Flash Eurobarometer 414

PREFERENCES OF EUROPEANS TOWARDS TOURISM

SUMMARY

Fieldwork: January 2015

Publication: March 2015

This survey has been requested by the European Commission, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs and co-ordinated by Directorate-General for Communication.

Flash Eurobarometer 414 - TNS Political & Social

Flash Eurobarometer 414

Preferences of Europeans towards tourism

Conducted by TNS Political & Social at the request of the European Commission, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs

Survey co-ordinated by the European Commission, Directorate-General for Communication (DG COMM "Strategy, Corporate Communication Actions and Eurobarometer" Unit)

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INTRODUCTION

This Flash Eurobarometer was carried out at the request of the European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs by the TNS Political & Social network in the 28 Member States of the European Union, and in Turkey, the Former Yugoslav Republic of Macedonia, Iceland, Montenegro and Moldova, between 22 and 28 January 2015. This wave is a follow-up to Flash Eurobarometer no. 392, conducted in January 2014.

The survey was designed to explore a range of aspects regarding holidays in 2014 and 2015, in particular:

- respondents' reasons for going on holiday in 2014
- information sources and tools used to research and organise holidays
- respondents' travel profiles, preferred destinations and holiday types
- satisfaction with various aspects of holidays in 2014
- plans for holidays in 2015, including the potential impact of the current economic situation on these plans

Where possible, results are compared with the last wave of the survey.

Some 30,101 respondents from different social and demographic groups were interviewed via telephone (landline and mobile phone) in their mother tongue on behalf of the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs. The methodology used is that of Eurobarometer surveys as carried out by the Directorate-General for Communication ("Strategy, Corporate Communication Actions and Eurobarometer" Unit)[1].

An extra analysis - carried out by cross-tabulating different questions - as well as Country Fact Sheets, will be included in a subsequent phase. A technical note on the manner in which interviews were conducted by the Institutes within the TNS Political & Social network, as well as the interview methods and confidence intervals[2] complete the report in annexes.

[1] http://ec.europa.eu/public_opinion/index_en.htm

[2] The results tables are included in the annex. It should be noted that the total of the percentages in the tables of this report may exceed 100% where the respondent was able to give several answers to the question.

Note: In this report, countries are referred to by their official abbreviation. The abbreviations used in this report correspond to:

ABBREVIATIONS			
BE	Belgium	LT	Lithuania
BG	Bulgaria	LU	Luxembourg
CZ	Czech Republic	HU	Hungary
DK	Denmark	MT	Malta
DE	Germany	NL	The Netherlands
EE	Estonia	AT	Austria
EL	Greece	PL	Poland
ES	Spain	PT	Portugal
FR	France	RO	Romania
HR	Croatia	SI	Slovenia
IE	Ireland	SK	Slovakia
IT	Italy	FI	Finland
CY	Republic of Cyprus*	SE	Sweden
LV	Latvia	UK	The United Kingdom
TR	Turkey	EU28	European Union – 28 Member States
MK	Former Yugoslav Republic of Macedonia**		
IS	Iceland		
ME	Montenegro		
MD	Moldova		

* Cyprus as a whole is one of the 28 European Union Member States. However, the ‘acquis communautaire’ has been suspended in the part of the country which is not controlled by the government of the Republic of Cyprus. For practical reasons, only the interviews carried out in the part of the country controlled by the government of the Republic of Cyprus are included in the ‘CY’ category and in the EU28 average.

** Provisional abbreviation which in no way prejudges the definitive name of this country, which will be agreed once the current negotiations at the United Nations have been completed.

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We wish to thank all the people interviewed who took the time to participate in this survey.

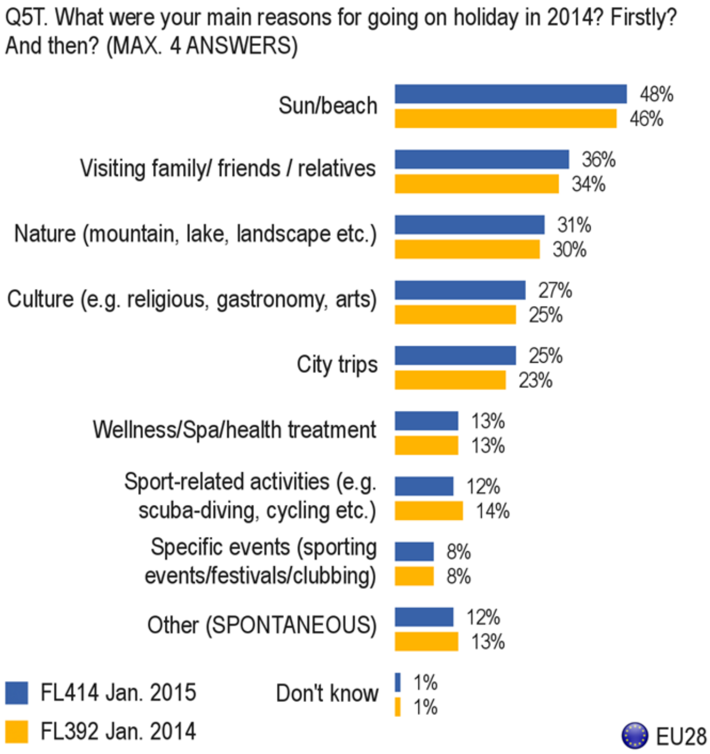
Without their active participation, this survey would not have been possible.

I. RESEARCHING AND ORGANISING A HOLIDAY IN 2014

1.1. Reasons for going on holiday in 2014

Spending time in the sun or at the beach was once again the most popular reason for going on holiday in 2014, mentioned by nearly half of respondents (48%, up from 46% who gave this answer in January 2014). More than a third (36%, +2 percentage points since the last survey) mentioned visiting family or friends or relatives as one of their main reasons, while just under a third (31%, +1) said that nature (landscapes, mountains, etc.) was one of the main reasons they went on holiday in 2014.

— Spending time in the sun or at the beach continues to be the main reason for going on holiday —



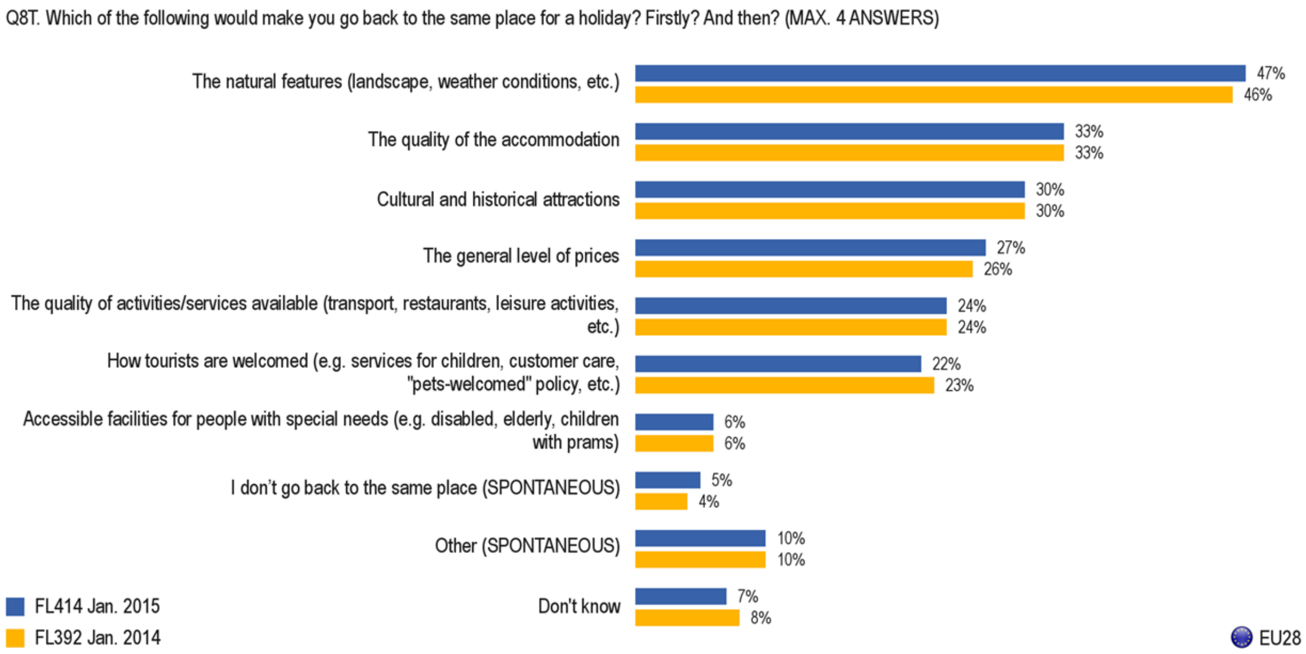
Base: 51% from the total number of respondents – EU28

(Those who travelled for personal reasons for a minimum of four consecutive nights during 2014)

1.2. Reasons for returning to the same place for a holiday

The natural features of a holiday destination are seen as the main reason for wanting to return to the same place according to around half the respondents (47%). The quality of accommodation is the next most significant factor (33%), followed by cultural and historical attractions (30%). Findings are very similar to those seen in January 2014. There have been no changes of more than 1 percentage point for any of the reasons.

