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Eyes on Europe Wave 1|2013



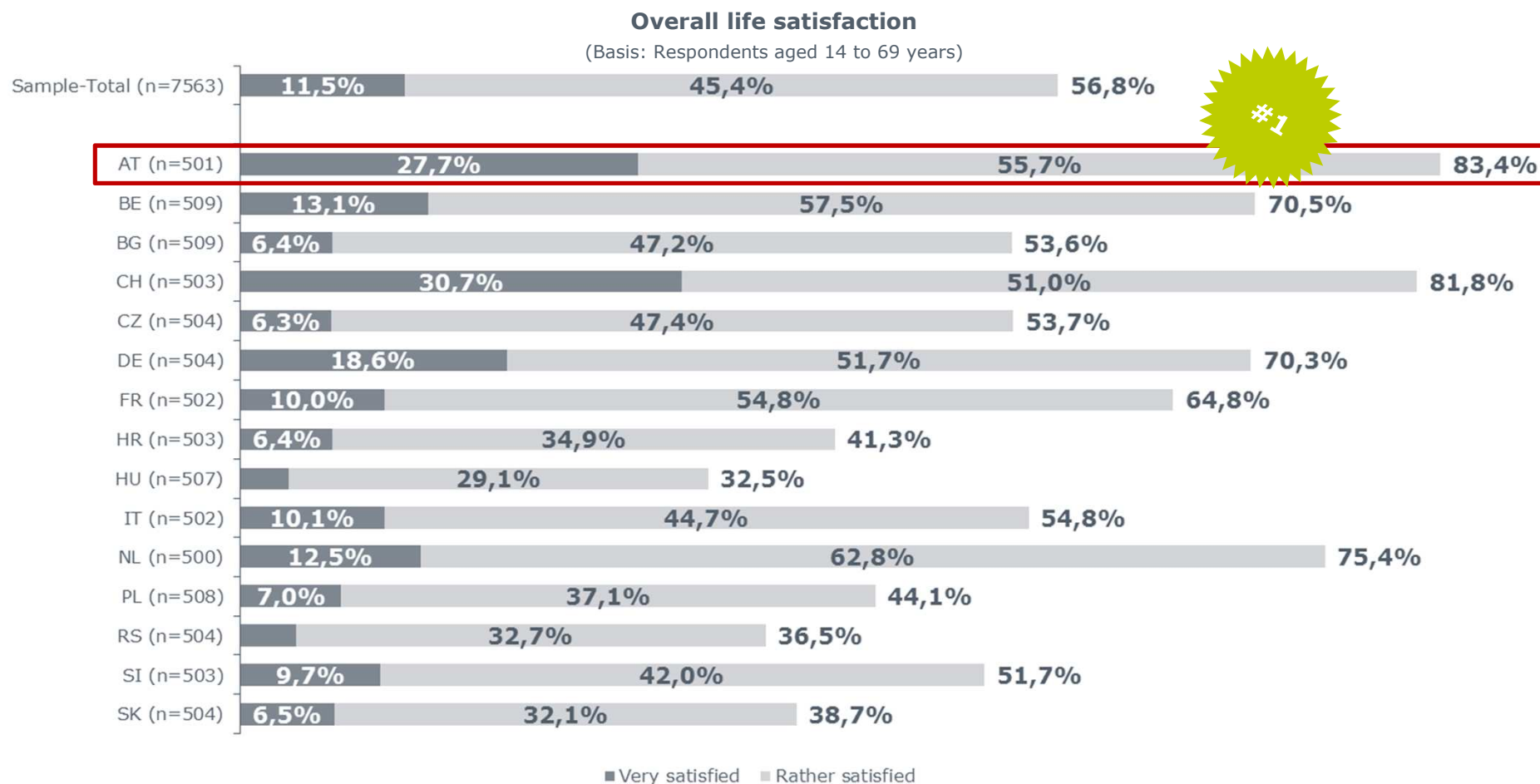
Wiener Neudorf, im
Mai 2013

Studiensteckbrief | Erhebungsmethode:

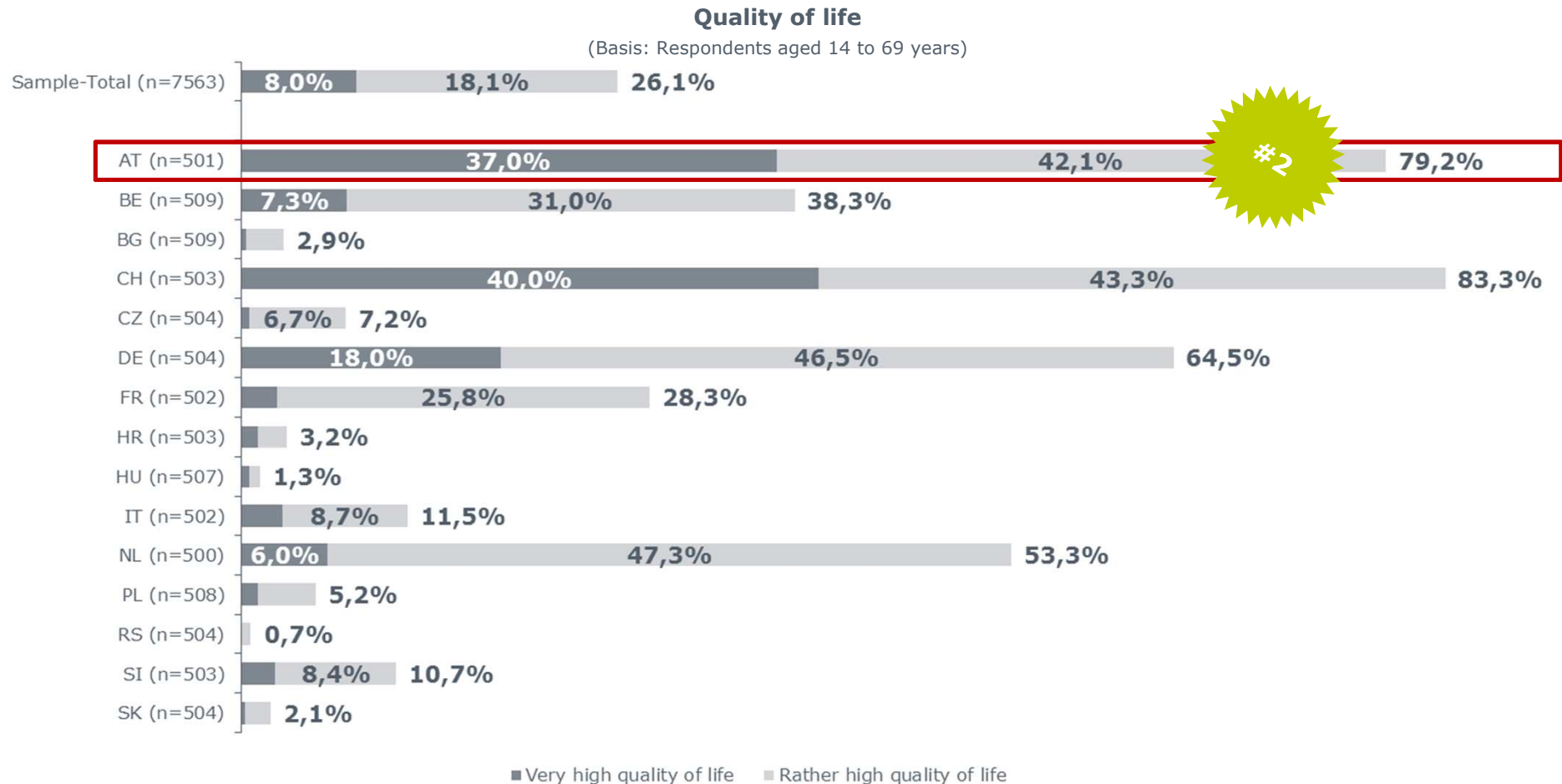
- **Methode:** Computer Assisted Web Interviews (CAWI)
- **Erhebungsinstrument:** Online Interviews über die Marketagent.com Research-Plattform
- **Sample:** web-aktive Internet-Nutzer zwischen 14 und 69 Jahren in 15 Ländern
- **Länder:** AT, DE, CH, IT, FR, CZ, HU, HR, RS, SI, SK, BG, PL, BE, NL
- **Panel-Größe:** > 455.000 Panelisten (Stand: 05|2013)
- **Stichprobengröße:** n = 7.563 Netto-Interviews, Random Selection nach Quoten
- **Feldzeit:** 8.4.2013 – 21.4.2013
- **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



