



EUROSCOPE

The pulse of the European public Opinion

July 2026



RESEARCH METHODOLOGY



Research Methodology



This survey has been conducted online through CAWI method (Computer Assisted Web Interview) on a sample representative of the European Union 18+ population.



The total sample size is 5.048 complete interviews, distributed proportionally to the population of the 27 EU countries with a slight correction which allows to analyze the data on the pan-European level, with breakdowns for the 5 largest countries (Germany, France, Italy, Spain and Poland) and for 3 different areas: Eastern Europe, Northern Europe, Southern Europe. For each country proportional quotas were set for age and gender. Quotas were calculated regarding the most recent parameters provided by Eurostat.



Interviews were collected between the 3rd and 10th of July 2026.



The report shows breakdowns by European political groups parties' voters and the following geographical areas:



1) Germany

2) France



3) CEE – Central and Eastern Countries (Baltic states, Poland, Czech R., Slovakia, Hungary, Romania, Bulgaria, Croatia, Slovenia)



4) Northern Countries (Sweden, Denmark, Finland, Belgium, Netherlands, Lux., Ireland, Austria)



5) Southern Countries (Spain, Italy, Portugal, Greece, Malta, Cyprus)



+ separate data for Italy, Spain and Poland.

For European political groups parties' voters, in each country, people were interviewed on voting choices on a national party basis and the results were recoded into European political groups



1

EU issues



Perception of the Ukrainian application for EU membership

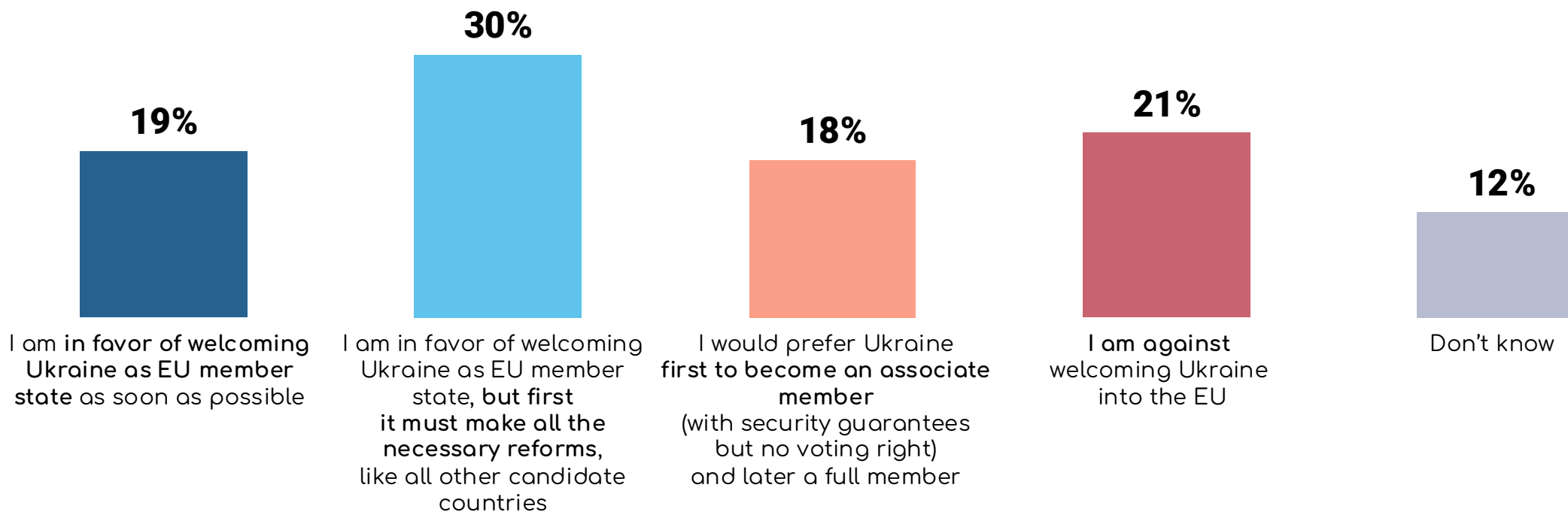
All respondents: 5,048

49%

In favor of welcoming
Ukraine as EU member state

39%

Against welcoming Ukraine
into the EU or not now





Perception of the Ukrainian application for EU membership

All respondents: 5,048

Split according to geographical areas

Base:

