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WISSEN WAS BEWEGT



Eyes on Europe Wave 2 | 2013



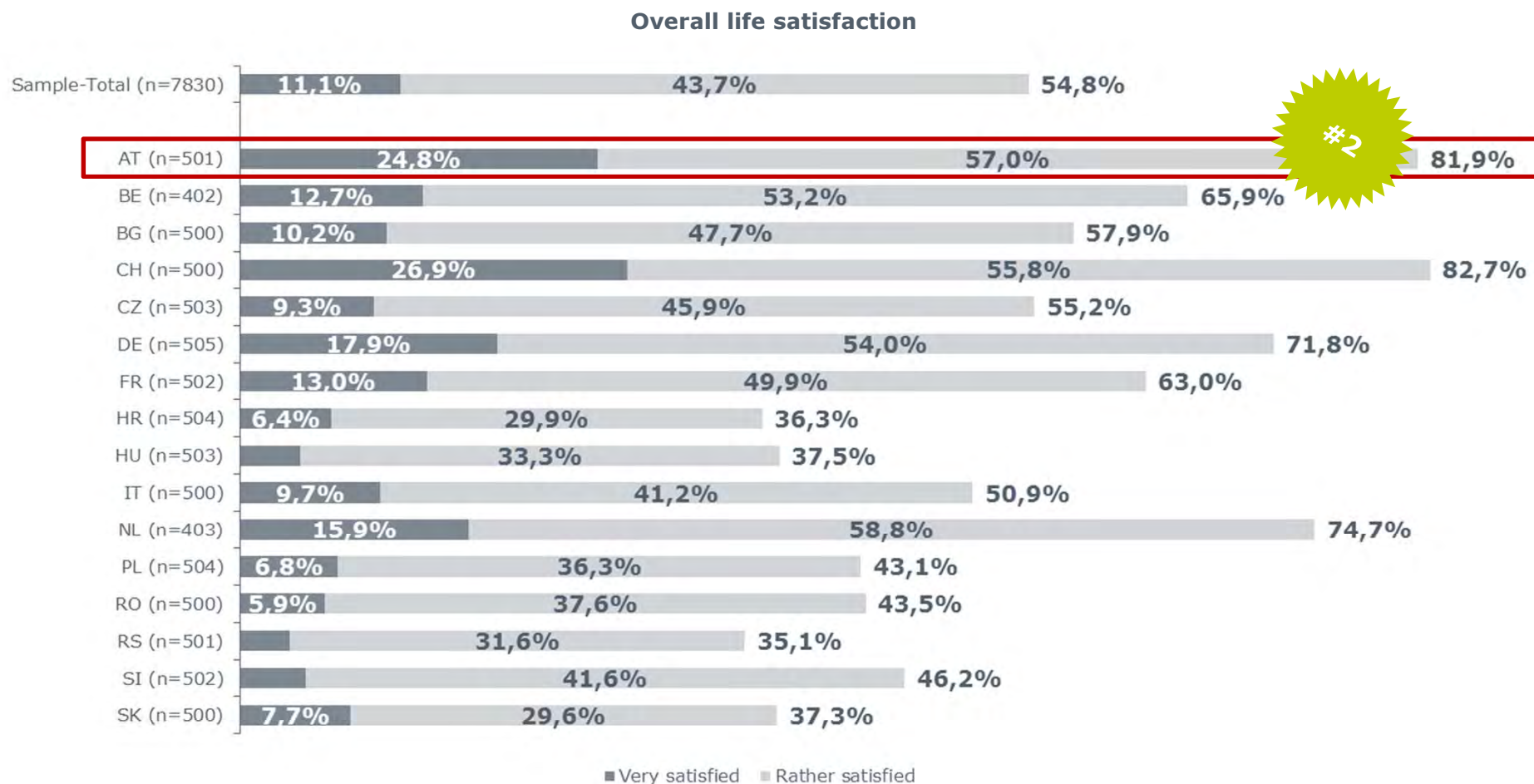
Wiener Neudorf, im
Oktober 2013

Studiensteckbrief | Erhebungsmethode:

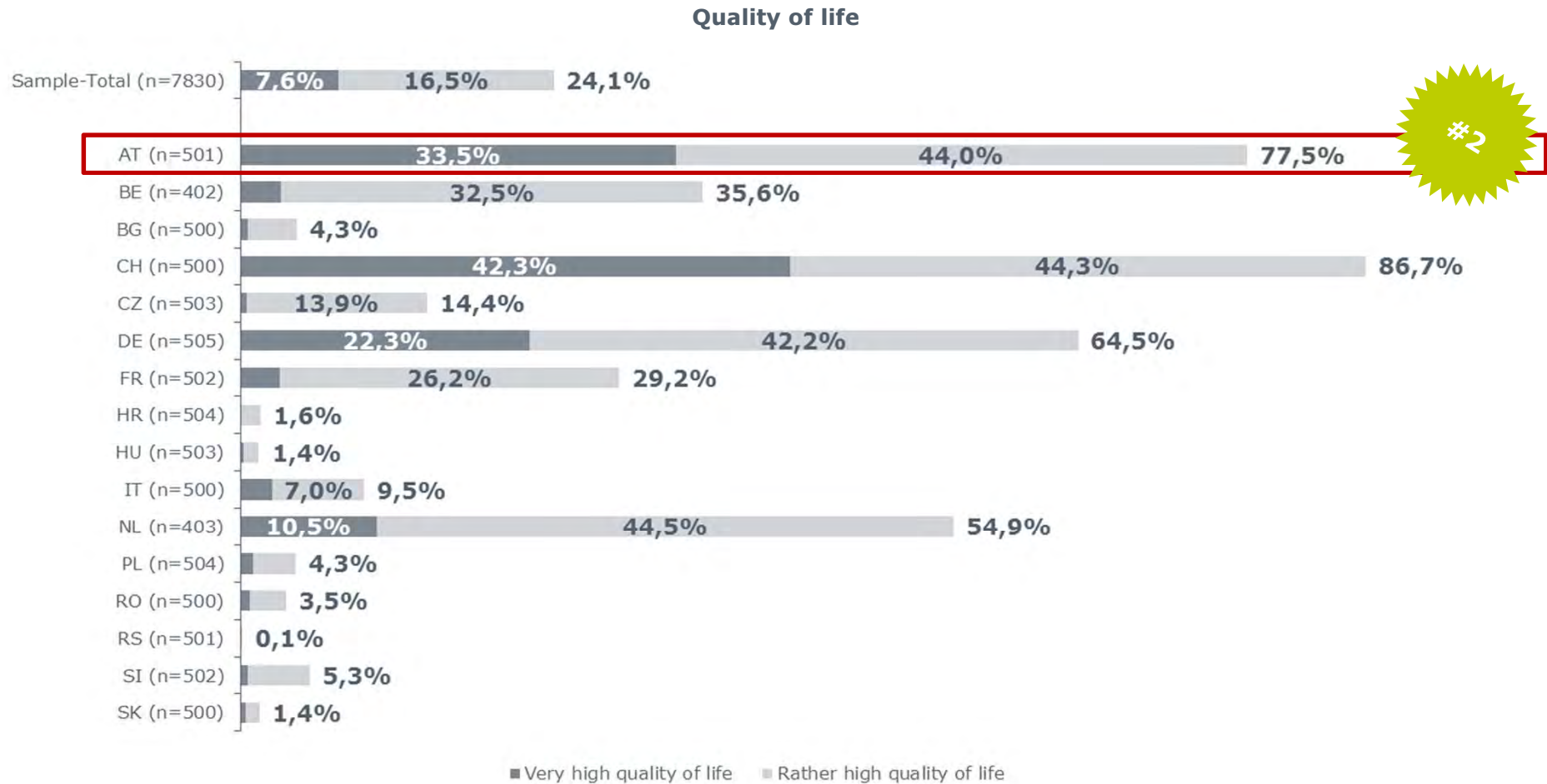
- **Methode:** Computer Assisted Web Interviews (CAWI)
- **Erhebungsinstrument:** Online Interviews über die Marketagent.com Research-Plattform
- **Sample:** web-aktive Internet-Nutzer zwischen 14 und 69 Jahren in 16 Ländern
- **Länder:** AT, BE, BG, CH, CZ, DE, FR, HR, HU, IT, NL, PL, RO, RS, SI, SK
- **Panel-Größe:** > 510.000 Panelisten (Stand: 10|2013)
- **Stichprobengröße:** n = 7.830 Netto-Interviews, Random Selection nach Quoten
- **Feldzeit:** 09.09.2013 – 27.09.2013
- **Screening:** Alter und Land
- **Incentives:** geldwerte Bonuspunkte
- **Fragebogenlänge (LOI):** 32 geschlossene Fragen
- **Studienleiter:** Marketagent.com, Primož Logar
- **Kontakt:** p.logar@marketagent.com



