



The European Multiclient Survey

Highlights

Fifth wave – January 2025

The background of the slide is a solid blue color. On the left side, there is a large graphic consisting of several concentric circles in shades of blue, with a prominent yellow circle at the center. A white horizontal line is positioned to the left of the yellow circle. The text "RESEARCH METHODOLOGY" is written in a bold, white, sans-serif font across the middle of the slide.

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 5.008** 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.

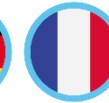
Interviews were collected **between the 21st and 30th of January 2025**.



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



1) Germany



2) France



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



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



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

+ separate data for Italy and Spain



European political groups parties' voters, in each country, people were interviewed on voting intentions on a national party basis and the results were recoded European political groups

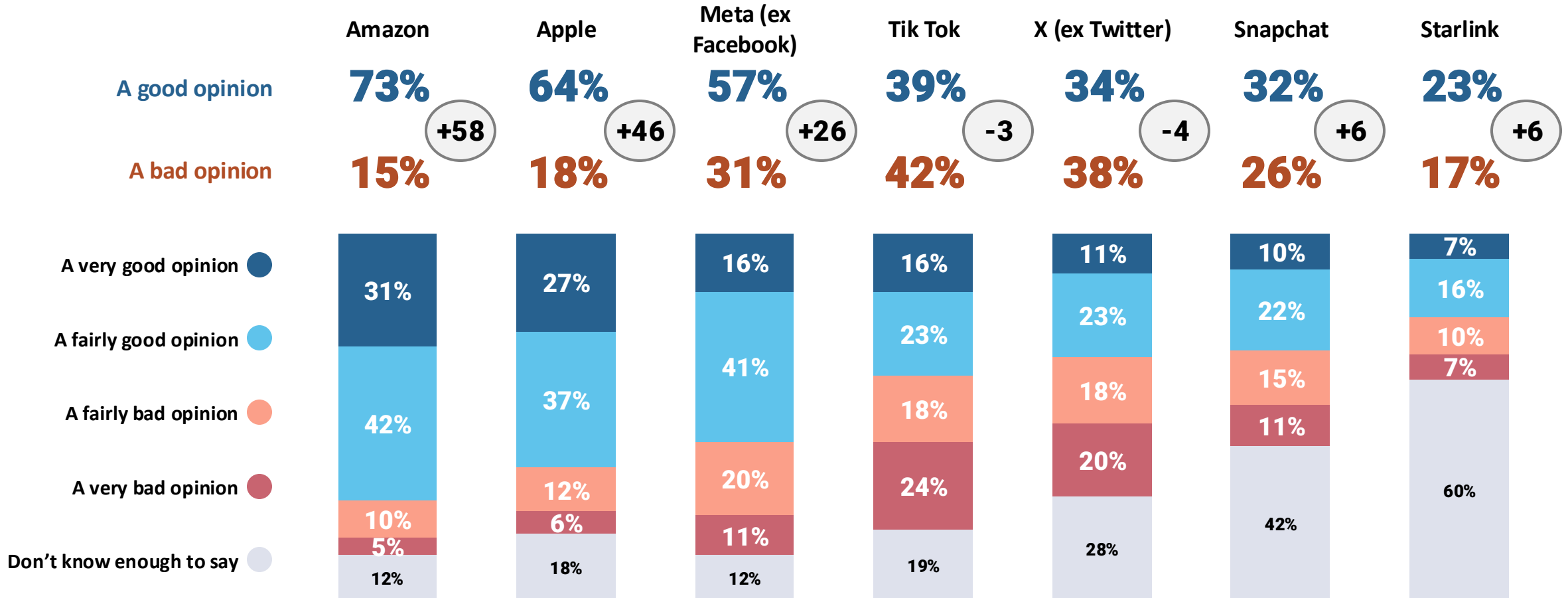
A large white number "1" centered within a bright yellow circle. The circle is set against a background of several concentric, semi-transparent blue circles that create a ripple effect.

