



The European Multiclient Survey

Highlights

Fourth wave - December 2024



RESEARCH METHODOLOGY



Research Methodology



This survey has been conducted online through CAWI method (Computer Assisted Web Interview) on a sample representative of the European Union 18+ population.



The total sample size is 5.112 complete interviews, distributed proportionally to the population of the 27 EU countries with a slight correction which allows to analyze the data on the pan-European level and 5 different areas: Germany, France, Eastern Europe, Northern Europe, Southern Europe. For each country proportional quotas were set for age and gender. Quotas were calculated regarding the most recent parameters provided by Eurostat.



Interviews were collected between the 28th of November and the 7th of December 2024, in the local language.



The report shows breakdowns by European political groups parties' voters and the following geographical areas:



1) Germany

2) France



3) Central and Eastern Europe (Baltic states, Poland, Czech R., Slovakia, Hungary, Romania, Bulgaria, Croatia, Slovenia)



4) Northern Europe (Sweden, Denmark, Finland, Belgium, Netherlands, Lux., Ireland, Austria)



5) Southern Europe (Spain, Italy, Portugal, Greece, Malta, Cyprus)



+ separate data for Italy and Spain

For European political groups parties' voters, in each country, people were interviewed on EU election vote on a national party basis and the results were recoded into European political groups.

