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EUROBAROMETER 52.1

EUROPEANS AND THE EC LOGO

REPORT

DRAWN UP BY

INRA (EUROPE)
EUROPEAN COORDINATION OFFICE S.A.

FOR

**The Directorate-General
for Health and Consumer Protection**

MANAGED AND ORGANISED BY

**The Directorate-General
for Education and Culture,
«Centre pour le citoyen»,
«Analysis of public opinion» Unit**

15 March 2000

This opinion poll, managed and organised by the Directorate-General for Education and Culture, «Centre pour le citoyen» («Analysis of public opinion» Unit), was conducted at the request of the European Commission's Directorate-General for Health and Consumer Protection.

It was carried out in all the Member States of the European Union, between 1 November and 15 December, under the general coordination of INRA (EUROPE) - European Coordination Office, situated in Brussels.

The questionnaire, the names of the institutes involved in the research and the technical specifications are given in the Annex.

The views expressed in this report are not necessarily those of the European Commission.

The original language of this report is French.

INTRODUCTION

The opinion poll analysed in this report was carried out in the fifteen Member States, between 1 November and 15 December 1999, as part of Eurobarometer¹ 52.1, at the request of the European Commission's Directorate-General for Health and Consumer Protection.

This survey is managed and organised by the European Commission's Directorate-General for Education and Culture, «Centre pour le citoyen», «Analysis of public opinion» Unit.

This report deals with people's knowledge and experience of a number of symbols, including the EC logo. It is divided into two chapters covering:

- Knowledge of the symbol, the products on which Europeans have seen it, its presumed meanings, the checks to which products carrying this symbol have been subject, the bodies responsible for putting the logo on products and its influence on the decision to buy.
- Knowledge of other logos and their influence on the decision to buy.

This survey is based entirely on new questions. In each Member State, these questions were put to a representative sample of the national population aged 15 and over. A total of 16 082 persons were questioned, i.e. an average of around 1 000 per Member State, except in Germany (2 000: 1 000 in the new Länder and 1 000 in the old Länder), the United Kingdom (1 300: 1 000 in Great Britain and 300 in Northern Ireland) and Luxembourg (600).

The figures for the European Union as a whole presented in this report are a weighted average of the national figures. For each Member State, the weighting used is the national population aged 15 and over as a proportion of the Community population of the same age (cf. technical specifications in the Annex).

¹ The Eurobarometer surveys or, to be more precise, «standard Eurobarometer surveys» have been conducted since 1973 (EB N° 0) on behalf of the former Directorate-General X of the European Commission, nowadays the Directorate-General for Education and Culture. They have included Greece since autumn 1980, Portugal and Spain since autumn 1985, eastern Germany since autumn 1990 and Austria, Finland and Sweden since spring 1995.

The technical specifications shown in the Annex give details of all matters relating to the methodology (field dates, selection of the sample, population covered, weighting, confidence intervals, etc.). Let us clarify some of the terms used in these specifications : the marginal weighting is that based on one variable, such as age or sex, whereas the crossed weighting is based on the cross-referencing of two variables, e.g. age and sex. The NUTS regions are «a classification of the regions of the European Union in accordance with a three-level hierarchical structure». The Eurobarometer is weighted on the basis of the NUTS 2 regions. It should also be noted that the total of the percentages given in the graphics illustrating the report and in the tables forming the Annexes may exceed 100% where the respondent has the option of giving more than one answer to the same question. This total may also not add up to exactly 100%, but to a figure very close to this (for example, 99% or 101%), on account of rounding-off.

The following abbreviations are used for the Member States:

B	Belgium
DK	Denmark
WD	Old Länder
D	Germany
OD	New Länder
GR	Greece
E	Spain
F	France
IRL	Ireland
I	Italy
L	Luxembourg
NL	Netherlands
A	Austria
P	Portugal
FIN	Finland
S	Sweden
UK	United Kingdom

One point needs to be noted regarding the separation between the old and new Länder of Germany, which was justified when eastern Germany was included in the list of countries covered by the Eurobarometer, in autumn 1990. This distinction has been maintained despite unification, since it frequently highlights clear differences of opinion between these two territories. The abbreviation used to designate the European Union as a whole is «EU 15». The abbreviation «DNK» means «Don't know».

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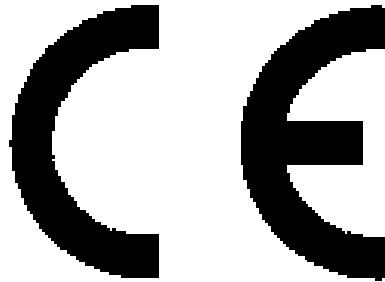
Technical specifications

Bilingual questionnaire

REPORT

CHAPTER I: THE EC LOGO

1. Visibility of the symbol



To the question: «Have you ever seen this symbol on products that you buy?», 61.7% of Europeans answered YES, 37.7% NO and 5.6% «Don't know».

Within this average figure, knowledge of the logo differs by a factor of two between Member States, since France has a YES rate of 81.7% against a mere 40.9% for Greece.

Apart from France, six countries have a YES rate above the EU average: the Netherlands (74.9%), Portugal (69.6%), Italy (69.3%), Denmark (69%), Luxembourg (66.2%) and Belgium (62.1%).

In addition to Greece, the group of countries with a below-average score includes Spain (59.4%), Great Britain (58%), Finland (57.7%), Sweden (57.7%), Ireland (50.2%), Germany (48.3%) and Austria (41.7%).

The latter two countries are the only ones where less than half the population say that they have seen the EC logo on products they have bought.

It is in the same two countries that more than 10% of the population (10.9%, i.e. almost twice the EU average) say that they don't know whether or not they have seen the symbol.

Question: «Have you ever seen this symbol on products that you buy?» (in %)

	YES	NO	DNK
B	62.1	35.6	2.4
DK	69.0	26.1	4.9
D West	49.0	39.9	11.1
D Total	48.3	40.8	10.9
D Ost	45.5	44.4	10.1
GR	40.9	57.4	1.8
E	59.4	37.6	3.0
F	81.7	16.8	1.5
IRL	50.2	39.9	9.8
I	69.3	24.8	5.9
L	66.2	30.5	2.8
NL	74.9	20.6	4.5
P	69.6	28.0	2.4
A	41.7	47.4	10.9
FIN	57.7	33.8	8.5
S	57.7	37.0	5.0
UK Total	58.0	37.6	4.4
EU 15	61.7	32.7	5.6

Question: «On which products, other than food, have you ever seen this symbol?»