SOCIAL MEDIA INFLUENCE



Overall image of the main tech companies

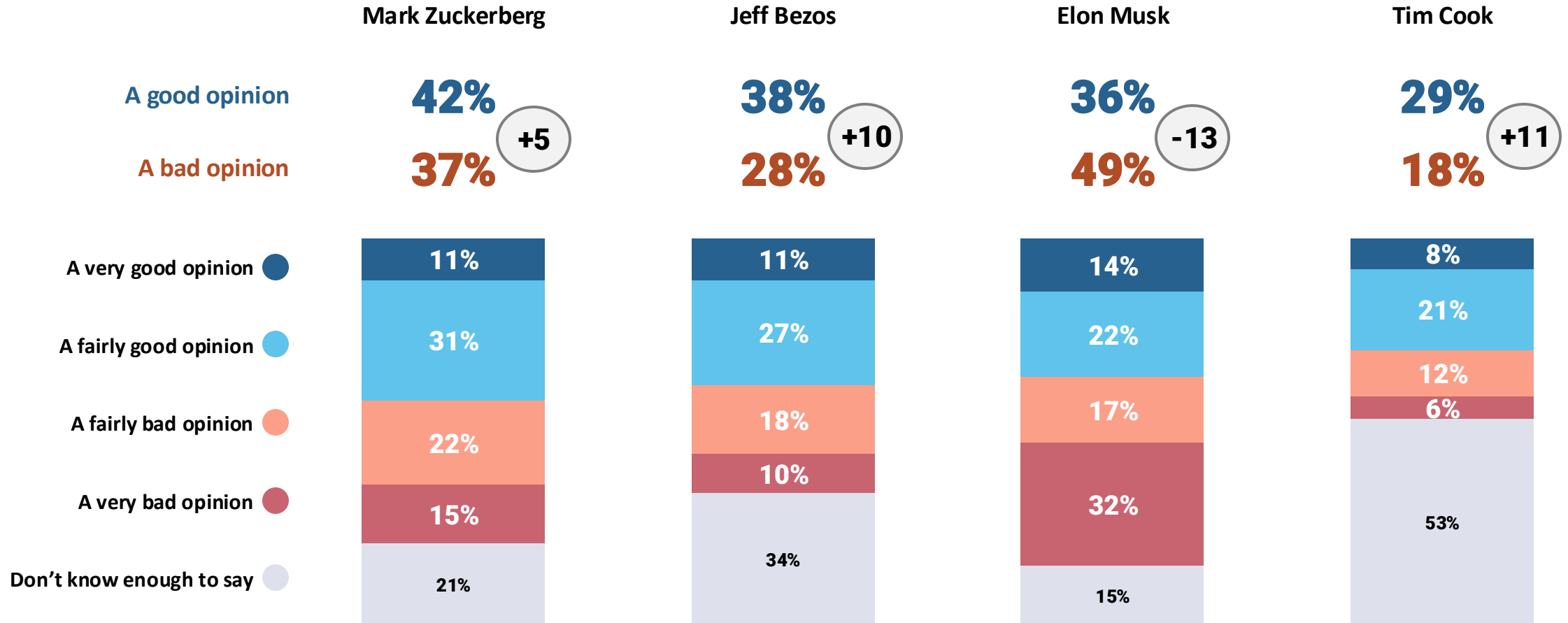
All respondents: 5.008





Overall image of the main tech companies CEOs

All respondents: 5.008





Overall image of the main tech companies CEOs

All respondents: 5.008









	TOTAL	Germany	France	Southern Europe*	Italy	Spain	CEE	Northern Europe
	Base	827	674	1359	585	531	1147	1001
% A good opinion								
% A bad opinion								
Mark Zuckerberg	42%	38%	31%	41%	38%	45%	54%	40%
	37%	42%	40%	40%	45%	35%	25%	40%
Jeff Bezos	38%	36%	29%	42%	43%	43%	41%	31%
	28%	31%	33%	30%	30%	31%	20%	32%
Elon Musk	36%	30%	21%	37%	31%	42%	52%	30%
	49%	56%	60%	48%	56%	40%	32%	56%
Tim Cook	29%	29%	19%	28%	28%	30%	36%	28%
	18%	17%	19%	21%	23%	21%	14%	17%