1

INTERNATIONAL POLITICS



Objectives of the European Union in regard to the Russian – Ukrainian war









All respondents: 5.112





Objectives of the European Union in regard to the Russian – Ukrainian war

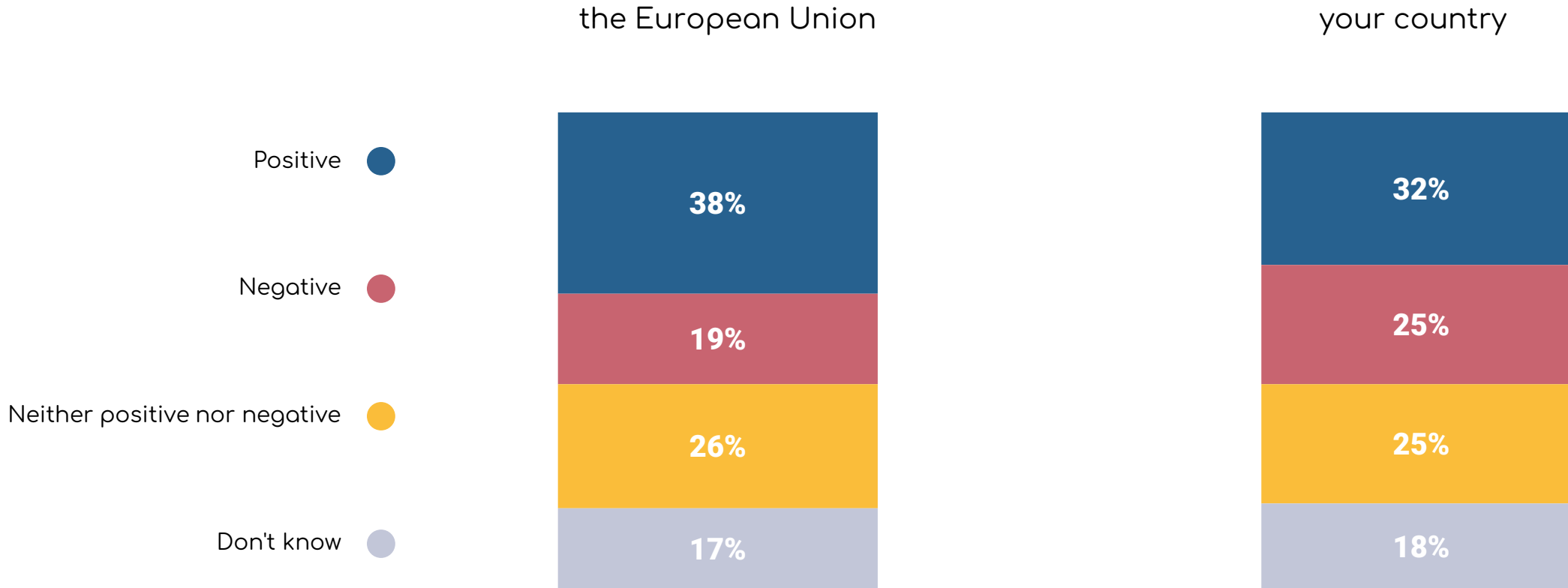
All respondents: 5.112

										
	Base	TOTAL	GUE/NGL	S&D	Greens	RE	EPP	ECR	Patriots	ESN
Freeze the conflict to begin long-term negotiations	5.112	39%	47%	48%	40%	35%	37%	37%	31%	31%
Defeat the Russian forces and make them withdraw from all Ukrainian territory	339	24%	19%	25%	34%	33%	33%	27%	20%	10%
Stop the war and let the Russians annex the currently occupied territories	775	13%	13%	11%	10%	11%	12%	19%	17%	27%
Pull out and let the Russians and Ukrainians resolve the issue themselves	333	12%	12%	8%	8%	11%	9%	10%	18%	27%
I don't know	379	12%	9%	8%	8%	10%	9%	7%	14%	5%



Opinions in regard to the Mercosur Treaty

All respondents: 5.112










Q. Would you say that the Mercosur Treaty (a free trade agreement between the countries of South America and the European Union) is rather positive or rather negative for economy and agriculture of?



Opinions in regard to the Mercosur Treaty

All respondents: 5.112

									
The European Union		Base	Germany	France	Southern Europe*	Italy	Spain	CEE	Northern Europe
		5.112	973	748	1.511	694	557	1.134	746
	Positive	38%	41%	20%	42%	33%	52%	42%	35%
	Negative	19%	13%	43%	15%	16%	14%	17%	17%
Your country									
	Positive	32%	40%	13%	36%	28%	45%	34%	31%
	Negative	25%	17%	57%	19%	20%	21%	22%	19%

