

TECHNICAL BRIEF





METHOD

8 000 respondents, forming 8 samples of 1000 representative persons from the population aged 18+ in each of the following countries:

From December, 28th 2020 to January, 8th 2021

Sample interviewed through the Ipsos CAWI Access Panel.

Quotas method:

gender, age, occupation of the respondent, region and market size

- France
- Germany
- Italy
- Spain
- Poland
- Romania
- Latvia
- Sweden



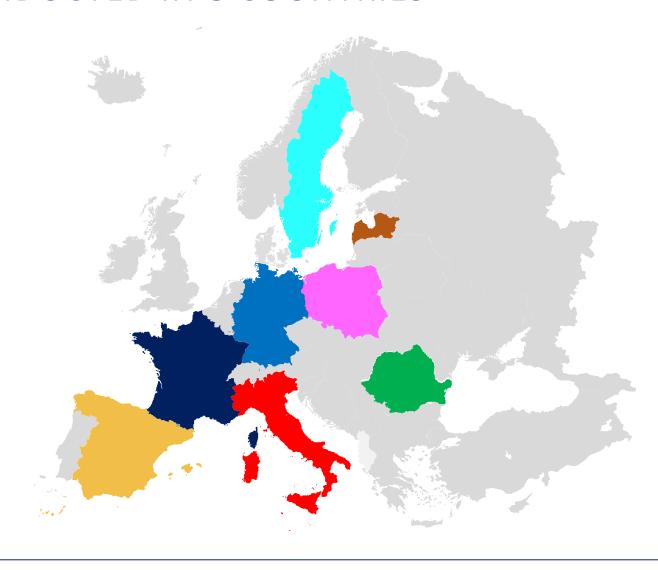


The global "all countries" results displayed in this document were weighed according to the demographics of each country.



This document was drafted in the respect of the international ISO 20252 norm « Market, opinion and social research ». It was proofread by Federico Vacas, Research Associate Director (Public Affairs).

A SURVEY CONDUCTED IN 8 COUNTRIES



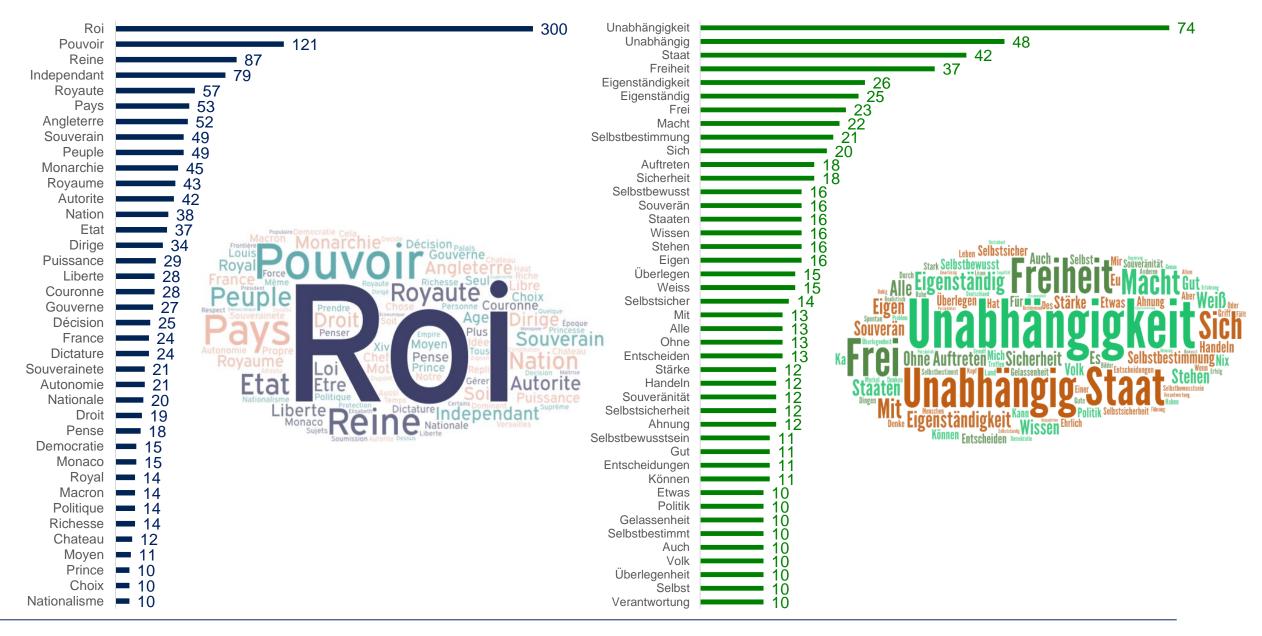


RESULTS FROM THE SURVEY



EUROPEANS AND THE CONCEPT OF SOVEREIGNTY

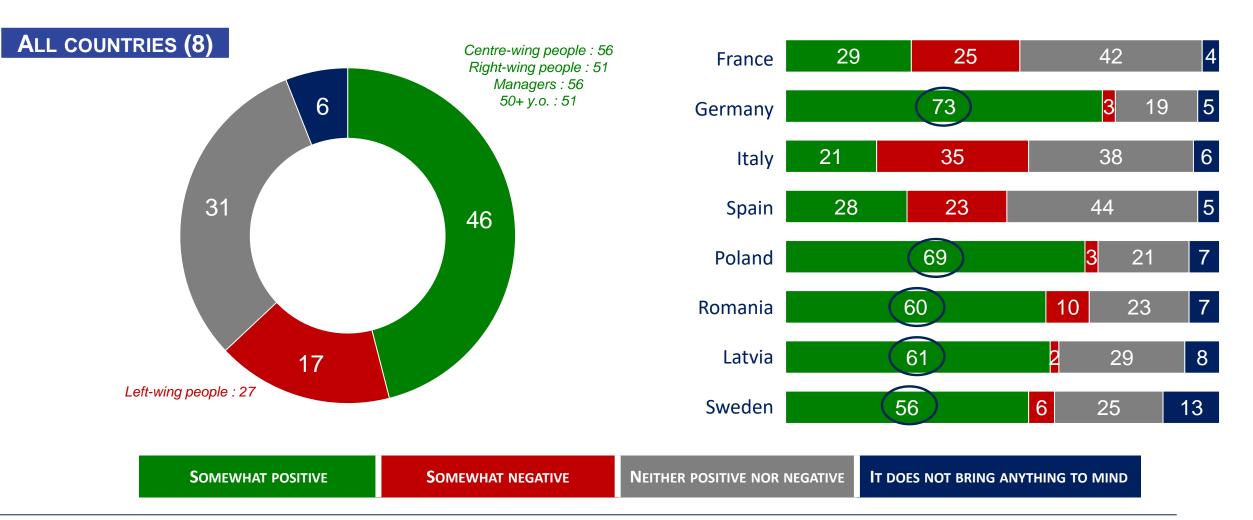




When you hear the word sovereignty, which words, ideas, images spontaneously come to mind? - Number of quotes