Overall life satisfaction



Quality of life



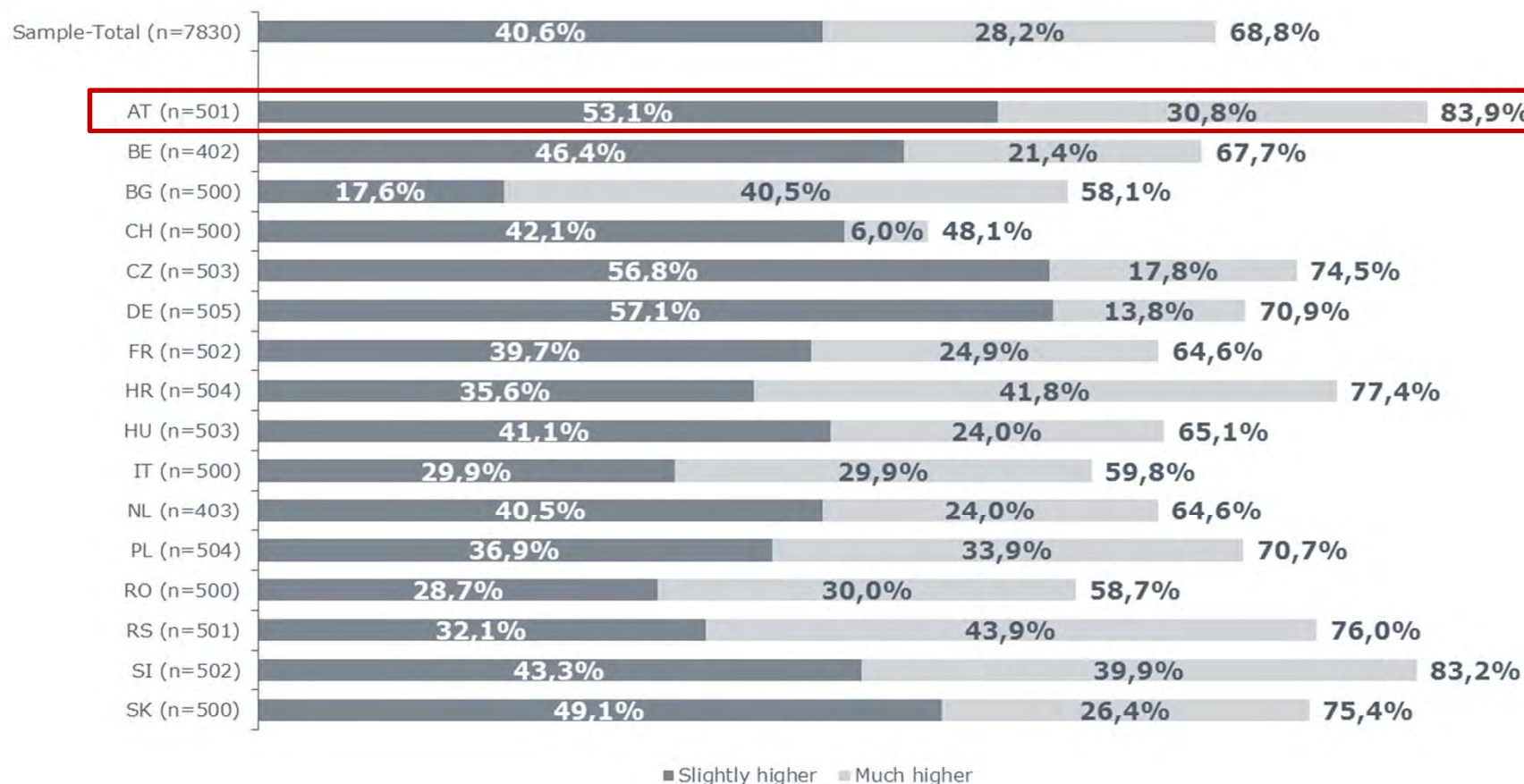
Quality of life

Top 2 Box: rated with "very high quality of life" and "rather high quality of life"	Q1 2012	Q2 2012	Q3 2012	Q4 2012	W1 2013	W2 2013
Sample-Total	30,3%	25,3%	23,6%	24,9%	26,1%	24,1%
AT	88,6%	80,7%	78,1%	81,1%	79,2%	77,5%
BE	-	-	-	38,2%	38,3%	35,6%
BG	-	2,4%	5,3%	4,4%	2,9%	4,3%
CH	83,9%	83,9%	81,1%	83,9%	83,3%	86,7%
CZ	12,0%	9,7%	6,6%	8,2%	7,2%	14,4%
DE	71,3%	71,0%	73,9%	61,8%	64,5%	64,5%
FR	31,4%	31,4%	33,5%	29,9%	28,3%	29,2%
HR	1,0%	1,3%	1,5%	1,0%	3,2%	1,6%
HU	1,5%	1,8%	0,5%	1,6%	1,3%	1,4%
IT	14,7%	12,0%	11,1%	11,1%	11,5%	9,5%
NL	-	-	-	63,6%	53,3%	54,9%
PL	-	4,2%	3,2%	6,0%	5,2%	4,3%
RO	-	-	-	-	-	3,5%
RS	1,8%	0,7%	0,3%	0,3%	0,7%	0,1%
SI	7,1%	9,8%	8,8%	11,7%	10,7%	5,3%
SK	3,0%	2,7%	3,2%	2,7%	2,1%	1,4%



Living costs in comparison with 12 months ago

Living costs in comparison with 12 months ago

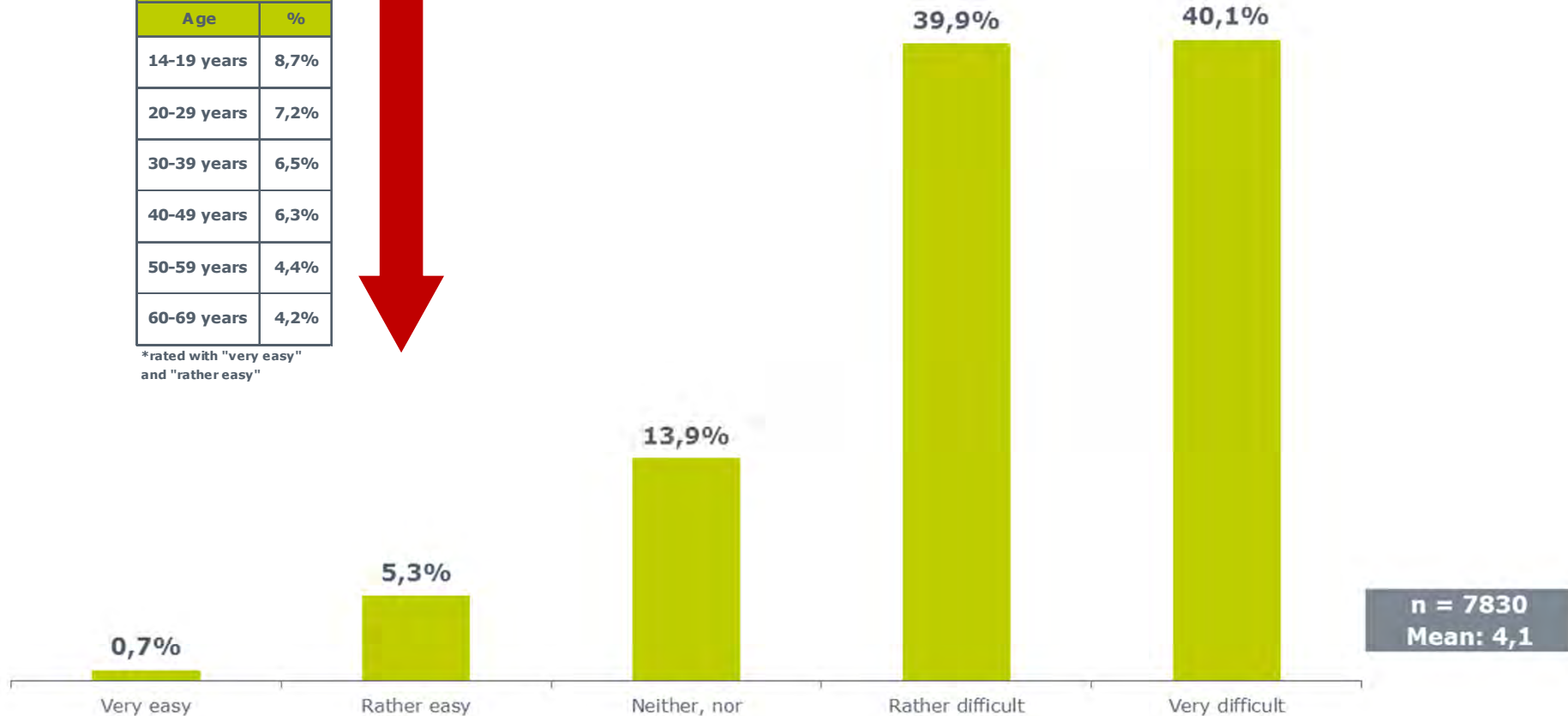


Simplicity of getting a job

Simplicity of getting a job

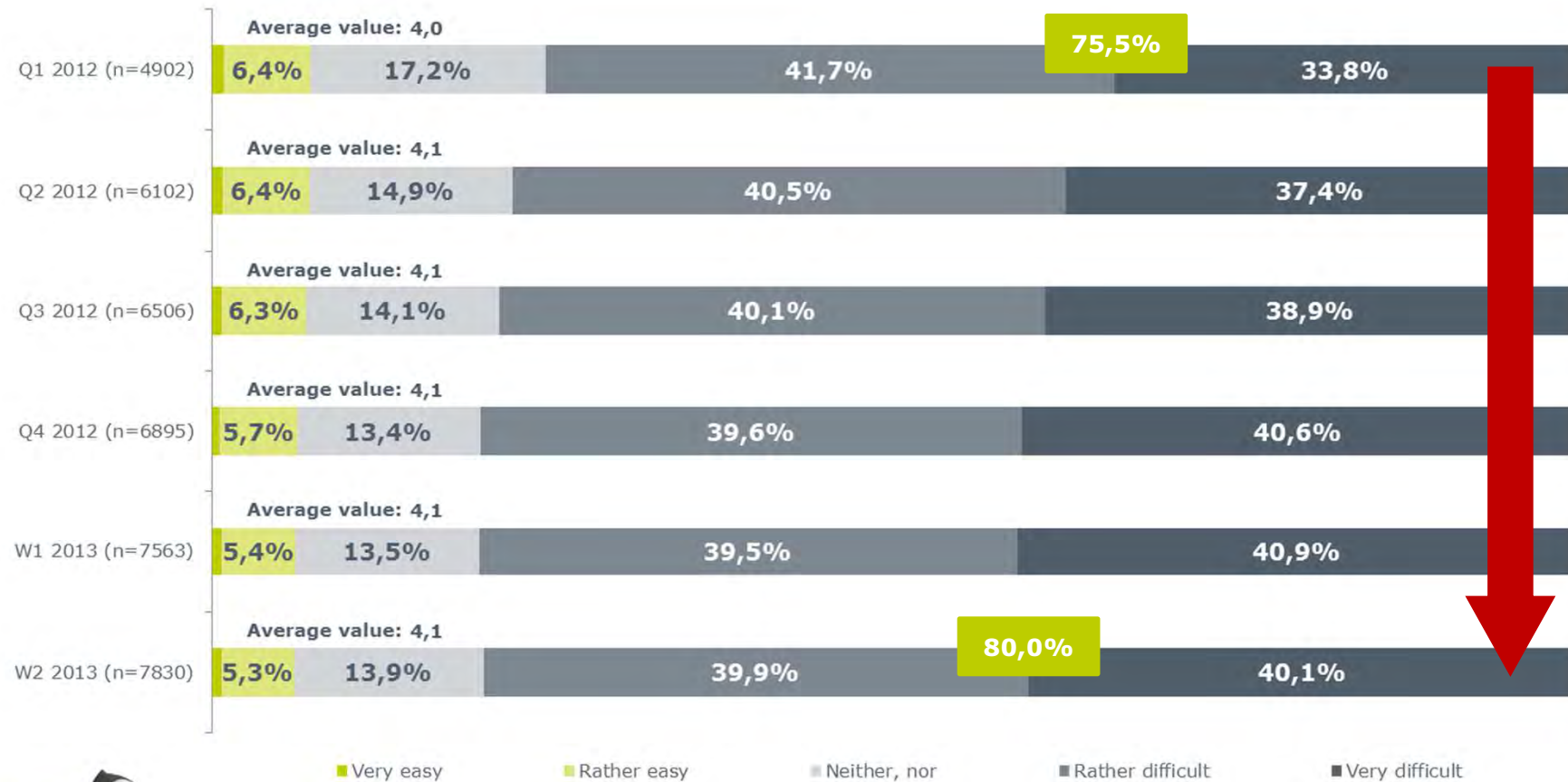
Top 2 Box*	
Age	%
14-19 years	8,7%
20-29 years	7,2%
30-39 years	6,5%
40-49 years	6,3%
50-59 years	4,4%
60-69 years	4,2%