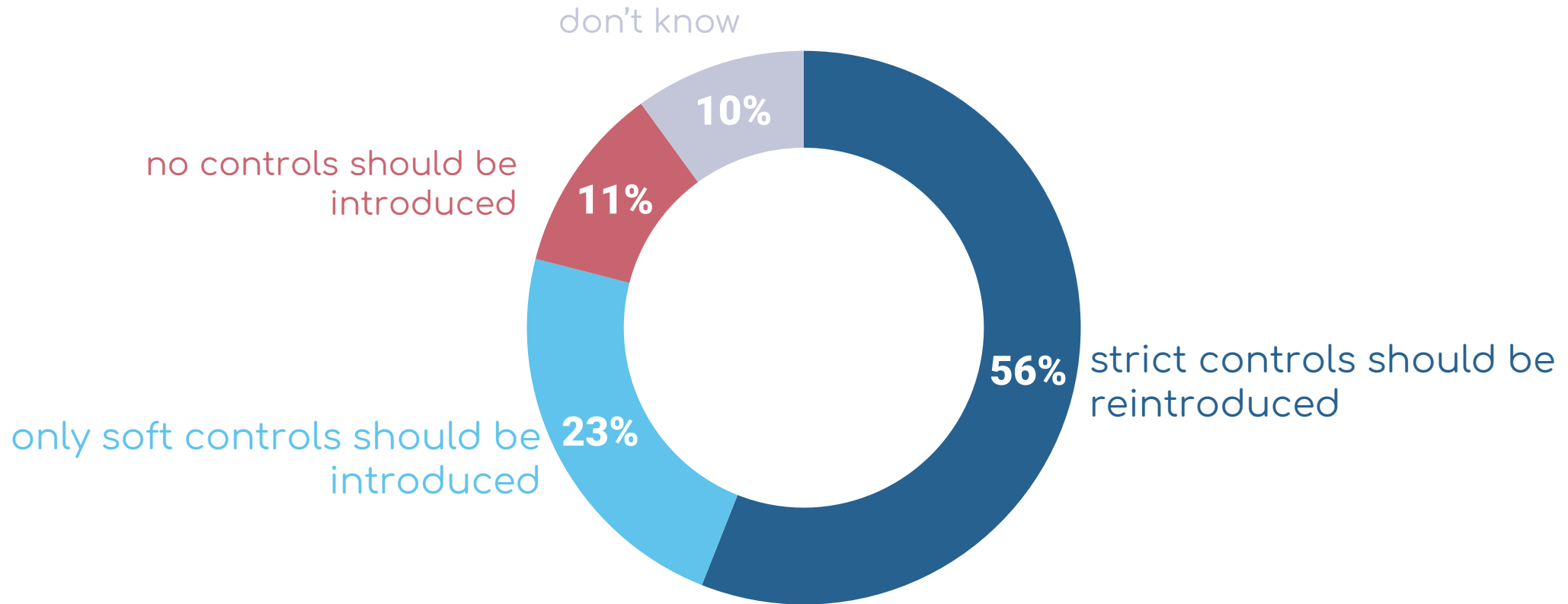
**Including Italy and Spain*

Q. Would you say that the Mercosur Treaty (a free trade agreement between the countries of South America and the European Union) is rather positive or rather negative for economy and agriculture of?



