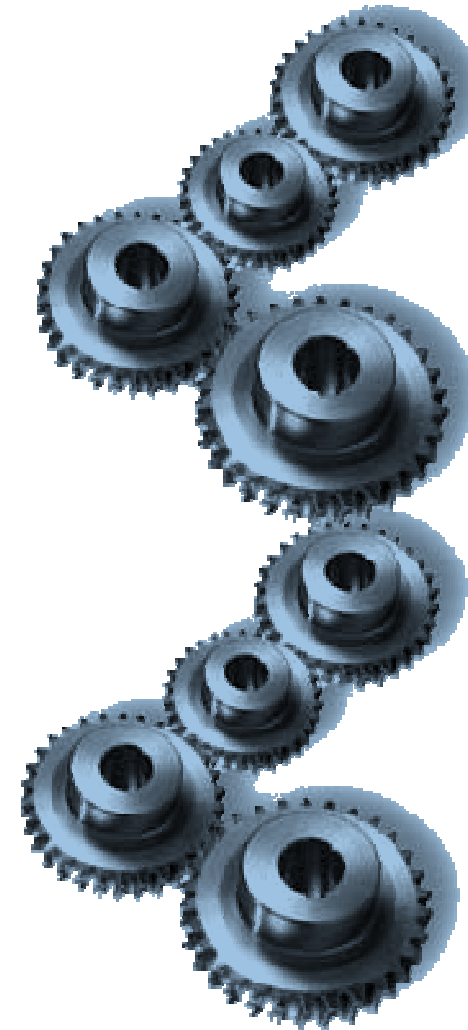


# Women and the EU Attitudes, Engagement and Information

2<sup>nd</sup> of March 2010



# A. Methodology





## A.1 Methodology

### A large mix of material

#### 1. Quantitative reports

1. Special EB: Attitudes and opinions of women prior to the EE 2009 (Autumn 2007 - Autumn 2008) – Cumulative results from three EB waves – in each wave, representative samples of 1,000 Europeans aged 15+ interviewed face to face in all 27 MS (around 27,000 interviews in total)
2. Flash EB 266: Women and European Parliamentary Elections (February 2009) – representative samples of 1,000 women aged 15+, and a representative sample of 500 citizens, both men and women, aged 15+, interviewed by telephone in all 27 MS (around 35,000 interviews in total) – Gallup Europe
3. Special EB 71.3: Post-electoral survey (June 2009) – representative samples of 1,000 Europeans aged 18+ (Austria 16+) interviewed face to face in all 27 MS (around 26,000 interviews in total)
4. Standard EB (EB64, Autumn 2005 – EB70, Autumn 2008 – EB72, Autumn 2009) - representative samples of 1,000 Europeans aged 15+ interviewed face to face in all 27 MS (around 27,000 interviews in total)



## A.2 Methodology

A large mix of material

### 2. Qualitative report

1. Women and the European Union, following the European elections of June 2009 (June 2009) – Focus-groups of women aged 30-55 interviewed in all 27 MSs

### 3. Macro-economic data

1. Statistics from Eurostat





## B. Structure

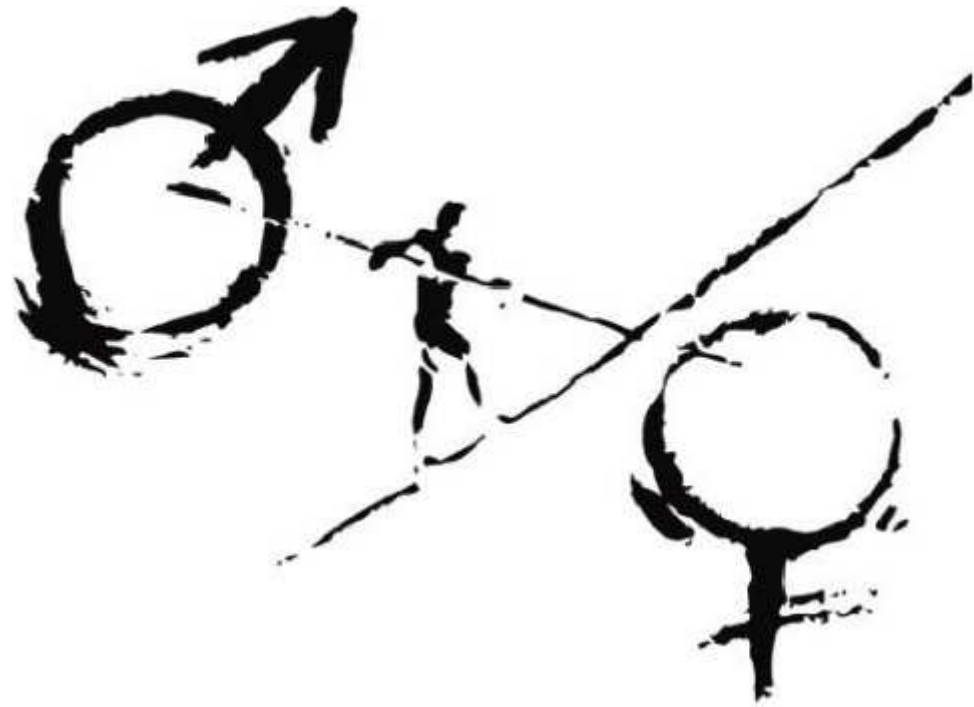
## B.1 Themes addressed



### **I. Relations between women and the EU**

1. Women in society
2. Perception of gender (in)equality in the EU
3. Women and politics
4. Women and the EU
5. Women and the European elections

### **II. Improving the links between women and the EU**



## C. Main findings

## C.1 Main findings : State of play



- On average women have a lower level of economic security than men; suffer higher unemployment rates, are more likely to be in temporary employment, are less well paid and are more likely to be in jobless homes.
- Women are more interested in national and local rather than European politics. Their level of knowledge about EU politics is slightly lower than men's.
- They feel that gender inequality is widespread and that the EP has a role to play in addressing it.
- Although women perceive the EU as remote, they know the EU is important, even though they cannot really say why.



## C.1 Main findings : State of play



- However, their views of the EU are more ambivalent than men's; on trust, image, perceived benefits of membership... all indicators of attitudes towards the EU, women are less positive. It seems that the EU feels remote to women.
- However women are more concerned about social issues: healthcare system, rising prices, pensions. Solidarity and compassion are important for them.
- Despite being less interested in the European Elections (EE), the proportion of women who voted was almost equal to the proportion of men. For women, voting is an important civic duty.

## C.2 Main findings : How to address the situation?

- In view of the lack of information, it is necessary to inform women that the EU is addressing their main concerns: the weak economic situation; gender inequality in the EU, especially in politics; and how the EU has an impact on their daily lives.
- In order to improve women's relations with the EU, the EU is obliged to show that its actions are relevant to them.
- Showing how the EU plays a role in and improves the daily lives of European citizens could be an efficient way of changing the image of the EU.

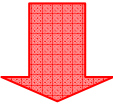
# I. Relations between women and the EU




# I.1 Women in society

# I.1 Lower employment rate amongst women

## Employment rates in EU Member States – 2008



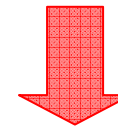
		Total	Women	Men	Difference Women - Men (% points)
	<b>Finland</b>	71,1%	69,0%	73,1%	<b>-4,1</b>
	<b>Sweden</b>	74,3%	71,8%	76,7%	<b>-4,9</b>
	...				
	<b>EU27</b>	<b>65,9%</b>	<b>59,1%</b>	<b>72,8%</b>	<b>-13,7</b>
	...				
	<b>Greece</b>	61,9%	48,7%	75,0%	<b>-26,3</b>
	<b>Malta</b>	55,3%	37,4%	72,5%	<b>-35,1</b>






Source: Eurostat



# I.1 Women's employment is less secure

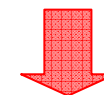
## Temporary employees as a percentage of the total number of employees - 2008








		Total	Women	Men	Difference Women-Men (% points)
	<b>Cyprus</b>	13,9%	19,9%	8,2%	<b>+11,7</b>
	<b>Finland</b>	15,%	18,7%	11,2%	<b>+7,5</b>
	<b>EU27</b>	<b>14,0%</b>	<b>14,9%</b>	<b>13,3%</b>	<b>+1,6</b>
			...		
	<b>Hungary</b>	7,9%	7,0%	8,7%	<b>-1,7</b>
	<b>Latvia</b>	3,3%	2,0%	4,7%	<b>-2,7</b>

Source: Eurostat

# I.1 More women are in jobless households



## Jobless households by gender - 2008






		Total	Women	Men	Difference Women-Men (% points)
	<b>Greece</b>	7,5%	9,3%	5,7%	<b>+3,6</b>
	<b>United Kingdom</b>	10,7%	12,5%	8,9%	<b>+3,6</b>
	...				
	<b>EU27</b>	<b>9,2%</b>	<b>10,1%</b>	<b>8,2%</b>	<b>+1,9</b>
	...				
	<b>Finland</b>	8,1%	7,8%	8,3%	<b>-0,5</b>
	<b>Estonia</b>	6,2%	5,8%	6,6%	<b>-0,8</b>

