of the good or service and is included in the total price you pay. Please tell me what is the standard or normal VAT rate as a percentage in (OUR COUNTRY)?



- Correct answer
- Wrong answer
- Don't know/Refusal

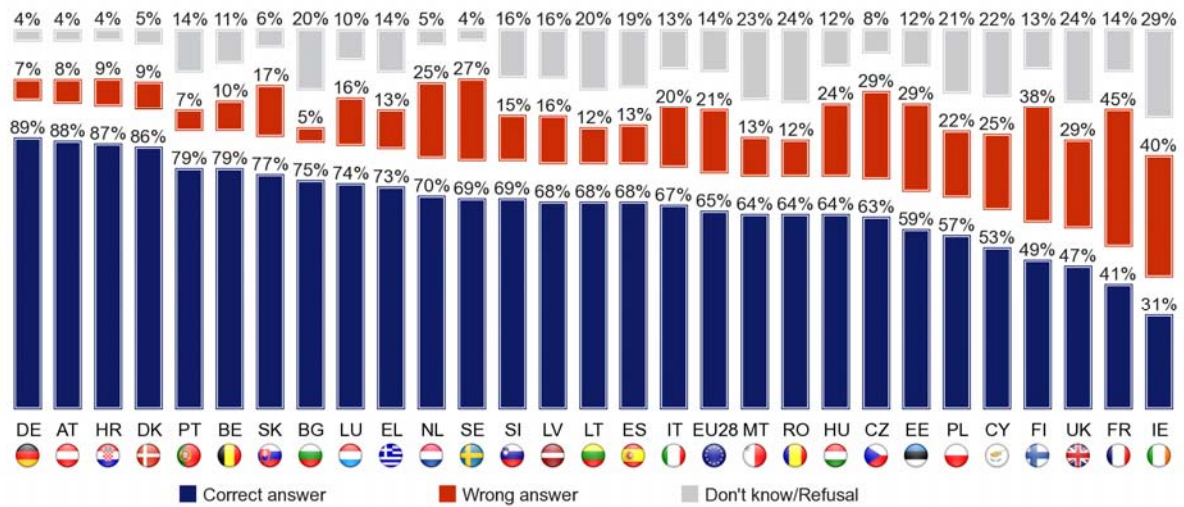
 EU28

³ QC1.1 In (OUR COUNTRY), when you buy most goods or services, a tax called Value Added Tax (VAT) is added as a percentage to the price of the good or service and is included in the total price you pay. Please tell me what is the standard or normal VAT rate as a percentage in (OUR COUNTRY)?

With the exception of Finland (49%), the UK (47%), France (41%) and Ireland (31%), a majority of respondents in all Member States were able to answer correctly. Member States where there were high levels of knowledge of the standard VAT rate included Germany (89%), Austria (88%), Croatia (87%) and Denmark (86%).

It is worth noting that a fifth or more of respondents in eight Member States were unable to give an answer, with the highest levels of “don’t know” responses recorded in Ireland (29%), the UK and Romania (both 24%) and Malta (23%).

QC1. In (OUR COUNTRY), when you buy most goods or services, a tax called Value Added Tax (VAT) is added as a percentage to the price of the good or service and is included in the total price you pay. Please tell me what is the standard or normal VAT rate as a percentage in (OUR COUNTRY)?



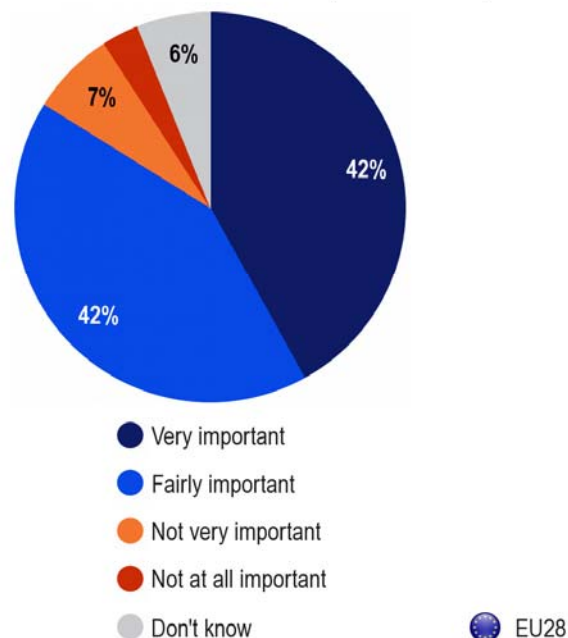
1.2. IMPORTANCE OF VAT AS A SOURCE OF NATIONAL REVENUE

- More than eight in ten thought VAT is an important source of national revenue-

It was explained to respondents that VAT is applied in all countries of the EU and that it is one of the revenue sources for public budgets in Europe. Respondents were then asked how important they think VAT is as a revenue source in their country⁴.