In %	B	DK	D West	D Total	D Ost	GR	E	F	IRL	I	L	NL	A	P	FIN	S	UK total	EU 15
1. Toys	63.4	43.0	34.8	34.0	30.9	68.2	43.6	65.5	41.0	62.3	52.1	47.2	33.8	63.4	26.8	25.6	38.3	49.9
2. Electrical appliances	56.4	53.9	66.6	66.5	66.2	47.5	55.4	55.2	43.3	67.3	58.6	57.9	58.9	43.5	70.2	64.6	37.6	56.8
3. Computer equipment	22.5	28.9	33.9	34.6	37.4	20.7	28.6	28.5	15.3	35.4	23.1	34.3	30.4	22.2	27.1	35.9	15.4	28.8
4. Telecommunications equipment	22.9	24.4	29.5	29.8	31.1	13.4	20.6	32.6	12.6	22.4	22.7	32.5	26.8	17.6	23.4	28.3	10.5	24.2
5. DIY tools	28.4	17.3	24.9	25.1	25.8	6.6	17.0	28.7	11.8	20.9	26.6	20.7	19.6	17.0	5.2	8.9	11.7	20.7
6. Safety equipment for sport and hobbies	19.0	17.9	15.2	15.0	14.3	4.3	11.0	26.2	14.0	20.3	17.4	11.6	18.2	12.4	16.9	11.7	12.6	17.1
7. Pressure cookers	11.3	8.2	8.9	9.6	12.5	7.0	7.9	22.8	2.8	13.4	14.4	9.7	8.9	7.6	2.5	6.4	4.0	11.6
8. Gas appliances	20.6	7.8	7.3	9.3	17.6	3.0	10.8	27.1	5.3	20.6	10.1	11.9	6.5	12.4	5.0	4.9	9.0	15.1
9. Weighing scales	10.1	7.9	7.8	8.4	10.6	5.1	5.5	14.5	3.4	9.2	7.1	9.7	5.2	4.9	3.2	8.6	3.5	8.5
Other products	14.0	3.5	6.4	6.8	8.4	16.8	21.7	14.2	12.8	10.2	10.1	5.7	3.5	11.5	9.5	6.7	6.0	10.8
I don't remember	8.7	18.5	7.4	7.1	6.0	12.0	15.7	10.1	15.3	9.9	13.2	13.4	8.5	10.1	10.5	11.6	12.1	10.8
DNK	4.9	5.8	9.7	9.2	6.8	1.0	8.5	5.9	9.8	1.5	8.1	9.7	8.6	5.0	6.5	12.1	22.1	8.5

2. Visibility of the EC logo by category of products

The EU average rate of visibility of the logo, by category of products covered by the survey, is shown in decreasing order in the list below.

1. Electrical appliances	56.8%
2. Toys	49.9%
3. Computer equipment	28.8%
4. Telecommunications equipment	24.2%
5. DIY tools	20.7%
6. Safety equipment for sport and hobbies	17.1%
7. Gas appliances	15.1%
8. Pressure cookers	11.6%
9. Weighing scales	8.5%

Proportion of persons spontaneously associating the logo with other products	10.8%
Proportion of persons saying that they don't remember	10.8%
Proportion of persons answering «DNK»	8.5%

With regard to products, the differences are of course just as appreciable as those noted in respect of the general visibility of the symbol. These differences are illustrated by the following examples of the highest and lowest percentages for each category.

Products	High %	Low %
Electrical appliances	Finland: 70.2	UK: 37.6
Toys	Greece: 68.2	Sweden: 25.6
Computer equipment	Sweden: 35.9	Ireland & UK: 15.3/15.4
Telecommunications equipment	France/Netherlands: 32.6/32.5	UK: 10.5
DIY tools	France/Belgium: 28.7/28.4	Finland: 5.2
Safety equipment for sport and hobbies	France: 26.2	Greece: 4.3
Gas appliances	France: 27.1	Greece: 3.0
Pressure cookers	France: 22.8	Finland/Ireland: 2.5/2.8
Weighing scales	France: 14.5	Finland/Ireland: 3.2/3.4

For what it is worth, France has very good cumulative scores, whereas consumers in Finland, Greece, Ireland and the United Kingdom are much less aware. However, these things must be put into perspective in the light of the variable rates of penetration or use of certain categories of products, such as gas appliances or pressure cookers.

3. Meaning of the logo

The possible interpretations of the meaning of the logo are listed here in the order of choice of average European citizens.

1. Was manufactured in Europe	34.1%
2. Meets legal requirements	32.6%
3. Meets technical standards	22.7%
4. Is a high-quality product	1.0%
5. Is not dangerous	9.7%

Other meanings are given spontaneously by only a very small proportion of respondents, i.e. 1.3%. On the other hand, more than a quarter say that they don't know the meaning (27.1%).

The differences between the opinions expressed in the various Member States seem particularly significant as regards the interpretations listed below.

Meaning	High %	Low %
1. Manuf. in Europe	France/Spain: 55.7/54.0	Netherlands/D West: 16.1/16.2
2. Meets legal req.	Italy/Netherlands: 45.4/45.1	Greece: 8.6
3. Meets tech. stand.	France: 37.5	Spain: 8.9
4. High-quality product	Luxembourg: 18.8	Spain: 5.6
5. Is not dangerous	Greece: 22.5	Spain: 1.8

Perhaps these divergences can be attributed to differences in the amount and quality of information provided by manufacturers and/or the public sector? Perhaps this logo is assimilated to other logos in widespread use at national level or, on the other hand, there is no point of reference owing to the lack of other logos?

In any event, it would appear as things currently stand that the potential impact of the EC logo is still underexploited.

Question: «Do you think these letters mean that the product ... ?»