*rated with "very easy"
and "rather easy"



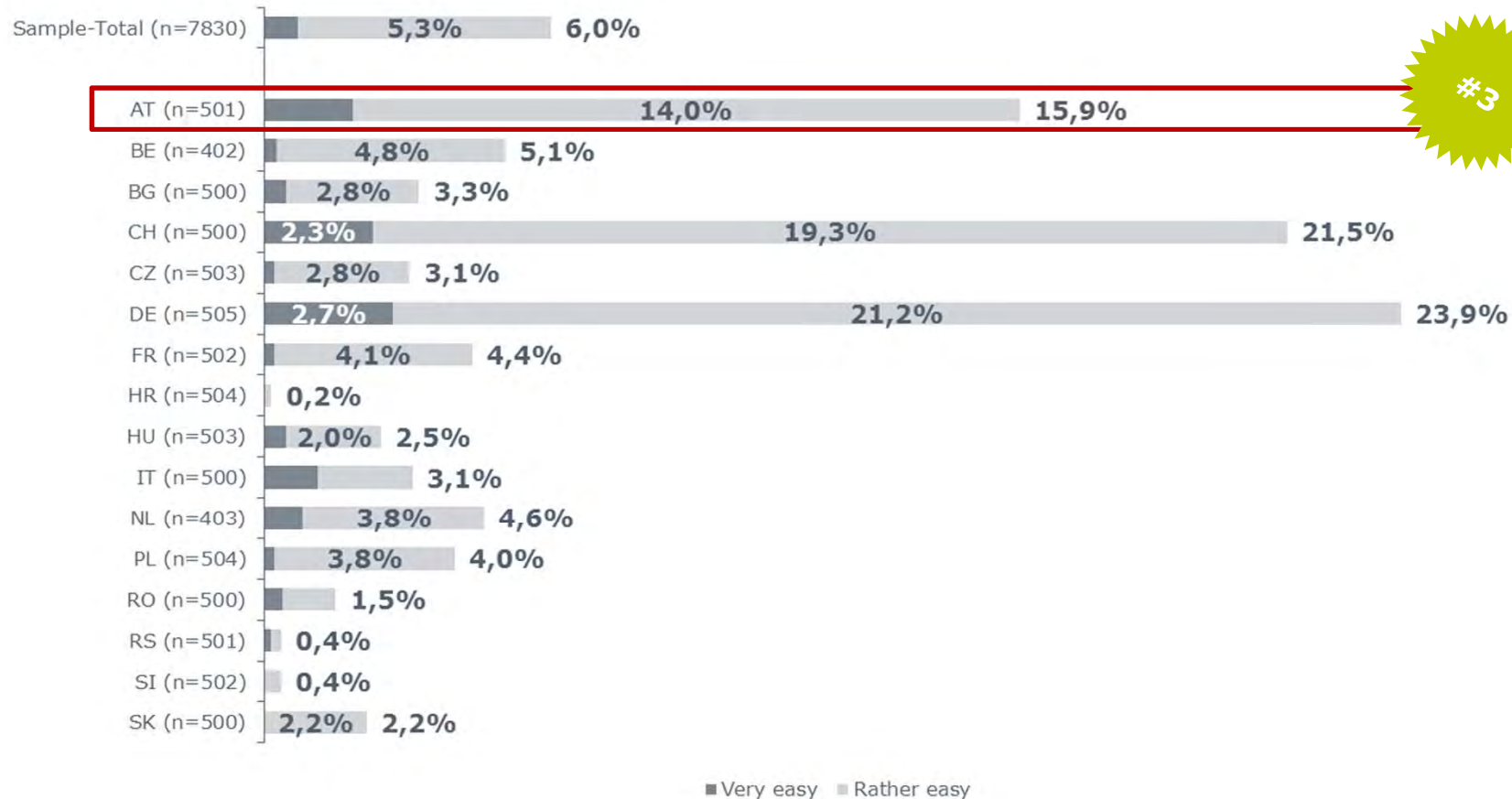
Simplicity of getting a job

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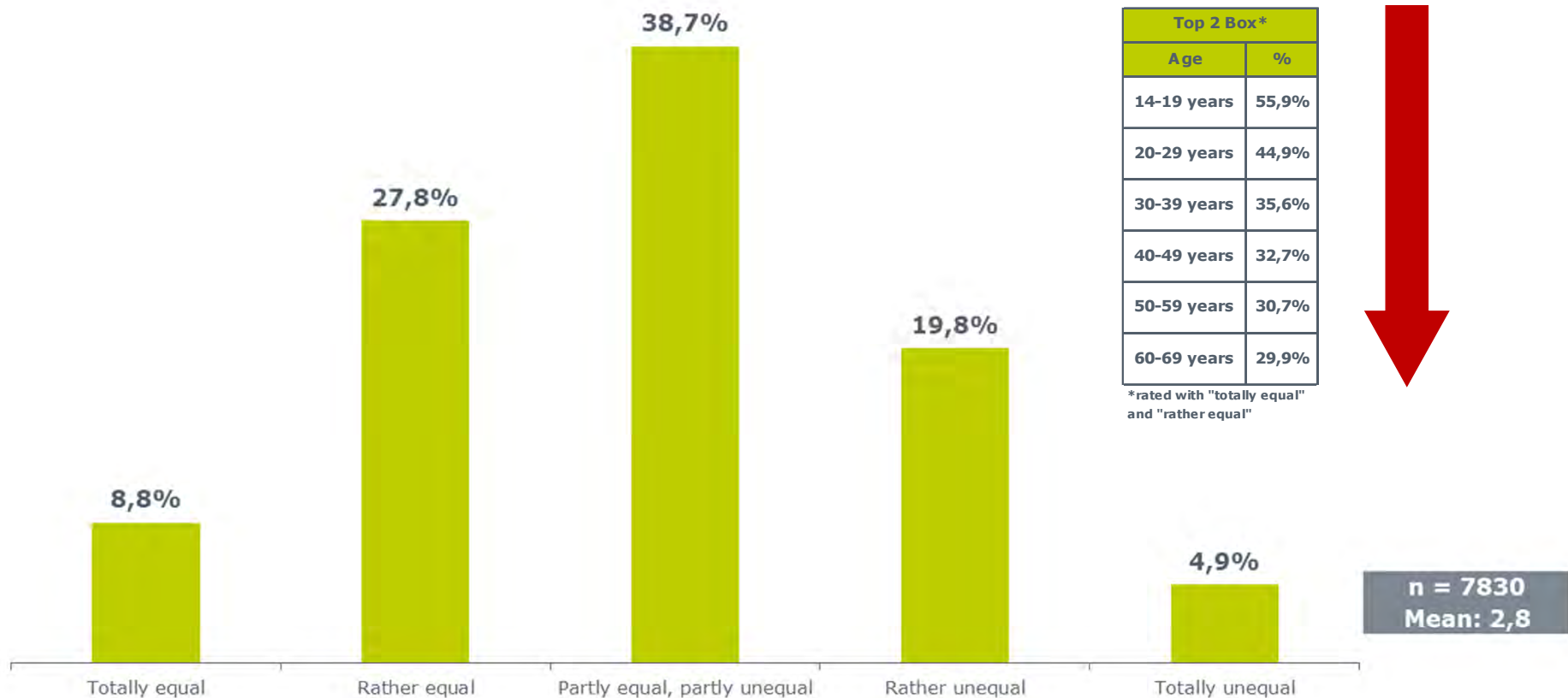
Simplicity of getting a job

Top 2 Box: rated with "very easy" and "rather easy"	Q1 2012	Q2 2012	Q3 2012	Q4 2012	W1 2013	W2 2013
Sample-Total	7,3%	7,2%	7,0%	6,3%	6,1%	6,0%
AT	22,7%	23,6%	21,5%	20,6%	20,1%	15,9%
BE	-	-	-	10,0%	7,1%	5,1%
BG	-	2,9%	4,3%	1,8%	3,1%	3,3%
CH	11,4%	19,4%	19,5%	18,3%	19,2%	21,5%
CZ	2,4%	2,6%	1,8%	1,6%	2,8%	3,1%
DE	23,5%	21,5%	23,3%	18,2%	18,6%	23,9%
FR	4,4%	6,7%	5,4%	6,4%	3,5%	4,4%
HR	0,7%	1,0%	0,8%	0,0%	1,0%	0,2%
HU	0,6%	0,7%	0,2%	0,8%	1,2%	2,5%
IT	5,3%	2,1%	3,1%	3,4%	2,8%	3,1%
NL	-	-	-	4,3%	4,2%	4,6%
PL	-	7,6%	5,6%	6,4%	5,0%	4,0%
RO	-	-	-	-	-	1,5%
RS	1,6%	0,3%	1,6%	1,5%	0,5%	0,4%
SI	2,1%	1,9%	2,1%	1,6%	2,8%	0,4%
SK	1,2%	1,3%	1,3%	0,9%	0,2%	2,2%