Over four-fifths (84%) of European citizens thought that VAT is either a "very important" or "fairly important" national revenue source for public budgets in their country. A tenth of respondents (10%) thought VAT is not important while 6% did not know.

QC2. Value Added Tax (VAT) is added in all countries of the EU and it is one of the revenue sources for public budgets in Europe. In your opinion, how important or not is VAT as a revenue source in (OUR COUNTRY)?



A clear majority in all Member States (more than seven in ten respondents) said that VAT is an important revenue source for their country. Moreover, more than half the respondents in eight Member States thought that VAT is a "very important" source of national revenue, with particularly large proportions observed in Sweden (62%), Denmark (60%), and the Netherlands (59%).

Respondents who were able to correctly cite the standard VAT rate in their country were also much more likely to say that VAT was an important source of national revenue (90% compared with 63% of those who gave a wrong answer).

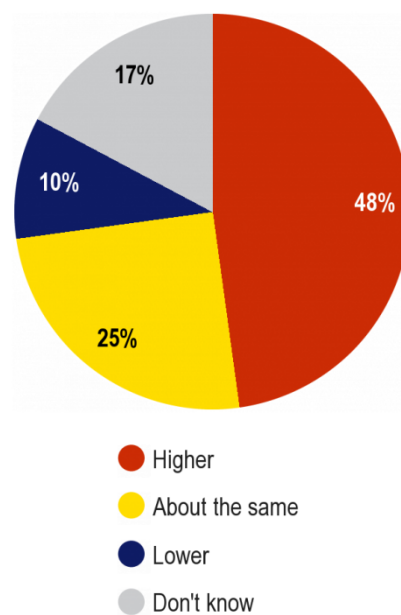
⁴ QC2. Value Added Tax (VAT) is added in all countries of the EU and it is one of the revenue sources for public budgets in Europe. In your opinion, how important or not is VAT as a revenue source in (OUR COUNTRY)?

1.3. PERCEPTIONS OF HOW THE NATIONAL STANDARD VAT RATE COMPARES

- Almost half thought they pay a higher standard VAT rate compared to other EU countries-

Once informed of the correct rate of VAT in their country, respondents were asked how they thought this compared with the standard rate in other Member States⁵. Nearly half of respondents (48%) believed the VAT rate they pay is higher than in other Member States, 25% thought they pay about the same, and 10% thought it is lower.

QC3. In your opinion, is the standard VAT rate in (OUR COUNTRY) about the same, higher or lower than the standard VAT rate in the other EU Member States overall?



 EU28

The view that the standard VAT rate is higher in the respondent's country than in other EU Member States was the most widely held opinion in 22 Member States. High proportions of respondents in Denmark (88%), Greece (77%), Croatia (74%) and Hungary (72%) thought that they pay higher rates of VAT than in other EU Member States. It is worth mentioning that all of these countries do actually have comparatively high VAT rates (DK: 25%, EL: 23%, HR: 25%, HU: 27%)⁶.

In Germany (25%), Malta (20%) and Cyprus (18%) sizable proportions of the respondents thought that their standard VAT rate is lower than in other countries. Luxembourg stands out as almost nine in ten (88%) believed that their VAT rate is lower than in other countries. These four countries actually have the lowest VAT rates in the EU (DE: 19%, CY: 19%, MT: 18%, LU: 15%).

⁵ QC3. In your opinion, is the standard VAT rate in (OUR COUNTRY) about the same, higher or lower than the standard VAT rate in the other EU Member States overall?

⁶ http://ec.europa.eu/taxation_customs/resources/documents/taxation/vat/how_vat_works/rates/vat_rates_en.pdf

