



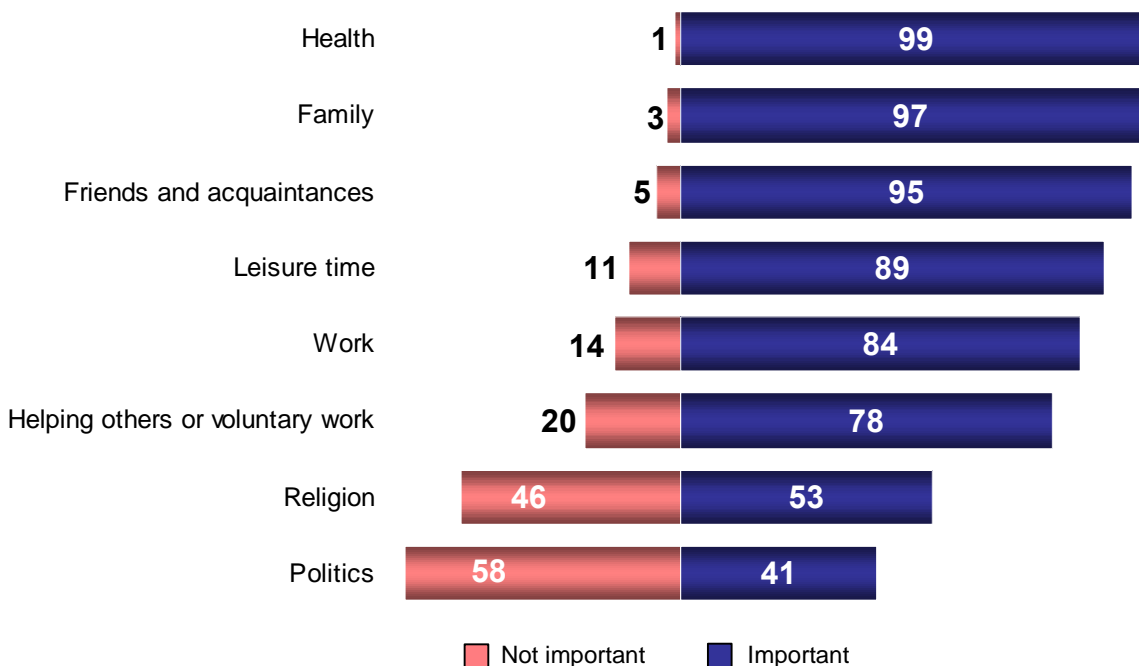
TNS POLLING & SOCIAL FACTS AND FIGURES – EUROBAROMETER

HEALTH, FAMILY AND FRIENDS ARE THE MOST IMPORTANT THINGS FOR EUROPEANS

London (UK), May 11th, 2007 – Health (99%), family (97%) and friends (95%) are the first three things considered important by nearly all Europeans, according to the findings of the Special Eurobarometer survey conducted by TNS Opinion for the European Commission.

Important things for Europeans– EU 27 percentage

Please say for each of the following how important it is in your life?



Source: TNS Opinion for the European Commission – Eurobarometer 66.3

The survey, which interviewed nearly 26,800 people across the 27 Member States, also shows that leisure time is ranked above work (89% vs. 84%) and religion above politics (53% vs. 41%). The pattern at the country level is relatively similar, with health, family and friends and acquaintances named as the three most important aspects of life in most countries.

When it comes to the other aspects of life, larger country variations are noted. Work is said to be important by considerably fewer people than the average in the United Kingdom (66%) and Ireland (69%), whereas in France, Slovenia, Luxembourg and Italy around 9 out of 10 respondents find it important.

The importance of religion varies extensively: in Malta (88%), Poland (87%) and Cyprus (86%) nearly 9 out of 10 respondents consider it important in their life whereas in the Czech Republic (28%), Estonia (29%) Denmark and Sweden (both 30%) this is true for just about 3 out of 10 respondents.