Source: Eurostat

# I.1 Women are paid less

## Gender Pay Gap - 2007



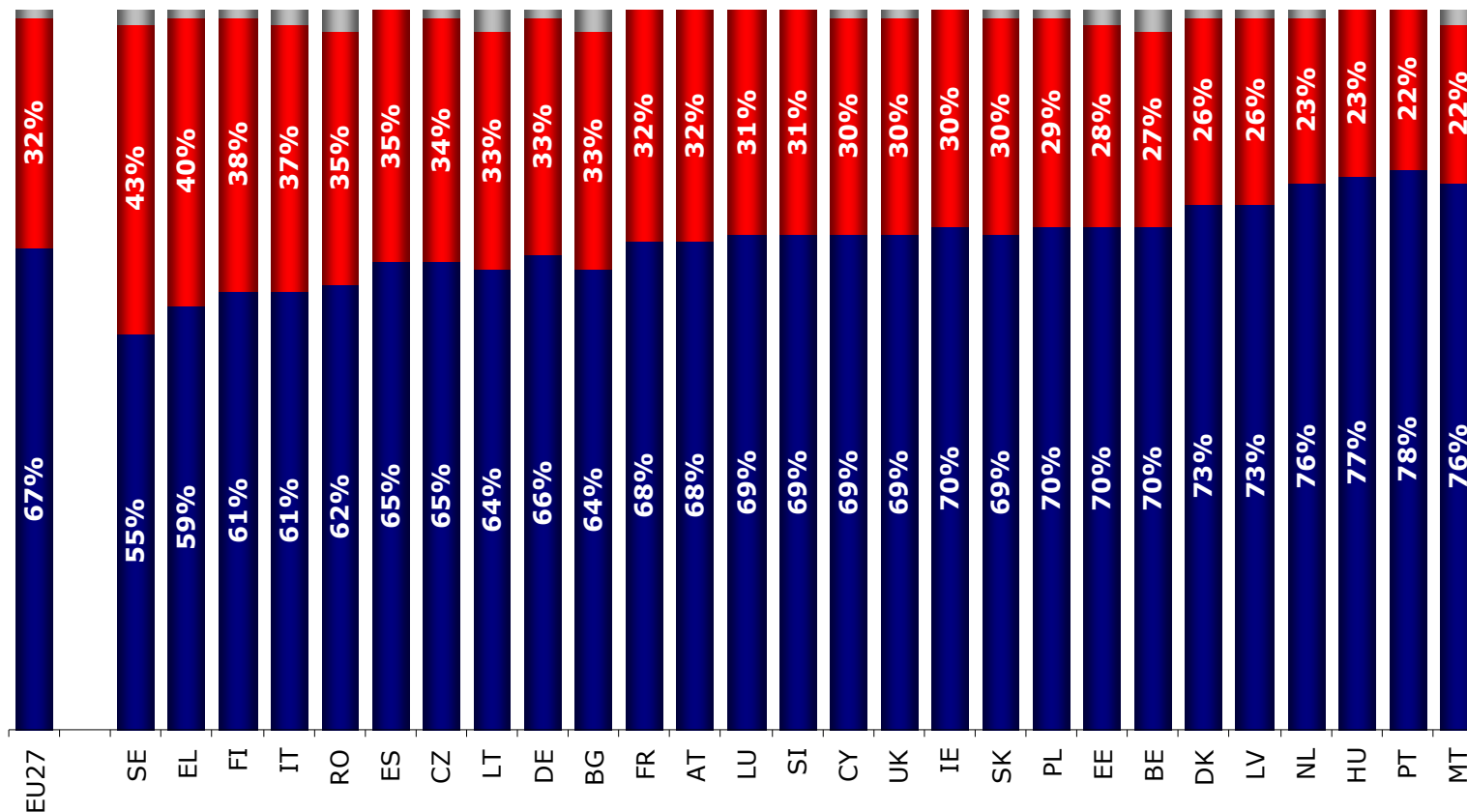
	Estonia	-30,3
	Austria	-25,5
...	...	
	<b>EU27</b>	<b>-17,6</b>
...	...	
	Italy	-5,1
	Malta	-2,4

Source: Eurostat 2007

## I.2 Perception of gender (in)equality in the EU

## I.2 A third of women have felt unfairly treated

Have you ever felt unfairly treated because you are a woman?



Source: Flash Eurobarometer 266, February 2009

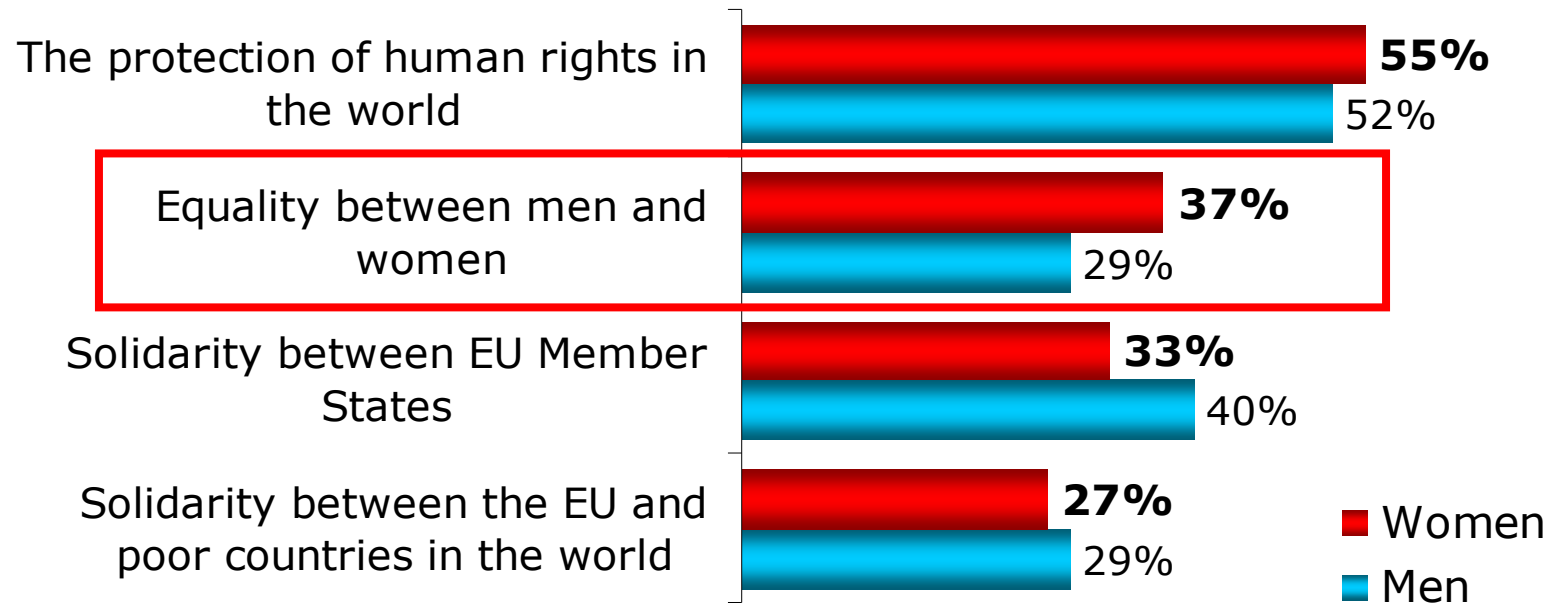
■ No ■ Yes ■ DK

Results for women only



## I.2 Women think the EP should act on gender inequality

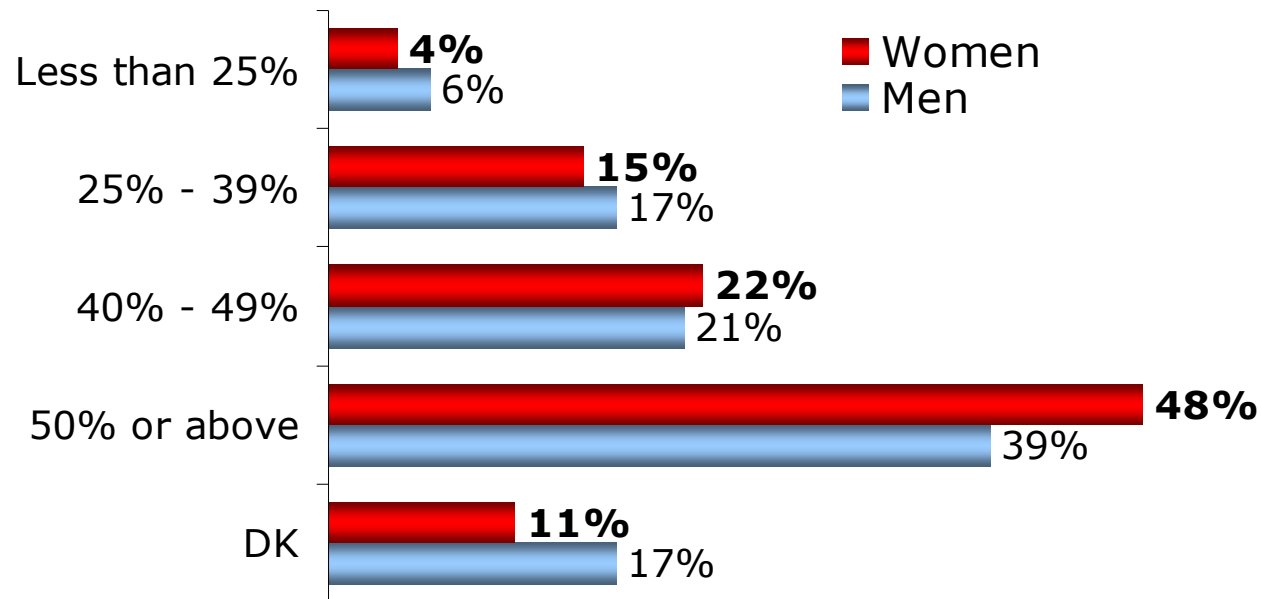
**In your opinion, which of the following values should the European Parliament defend as a matter of priority?  
(3 answers possible)**



Source: *Standard Eurobarometer 70 (Autumn 2008)*

## I.2 Women would like more women MEP's

### Desired proportion of elected women in the European Parliament



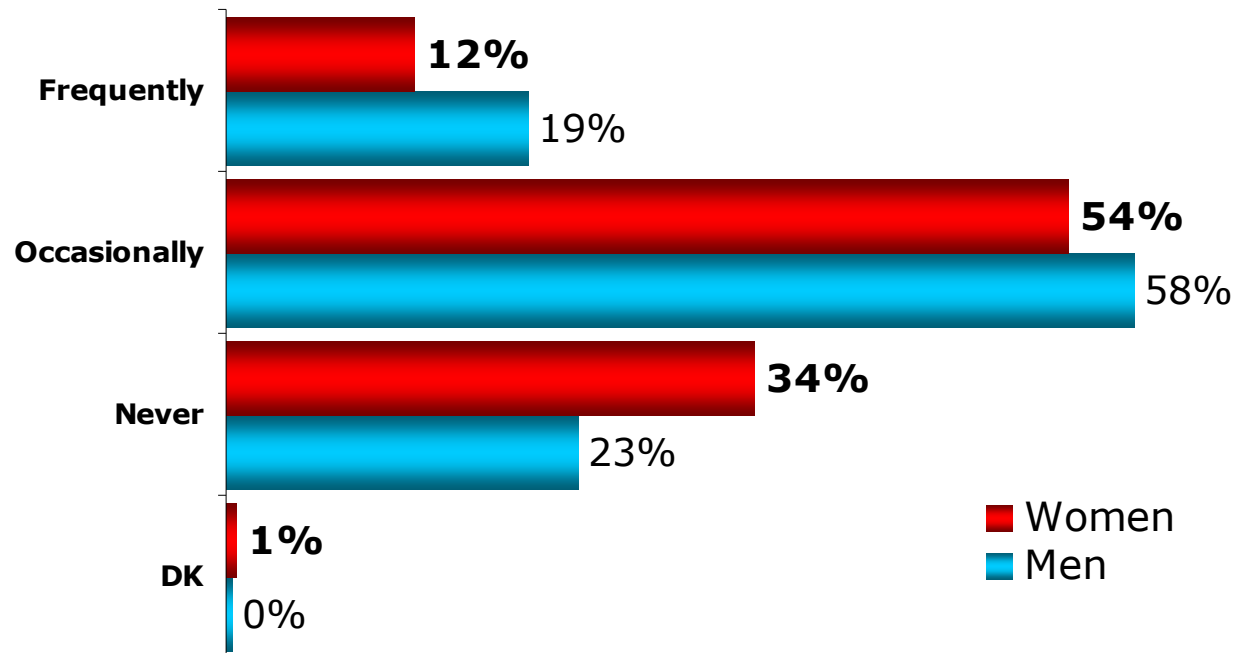
Source: Flash Eurobarometer 266, February 2009