– The natural features of the destination are the main reason for wanting to return to the same place for a holiday –

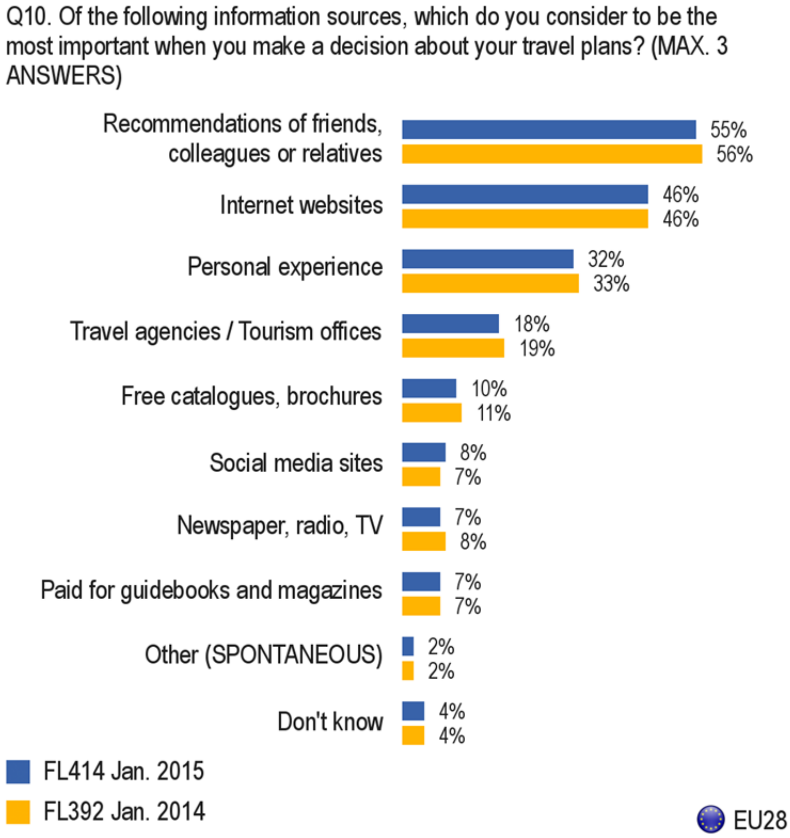


Base: Total number of respondents – EU28

1.3. Most-used sources of information for planning a holiday

When asked which sources of information they consider most important when making decisions about their travel plans, over half of respondents (55%) mention the recommendations of friends, colleagues or relatives, while just under half (46%) mention Internet websites. A third (32%) of respondents consider personal experience to be important in their decision-making. These results are again very similar to the last wave of the survey, with differences of no more than 1 percentage point.

– Personal recommendations and the Internet are the sources considered most important when making travel plans –

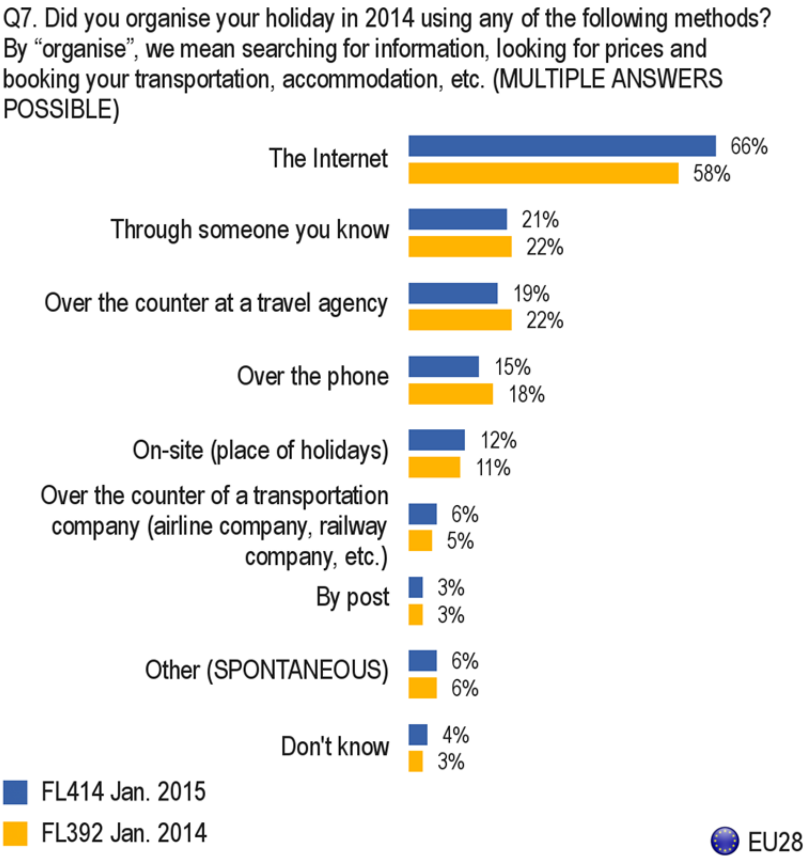


Base: Total number of respondents – EU28

1.4. Methods used to organise a holiday in 2014

The Internet (66%) was by far the most common way of organising a holiday, with an increase of 8 percentage points compared with last year. Around a fifth of respondents organised their holiday through someone they knew (21%, -1) or over the counter at a travel agency (19%, -3). Overall, it is clear that an increase in use of the Internet (+8 pp since January 2014) is accompanied by a decrease in use of most other methods.

– The Internet is by far the most common way of organising a holiday, and its use is constantly growing –



Base: 51% from the total number of respondents – EU28

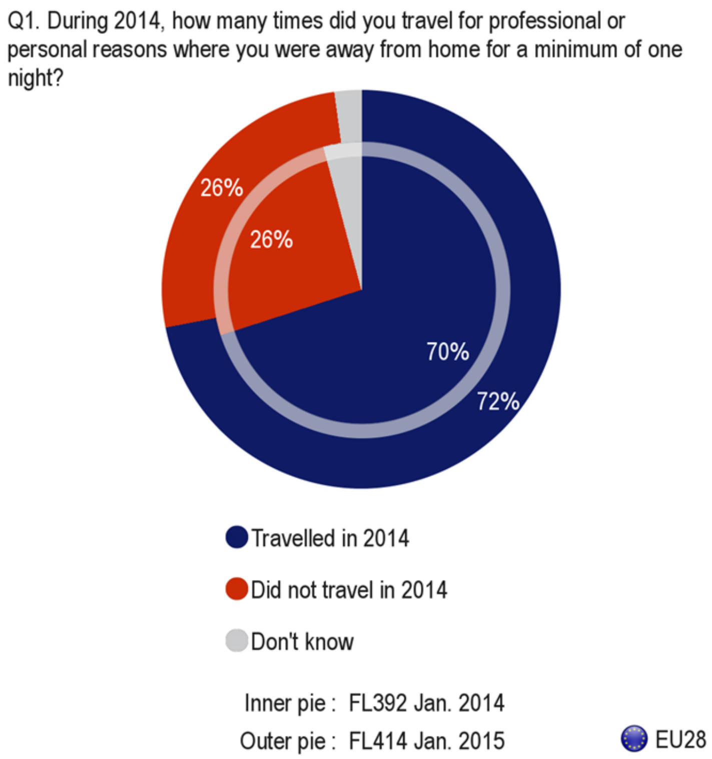
(Those who travelled for personal reasons for a minimum of four consecutive nights during 2014)

II. THE HOLIDAY EXPERIENCE IN 2014

2.1. Proportion of respondents who travelled in 2014

Respondents were asked how often they had travelled for professional or personal reasons in 2014, on occasions when they were away from home for a minimum of one night. Overall, more than seven in ten people (72%) travelled at least once in 2014, a slight increase (+2) since last year’s survey.