In favor

I am in favor of welcoming Ukraine as EU member state as soon as possible

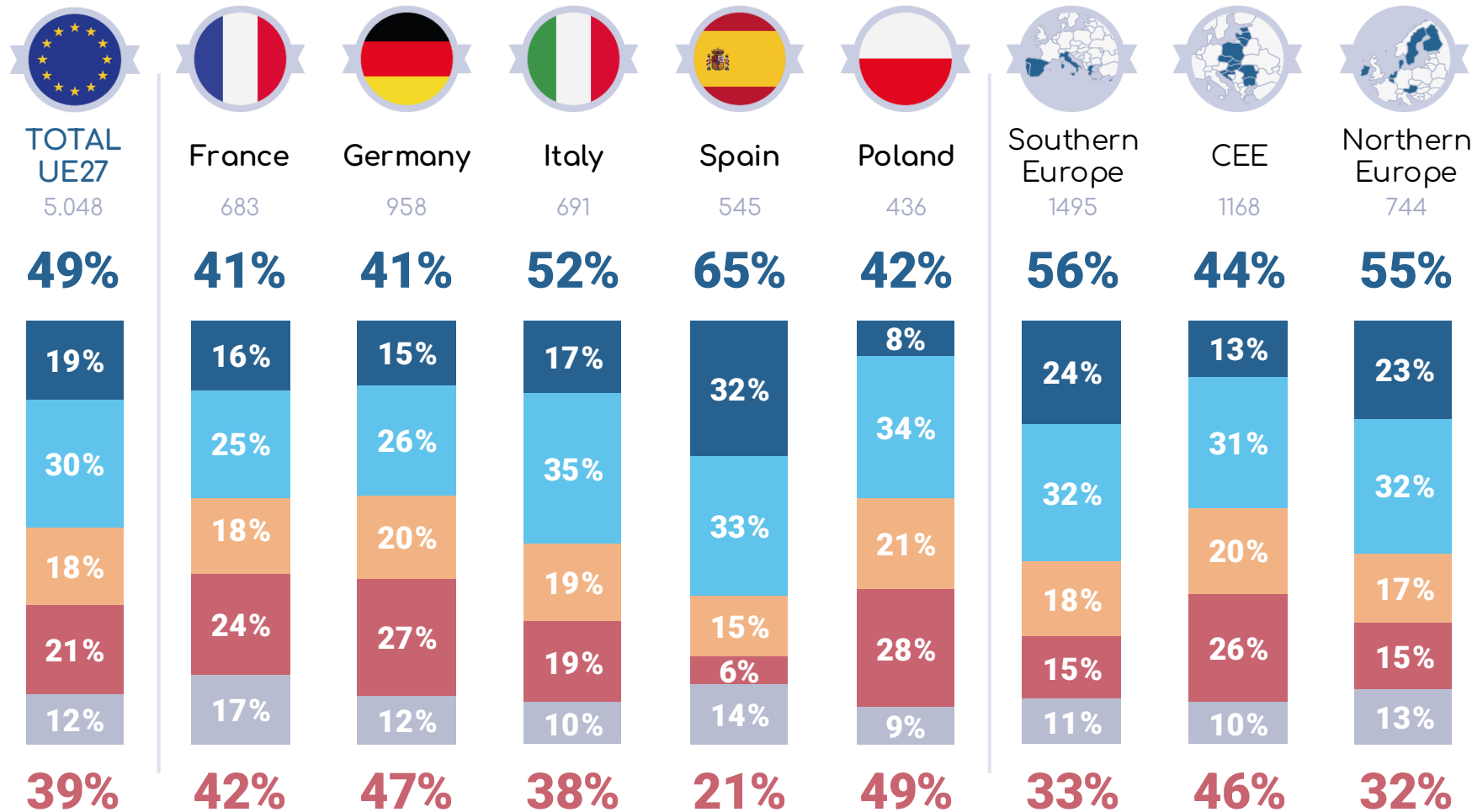
I am in favor of welcoming Ukraine as EU member state, but first it must make all the necessary reforms, like all other candidate countries

I would prefer Ukraine first to become an associate member (with security guarantees but no voting right) and later a full member

I am against welcoming Ukraine into the EU

I don't know

Not now or against



Q. Regarding the Ukraine application for EU membership, which of the following statements do you most agree with:



Perception of the Ukrainian application for EU membership

All respondents: 5.048

Split according to the vote for the European groups



TOTAL
UE27



GUE/NGL



S&D



Greens



RE



EPP



ECR



Patriots



ESN



Unaffiliated

Base

5.048

216

827

208

339

715

321

466

204

565

TOTAL In favor

49%

48%

67%

54%

59%

59%

43%

36%

21%

51%

I am in favor of welcoming Ukraine as EU member state as soon as possible

19%

24%

29%

20%

24%

22%

16%

17%

9%

18%

I am in favor of welcoming Ukraine as EU member state, but first it must make all the necessary reforms, like all other candidate countries

30%

24%

38%

34%

35%

37%

27%

19%

12%

33%

TOTAL Not now or against

39%

40%

27%

37%

35%

34%

49%

53%

72%

40%

I would prefer Ukraine first to become an associate member (with security guarantees but no voting right) and later a full member