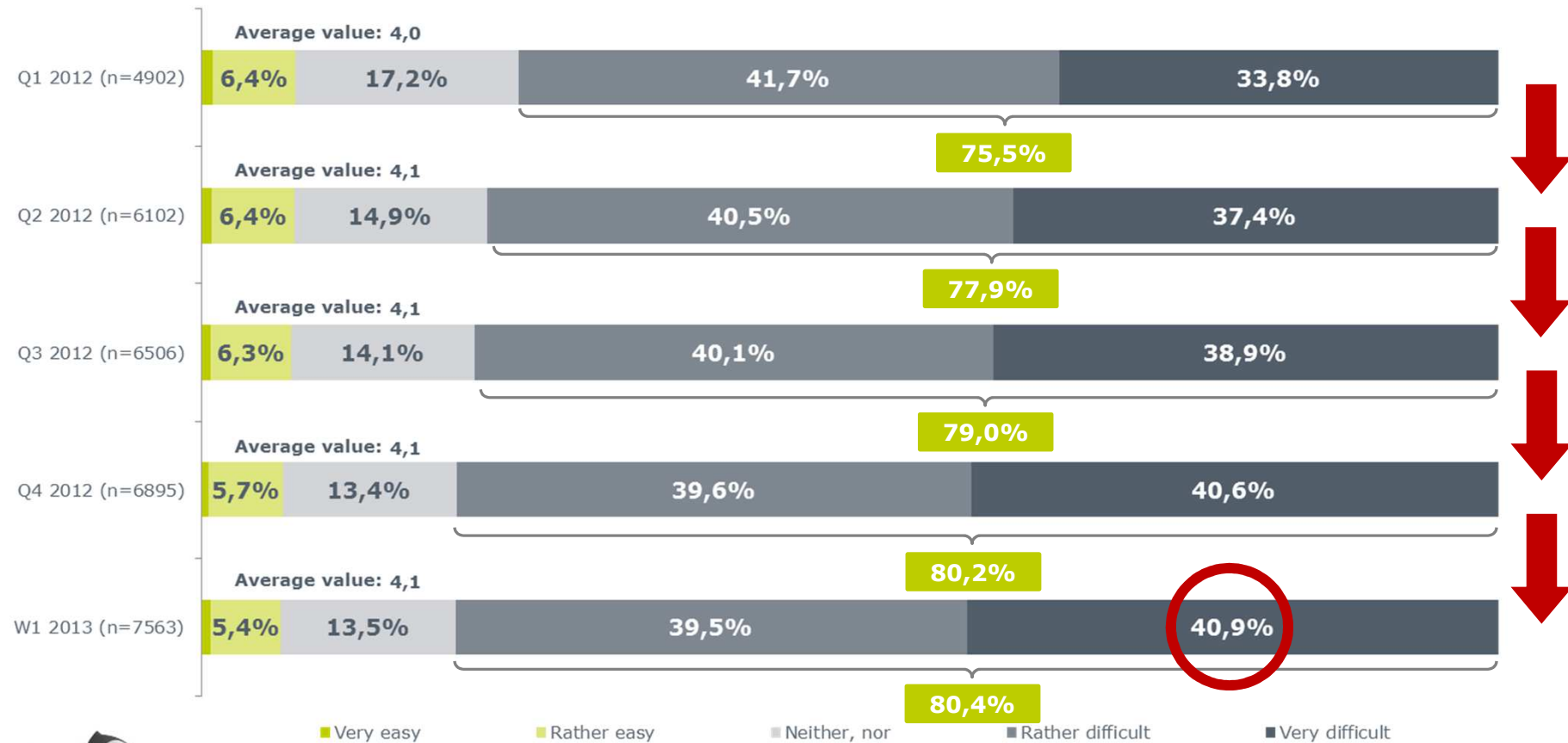
Quality of life



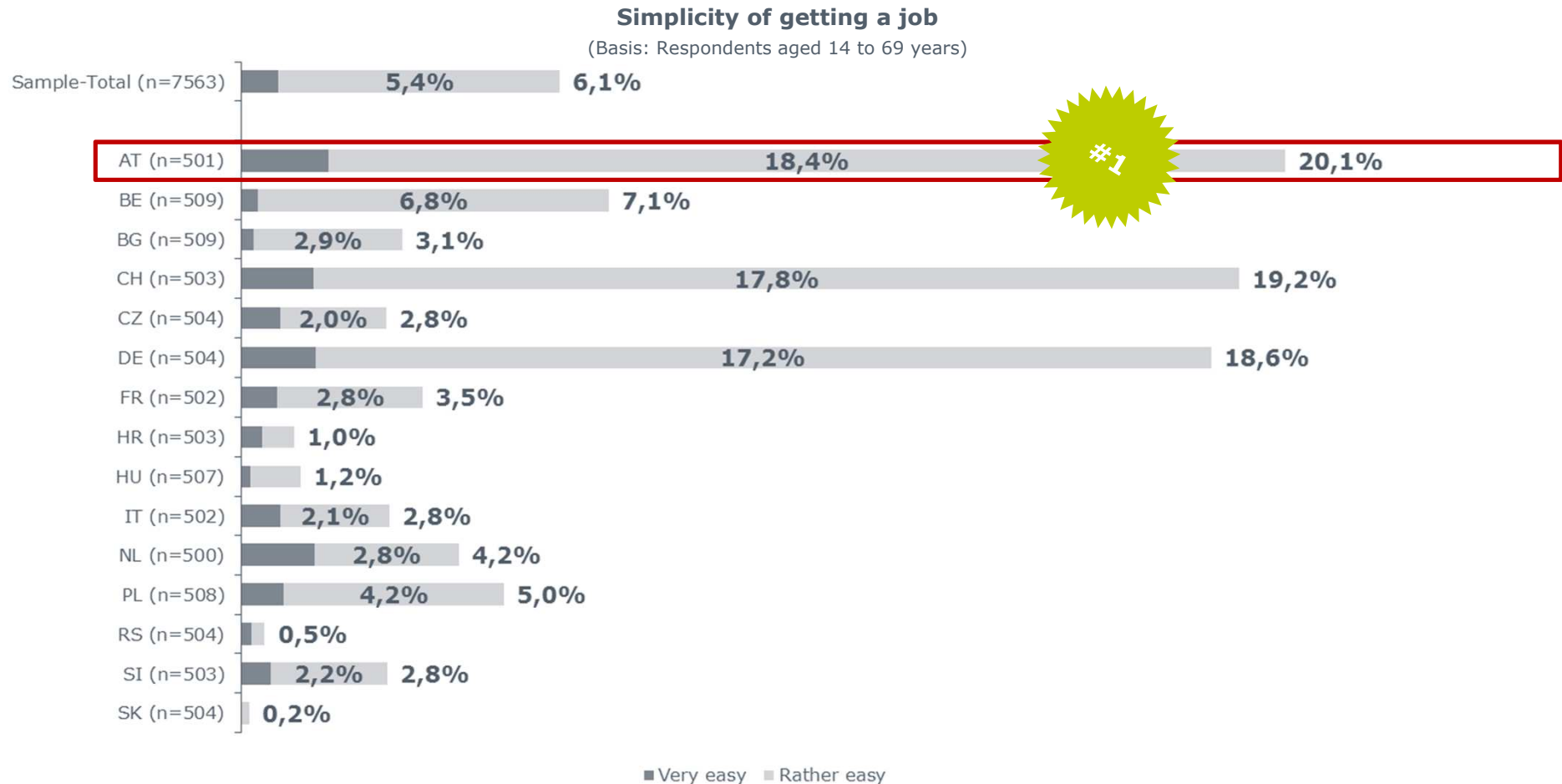
Simplicity of getting a job

Simplicity of getting a job

(Basis: Respondents aged 14 to 69 years)



Simplicity of getting a job



Educational opportunities

Top 2 Box: rated with "very good" and "rather good"	Q1 2012	Q2 2012	Q3 2012	Q4 2012	W1 2013
Sample-Total	58,4%	57,6%	57,2%	55,7%	56,7%
AT	78,7%	77,5%	76,7%	76,7%	75,3%
BE	-	-	-	68,8%	69,2%
BG	-	58,7%	57,7%	51,6%	51,0%
CH	87,4%	87,8%	91,2%	87,9%	88,3%
CZ	64,5%	59,9%	62,0%	58,3%	63,4%
DE	60,9%	68,4%	66,9%	63,6%	62,5%
FR	45,7%	45,6%	48,5%	48,0%	44,4%
HR	62,6%	57,3%	56,7%	53,1%	60,1%
HU	28,8%	30,5%	28,7%	24,4%	30,0%
IT	44,5%	46,8%	40,2%	35,6%	33,8%
NL	-	-	-	79,7%	67,6%
PL	-	64,2%	63,0%	63,7%	56,9%
RS	33,0%	39,9%	43,1%	42,9%	42,3%
SI	62,8%	57,6%	58,8%	55,2%	55,8%
SK	52,4%	58,2%	50,1%	49,2%	50,1%

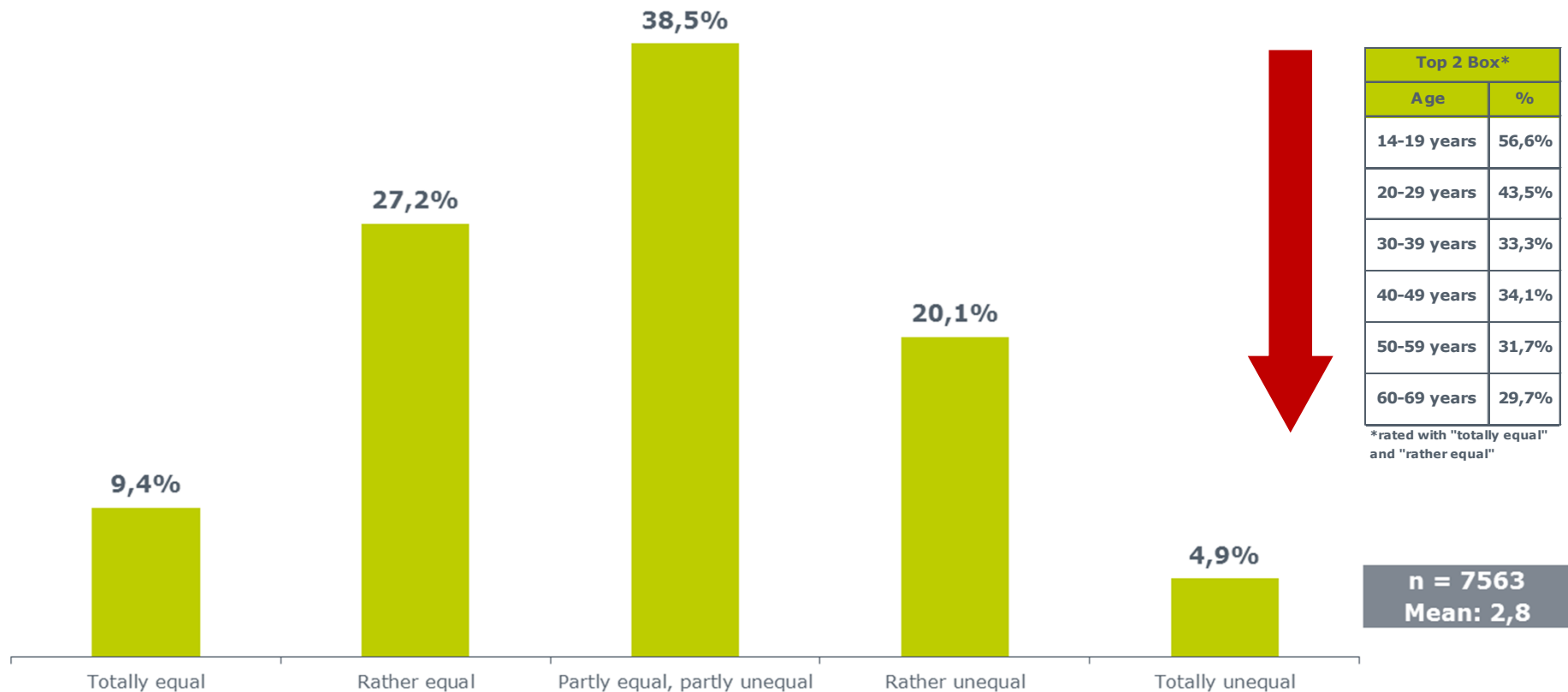
(Basis: Respondents aged 14 to 69 years)



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

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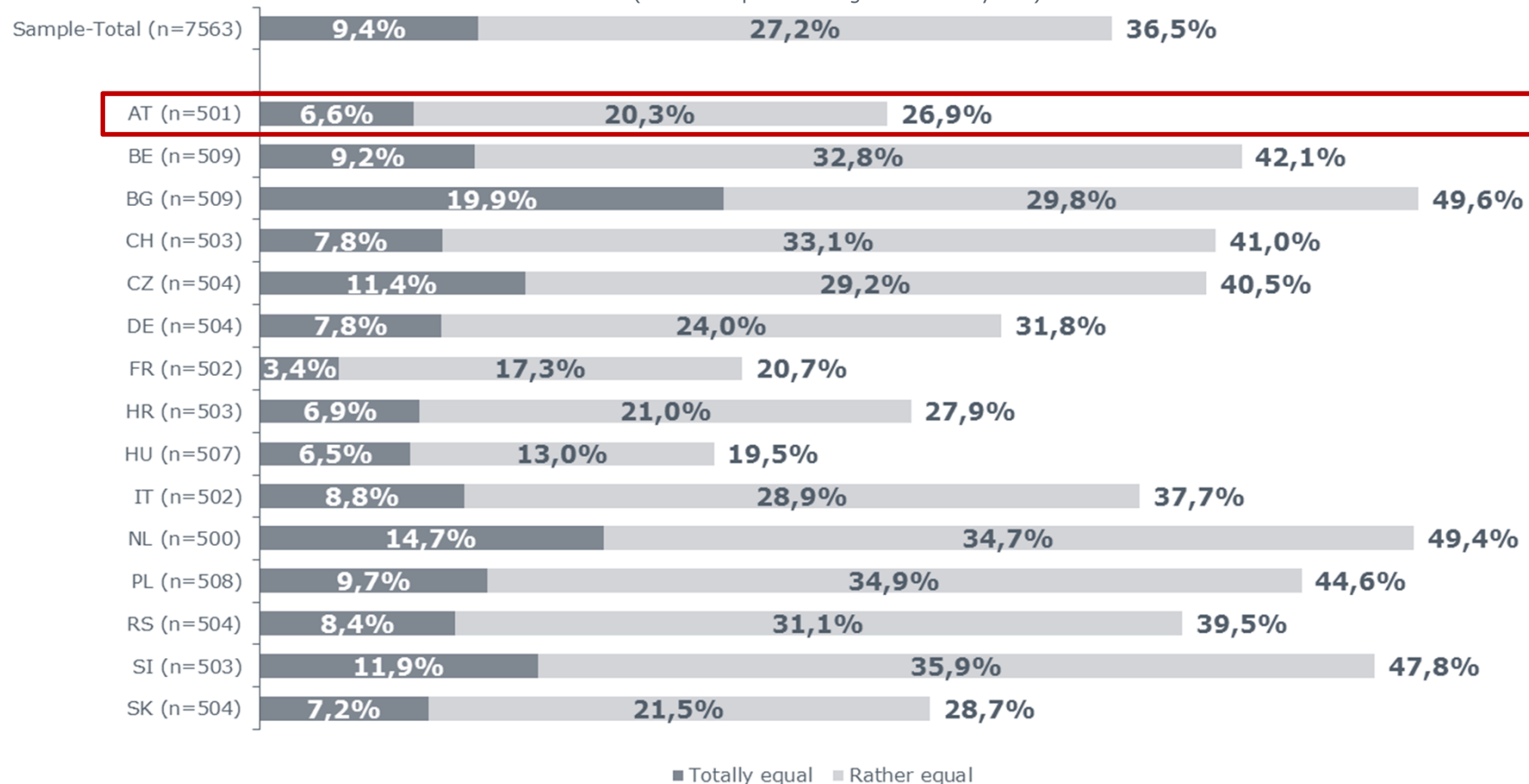
(Basis: Respondents aged 14 to 69 years)