Reintroduction of borders control in Schengen countries

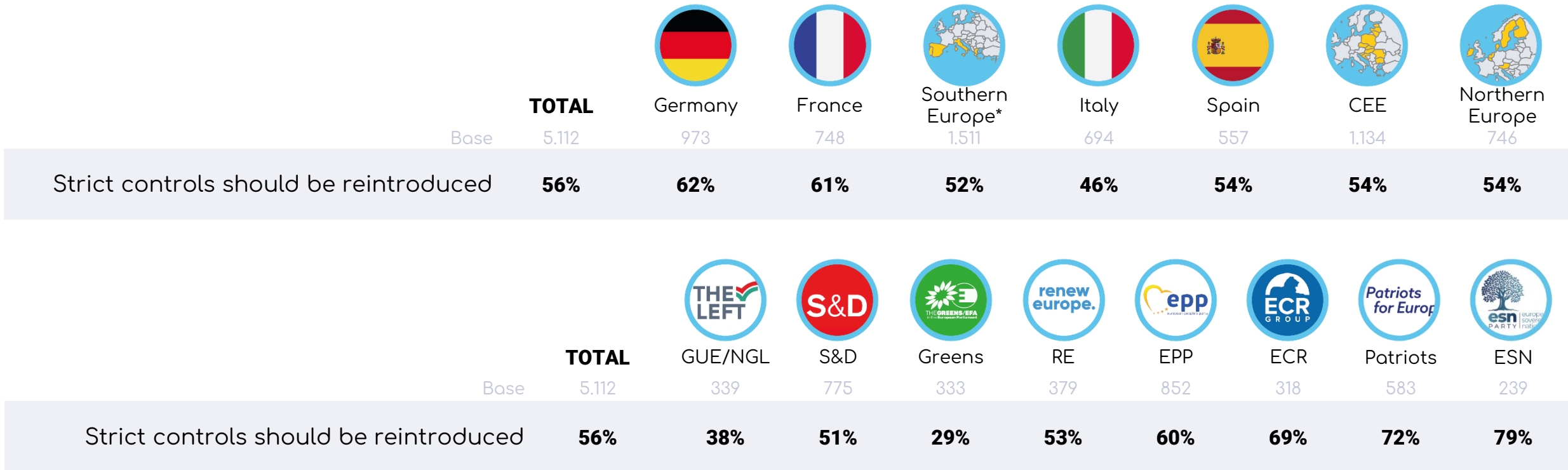
All respondents: 5.112





Reintroduction of borders control in Schengen countries

All respondents: 5.112

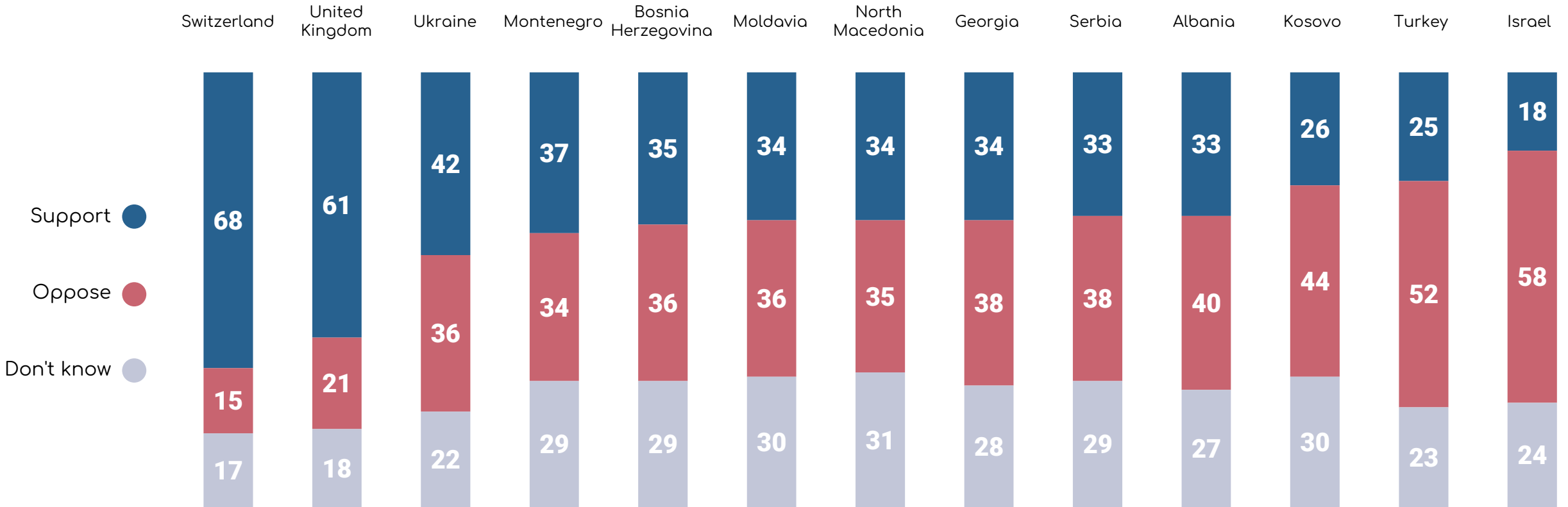


*Including Italy and Spain



Enlargement of the European Union

All respondents: 5.112



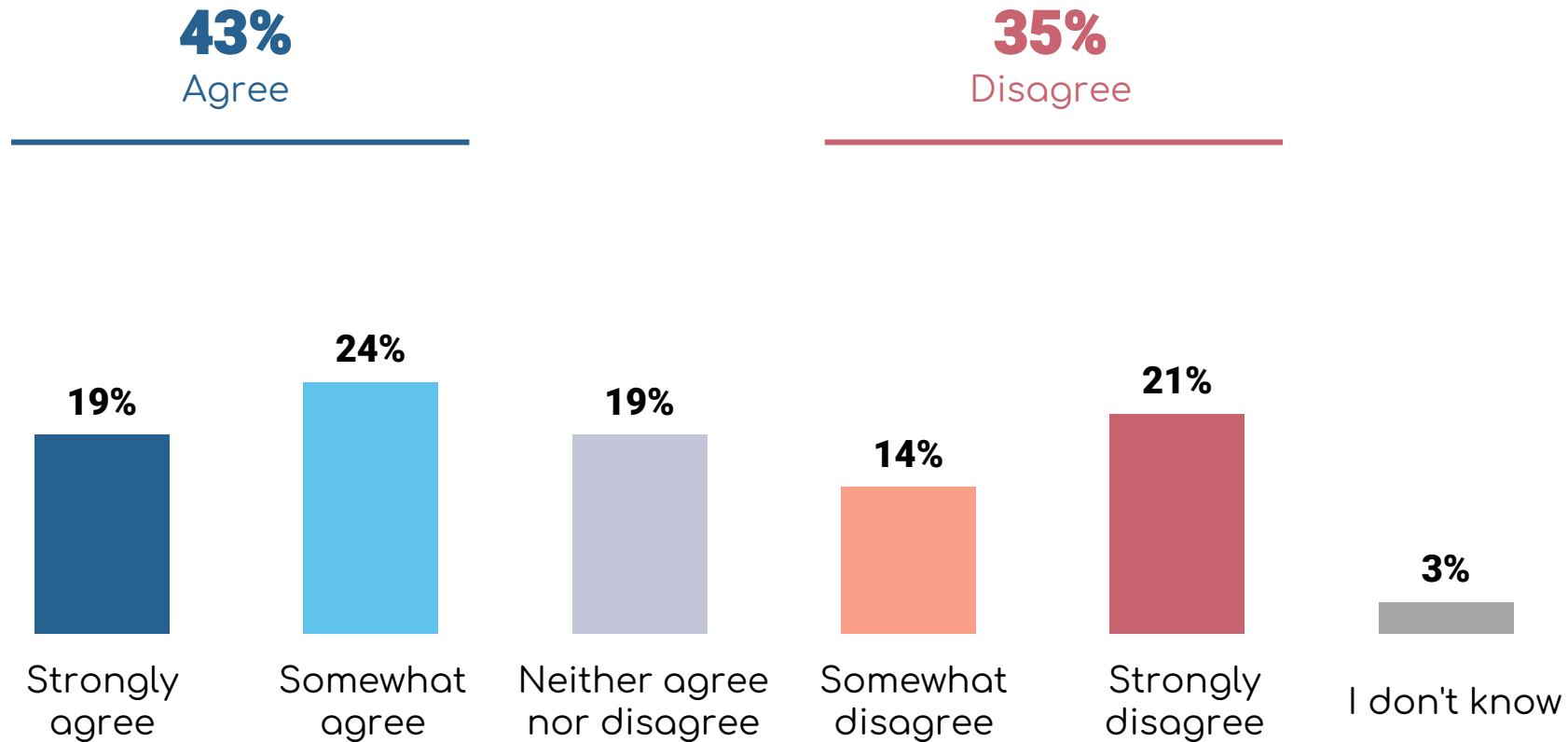
A large white number "2" centered within a bright yellow circle. The circle is set against a background of several concentric, semi-transparent blue circles that create a ripple effect.

MARKET, MEDIA AND SPORTS



Agreement with introduction of the Sugar Tax

All respondents: 5.112


















Q. The Sugar Tax is a tax designed to reduce consumption of sweetened beverages (soft drinks, energy drinks) by making them more expensive. Do you agree with the introduction of the Sugar tax?



Agreement with introduction of the Sugar Tax

All respondents: 5.112

								
	TOTAL	Germany	France	Southern Europe*	Italy	Spain	CEE	Northern Europe
Base	5.112	973	748	1.511	694	557	1.134	746
% AGREE	43%	44%	41%	45%	45%	46%	40%	45%
% DISAGREE	35%	36%	38%	30%	28%	31%	40%	31%

									
	TOTAL	GUE/NGL	S&D	Greens	RE	EPP	ECR	Patriots	ESN
Base	5.112	339	775	333	379	852	318	583	239
% AGREE	43%	46%	53%	61%	53%	48%	37%	35%	29%
% DISAGREE	35%	31%	25%	20%	29%	32%	39%	44%	58%