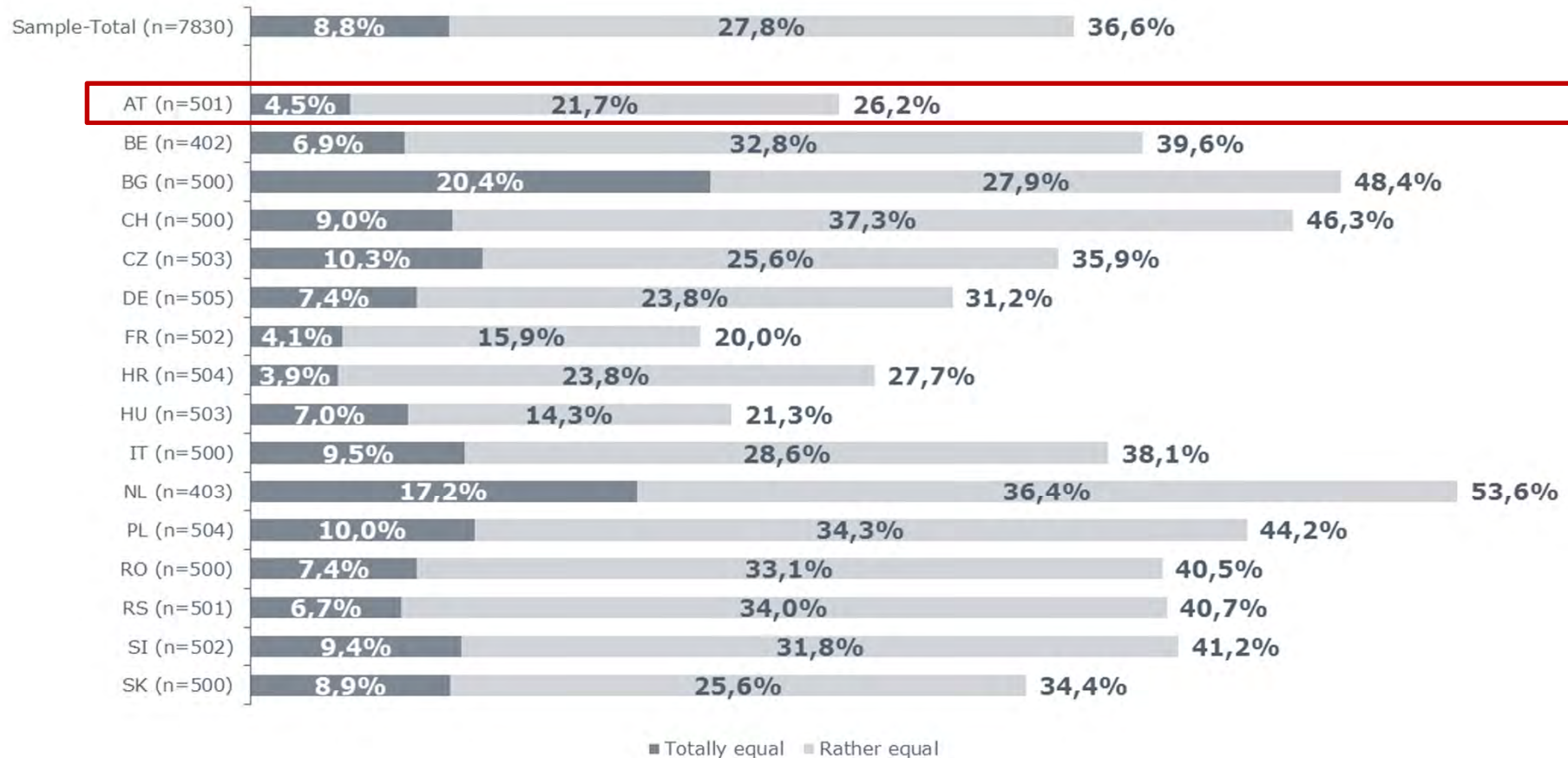
Equality between men and women (as to educational opportunities, income, opportunities for leadership positions, etc.)

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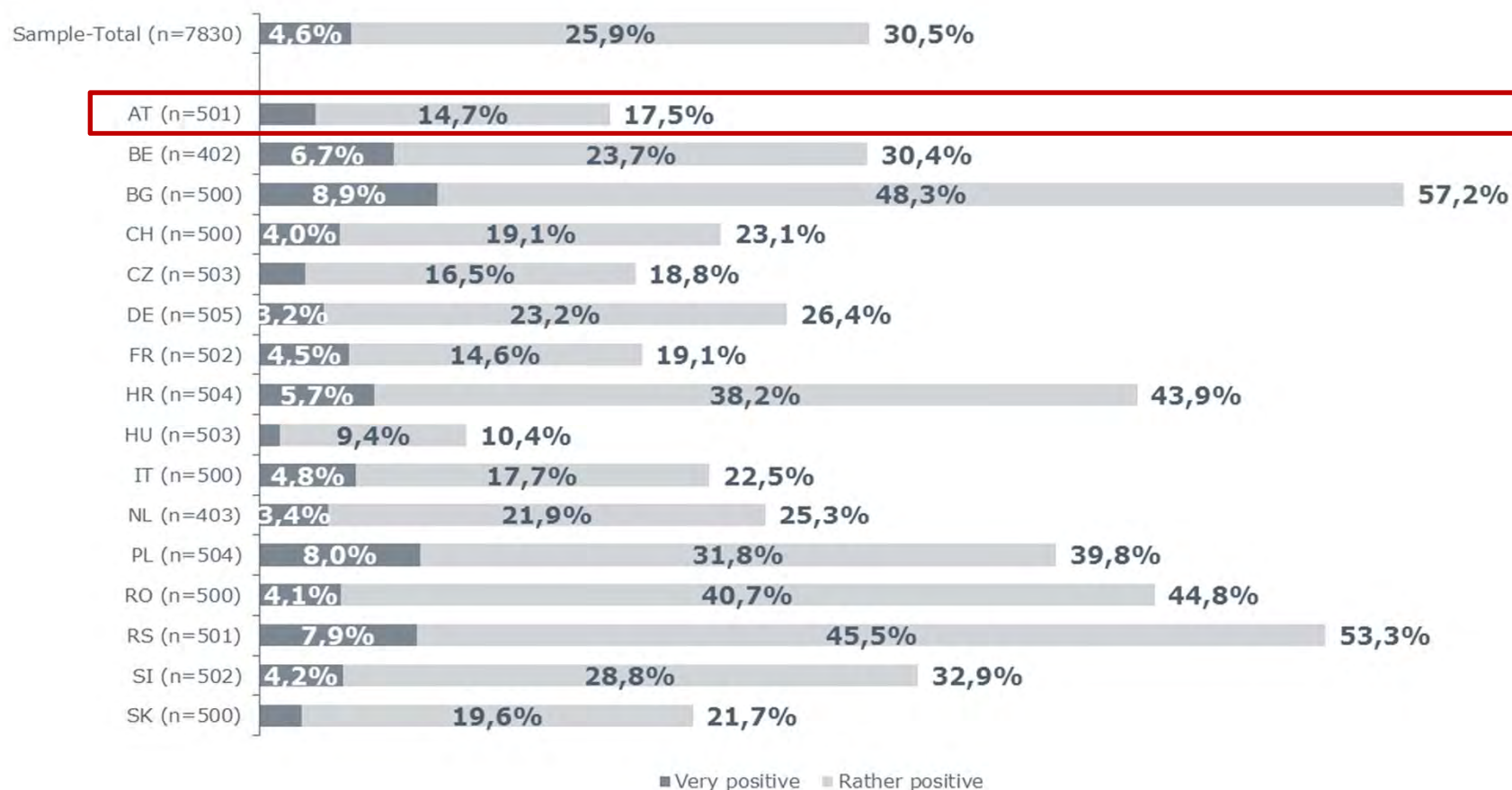
Equality between men and women (as to educational opportunities, income, opportunities for leadership positions, etc.)