2. REDUCED VAT RATES

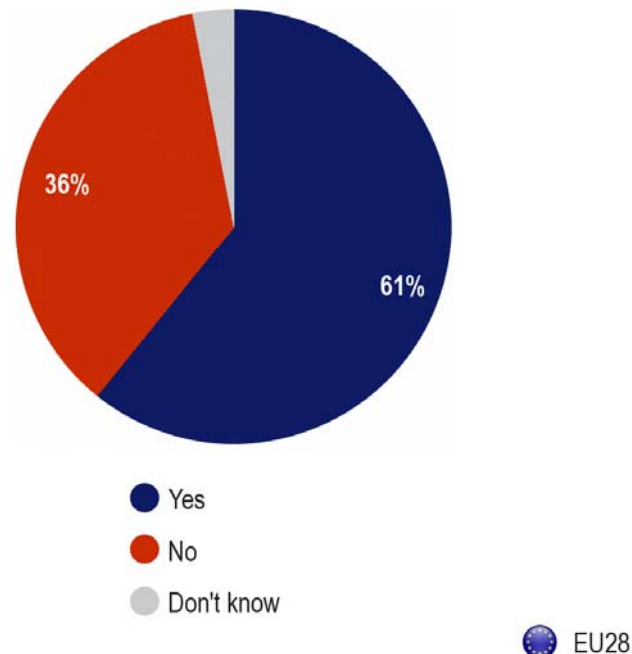
2.1. AWARENESS OF REDUCED RATES

- More than six in ten were aware of the existence of reduced VAT rates -

After briefly exploring respondents' knowledge and perceptions of the standard VAT rate, the survey then turned to reduced VAT rates. The topic was introduced with a brief summary of the purpose of reduced VAT rates and respondents were then asked if they were aware of the existence of these reduced rates⁷.

Around six in ten Europeans (61%) were aware that there are reduced VAT rates in their country for a number of goods and services, compared with 36% who were unaware.

QC4. For different reasons (including social reasons and to promote demand for certain goods and services) in (OUR COUNTRY) the purchase of a number of goods and services benefits from a reduced VAT rate. Were you aware of the existence of these reduced VAT rates?



Respondents who also correctly stated their country's standard VAT rate were much more likely to say that were aware of reduced VAT rates (71%) compared with 54% of those who gave a wrong answer.

Those who thought that VAT is an important source of national revenue were also more likely to say they were aware of reduced VAT rates (66%) compared with 44% of those who thought it is not an important source.

⁷ QC4. For different reasons (including social reasons and to promote demand for certain goods and services) in (OUR COUNTRY) the purchase of a number of goods and services benefits from a reduced VAT rate. Were you aware of the existence of these reduced VAT rates?

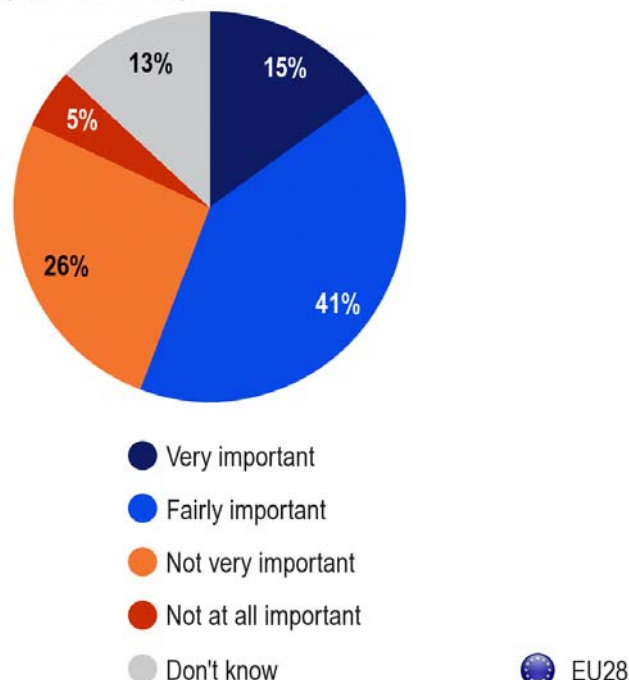
2.2. PERCEPTIONS OF THE IMPACT REDUCED VAT RATES HAVE ON THE NATIONAL PUBLIC BUDGET

- A majority thought that reduced VAT rates have an important impact on the public budget -

Respondents were told that reduced VAT rates reduce the country's public budget, and they were then asked how important they thought the impact of this reduction was⁸.

A majority of European citizens (56%) thought that the application of reduced VAT rates has a "very important" or "fairly important" impact on the public budget; by comparison 31% thought it is either "not very important" or "not at all important".

QC5. The application of reduced VAT rates leads to a reduction in the revenue collected for the public budget in (OUR COUNTRY). In your opinion, how important or not is the impact of reduced VAT rates on the public budget in (OUR COUNTRY)?



A majority of respondents in 21 Member States thought that reduced VAT rates have an important impact on the public budget in their country.

The countries where respondents were most likely to think that the impact of reduced VAT rates on the public budget is important were Hungary (80%), Ireland (79%), Malta (77%) and Lithuania (74%). It is also worth noting that significant proportions of respondents in Greece (20%) and Cyprus (13%) thought that the impact of reduced VAT rates on the public budget is "not at all important".