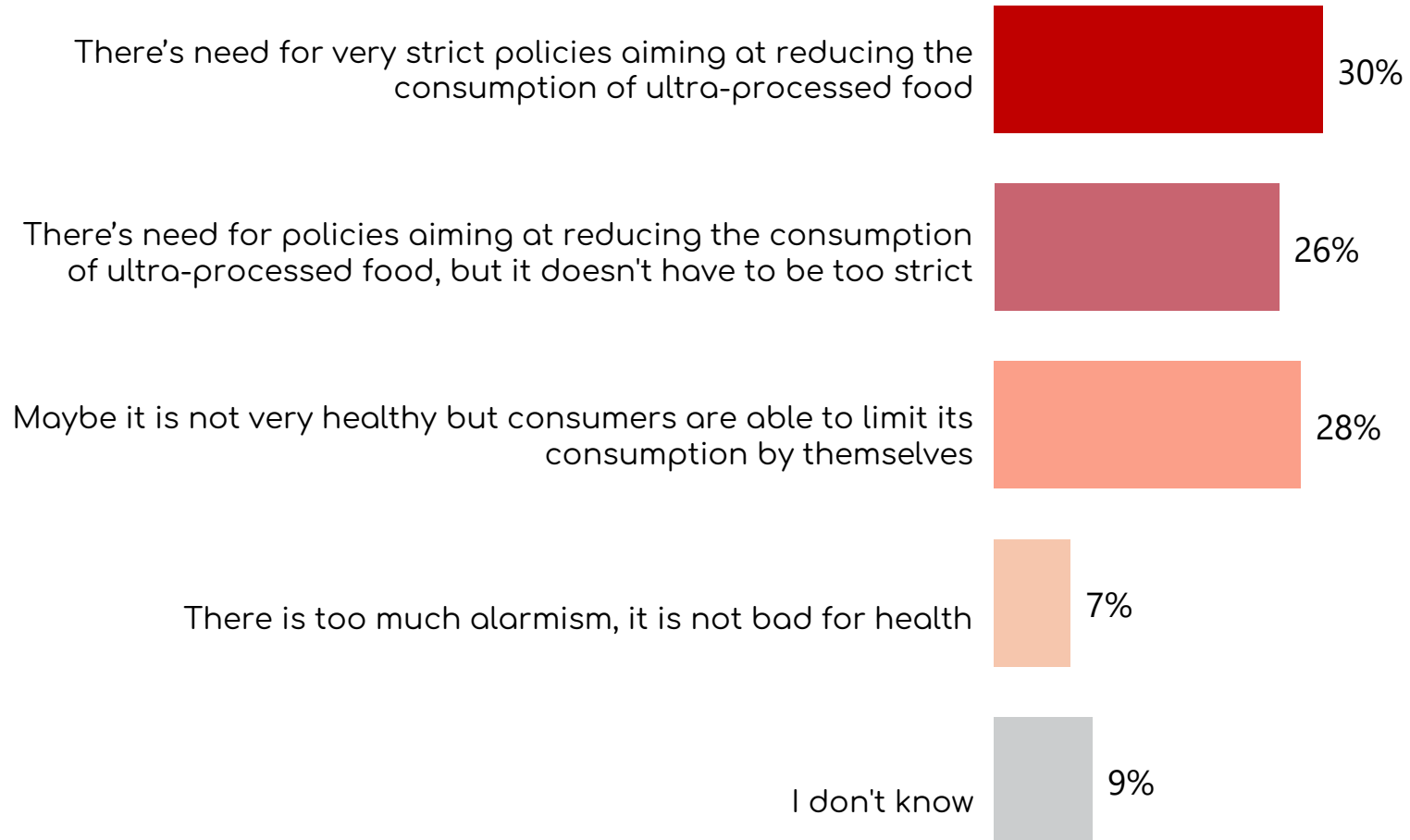
*Including Italy and Spain

Q. The Sugar Tax is a tax designed to reduce consumption of sweetened beverages (soft drinks, energy drinks) by making them more expensive. Do you agree with the introduction of the Sugar tax?



