

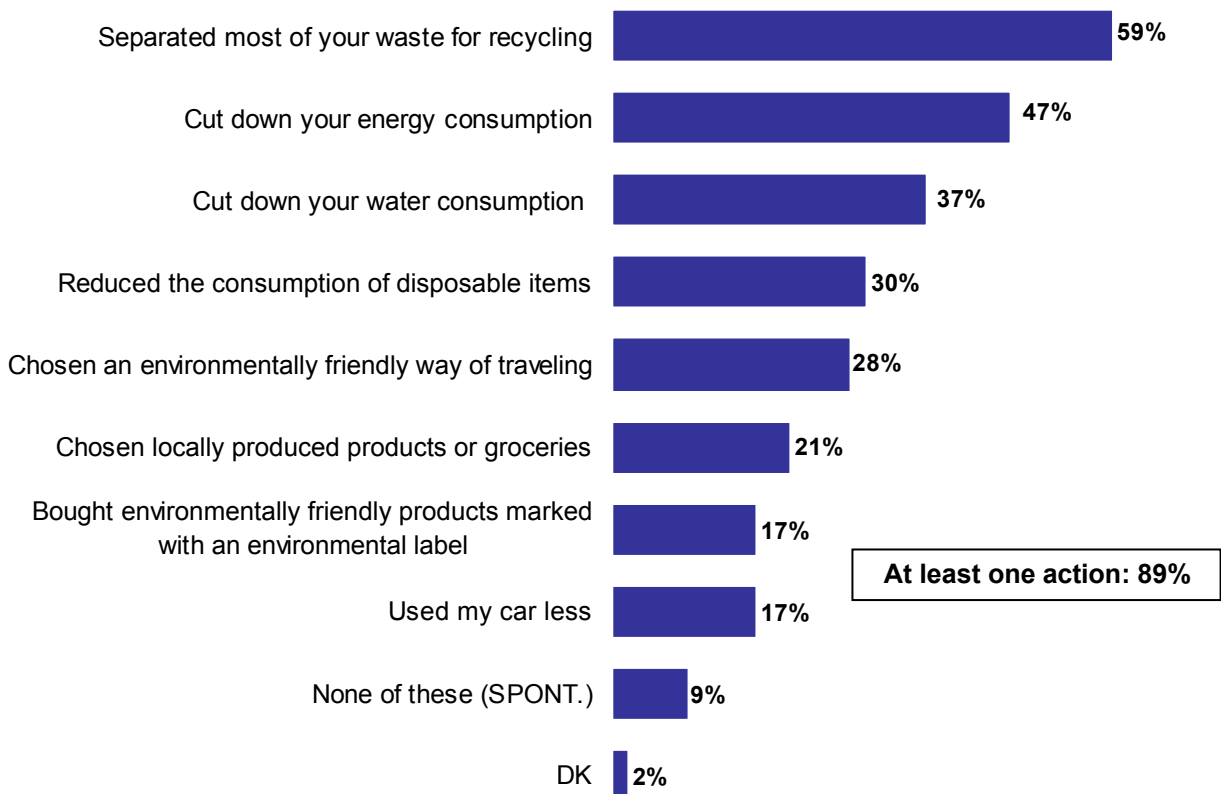


TNS POLITICAL & SOCIAL FACTS AND FIGURES – EUROBAROMETER

NINE IN TEN EUROPEANS HAVE DONE DIFFERENT ACTIONS TO PROTECT THE ENVIRONMENT IN THE LAST MONTH

London (UK), June 20th, 2008 – Nine in ten Europeans (89%) have done different actions meant to protect the environment in the last 30 days, whilst one in ten hasn't done any (9%), according to the findings of a recent Eurobarometer survey conducted by TNS Opinion for the European Commission.

Actions done for environmental reasons - EU 27 percentage



Source: TNS Opinion for the European Commission – Eurobarometer 68.2

The survey, which interviewed over 26,700 people across the 27 Member States also shows that, when respondents were presented with a list of eight possible actions and asked which of these they had done in the past month, the most widely mentioned was separating waste (59%), followed by reducing the consumption of energy (47%) and water (37%). On average, a European citizen took 2.6 measures i.e. done nearly three things for environmental reasons in the month before the study.