⁸ QC5. The application of reduced VAT rates leads to a reduction in the revenue collected for the public budget in (OUR COUNTRY). In your opinion, how important or not is the impact of reduced VAT rates on the public budget in (OUR COUNTRY)?

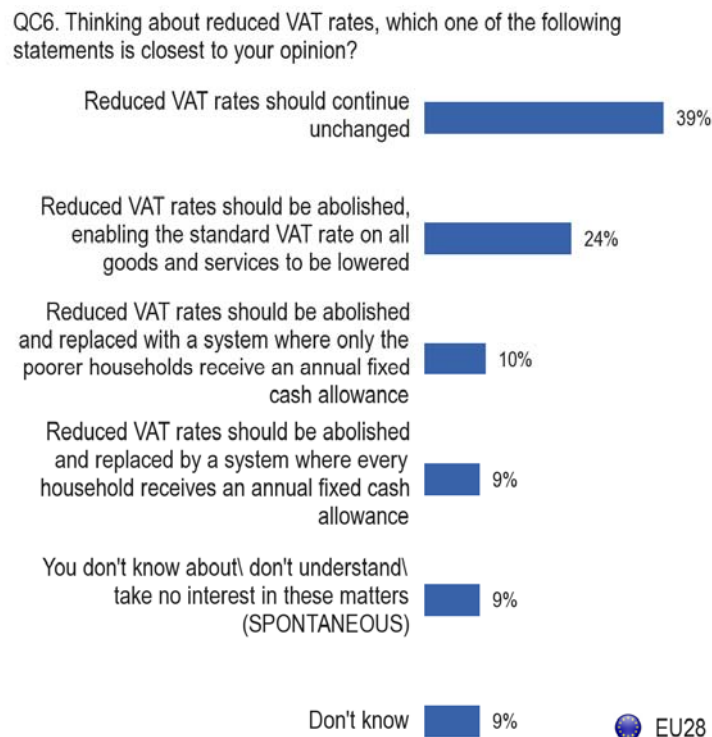
2.3. ATTITUDES TOWARDS REDUCED VAT RATES

- More than a four out of ten Europeans were in favour of abolishing reduced rates and replacing them by different alternatives, while slightly less than four in ten thought that reduced VAT rates should continue unchanged -

Respondents were provided with a series of four statements relating to reduced VAT rates and were then asked which statement was closest to their own opinion^[1].

43% of respondents were in favour of abolishing reduced rates and replacing them by different alternatives, while 39% of respondents were in favour of keeping the system of reduced rates unchanged. The most chosen alternative was lowering the standard VAT rate on all goods and services (24%), followed by a system where only the poorer households receive an annual fixed cash allowance (10%) and lastly a system where every household receives an annual fixed cash allowance (9%).

Around one in five were unable to give an answer (18%).



^[1] QC6. Thinking about reduced VAT rates, which one of the following statements is closest to your opinion? Reduced VAT rates should continue unchanged; Reduced VAT rates should be abolished and replaced by a system where every household receives an annual fixed cash allowance; Reduced VAT rates should be abolished and replaced with a system where only the poorer households receive an annual fixed cash allowance; Reduced VAT rates should be abolished, enabling the standard VAT rate on all goods and services to be lowered; I don't know about/understand/take an interest in these matters (SPONTANEOUS); DK/NA (SPONTANEOUS)

3. CROSS BORDER PURCHASE BEHAVIOUR

3.1.1. Purchasing goods or services over the Internet

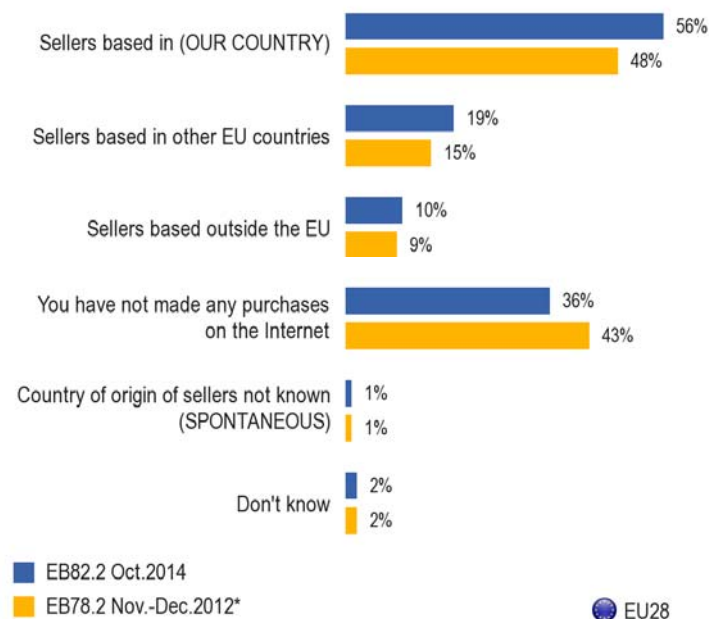
- The proportion of respondents who shopped online has increased since 2012 -

Respondents who use the Internet were asked if they had ordered any goods or services for private purposes over the Internet in the last year⁹.