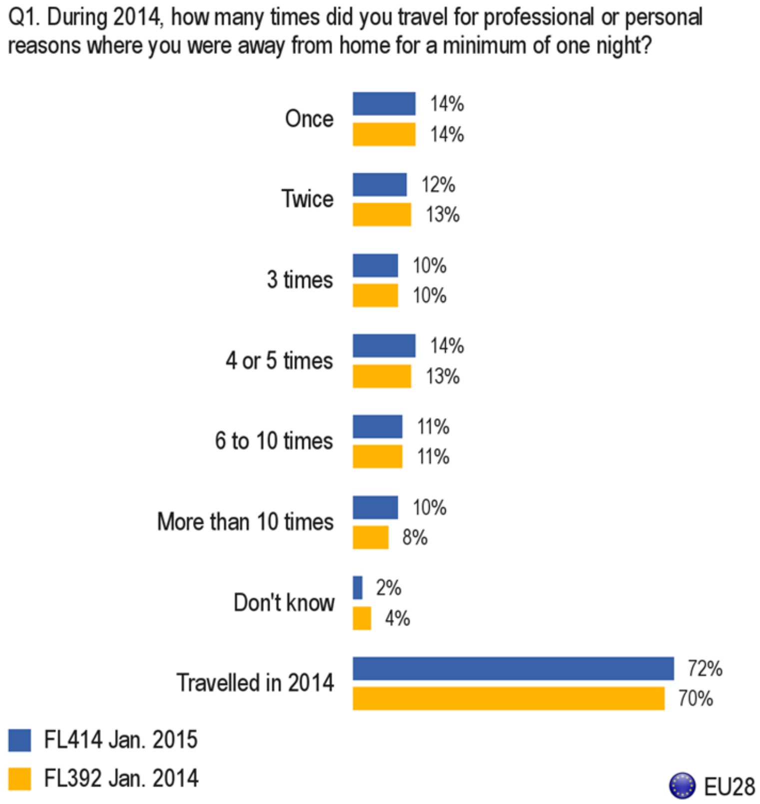
– Around seven in ten Europeans travelled away from home at least once in 2014 –



Base: Total number of respondents – EU28

The chart below shows the very even distribution of the number of times EU28 respondents travelled in 2014. One in seven respondents (14%) say that they travelled just once, while 12% travelled twice, 10% three times, 14% four or five times, 11% six to ten times, and 10% more than ten times.

There has been very little change compared with the results for 2013. The proportion that travelled more than ten times has increased by 2 percentage points; otherwise, there are no changes of more than 1 percentage point.



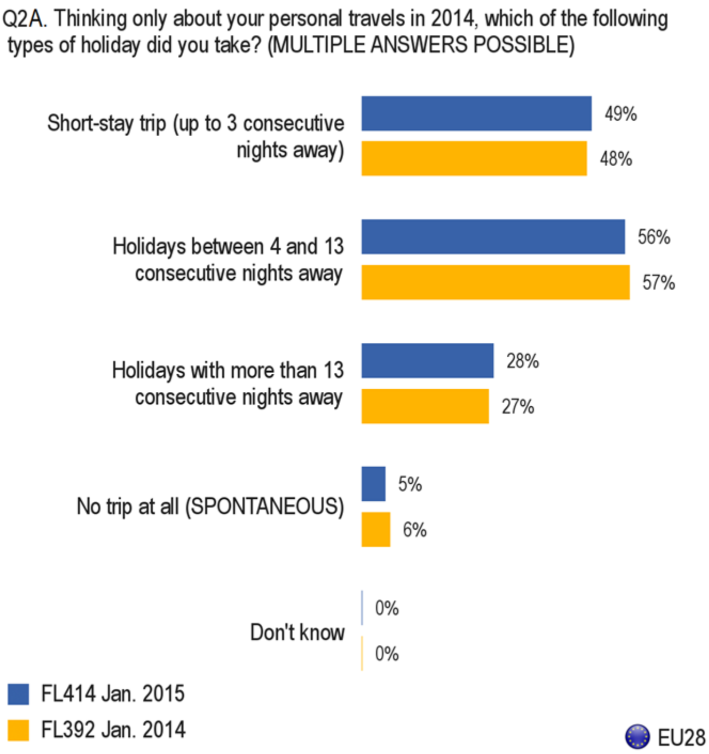
Base: Total number of respondents – EU28

2.2. Duration of holidays taken in 2014

A majority of respondents (56%) mentioned they took holidays that lasted between 4 and 13 nights away, while around half (49%) went on short-stay trips of up to three nights. Just over a quarter of respondents (28%) travelled for more than 13 consecutive nights. A minority (5%) of the respondents who travelled in 2014 did not travel at all for personal reasons but only for professional reasons.

These findings are again very similar to those obtained in last year’s survey, with differences of no more than 1 percentage point.

– The most popular holiday duration in 2014 was between 4 and 13 nights –



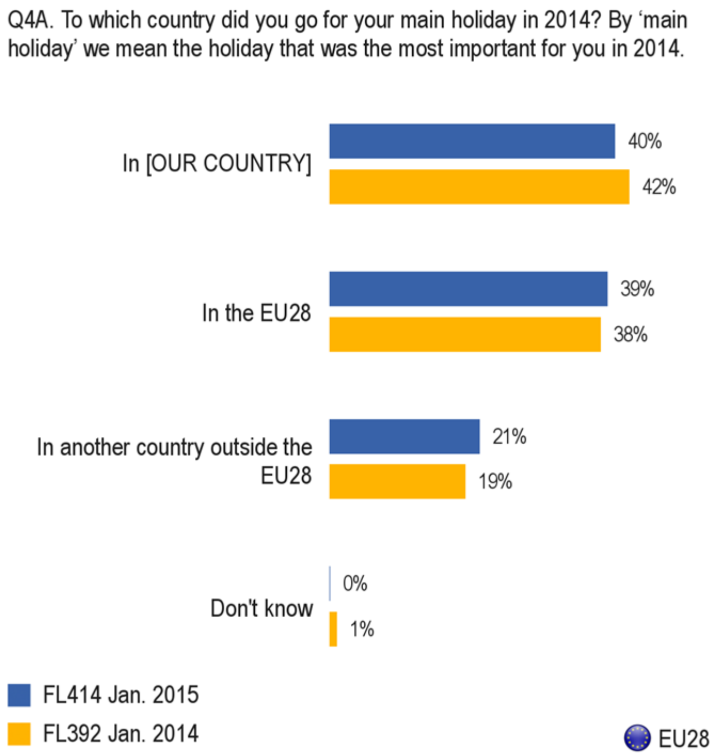
Base: 72% from the total number of respondents – EU28

(Those who travelled for a minimum of one night in 2014)

2.3. Destinations of holidays taken in 2014

The chart below shows the results for respondents' main holiday[3]. Four in ten respondents (40%) went on holiday in their own country, down slightly from the 42% who gave this answer in the previous wave of the survey. A similar proportion (39%) went on holiday somewhere else in the EU, a marginal increase of +1 since last year, while around one in five (21%, +2) took a holiday in a country outside the EU28.

– An increasing proportion of EU citizens take holidays outside their own country –



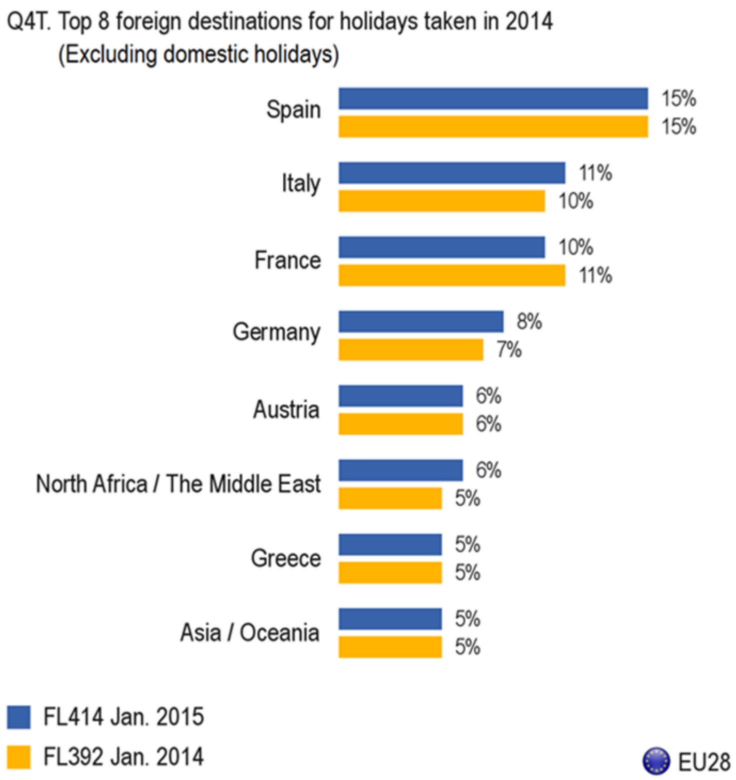
Base: 51% from the total number of respondents – EU28

(Those who travelled for personal reasons for a minimum of four consecutive nights during 2014)

The picture is similar in terms of proportions when combining the respondents' main holidays with any other holidays they may have taken in 2014. A majority of respondents (54%, -3) say they went on holiday in their own country in 2014, while a slightly higher proportion holidayed in another EU country (56%, +2). Over a quarter (28%, +1) went somewhere outside the EU.