**Percentage of women in the EP : 35%**

## I.3 Women and politics

## I.3 Women discuss politics less often

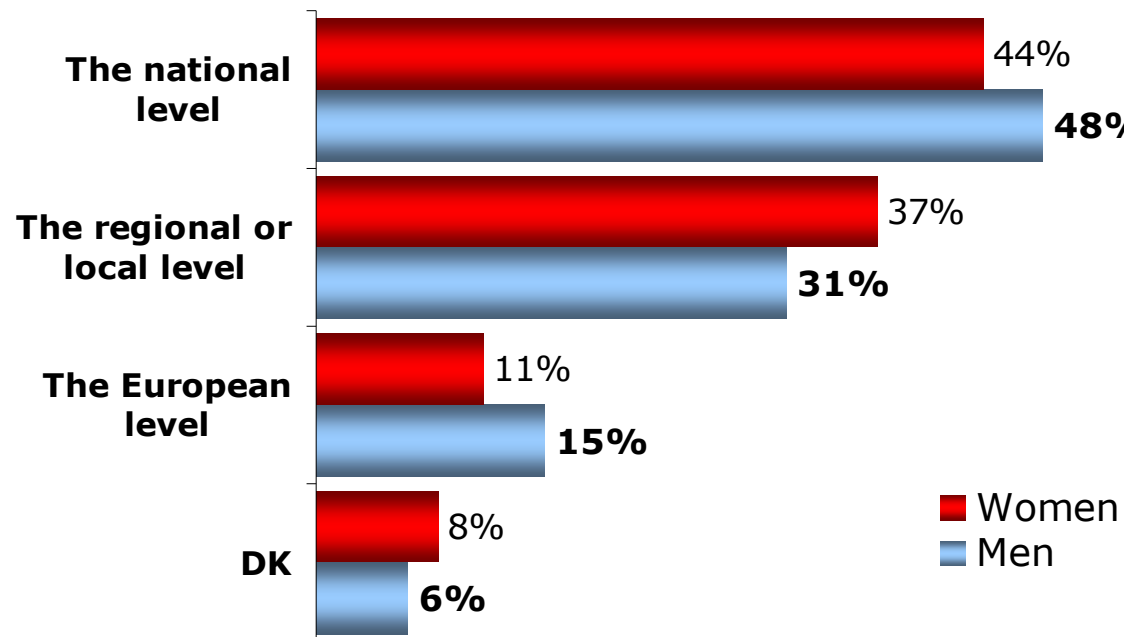
**When you get together with friends, would you say you discuss political matters frequently, occasionally, or never?**



Source: cumulative results EB68, EB69, EB70

## I.3 Women are more interested in national and local politics

**In your opinion, which of these different levels of public authorities, European level, national level, regional or local level, has the most impact on your living conditions?**



Source: Standard Eurobarometer 72 (Autumn 2009)



## I.3 Women are more interested in national and local politics

*"I prefer to invest myself locally. My imagination is more stimulated. I know the people for whom I get involved." (The Netherlands)*

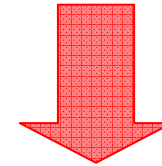
*"I passively watch. When an article draws my attention, I read it. I'm focusing on what touches myself or my family." (Slovakia)*


*"All this is very far away from me, and I don't get involved in it. I prefer to mobilise myself on topics which are closer to my daily life, where I feel that my opinion counts, and that I can have an influence." (Denmark)*

*"The European Parliament exists, we can hear about it from time to time. But for me, it doesn't have the breadth of a real government." (Italy)*

## I.3 Women also tend to be more concerned about social issues

**Personally, what are the two most important issues you are facing at the moment?**

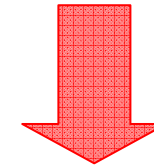



		Women	Men	Difference Women - Men (in % points)
<b>Rising prices/ inflation</b>	<b>38%</b>	39%	36%	<b>+3</b>
Economic situation	<b>26%</b>	24%	29%	<b>-5</b>
Unemployment	<b>20%</b>	20%	20%	=
<b>Healthcare system</b>	<b>18%</b>	21%	16%	<b>+5</b>
<b>Pensions</b>	<b>15%</b>	17%	14%	<b>+3</b>

Source: *Standard Eurobarometer 72 (Autumn 2009)*

## I.3 ...and would like the EP to act in these areas

The European Parliament promotes the development of certain policies at EU level. Which of the following policies should be given priority?



		Women	Men	Difference Women - Men (in % points)
<b>Improving consumer and public health protection</b>	<b>36%</b>	38%	34%	<b>+4</b>
Coordinating economic, budget and tax policies	<b>34%</b>	32%	36%	<b>-4</b>
...	...	...	...	...
A common energy policy intended to ensure the EU's energy independence	<b>30%</b>	28%	33%	<b>-5</b>
<b>Combating terrorism while respecting individual freedoms</b>	<b>29%</b>	31%	27%	<b>+4</b>

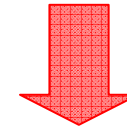
Source : Special Eurobarometer : The 2009 EP elections, February 2009


## I.4 Women and the EU

## I.4 Women feel less aware about the EU

Please tell me for each statement, whether you tend to agree or tend to disagree

I understand how the EU works



		Women	Men	Diff. Women – Men (in % points)
Tend to agree	44%	38%	51%	-13
<b>Tend to disagree</b>	<b>48%</b>	54%	42%	<b>+12</b>
<b>DK</b>	<b>8%</b>	8%	7%	<b>+1</b>

Source: Standard Eurobarometer 72 (Autumn 2009)



## I.4 The EU is seen as far away and too complex

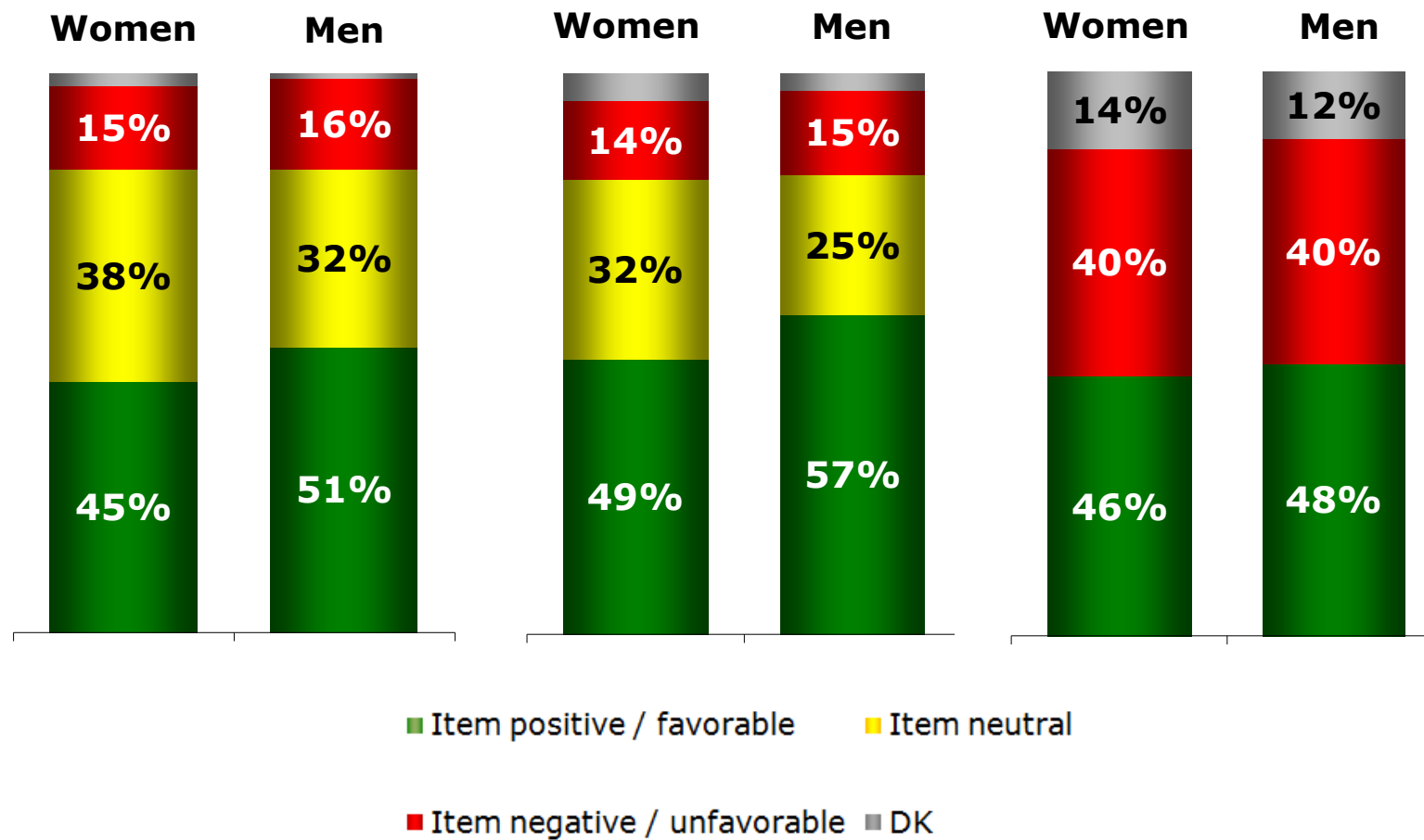
*"A lot of people do not know how [the EU] works. It is managed by too many people and we do not know who is doing what." (France)*

*"The EU operates on a higher level, we regular people are barely touched by it." (Slovenia)*

*"I don't really know if it [the EU] affects me or not... it seems to be more rules and regulations." (UK)*