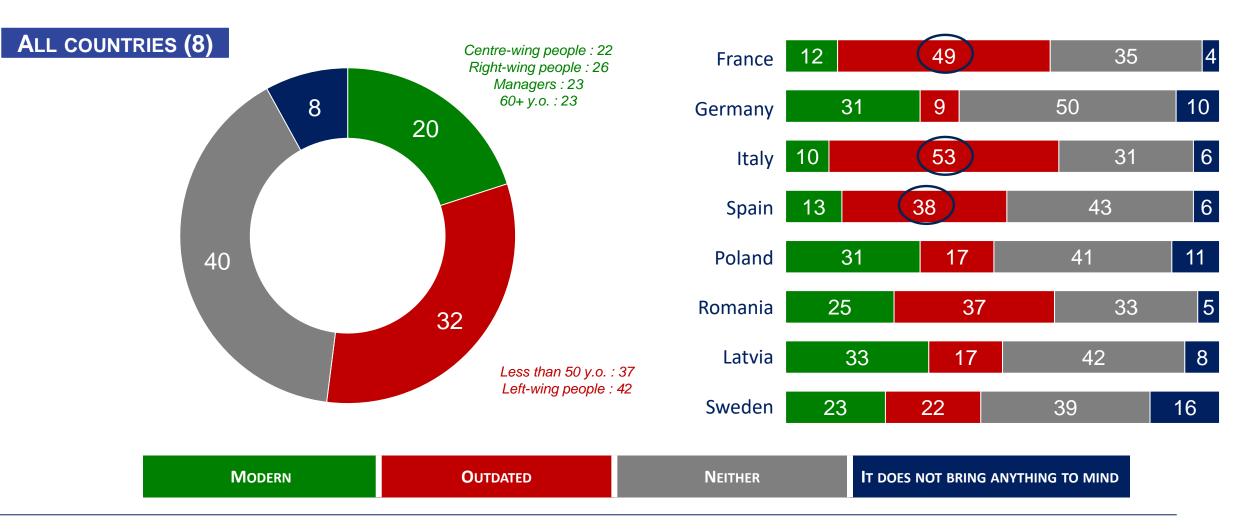
"Sovereignty": a somewhat positive expression – less in France, Italy and Spain







However, it's perceived as "outdated" rather than "modern", especially in South Europe







A large majority of respondents does not link this expression to a political affiliation; still it's more right-wing than left-wing

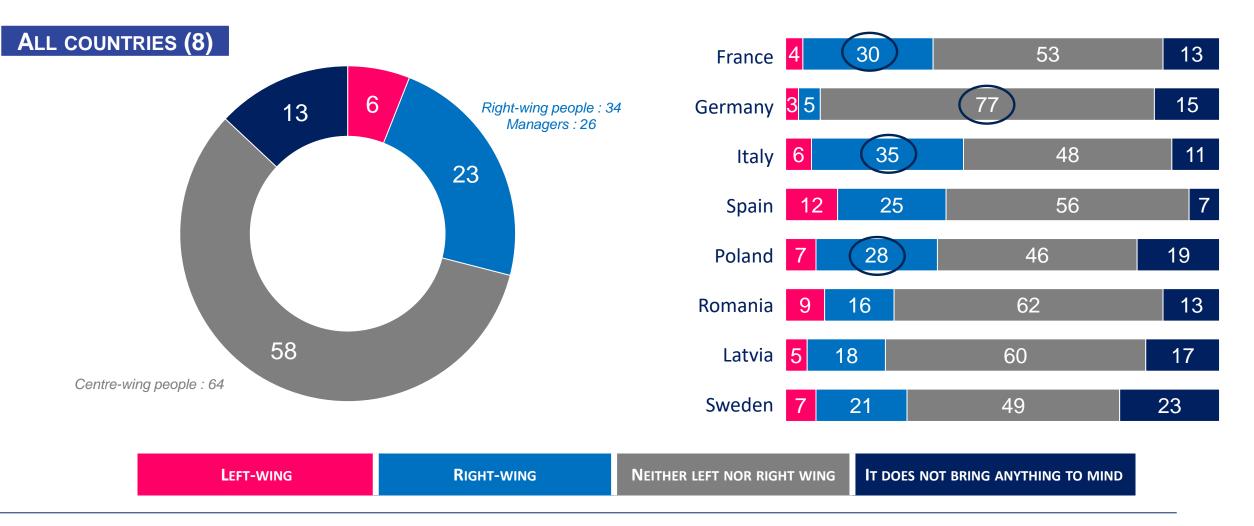
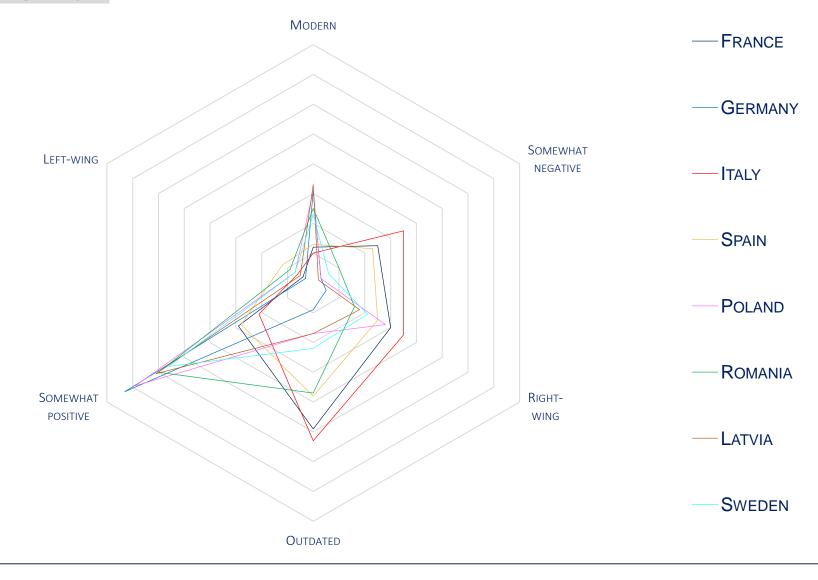






Image of "sovereignty"

ALL COUNTRIES (8)





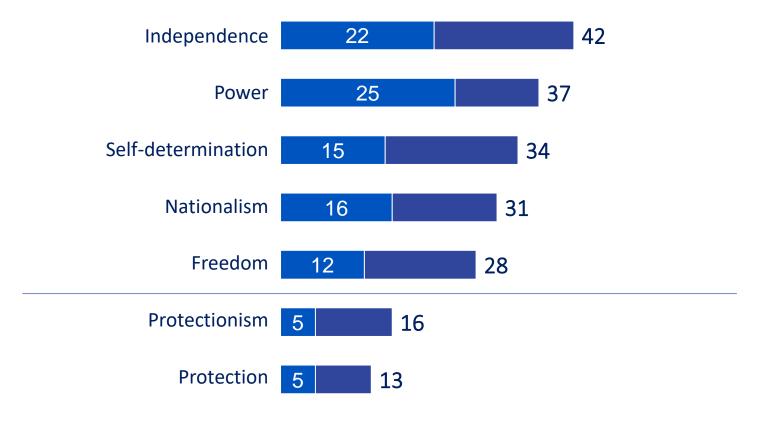


Sovereignty first and foremost evokes independence and power... quite rarely protection

ALL COUNTRIES (8)

FIRST

IN TOTAL





Concepts linked to sovereignty 1/2

In %, In total	ALL COUNTRIES
Independence	42
Power	37
Self-determination	34
Nationalism	31
Freedom	28
Protectionism	16
Protection	13

FRANCE	GERMANY	 TALY	SPAIN	POLAND	Romania	LATVIA	SWEDEN
31	63	22	20	65	55	72	47
51	23	46	54	9	41	15	22
22	53	25	20	40	22	42	62
43	7	58	43	6	32	14	20
15	35	13	27	61	30	45	34
26	6	26	17	5	9	4	11
13	13	10	19	13	12	8	4



Concepts linked to sovereignty 2/2

ALL COUNTRIES (8)

In %, In total	ALL COUNTRIES
Independence	42
Power	37
Self-determination	34
Nationalism	31
Freedom	28
Protectionism	16
Protection	13

	A	GE			Occur	PATION		Poli	ΓICAL AFFILIA	ATION
18-34 Y.O.	35-49 Y.O.	50-59 Y.O.	60+ Y.O.	M ANAGERS	TECHNICIANS	Workers	INACTIVE PEOPLE	LEFT	CENTRE	RIGHT
37	38	44	49	48	42	40	42	36	50	43
43	42	35	28	29	37	41	37	37	31	38
31	31	36	37	38	35	30	33	31	41	29
32	33	28	29	29	28	32	32	39	25	32
28	25	30	31	28	27	28	29	25	31	29
15	16	16	16	16	17	14	15	21	13	14
15	15	11	10	11	16	14	12	11	11	15