*Including Italy and Spain



Overall image of the main tech companies CEOs

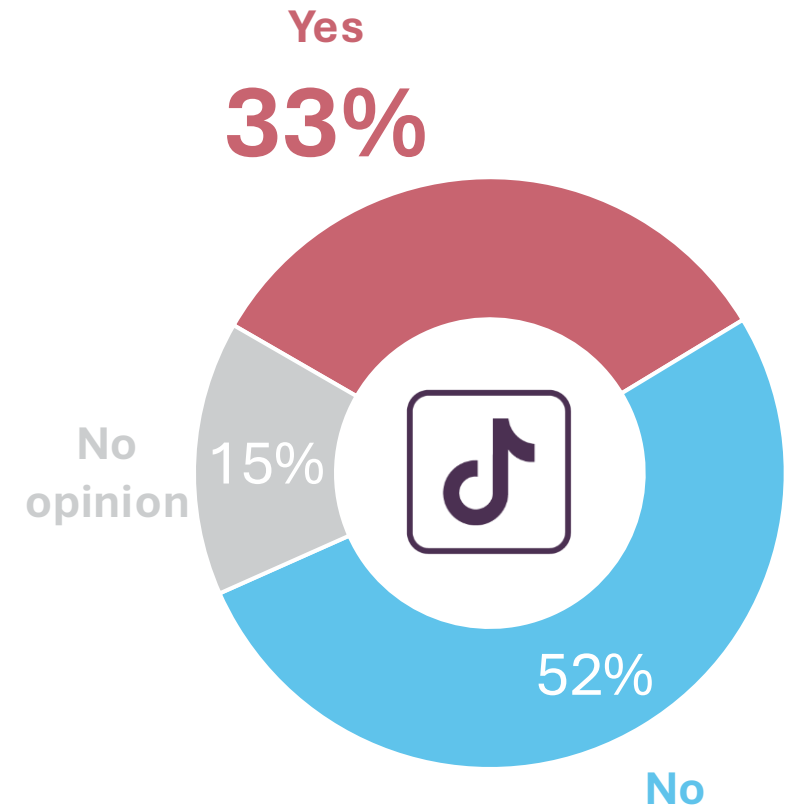
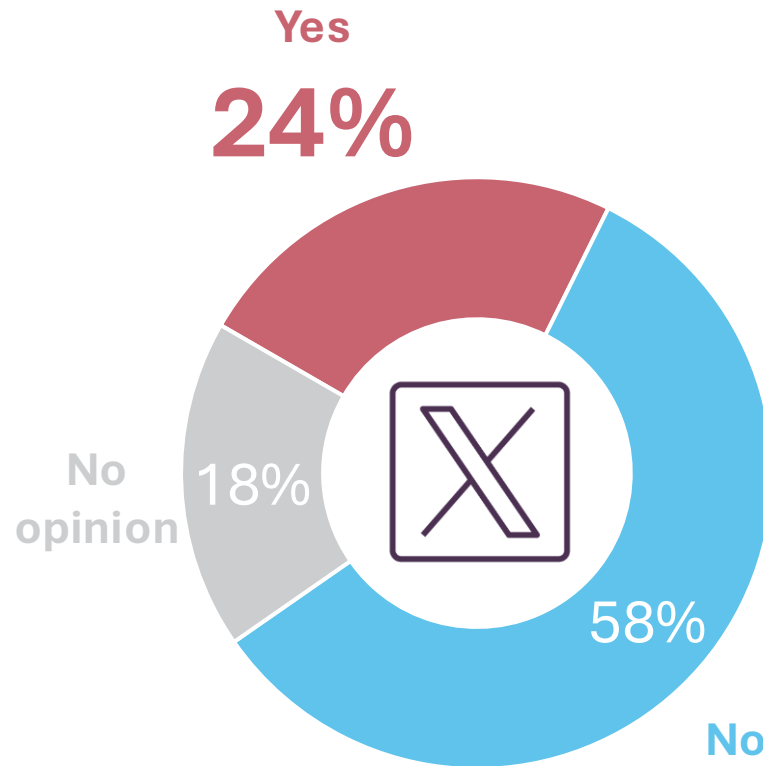
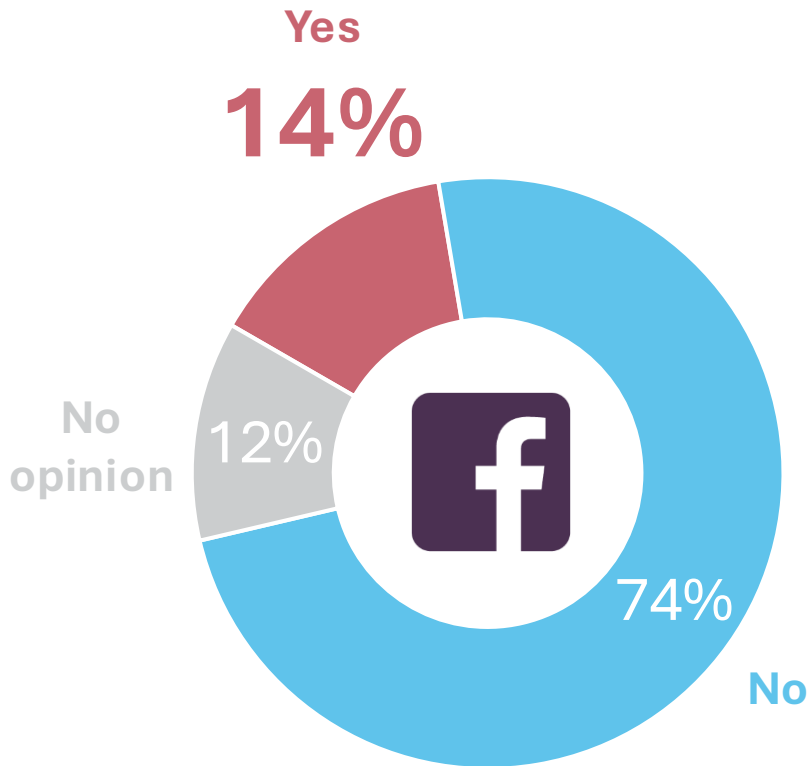
All respondents: 5.008

	Base	TOTAL								
			GUE/NGL	S&D	Greens	RE	EPP	ECR	Patriots	ESN
Mark Zuckerberg	5.008	5.008	201	772	219	354	780	305	453	138
		42%	31%	37%	36%	42%	52%	57%	47%	54%
Jeff Bezos		37%	51%	45%	53%	46%	29%	22%	28%	28%
		38%	28%	33%	33%	45%	44%	49%	43%	47%
Elon Musk		28%	45%	36%	45%	31%	23%	17%	21%	23%
		36%	27%	25%	25%	26%	39%	65%	47%	66%
Tim Cook		49%	66%	64%	68%	69%	47%	22%	36%	21%
		29%	30%	30%	28%	36%	34%	35%	29%	27%
		18%	22%	21%	23%	20%	15%	14%	16%	15%



Support for ban of social media by the EU








All respondents: 5.008













Support for ban of social media by the EU

All respondents: 5.008

								
	TOTAL	Germany	France	Southern Europe*	Italy	Spain	CEE	Northern Europe
	Base	827	674	1359	585	531	1147	1001
Tik Tok	33%	37%	49%	25%	30%	20%	28%	37%
X (ex Twitter)	24%	30%	37%	18%	21%	17%	14%	28%
Facebook	14%	17%	16%	12%	12%	14%	8%	18%