18%

19%

18%

22%

22%

20%

19%

19%

15%

15%

I am against welcoming Ukraine into the EU

21%

21%

9%

15%

13%

14%

30%

34%

57%

25%

I don't know

12%

12%

6%

9%

6%

7%

8%

11%

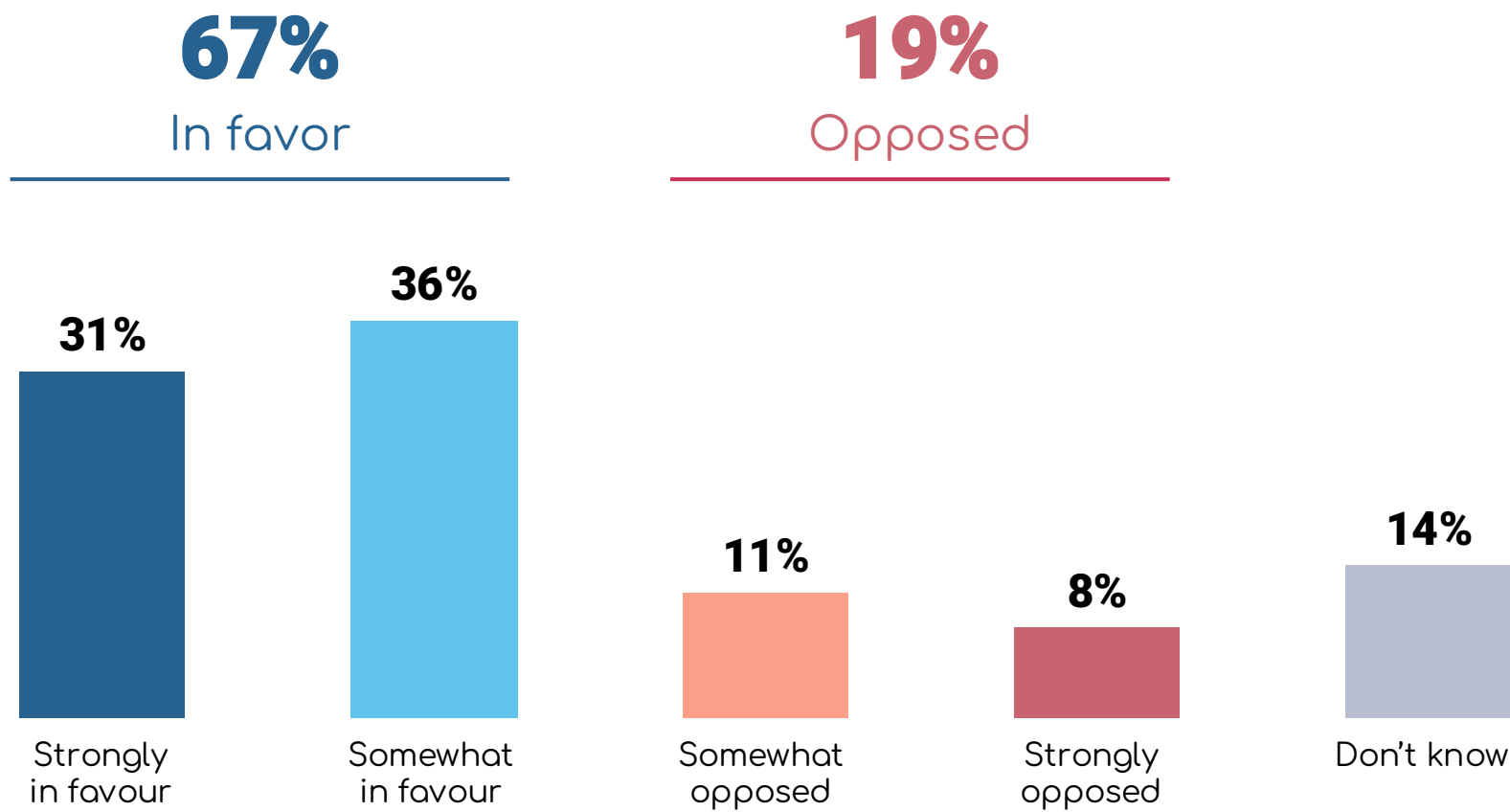
7%

9%



Support for the UK Rejoining the European Union

All respondents: 5,048



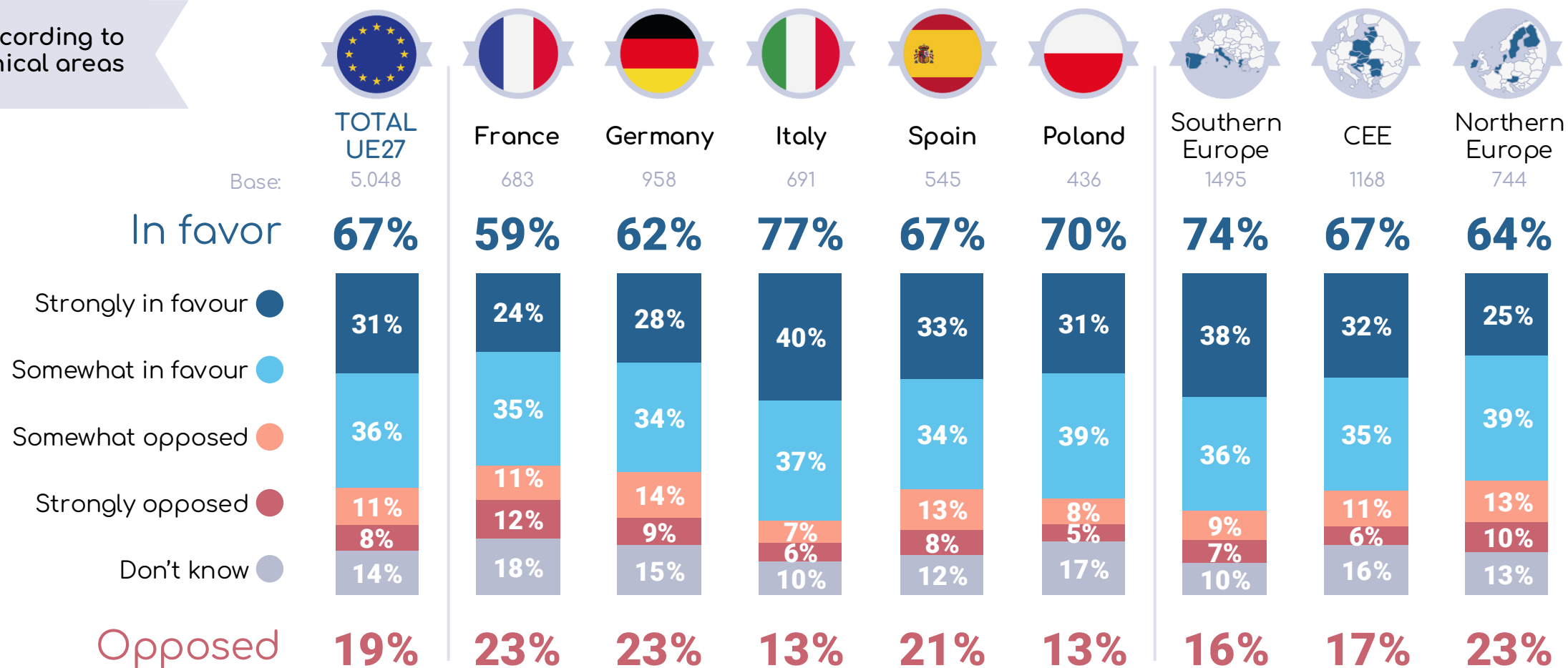
Q. Would you be in favor or opposed to the United Kingdom rejoining the European Union in the future, if it accepted the same rules and obligations as other EU Member States?



Support for the UK Rejoining the European Union

All respondents: 5,048

Split according to geographical areas



Q. Would you be in favor or opposed to the United Kingdom rejoining the European Union in the future, if it accepted the same rules and obligations as other EU Member States?