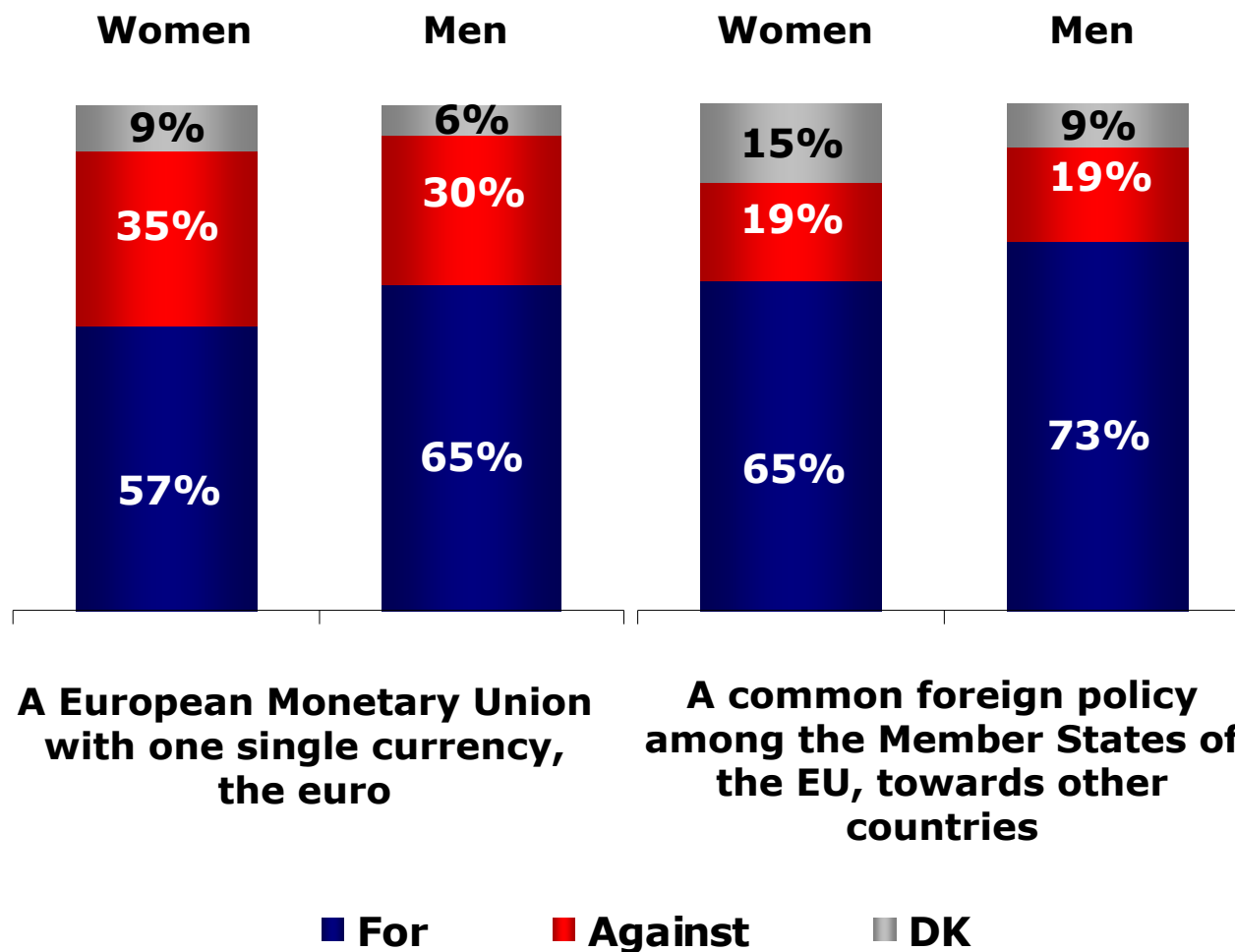
*"The EU is about "decisions from behind a table". They should visit countries and base their decisions on what they find out there." (Slovakia)*

## I.4 Women have a less positive view of the EU

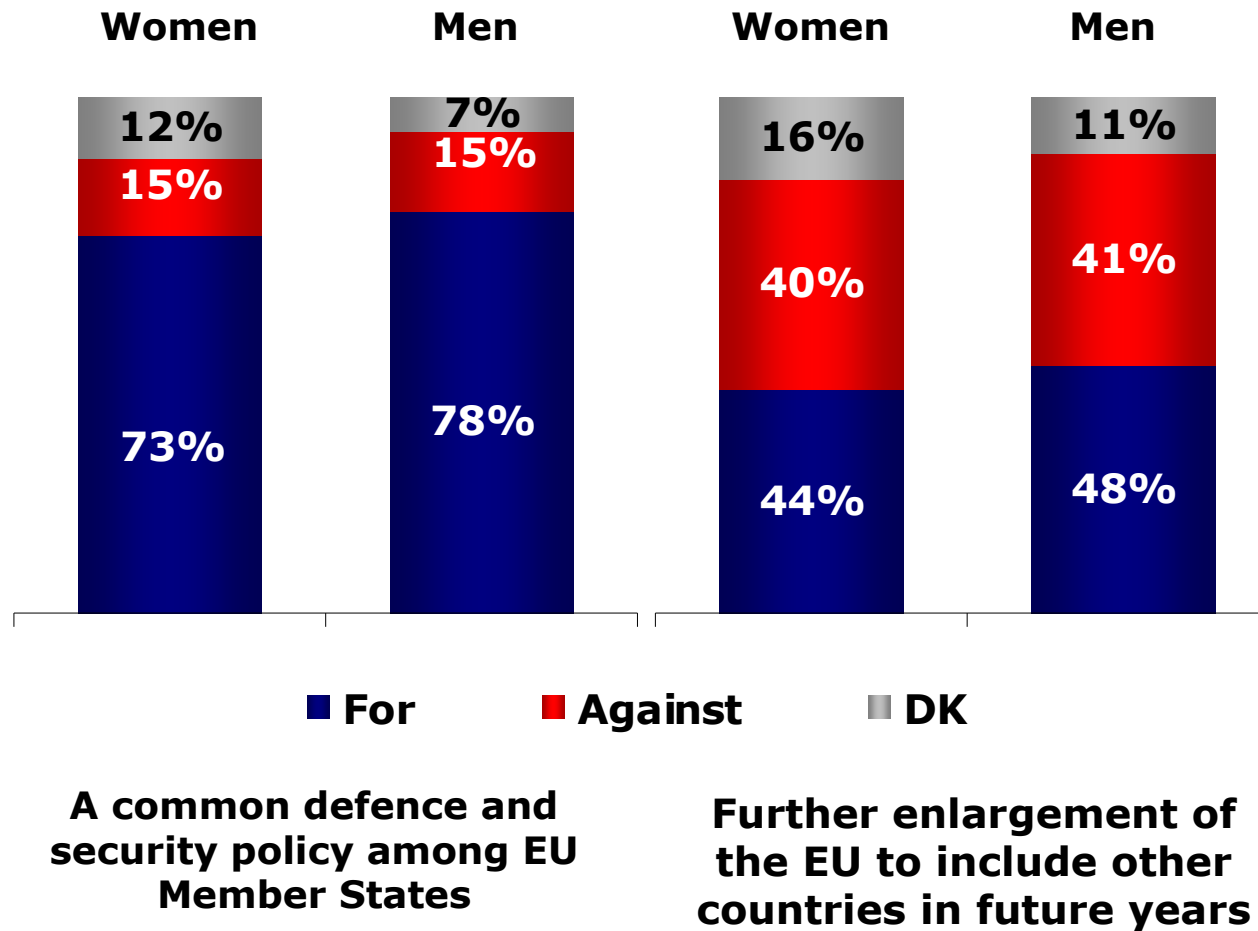


Source: Standard Eurobarometer 72 (Autumn 2009)

## I.4 Women are less supportive of certain European policies...



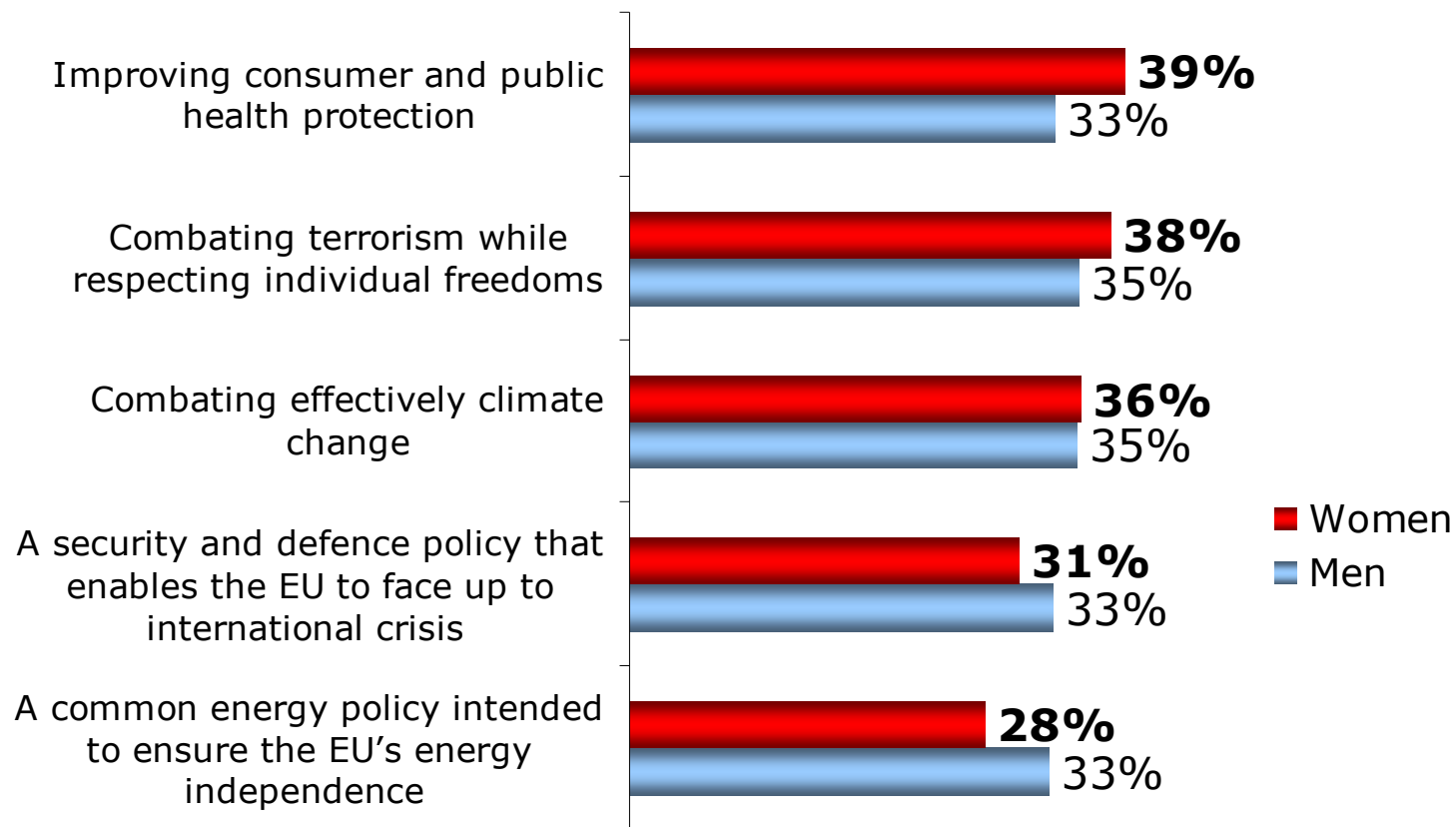
## I.4 Women are less supportive of certain European policies...