Important things for Europeans– percentage per country

Please say for each of the following how important it is in your life?
"Important"

	Health	Family	Friends	Leisure time	Work	Helping others or voluntary work	Religion	Politics
EU27	99%	97%	95%	89%	84%	78%	53%	41%
Austria	98%	94%	94%	87%	76%	69%	44%	38%
Belgium	98%	96%	93%	88%	84%	80%	41%	42%
Bulgaria	97%	98%	90%	70%	74%	62%	42%	21%
Cyprus	100%	100%	96%	94%	88%	89%	86%	28%
Czech Republic	100%	99%	96%	90%	84%	82%	28%	26%
Denmark	95%	98%	97%	91%	80%	74%	30%	53%
Estonia	98%	96%	92%	89%	84%	79%	29%	31%
Finland	100%	97%	98%	95%	87%	76%	47%	27%
France	99%	98%	95%	86%	92%	82%	38%	48%
Germany	99%	97%	95%	89%	85%	76%	48%	53%
Greece	100%	100%	94%	91%	79%	86%	82%	36%
Hungary	99%	98%	96%	88%	83%	79%	43%	30%
Ireland	99%	99%	98%	88%	69%	63%	62%	32%
Italy	99%	97%	95%	92%	90%	88%	78%	50%
Latvia	97%	97%	88%	86%	88%	65%	37%	28%
Lithuania	98%	97%	87%	82%	85%	82%	56%	31%
Luxembourg	99%	99%	93%	90%	91%	85%	42%	47%
Malta	99%	100%	82%	90%	88%	86%	88%	28%
Poland	99%	98%	94%	90%	82%	79%	87%	36%
Portugal	99%	99%	91%	88%	85%	81%	57%	26%
Romania	97%	99%	83%	75%	87%	63%	82%	21%
Slovakia	99%	100%	93%	89%	86%	79%	56%	25%
Slovenia	100%	99%	99%	95%	92%	88%	51%	27%
Spain	100%	99%	96%	93%	87%	74%	34%	26%
Sweden	99%	97%	97%	94%	88%	83%	30%	56%
The Netherlands	99%	89%	96%	95%	81%	85%	40%	68%
UK	98%	97%	95%	91%	66%	74%	45%	43%

Source: TNS Opinion for the European Commission – Eurobarometer 66.3

Politics is particularly widely seen as important in the Netherlands (68%) with Sweden (56%), Denmark and Germany (both 53%) being the only other Member States where more than half of the respondents share this view. France (48%) and Luxembourg (47%) are the other two countries where politics is more important than religion for a significant proportion of respondents. Conversely, the two newest Member States stand out in being far less inclined to consider politics important (Bulgaria and Romania both 21%).

Finally, the feeling that helping others or doing voluntary work is important is somewhat less broad in Latvia (65%), Ireland, Romania (both 63%) and Bulgaria (62%).

Marita Carballo, Global Head of TNS Polling & Social, comments: "Individuals seek shelter in their intimate circle, namely family and friends, which is reflected in the European's priorities shown by the Eurobarometer survey. It is also interesting to see that religiousness has become important to a greater proportion of Europeans than politics".

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Note to Editors

About TNS Polling & Social Facts and Figures:

The Eurobarometer report was posted at the following website on February 2007:

http://ec.europa.eu/public_opinion/index_en.htm

The European Commission has made data from this report available to relevant media since it was first published. To the best of our knowledge, the findings in the attached press release have not been released.

These findings are based on TNS Opinion research conducted between November and December 2006. All data discussed in the above announcement is based on the opinions of those surveyed. TNS will only support data which is published, in the context we have presented it and our own interpretation of these findings. We cannot be held responsible for any other interpretation.

As a leading information provider, TNS wants to cast new light on currently debated topics presenting data collected on a European or International basis. TNS Polling & Social Facts & Figures will be published twice a month.

Methodological background:

Fieldwork: 17th of November to the 19th of December 2006

Number of interviews conducted: 26,755 persons interviewed face-to-face in the 27 Member States of the EU.

About TNS

TNS is a market information group:

- The world's largest provider of custom research and analysis
- A leader in political and social polling
- A major supplier of consumer panel, media intelligence and TV and radio audience measurement services.

TNS operates across a global network in over 70 countries, allowing us to provide internationally consistent, up-to-the-minute and high quality information and analysis.

The group's employees deliver innovative thinking and excellent service to local and multi-national clients worldwide. In the custom business, they combine in-depth sector knowledge with expertise in the areas of new product development, positioning and segmentation research, brand and advertising research and stakeholder management.

TNS' strategic goal is to be recognised as the global leader in delivering value added information and insights that help our clients to make more effective decisions.

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