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

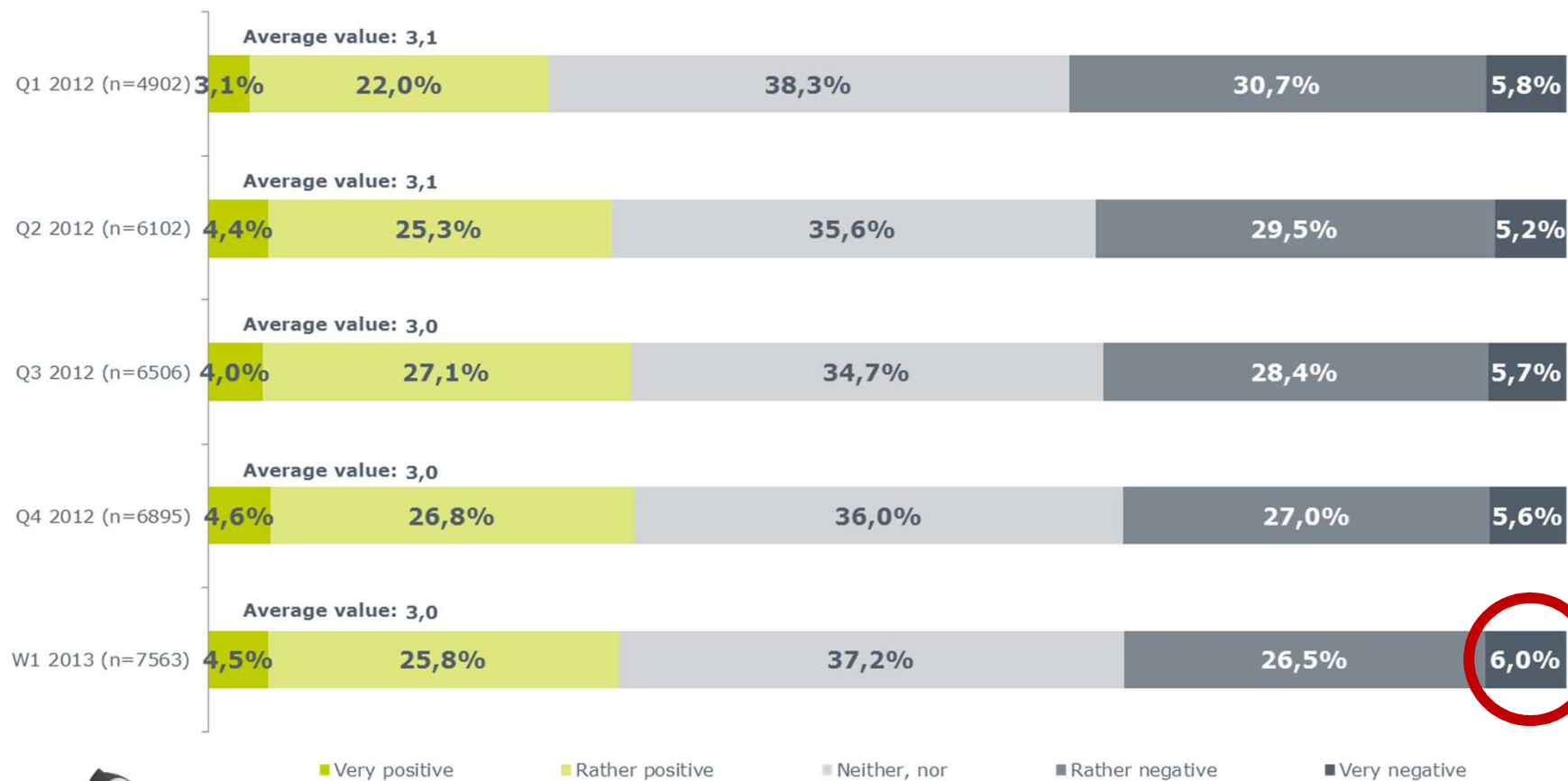
Equality between men and women (as to educational opportunities, income, opportunities for leadership positions, etc.)

(Basis: Respondents aged 14 to 69 years)



Attitude towards immigrants

Attitude towards immigrants
(Basis: Respondents aged 14 to 69 years)



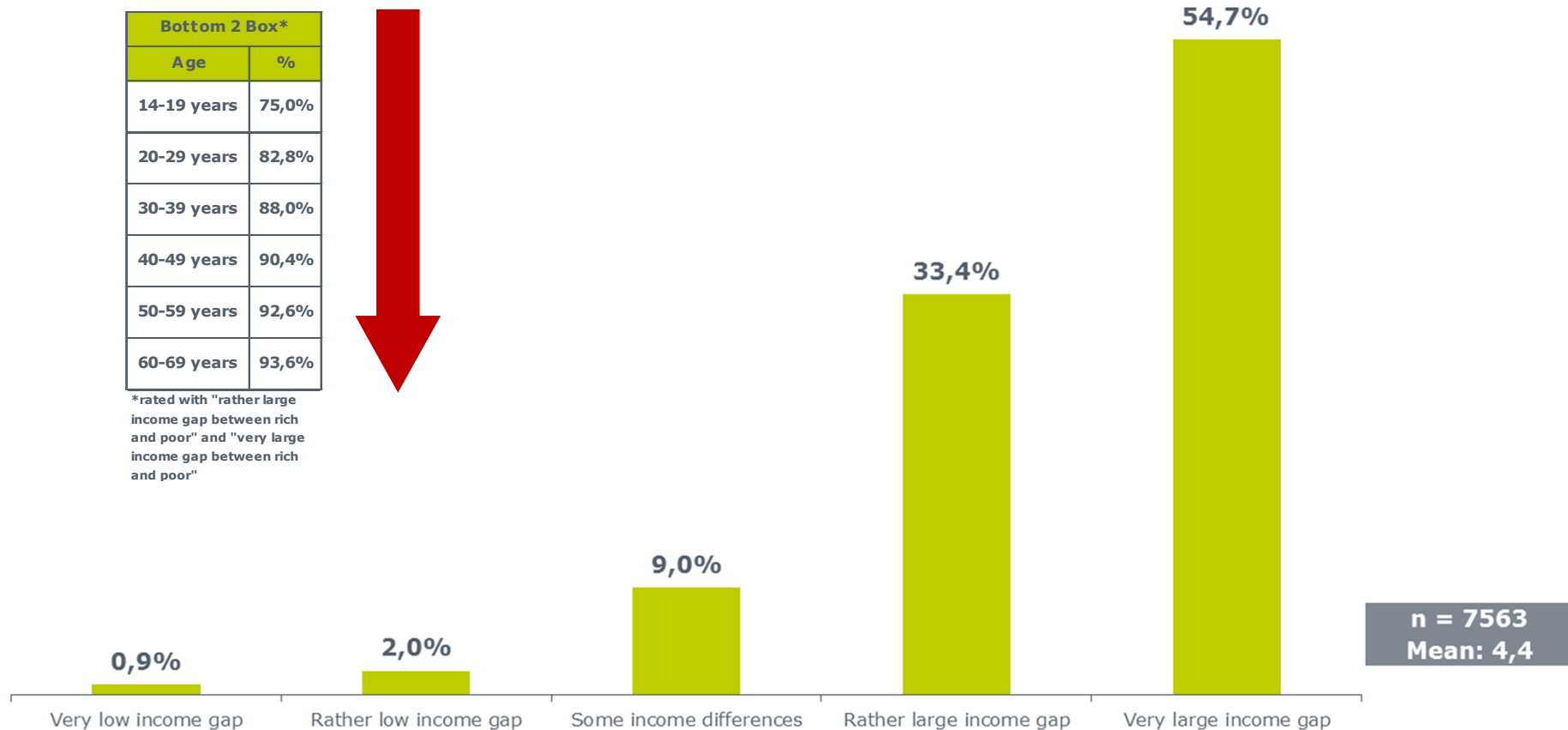
Income gap between rich and poor

Income gap between rich and poor

(Basis: Respondents aged 14 to 69 years)

Bottom 2 Box*	
Age	%
14-19 years	75,0%
20-29 years	82,8%
30-39 years	88,0%
40-49 years	90,4%
50-59 years	92,6%
60-69 years	93,6%

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



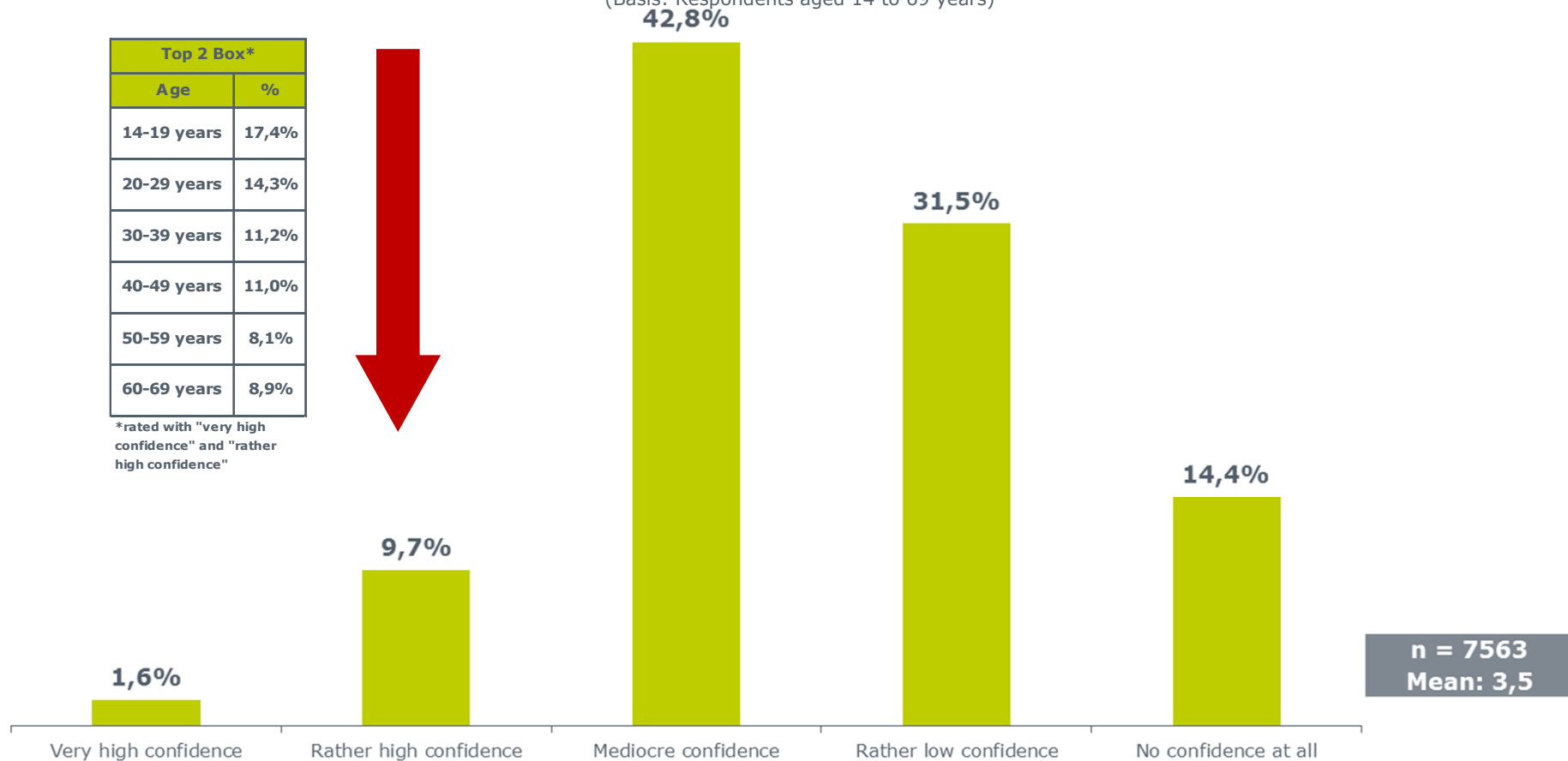
Confidence in the national financial institutions