## I.4 ... but women are more supportive of other European policies

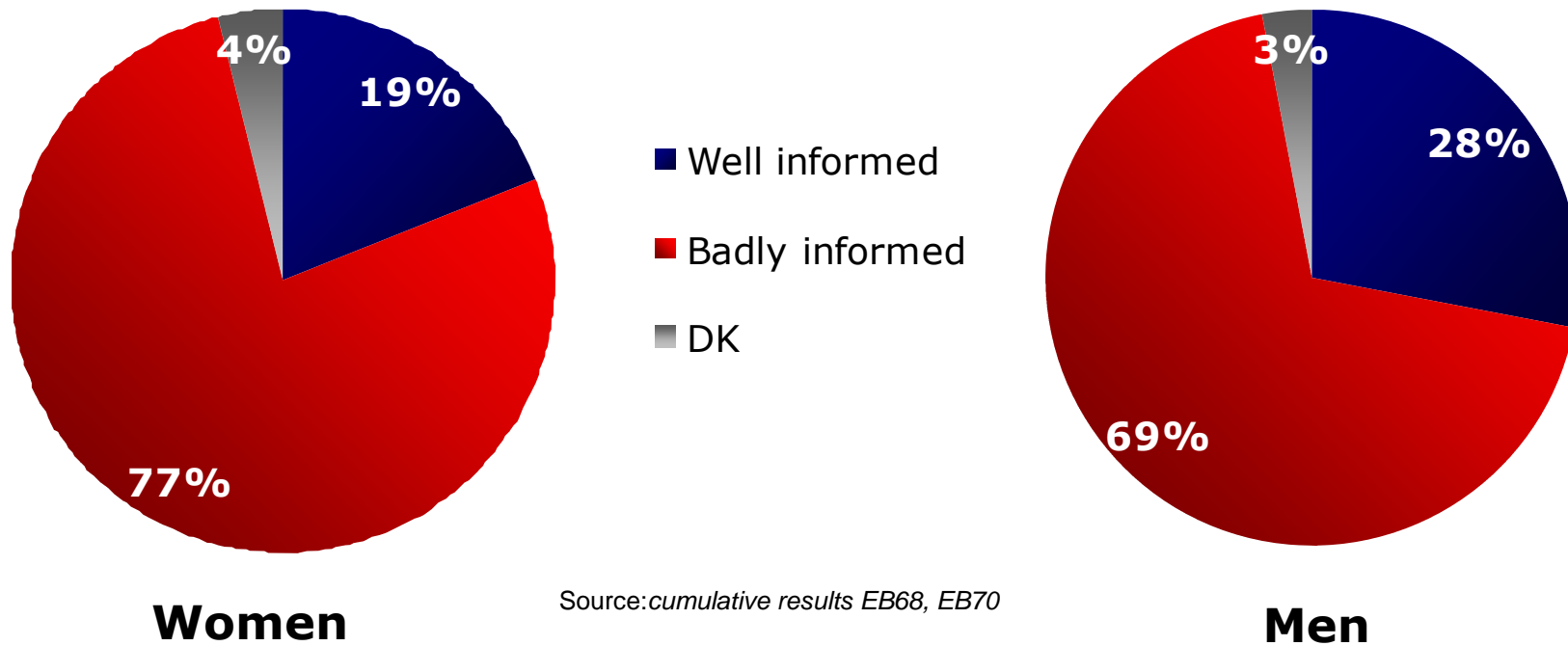
**In your opinion, which of the following policies should be given priority?**

**(MAX. 4 ANSWERS)**



# I.5 Women feel badly informed about the EP's activities

## Level of information on the EP's activities

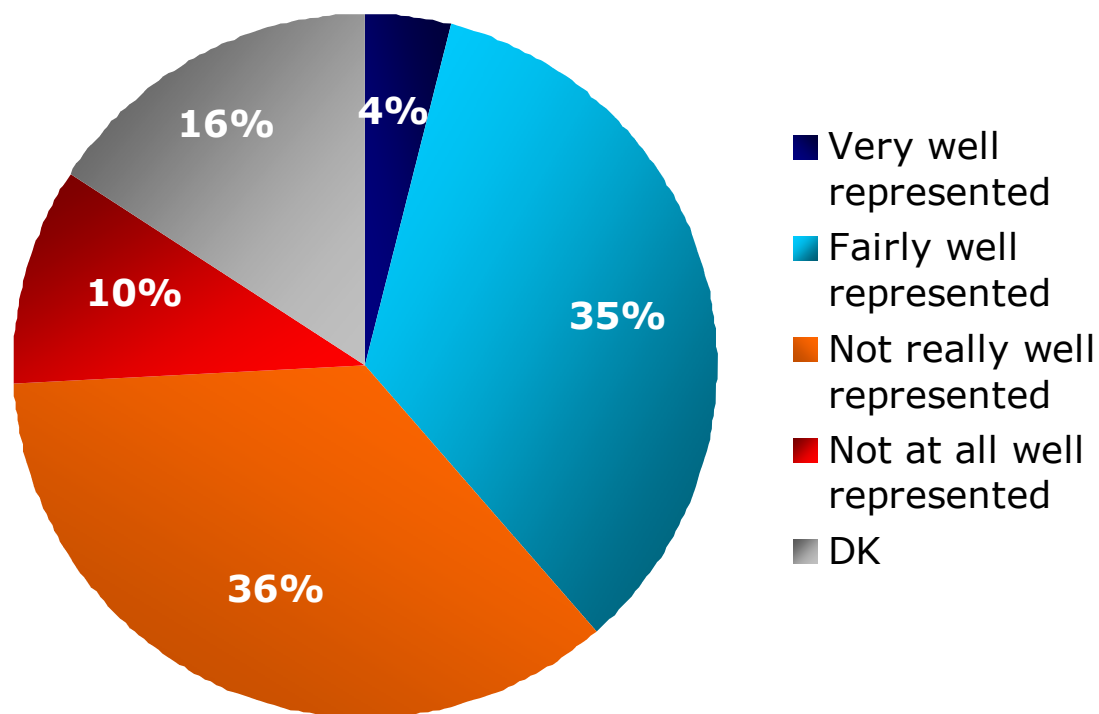


Source: cumulative results EB68, EB70



## I.4 Women feel not very well represented by the EU

**Do you feel that as a woman, your interests are well represented by the European Union?**



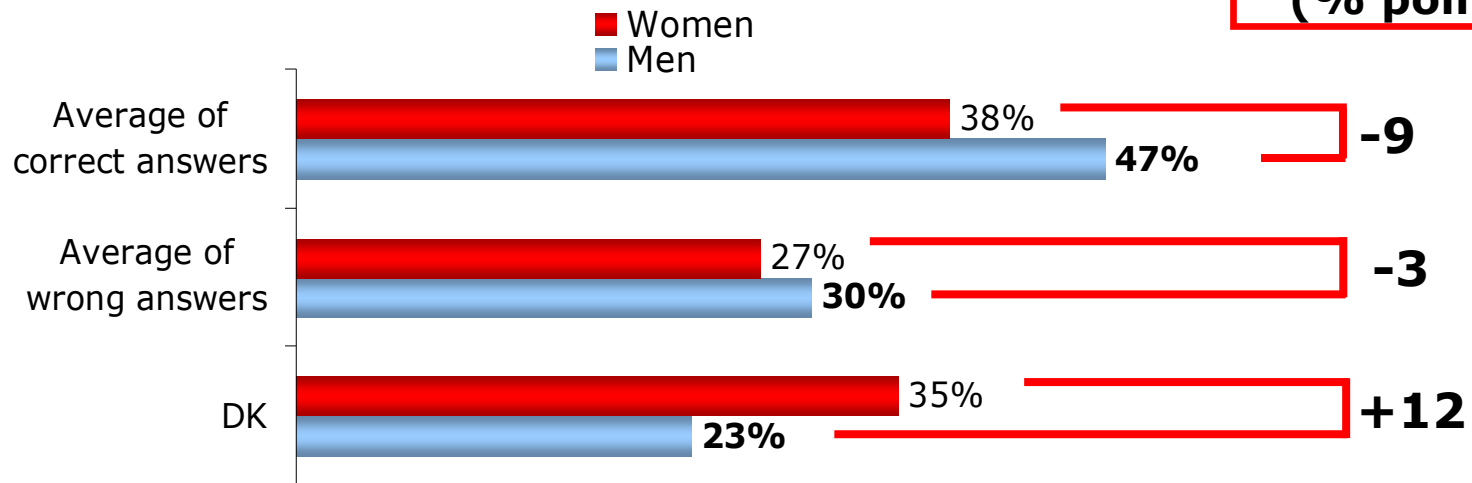
Source: *Flash Eurobarometer 266, February 2009*



## I.4 Women have less objective knowledge of the EU

For each of the following statements about the European Union, could you please tell me whether you think it is true or false?

**Difference  
Women – Men  
(% points)**



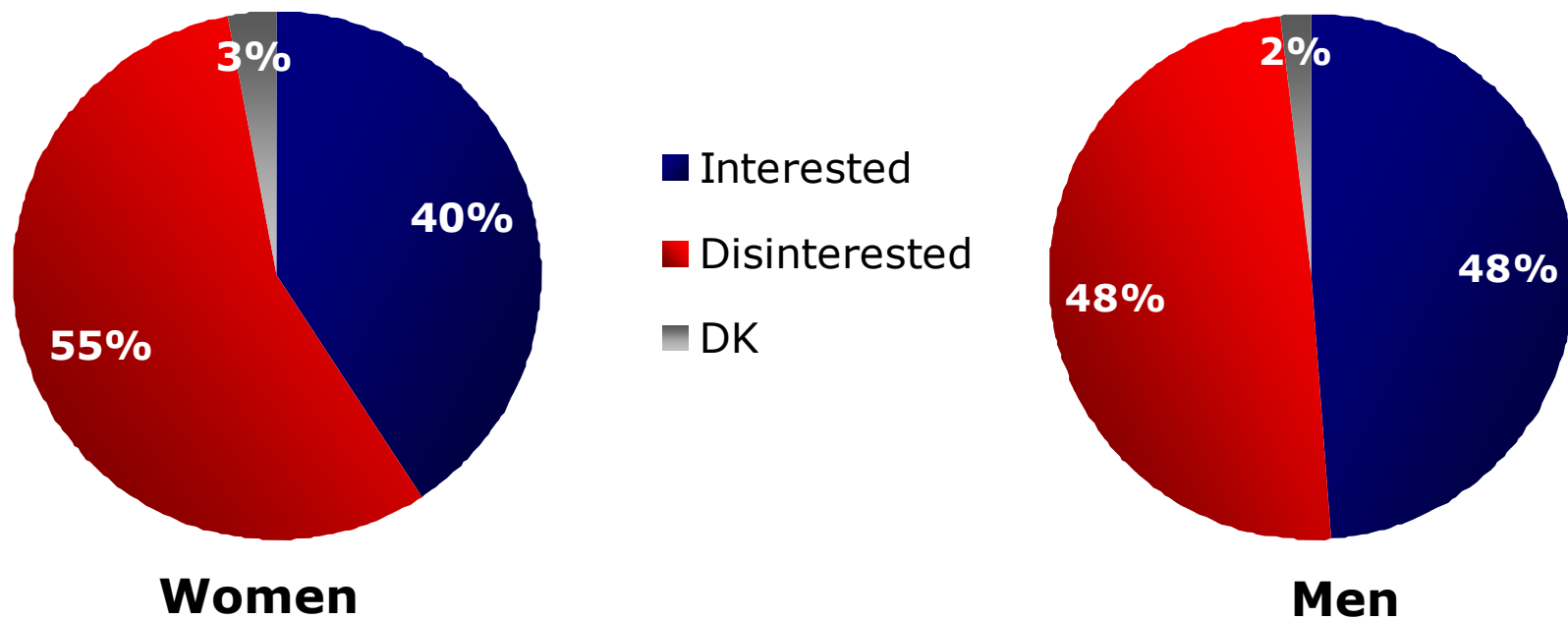
Source: Standard Eurobarometer 72 (Autumn 2009)