COMPREHENSION AND APPRECIATION OF THE « EUROPEAN SOVEREIGNTY » CONCEPT





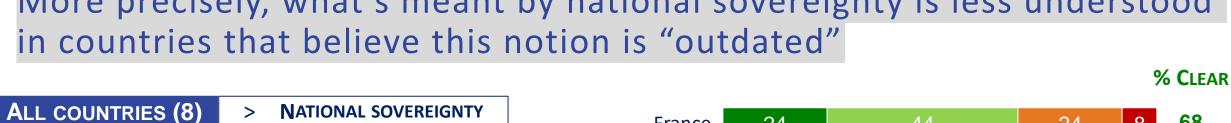
About two thirds of the respondents think that the concepts of national and European sovereignty are clear

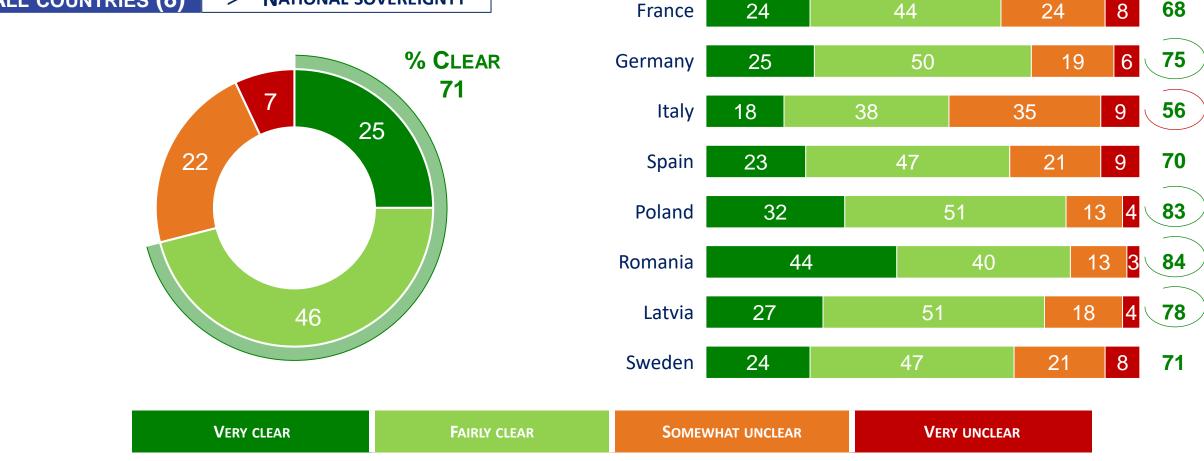


VERY CLEAR FAIRLY CLEAR SOMEWHAT UNCLEAR VERY UNCLEAR



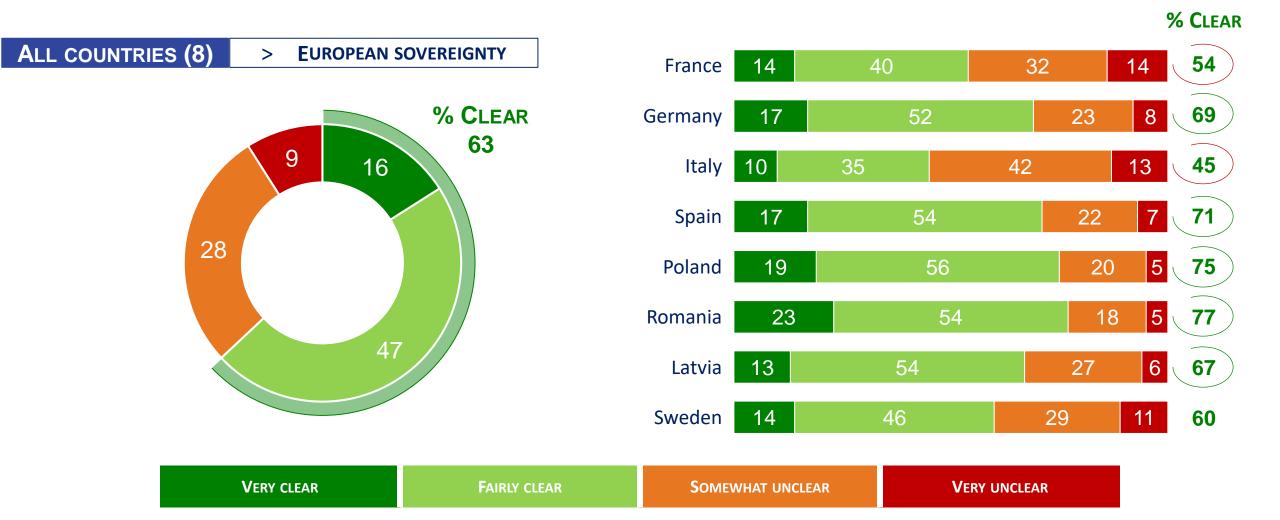
More precisely, what's meant by national sovereignty is less understood







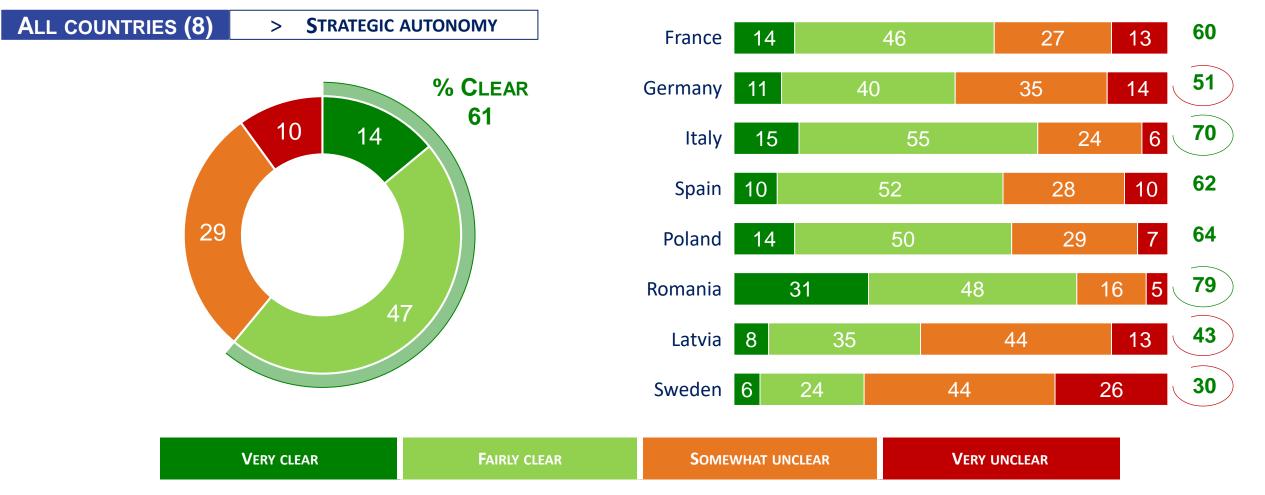
The same thing goes for European sovereignty





As for the strategic autonomy, it's rather blurry – in particular in Sweden, Latvia and Germany







Understanding expressions linked to sovereignty

National sovereignty

Furopean sovereignty

Strategic autonomy

ALL COUNTRIES

71

63

61

FRANCE	GERMANY	TALY	Spain	POLAND	ROMANIA	LATVIA	SWEDEN
68	75	56	70	83	84	78	71
54	69	45	71	75	77	67	60
60	51	70	62	64	79	43	30