Support for the UK Rejoining the European Union

All respondents: 5,048

Split according to the vote for the European groups

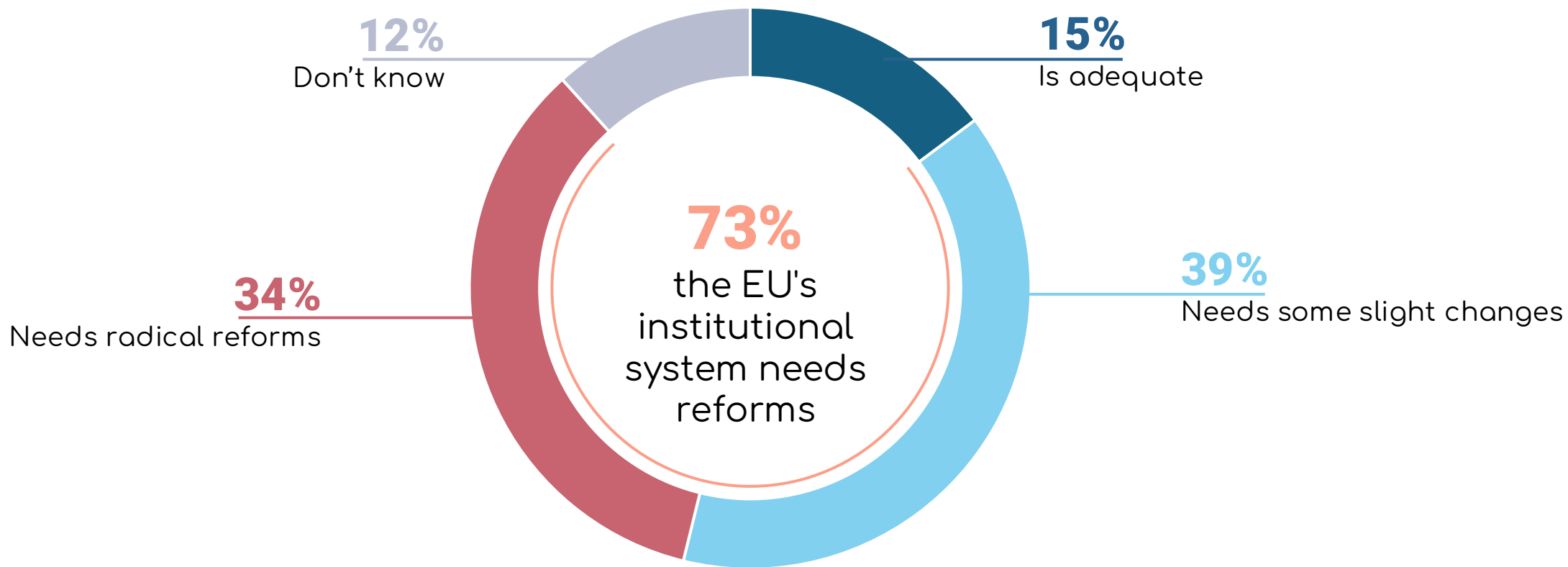
	 TOTAL UE27	 GUE/NGL	 S&D	 Greens	 RE	 EPP	 ECR	 Patriots	 ESN	 Unaffiliated
Base	5,048	216	827	208	339	715	321	466	204	565
TOTAL in favor	67%	67%	80%	69%	74%	78%	67%	61%	46%	66%
Strongly in favour	31%	28%	43%	32%	39%	39%	33%	26%	16%	29%
Somewhat in favour	36%	39%	37%	37%	35%	39%	34%	35%	30%	37%
TOTAL opposed	19%	24%	14%	19%	18%	14%	18%	24%	37%	24%
Somewhat opposed	11%	16%	9%	13%	12%	9%	10%	11%	20%	13%
Strongly opposed	8%	8%	5%	6%	6%	5%	8%	13%	17%	11%
Don't know	14%	9%	6%	12%	8%	8%	15%	15%	17%	10%

Q. Would you be in favor or opposed to the United Kingdom rejoining the European Union in the future, if it accepted the same rules and obligations as other EU Member States?



