



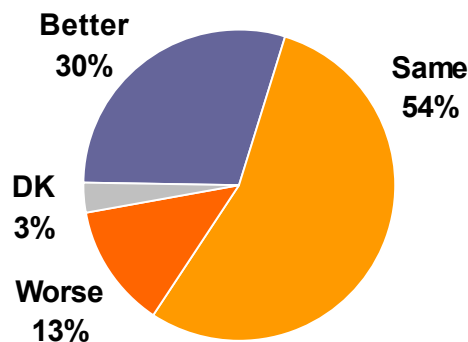
TNS POLITICAL & SOCIAL FACTS AND FIGURES – EUROBAROMETER

EUROBAROMETER SURVEY SHOWS A SLIGHT DECLINE IN EUROPEANS' OVERALL OPTIMISM

London (UK), March 7th, 2008 – Whilst five in ten European citizens (54%) consider there will be no significant change in the status of their lives in general over the course of the next twelve months, a further 30% consider that their lives will improve and 13% that their life will get worse, according to the findings of the latest Standard Eurobarometer survey conducted by TNS Opinion for the European Commission.

Expectations about life in general – EU 27 percentage

What are your expectations for the next twelve months: will the next twelve months be better, worse or the same, when it comes to your life in general?



Source: TNS Opinion for the European Commission – Eurobarometer 68

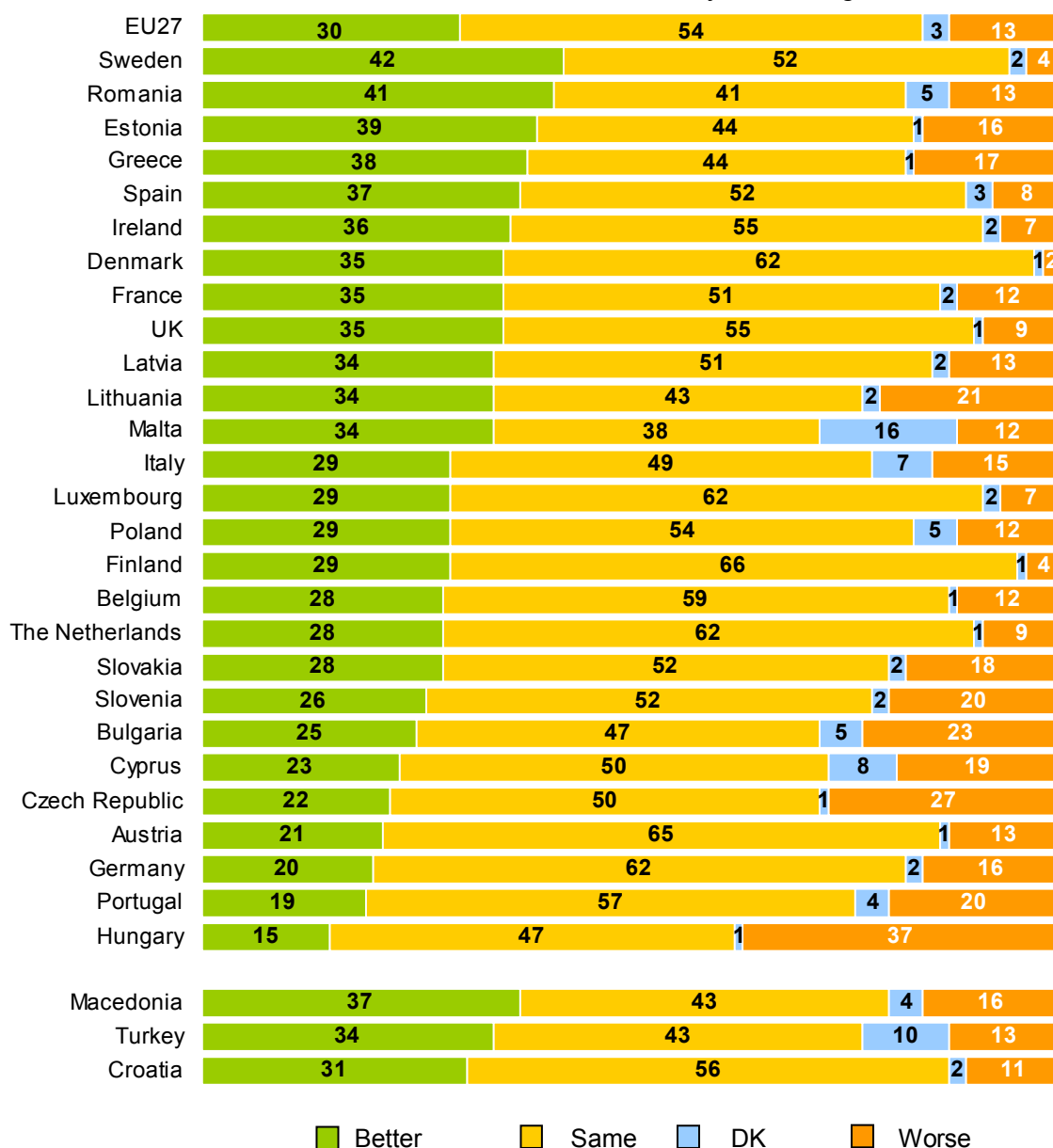
The survey, which interviewed over 30,000 people across the 27 Member States, the three candidate countries (Croatia, the Former Yugoslav Republic of Macedonia and Turkey) and the Turkish Cypriot Community, also shows that the level of optimism has dropped since the last wave of the study. We can use the results to calculate an 'optimism index', with this being defined as the difference between the percentage of respondents who think their life will get better and the percentage of those who feel it will get worse. This calculation gives an optimism index of +17 in the EU as a whole (i.e. the percentage who expect an improvement is 17 points higher than the percentage who give the opposite answer). This is a decrease of 9 points from the +26 score seen in Spring 2007 (where 37% thought their lives would get better and 11% that they would get worse). At the country level, the highest current optimism index can be seen in Sweden (+38), followed by Denmark (+33). Spain, Ireland (both +29) and Romania (+28) all have optimism