IN %, CLEAR

National sovereignty

Furopean sovereignty

Strategic autonomy

All countries

71

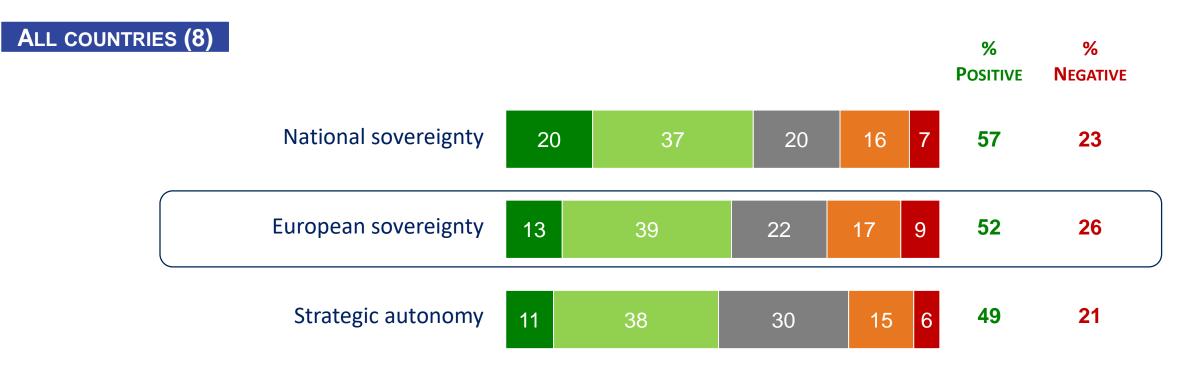
63

61

	A	GE			Occur	PATION		POLITICAL AFFILIATION			
18-34 Y.O.	35-49 Y.O.	y.o. 50-59 y.o. 60+ y.o.		MANAGERS TECHNICIANS WORKERS		NACTIVE PEOPLE	LEFT	CENTRE	RIGHT		
68	66	72	77	80	69	68	71	66	76	79	
64	57	61	68	74	61	60	62	63	70	61	
64	59	59	60	68	61	60	59	61	58	67	



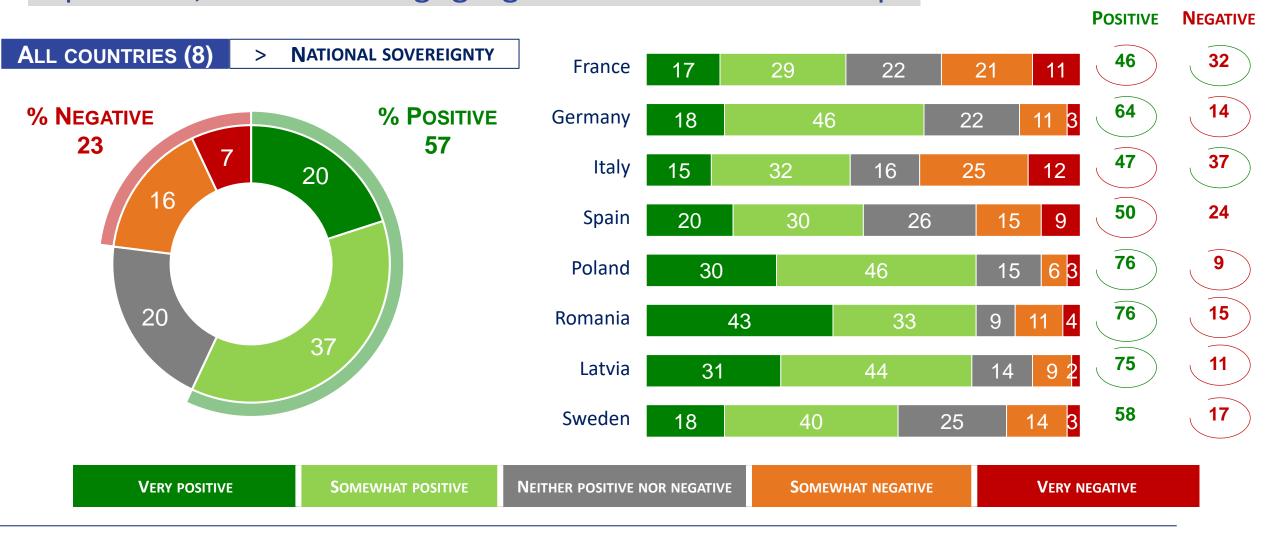
The European sovereignty notion is something that's rather perceived as "positive", a little behind the opinion regarding national sovereignty



VERY POSITIVE SOMEWHAT POSITIVE NEITHER POSITIVE NOR NEGATIVE SOMEWHAT NEGATIVE VERY NEGATIVE



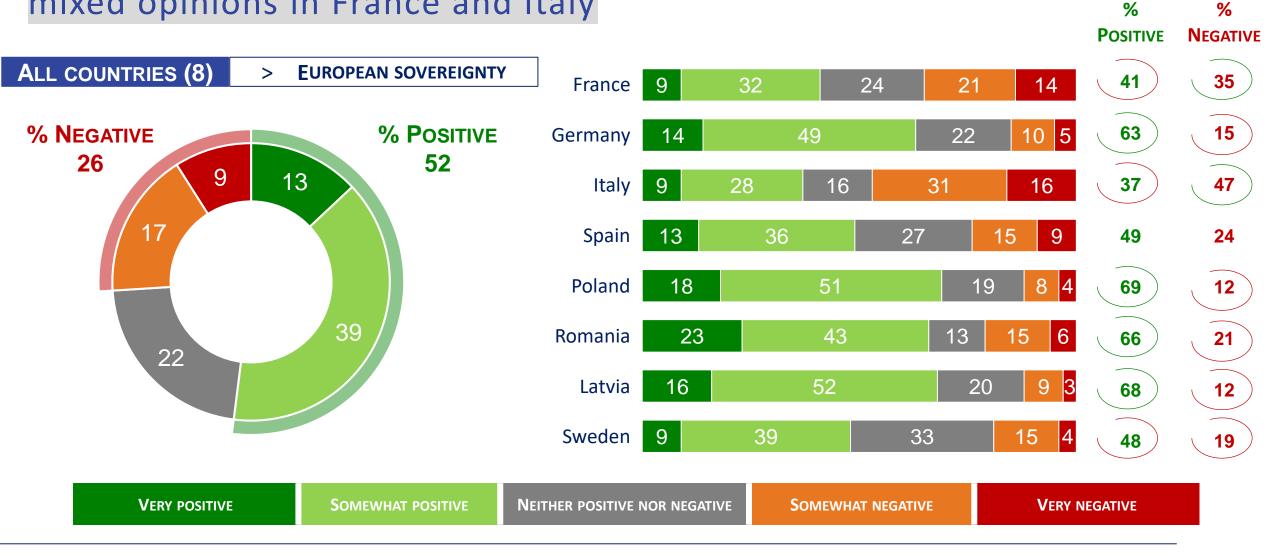
More than 1 person out of 2 think the "national sovereignty" expression is positive, with less engaging results in South Europe % %



And do the following expressions bring to mind something that is...



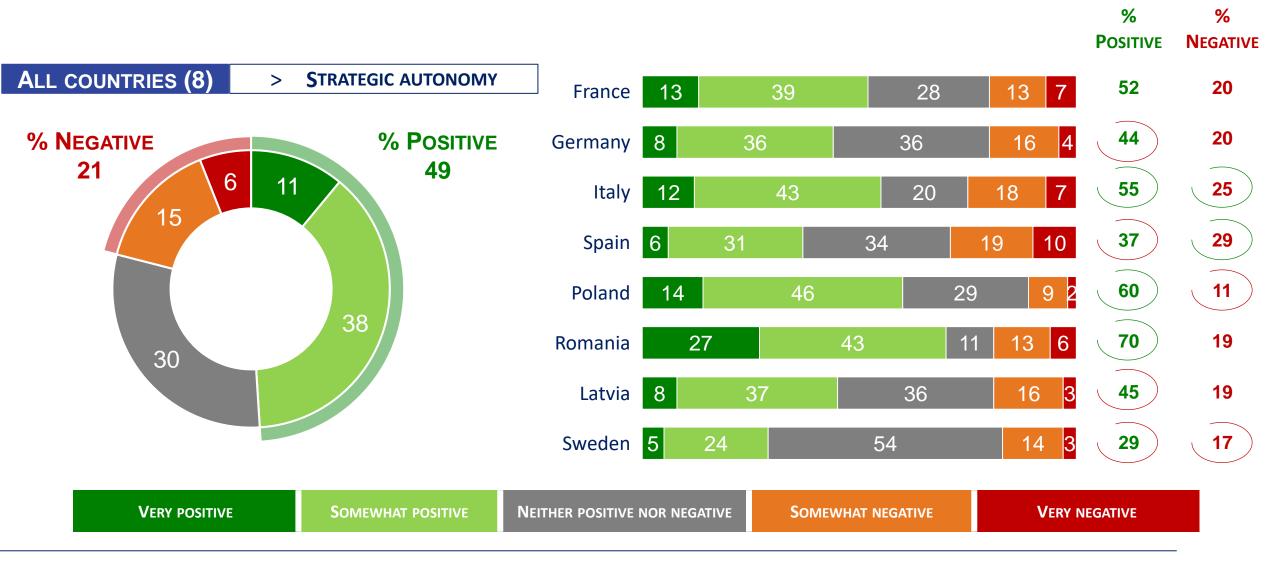
The same goes for the "European sovereignty" expression, with very mixed opinions in France and Italy







Opinions about the "strategic autonomy" notion are mostly positive



And do the following expressions bring to mind something that is...