	B	DK	D West	D Total	D Ost	GR	E	F	IRL	I	L	NL	A	P	FIN	S	UK total	EU 15
1. was manufactured in Europe	30.5	27.2	16.2	16.9	19.5	36.7	54.0	55.7	24.9	43.1	37.0	16.1	31.4	46.7	28.5	29.9	19.8	34.1
2. is not dangerous	9.9	5.8	12.4	11.9	9.9	22.5	1.8	11.6	8.4	10.6	9.7	4.6	6.5	9.2	10.4	8.6	9.1	9.7
3. is a high-quality product	12.6	6.3	14.0	14.6	16.5	17.6	5.6	13.6	17.6	8.5	18.8	8.9	10.7	14.2	7.4	8.1	8.9	11.0
4. meets legal requirements	30.4	39.6	30.9	31.2	32.5	8.6	25.4	38.2	18.1	45.4	29.3	45.1	23.4	18.1	37.9	42.8	24.5	32.6
5. meets technical standards	31.7	32.4	25.3	27.2	34.2	12.9	8.9	37.5	14.2	16.5	35.4	22.6	21.4	10.9	29.0	32.1	17.8	22.7
Others	1.1	1.8	0.5	0.6	1.1	1.6	1.7	2.9	3.1	0.9	1.2	1.2	1.0	1.5	1.7	0.6	1.0	1.3
DNK	23.7	19.1	36.8	35.7	31.5	38.8	24.0	11.0	40.0	14.6	20.7	29.6	35.8	24.9	23.7	23.1	43.2	27.1

4. Specific checks on products?

To the question «Do you think a product carrying this symbol has been subject to specific checks? If YES, by whom?», 6.3% of Europeans replied NO and 29.8% said they didn't know. Among the latter, the British (44.9%) were the least and the Italians and the French, apparently, the most well-informed (15.8% and 18% respectively).

Just under two-thirds of Europeans (63.9%) think that the presence of the EC logo on a product means that it has been subject to specific checks. However, opinions are divided as to who carries out such checks, as is shown by the list below in decreasing order:

- | | |
|--|-------|
| 1. By the European Community/the European Union/Europe | 29.3% |
| 2. By an independent standards authority | 9.5% |
| 3. By the manufacturer himself | 9.3% |
| 4. By a consumer association | 8.2% |
| 5. By the government/the State/a Ministry | 6.0% |
| 6. By someone else | 7% |

Almost half the persons who equate the symbol with specific checks thus think that these checks are carried out by the European Community/the European Union/Europe. Once again, the heterogeneity of the national opinions is reflected in appreciable differences with regard to this point.

The following table, drawn up on the basis of the above classification of the results at European level, shows this clearly.

Origin	High %	Low %
1. EC/EU/Europe	Italy: 52.2	Germany: 9.9
2. An independent standards authority	Germany: 17.3	Spain: 2.5
3. The manufacturer himself	Germany: 14.2	Netherlands: 3.2
4. A consumer association	Austria: 13.1	Spain: 4.7
5. The government/the State/a Ministry	Netherlands: 9.9	Luxembourg: 2.7
6. Someone else	Finland: 7.8	Luxembourg/Greece: 0.6/0.8

Question: «Do you think a product carrying this symbol has been subject to specific checks? (If YES) By whom? »

	B	DK	D West	D Total	D Ost	GR	E	F	IRL	I	L	NL	A	P	FIN	S	UK total	EU 15
1. No	7.4	7.8	6.8	6.0	3.3	4.1	6.0	8.9	3.9	4.0	8.8	7.6	8.4	7.5	8.4	7.2	5.2	6.3
2. Consumer association	5.1	8.7	10.5	10.9	12.3	7.8	4.7	7.6	10.4	6.2	7.6	8.7	13.1	5.9	8.6	8.8	9.4	8.2
3. The State	6.4	4.6	4.6	4.9	5.9	7.3	4.0	6.3	4.7	6.5	2.7	9.9	3.8	7.5	3.6	5.8	7.6	6.0
4. The European Union	38.0	25.7	9.1	9.9	12.7	37.4	48.1	37.5	21.0	52.2	39.1	21.8	14.8	29.3	25.2	27.8	14.8	29.3
5. The manufacturer himself	8.9	4.7	14.5	14.2	12.7	6.6	5.6	10.1	6.7	9.1	9.2	3.2	7.6	9.5	6.0	8.4	7.4	9.3
6. Standards authority	8.2	16.3	16.5	17.3	20.3	3.4	2.5	9.1	10.1	4.9	9.4	10.1	11.9	3.7	10.2	10.2	9.1	9.5
Someone else	1.1	2.4	1.3	1.3	1.6	0.8	1.4	2.3	1.7	1.2	0.6	2.0	1.5	1.2	7.8	4.1	1.6	1.7
DNK	24.6	29.7	36.4	35.2	31.0	32.6	27.8	18.0	41.6	15.8	22.3	36.7	38.9	35.5	30.0	27.7	44.9	29.8

5. Putting the logo on the products

The question «Who do you think puts the EC symbol on the products?» was put to the whole of the sample for the survey. These results therefore reflect the opinions of both the people who think that the award of the logo is subject to specific checks and those who do not.

The "Don't know" rate, i.e. 27.7%, is similar to that for the previous question (29.8%). The list below shows, in decreasing order, the entities thought by Europeans to be responsible for putting the logo on the products:

- | | |
|---|-------|
| 1. The European Community/the European Union/Europe | 29.6% |
| 2. The manufacturer himself | 21.5% |
| 3. An independent standards authority | 9.3% |
| 4. A consumer association | 5.7% |
| 5. The government/the State/a Ministry | 5.1% |
| 6. Someone else | 1.0% |

It is interesting to note that, in this context, the role of the manufacturer goes up from third to second place, compared with the previous question, leaping from 9.3% to 21.5% of the replies.

The specific details of the national opinions are still, of course, very much marked by the differences shown below:

Putting of the symbol	High %	Low %
1. EC/EU/Europe	Luxembourg/Spain: 50.2/49.9	Germany: 10.3
2. Manufacturer	Netherlands: 38.4	Finland: 4.7
3. Independent standards authority	Germany: 17.2	Spain: 2.6
4. Consumer association	Austria: 11.7	Spain: 1.8
5. Government/State/Ministry	Greece/Spain/UK/Portugal: 6.5/6.5/6.5/6.3	Luxembourg: 1.7
6. Someone else	Finland: 4.0	Belgium/Ireland/Luxembourg/Austria: 0.5

Question: «Who do you think puts the EC symbol on the products?»