- The EU currently consists of twenty-five Member States
- The Irish voted "yes" to the second referendum on the Lisbon Treaty held on October 2nd, 2009
- The euro area currently consists of 12 Member States
- Switzerland is a member of the European Union
- Iceland is a member of the European Union

## 1.5 Women and the European elections

# 1.5 Women were less interested in the 2009 European elections

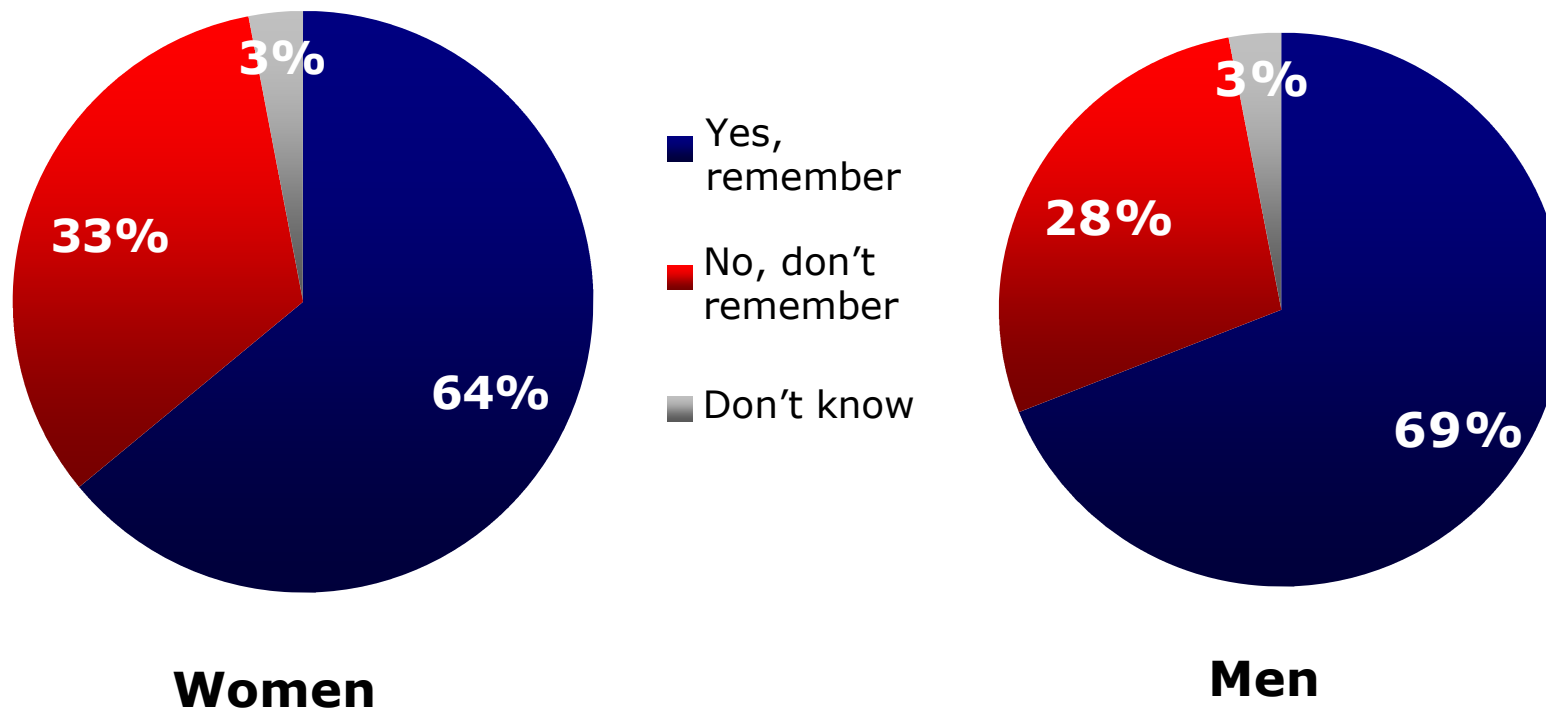
## Level of interest in the European elections



Source: cumulative results EB69, EB70

## I.5 Women have less recall of a campaign

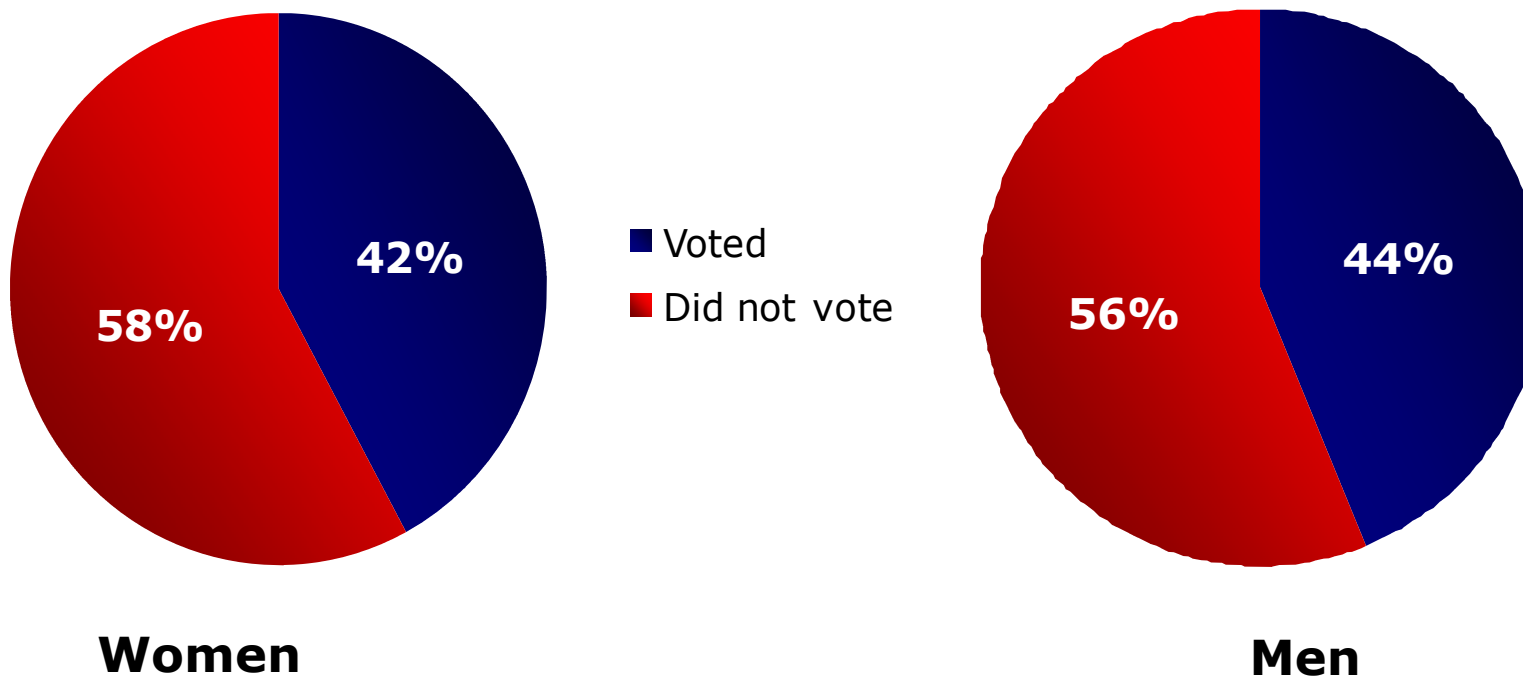
### Recall of a media campaign promoting the European elections



Source: *Post electoral survey (Autumn 2009)*

## I.5 But the vote is almost equal!

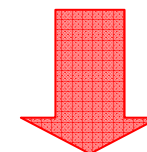
### Did you vote?








Source: *Post electoral survey, June 2009*

# I.5 In some Member States more women than men voted

## European Elections: level of participation

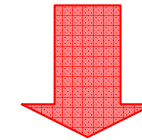



		Total	Women	Men	Gender gap (% points)
	<b>Latvia</b>	54%	58%	49%	<b>+9</b>
	<b>Lithuania</b>	21%	25%	16%	<b>+9</b>
	...				
	<b>EU27</b>	<b>43%</b>	<b>42%</b>	<b>44%</b>	<b>-2</b>
	...				
	<b>Cyprus</b>	59%	55%	64%	<b>-9</b>
	<b>Greece</b>	52%	48%	58%	<b>-10</b>

Source: Post electoral survey, June 2009

## I.5 Why did women vote?

### European Elections: The reasons for voting



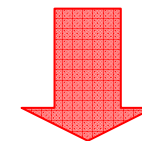
		Women	Men	Diff. Women - Men (in % points)
<b>This is your duty as a citizen</b>	<b>47%</b>	48%	47%	<b>+1</b>
You always vote	<b>40%</b>	40%	40%	<b>=</b>
To support the political party you feel close to	<b>24%</b>	23%	25%	<b>-2</b>
You can make things change in voting on the European elections	<b>19%</b>	18%	20%	<b>-2</b>
You are in favor of the EU	<b>16%</b>	14%	19%	<b>-5</b>


Source: Post electoral survey, June 2009



## I.5 Why did women vote?

### European Elections: The issues that led to women voting

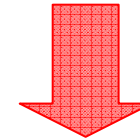



		Women	Men	Diff. Women - Men (in % points)
Economic growth	<b>41%</b>	38%	44%	<b>-6</b>
<b>Unemployment</b>	<b>37%</b>	38%	36%	<b>+2</b>
<b>The future of pensions</b>	<b>22%</b>	23%	21%	<b>+2</b>
The role of the EU in the international scene	<b>22%</b>	22%	23%	<b>-1</b>
The power and competences of the European institutions	<b>19%</b>	18%	20%	<b>-2</b>
		...		
<b>The food security</b>	<b>9%</b>	10%	7%	<b>+3</b>

Source: *Post electoral survey, June 2009*

## I.5 Why did women not vote?

### European Elections: The reasons for not voting



		Women	Men	Diff. Women - Men (in % points)
Lack of trust in / Dissatisfaction with politics generally	<b>28%</b>	28%	28%	=
<b>Not interested in politics as such</b>	<b>17%</b>	17%	16%	<b>+1</b>
Vote has no consequences / Vote does not change anything	<b>17%</b>	15%	18%	<b>-3</b>
On holiday / Away from home	<b>10%</b>	10%	10%	=
Too busy / No time / Work	<b>10%</b>	10%	11%	<b>-1</b>
<b>Do not know much about the EU / EP or the EP</b>	<b>10%</b>	13%	8%	<b>+5</b>