3 The "main holiday" was described to respondents as "the holiday that was most important for you in 2014".

The chart below shows the **top eight destinations excluding domestic holidays:** Spain is again the most popular foreign destination in 2014, visited by 15% of respondents from other countries, followed by Italy (11%), France (10%) and Germany (8%). These findings have remained very similar since last year, with changes of no more than 1 percentage point for any of these top eight foreign destinations.



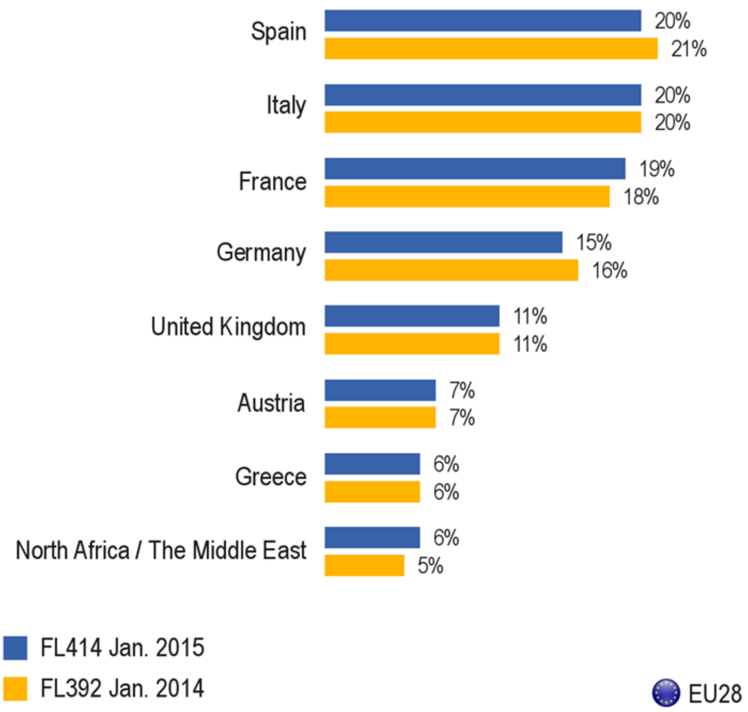
Base: 51% from the total number of respondents – EU28

(Those who travelled for personal reasons for a minimum of four consecutive nights during 2014 – excluding domestic holidays)

The following chart shows the **top eight destinations, this time including domestic holidays**. Spain and Italy rank joint highest as the most popular destinations (each visited by 20% of respondents, including people living in the same country), followed by France (19%), Germany (15%) and the UK (11%). The next most popular destinations are Austria (7%), Greece (6%) and North Africa or the Middle East (6%).

Once again, findings are very similar to those seen for destinations in 2013.

Q4T. Top 8 destinations for holidays taken in 2014
(Including domestic holidays)



Base: 51% from the total number of respondents – EU28

(Those who travelled for personal reasons for a minimum of four consecutive nights during 2014– including domestic holidays)

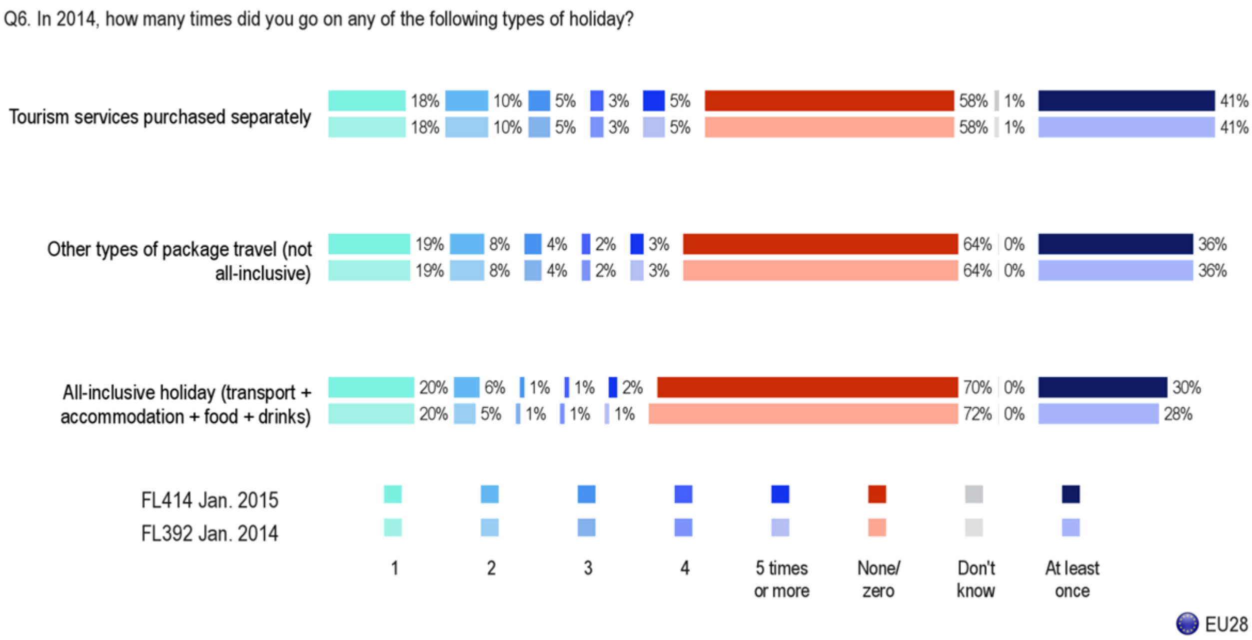
2.4. Types of holiday taken in 2014 (package vs. separate products)

Four in ten respondents (41%, no change from January 2014) went on at least one holiday where the various parts of their trip were purchased separately. The overall figure of 41% includes 18% who went on this type of holiday only once, 10% who went twice, 5% three times, 3% four times, and 5% five times or more.

Over a third of people (36%, no change from January 2014) went on a package holiday that was not all-inclusive. This includes 19% who went on this type of holiday only once, 8% who went twice, 4% three times, 2% four times, and 3% five times or more.

Three in ten EU citizens (30%, +2) went on an all-inclusive holiday. Most respondents did so only once (20%) or twice (6%).

– Booking the various parts of a holiday separately remains more popular among Europeans than a package holiday –



Base: 51% from the total number of respondents – EU28

(Those who travelled for personal reasons for a minimum of four consecutive nights during 2014)

2.5. Types of holiday accommodation chosen in 2014

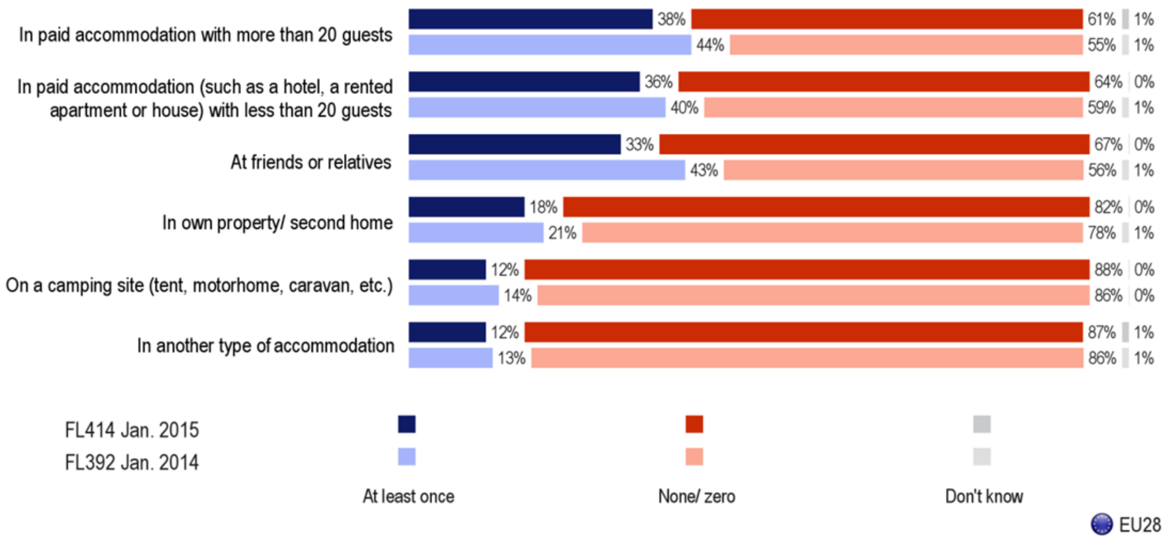
Respondents were asked about the kind of accommodation they stayed in on holidays lasting a minimum of four consecutive nights. More than a third of respondents (38%) stayed in paid accommodation with more than 20 guests. A slightly lower proportion (36%) stayed in paid accommodation with fewer than 20 guests.