The appreciation of expressions linked to sovereignty

IN %, POSITIVE (+) / NEGATIVE (-)

ALL COUNTRIES

+
National sovereignty

57

European sovereignty

52

26

Strategic autonomy

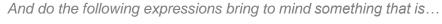
49

21

FRANCE GERMANY		 TALY		SPAIN		POLAND		ROMANIA		LATVIA		SWEDEN			
+	-	+	_	+	_	+	_	+	-	+	-	+	-	+	-
46	32	64	14	47	37 \	50	24	76	9	76	15	75	11	58	17
41	35	63	15	37	47	49	24	69	12	66	21	68	12	48	19
52	20	44	20	55	25	37	29	60	⁾ 11	70	⁾ 19	45	19	29	17

In %, Positive (+) / Negative (-)	ALL COUNTRIES					
	+					
National sovereignty	57	23				
European sovereignty	52	26				
Strategic autonomy	49	21				

	AGE									(Occui	OITA	1			POLITICAL AFFILIATION					
18-3	4 Y.O.	35-4	9 Y.O.	50-5	9 Y.O.	60+	Y.O.	MANA	AGERS	TECHN	IICIANS	Wor	RKERS		TIVE PLE	LE	FT	CEV	ITRE	RIG	БНТ
+	_	+	-	+	-	+	_	+	_	+	_	+	_	+	-	+	-	+	_	+	-
52	26	52	25	59	21	64	20	65	21	56	24	57	22	56	23	48	32	63	17	70)	15
51	26	47	29	50	28	58	24	61	22	53	25	49	⁾ 28	51	27	54	27	61	17	51	30
50	19	47	22	48	22	52	22	59	16	50	20	48	22	47	23	47	25	49	19	57	19





Using "sovereignty" and "Europe" together is possible for more than one person out of two 1/2

ALL COUNTRIES (8)

> IT IS CONTRADICTORY TO USE THESE TWO WORDS TOGETHER, AS SOVEREIGNTY REFERS ABOVE ALL TO THE NATION



FRANCE	GERMANY	JTALY	Spain	POLAND	ROMANIA	Latvia	SWEDEN
52	27	56	36	39	47	44	41

> IT IS POSSIBLE TO USE THESE TWO WORDS TOGETHER, AS EUROPEAN SOVEREIGNTY AND NATIONAL SOVEREIGNTY ARE COMPLEMENTARY



FRANCE	GERMANY	JTALY	SPAIN	POLAND	Romania	Latvia	SWEDEN
48	73	44	64	61	53	56	59



Using "sovereignty" and "Europe" together is possible for more than one person out of two 2/2

ALL COUNTRIES (8)

> IT IS CONTRADICTORY TO USE THESE TWO WORDS TOGETHER, AS SOVEREIGNTY REFERS ABOVE ALL TO THE NATION



	А	GE			Occur	PATION		POLITICAL AFFILIATION			
18-34 Y.O.	35-49 Y.O. 50-59 Y.O. 60+ Y.O.		Managers Technicians Workers			INACTIVE PEOPLE	LEFT	CENTRE	RIGHT		
41	45	43	39	37	41	45	42	38	31	50	

> IT IS POSSIBLE TO USE THESE TWO WORDS TOGETHER, AS EUROPEAN SOVEREIGNTY AND NATIONAL SOVEREIGNTY ARE COMPLEMENTARY

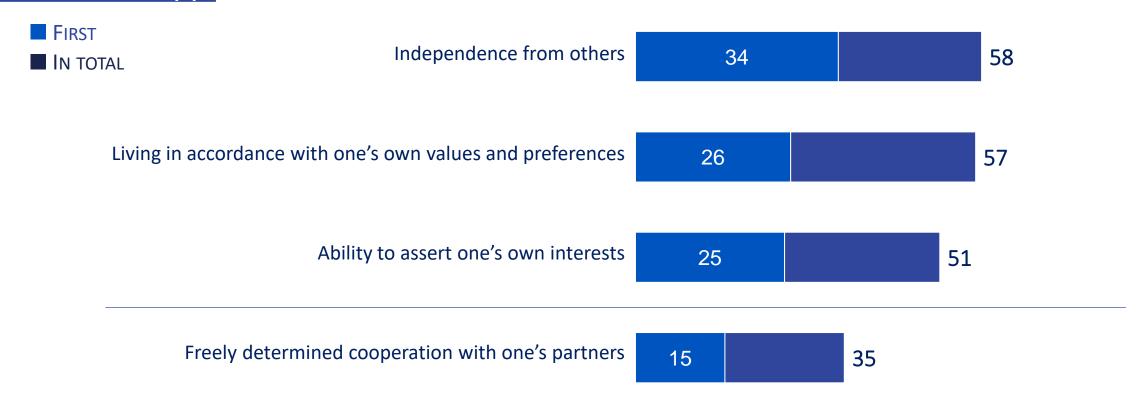


AGE					OCCUPATION				POLITICAL AFFILIATION			
18-34 Y.O.	8-34 Y.O. 35-49 Y.O. 50-59 Y.O. 60+ Y.O.		MANAGERS	TECHNICIANS	Workers	INACTIVE PEOPLE	LEFT	CENTRE	RIGHT			
59	55	57	61	63	59	55	58	62	69	50		



Sovereignty deals more with independence and living in accordance with its values, rather than determined cooperation

ALL COUNTRIES (8)





Ideas linked to sovereignty

IN %, IN TOTAL

Independence from others

Living in accordance with one's own values and preferences

Ability to assert one's own interests

Freely determined cooperation with one's partners

ALL COUNTRIES
58
57
51
35

FRANCE	GERMANY	 TALY	SPAIN	Poland	Romania	Latvia	SWEDEN
55	63	59	43	69	60	60	55
60	49	57	63	60	66	56	48
59	38	64	58	37	45	49	45
27	49	21	36	35	29	36	52

IN %, IN TOTAL

Independence from others
Living in accordance with one's
own values and preferences
Ability to assert one's own interests

Freely determined cooperation with one's partners

	ALL COUNTRIES
6	58
5	57
6	51
1	35

	A	GE			Occur	PATION	POLITICAL AFFILIATION			
18-34 Y.O.	35-49 Y.O.	50-59 Y.O.	60+ Y.O.	MANAGERS	TECHNICIANS	Workers	NACTIVE PEOPLE	LEFT	CENTRE	RIGHT
57	57	58	59	60	57	58	58	55	57	57
59	59	58	53	57	55	60	57	55	53	60
52	53	49	48	48	51	50	51	53	48	54
33	31	34	40	34	37	32	34	36	42	30