	B	DK	D West	D Total	D Ost	GR	E	F	IRL	I	L	NL	A	P	FIN	S	UK total	EU 15
1. Consumer association	3.7	6.0	9.6	9.6	9.6	4.7	1.8	4.5	7.9	3.9	6.6	6.6	11.7	4.6	6.6	4.8	5.3	5.7
2. The State	4.6	3.2	3.4	3.4	3.6	6.5	6.5	5.5	4.7	5.3	1.7	5.1	2.9	6.3	3.4	2.5	6.5	5.1
3. The European Union	29.4	27.6	9.5	10.3	13.3	41.7	49.9	38.7	25.5	47.5	50.2	16.0	17.7	29.8	34.9	21.6	20.3	29.6
4. The manufacturer	28.3	27.3	21.9	21.9	21.8	15.0	15.0	20.2	14.5	23.2	11.6	38.4	14.7	21.8	4.7	31.1	21.5	21.5
5. Standards authority	8.0	10.2	17.4	17.2	16.5	4.3	2.6	12.1	9.3	4.4	7.4	7.5	10.4	4.8	11.6	6.6	7.0	9.3
Someone else	0.5	2.2	1.0	1.0	1.1	0.7	1.0	0.7	0.5	1.0	0.5	1.8	0.5	1.3	4.0	2.4	1.0	1.0
DNK	25.1	23.5	36.9	36.3	33.9	27.2	23.2	18.2	37.7	14.7	21.8	24.6	42.1	31.5	34.7	31.0	38.4	27.7

6. Influence of the logo on the decision to buy

To the question «Do you take the EC symbol into account always, often, sometimes, rarely or never when buying products?», 12.2% of Europeans preferred to reply «Don't know».

The highest percentage giving this answer is found among the British, with almost double the EU average (23.2%).

Among those who have a clearer opinion on this subject, attitudes range as follows in decreasing order:

1.	Never	48.9
2.	Rarely	12.9
3.	Sometimes	12.1
4.	Often	7.3
5.	Always	3.3
6.	Depends on the product	3.2

Almost half of Europeans say that they never take the EC symbol into account, whereas less than a quarter (22.7%) state that they have the opposite attitude, i.e. sometimes, often or always.

As with the previous questions, the differences between the extreme positions among consumers in the various Member States are appreciable here too.

Influence	High %	Low %
Never	Denmark: 69.3	France/Italy: 38.7/39.0
Rarely	Spain: 17.0	UK/Denmark: 8.7/8.9
Sometimes	France: 18.4	Sweden/Denmark/Netherlands: 8.0/8.1/8.1
Often	Italy/France: 12.9/12.8	Spain: 2.6
Always	Italy: 6.7	Germany/Spain: 1.3

It should be noted, however, that leaving aside these extreme scores the rates for the other countries show a more regular pattern, generally differing less from the averages than for the previous questions.

Question: «Do you take the EC symbol into account always, often, sometimes, rarely or never when buying products?»

	B	DK	D West	D Total	D Ost	GR	E	F	IRL	I	L	NL	A	P	FIN	S	UK total	EU 15
1. Always	3.1	1.6	1.0	1.3	2.4	2.3	1.3	4.4	2.1	6.7	3.5	1.7	2.3	2.1	5.7	3.3	4.4	3.3
2. Often	5.9	3.5	5.0	5.0	4.9	5.0	2.6	12.8	5.2	12.9	8.2	4.7	4.2	7.6	10.0	4.2	4.8	7.3
3. Sometimes	11.6	8.1	9.5	9.6	9.7	13.1	8.5	18.4	11.2	16.0	14.3	8.1	10.0	14.0	11.2	8.0	10.1	12.1
4. Rarely	12.7	8.9	10.8	10.6	9.7	13.6	17.0	15.4	12.8	15.7	12.8	12.5	12.9	16.1	11.1	10.5	8.7	12.9
5. Never	56.6	69.3	51.8	52.3	54.5	59.7	61.8	38.7	44.2	39.0	47.2	62.8	55.1	42.2	45.8	52.5	46.4	48.9
Depends on the product	1.6	2.8	4.7	4.5	3.5	1.3	1.8	4.7	4.8	2.8	1.8	1.6	5.4	1.8	2.4	2.8	2.3	3.2
DNK	8.0	5.8	16.7	16.4	15.1	5.0	6.9	5.7	19.7	7.0	12.0	8.6	10.2	16.1	14.0	18.7	23.2	12.2

7. General remarks

Comparing the national differences from the EU average, it can be seen that Europeans have widely differing opinions and attitudes about the EC logo.

The two key figures seem to be as follows:

- 61.7% of Europeans say that they have seen the symbol on products they have bought;
- 22.7% state that they sometimes, often or always take the logo into account when buying products.

It should be noted that electrical appliances (56.8%) and toys (49.9%) are the two categories of products with which the European symbol is most frequently associated.

It should also be noted that the interpretation of data such as the meaning of the logo, its being subject to specific checks or responsibility for putting it on the products reveals substantial margins of uncertainty among citizens. The "Don't know" rates for these three questions are equally significant, standing at 27.1%, 29.8% and 27.7% respectively.

Although the observation that more than one in five Europeans attribute some influence to the logo on their decisions to buy is a positive sign, it must be acknowledged that a lot has still to be done in order to enhance the symbol's profile.

The great diversity from country to country in the level of perception of the symbol and understanding of its benefits gives rise to a clear conclusion:

European consumers do not attach the same meaning to the EC logo.

This situation may be linked to various factors, such as the use of the logo on the different markets or different patterns of economic and cultural behaviour. In any event, it raises the question of the various players' roles and responsibilities with regard to education and information: European institutions, national public authorities, manufacturers or consumer associations.

The other logos in the European Union

Question: «Which of the following symbols have you ever seen on products that you buy?»