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Attitude towards immigrants

Attitude towards immigrants

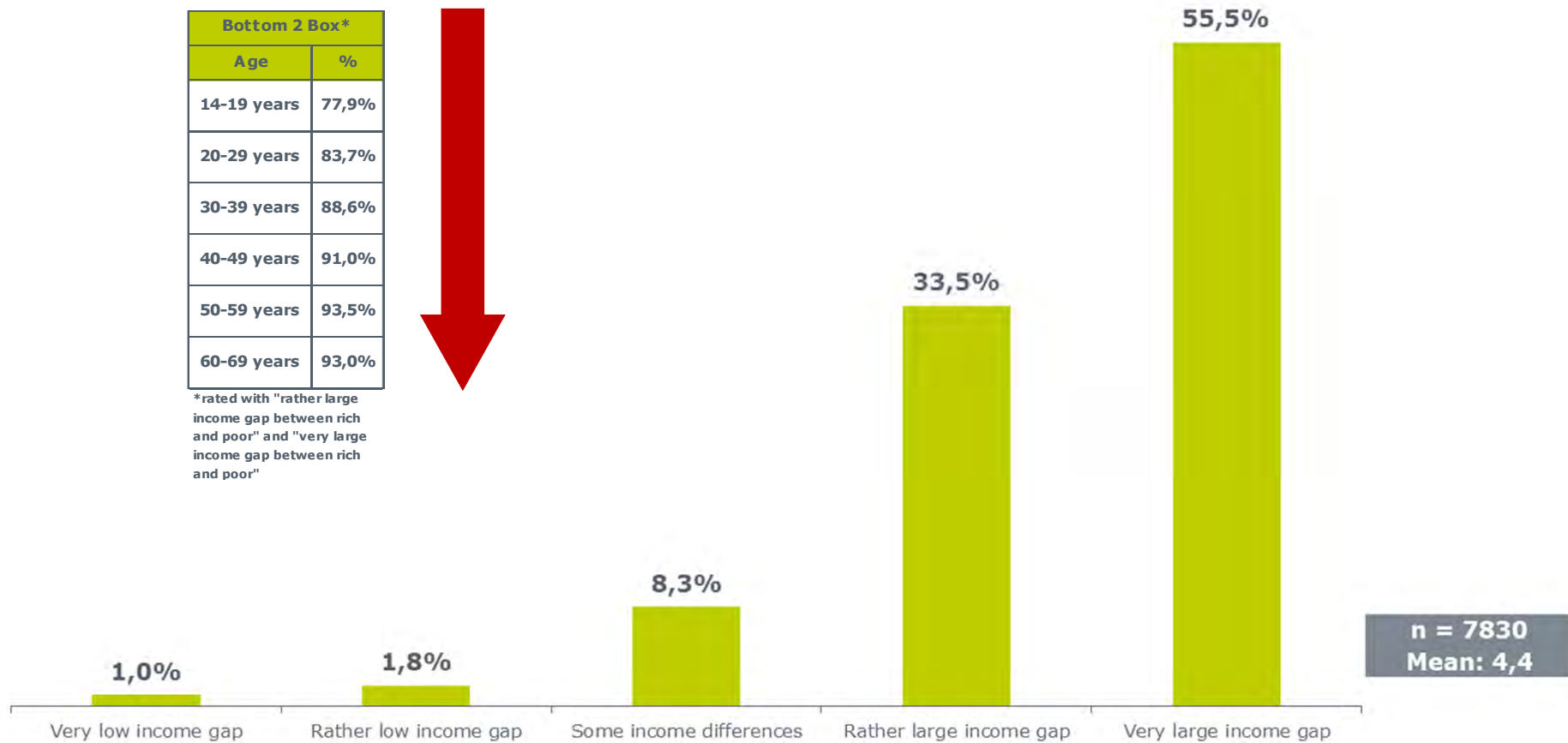


Income gap between rich and poor

Income gap between rich and poor

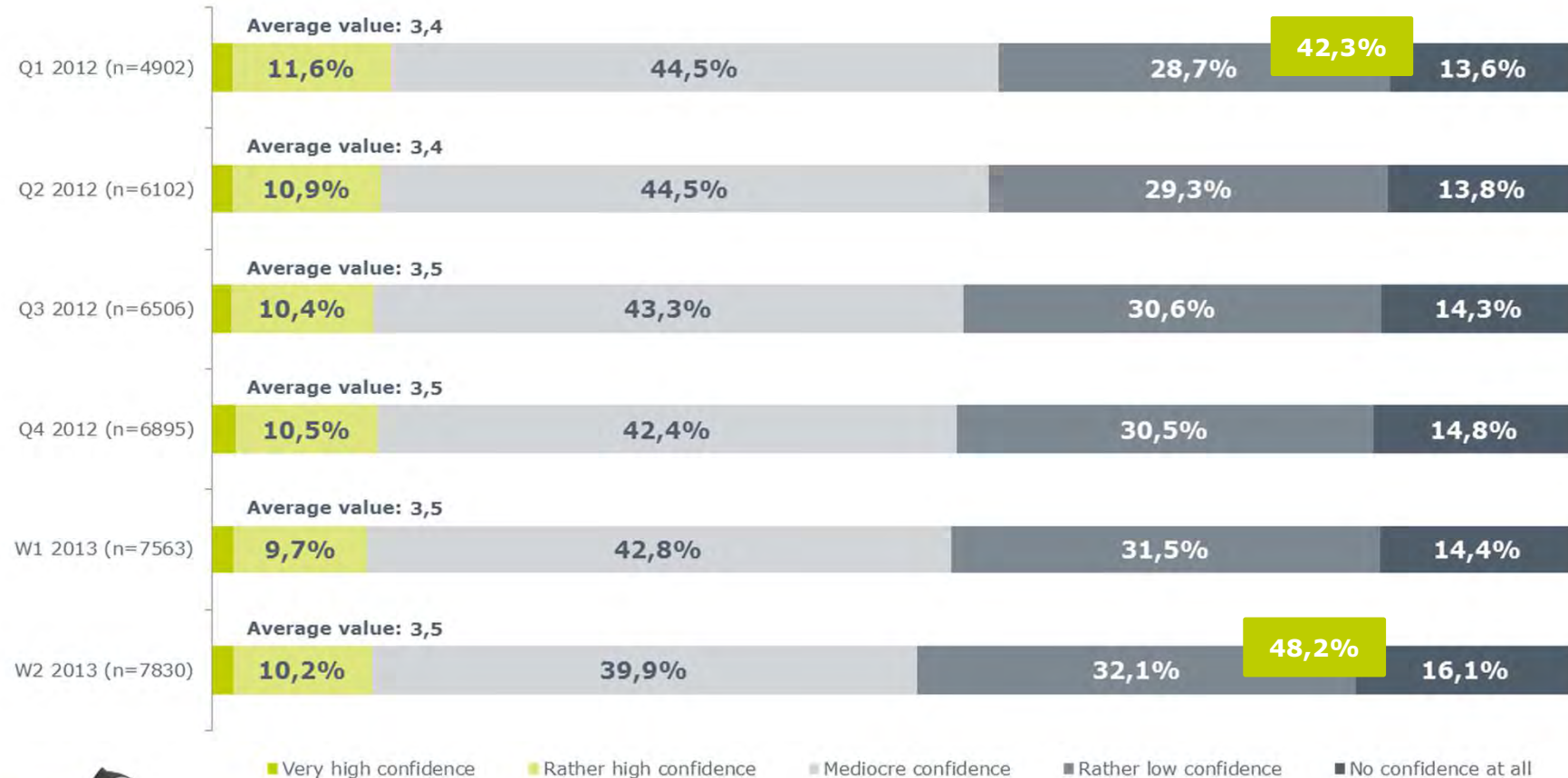
Bottom 2 Box*	
Age	%
14-19 years	77,9%
20-29 years	83,7%
30-39 years	88,6%
40-49 years	91,0%
50-59 years	93,5%
60-69 years	93,0%

*rated with "rather large income gap between rich and poor" and "very large income gap between rich and poor"



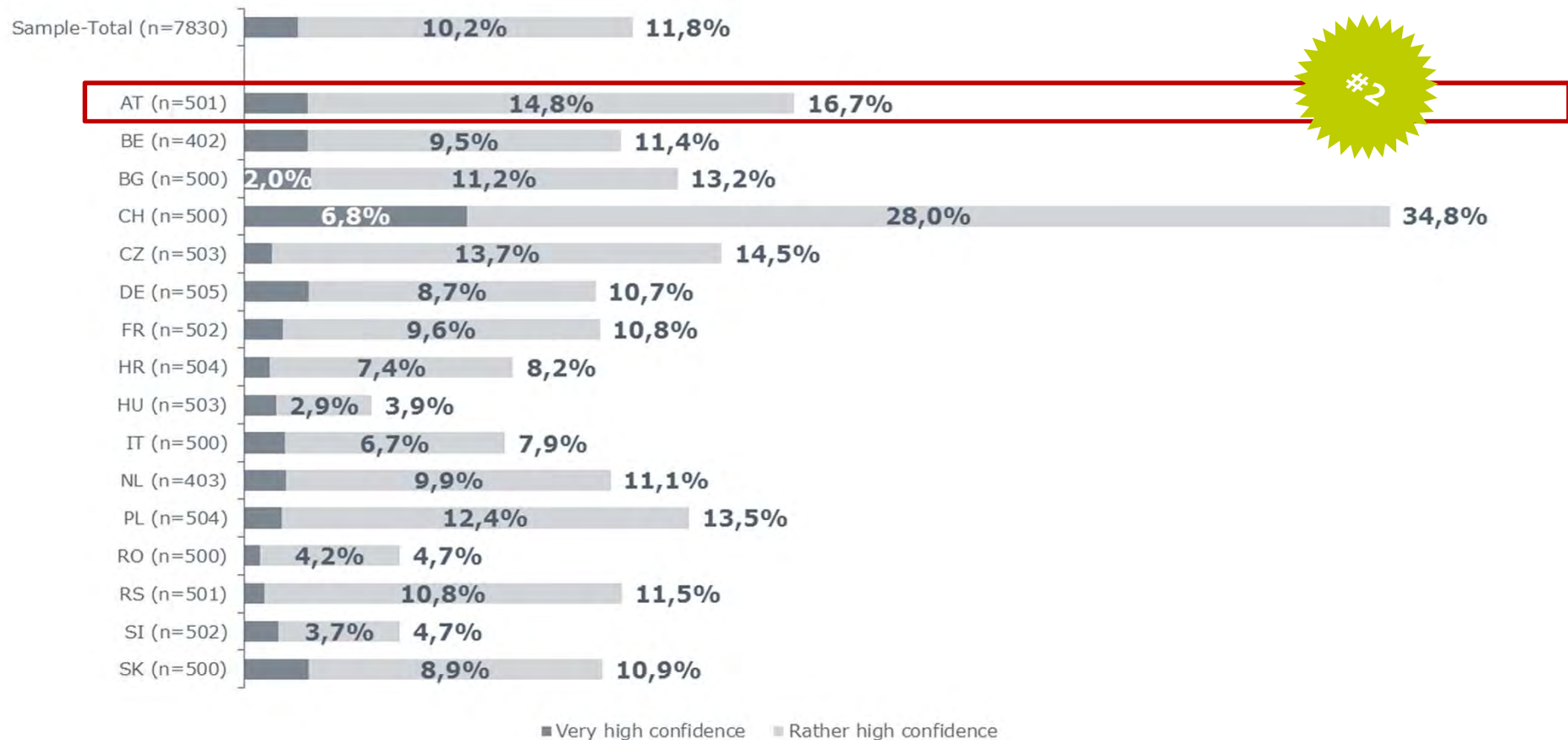
Confidence in the national financial institutions