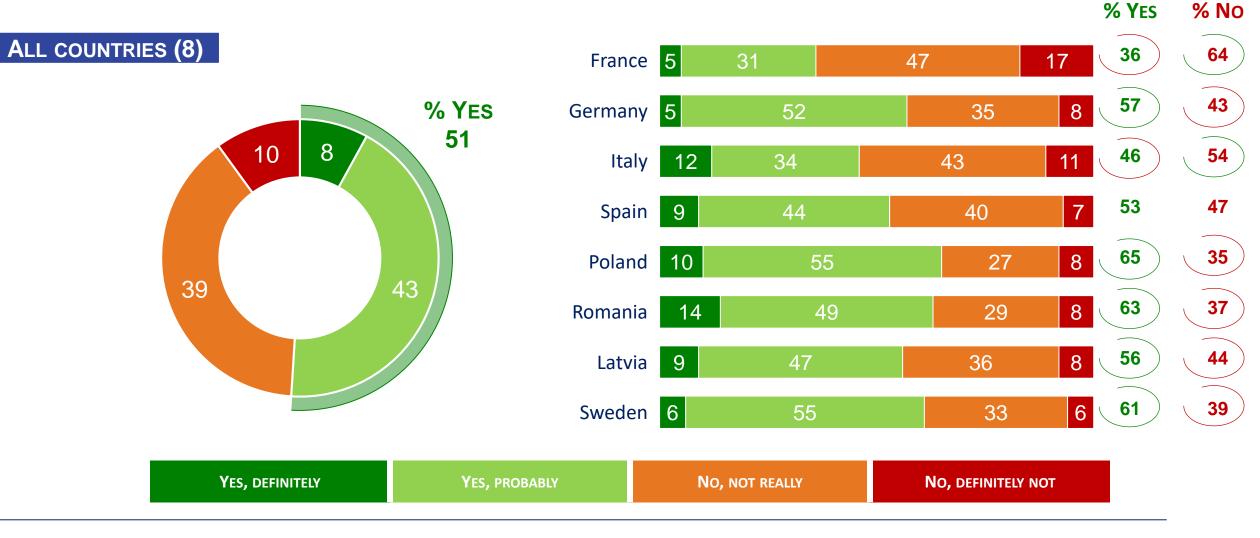


EUROPEAN SOVEREIGNTY: PRESENT DAY AND IN THE FUTURE





Very mixed (and contrasted depending on the countries) opinions exist on the actual European sovereignty today





For Europe to be sovereign, it is essential it has a prosperous economy and a common policy in terms of security (including food and health) ESSENTIAL OR

A prosperous economy ALL COUNTRIES (8) A common security and defence policy Guarantee European production in strategic domains such as food or health European energy resources / Its own energy resources Strong defence of its own values (democracy and rule of law) both inside and outside its borders Control of the EU's external borders Common tools to combat foreign interference (fight against misinformation campaigns, the funding of political parties by foreign nations, etc.) Control of strategic infrastructures (ports, airports, energy, etc.) Its own tax resources Control of digital infrastructures (social media, 5G, Cloud, data storage, submarine cables, satellites, etc.)

IT IS IMPORTANT BUT NOT ESSENTIAL





IT IS NOT IMPORTANT

IMPORTANT

IT IS ESSENTIAL

Elements that Europe needs to have in order to be sovereign 1/2

ALL COUNTRIES	In %, Essential
69	A prosperous economy
67	A common security and defence policy
65	Guarantee European production in strategic domains such as food or health
60	European energy resources / Its own energy resources
61	Strong defence of its own values (democracy and rule of law) both inside and outside its borders
59	Control of the EU's external borders
58	Common tools to combat foreign interference (fight against misinformation campaigns, the funding of political parties by foreign nations, etc.)
52	Control of strategic infrastructures (ports, airports, energy, etc.)
53	Its own tax resources
46	Control of digital infrastructures (social media, 5G, Cloud, data storage, submarine cables, satellites, etc.)

FRANCE	GERMANY	ITALY	SPAIN	Poland	Romania	LATVIA	SWEDEN
67	67	73	75	59	82	71	45
67	71	72	67	53	75	70	50
70	65	66	72	46	75	64	56
62	59	64	64	43	72	59	44
63	65	58	62	48	73	65	50
63	61	56	60	39	68	59	66
64	60	61	57	40	66	60	64
55	52	56	56	29	67	52	50
57	45	63	61	32	68	54	34
51	49	47	51	24	60	39	42





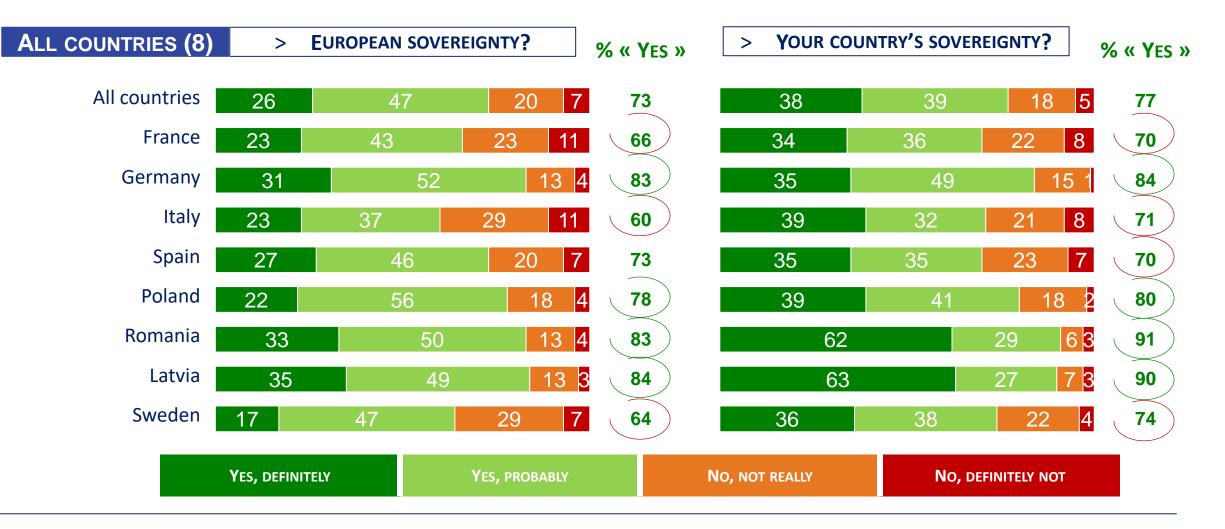
Elements that Europe needs to have in order to be sovereign 2/2

ALL COUNTRIES (8)			A	GE			Occur	PATION		POLITICAL AFFILIATION			
In %, Essential	ALL COUNTRIES	18-34 Y.O.	35-49 Y.O.	50-59 Y.O.	60+ Y.O.	M ANAGERS	TECHNICIANS	Workers	NACTIVE PEOPLE	LEFT	CENTRE	RIGHT	
A prosperous economy	69	63	67	73	71	62	67	69	71	66	69	73	
A common security and defence policy	67	59	64	72	75	66	64	65	70	64	69	71	
Guarantee European production in strategic domains such as food or health	65	60	64	68	70	66	64	64	66	68	66	66	
European energy resources / Its own energy resources	60	57	59	59	61	60	58	59	60	63	59	61	
Strong defence of its own values () both inside and outside its borders	61	55	59	64	66	60	60	59	62	57	62	69	
Control of the EU's external borders	59	47	57	65	66	58	57	59	60	50	60	70	
Common tools to combat foreign interference ()	58	48	55	65	67	59	56	58	60	57	60	64	
Control of strategic infrastructures (ports, airports, energy, etc.)	52	44	50	55	59	54	51	51	53	53	52	56	
Its own tax resources	53	46	51	55	58	49	51	53	55	55	51	56	
Control of digital infrastructures ()	46	39	44	50	54	52	45	45	46	49	47	48	

In your opinion, for Europe to be sovereign, does it need each of the following?