In 19 countries, the most frequent action was recycling household waste with eight in ten respondents in Luxembourg (83%), France (82%) and Belgium (78%) saying they had done so in the past month. Conversely, only two in ten respondents did it in Romania (18%), Cyprus (20%) and Bulgaria (24%). Restricting energy consumption top the list in four countries: Denmark (56%), Malta (55%), Bulgaria (36%) and Romania (36%). The countries where less respondents mentioned this action are Latvia (23%) and Lithuania (25%).

Actions done for environmental reasons - Percentage per country

	Average of Actions*	At least one	Separated most of your waste for recycling	Cut down your energy consumption	Cut down your water consumption	Reduced the consumption of disposable items	Chosen an environmentally friendly way of travelling	Chosen locally produced products or groceries	Bought environmentally friendly products marked with an environmental label	Used my car less	None
EU27	2.6	89%	59%	47%	37%	30%	28%	21%	17%	17%	9%
Luxembourg	3.7	97%	83%	58%	51%	56%	36%	32%	28%	25%	3%
Finland	3.3	96%	67%	58%	41%	41%	46%	29%	23%	25%	4%
Sweden	3.3	93%	69%	59%	30%	25%	46%	32%	42%	24%	7%
France	3.3	95%	82%	53%	58%	43%	27%	20%	19%	25%	4%
Belgium	3.2	97%	78%	58%	40%	48%	31%	16%	20%	26%	2%
Germany	3.1	95%	68%	62%	38%	31%	31%	29%	18%	29%	5%
Austria	3.1	96%	71%	52%	28%	35%	33%	43%	33%	19%	3%
Denmark	3.1	89%	51%	56%	46%	27%	43%	20%	41%	19%	10%
UK	3.0	90%	74%	50%	35%	44%	30%	30%	23%	18%	8%
The Netherlands	3.0	92%	69%	59%	36%	32%	46%	11%	18%	26%	8%
Slovakia	2.7	94%	64%	44%	48%	22%	41%	25%	17%	12%	6%
Ireland	2.6	88%	70%	44%	30%	46%	26%	19%	16%	8%	8%
Malta	2.6	88%	29%	55%	54%	27%	25%	32%	24%	11%	11%
Czech Republic	2.6	92%	66%	50%	37%	22%	33%	26%	17%	13%	7%
Estonia	2.5	88%	46%	41%	40%	20%	22%	47%	19%	13%	9%
Slovenia	2.5	91%	64%	52%	40%	21%	33%	15%	18%	11%	8%
Hungary	2.3	90%	49%	41%	29%	23%	40%	18%	14%	11%	9%
Cyprus	2.2	85%	20%	57%	67%	11%	16%	19%	14%	13%	15%
Spain	2.1	84%	52%	33%	37%	24%	26%	12%	11%	10%	11%
Latvia	2.1	88%	25%	23%	24%	22%	37%	49%	16%	10%	10%
Poland	2.0	86%	44%	37%	32%	20%	28%	12%	13%	11%	10%
Greece	2.0	79%	32%	38%	39%	17%	23%	27%	13%	9%	21%
Italy	1.9	84%	47%	37%	27%	25%	16%	17%	11%	9%	12%
Portugal	1.9	85%	54%	35%	36%	18%	17%	11%	7%	8%	13%
Romania	1.7	64%	18%	36%	32%	17%	23%	21%	11%	10%	30%
Lithuania	1.7	77%	30%	25%	29%	14%	26%	30%	8%	10%	20%
Bulgaria	1.5	71%	24%	36%	36%	12%	19%	13%	7%	7%	22%

*The average of actions is calculated by adding up the number of actions each respondent has done and then dividing this figure by the total number of respondents.

xx% = the highest percentage per country; xx% = the highest percentage per item

Source: TNS Opinion for the European Commission – Eurobarometer 68.2

Reducing water consumption ranks is the first mention in Cyprus (67%), Greece (39%) as well as in Bulgaria (36%). Also, more than half of the respondents mentioned this action in France (58%), Malta (54%) and Luxembourg (51%). On the contrary, 30% or less have limited their consumption of water in Latvia (24%), Italy (27%), Austria (28%), Hungary (29%), Lithuania (29%), Sweden

(30%), and Ireland (30%). Five in ten have reduced the consumption of disposable items in Luxembourg (56%), Belgium (48%), Ireland (46%), whilst only one in ten has done so in Cyprus (11%), Bulgaria (12%) and Lithuania (14%). Four in ten or more have chosen an environmentally friendly way of travelling in the last month in Finland (46%), the Netherlands (46%), Sweden (46%), Denmark (43%), Slovakia (41%) and Hungary (40%). Less than two in ten have taken this measure in Italy (16%), Cyprus (16%), Portugal (17%) and Bulgaria (19%).