Source: *Post electoral survey, June 2009*

## I.5 The European elections

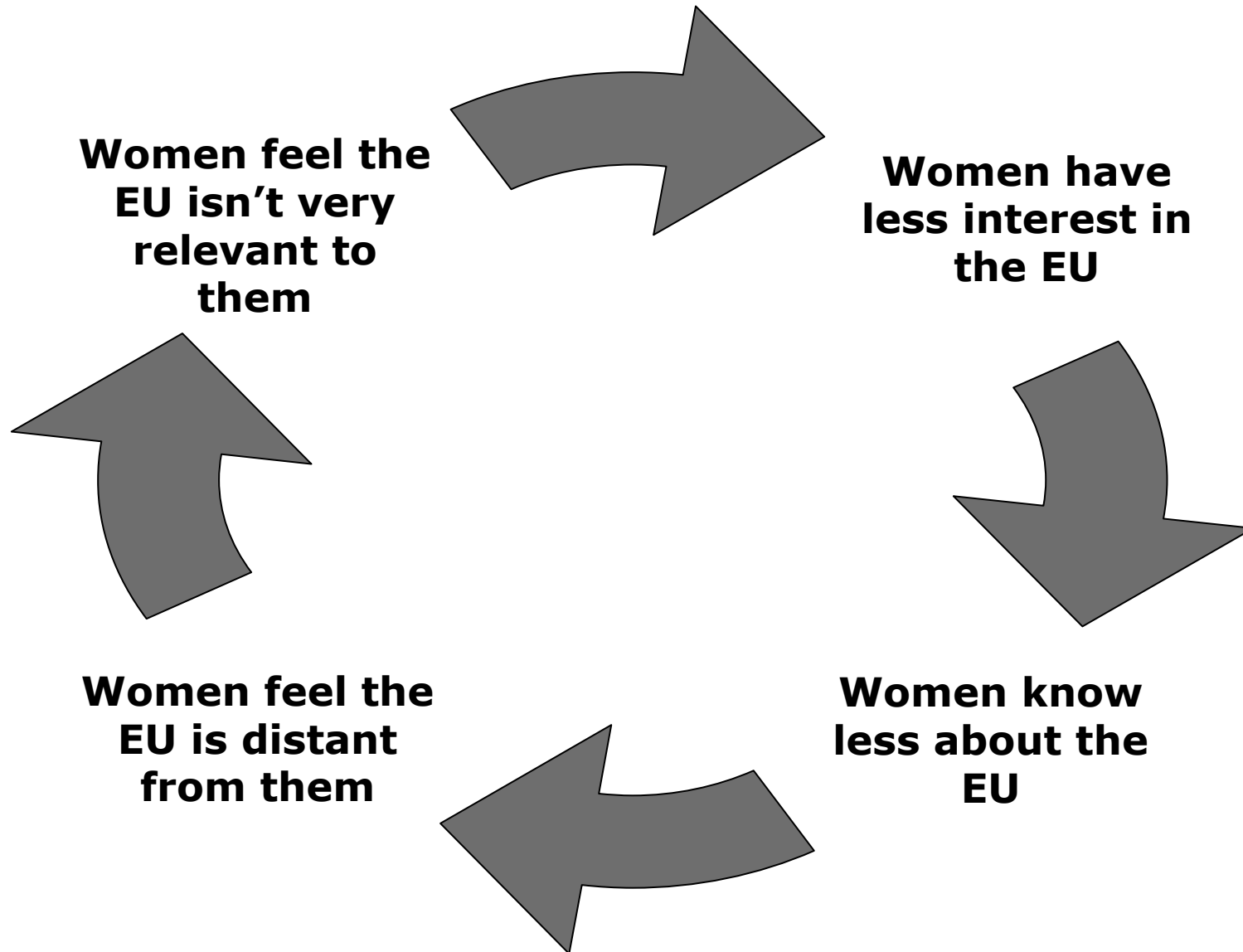
*"We fulfil our duty. Later on I can feel OK with myself." (Poland)*

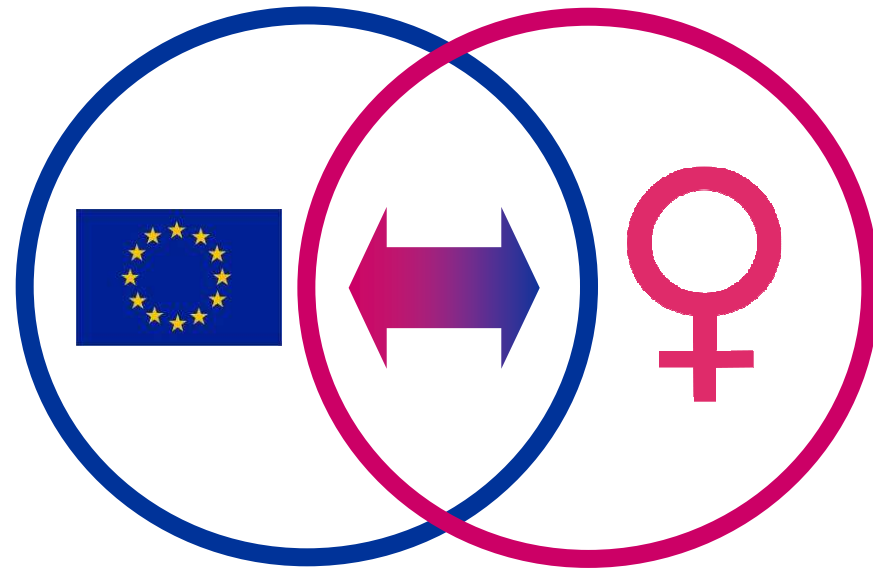
*"I take the right for democracy seriously."  
(Austria)*

*"I voted only at the national elections, because I think that my life is much more determined by our parliament. I hope they will cope with the corruption and will ensure the future of my children here. What are they doing in Brussels – I do not even know." (Bulgaria)*

*"We were on our weekend cottage. It would have ruined our day [to vote]." (Finland)*

# I. Women's disconnection with the EU





## II. Improving the links between women and the EU

## II.1 Women's economic situation

### Women's economic situation

■ Things have improved and are still improving... in most cases:

#### Employment rate of women:

2001: employed women: 54.3%; men: 70.9%  
**(-16.6 points)**

2008: employed women: 59.1%; men: 72.8%  
**(-13.7 points)**

#### Unemployment rate:

2000: active women unemployed: 9.8%; Men: 7.8%  
**(+2 points)**.

2009: active women unemployed: 8.9%; Men: 9%  
**(-0.1 points)**.

#### Part-time work:

2000: active women in partial-work: 28.9%; Men: 6.5% of men  
**(+22.4 points)**.

2008: active women in partial-work: 31.1%; Men: 7.9% of men  
**(+23.2 points)**.

## II.1 EP Action: Women's economic situation

### Women's economic situation



The **European Parliament** is addressing this situation by:

- Once again pressing the European Commission to make a legislative proposal on equal pay for men and women
- Calling on the Member States to tackle the unemployment rate amongst women



## II.2 EP Action: Gender inequality within the EU

### Gender inequality within the EU



The **European Parliament** is addressing this situation by:

- Encouraging the setting up of pre-school childcare facilities as an important part of achieving a good work-life balance
- Encouraging the provision of assistance to elderly persons and other dependents as an important part of achieving a good work-life balance
- Focussing on getting a higher proportion of women in positions of high responsibility in all employment sectors

## II.2 Gender balance within the EP

### Gender balance within the EP

Things have improved and are still improving:

#### PROPORTION OF WOMEN IN THE EUROPEAN PARLIAMENT SINCE 1979 :

1979-1984:	16.34%
1984-1989:	17.74%
1989-1994:	19.31%
1994-1999:	25.93%
1999-2004:	30.19%
2004-2009:	31.21%
<b>2009-2014:</b>	<b>35.05%</b>

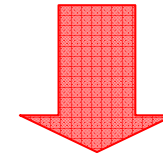
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**Current national parliaments: 23.92%**

*Source: European Parliament*

## II.3 Women would like social themes in the electoral campaign

### Themes of 2009 European elections

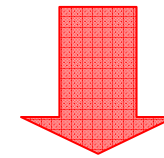



	Women	Men	Difference Women - Men (in % points)
<b>Unemployment</b>	49%	47%	<b>+2</b>
<b>Economic growth</b>	45%	50%	<b>-5</b>
Inflation and purchasing power	44%	45%	<b>-1</b>
<b>Crime</b>	36%	33%	<b>+3</b>
<b>The future of pensions</b>	34%	31%	<b>+3</b>

Source: Cumulative results EB69, EB70

## II.3 Issues women would like to be addressed

**On what topics would you receive more information?**



		Women	Men	Difference Women - Men (in % points)
<b>Your right as a European citizen</b>	<b>48%</b>	48%	47%	<b>+1</b>
Employment policy	<b>39%</b>	39%	40%	<b>-1</b>
<b>Health and social policy</b>	<b>39%</b>	42%	34%	<b>+8</b>
<b>Measures for education, training and youth</b>	<b>32%</b>	35%	29%	<b>+6</b>
		...		
<b>Co-operation and development aid policy, humanitarian aid</b>	<b>20%</b>	22%	17%	<b>+5</b>

## II.4 Women criticize their media...

*"We struggle to understand what is happening, information are contradictory."  
(Italy)*


*"The media are presenting the darkest side of all things, they should give us some good news."  
(France)*

*"It depends of what we read: if you buy a right-oriented newspaper, you have an information that is right-oriented, and vice-versa. But this does not help much to understand."  
(Spain)*

*"We only have part of the truth, we are treated as idiots who cannot understand, it is really difficult to see what is true, and is propaganda."  
(Hungary)*