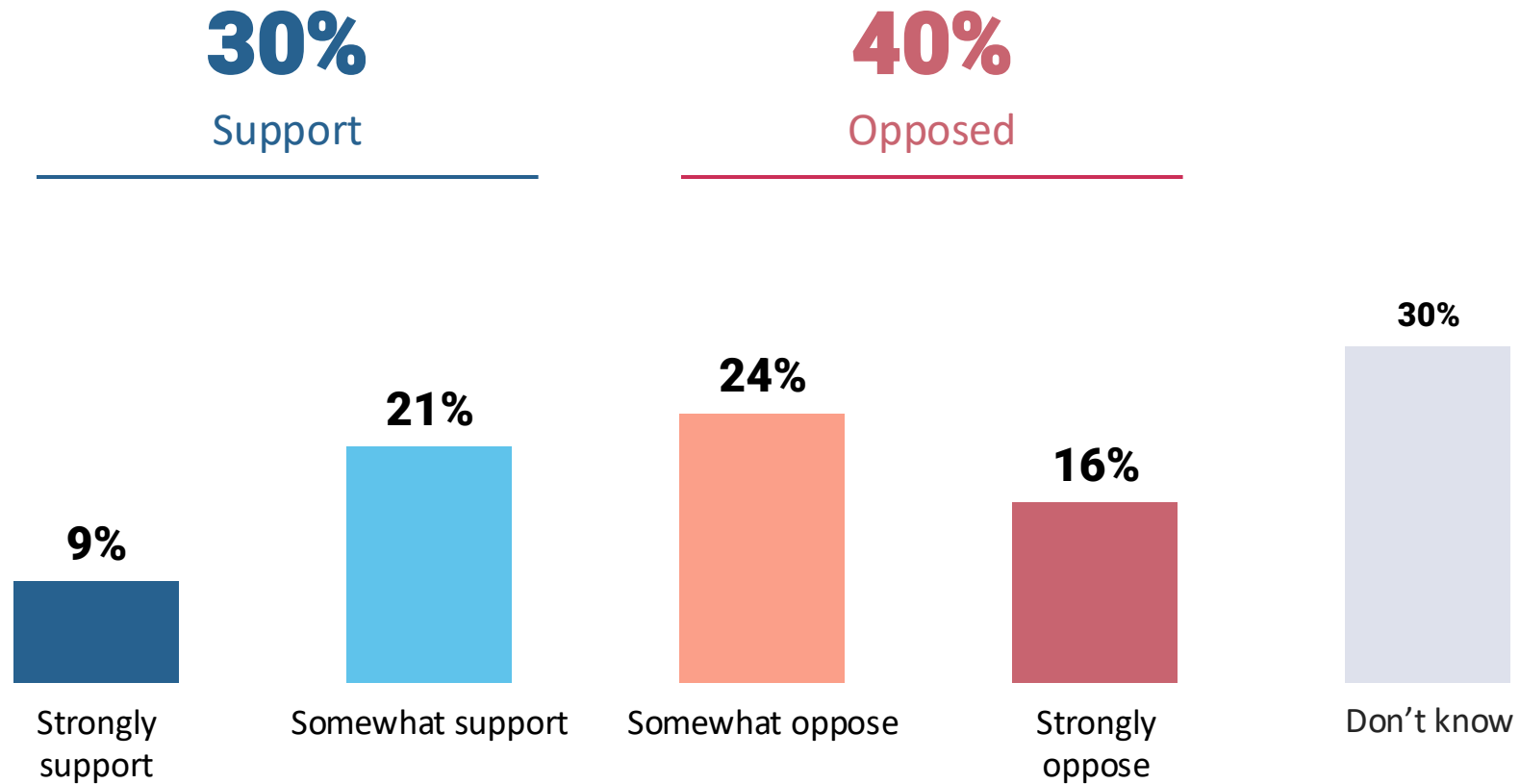
									
	TOTAL	GUE/NGL	S&D	Greens	RE	EPP	ECR	Patriots	ESN
	Base	201	772	219	354	780	305	453	138
Tik Tok	33%	40%	36%	42%	49%	34%	28%	34%	32%
X (ex Twitter)	24%	33%	29%	45%	36%	20%	14%	21%	14%
Facebook	14%	20%	13%	22%	21%	12%	11%	13%	11%