	B	DK	D West	D Total	D Ost	GR	E	F	IRL	I	L	NL	A	P	FIN	S	UK total	EU 15
Logo 1	6.2	6.5	40.9	41.6	44.1	2.2	1.1	4.1	1.7	1.6	26.7	11.4	21.1	0.8	3.9	3.9	1.6	12.0
Logo 2	4.0	2.1	14.8	15.5	18.3	0.7	1.2	1.0	1.4	0.2	13.6	4.1	6.8	0.6	2.6	2.6	1.2	4.6
Logo 3	7.7	8.8	61.1	53.1	22.7	1.4	0.7	1.7	2.4	2.3	25.0	27.0	23.0	0.7	8.0	4.6	2.0	15.3
Logo 4	3.9	8.0	40.5	41.7	46.1	1.2	1.4	1.6	4.1	3.7	37.4	7.0	25.5	1.0	4.1	5.6	2.3	12.0
Logo 5	10.1	1.2	3.0	3.1	3.4	1.3	0.5	0.5	2.1	0.8	13.7	75.9	2.9	1.0	2.2	1.6	0.6	4.7
Logo 6	7.1	9.6	59.2	56.4	45.7	1.5	2.0	2.8	4.6	7.8	36.4	21.7	27.9	2.2	8.0	7.9	3.0	17.2
Logo 7	4.8	4.4	2.1	2.6	4.5	2.6	1.1	91.6	2.2	1.1	14.8	2.9	3.5	1.7	2.7	4.6	4.8	16.2
Logo 8	3.5	2.8	6.7	6.6	6.0	2.6	1.5	4.3	11.6	2.2	8.5	2.7	5.7	1.8	3.6	3.8	17.6	6.1
Logo 9	2.2	1.0	2.4	2.6	3.4	1.4	39.6	3.4	1.9	1.0	3.2	1.6	3.7	1.9	1.2	2.9	1.0	6.1
Logo 10	1.3	0.2	2.6	2.6	2.6	0.7	0.5	1.0	3.4	0.8	2.0	1.5	1.8	1.0	1.8	1.3	0.9	1.3
Logo 11	2.2	1.2	3.7	3.9	4.6	2.5	2.6	2.2	3.3	16.9	5.1	3.0	2.3	2.0	4.4	4.5	1.7	5.0
Logo 12	1.8	0.3	3.3	3.4	3.7	1.3	0.8	1.7	2.6	6.6	4.1	2.0	1.9	1.1	1.5	1.3	2.4	2.8
Logo 13	3.7	4.5	3.7	3.4	2.2	2.3	1.5	5.8	23.8	4.0	4.4	7.5	3.3	2.2	7.2	6.1	72.7	14.7
Logo 14	2.5	0.2	1.3	1.5	2.0	0.4	0.4	0.5	12.1	0.8	4.7	1.7	2.4	0.5	1.2	1.6	37.8	6.8
Logo 15	2.1	0.4	2.1	2.2	2.4	0.3	0.6	1.3	5.3	2.2	2.4	5.4	2.3	0.9	4.5	4.6	2.1	2.0
Logo 16	1.7	0.1	2.5	2.6	3.2	0.4	0.5	0.3	2.5	1.0	2.5	2.9	2.9	0.4	1.5	0.9	1.0	1.3
Logo 17	1.8	0.0	1.3	1.5	2.2	0.3	11.5	2.1	1.4	0.8	2.5	0.5	1.7	1.7	1.4	0.7	0.6	2.3






CHAPTER II: THE OTHER LOGOS IN THE EUROPEAN UNION


1. The 17 logos in EU 15

A list of 17 logos other than the EC logo was shown to the persons interviewed in the 15 Member States of the European Union.




1.a Visibility of the symbols



The table below shows the response rates for the question «Which of the following symbols have you ever seen on products that you buy?». The first point to note is that none of the logos studied has a score of 20% or more in the majority of Member States. On the other hand, most of them have a high or significant degree of penetration in a particular country or group of countries.

In %		D total	A	L	NL	EU 15
Logo 1		41.6	21.1	26.7	11.4	12.0
Logo 2		15.5	6.8	13.6	4.1	4.6
Logo 3		53.1	23.0	25.0	27.0	15.3
Logo 4		41.7	25.5	37.4	7.0	12.0
Logo 6		56.4	27.9	36.4	21.7	17.2

In %		B	L	NL	EU 15
Logo 5		10.1	13.7	75.9	4.7

In %		F	L	EU 15
Logo 7		91.6	14.8	16.2

In %		IRL	UK	EU 15
Logo 8		11.6	17.6	6.1
Logo 13		23.8	72.7	14.7
Logo 14		12.1	37.8	6.8









In %		E	EU 15
Logo 9		39.6	6.1
Logo 17		11.5	2.3

In %		I	EU 15
Logo 11		16.9	5.0

The other symbols, i.e. logos 10, 12, 15 and 16, do not have a significant degree of visibility in any of the Member States.

1.b Influence of the logos on the decision to buy

The replies to the question «And which ones do you take into account when buying products?» show that the number of logos influencing 10% or more of purchasers is low and that their impact is limited to a small number of countries. The list below shows the identity and geographical area of influence of the eight most effective logos.

Logo 1		Germany: 12.3%		
Logo 3		Germany: 27.0%		
Logo 4		Germany: 17.7%	Luxembourg: 14.1%	Austria: 10.5%
Logo 5		Netherlands: 39.4%		
Logo 6		Germany: 28.2%	Luxembourg: 17.5%	Austria: 10.7%
Logo 7		France: 64.5%		
Logo 13		United Kingdom: 44.7%		
Logo 14		United Kingdom: 17.3%		


2. The logos used in a specific geographical area


Eleven logos whose use is limited to particular countries or groups of countries were shown in their respective geographical areas.


Their graphic representations are also annexed to the report.



2.1 Visibility of the symbols





The degrees of visibility for these symbols are as follows.



In %	B	L	NL
Logo 18 	16.0	5.2	5.7

In %	GR
Logo 19 	0.3

In %	A
Logo 20 	42.0

In %	P
Logo 21 	43.1
Logo 22 	1.2

In %		DK	FIN	S
Logo 23		35.9	22.5	18.5
Logo 24		9.2	18.6	60.2
Logo 25		7.5	64.4	13.3
Logo 26		2.8	31.1	5.4

In %		IRL	UK
Logo 27		0.0	2.5
Logo 28		34.0	6.7

Given the heterogeneous nature of these data, no significant overall conclusions can be drawn.

2.2 Influence of the symbols on decisions to buy

Only five logos have scores of 10% or more here. They are listed below, together with the country where they are used.

Logo 20	Austria	21.8%
Logo 21	Portugal	22.1%
Logo 24	Sweden	39.0%
Logo 25	Finland	33.2%
Logo 26	Finland	10.4%.

3. General remarks

- The differences in the degree of visibility and influence of the logos other than the EC symbol mean that significant comparative analyses cannot be made, given the absence of data such as: categories of products concerned, rate of use by manufacturers, year of introduction, information campaigns, etc.
- The declared degrees of influence are, quite logically, linked to the degrees of visibility.