In the three Baltic States, respondents are most likely to have bought local products (Latvia: 49%, Estonia: 47%, Lithuania: 30%). This can be possibly explained by the relatively agrarian nature of societies in these countries where food products do not tend to be transported over long distances. The highest proportions of respondents who have bought environmentally friendly products marked with an environmental label can be found in Sweden (42%), Denmark (41%), Austria (33%), and Luxembourg (28%). Contrarily, the lowest percentages are obtained in Bulgaria (7%), Portugal (7%) and Lithuania (8%). Finally, a quarter of respondents or more declared to have used their car less for environmental reasons in Germany (29%), Belgium (26%), the Netherlands (26%), Luxembourg (25%), Finland (25%) and France (25%). On the opposite side, less than 10% mentioned this action in Bulgaria (7%), Ireland (8%), Portugal (8%), Greece (9%), and Italy (9%).

Number of environmental actions – by socio-demographic groups

	Many actions (7-9)	Some actions (4-6)	A few actions (1-3)	No action (0)
EU27	3%	23%	64%	9%
SEX:				
Male	3%	20%	64%	10%
Female	4%	25%	61%	8%
AGE:				
15-24	1%	15%	68%	13%
25-39	3%	23%	63%	9%
40-54	4%	26%	61%	8%
55 +	3%	24%	61%	9%
EDUCATION (END OF):				
15	2%	18%	64%	13%
16-19	3%	23%	64%	8%
20+	5%	31%	57%	6%
Still studying	1%	17%	67%	12%
LEFT-RIGHT SCALE				
(1-4) Left	4%	28%	60%	7%
(5-6) Centre	4%	25%	63%	7%
(7-10) Right	2%	22%	65%	9%
INFORMATION ABOUT ENVIRONMENT:				
Informed	4%	27%	61%	6%
Not informed	2%	17%	65%	14%

Note: Figures in this table should be considered as indicative because of the small bases for some categories

Source: TNS Opinion for the European Commission – Eurobarometer 68.2

Most respondents (64%) have done between 1 and 3 things which are most likely to be actions such as recycling waste or cutting energy and water consumption. At the extremes, around 3% of

the poll has done 7-9 actions whereas 9% have taken no action for environmental reasons. Analysing the number of actions by socio-demographic groups, the results of the survey show that a person who has done many or some things (4-9 actions) for environmental reasons in the past month is:

- *Slightly more likely to be female than male*: 29% of women against 23% of men.
- *Aged 25 or more*: three in ten respondents of this age compared to 16% of those between 15 and 24 years old.
- *Well educated*: 36% of those who stayed the longest in education, whilst this proportion reaches only two in ten of those who stopped studying at the age of 15.
- *Politically to the left of the political spectrum*: the percentage in this segments is 32%, compared to 24% of those politically to the right.
- *Well informed about environmental issues*: 31% of the respondents who consider to have good information on this matter, in opposition to just 19% of those who feel insufficiently informed.

Leendert de Voogd, Global Head of TNS Political & Social, comments: "The environment is becoming more and more a pressing issue in the world. Europeans are aware of it, as it is shown by the high proportion of EU citizens who have developed an environmental consciousness and have started taking measures in their daily lives in order to protect the planet."

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Note to Editors

About TNS Political & Social Facts and Figures:

The Eurobarometer report was posted at the following website on March 2008:
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 2007. 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 Political & Social Facts & Figures will be published twice a month.

Methodological background:

Fieldwork: 9th of November to the 14th of December 2007

Number of interviews conducted: 26,730 persons interviewed face-to-face in the 27 Member States of the EU.

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