*Including Italy and Spain



The agreement with Facebook's new fact checking policy

All respondents: 5,008



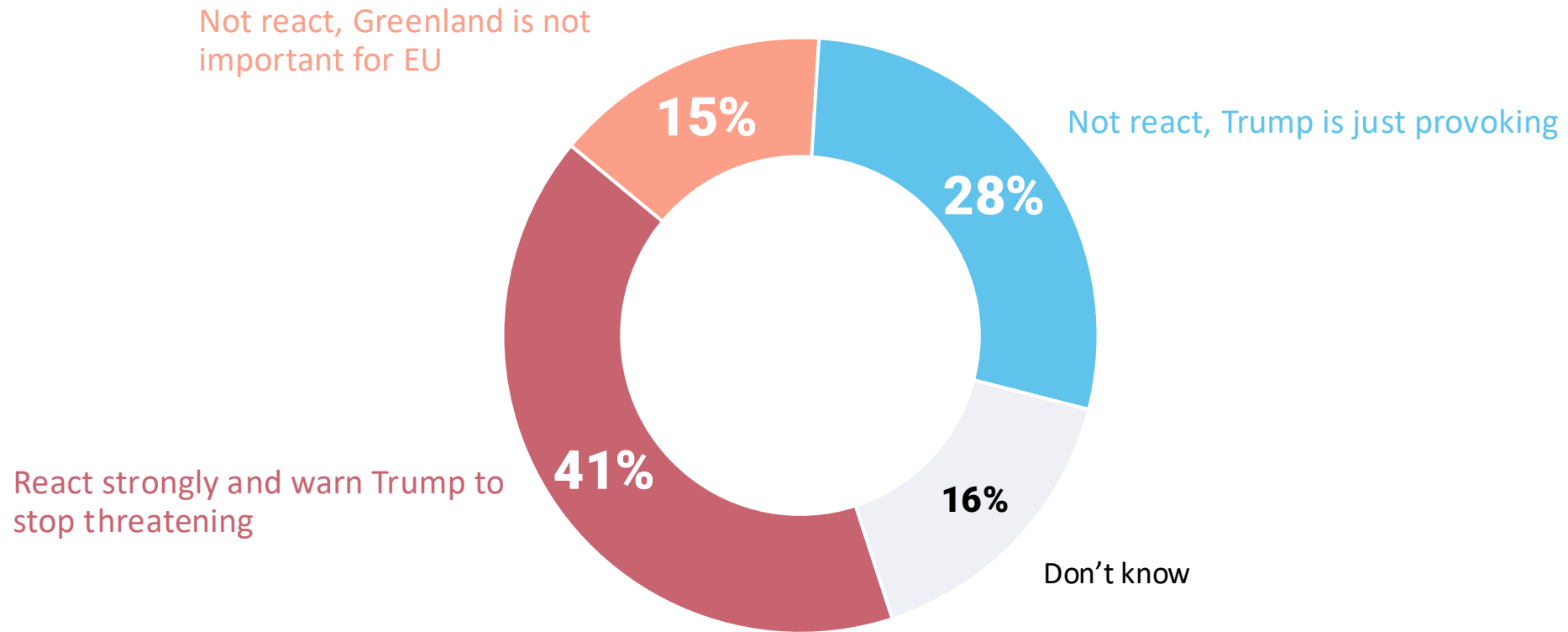
A large, bold, white number "2" centered within a bright yellow circle. The circle is set against a background of several concentric, semi-transparent blue circles of varying shades, creating a ripple effect. A thin white horizontal line is positioned to the left of the yellow circle.