It should be noted, however, that the higher the degree of notoriety is, the greater is the percentage for this score, which becomes the degree of influence.

The highest visibility thresholds may thus give rise to a degree of influence of 50% or more, whereas at the lower thresholds this may fall below 30%.

- Among the logos examined, there is not one that is recognised to a significant extent throughout the European Union. The EC logo is the only one that has this distinction.

ANNEXES

TECHNICAL SPECIFICATIONS

STANDARD EUROBAROMETER 52.1

TECHNICAL SPECIFICATIONS

Between 5 May and 23 December 2000, INRA (EUROPE), a European network of market research and public opinion agencies, carried out wave 52.1 of the STANDARD EUROBAROMETER at the request of the EUROPEAN COMMISSION, DG Education and Culture, EDUC-D-2 : ANALYSIS OF PUBLIC OPINION.

EUROBAROMETER 52.1 covers the population - having the nationality of one of the Member States of the European Union - aged 15 or over resident in each Member State. The sampling principle applied in all the Member States is a multi-stage (probabilistic) random selection. In each EU country, various points of fall were drawn with a probability proportional to the size of the population (in order to cover the whole of the country) and the population density.

For this purpose, these points of fall were drawn systematically in each of the "administrative regional units", after being stratified by individual unit and by type of region. They thus represent the whole of the territory of the Member States, in accordance with EUROSTAT-NUTS II and the distribution of the national resident population in terms of metropolitan, urban and rural regions. In each of these selected points of fall, a starting address was drawn at random. Other addresses (each Nth address) were then selected by "random route" procedures from the initial address. In each household, the respondent was drawn at random. All the interviews were conducted face-to-face in the respondent's home and in the appropriate national language.

<u>COUNTRY</u>	<u>INSTITUTES</u>	<u>N° INTERVIEWS</u>	<u>FIELD DATES</u>	<u>POPULATION 15+ (x 000)</u>
Belgium	INRA BELGIUM	1063	16/04 – 04/05	8.326
Denmark	GfK DANMARK	1000	16/04 – 12/05	4.338
Germany (East)	INRA DEUTSCHLAND	1034	16/04 – 05/05	13.028
Germany (West)	INRA DEUTSCHLAND	1015	16/04 – 03/05	55.782
Greece	KEME	1004	16/04 – 02/05	8.793
Spain	INRA ESPAÑA	1000	16/04 – 02/05	33.024
France	CSA-TMO	1002	16/04 – 30/04	46.945
Ireland	LANSLOWNE Market Research	1000	18/04 – 02/05	2.980
Italy	PRAGMA	1000	16/04 – 02/05	49.017
Luxembourg	ILReS	600	16/04 – 08/05	364
Netherlands	NIPO	975	21/04 – 23/05	12.705
Austria	SPECTRA	1005	16/04 – 04/05	6.668
Portugal	METRIS	1000	16/04 – 12/05	8.217
Finland	MDC MARKETING RESEARCH	1010	16/04 – 23/05	4.165
Sweden	GfK SVERIGE	1000	16/04 – 14/05	7.183
Great Britain	INRA UK	1070	16/04 – 08/05	46.077
Northern Ireland	ULSTER MARKETING SURVEYS	300	16/04 – 02/05	1.273
TOTAL NUMBER OF INTERVIEWS		16078		

In each country, the sample was compared with the universe. The description of the universe is based on the EUROSTAT population data. For all the EU Member States, a national weighting procedure was carried out (using marginal and crossed weightings) on the basis of this description of the universe. In all the countries, at least sex, age, the NUTS II regions and the size of the conurbation were included in the iteration procedure. For the international weighting (i.e. the EU averages), INRA (EUROPE) uses the official population figures published by EUROSTAT in the Yearbook of Regional Statistics (1997 or 1996 data). The full population figures included in this post-weighting procedure are shown above.

The results of the EUROBAROMETER surveys are analysed and presented in the form of tables, data files and analyses. For each question, a table of results is provided, accompanied by the full question in English and French. At the top of the page, these results are expressed in percentages calculated over the total base. The results of the EUROBAROMETER surveys are analysed by the "Analyses of Public Opinion" (EUROBAROMETER) Unit of DG EDUC-D-2 of the European Commission, Rue de la Loi 200, B-1049 Brussels. Extracts of results are published regularly on the EC's Internet site: <http://www.europa.eu.int/en/comm/dg10/infcom/epo/polls.html>. All the EUROBAROMETER data files are stored at the Zentralarchiv (Universität Köln, Bachemer Strasse 40, D-50869 Köln-Lindenthal) and can be accessed via the CESSDA databank <http://www.nsd.uib.no/cessda/europe.html>. They are available to all the institutes which are members of the European Consortium for Political Research (Essex), the Inter-University Consortium for Political and Social Research (Michigan) and any person interested in social sciences research.

Readers should bear in mind that the results of an opinion poll are estimates whose accuracy, all other things being equal, depends on the size of the sample and the percentage observed. For samples of around 1 000 interviews, the actual percentage fluctuates within the following confidence intervals:

Percentages observed	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Confidence intervals	± 1.9%	± 2.5%	± 2.7%	± 3.0%	± 3.1%

STANDARD EUROBAROMETER 52.1
COOPERATING AGENCIES AND RESEARCH EXECUTIVES

INRA (EUROPE) - European Coordination Office SA/NV
Dominique VANCRAEYNEST
Avenue R. Vandendriessche, 18
B -1150 BRUSSELS – BELGIUM
Tel. ++/32/2/775 01 11 - Fax. ++/32/2/772 40 79

E-mail : dominique.Vancraeynest@inra.com – christine.Kotarakos@inra.com – anne.Gislain@inra.com