Confidence in the national financial institutions

(Basis: Respondents aged 14 to 69 years)

Top 2 Box*	
Age	%
14-19 years	17,4%
20-29 years	14,3%
30-39 years	11,2%
40-49 years	11,0%
50-59 years	8,1%
60-69 years	8,9%

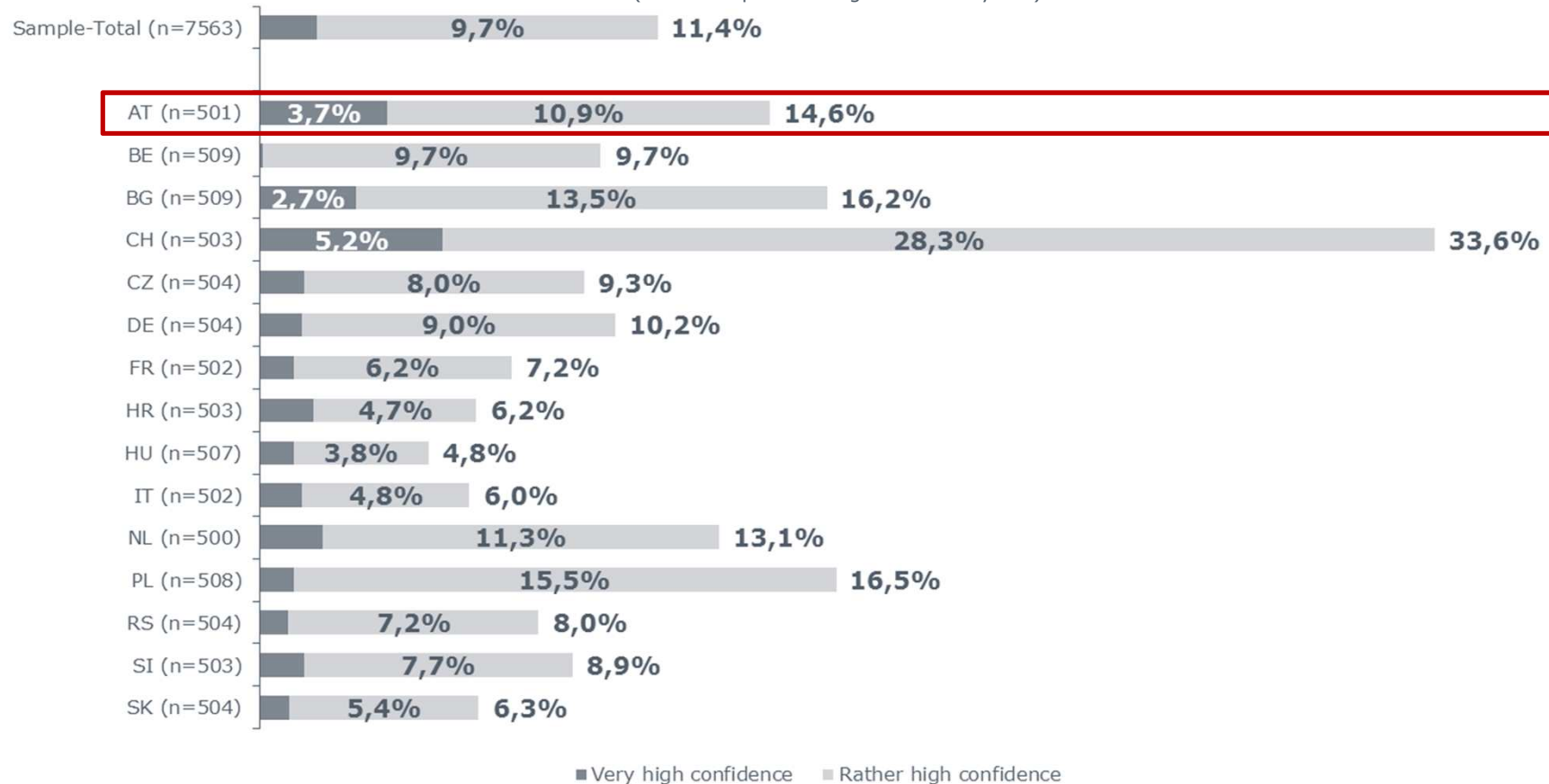
*rated with "very high confidence" and "rather high confidence"



Confidence in the national financial institutions

Confidence in the national financial institutions

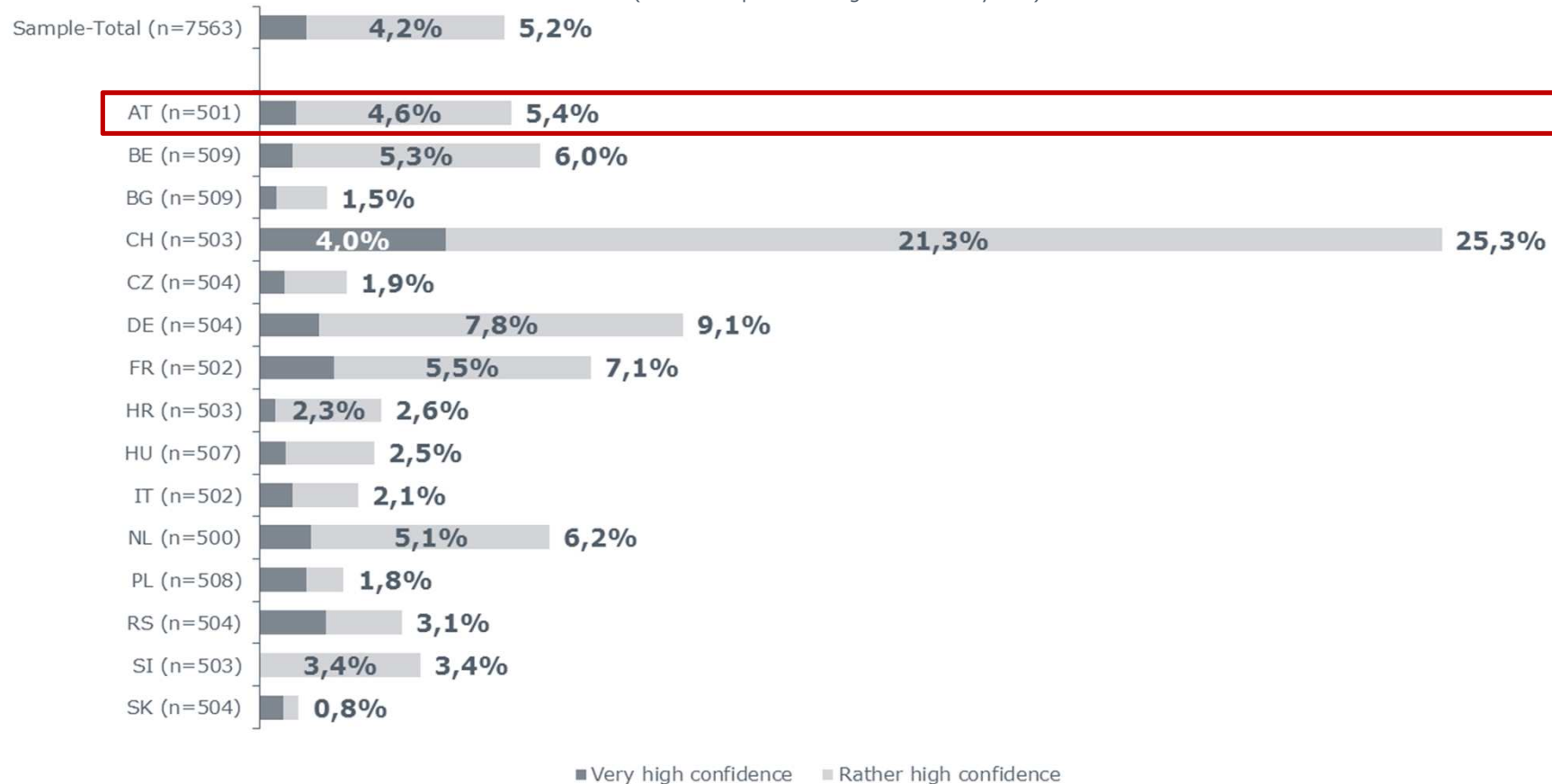
(Basis: Respondents aged 14 to 69 years)