The idea to strengthen European sovereignty pleases a solid half of the respondents – almost as many think this for national sovereignty





Necessity to strengthen sovereignty (whether it's European or national)

ALL COUNTRIES (8)

IN %, YES

ALL COUNTRIES

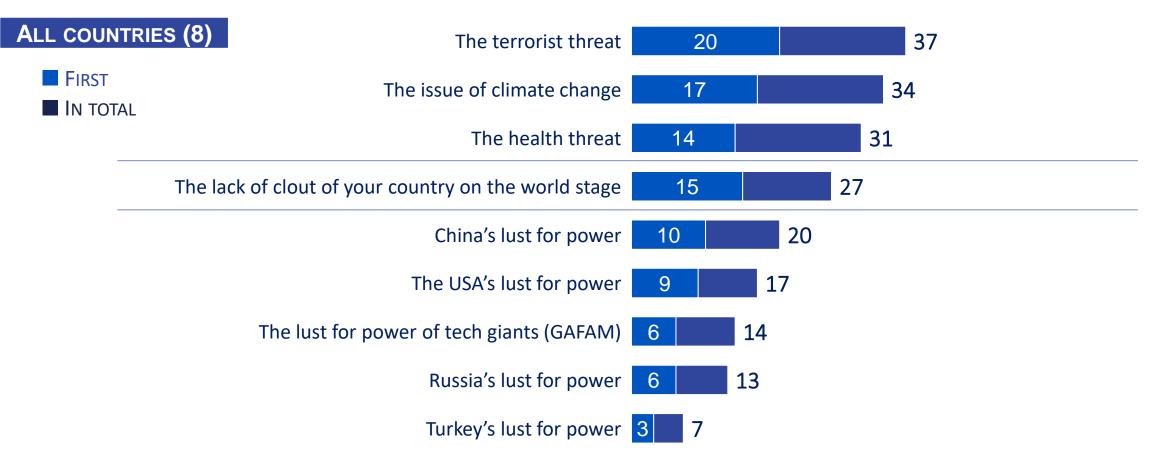
European sovereignty? 73

Your country's sovereignty? 77

	A	GE			Оссия	PATION	POLITICAL AFFILIATION			
18-34 Y.O.	35-49 Y.O.	50-59 Y.O.	60+ Y.O.	MANAGERS	TECHNICIANS	Workers	INACTIVE PEOPLE	LEFT	CENTRE	RIGHT
71	68	73	78	76	72	72	72	72	79	70
74	77	78	77	75	76	81	75	61	78	88



Three topics explain this wish for strengthening European sovereignty: the terrorist threat, the climate and COVID-19





Reasons justifying the wish for strengthening the European sovereignty

1/2

COUNTRIES	IN %, IN TOTAL
37	The terrorist threat
34	The issue of climate change
31	The health threat
27	The lack of clout of your country on the world stage
20	China's lust for power
17	The USA's lust for power
14	The lust for power of tech giants (GAFAM)
13	Russia's lust for power
7	Turkey's lust for power

FRANCE	GERMANY	İTALY	SPAIN	POLAND	Romania	LATVIA	SWEDEN
42	37	28	31	43	44	38	43
30	42	34	31	32	16	18	34
26	30	38	41	26	33	30	26
30	19	39	32	17	31	37	15
25	18	23	19	20	15	9	27
14	21	13	22	12	20	21	13
19	11	10	15	17	17	13	15
6	13	9	8	30	21	31	22
9	11	6	2	3	4	3	6



Reasons justifying the wish for strengthening the European sovereignty

ALL COUNTRIES	IN %, IN TOTAL
37	The terrorist threat
34	The issue of climate change
31	The health threat
27	The lack of clout of your country on the world stage
20	China's lust for power
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14	The lust for power of tech giants (GAFAM)
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	A	GE			Occur	PATION		POLITICAL AFFILIATION			
18-34 Y.O.	35-49 Y.O.	50-59 Y.O.	60+ Y.O.	MANAGERS	TECHNICIANS	Workers	NACTIVE PEOPLE	LEFT	CENTRE	RIGHT	
34	35	41	39	32	35	40	38	29	37	44	
36	29	34	35	36	35	27	35	43	35	22	
34	32	33	28	22	30	34	34	33	29	29	
25	28	27	27	26	26	27	27	26	24	27	
17	23	19	21	27	23	20	18	18	21	26	
18	20	15	15	21	17	18	16	19	18	15	
15	13	13	15	15	13	13	15	15	13	12	
14	13	14	12	14	14	16	12	13	15	16	
7	8	5	7	9	8	7	6	4	8	9	



Many elements, whether they're internal or external, yet go against more European sovereignty





Reasons justifying the difficulty to strengthen European sovereignty 1/2

In %	ALL COUNTRIES
The fact that some European countries are governed by nationalist leaders	23
Pressure from a number of foreign countries who have no interest in the emergence of a strong Europe	22
The weakness of European institutions (Commission, Parliament, etc.) in their current form	19
Cultural differences between European nations	16
The reluctance of populations in various European countries	11
Pressure from major industrial groups or digital platforms	9

FRANCE	GERMANY	ITALY	SPAIN	POLAND	ROMANIA	Latvia	SWEDEN
15	35	19	21	22	14	14	38
21	17	20	24	22	36	41	17
23	14	22	22	16	19	15	13
16	17	19	12	18	11	9	24
14	9	14	12	12	10	11	2
11	8	6	9	10	10	10	6



Reasons justifying the difficulty to strengthen European sovereignty 2/2

In %	ALL COUNTRIES
The fact that some European countries are governed by nationalist leaders	23
Pressure from a number of foreign countries who have no interest in the emergence of a strong Europe	22
The weakness of European institutions (Commission, Parliament, etc.) in their current form	19
Cultural differences between European nations	16
The reluctance of populations in various European countries	11
Pressure from major industrial groups or digital platforms	9

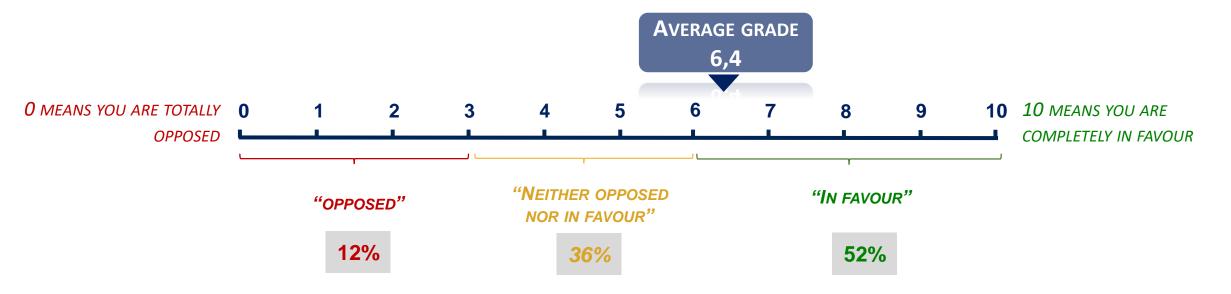
	A	GE			Occur	PATION		POLITICAL AFFILIATION			
18-34 Y.O.	35-49 Y.O.	50-59 Y.O.	60+ Y.O.	MANAGERS	TECHNICIANS	WORKERS	NACTIVE PEOPLE	LEFT	CENTRE	RIGHT	
21	21	23	27	27	24	19	23	30	29	16	
20	22	22	22	19	22	22	21	17	21	24	
18	18	19	20	20	18	18	19	17	17	24	
18	19	17	13	13	16	19	17	14	15	19	
13	11	10	11	11	11	12	12	13	11	10	
10	9	9	7	10	9	10	8	9	7	7	



CONTEXTUAL DATA



The European Union is appreciated in a moderate way





Adhesion to the European Union 1/2

	AVERAGE GRADES	0	1	2	3	4	5	6	7	8	9	10	OPPOSED 0-3	Neither Opposed nor In favour 4-6	IN FAVOUR 7-10
All countries (8)	6,4	5	2	2	3	5	22	9	13	15	10	14	12	36	52
France	5,8	6	3	3	4	7	27	8	13	12	8	9	16	42	42
Germany	6,5	4	2	2	3	5	20	7	14	18	12	13	11	32	57
Italy	6,1	6	3	3	3	5	20	11	15	14	9	11	15	36	49
Spain	6,9	2	2	1	2	2	22	10	14	17	12	16	7	34	59
Poland	7,0	2	2	1	2	3	25	8	11	12	12	22	7	36	57
Romania	7,0	3	1	2	3	3	21	8	10	14	10	25	9	32	59
Latvia	6,5	3	2	2	3	5	22	9	15	18	8	13	10	36	54
Sweden	5,9	4	4	4	4	5	21	11	15	17	9	6	16	37	47