BELGIQUE	INRA BELGIUM 430, Avenue Louise B-1050 BRUXELLES	Mrs Eléonore SNOY inra.belgium@skynet.be	tel. fax.	++/32 2 648 80 10 ++/32 2 648 34 08
DANMARK	GfK DANMARK Sylovs Allé, 1 DK-2000 FREDERIKSBERG	Mr Erik CHRISTIANSEN erik.christiansen@gfk.dk	tel. fax.	++/45 38 32 20 00 ++/45 38 32 20 01
DEUTSCHLAND	INRA DEUTSCHLAND Papenkamp, 2-6 D-23879 MÖLLN	Ms Christina OLTMANN Christina.Oltmann@inra.de	tel. fax.	++/49 4542 801 0 ++/49 4542 801 201
ELLAS	KEME Ippodamou Street, 24 GR-11635 ATHENA	Ms Fotini PANOUTSOU fpanoutsou@gr.memrb.com	tel. fax.	++/30 1 701 80 82 ++/30 1 701 78 37
ESPAÑA	INRA ESPAÑA C/Alberto Aguilera, 7-5° E-28015 MADRID	Ms Carmen MOZO inra-espana@xpress.es	tel. fax.	++/34 91 594 47 93 ++/34 91 594 52 23
FRANCE	CSA-TMO 22, rue du 4 Septembre F-75002 PARIS	Mrs Isabelle CREBASSA Crebassa@tmo.fr	tel. fax.	++/33 1 44 94 40 00 ++/33 1 44 94 40 01
IRELAND	LANSDOWNE Market Research 49, St. Stephen's Green IRL-DUBLIN 2	Mr Roger JUPP roger@lmr.ie	tel. fax.	++/353 1 661 34 83 ++/353 1 661 34 79
ITALIA	PRAGMA Via Salaria, 290 I-00199 ROMA	Mrs Maria-Adelaïde SANTILLI pragma.inter@iol.it	tel. fax.	++/39 06 84 48 81 ++/39 06 84 48 82 98
LUXEMBOURG	ILReS 46, rue du Cimetière L-1338 LUXEMBOURG	Mr Charles MARGUE charles.margue@ilres.com	tel. fax.	++/352 49 92 91 ++/352 49 92 95 555
NEDERLAND	NIPO Grote Bickersstraat 74 NL - 1013 KS AMSTERDAM	Mr Vincent GROEN vincent.groen@nipo.nl	tel. fax.	++/31 20 522 54 44 ++/31 20 522 53 33
AUSTRIA	SPECTRA Brucknerstrasse, 3-5/4 A-4020 LINZ	Ms Jitka NEUMANN neji@spectra.at	tel. fax.	++/43/732/6901 ++/43/732/6901-4
PORTUGAL	METRIS Av. Eng. Arantes e Oliveira, 3-2° P-1900 LISBOA	Ms Mafalda BRASIL mafaldabrasil@metris.pt	tel. fax.	++/351 21 843 22 00 ++/351 21 846 12 03
FINLAND	MDC MARKETING RESEARCH Ltd Itätuulenkuja 10 A FIN-02100 ESPOO	Mr Juhani PEHKONEN Juhani.Pehkonen@mdc.fi	tel. fax.	++/358 9 613 500 ++/358 9 613 50 423
SWEDEN	GfK SVERIGE S:t Lars väg 46 S-221 00 LUND	Mr Rikard EKDAHL rikard.ekdahl@gfksverige.se	tel. fax.	++/46 46 18 16 00 ++/46 46 18 16 11
GREAT BRITAIN	INRA UK Monarch House, Victoria Road UK-London W3 6RZ	Mr Paul DURRANT paul.durrant@inra.co.uk	tel. fax.	++/44 181 993 22 20 ++/44 181 993 11 14

BILINGUAL QUESTIONNAIRE

A TOUS

Passons maintenant à un autre thème: Les logos.

Q.35.	Avez-vous déjà vu ce symbole sur des produits que vous achetez ? (MONTRER CARTE AVEC LE LOGO CE)			
	Oui	193	1	PASSER EN Q.36
	Non		2	PASSER EN Q.37
	NSP		5	PASSER EN Q.37

EB52.1 - NOUVEAU

Q.36. (SI "OUI", CODE 1 EN Q.35)
Sur quels produits, autres que des produits alimentaires, avez-vous déjà vu ce symbole ? (MONTRER CARTE - LIRE - PLUSIEURS REPONSES POSSIBLES)

Les jouets	194	1
Les équipements électriques		2
Les équipements informatiques		3
Les équipements de télécommunication		4
Les outils de bricolage		5
Les équipements de protection pour le sport et les loisirs		6
Les casseroles à pression/cocottes minutes		7
Les appareils au gaz		8
Les balances/pèse-personnes		9
D'autres produits (SPONTANE)		10
Je ne me rappelle plus (SPONTANE)		11
NSP		12

EB52.1 - NOUVEAU

A TOUS

Q.37.	>A votre avis, ces lettres signifient que le produit... ? (MONTRER CARTE - LIRE - PLUSIEURS REPONSES POSSIBLES)			
	... a été fabriqué en Europe	195	1	
	... n'est pas dangereux		2	
	... est de bonne qualité		3	
	... est en conformité avec la loi		4	
	... respecte des normes techniques		5	
	Autres (SPONTANE)		6	
	NSP		7	

EB52.1 - NOUVEAU

Q.38. A votre avis, un produit qui porte ce symbole a-t-il subi un contrôle particulier ? (SI OUI) Par qui ? (ENQ. : NE RIEN SUGGERER - UNE SEULE REPONSE)

Non	196	1
Oui, par une association de consommateurs		2
Oui, par le Gouvernement (NATIONALITE)/l'Etat/un Ministère		3
Oui, par la Communauté européenne/l'Union européenne/l'Europe		4
Oui, par le fabricant lui-même		5
Oui, par un organisme de contrôle indépendant		6
Oui, par d'autres		7
NSP		8

EB52.1 - NOUVEAU

Q.39. A votre avis, qui met le symbole CE sur le produit ? (ENQ. : NE RIEN SUGGERER - UNE SEULE REPONSE)

Une association de consommateurs	197	1
Le Gouvernement (NATIONALITE)/l'Etat/un Ministère		2
La Communauté européenne/l'Union européenne/l'Europe		3
Le fabricant lui-même		4
Un organisme de contrôle indépendant		5
Autres		6
NSP		7

EB52.1 - NOUVEAU

Q.40. Prenez-vous le symbole CE en compte toujours, souvent, parfois, rarement ou jamais au moment d'acheter des produits ?