More than half of the respondents who use the Internet (56%) had made purchases from sellers based in their country, an increase of eight percentage points since 2012¹⁰. Just under a fifth (19%) had also made purchases in other EU countries, an increase of four percentage points since 2012. The proportion of respondents who had made purchases from sellers based outside the EU remains stable compared to 2012 (10%, +1 percentage point).

More than a third of respondents who use the Internet (36%) had not made any online purchases in the last year, a decrease of seven percentage points since the survey conducted in 2012 (43%).

QC7. In the last 12 months, have you bought or ordered any goods or services over the Internet for private purposes from any of the following? (MULTIPLE ANSWERS POSSIBLE)



Base: respondents who use the Internet (N=21,015)

(*) The EU average in 2012 did not include Croatia and Denmark

⁹ QC7. In the last 12 months, have you bought or ordered any goods or services over the Internet for private purposes from any of the following? (MULTIPLE ANSWERS POSSIBLE)

¹⁰ http://ec.europa.eu/public_opinion/archives/ebs/ebs_395_en.pdf

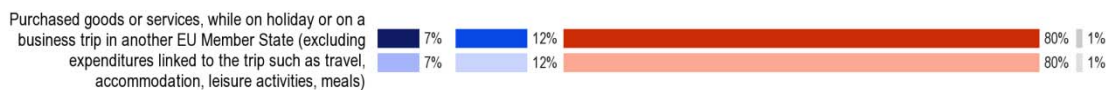
3.1.2. Purchasing goods or services in other EU countries

- The majority of Europeans have not purchased goods or services on trips to other EU countries -

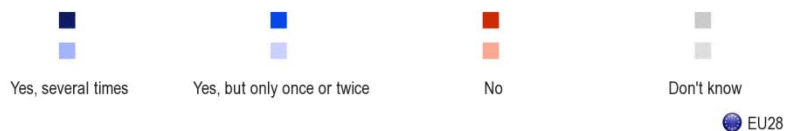
Respondents were asked if they had purchased goods or services in other EU countries while on holiday or if they had made a trip to another EU country primarily to purchase goods and services in the last 12 months¹¹.

Just under a fifth (19%) of respondents had purchased goods or services in another EU country while on holiday or on a business trip. The proportion of Europeans shopping while on these types of visits has remained stable since the previous survey conducted in 2012. Respondents were slightly less likely than in 2012 to have made trips primarily in order to purchase goods or services: in this survey 10% of respondents have done so (-4 pp).

QC8. In the last 12 months, have you...?



EB82.2 Oct. 2014
EB78.2 Nov.-Dec. 2012



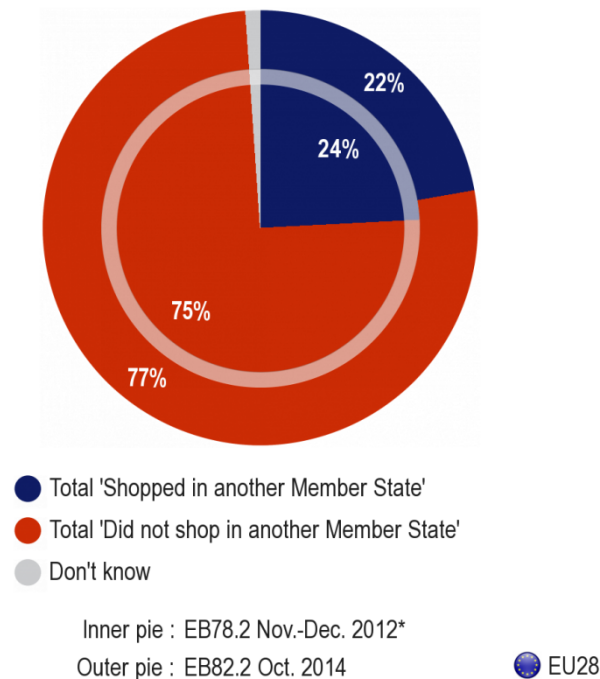
(*) The EU average of 2012 did not include Croatia and Denmark

11 QC8. In the last 12 months, have you...? 1. Made a trip to another EU Member State primarily in order to purchase goods or services (trip made for this purpose, for purchasing clothes, electronics, etc.); 2. Purchased goods or services, while on holiday or on a business trip in another EU Member State (excluding expenditures linked to the trip such as travel, accommodation, leisure activities, meals).