Opinion on the EU's Institutional System

All respondents: 5,048

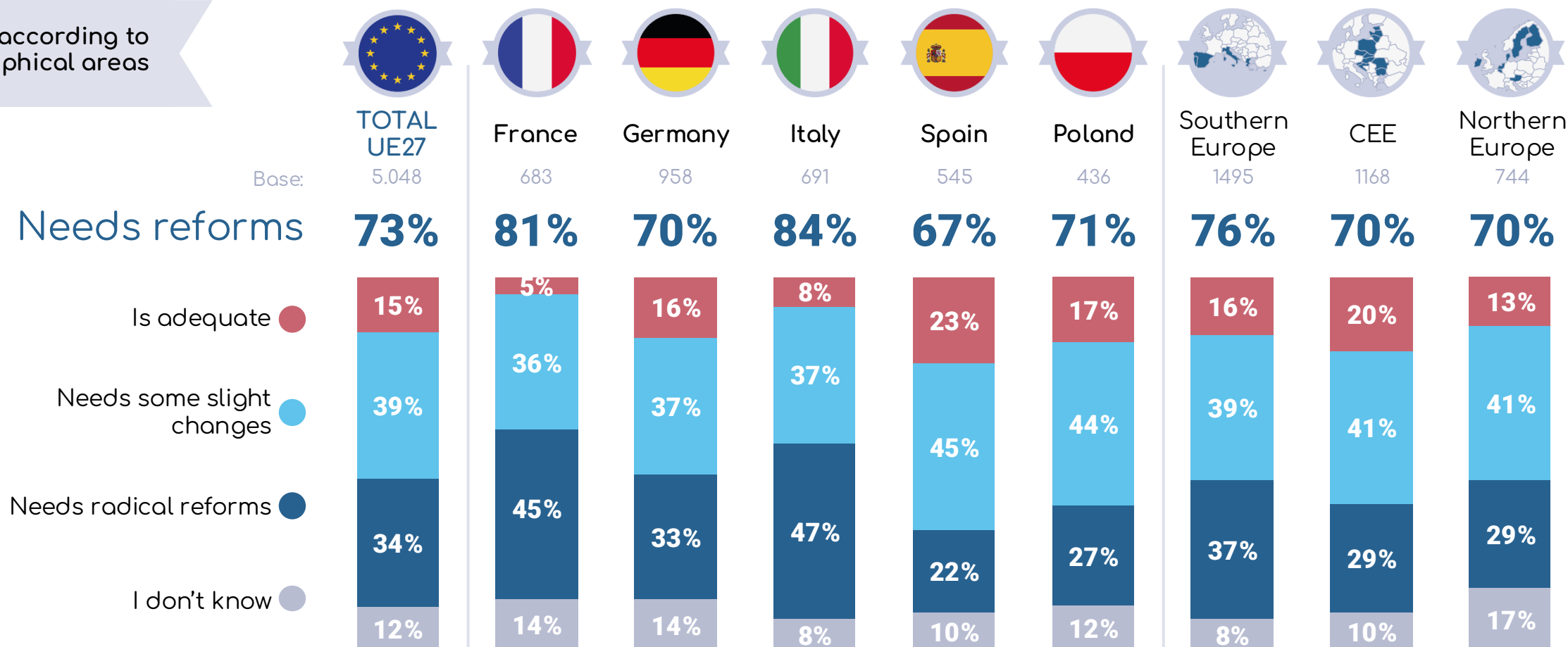




Opinion on the EU's Institutional System

All respondents: 5,048

Split according to geographical areas





Opinion on the EU's Institutional System

All respondents: 5,048

Split according to
the vote for the
European groups

	 TOTAL UE27 Base 5,048	 GUE/NGL 216	 S&D 827	 Greens 208	 RE 339	 EPP 715	 ECR 321	 Patriots 466	 ESN 204	 Unaffiliated 565
Is adequate	15%	9%	20%	19%	19%	21%	12%	10%	8%	14%
TOTAL Need reforms	73%	81%	71%	69%	76%	70%	79%	83%	80%	77%
<i>Needs some slight changes</i>	39%	49%	46%	45%	46%	47%	30%	33%	17%	38%
<i>Needs radical reforms</i>	34%	32%	25%	24%	30%	23%	49%	50%	63%	39%
I don't know	12%	10%	9%	12%	5%	9%	9%	7%	12%	9%