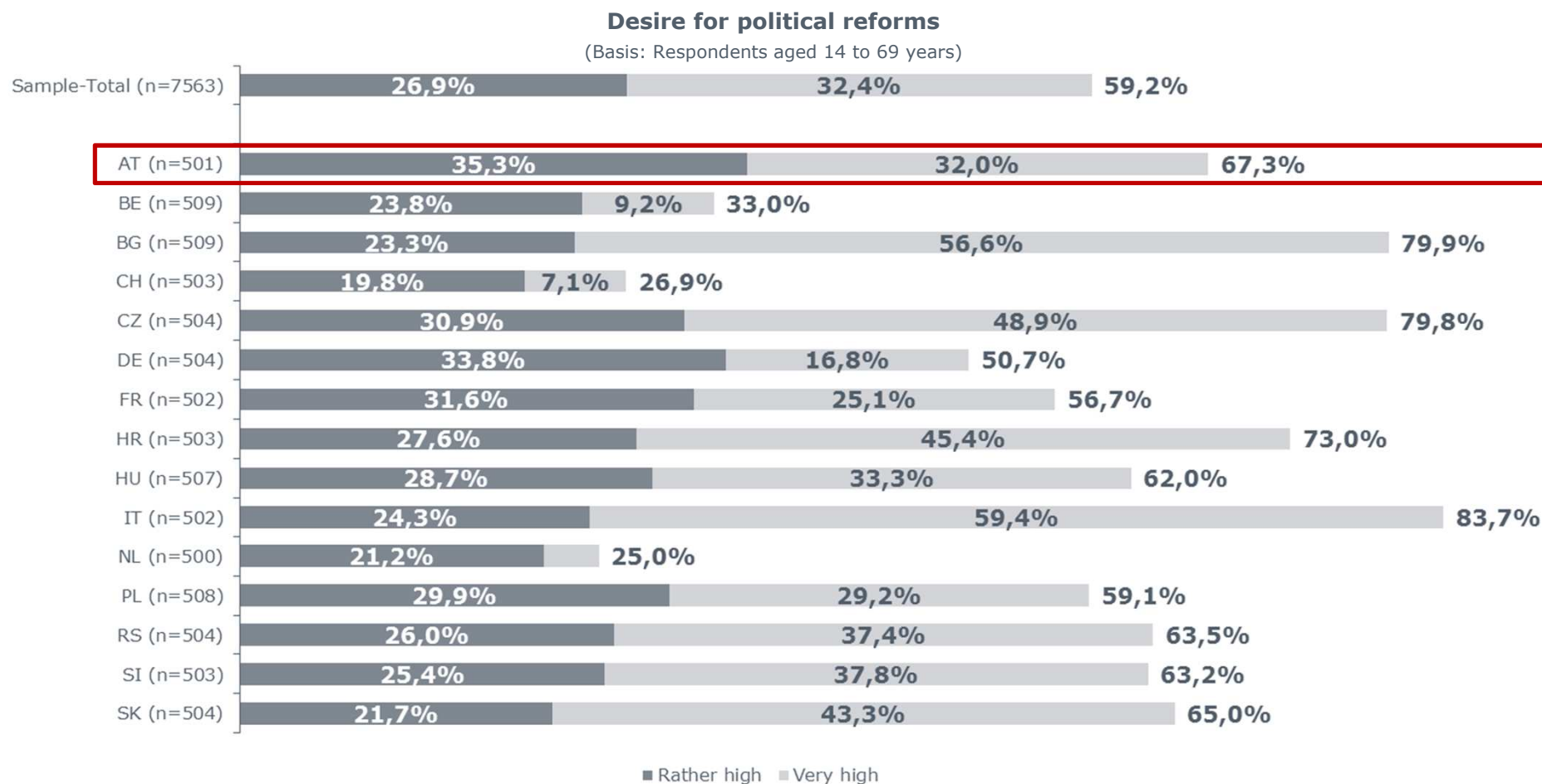
Confidence in the national politics

Confidence in the national politics

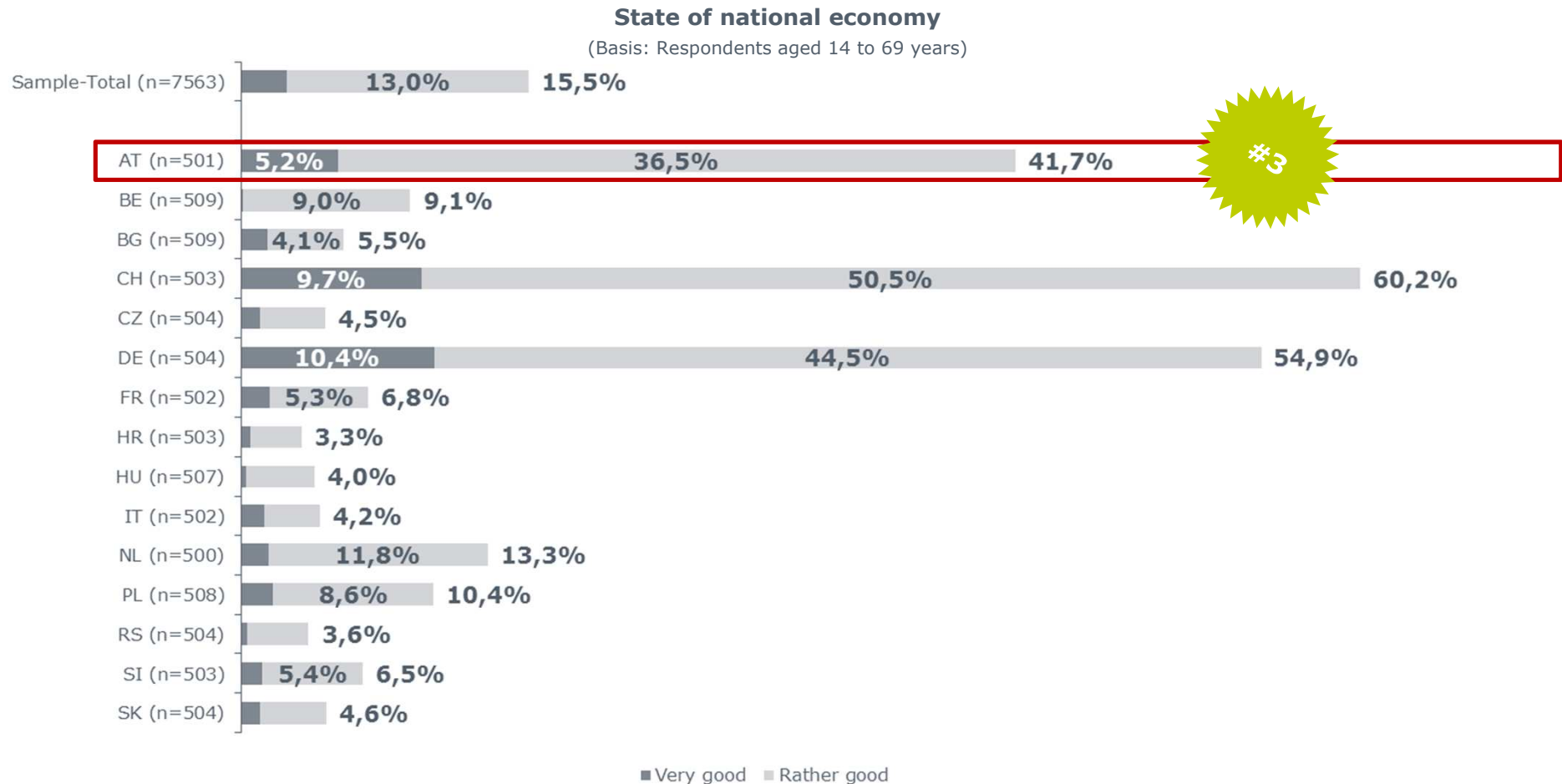
(Basis: Respondents aged 14 to 69 years)



Desire for political reforms



State of national economy



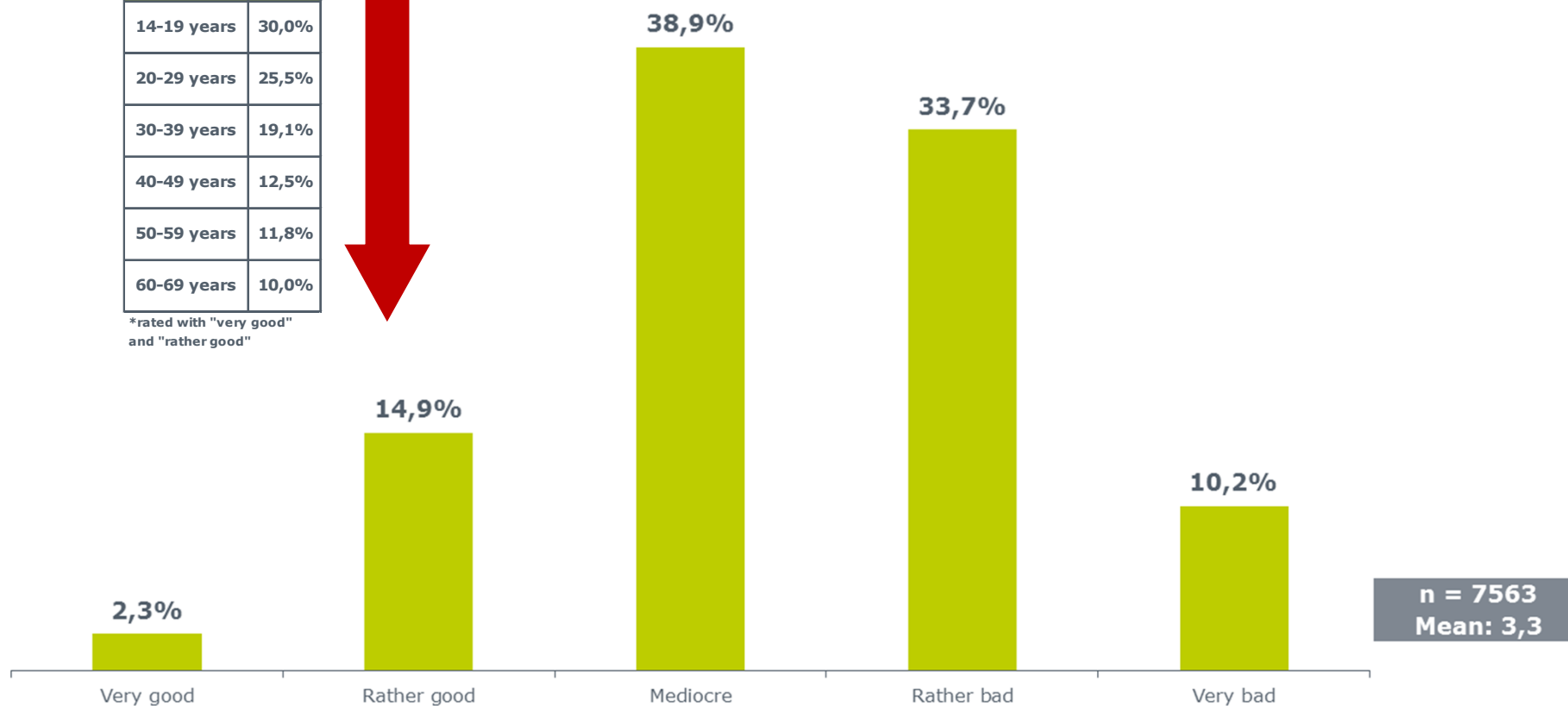
State of the European economy

State of the European economy

(Basis: Respondents aged 14 to 69 years)

Top 2 Box*	
Age	%
14-19 years	30,0%
20-29 years	25,5%
30-39 years	19,1%
40-49 years	12,5%
50-59 years	11,8%
60-69 years	10,0%

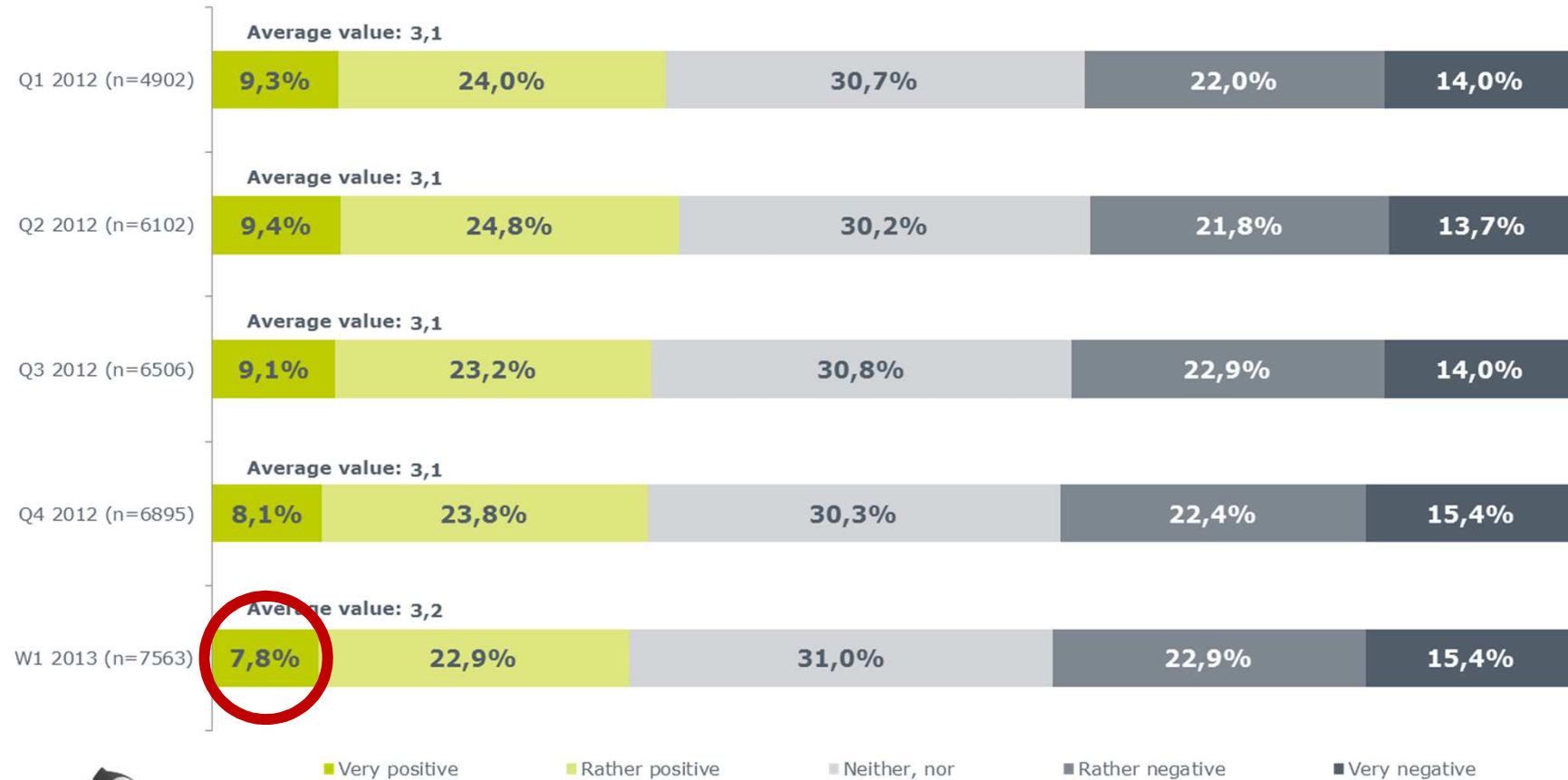
*rated with "very good" and "rather good"