The chart below shows the combined proportions of people who have made a trip to another EU Member State primarily in order to purchase goods or services and those who have purchased goods or services while on holiday or on a business trip in another EU Member State.

The proportion of respondents who have purchased goods or services from another EU Member State remains stable since 2012: 22% of respondents shopped in another EU country in the current survey and 24% of respondents had done so in 2012. More than three-quarters (77%) said that they have not shopped in another EU country in the last 12 months, a slight increase since the 2012 survey when 75% had not done so.

QC8T. In the last 12 months, have you...?



(*) The EU average of 2012 did not include Croatia and Denmark

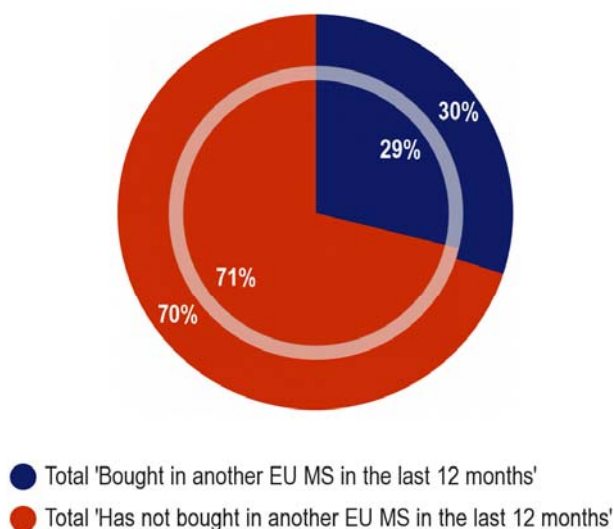
3.1.3. Cross-border purchase behaviour in the European Union

- Around a third have bought goods or services from other EU countries, a proportion that remained stable since 2012 -

The chart below shows all the respondents who have bought goods or services in another EU Member State in the last 12 months, whether this was over the Internet, during a trip made primarily in order to purchase goods or services or while on holiday or on a business trip¹².

Three in ten Europeans (30%) have purchased goods or services in another EU Member State in the last 12 months (either online or on a trip to another EU country); a similar figure of 29% was reported in a previous survey conducted in 2012.

QC7C8. In the last 12 months, have you...?



Inner pie : EB78.2 Nov.-Dec. 2012*

Outer pie : EB82.2 Oct. 2014

EU28

(*) The EU average of 2012 did not include Croatia and Denmark

¹² QC7. In the last 12 months have you bought or ordered any goods or services over the Internet for private purposes from any of the following? QC8 In the last 12 months, have you...? 1. Made a trip to another EU Member State primarily in order to purchase goods or services (trip made for this purpose, for purchasing clothes, electronics, etc.); 2. Purchased goods or services, while on holiday or on a business trip in another EU Member State (excluding expenditures linked to the trip such as travel, accommodation, leisure activities, meals).

3.2. REASONS FOR PURCHASING GOODS OR SERVICES IN OTHER EU COUNTRIES

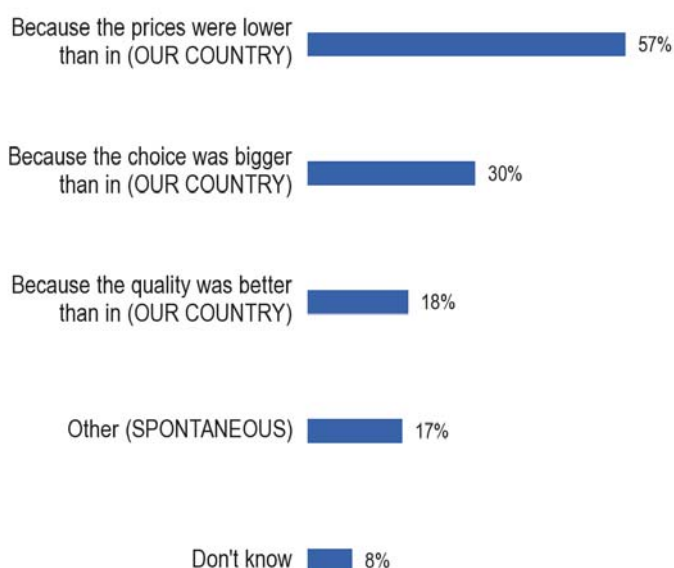
- The most likely reason for purchasing goods or services in another EU Member State is the price -

This last section looks at the reasons respondents gave for purchasing goods or services from another Member State in the last 12 months¹³.