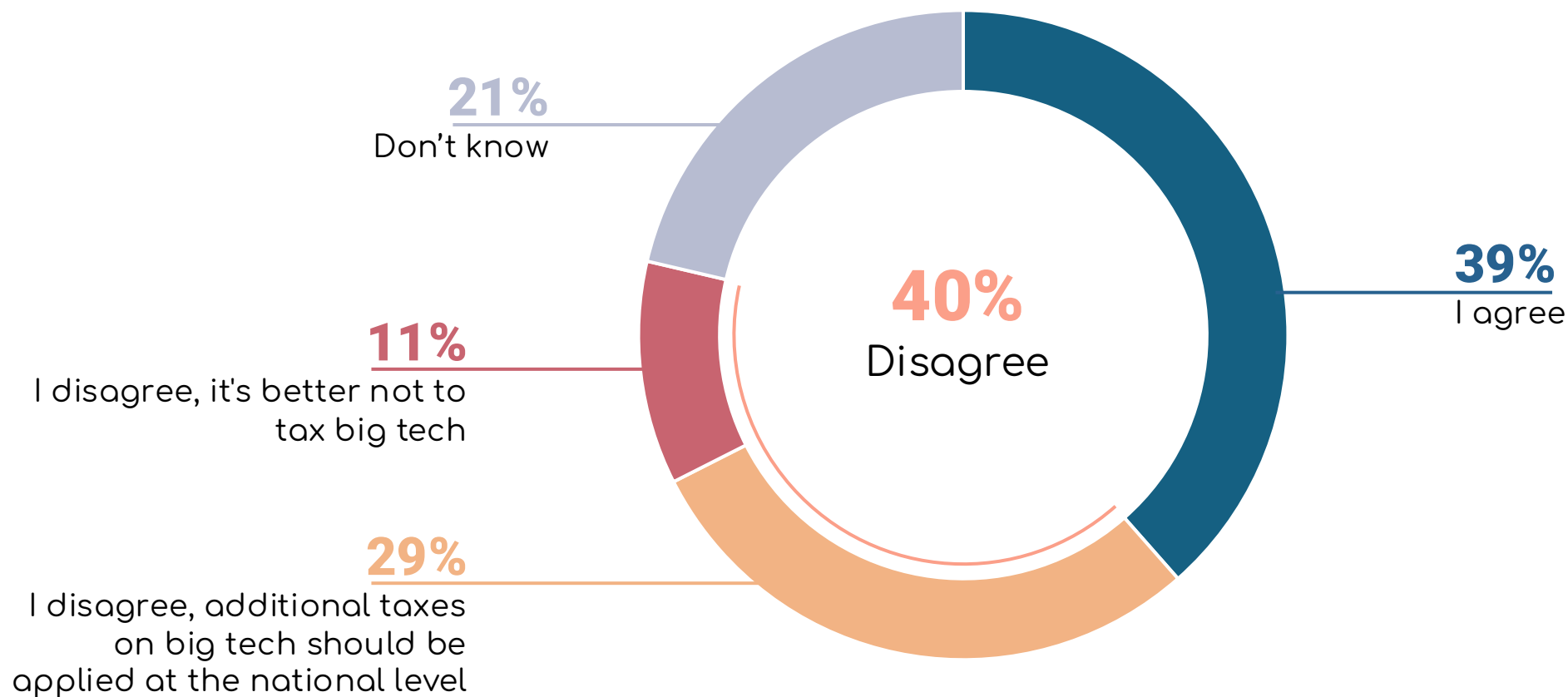
2

Market issues



Support for an EU Tax on Big Tech Companies

All respondents: 5,048





Support for an EU Tax on Big Tech Companies

All respondents: 5,048

Split according to geographical areas

Base:

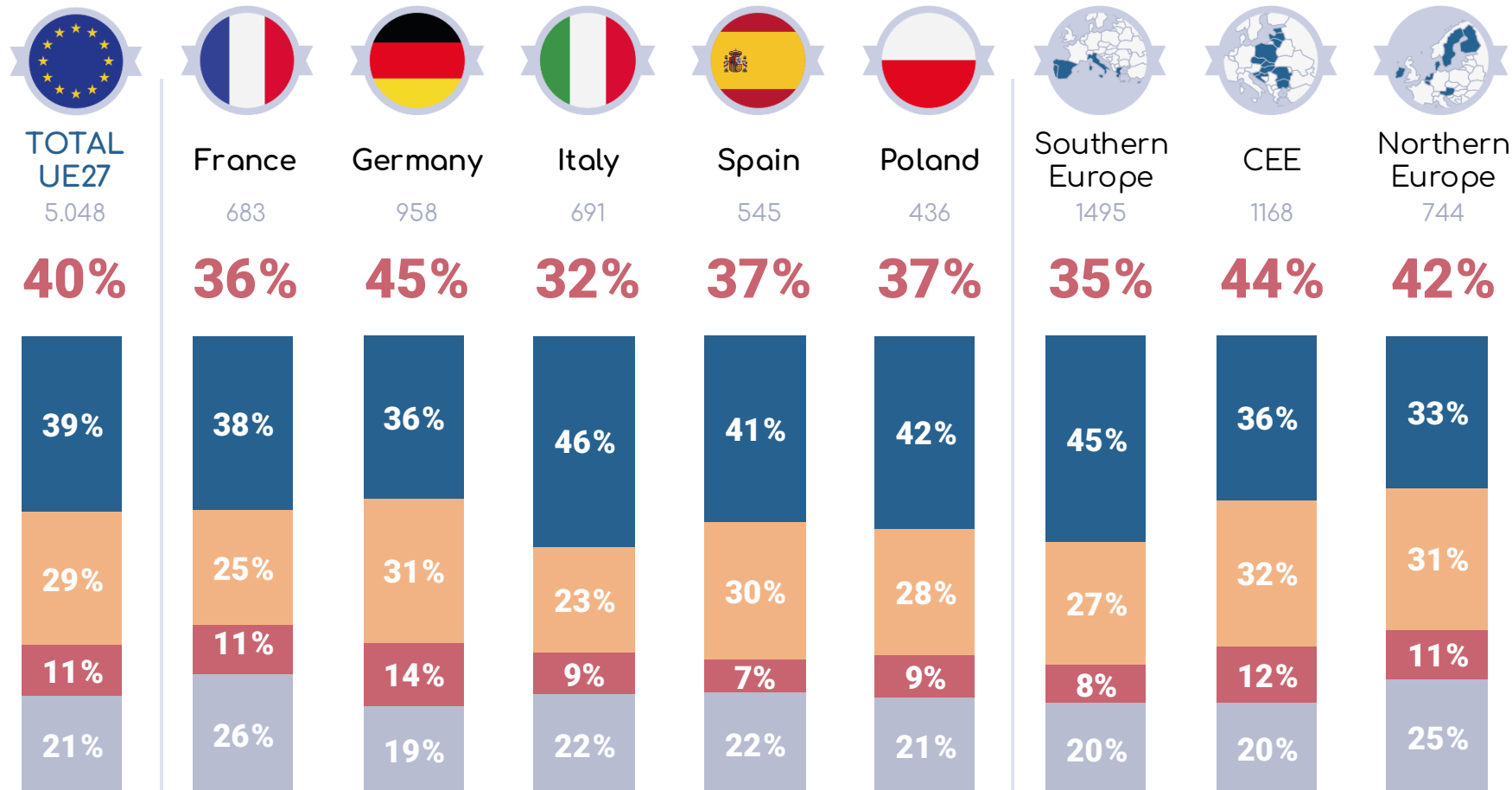
Disagree

I agree

I disagree, additional taxes on big tech should be applied at the national level and fund national budgets