Adhesion to the European Union 2/2

ALL COUNTRIES (8)		AVERAGE GRADES	0	1	2	3	4	5	6	7	8	9	10	OPPOSED 0-3	Neither Opposed nor In favour 4-6	IN FAVOUR 7-10
	All countries (8)	6,4	5	2	2	3	5	22	9	13	15	10	14	12	36	52
	18-34 y.o.	6,4	2	2	2	2	4	25	12	16	17	8	10	8	41	51
Age	35-49 y.o.	6,1	5	3	3	3	5	26	9	13	14	8	11	14	40	46
A	50-59 y.o.	6,1	7	3	3	4	4	23	7	13	12	11	13	17	34	49
	60+ y.o.	6,9	4	2	2	3	5	16	7	11	17	14	19	11	28	61
	Managers	6,9	3	2	2	2	4	14	10	17	18	13	15	9	28	63
Occupation	Technicians	6,4	3	3	2	3	5	21	10	16	17	10	10	11	36	53
dnoo	Workers	6,1	5	2	2	3	6	28	9	13	12	7	13	12	43	45
	Inactive people	6,4	5	2	3	3	4	23	8	11	15	11	15	13	35	52
tion t	Left	7,0	3	2	1	3	4	16	9	12	18	13	19	9	29	62
Political affiliation	Centre	7,1	2	1	1	2	4	17	9	15	19	13	17	6	30	64
Politi	Right	5,9	7	4	4	4	5	20	8	15	14	8	11	19	33	48

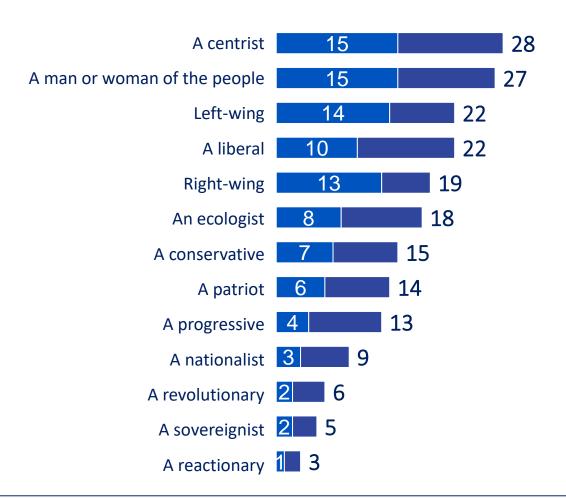
Ipsos

Europeans see themselves as centre-wing people, or simply as "from the people", maybe as left-wing or liberals... but not as sovereigntists

ALL COUNTRIES (8)

FIRST

IN TOTAL





The political affiliation of respondents

IN %, IN TOTAL	ALL COUNTRIES
A centrist	28
A man or woman of the people	27
Left-wing	22
A liberal	22
Right-wing	19
An ecologist	18
A conservative	15
A patriot	14
A progressive	13
A nationalist	9
A revolutionary	6
A sovereignist	5
A reactionary	3

FRANCE	GERMANY	İTALY	SPAIN	Poland	Romania	LATVIA	SWEDEN			
18	45	20	30	28	13	12	41			
43	24	26	22	9	37	46	11			
21	16	25	35	18	13	8	32			
12	30	18	18	28	24	12	23			
21	9	23	21	25	20	10	29			
24	16	22	13	12	13	12	17			
7	27	10	15	16	9	16	17			
16	7	9	9	35	33	31	5			
11	4	23	24	8	12	16	10			
12	8	11	4	3	14	16	9			
7	5	7	5	5	5	5	5	3	8	3
5	6	3	4	9	6	12	1			
3	3	3	2	5	3	4	3			

Which of the following terms best defines your political affiliation, or rather least-worst? Would you say you are...



APPENDIX



RELIABILITY OF RESULTS: SELF COMPLETION ONLINE SURVEYS IIS

To ensure the overall reliability of a survey, all possible error components must be taken into account. That is why lpsos imposes strict controls and procedures at each stage of the survey process.

UPSTREAM OF THE DATA COLLECTION

- **Sample:** structure and representativeness
- Questionnaire: the questionnaire is worded by following an editing process with 12 compulsory standards. It is proofread and approved at a senior level and then sent to the client for final validation. The programming (or questionnaire script) is tested by at least 2 people and validated.
- Data collection: the interviewers are trained in survey techniques through a dedicated training module prior to any participation in a survey. In addition, they receive or attend a detailed briefing at the start of each survey.

DURING THE DATA COLLECTION

Sampling: Ipsos imposes very strict operating rules for its selection frame in order to maximize the random nature of the sample selection: random selection from telephone listings, quota method, etc. Fieldwork monitoring: collection is monitored and checked (exclusive link, IP validation, panelists' behavior monitoring penetration, interview length, consistency of responses, participation rate, number of reminders, etc.)

DOWNSTREAM OF THE DATA COLLECTION

- The results are analyzed in accordance with the statistical analysis methods (confidence interval versus sample size, significance tests). The first results are systematically checked against the raw results from the data collection. The consistency of results is also checked (particularly the results observed versus comparison sources in our possession).
- In cases where sample weighting is used (margin calibration method), this is checked by the processing teams (DP) and then validated by the survey teams.



OUR COMMITMENT



Professional codes, quality certification and data protection

Ipsos is a member of the following French and European professional Market Research and Opinion bodies:

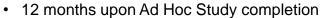
- SYNTEC (<u>www.syntec-etudes.com</u>), French Union of Market Research companies
- ESOMAR (<u>www.esomar.org</u>) the European Society for Opinion and Market Research

Ipsos France is consequently committed to applying **the ICC/ESOMAR code** for opinion and market research. This code of conduct defines the ethical rules for Market Research professionals and sets out the protection offered to participants.

Ipsos France complies with the applicable laws. Ipsos has appointed a Data Protection Officer and has implemented a compliance plan to GDPR (Règlement (UE) 2016/679). For more information about the Ipsos Data Protection & Privacy Policy relative to personal data:

https://www.ipsos.com/en/privacy-data-protection

The retention period applicable to interviewees' personal data be as follows, unless otherwise agreed with the client:





3 years upon each wave completion of a Continuous Study.

Ipsos France has received ISO 20252: 2012 certification by AFNOR CERTIFICATION

 This document was drawn up in accordance with these international Codes and Quality standards. The technical elements relative to the execution of the project are described in methodological approach or survey overview in the report.



 This project was carried out in accordance with these international Codes and Quality standards



RELIABILITY OF RESULTS SPREADSHEET

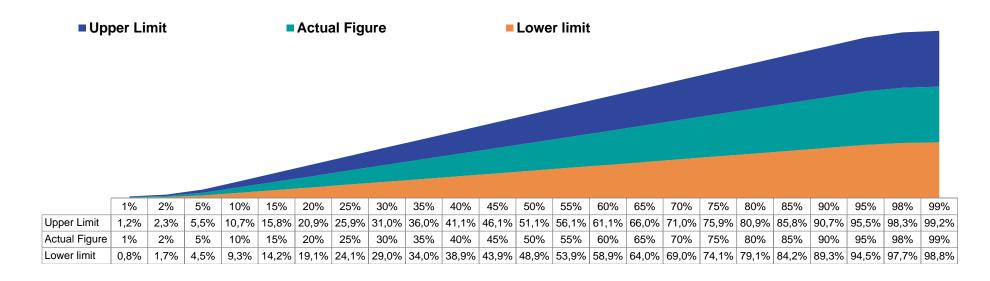


In this instance, with regard to this study:

Confidence interval: 95%

Size of sample: 8000

The proportions observed are between:





ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth: You act better when you are sure.