indexes over ten points higher than that for the EU as a whole. There are just three countries with a negative personal optimism index: Hungary (-22), the Czech Republic (-5) and Portugal (-1).

However, when it comes to comparing present results with those obtained in Spring 2007, almost all countries follow the overall pattern of a drop in the optimism index. The largest falls are seen in Lithuania (-22, to stand at +13), Slovenia (-21, to stand at +6), Latvia (-19, to stand at +21), Cyprus (-18, to stand at +4), Estonia (-16, to stand at +23), Czech Republic (-15, to stand at -5), and UK (-14, to stand at +26). On the opposite side, the level of optimism has not fall in only three countries (Greece, Bulgaria, and Romania).

Expectations about life in general – percentage per country

What are your expectations for the next twelve months: will the next twelve months be better, worse or the same, when it comes to your life in general?



Source: TNS Opinion for the European Commission – Eurobarometer 68

The survey conducted by TNS Opinion also shows that the youngest respondents are significantly more likely to be optimistic for their future than the oldest group: half (50%) of those aged 15-24 think that their lives will get better in the next year, whilst two-thirds (66%) of those aged 55 or over think that their lives will stay the same (and only 13% think it will improve). Also, those educated until at least the age of 20 are over twice as likely to be optimistic about their future (36%) than those who finished their studies at or before the age of 15 (17%).

Expectations about life in general – percentage per socio demographic groups

What are your expectations for the next twelve months: will the next twelve months be better, worse or the same, when it comes to your life in general?

	Better	Same	Worse	DK
EU27	30%	54%	13%	3%
AGE				
15-24	50%	39%	7%	4%
25-39	42%	44%	11%	3%
40-54	26%	57%	14%	3%
55 +	13%	66%	17%	4%
EDUCATION (END OF)				
15-	17%	61%	18%	4%
16-19	30%	53%	14%	3%
20+	36%	52%	10%	2%
Still Studying	48%	43%	6%	3%

Source: TNS Opinion for the European Commission – Eurobarometer 68

Leendert de Voogd, Global Head of TNS Political & Social, comments: “The Eurobarometer survey shows that, although a majority of Europeans think their life will stay the same in the coming months, the level of optimism has fell to one of its lowest levels since 1995, clearly a call for attention that European leaders should not overlook”.

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Note to Editors

About TNS Political & Social Facts and Figures:

The Eurobarometer report was posted at the following website on December 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 February September and November 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: 22nd of September to the 3rd of November 2007

Number of interviews conducted: 30,281 persons interviewed face-to-face in the 27 Member States of the EU, Croatia, the Former Yugoslav Republic of Macedonia, Turkey, and the Turkish Cypriot Community.

About TNS

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As industry thought leaders, our people deliver innovative thinking and excellent service to global organisations and local clients worldwide. We work in partnership with our clients, meeting their needs for high-quality information, analysis and foresight across our network of over 70 countries.

We are the world's foremost provider of custom research and analysis, combining in-depth industry sector understanding with world-class expertise in the areas of new product development, segmentation and positioning research, brand and advertising research and stakeholder management. We are a major supplier of consumer panel, media intelligence and internet, TV and radio audience measurement services.

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For more information and detailed results on a country-by-country basis, please contact:

Leendert de Voogd, Global Head of TNS Political & Social

Tel: +32 (0) 2 66 118 66 or email: leendert.devoogd@tns-global.com

Pascal Chelala, Managing Director, TNS Opinion

Tel: +32 (0)2 66 118 66 or email: pascal.chelala@tns-opinion.com

Stuart Ridsdale, International PR Manager, TNS

Tel: +44 (0) 208 967 4787 or email: stuart.ridsdale@tns-global.com

Liz Kearney / Emily Luscombe, Camargue

Tel: +44 (0) 20 7636 7366 or email: ekearney@camarquepr.com