INTERNATIONAL POLITICS



Expected reaction of the EU after Trump's statement about Greenland









All respondents: 5.008





Expected reaction of the EU after Trump's statement about Greenland

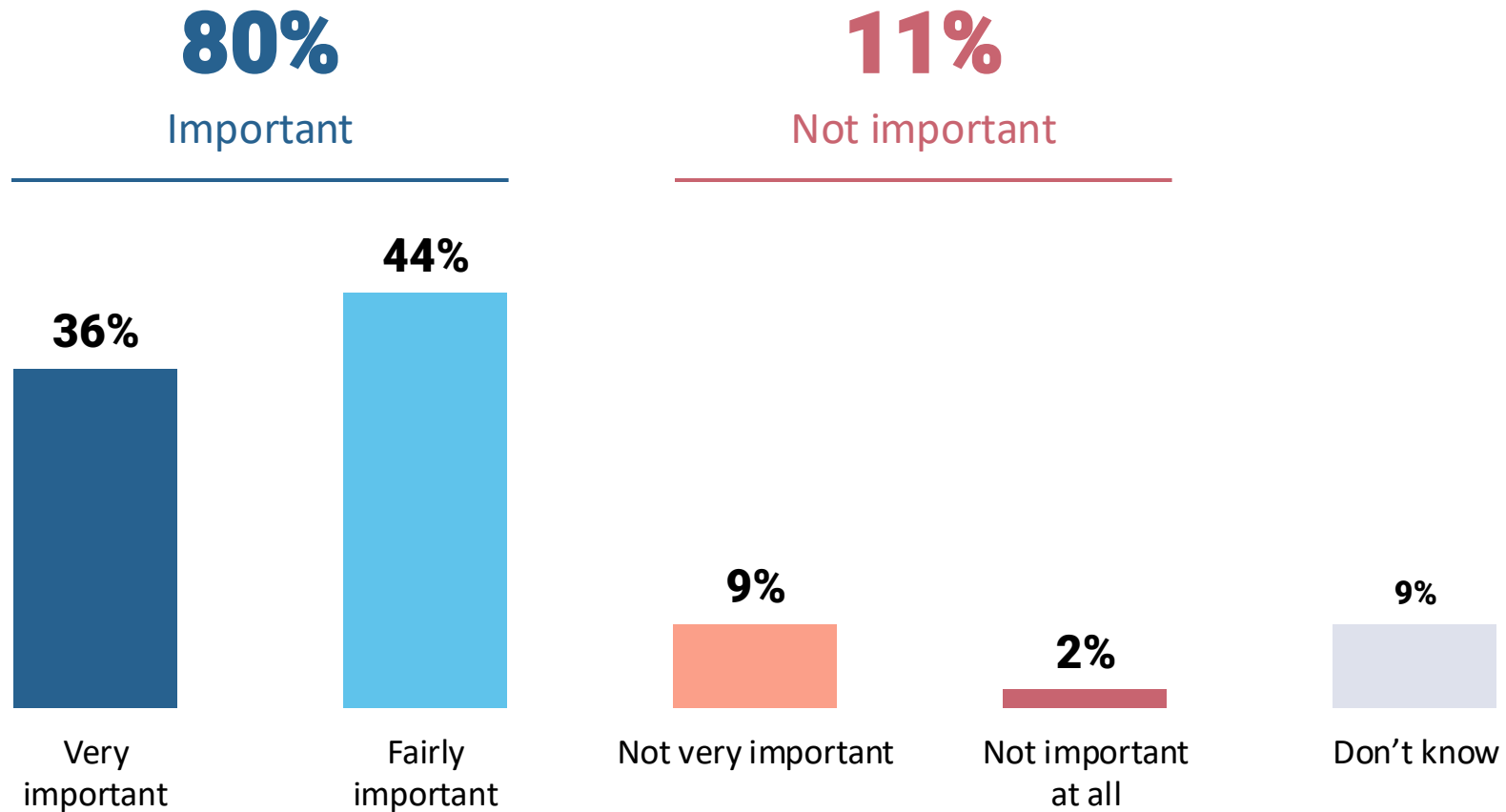
All respondents: 5.008

										
	TOTAL	GUE/NGL	S&D	Greens	RE	EPP	ECR	Patriots	ESN	
	Base	5.008	201	772	219	354	780	305	453	138
React strongly and warn Trump to stop threatening	41%	54%	53%	57%	51%	45%	29%	31%	28%	
Not react, Greenland is not important for EU	15%	15%	11%	12%	14%	13%	19%	24%	29%	
Not react, Trump is just provoking	28%	25%	28%	23%	28%	31%	32%	28%	28%	
Don't know	16%	6%	8%	8%	7%	11%	20%	17%	15%	



The importance of the German elections for the EU








All respondents: 5.008





The importance of the German elections for the EU

All respondents: 5.008

								
	TOTAL	Germany	France	Southern Europe*	Italy	Spain	CEE	Northern Europe