Attitude towards EURO currency

Attitude towards EURO currency

(Basis: Respondents aged 14 to 69 years)



Attitude towards EURO currency

Top 2 Box: rated with "very positive" and "rather positive"	Q1 2012	Q2 2012	Q3 2012	Q4 2012	W1 2013
Sample-Total	33,3%	34,3%	32,3%	32,0%	30,7%
AT	51,5%	38,6%	39,1%	39,8%	35,7%
BE	-	-	-	28,2%	25,1%
BG	-	61,3%	50,1%	50,6%	49,4%
CH	16,6%	21,1%	20,4%	19,1%	18,3%
CZ	12,3%	12,6%	11,6%	10,0%	14,3%
DE	38,2%	43,8%	38,7%	33,1%	36,9%
FR	24,3%	28,6%	20,3%	25,8%	24,5%
HR	36,5%	33,9%	31,6%	27,8%	28,5%
HU	26,2%	29,3%	26,6%	29,1%	31,5%
IT	25,5%	21,0%	23,2%	24,7%	18,2%
NL	-	-	-	24,7%	23,5%
PL	-	29,8%	28,8%	33,1%	28,5%
RS	50,4%	44,6%	45,0%	45,7%	46,1%
SI	43,4%	42,4%	44,0%	41,5%	38,7%
SK	41,4%	47,2%	39,9%	39,6%	40,5%

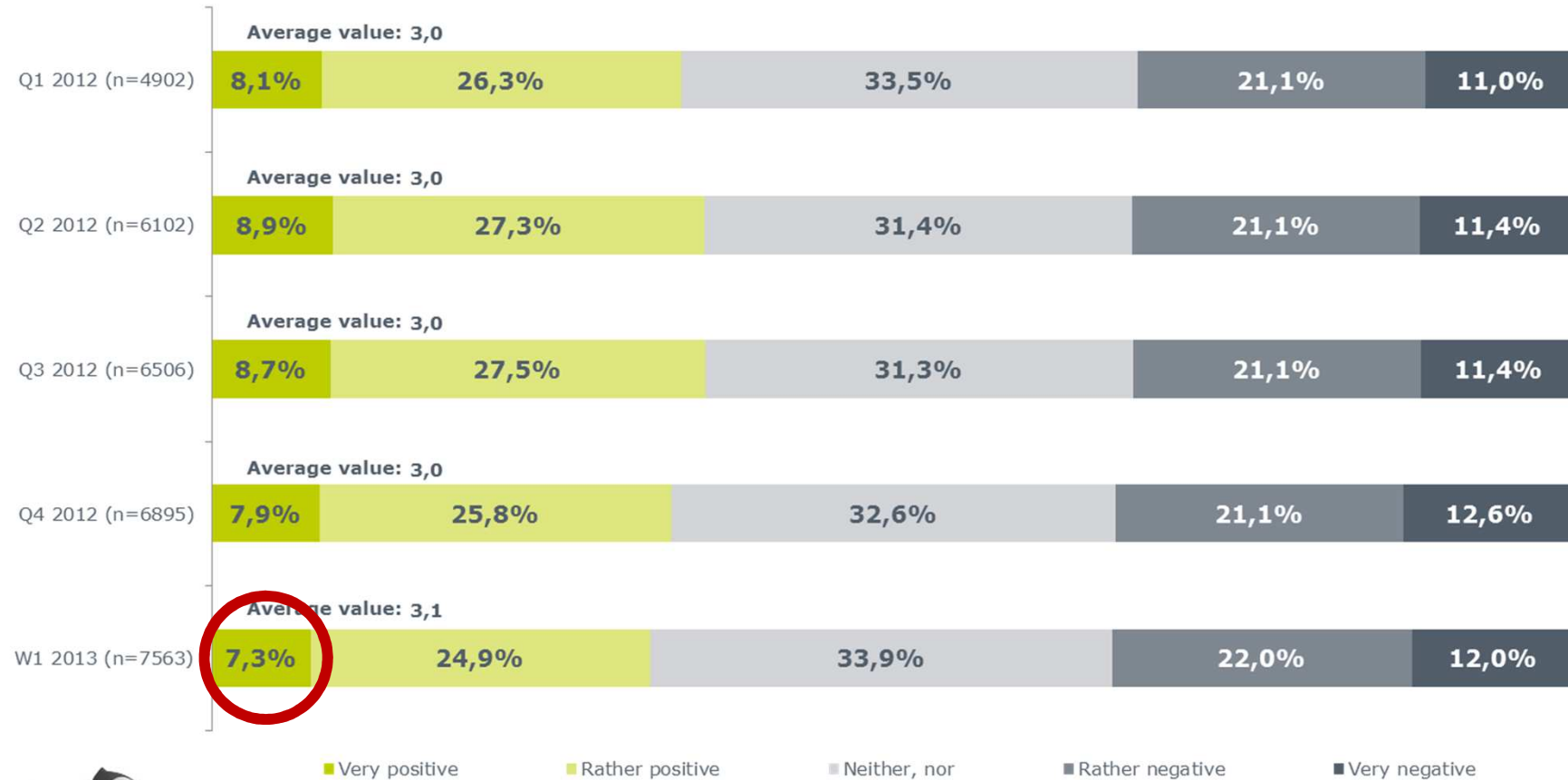
(Basis: Respondents aged 14 to 69 years)



Attitude towards European Union

Attitude towards European Union

(Basis: Respondents aged 14 to 69 years)



Attitude towards European Union

Top 2 Box: rated with "very positive" and "rather positive"	Q1 2012	Q2 2012	Q3 2012	Q4 2012	W1 2013
Sample-Total	34,4%	36,1%	36,2%	33,7%	32,2%
AT	38,7%	28,9%	31,2%	30,9%	27,2%
BE	-	-	-	22,9%	24,1%
BG	-	64,1%	60,0%	63,7%	59,7%
CH	17,4%	20,1%	20,5%	14,3%	16,9%
CZ	22,5%	21,9%	18,9%	18,8%	21,0%
DE	43,1%	45,8%	43,6%	37,0%	37,0%
FR	29,8%	28,8%	23,3%	23,8%	22,2%
HR	47,4%	37,7%	38,3%	37,2%	36,8%
HU	31,9%	30,6%	27,3%	26,8%	33,6%
IT	27,6%	24,9%	28,8%	27,8%	23,0%
NL	-	-	-	17,7%	21,1%
PL	-	64,6%	61,2%	62,4%	57,4%
RS	44,8%	47,5%	42,6%	41,2%	39,7%
SI	41,1%	36,2%	40,7%	32,3%	32,1%
SK	33,7%	41,1%	34,5%	31,5%	30,0%

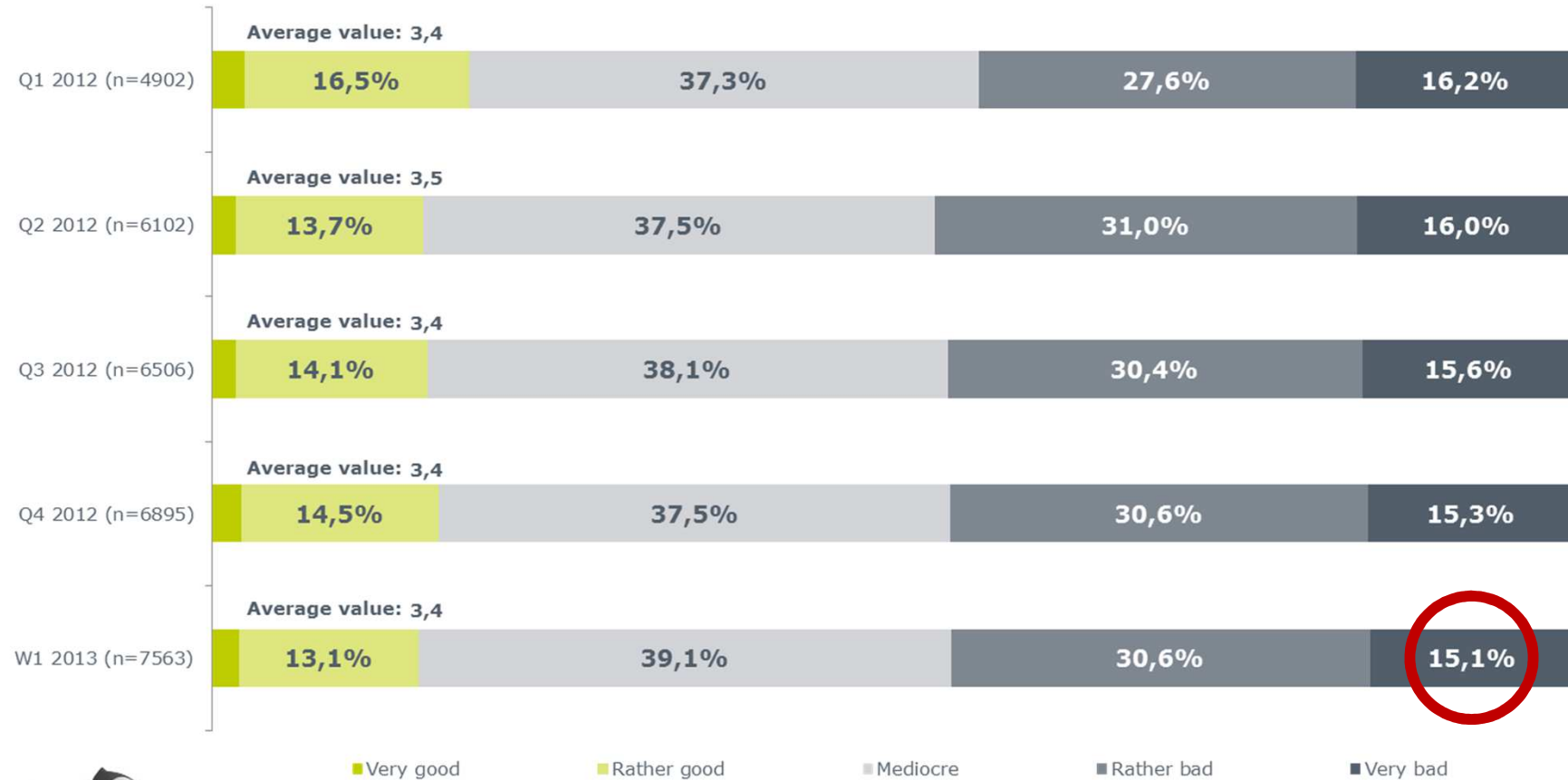
(Basis: Respondents aged 14 to 69 years)