A majority of respondents said that they had shopped in another EU country because the prices were lower than in their country (57%). Three in ten respondents (30%) said that they had purchased goods or services from another Member State because the choice was bigger (30%), whilst less than a fifth of respondents did so because the quality was better (18%).

A significant proportion of respondents (17%) spontaneously said that they had shopped abroad for other reasons while less than a tenth were unable to give an answer (8%).

QC9. In the last 12 months, have you bought at least one good or service from another EU Member State for any of the following reasons?
(MULTIPLE ANSWERS POSSIBLE)



EU28

Base: respondents who bought goods or services from another EU Member State in the last 12 months (N=8,242)

¹³ Q9. In the last 12 months, have you bought at least one good or service from another EU country for any of the following reasons? The prices were lower than in (OUR COUNTRY); The quality was better than in (OUR COUNTRY); The choice was bigger than in (OUR COUNTRY); Other reasons (SPONTANEOUS); DK/NA (SPONTANEOUS)

CONCLUSIONS

One of the main objectives of this research was to establish how much European citizens know about Value Added Tax (VAT), understand the importance they attach to VAT as a source of national revenue and gauge their perceptions of their own national VAT rate as compared with other EU countries.

Two-thirds (65%) of European citizens were able to correctly cite their national standard VAT rate, while 35% either gave a wrong answer or were unable to answer. With the exception of Finland (49%), the UK (47%), France (41%) and Ireland (31%), a majority of respondents in all Member States were able to correctly state the standard VAT rate in their country.

More than eight in ten (84%) European citizens thought that VAT is an important revenue source in their country. This opinion was shared by at least 72% of respondents in every Member State. While the majority thought VAT is an important revenue source, nearly half of respondents (48%) also believed that they pay a higher rate than in other Member States, while 25% thought it is about the same and just 10% thought it is lower.

Another key element of this survey was to measure the awareness of reduced rates and perceptions of how these may impact the national public budget.

Once again, a majority of European citizens (61%) were aware that reduced rates of VAT are applied in all Member States including in their country to a number of goods and services, while just over a third (36%) were unaware of these different VAT rates. When asked about the impact of reduced VAT rates on the national public budget, a majority of EU citizens (56%) thought that the application of reduced VAT rates leads to a "very important" or "fairly important" reduction in revenue.

After being provided with a series of four statements relating to reduced VAT rates, this survey found that more than four in ten Europeans (43%) were in favour of abolishing reduced rates and replacing them with different alternatives, while slightly less than four in ten (39%) thought that reduced VAT rates should continue unchanged. The most chosen alternative was lowering the standard VAT rate on all good and services (24%), which was followed by a system where only the poorer households receive an annual fixed cash allowance (10%) and finally a system where every household receives an annual fixed cash allowance (9%). It is worth noting that just under a fifth of respondents (18%) did not know or understand enough to give their opinion about these alternatives to reduced VAT rates.

The survey asked respondents about their cross-border purchase behaviour for private purposes, both via the Internet (online shopping) and on trips to other Member States. Three in ten of respondents (30%) had purchased goods or services in another EU Member State in the last 12 months, close to the 29% who had done so in the previous survey conducted in 2012.

Over half of European citizens (56%) who use the Internet had made online purchases of goods and services from sellers based in their own country in the last 12 months, an increase of eight percentage points since 2012. Under a fifth of respondents (19%) had made purchases from sellers based in another EU country (+4 pp from 2012).

Around a fifth of European citizens (22%, -2 pp since 2012) had made purchases of goods and services for private purposes when visiting other countries, either during a business trip or holiday or when making a trip primarily to purchase goods or services.

The reasons why European citizens had chosen to purchase goods or services from another country were also explored. The most frequently mentioned reason was the lower price (57%), followed by greater choice (30%) and better quality (18%).

ANNEXES

TECHNICAL SPECIFICATIONS

SPECIAL EUROBAROMETER 424

Public perceptions of VAT

TECHNICAL SPECIFICATIONS

Between the 11th and the 20th of October 2014, TNS opinion & social, a consortium created between TNS political & social, TNS UK and TNS opinion, carried out the wave 82.2 of the EUROBAROMETER survey, on request of the EUROPEAN COMMISSION, Directorate-General for Communication, "Strategy, Corporate Communication Actions and Eurobarometer" unit.