Base	5.008	827	674	1359	585	531	1147	1001
Total important	80%	85%	74%	81%	82%	77%	82%	77%
<i>Very important</i>	36%	51%	32%	34%	35%	30%	34%	30%
<i>Fairly important</i>	44%	34%	42%	47%	47%	47%	48%	47%
Total Not important	11%	10%	13%	10%	8%	15%	11%	13%
<i>Not very important</i>	9%	8%	12%	9%	7%	12%	8%	10%
<i>Not important at all</i>	2%	2%	1%	1%	1%	3%	3%	3%
Don't know	9%	5%	13%	9%	10%	8%	7%	10%

*Including Italy and Spain

Q. The German parliamentary elections take place on 23 February. Would you say that the outcome of these elections will be very important, fairly important, not very important or not important at all for the European Union?

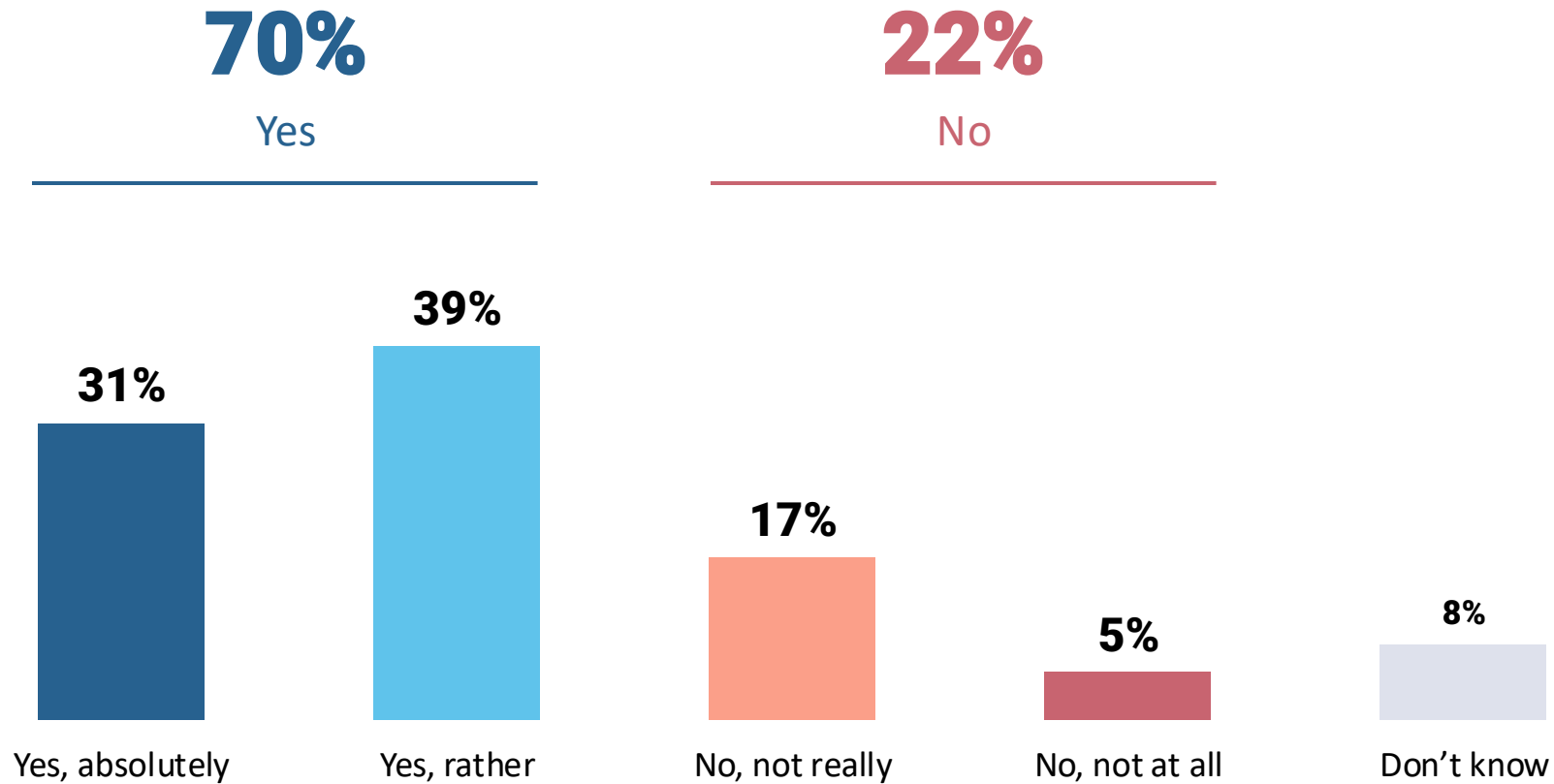
A large, bold, white number "3" centered within a bright yellow circle. The circle is set against a background of several concentric, semi-transparent blue circles that create a ripple effect.