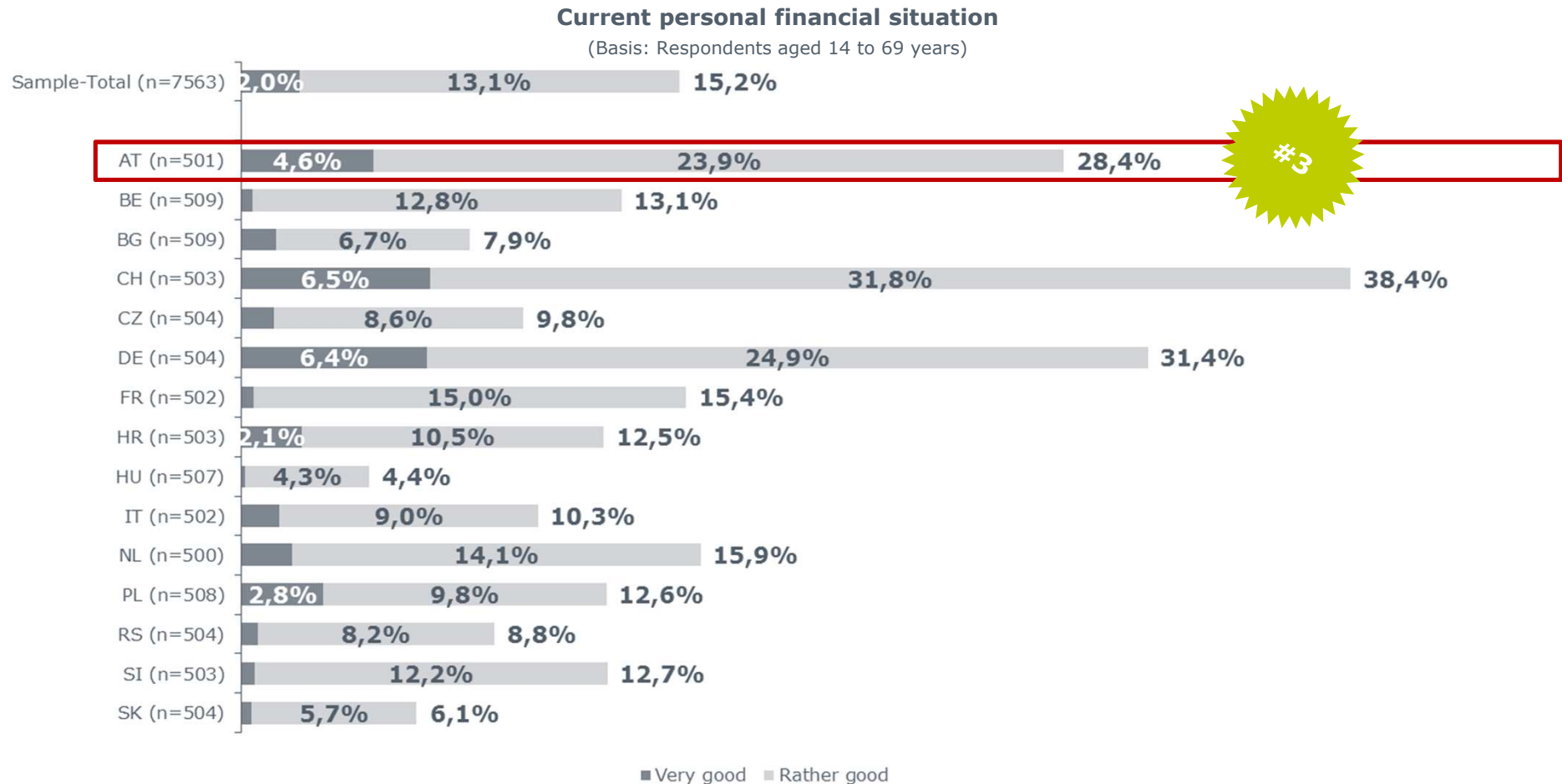
Current personal financial situation

Current personal financial situation

(Basis: Respondents aged 14 to 69 years)



Current personal financial situation



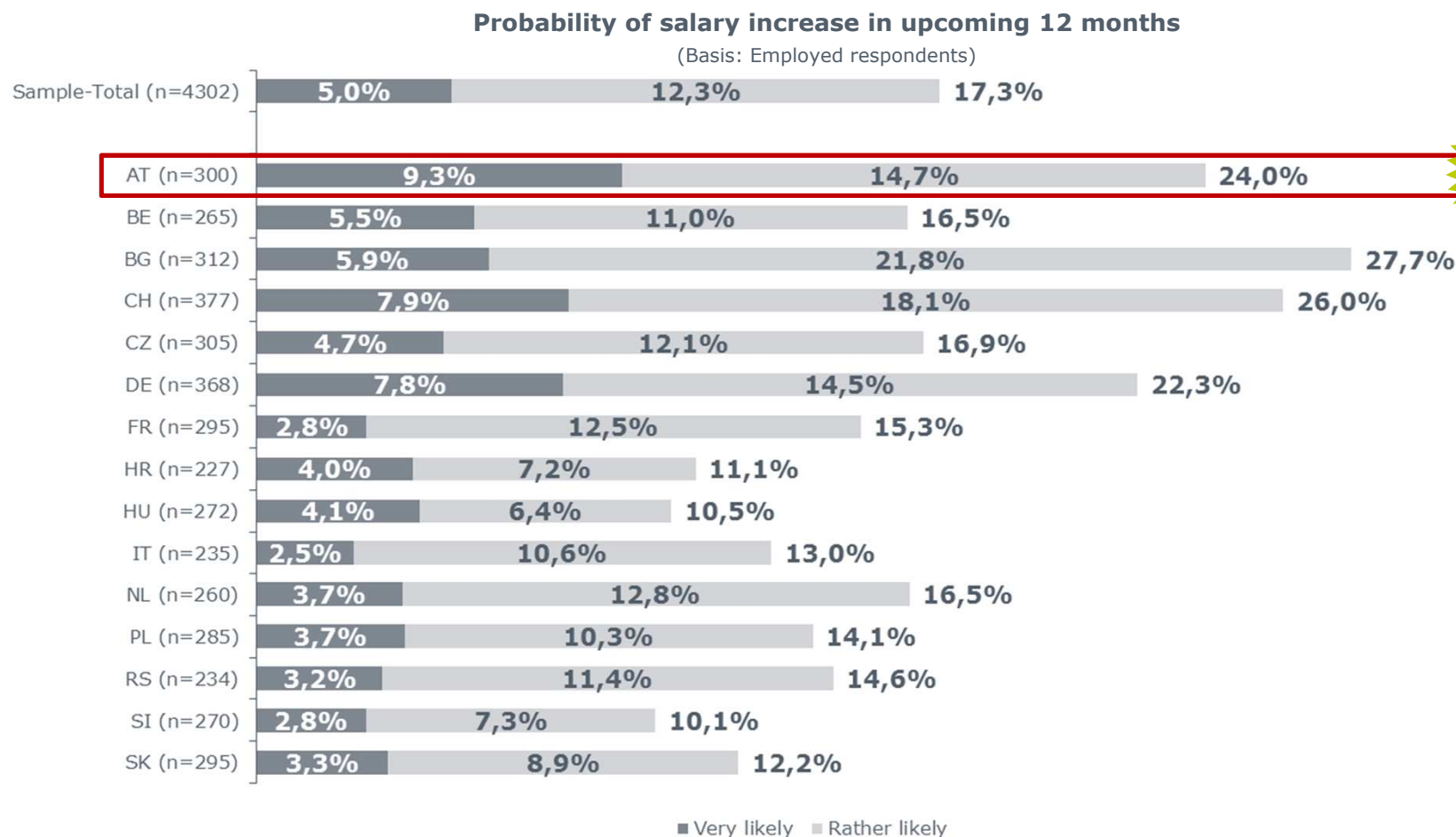
Personal spending in comparison with 12 months ago

Top 2 Box: rated with "I spend a lot more than 12 months ago" and "I spend a little more than 12 months ago"	Q1 2012	Q2 2012	Q3 2012	Q4 2012	W1 2013
Sample-Total	26,1%	28,7%	30,6%	28,3%	28,0%
AT	35,1%	37,5%	32,9%	33,8%	31,9%
BE	-	-	-	17,0%	36,7%
BG	-	31,3%	36,4%	29,4%	27,2%
CH	20,3%	26,5%	25,3%	24,3%	22,1%
CZ	33,1%	32,6%	35,7%	31,2%	35,7%
DE	37,1%	35,3%	42,1%	35,9%	34,7%
FR	23,6%	22,4%	21,0%	20,9%	19,1%
HR	20,1%	24,3%	23,0%	20,9%	20,7%
HU	9,4%	10,9%	10,3%	12,4%	8,6%
IT	13,4%	12,6%	15,0%	16,0%	11,9%
NL	-	-	-	21,5%	20,5%
PL	-	54,7%	52,1%	54,9%	53,0%
RS	27,0%	33,4%	35,8%	31,4%	33,3%
SI	24,9%	23,4%	23,7%	25,0%	25,4%
SK	37,0%	39,9%	44,1%	37,6%	39,0%

(Basis: Respondents aged 14 to 69 years)



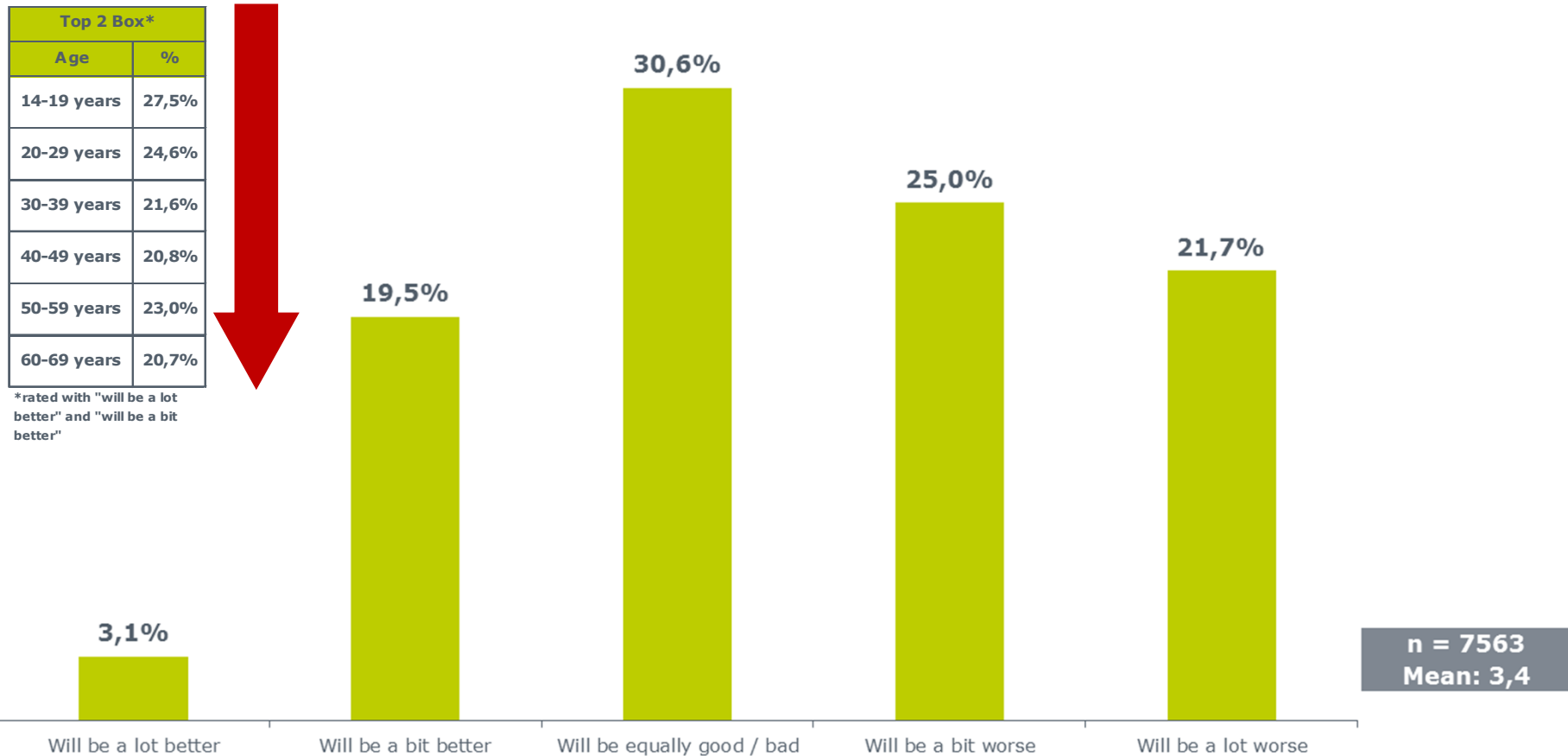
Probability of salary increase in upcoming 12 months