One in three respondents (33%) stayed with friends or relatives, while around one in six (18%) stayed in their own property or second home, 12% stayed on a campsite, and 12% stayed in another type of accommodation.

There have been decreases since the last survey for all of the various types of accommodation, suggesting that respondents were less likely to use multiple forms of accommodation in 2014 than they were in 2013.

– Paid accommodation with more than 20 guests is the most common type of accommodation used –

Q2B. Thinking only about your personal travels in 2014, how many times did you stay for a minimum of four consecutive nights in the following types of accommodation?



Base: 72% from the total number of respondents – EU28

(Those who travelled for a minimum of one night in 2014)

2.6. Satisfaction with the main holiday taken in 2014

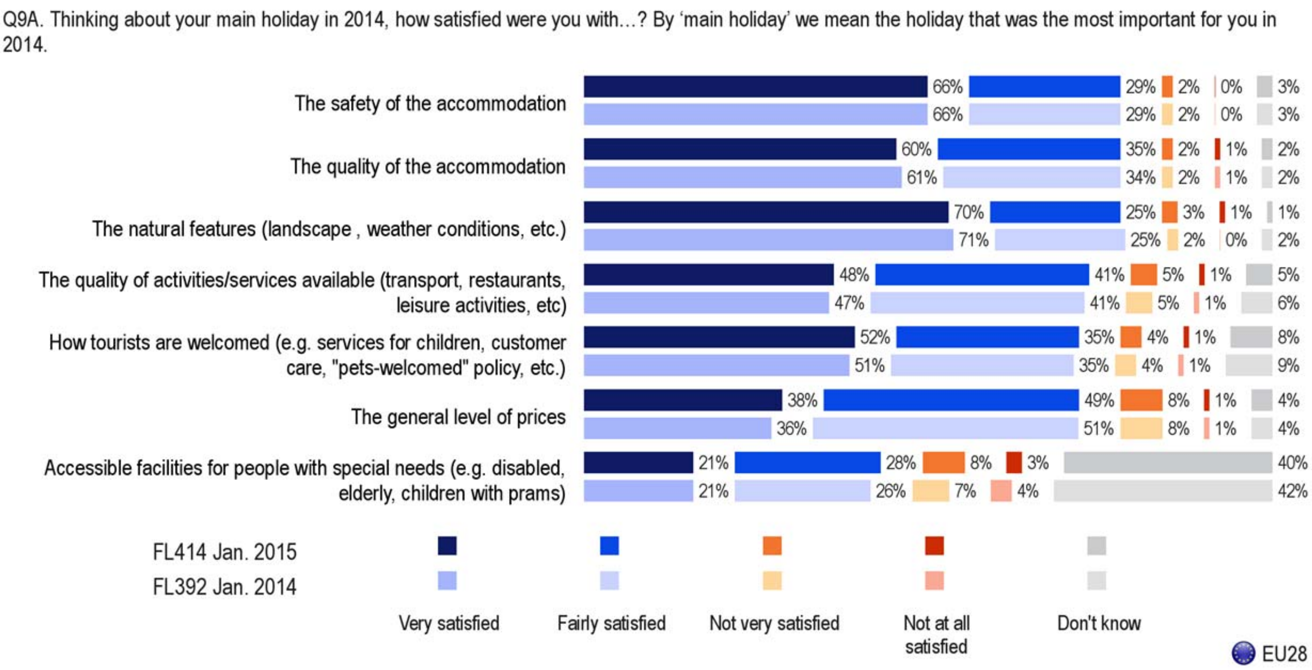
A high proportion of respondents express satisfaction with the various aspects of their main holiday in 2014. Nearly all respondents (95%) were satisfied with the **safety of their accommodation**, the **quality of their accommodation**, and with the **natural features**, such as the landscape and weather conditions, on their main holiday.

Nearly nine in ten people (89%) were satisfied with the **quality of activities or services** that were available, and a very large majority of people (87%) also felt satisfied with **the way tourists were welcomed**.

When it comes to the **general level of prices**, 87% of respondents express satisfaction, although most were fairly satisfied (49%) rather than very satisfied (38%). Satisfaction with the **availability of accessible facilities for people with special needs** was noticeably lower than for the other six aspects of the respondents' holidays. Around half (49%) say that they were satisfied.

There has been very little change in levels of satisfaction in the last year. The proportions that are satisfied with the various items have not changed by more than 1 percentage point from the figures seen in January 2014.

– Respondents express a high level of satisfaction with most aspects of their main holiday –



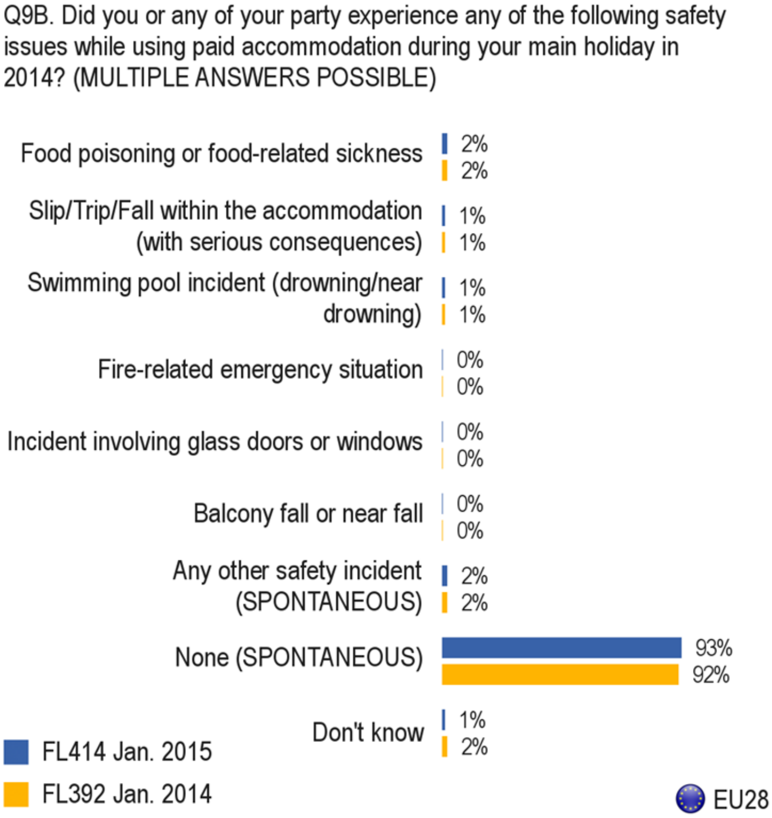
Base: 51% from the total number of respondents – EU28

(Those who travelled for personal reasons for a minimum of four consecutive nights during 2014)

2.7. Safety issues encountered during the main holiday in 2014

The vast majority of respondents (93%) did not experience any safety issues when using paid accommodation during their main holiday in 2014. Of the 6% that did, the most common experiences were food poisoning or food-related sickness (2%), a slip, trip or fall (1%) and swimming pool incidents (1%). These findings are similar to those obtained in last year's survey[4].