MARKET ISSUES



The necessity for the EU to implement stricter regulations on artificial intelligence technologies

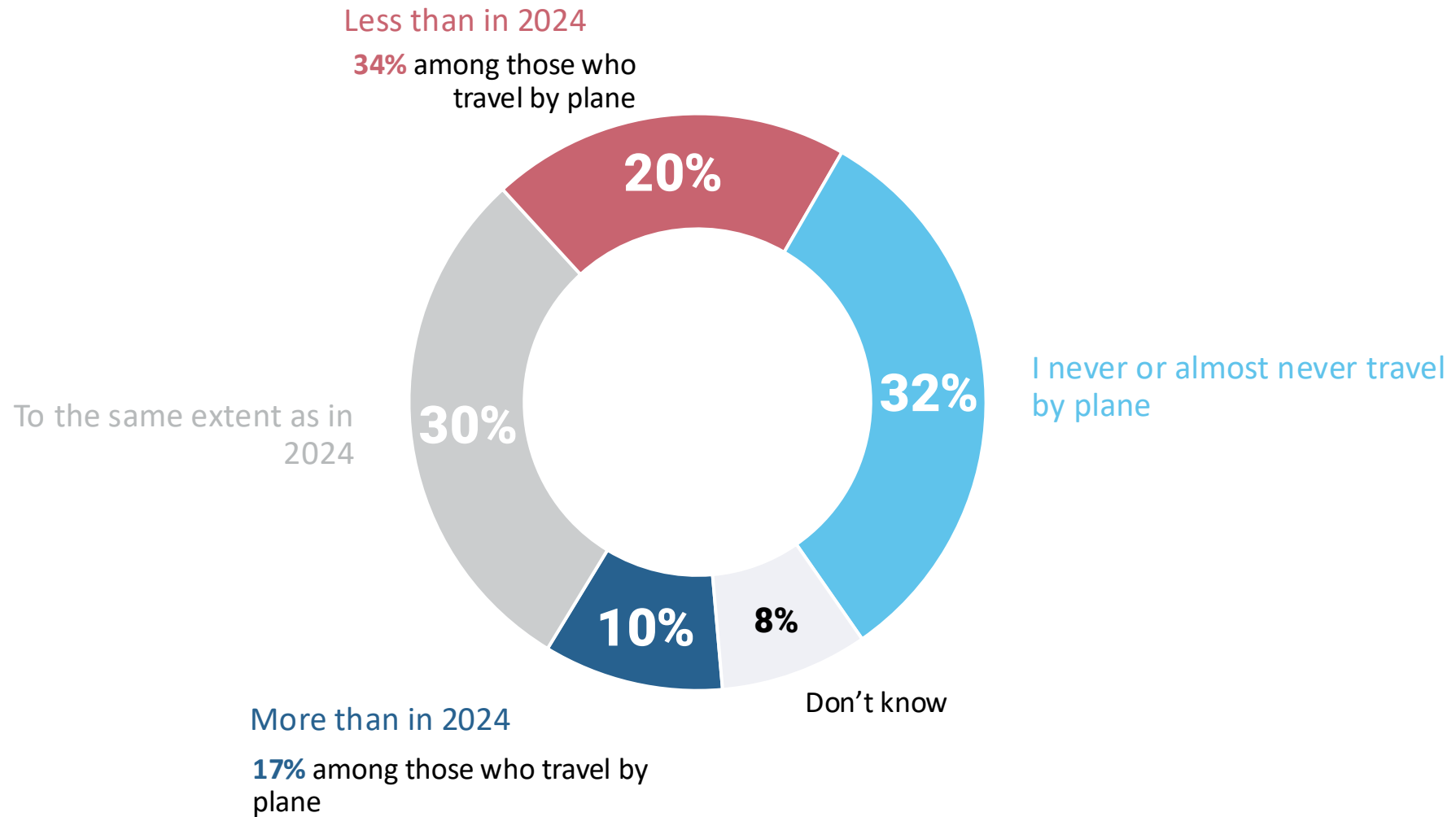
All respondents: 5.008





The impact of the air ticket prices

All respondents: 5.008





The impact of the air ticket prices

All respondents: 5.008

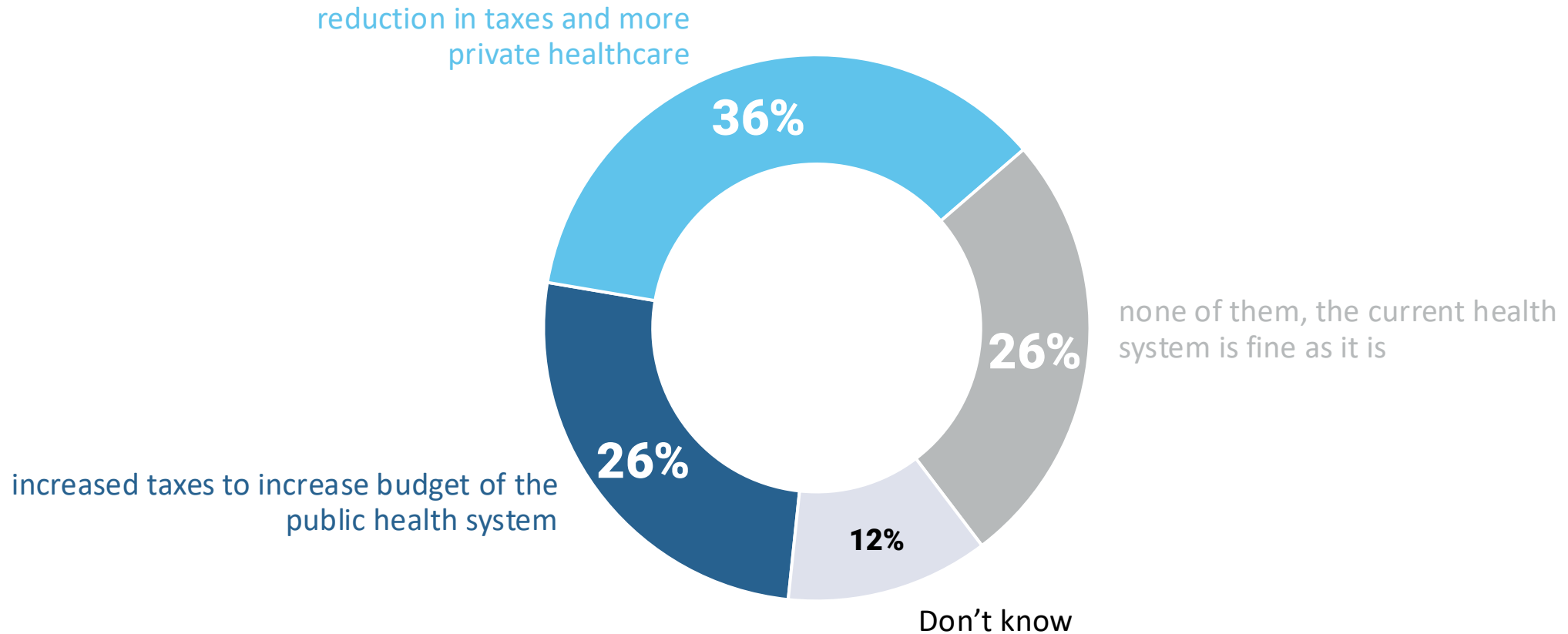
	TOTAL	Germany	France	Southern Europe*	Italy	Spain	CEE	Northern Europe
Base	5.008	827	674	1359	585	531	1147	1001
More than in 2024	10%	10%	5%	11%	9%	13%	12%	10%
To the same extent as 2024	30%	24%	25%	35%	37%	33%	26%	35%
Less than in 2024	20%	24%	14%	20%	16%	21%	21%	21%
I never or almost never travel by plane	32%	35%	46%	26%	28%	26%	31%	28%
Don't know	8%	7%	10%	8%	10%	7%	10%	6%

*Including Italy and Spain



Preferences regarding financing the health system

All respondents: 5.008





Preferences regarding financing the health system

All respondents: 5.008









										
	TOTAL	GUE/NGL	S&D	Greens	RE	EPP	ECR	Patriots	ESN	
	Base	5.008	201	772	219	354	780	305	453	138
increased taxes to increase budget of the public health system	26%	36%	38%	38%	25%	28%	20%	21%	19%	
reduction in taxes and more private healthcare	36%	30%	30%	27%	34%	40%	44%	39%	42%	
none of them, the current health system is fine as it is	26%	24%	25%	30%	30%	25%	27%	30%	28%	
Don't know	12%	10%	7%	5%	11%	7%	9%	10%	11%	



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.

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