Opinions in regard to ultra-processed food








All respondents: 5.112





Opinions in regard to ultra-processed food

All respondents: 5.112

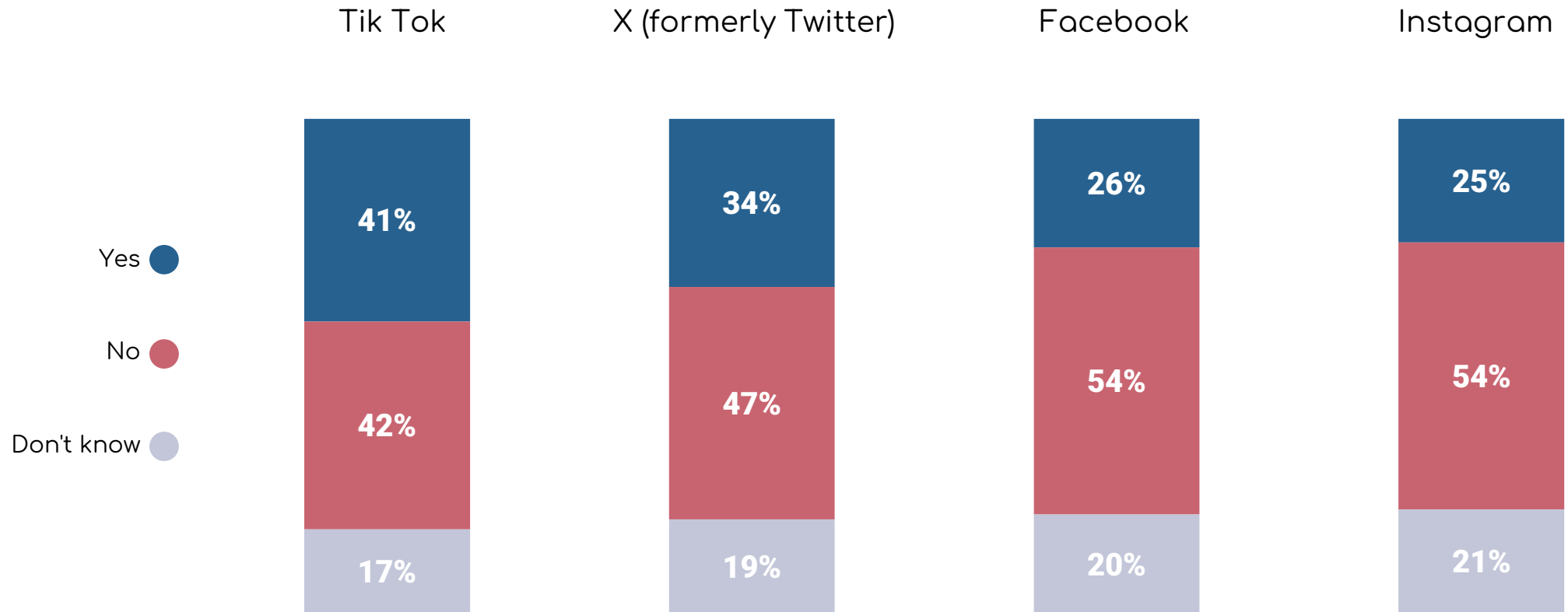
								
	TOTAL	Germany	France	Southern Europe*	Italy	Spain	CEE	Northern Europe
	Base	973	748	1.511	694	557	1.134	746
TOTAL NEED FOR POLICIES TO REDUCE UPF	56%	51%	61%	63%	65%	60%	56%	52%
There's need for very strict policies aiming at reducing the consumption of ultra-processed food	30%	27%	34%	34%	39%	28%	31%	28%
There's need for policies aiming at reducing the consumption of ultra-processed food, but it doesn't have to be too strict	26%	24%	27%	29%	26%	32%	25%	24%
TOTAL NO NEED FOR POLICIES TO REDUCE UPF	35%	37%	31%	30%	26%	35%	37%	37%
Maybe it is not very healthy but consumers are able to limit its consumption by themselves	28%	30%	23%	25%	21%	29%	30%	30%
There is too much alarmism, it is not bad for health	7%	7%	8%	5%	5%	6%	7%	7%
I don't know	9%	12%	8%	7%	9%	5%	7%	11%