Expectations for state of the world in 10 years

Expectations for state of the world in 10 years

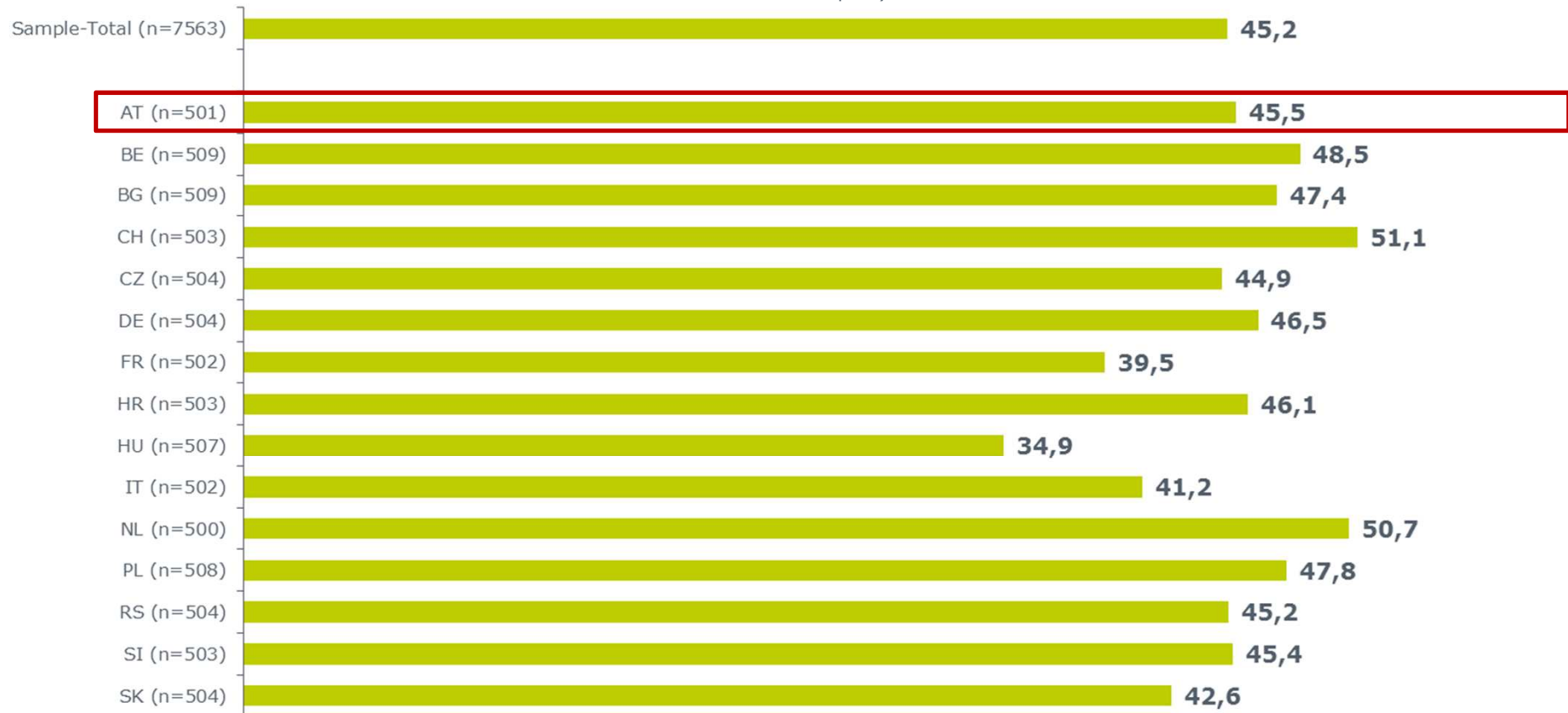
(Basis: Respondents aged 14 to 69 years)



FAIRNESS INDEX

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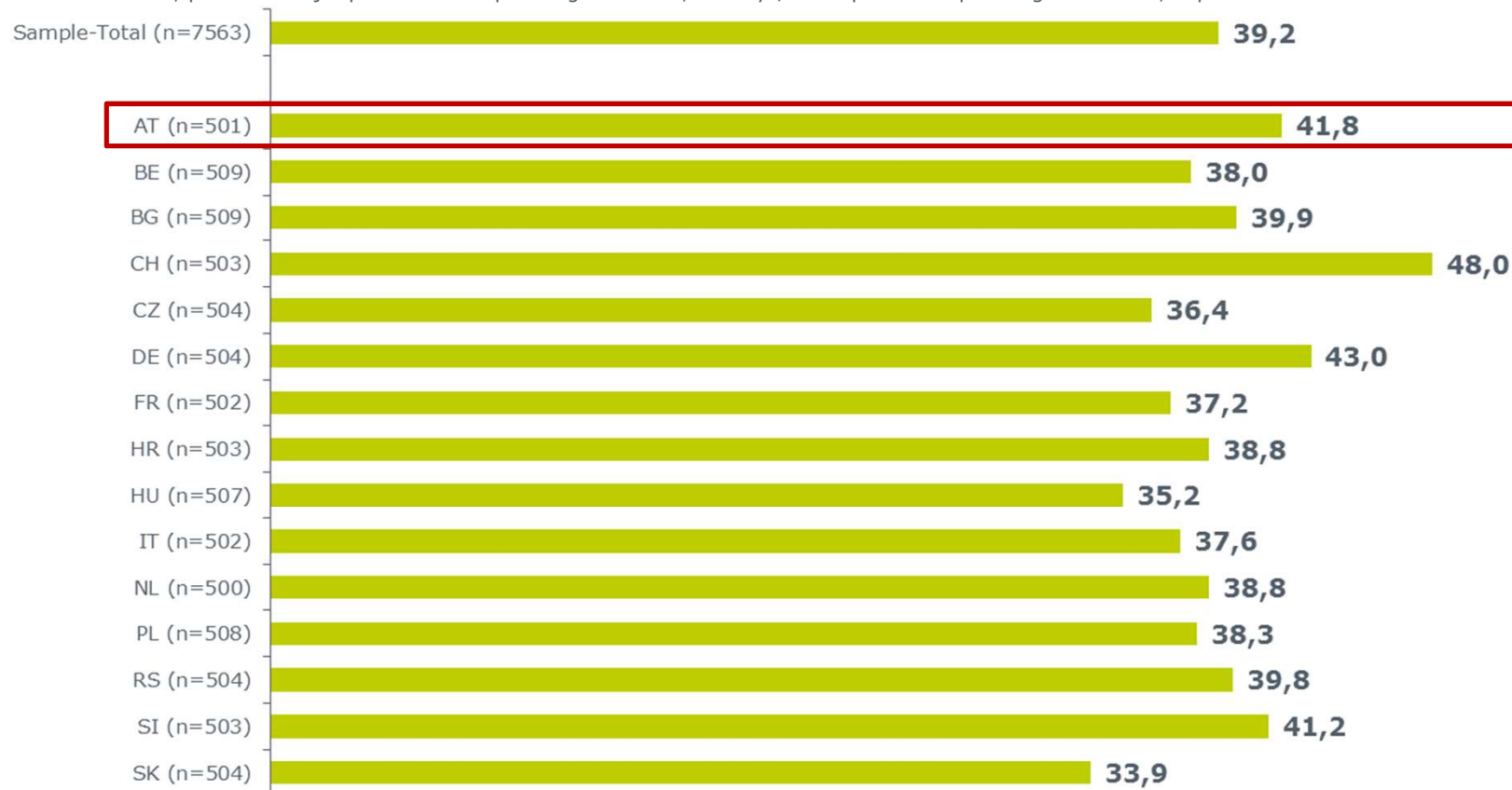
(FAIRNESS INDEX was calculated on basis of following questions: Educational opportunities, equality between men and women, attitude towards immigrants, income gap between rich and poor)



FUTURE INDEX

FUTURE INDEX

(FUTURE INDEX was calculated on basis of following questions: Living costs development expectations for the next 12 months, expectations for future personal financial situation, plans for major purchases in upcoming 3 months, holidays/travel plans for upcoming 12 months, expectations for state of the world in 10 years)



Sample structure

Basis	Sample Total	AT	BE	BG	CH	CZ	DE	FR	HR	HU	IT	NL	PL	RS	SI	SK
	7.563	501	509	509	503	504	504	502	503	507	502	500	508	504	503	504
Gender																
Male	49,8%	49,8%	50,2%	50,5%	50,2%	50,2%	50,4%	49,6%	49,1%	48,9%	49,7%	47,4%	49,4%	50,7%	51,1%	49,6%
Female	50,2%	50,2%	49,8%	49,5%	49,8%	49,8%	49,6%	50,4%	50,9%	51,1%	50,3%	52,6%	50,6%	49,3%	48,9%	50,4%
Age																
14-19 years	8,9%	9,5%	8,3%	8,5%	9,2%	8,4%	8,4%	8,4%	9,5%	9,3%	8,1%	8,4%	9,8%	10,3%	8,0%	9,8%
20-29 years	17,9%	17,4%	18,4%	19,4%	17,3%	17,9%	16,8%	17,9%	19,7%	17,8%	15,2%	15,3%	21,1%	15,4%	17,8%	20,4%
30-39 years	19,5%	18,0%	19,2%	19,4%	18,7%	22,3%	16,6%	19,2%	18,5%	21,5%	20,4%	15,4%	20,0%	21,1%	20,1%	21,5%
40-49 years	20,0%	22,6%	21,3%	18,7%	22,0%	17,5%	23,2%	20,2%	19,1%	17,3%	22,4%	20,9%	16,5%	20,7%	20,1%	17,6%
50-59 years	19,1%	18,0%	18,6%	18,7%	18,1%	17,8%	19,8%	19,3%	20,1%	19,0%	18,1%	20,7%	19,9%	20,7%	19,9%	18,4%
60-69 years	14,6%	14,5%	14,2%	15,3%	14,7%	16,2%	15,3%	15,0%	13,1%	15,1%	15,8%	19,2%	12,6%	11,8%	14,2%	12,3%



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