– Only a minority of respondents experienced safety problems with paid accommodation during their main holiday –



Base: 40% from the total number of respondents – EU28

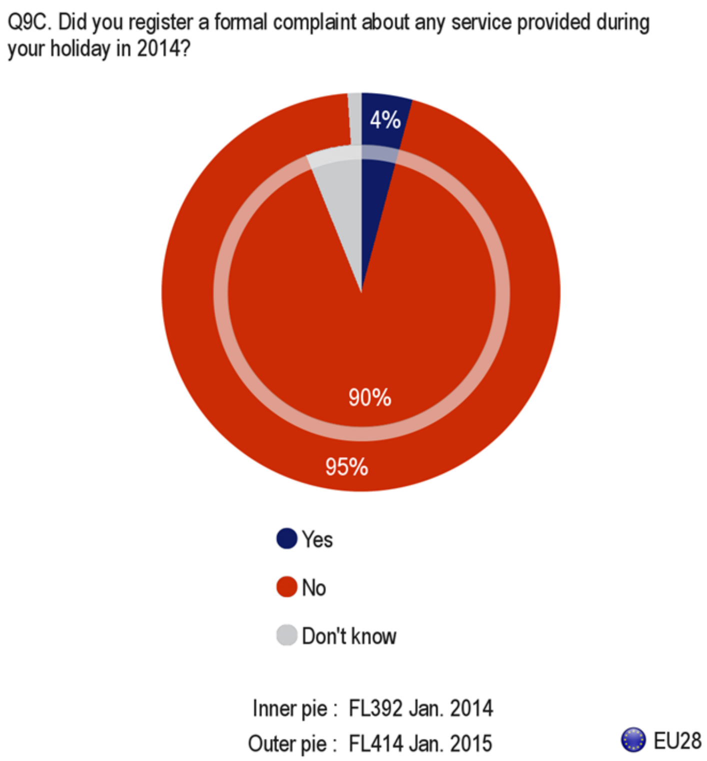
(Those who stayed in paid accommodation in 2014)

[4] It should be noted that this question was modified in the present survey, becoming a multiple answer question. Only 1% of EU respondents who stayed in paid accommodation in 2014 mentioned 2 or more safety issues.

2.8. Complaints registered during a holiday in 2014

Respondents who had travelled for at least one night in 2014 were asked whether they had made a formal complaint about any service during their holiday. Just 4% of respondents say that they registered a complaint in 2014, the same proportion as in 2013.

– 4% of travellers made a formal complaint in 2014 –



Base: 72% from the total number of respondents – EU28

(Those who travelled for a minimum of one night in 2014)

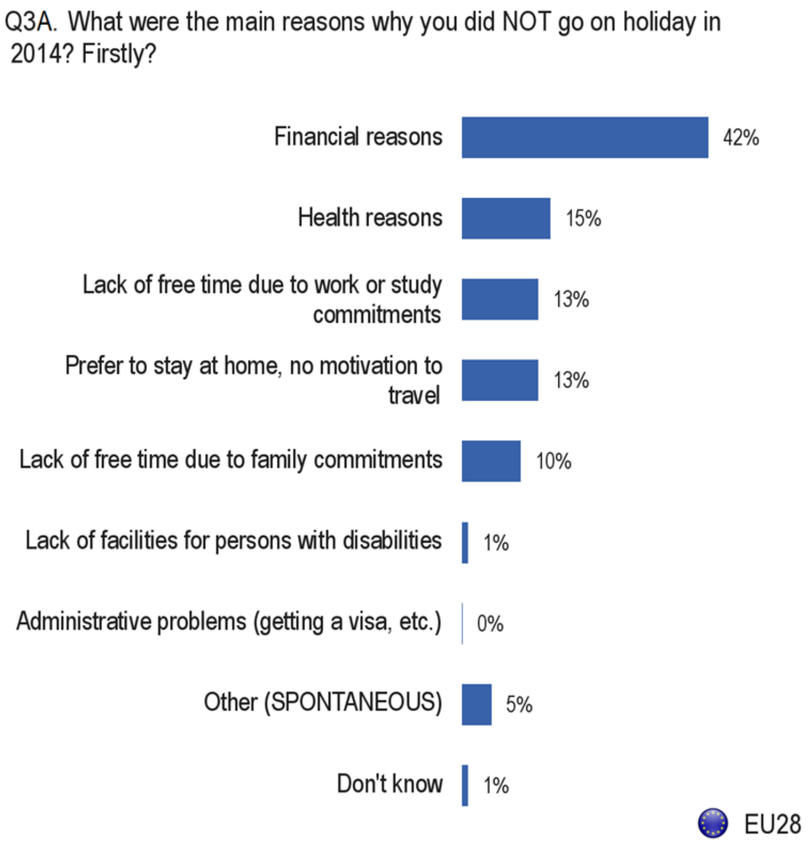
Those individuals who said they registered a complaint were then asked what they complained about.

Formal complaints were most likely to concern the accommodation (47%, +6 pp compared to the previous wave), followed by transport (25%, +3), restaurants (15%, -2) and leisure activities (7%, -1). Because of the small number of respondents answering this question, other changes are not statistically significant.

III. OBSTACLES TO GOING ON HOLIDAY IN 2014

Respondents who said they did not go on holiday in 2014 were asked the reasons why they had not done so. Respondents are most likely to give financial reasons as the main explanation for why they did not go on holiday in 2014. More than four in ten respondents (42%) gave this as their first answer. This is followed by health reasons (15%), lack of time – either due to work or study commitments (13%) or family commitments (10%), and the preference to stay at home (13%).

– The main reason why respondents did not go on holiday in 2014 was financial –



Base: 30% from the total number of respondents – EU28

(Those who did not take a personal holiday during 2014)

The picture is similar when we consider all of the reasons mentioned by respondents for not going on holiday last year. A majority of respondents (54%) did not do so for financial reasons[5], while around one in five cite the following reasons: health reasons (23%), a preference to stay at home (21%), lack of free time due to work or study commitments (20%), and lack of free time due to family commitments (18%).

One in eight respondents (13%) spontaneously gave other reasons as to why they did not go away.

[5] This is in line with the results from last year's survey, where “financial reasons” was stated as the main obstacle to going on holiday.

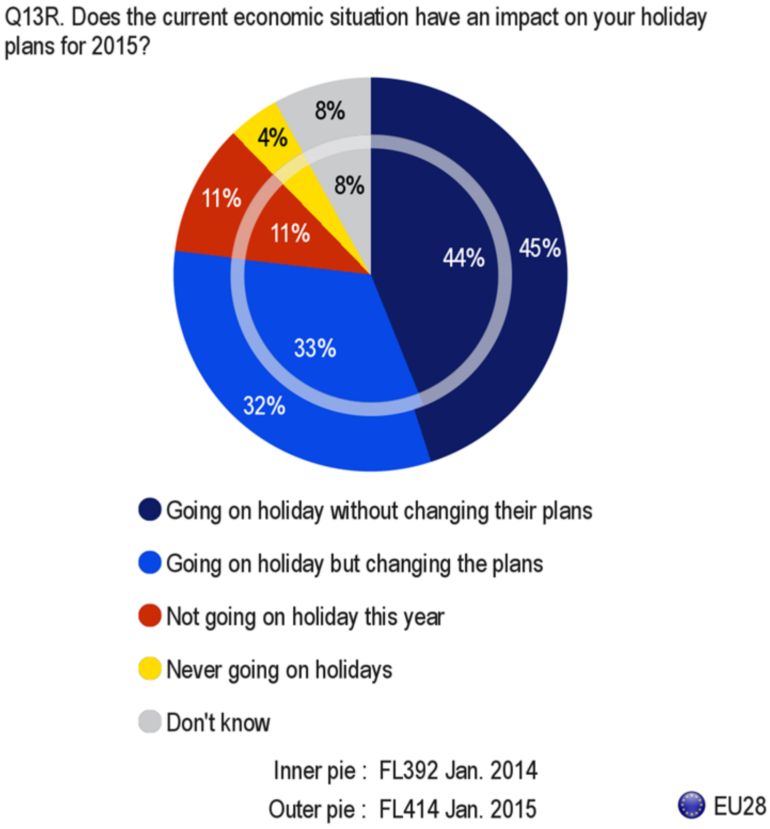
IV. HOLIDAY PLANS FOR 2015

4.1 Impact of the current economic situation on holiday plans for 2015

Respondents were asked whether the current economic situation had an impact on their holiday plans for 2015. Over four in ten people (45%) say they will go on holiday this year without changing their plans, while a third (32%) will still go on holiday but will change their plans. Around one in nine (11%) will not go on holiday as a result of the economic situation, while 4% say they never go on holiday. Finally, 8% cannot say whether the economic situation will affect their plans.

As illustrated in the chart below, these findings are very similar to those seen in January 2014, with evolutions limited to 1 percentage point.