Confidence in the national financial institutions



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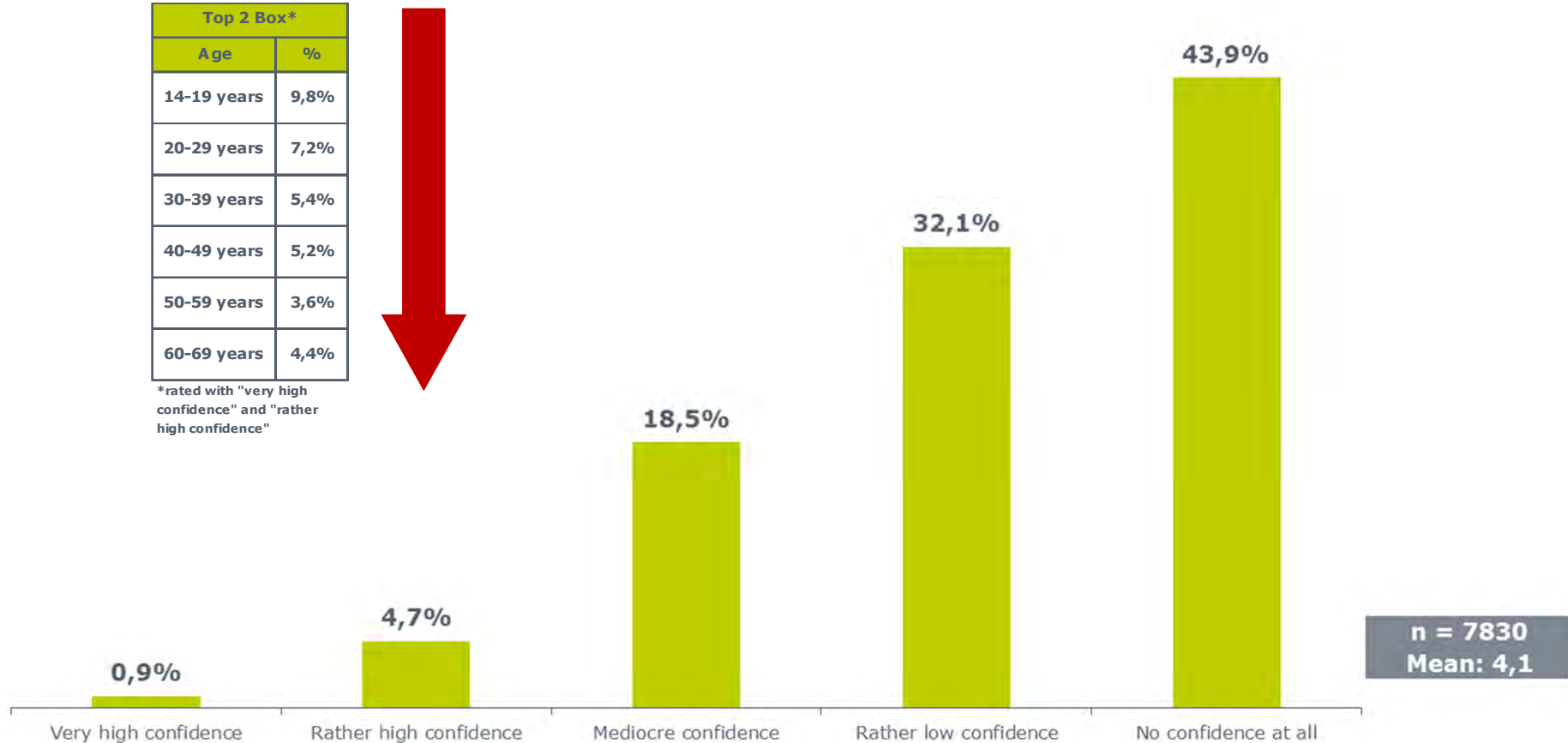


Confidence in the national politics

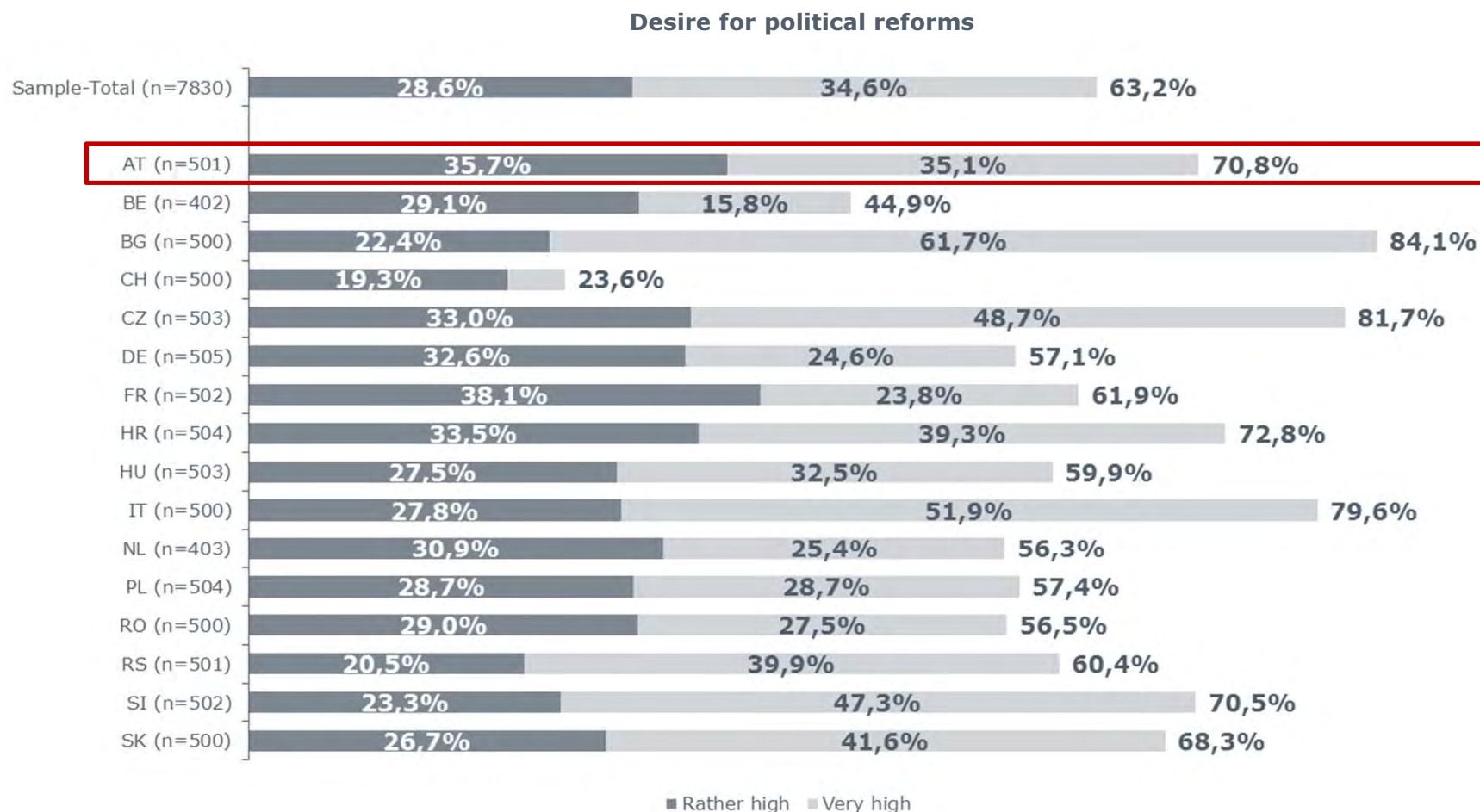
Confidence in the national politics

Top 2 Box*	
Age	%
14-19 years	9,8%
20-29 years	7,2%
30-39 years	5,4%
40-49 years	5,2%
50-59 years	3,6%
60-69 years	4,4%

*rated with "very high confidence" and "rather high confidence"