## II.4 ...but the majority of them trust television and radio

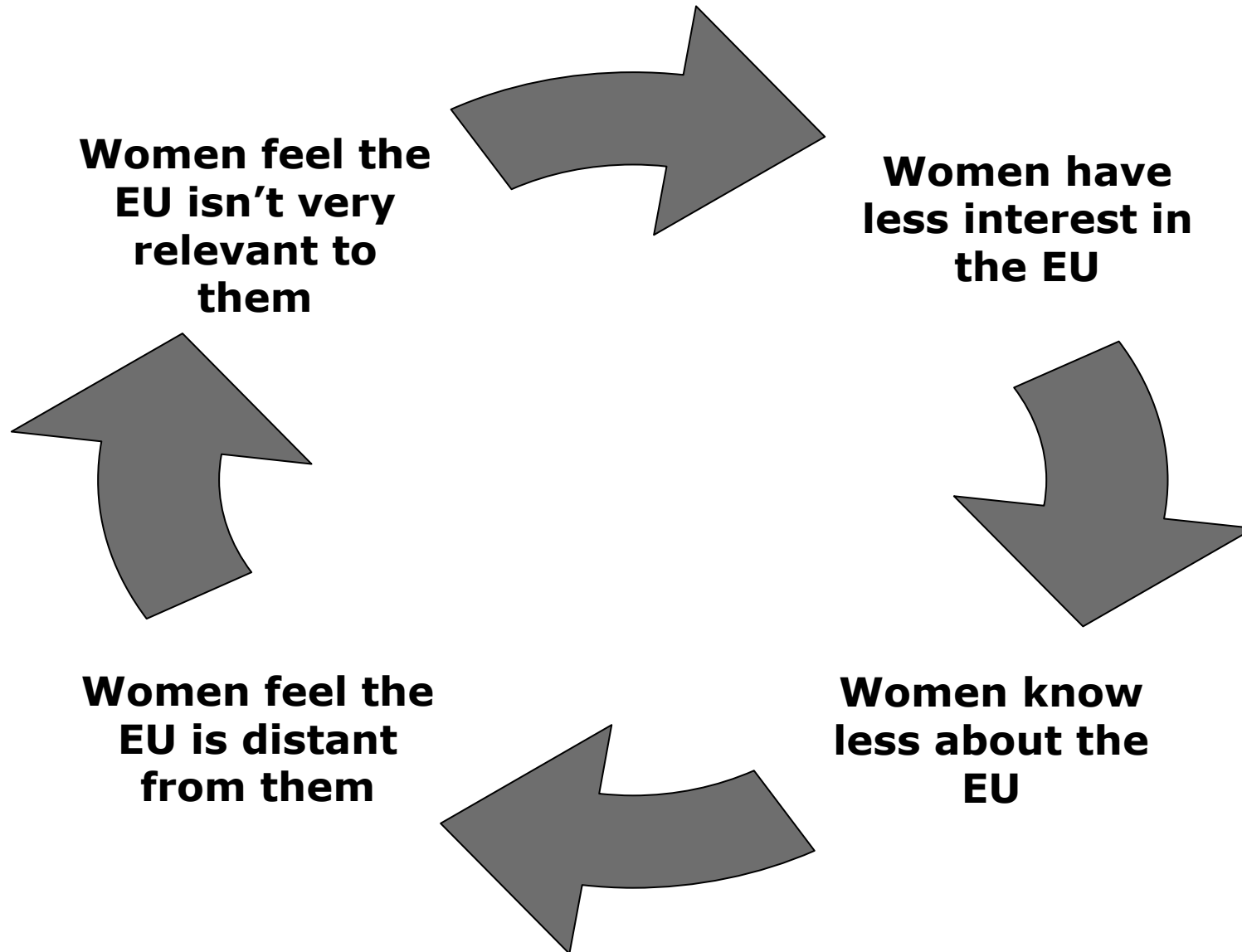
### Trust in the media

		Women
<b>Radio</b>	<b>58%</b>	59%
<b>Television</b>	<b>49%</b>	51%
<b>The press</b>	<b>42%</b>	41%
<b>Internet</b>	<b>37%</b>	34%

Source: *Standard EB72, Autumn 2009*

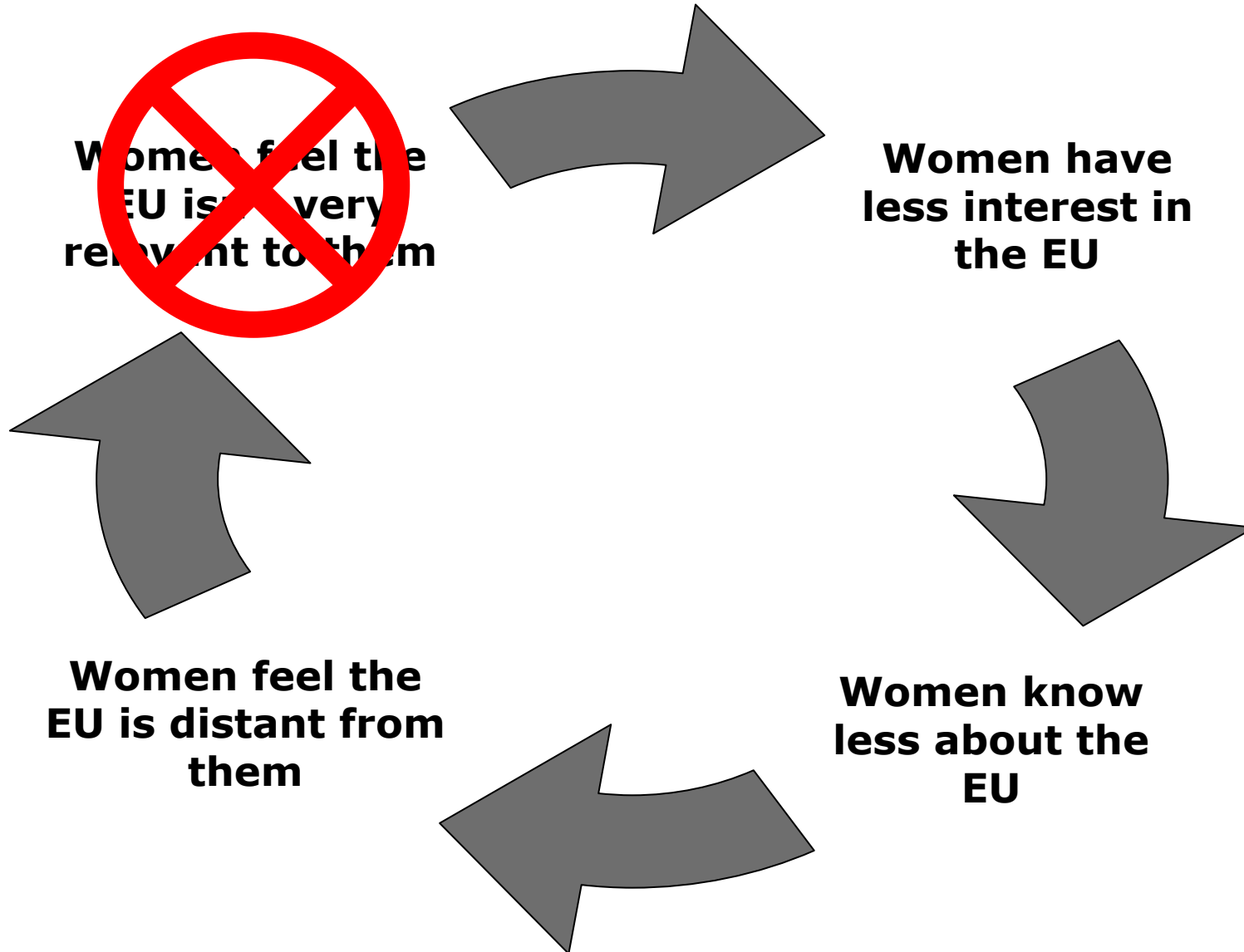


## II.5 How to break the vicious circle?

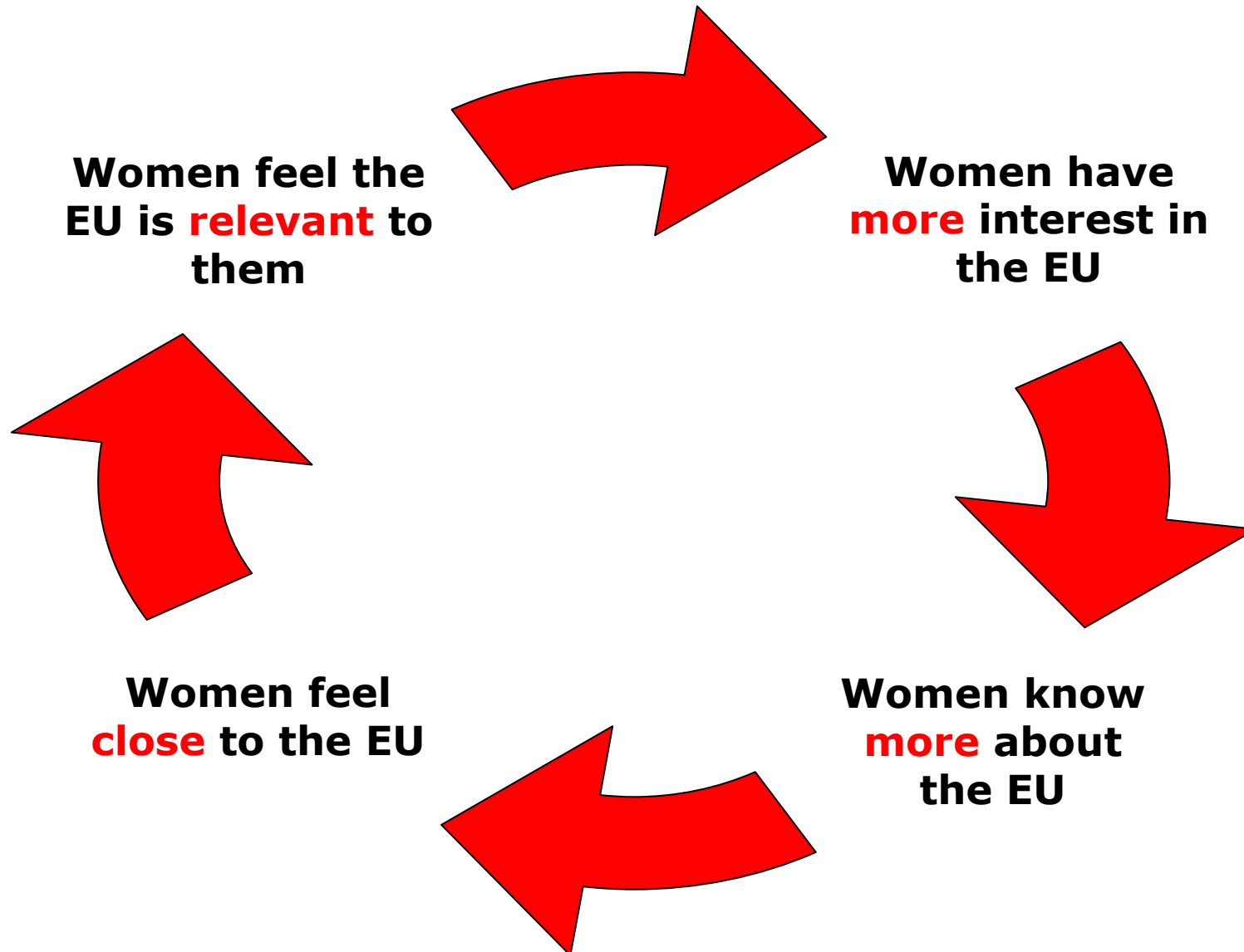




## II.5 Where to act?



## II.5 Turn the vicious circle into a virtuous circle...



# Women and the EU

## Attitudes, Engagement and Information

2<sup>nd</sup> of March 2010