- Around one in nine EU citizens have decided not to go on holiday this year because of the current economic situation, the same proportion as last year –



Base: Total number of respondents – EU28

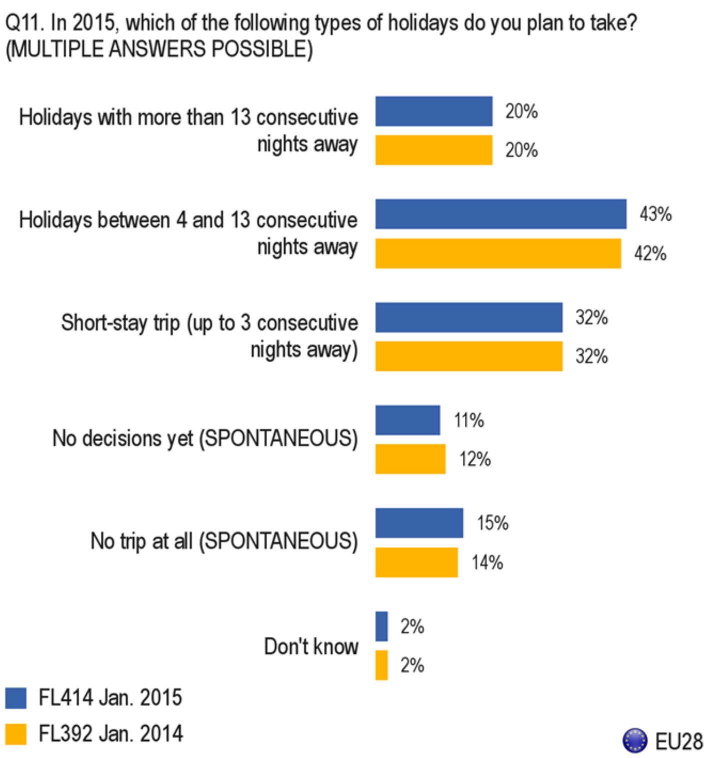
4.2 Duration of holidays planned for 2015

Over four in ten respondents (43%, +1 pp compared with last year) are planning to take holidays lasting between 4 and 13 consecutive nights in 2015, while 32% (no change) are planning to take short-stay trips of up to three consecutive nights. A fifth (20%, no change) are planning more than 13 nights away.

One person in nine (11%, -1) spontaneously say they have made no decisions yet, while 15% (+1) spontaneously say that they are not planning any kind of trip at all.

These findings are very similar to those seen in January 2014, as illustrated in the chart below.

– Very similar situation to last year regarding the duration of holidays planned for 2015–

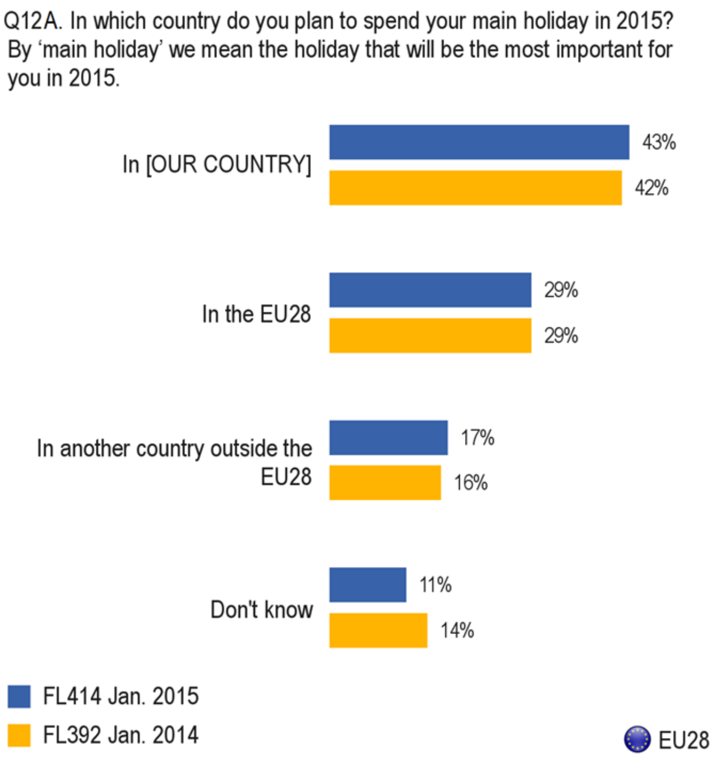


Base: Total number of respondents – EU28

4.3 Destinations of holidays planned for 2015

Looking ahead to their *main* holiday in 2015, respondents who said previously that they planned to go away were asked where they intended to go. Over four in ten of them (43%, +1 compared with 2014) say they plan to spend their main holiday in their own country, while almost three in ten (29%, no change) intend to spend their main holiday somewhere in the EU. Roughly one in six respondents (17%, +1) plan to travel to a country outside the EU, while 11% do not know where they will go.

- In terms of destinations as well, plans for 2015 are very similar to those made one year before –



Base: 72% from the total number of respondents – EU28

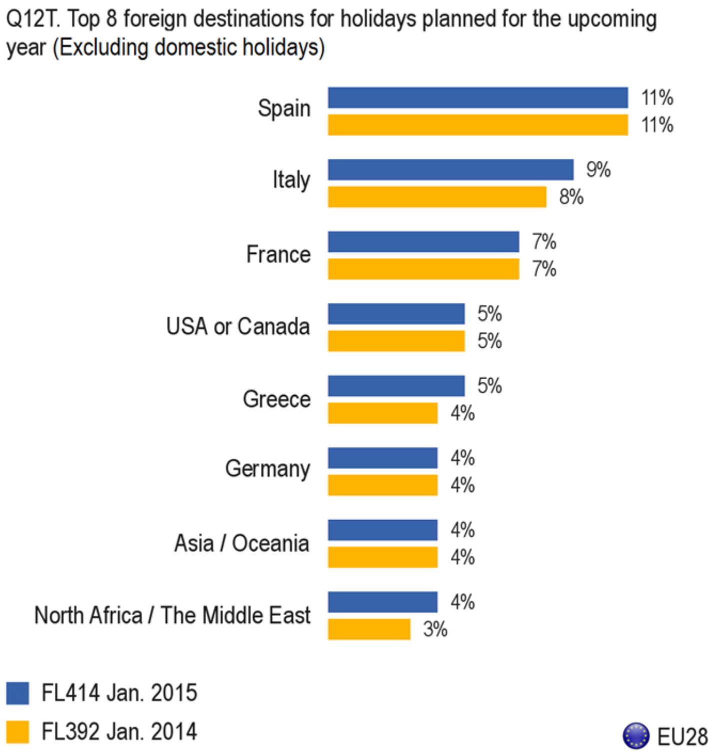
(Those who plan to take holidays during 2015)

Respondents were then asked about *all* of the countries they plan to visit in 2015 (not just during their main holiday). Around half (51%, +1 compared with 2014) plan to spend a holiday in their own country in 2015, while a slightly lower proportion (43%, +1) plan to visit a country in the EU. Around a quarter (24%, no change) are planning to visit a country outside the EU. Here again, the situation is very similar to the one observed in January 2014.

The chart below shows the **top eight destinations excluding domestic holidays**.

Spain is the most popular destination for planned visits in 2015 (chosen by 11% of respondents from other countries), followed by Italy (9%), France (7%), USA or Canada (5%), Greece (5%), Germany (4%), Asia or Oceania (4%) and North Africa or the Middle East (4%).

These findings have remained very similar since last year, with changes of no more than 1 percentage point for any of these top destinations for planned holidays.

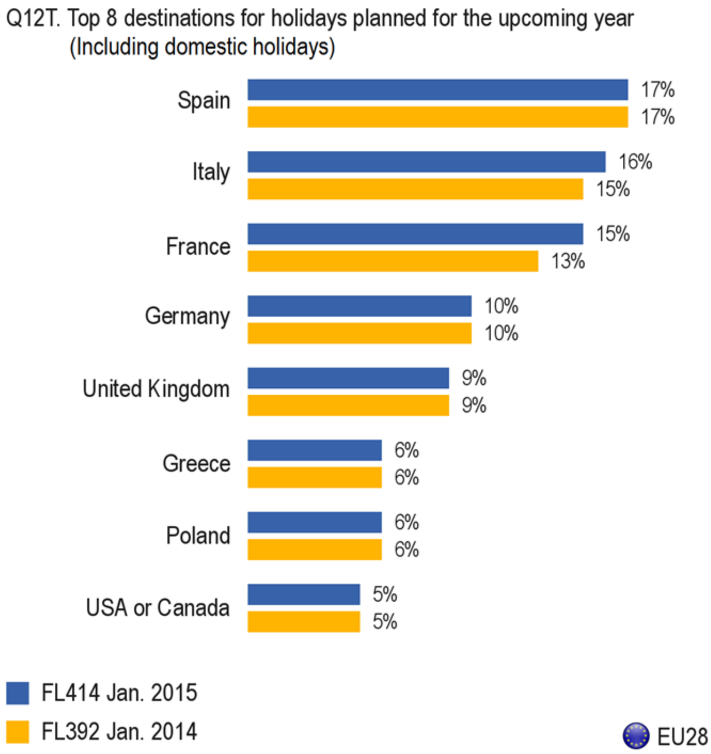


Base: 72% from the total number of respondents – EU28

(Those who plan to take holidays during 2015)

The following chart shows the **top eight planned destinations including domestic holidays**. Spain again ranks highest (chosen by 17% of respondents, including people living in this country), closely followed by Italy (16%) and France (15%). Germany (10%) and the UK (9%) are chosen by around one in ten respondents, followed by Greece (6%), Poland (6%) and USA or Canada (5%).