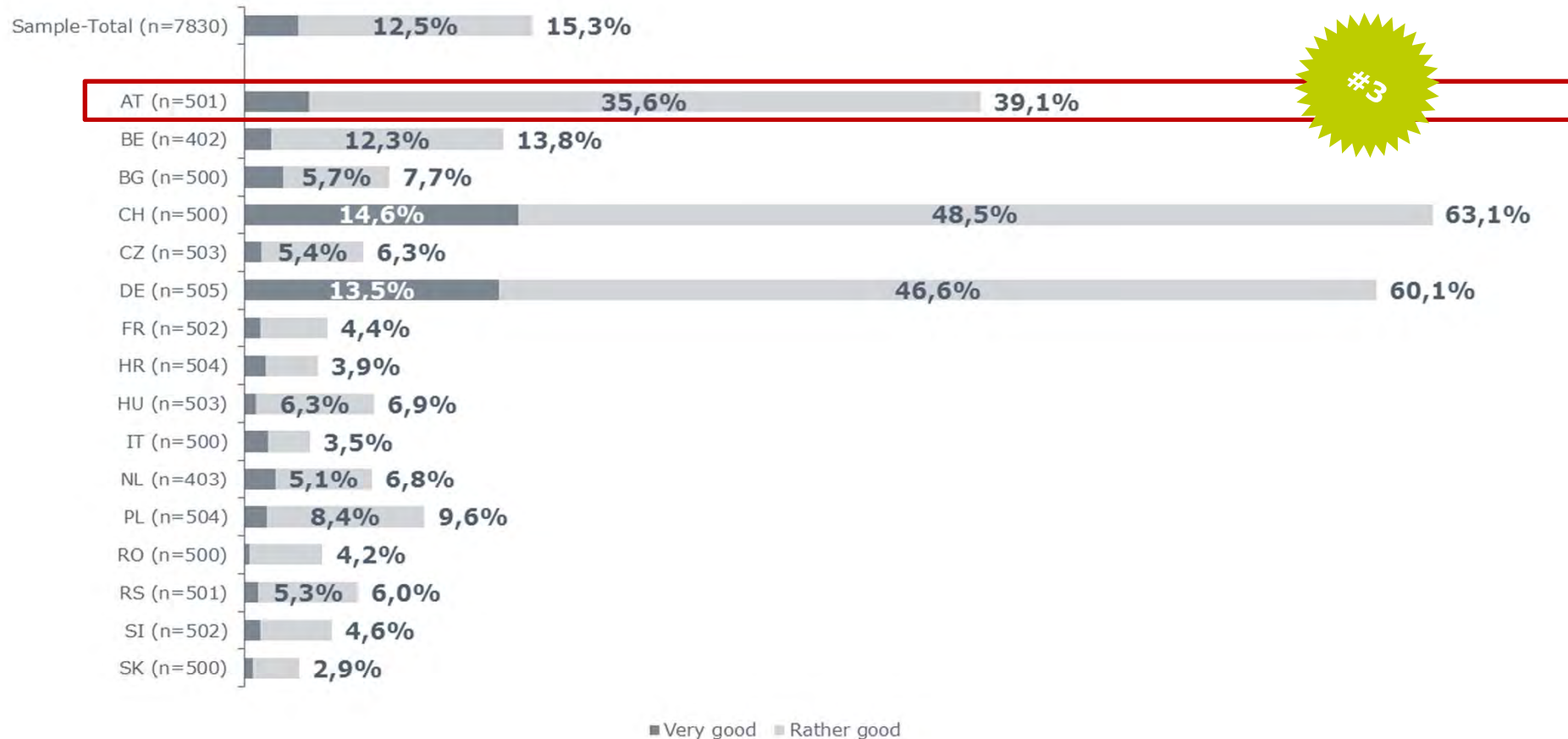


Desire for political reforms



State of national economy

State of national economy



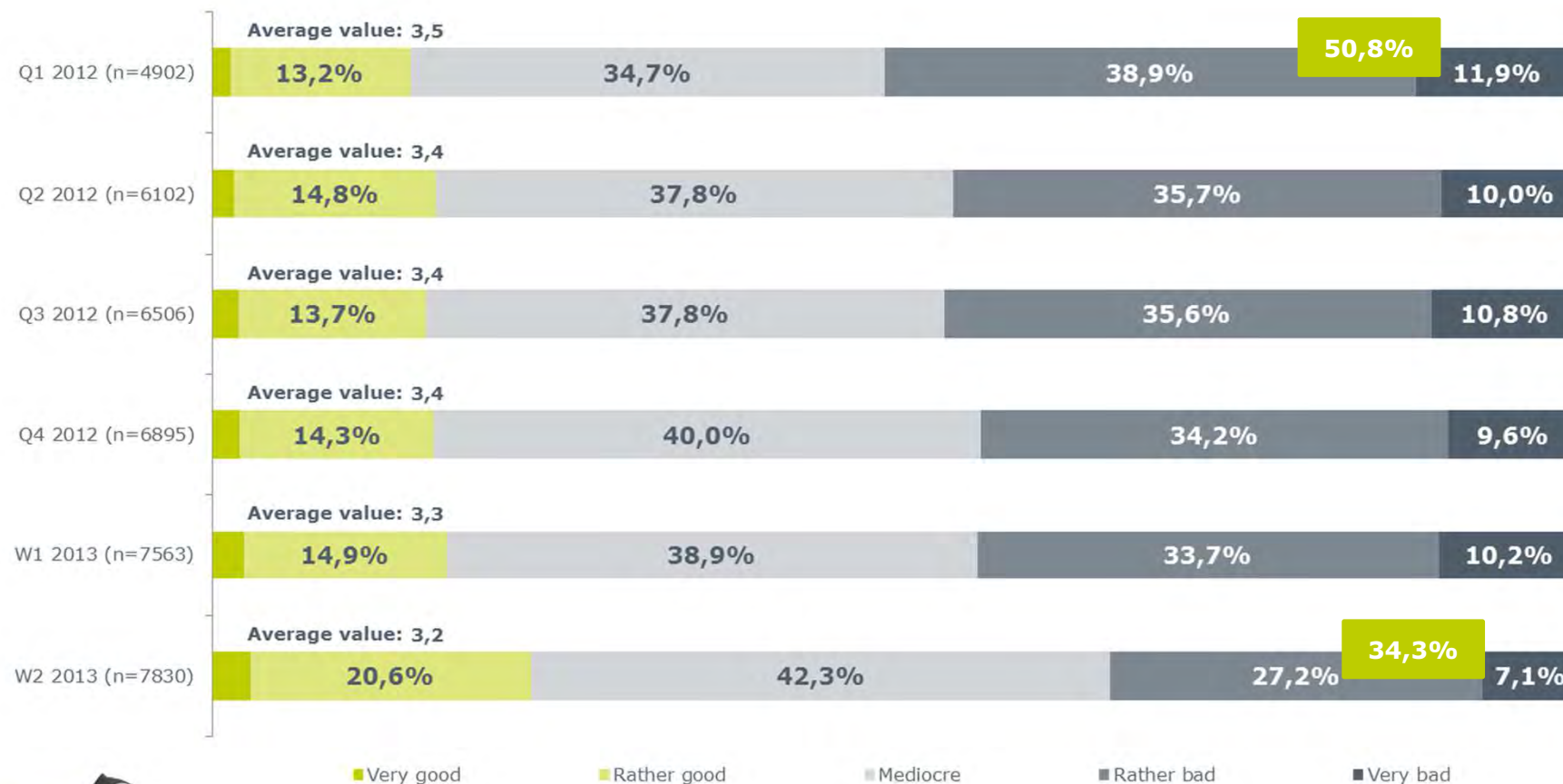
State of national economy

Top 2 Box: rated with "very good" and "rather good"	Q1 2012	Q2 2012	Q3 2012	Q4 2012	W1 2013	W2 2013
Sample-Total	18,9%	17,7%	16,3%	15,9%	15,5%	15,3%
AT	44,3%	43,4%	40,0%	41,7%	41,7%	39,1%
BE	-	-	-	8,4%	9,1%	13,8%
BG	-	5,2%	7,2%	5,9%	5,5%	7,7%
CH	54,0%	61,9%	59,0%	61,5%	60,2%	63,1%
CZ	6,8%	5,5%	5,3%	5,1%	4,5%	6,3%
DE	55,0%	53,9%	55,2%	49,6%	54,9%	60,1%
FR	5,1%	9,4%	7,1%	7,1%	6,8%	4,4%
HR	4,4%	3,4%	4,6%	4,4%	3,3%	3,9%
HU	3,1%	3,2%	1,8%	3,6%	4,0%	6,9%
IT	7,7%	4,4%	3,9%	3,5%	4,2%	3,5%
NL	-	-	-	8,5%	13,3%	6,8%
PL	-	17,4%	12,0%	10,4%	10,4%	9,6%
RO	-	-	-	-	-	4,2%
RS	2,3%	5,3%	2,7%	2,7%	3,6%	6,0%
SI	5,1%	3,4%	7,5%	10,9%	6,5%	4,6%
SK	3,0%	8,5%	5,6%	5,5%	4,6%	2,9%