The Special Eurobarometer 424 is part of the wave 82.2 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.

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 below.

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) | | | | | | | | | | | |
|---|-----|-----|-----|------|------|--|------|------|------|------|----------------|
| <i>various sample sizes are in rows</i> | | | | | | <i>various observed results are in columns</i> | | | | | |
| | 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 | DATES | | POPULATION 15+ | PROPORTION EU28 |
|-------------------|----------------|-----------------------|------------------|-----------------|-----------------|--------------------|--------------------|
| | | | | FIELDWORK | | | |
| BE | Belgium | TNS Dimarso | 1.001 | 11/10/14 | 20/10/14 | 9.263.570 | 2,18% |
| BG | Bulgaria | TNS BBSS | 1.018 | 11/10/14 | 20/10/14 | 6.294.563 | 1,48% |
| CZ | Czech Rep. | TNS Aisa | 1.034 | 11/10/14 | 20/10/14 | 8.955.829 | 2,11% |
| DK | Denmark | TNS Gallup DK | 1.025 | 11/10/14 | 20/10/14 | 4.625.032 | 1,09% |
| DE | Germany | TNS Infratest | 1.532 | 11/10/14 | 20/10/14 | 71.283.580 | 16,79% |
| EE | Estonia | TNS Emor | 1.015 | 11/10/14 | 20/10/14 | 1.113.355 | 0,26% |
| IE | Ireland | Behaviour & Attitudes | 1.001 | 11/10/14 | 20/10/14 | 3.586.829 | 0,84% |
| EL | Greece | TNS ICAP | 1.015 | 11/10/14 | 20/10/14 | 8.791.499 | 2,07% |
| ES | Spain | TNS Spain | 1.011 | 11/10/14 | 20/10/14 | 39.506.853 | 9,31% |
| FR | France | TNS Sofres | 1.011 | 11/10/14 | 20/10/14 | 51.668.700 | 12,17% |
| HR | Croatia | HENDAL | 1.084 | 11/10/14 | 20/10/14 | 3.625.601 | 0,85% |
| IT | Italy | TNS Italia | 1.019 | 11/10/14 | 20/10/14 | 51.336.889 | 12,09% |
| CY | Rep. Of Cyprus | CYMAR | 500 | 11/10/14 | 18/10/14 | 724.084 | 0,17% |
| LV | Latvia | TNS Latvia | 1.011 | 11/10/14 | 20/10/14 | 1.731.509 | 0,41% |
| LT | Lithuania | TNS LT | 1.013 | 11/10/14 | 20/10/14 | 2.535.329 | 0,60% |
| LU | Luxembourg | TNS ILReS | 503 | 11/10/14 | 20/10/14 | 445.806 | 0,11% |
| HU | Hungary | TNS Hoffmann | 1.058 | 11/10/14 | 20/10/14 | 8.477.933 | 2,00% |
| MT | Malta | MISCO | 503 | 11/10/14 | 20/10/14 | 360.045 | 0,08% |
| NL | Netherlands | TNS NIPO | 1.059 | 11/10/14 | 20/10/14 | 13.901.653 | 3,27% |
| AT | Austria | ipr Umfrageforschung | 1.019 | 11/10/14 | 20/10/14 | 7.232.497 | 1,70% |
| PL | Poland | TNS Polska | 1.010 | 11/10/14 | 20/10/14 | 32.736.685 | 7,71% |
| PT | Portugal | TNS Portugal | 1.002 | 11/10/14 | 20/10/14 | 8.512.269 | 2,01% |
| RO | Romania | TNS CSOP | 1.015 | 11/10/14 | 20/10/14 | 16.880.465 | 3,98% |
| SI | Slovenia | RM PLUS | 1.055 | 11/10/14 | 20/10/14 | 1.760.726 | 0,41% |
| SK | Slovakia | TNS Slovakia | 1.038 | 11/10/14 | 20/10/14 | 4.580.260 | 1,08% |
| FI | Finland | TNS Gallup Oy | 1.000 | 11/10/14 | 20/10/14 | 4.511.446 | 1,06% |
| SE | Sweden | TNS Sifo | 987 | 11/10/14 | 20/10/14 | 7.944.034 | 1,87% |
| UK | United Kingdom | TNS UK | 1.329 | 11/10/14 | 20/10/14 | 52.104.731 | 12,27% |
| TOTAL EU28 | | | 27.868 | 11/10/14 | 20/10/14 | 424.491.772 | 100%* |

* It should be noted that the total percentage shown in this table may exceed 100% due to rounding