Once again, findings are very similar to the planned destinations a year ago. Besides an increase of 2 percentage points in the proportion planning to take a holiday in France, there are no differences of more than 1 percentage point among these destinations.



Base: 72% from the total number of respondents – EU28

(Those who plan to take holidays during 2015)

ANNEXES

TECHNICAL SPECIFICATIONS

FLASH EUROBAROMETER 414
“Preferences of Europeans towards tourism”
TECHNICAL SPECIFICATIONS

Between the 22 and the 28 of January 2015, TNS Political & Social, a consortium created between TNS political & social, TNS UK and TNS opinion, carried out the survey FLASH EUROBAROMETER 414 about “Preferences of Europeans towards tourism”.

This survey has been requested by the EUROPEAN COMMISSION, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs. It is a general public survey co-ordinated by the Directorate-General for Communication (DG COMM “Strategy, Corporate Communication Actions and Eurobarometer” Unit). The FLASH EUROBAROMETER 414 covers the population of the respective nationalities of the European Union Member States, resident in each of the 28 Member States and aged 15 years and over. It was also conducted in four candidate countries (Turkey, the Former Yugoslav Republic of Macedonia, Iceland and Montenegro) and in Moldova. The survey covers the national population of citizens (in these countries) as well as the population of citizens of all the European Union Member States that are residents in these countries and have a sufficient command of the national languages to answer the questionnaire. All interviews were carried using the TNS e-Call center (our centralized CATI system). In every country respondents were called both on fixed lines and mobile phones. The basic sample design applied in all states is multi-stage random (probability). In each household, the respondent was drawn at random following the "last birthday rule".

TNS has developed its own RDD sample generation capabilities based on using contact telephone numbers from responders to random probability or random location face to face surveys, such as Eurobarometer, as seed numbers. The approach works because the seed number identifies a working block of telephone numbers and reduces the volume of numbers generated that will be ineffective. The seed numbers are stratified by NUTS2 region and urbanisation to approximate a geographically representative sample. From each seed number the required sample of numbers are generated by randomly replacing the last two digits. The sample is then screened against business databases in order to exclude as many of these numbers as possible before going into field. This approach is consistent across all countries.

Readers are reminded that survey results are estimations, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples of about 1,000 interviews, the real percentages vary within the following confidence limits:

Statistical Margins due to the sampling process
(at the 95% level of confidence)

various sample sizes are in rows *various observed results are in columns*

	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	
N=50	6,0	8,3	9,9	11,1	12,0	12,7	13,2	13,6	13,8	13,9	N=50
N=500	1,9	2,6	3,1	3,5	3,8	4,0	4,2	4,3	4,4	4,4	N=500
N=1000	1,4	1,9	2,2	2,5	2,7	2,8	3,0	3,0	3,1	3,1	N=1000
N=1500	1,1	1,5	1,8	2,0	2,2	2,3	2,4	2,5	2,5	2,5	N=1500
N=2000	1,0	1,3	1,6	1,8	1,9	2,0	2,1	2,1	2,2	2,2	N=2000
N=3000	0,8	1,1	1,3	1,4	1,5	1,6	1,7	1,8	1,8	1,8	N=3000
N=4000	0,7	0,9	1,1	1,2	1,3	1,4	1,5	1,5	1,5	1,5	N=4000
N=5000	0,6	0,8	1,0	1,1	1,2	1,3	1,3	1,4	1,4	1,4	N=5000
N=6000	0,6	0,8	0,9	1,0	1,1	1,2	1,2	1,2	1,3	1,3	N=6000
N=7000	0,5	0,7	0,8	0,9	1,0	1,1	1,1	1,1	1,2	1,2	N=7000
N=7500	0,5	0,7	0,8	0,9	1,0	1,0	1,1	1,1	1,1	1,1	N=7500
N=8000	0,5	0,7	0,8	0,9	0,9	1,0	1,0	1,1	1,1	1,1	N=8000
N=9000	0,5	0,6	0,7	0,8	0,9	0,9	1,0	1,0	1,0	1,0	N=9000
N=10000	0,4	0,6	0,7	0,8	0,8	0,9	0,9	1,0	1,0	1,0	N=10000
N=11000	0,4	0,6	0,7	0,7	0,8	0,9	0,9	0,9	0,9	0,9	N=11000
N=12000	0,4	0,5	0,6	0,7	0,8	0,8	0,9	0,9	0,9	0,9	N=12000
N=13000	0,4	0,5	0,6	0,7	0,7	0,8	0,8	0,8	0,9	0,9	N=13000
N=14000	0,4	0,5	0,6	0,7	0,7	0,8	0,8	0,8	0,8	0,8	N=14000
N=15000	0,3	0,5	0,6	0,6	0,7	0,7	0,8	0,8	0,8	0,8	N=15000
	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	

ABBR.	COUNTRIES	INSTITUTES	N° INTERVIEWS	FIELDWORK DATES		POPULATION 15+
BE	Belgium	TNS Dimarso	1.000	22/01/2015	28/01/2015	8.939.546
BG	Bulgaria	TNS BBSS	1.006	22/01/2015	26/01/2015	6.537.510
CZ	Czech Rep.	TNS Aisa s.r.o	1.000	22/01/2015	27/01/2015	9.012.443
DK	Denmark	TNS Gallup A/S	1.005	22/01/2015	27/01/2015	4.561.264
DE	Germany	TNS Infratest	1.500	22/01/2015	27/01/2015	64.336.389
EE	Estonia	TNS Emor	500	22/01/2015	26/01/2015	945.733
IE	Ireland	IMS Millward Brown	1.000	22/01/2015	28/01/2015	3.522.000
EL	Greece	TNS ICAP	1.000	22/01/2015	27/01/2015	8.693.566
ES	Spain	TNS Demoscopia S.A	1.500	22/01/2015	28/01/2015	39.127.930
FR	France	TNS Sofres	1.509	22/01/2015	28/01/2015	47.756.439
HR	Croatia	HENDAL	500	22/01/2015	26/01/2015	3.749.400
IT	Italy	TNS ITALIA	1.505	22/01/2015	27/01/2015	51.862.391
CY	Rep. of Cyprus	CYMAR	501	22/01/2015	23/01/2015	705.360
LV	Latvia	TNS Latvia	500	22/01/2015	27/01/2015	1.447.866
LT	Lithuania	TNS LT	500	22/01/2015	23/01/2015	2.829.740
LU	Luxembourg	TNS Dimarso	500	22/01/2015	28/01/2015	434.878
HU	Hungary	TNS Hoffmann Kft	1.004	22/01/2015	26/01/2015	8.320.614
MT	Malta	MISCO International Ltd	505	22/01/2015	26/01/2015	335.476
L	Netherlands	TNS NIPO	1.002	22/01/2015	27/01/2015	13.371.980
AT	Austria	TNS Austria	1.004	22/01/2015	27/01/2015	7.009.827
PL	Poland	TNS OBOP	1.500	22/01/2015	28/01/2015	32.413.735
PT	Portugal	TNS EUROTESTE	1.000	22/01/2015	28/01/2015	8.080.915
RO	Romania	TNS CSOP	1.006	22/01/2015	27/01/2015	18.246.731
SI	Slovenia	RM PLUS	502	22/01/2015	23/01/2015	1.759.701
SK	Slovakia	TNS AISA Slovakia	1.000	22/01/2015	26/01/2015	4.549.956
FI	Finland	TNS Gallup Oy	1.000	22/01/2015	28/01/2015	4.440.004
SE	Sweden	TNS SIFO	1.000	22/01/2015	28/01/2015	7.791.240
UK	United Kingdom	TNS UK	1.502	22/01/2015	28/01/2015	51.848.010
TOTAL EU28			**27.051**	**22/01/2015**	**28/01/2015**	**412.630.644**
TR	Turkey	TNS PIAR	1.021	22/01/2015	28/01/2015	54.844.406
MK	Former Yugoslav Rep. of Macedonia	TNS Brima	500	22/01/2015	28/01/2015	1.678.404
IS	Iceland	Capacent ehf	500	22/01/2015	26/01/2015	252.277
ME	Montenegro	TNS Medium Gallup	521	22/01/2015	28/01/2015	622.777
MD	Moldova	Institutul de Marketing si Sondaje IMAS-INC	508	22/01/2015	28/01/2015	2.988.392
TOTAL			**30.101**	**22/01/2015**	**28/01/2015**	**473.016.900**