Toujours	198	1
Souvent		2
Parfois		3
Rarement		4
Jamais		5
Cela dépend du produit (SPONTANE)		6
NSP		7

EB52.1 - NOUVEAU

ASK ALL

Now, let's turn to another topic: logos / symbols

Q.35.	Have you ever seen this symbol on products that you buy ? (SHOW CARD WITH EC LOGO)			
	Yes	193	1	PASSER EN Q.36
	No.....		2	PASSER EN Q.37
	DK.....		5	PASSER EN Q.37

EB52.1 - NEW

Q.36. (IF "YES", CODE 1 IN Q.35)
On which products, other than food, have you ever seen this symbol ? (SHOW CARD - READ OUT - SEVERAL ANSWERS POSSIBLE)

Toys.....	194	1
Electrical appliances.....		2
Computer equipment.....		3
Telecommunications equipment		4
DIY tools		5
Safety equipment for sport and hobbies.....		6
Pressure cookers		7
Gas appliances		8
Weighing scales		9
Other appliances products (SPONTANEOUS).....		10
I don' remember (SPONTANEOUS)		11
DK.....		12

EB52.1 - NEW

ASK ALL

Q.37. >Do you think these letters mean that the product ... ? (SHOW CARD - READ OUT - SEVERAL ANSWERS POSSIBLE)

... was manufactured in Europe.....	195	1
... is not dangerous		2
... is a high quality product		3
... meets legal requirements.....		4
... meets technical standards.....		5
Others (SPONTANEOUS).....		6
DK.....		7

EB52.1 - NEW

Q.38. Do you think a product carrying this symbol has been subject to specific checks, or not ? (IF YES) By whom ? (INT. : DO NOT PROMPT - ONE ANSWER ONLY)

No.....	196	1
Yes, by a consumer association		2
Yes, by the (NATIONALITY) government/the State/a Ministry		3
Yes, by the European Community/The European Union/Europe		4
Yes, by the manufacturer himself.....		5
Yes, by an independent standard authority		6
Yes, by someone else		7
DK.....		8

EB52.1 - NEW

Q.39. Who do you think puts the EC symbol on the products ? (INT. : DO NOT PROMPT - ONE ANSWER ONLY)

A consumer association	197	1
The (NATIONALITY) government/the State/a Ministry		2
The European Community/The European Union/Europe.....		3
The manufacturer himself.....		4
An independent standards authority		5
Someone else		6
DK.....		7

EB52.1 - NEW

Q.40. Do you take the EC symbol into account always, often, sometimes, rarely or never when buying products?

Always	198	1
Often.....		2
Sometimes		3
Rarely		4
Never		5
It depends on the product (SPONTANEOUS)		6
DK.....		7

EB52.1 - NEW

- Q.40. a) Parmi les symboles suivants, quels sont ceux que vous avez déjà vus sur des produits que vous achetez ? -(MONTRER CARTE AVEC LOGOS)
 b) Et quels sont ceux que vous prenez en compte au moment d'acheter des produits ? (MONTRER MEME CARTE)

LIRE	a) DEJA VU	b) PRENEZ EN COMPTE
Logo 1	199 1,	200 1,
Logo 2	2,	2,
Logo 3	3,	3,
Logo 4	4,	4,
Logo 5	5,	5,
Logo 6	6,	6,
Logo 7	7,	7,
Logo 8	8,	8,
Logo 9,	9,	9,
Logo 10	10,	10,
Logo 11	11,	11,
Logo 12	12,	12,
Logo 13	13,	13,
Logo 14	14,	14,
Logo 15	15,	15,
Logo 16	16,	16,
Logo 17	17,	17,
Logo 18	18,	18,
Logo 19	19,	19,
Logo 20	20,	20,
Logo 21	21,	21,
Logo 22	22,	22,
Logo 23	23,	23,
Logo 24	24,	24,
Logo 25	25,	25,
Logo 26	26,	26,
Logo 27	27,	27,
Logo 28	28,	28,
Aucun de ceux-ci	29,	29,
Autres (SPONTANE)	30,	30,
NSP	31,	31,

EB52.1 - NOUVEAU

- Q.40. a) Which of the following symbols have you ever seen on products that you buy ? (SHOW CARD WITH LOGOS)
 b) And which ones do you take into account when buying products ? (SHOW SAME CARD)

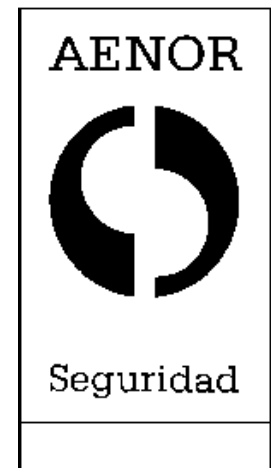
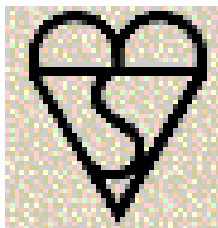
READ OUT	a) EVER SEEN	b) TAKE INTO ACCOUNT
Logo 1	199 1,	200 1,
Logo 2	2,	2,
Logo 3	3,	3,
Logo 4	4,	4,
Logo 5	5,	5,
Logo 6	6,	6,
Logo 7	7,	7,
Logo 8	8,	8,
Logo 9,	9,	9,
Logo 10	10,	10,
Logo 11	11,	11,
Logo 12	12,	12,
Logo 13	13,	13,
Logo 14	14,	14,
Logo 15	15,	15,
Logo 16	16,	16,
Logo 17	17,	17,
Logo 18	18,	18,
Logo 19	19,	19,
Logo 20	20,	20,
Logo 21	21,	21,
Logo 22	22,	22,
Logo 23	23,	23,
Logo 24	24,	24,
Logo 25	25,	25,
Logo 26	26,	26,
Logo 27	27,	27,
Logo 28	28,	28,
None of these	29,	29,
Others (SPONTANEOUS)	30,	30,
DK	31,	31,

EB52.1 - NEW

LOGOS

C E

To be shown to all persons questioned



**To be shown in Belgium, Luxembourg
and the Netherlands**



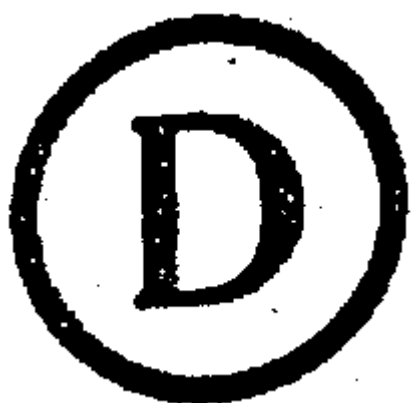
To be shown in Austria



To be shown in Portugal



To be shown in Sweden, Denmark
and Finland



To be shown in the United Kingdom and Ireland