*Including Italy and Spain



Banning social networks to prevent fake news









All respondents: 5.112





Banning social networks to prevent fake news

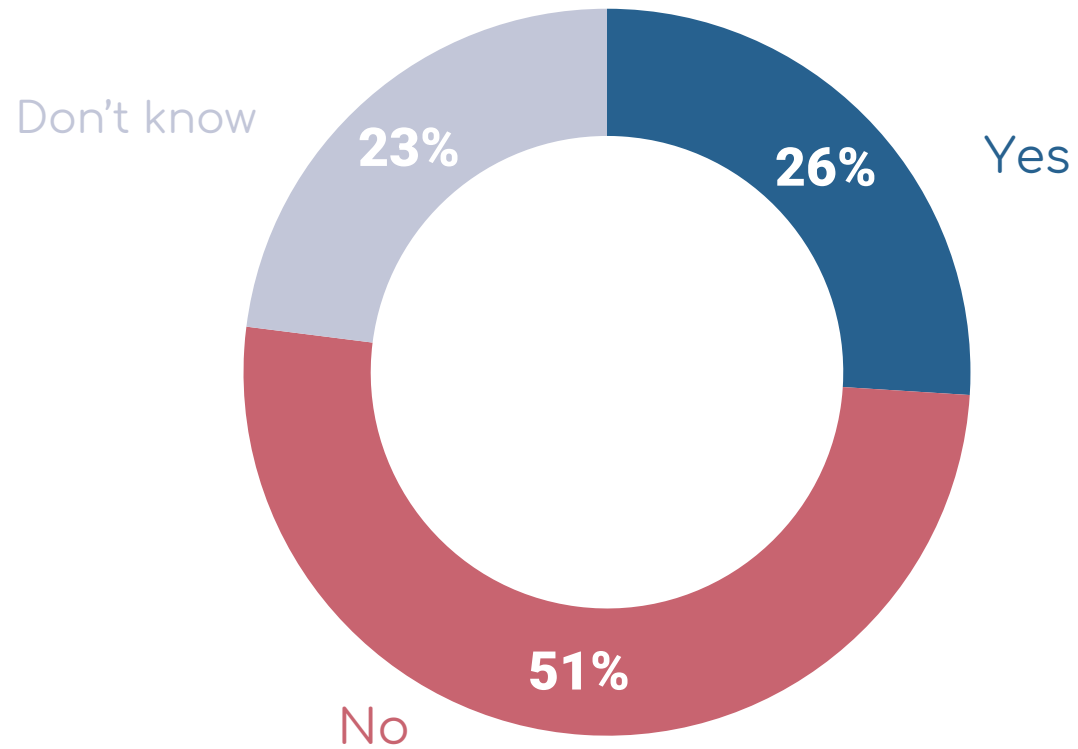
All respondents: 5.112

% Yes	Base	TOTAL								
			GUE/NGL	S&D	Greens	RE	EPP	ECR	Patriots	ESN
		5.112	339	775	333	379	852	318	583	239
	Tik Tok	41%	41%	44%	48%	54%	41%	39%	44%	34%
	X (formerly Twitter)	34%	37%	43%	46%	39%	31%	28%	36%	25%
	Facebook	26%	30%	26%	31%	30%	26%	25%	29%	24%
	Instagram	25%	28%	26%	29%	28%	25%	23%	31%	18%



Agreement with the idea of a joint EU Olympic Team

All respondents: 5.112










Q. Would you be happy if at the next Olympics all athletes from EU countries presented themselves as representatives of the European Union and not of individual states?



Agreement with the idea of a joint EU Olympic Team

All respondents: 5.112

		TOTAL	 Germany	 France	 Southern Europe*	 Italy	 Spain	 CEE	 Northern Europe
	Base	5.112	973	748	1.511	694	557	1.134	746
Yes		26%	26%	22%	27%	25%	31%	24%	27%
No		51%	51%	51%	51%	54%	42%	56%	51%
I don't know		23%	23%	27%	22%	21%	27%	20%	22%

*Including Italy and Spain



Photo by christian-lue on Unplash



Polling Europe is an innovative research firm born from the esteemed collaboration of SWG and OpinionWay, two premier market and social research entities from Italy and France.

Located in the heart of Brussels, Polling Europe specializes in conducting comprehensive public affairs surveys and opinion polls, delving into the nuanced landscape of EU public opinion. Our expertise spans both ad hoc research endeavors and meticulously crafted multi-client surveys, providing quick and cost-effective insights into European public opinion.

With a commitment to excellence and a dedication to unveiling Europeans dynamic socio-political climate, Polling Europe will be a trusted partner in answering your questions regarding the future of Europe.

Office

Chaussée d'Alsemberg 1084 Boite 5
B1180 Brussels

Rado Fonda

Deputy Managing Director – Head of Research
rado@pollingeurope.eu

Bruno Jeanbart

Deputy Managing Director – Head of Research
bruno@pollingeurope.eu



BRUSSELS
Chaussée d'Alsemberg 1084 Boite 5
B1180 Brussels

info@pollingeurope.eu