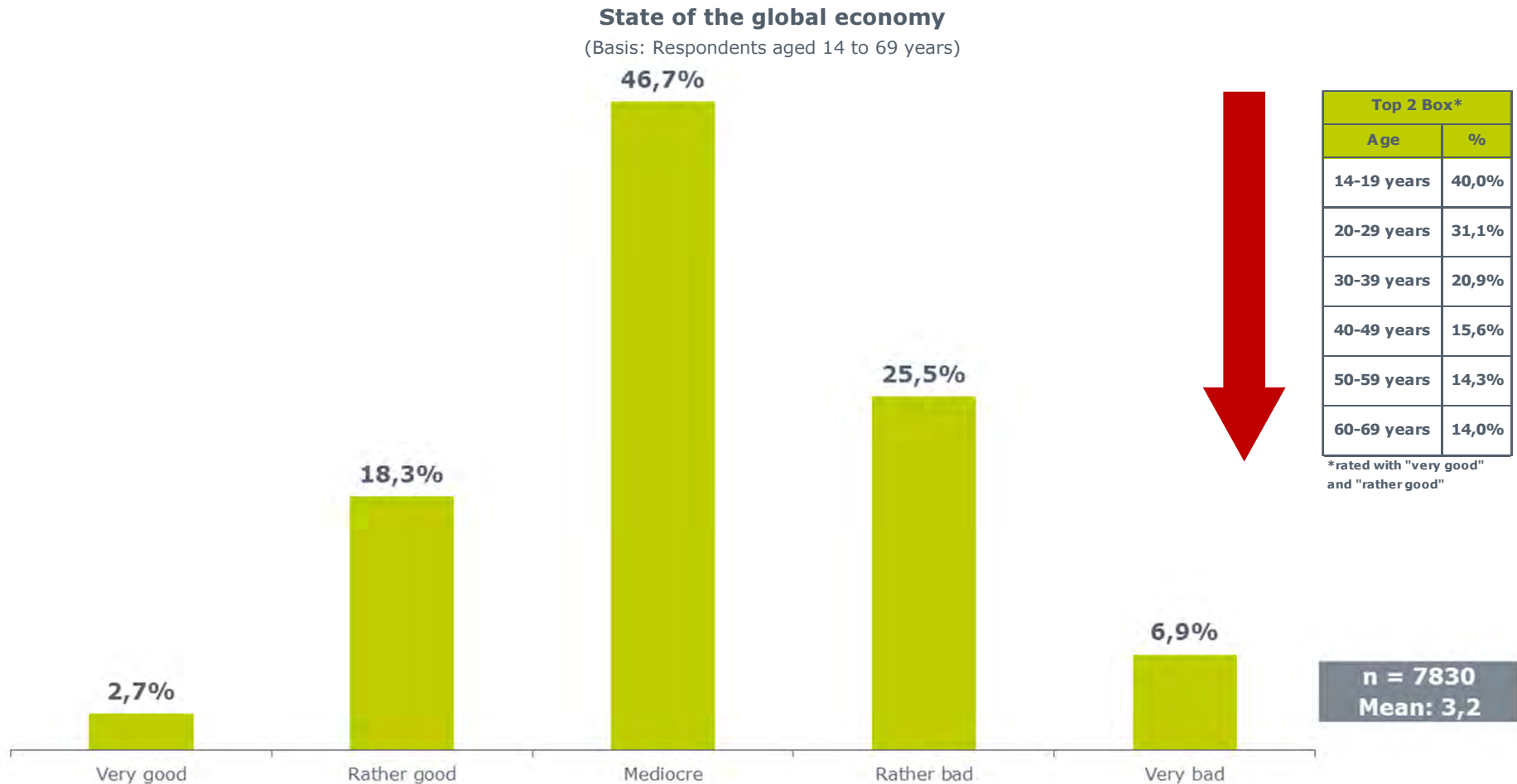


State of the European economy

State of the European economy

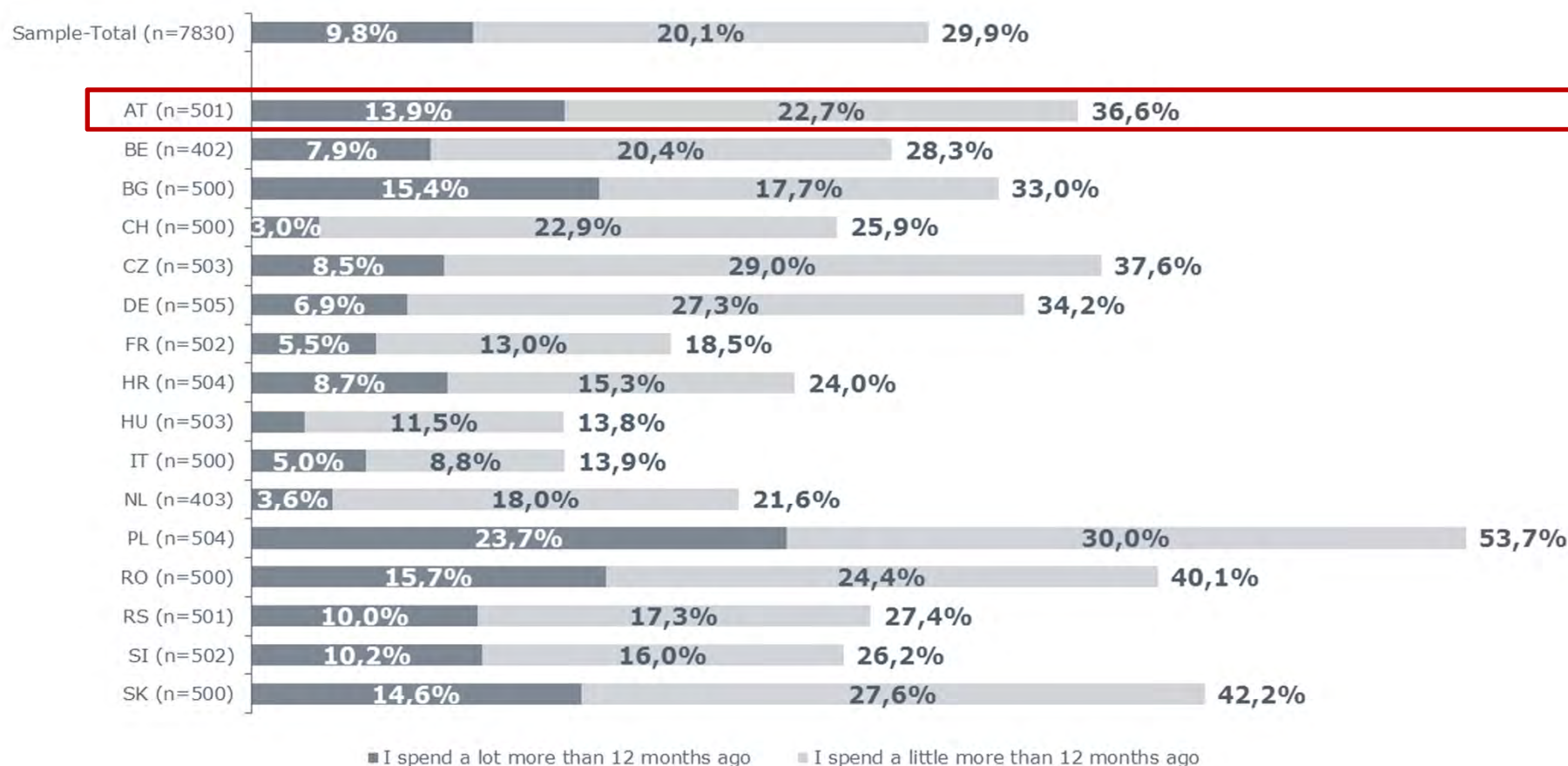


State of the global economy



Personal spending in comparison with 12 months ago

Personal spending in comparison with 12 months ago

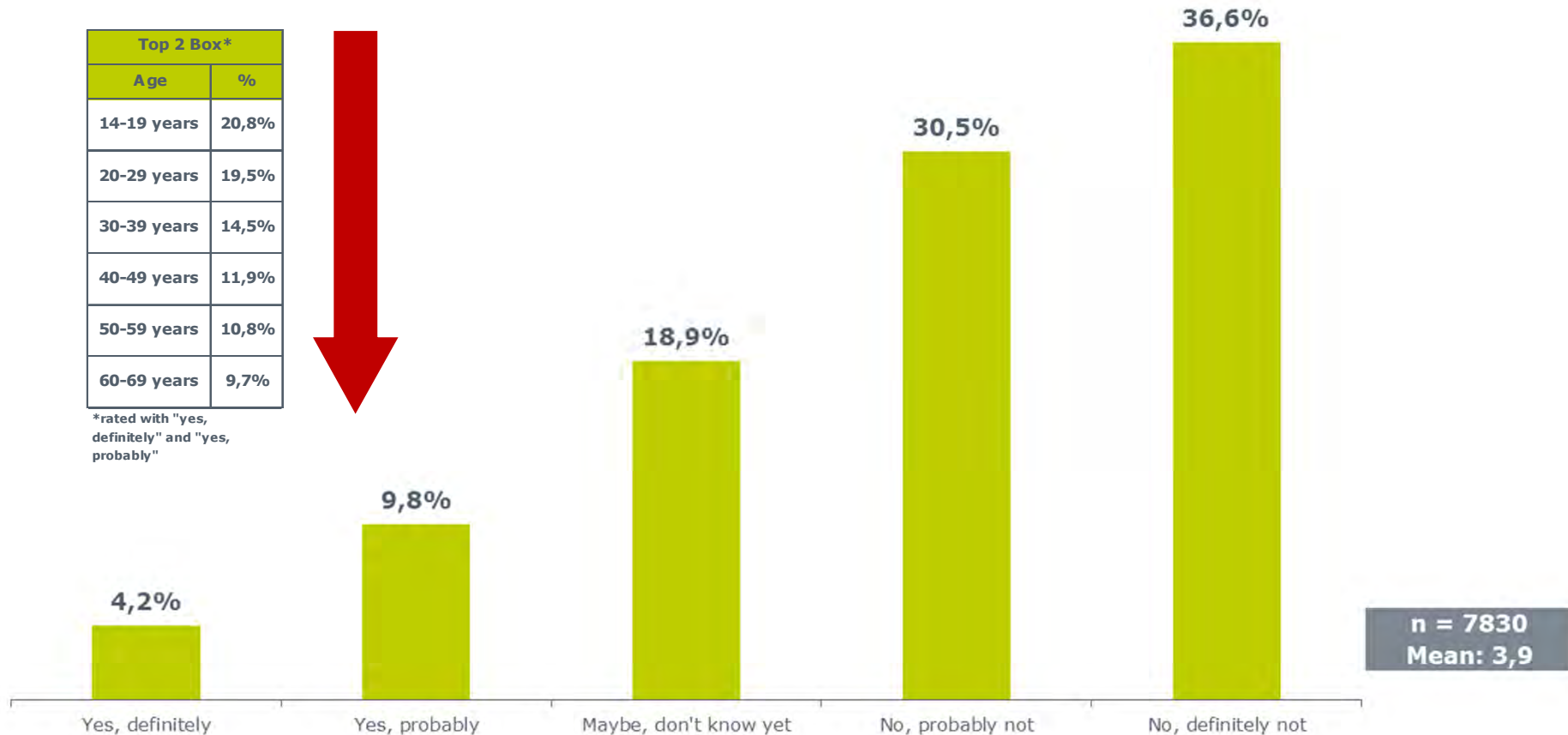


Plans for major purchases in upcoming 3 months (i.e. new car, major appliances, etc.)

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Top 2 Box*	
Age	%
14-19 years	20,8%
20-29 years	19,5%
30-39 years	14,5%
40-49 years	11,9%
50-59 years	10,8%
60-69 years	9,7%

*rated with "yes, definitely" and "yes, probably"



FAIRNESS INDEX

FAIRNESS INDEX

(FAIRNESS INDEX was calculated on basis of following questions: Educational opportunities, equality between men and women, attitude towards immigrants, income gap between rich and poor)



EURO INDEX

EURO INDEX

(EURO INDEX was calculated on basis of following questions: Attitude towards EURO currency, attitude towards European Union, future prospects for the European Union)



Sample structure

Basis	Sample Total	AT	BE	BG	CH	CZ	DE	FR	HR	HU	IT	NL	PL	RO	RS	SI	SK
	7.830	501	402	500	500	503	505	502	504	503	500	403	504	500	501	502	500
Gender																	
Male	50,2%	49,8%	51,2%	49,9%	50,3%	50,2%	50,5%	48,7%	51,2%	48,9%	49,7%	49,3%	49,5%	49,3%	53,8%	51,1%	49,7%
Female	49,8%	50,2%	48,8%	50,1%	49,7%	49,8%	49,5%	51,3%	48,8%	51,1%	50,3%	50,7%	50,5%	50,7%	46,2%	48,9%	50,3%
Age																	
14-19 years	8,3%	9,4%	8,2%	7,6%	9,0%	7,9%	8,3%	8,9%	9,2%	9,0%	8,0%	3,9%	9,3%	8,3%	7,3%	7,8%	9,4%
20-29 years	18,0%	17,4%	17,2%	17,7%	17,3%	17,5%	16,9%	18,0%	17,9%	17,6%	15,1%	17,4%	20,6%	20,0%	19,6%	17,3%	19,9%
30-39 years	19,4%	17,9%	17,4%	19,6%	18,7%	22,2%	16,5%	17,2%	18,0%	21,7%	19,9%	20,0%	20,5%	21,4%	17,0%	20,3%	21,6%
40-49 years	19,8%	22,5%	21,6%	18,4%	21,9%	17,9%	22,9%	20,3%	19,0%	17,6%	22,6%	22,0%	16,5%	19,8%	17,0%	20,0%	17,6%
50-59 years	19,4%	18,6%	19,4%	19,0%	18,4%	17,6%	20,3%	20,0%	21,0%	18,7%	18,5%	20,6%	19,7%	18,2%	22,4%	20,0%	18,5%
60-69 years	15,1%	14,3%	16,2%	17,6%	14,7%	16,8%	15,2%	15,7%	15,0%	15,4%	16,0%	16,0%	13,4%	12,4%	16,7%	14,7%	13,0%



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