I disagree, it's better not to tax big tech

I don't know





Support for an EU Tax on Big Tech Companies

All respondents: 5,048

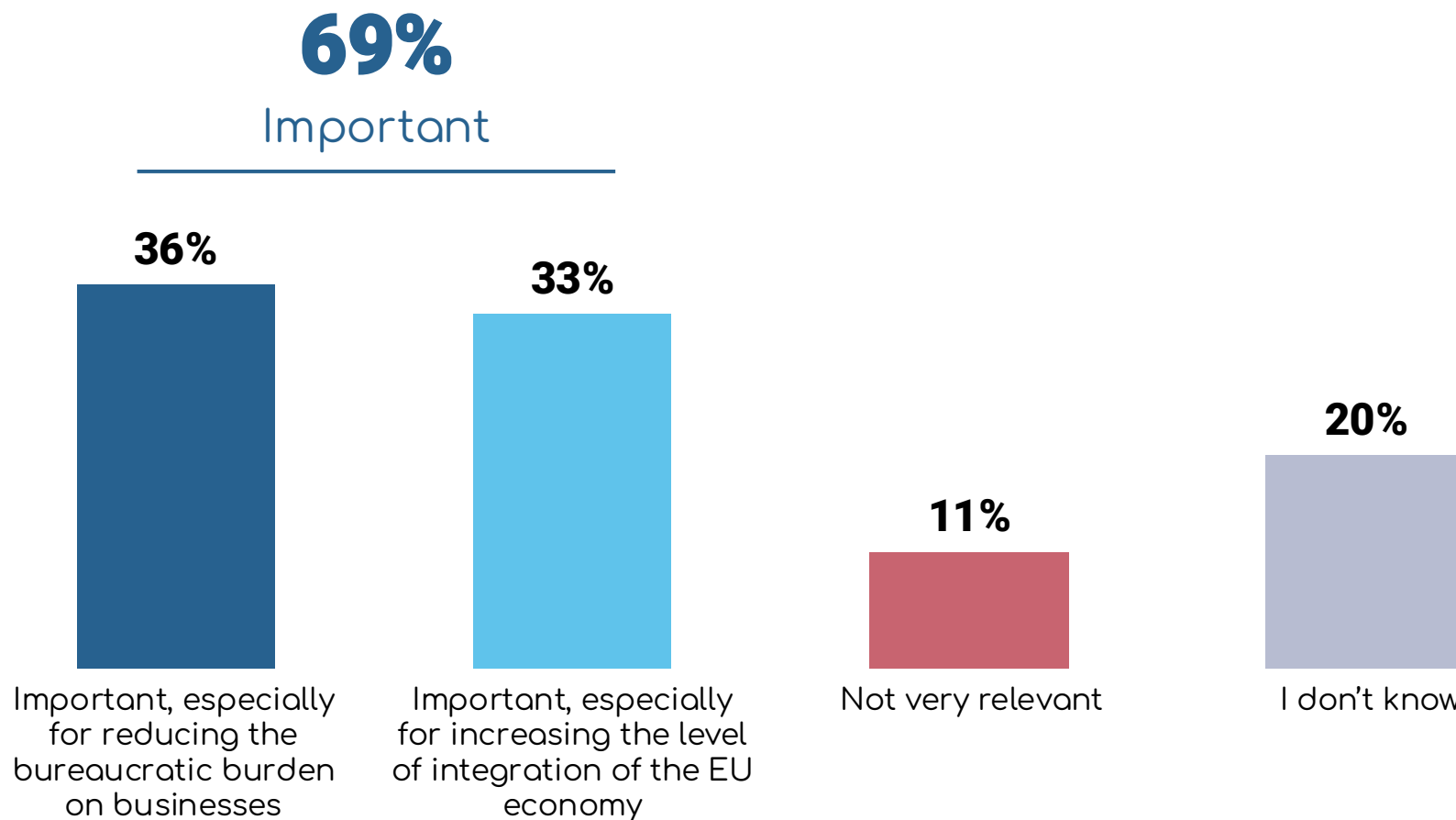
Split according to the vote for the European groups

										
	TOTAL UE27	GUE/NGL	S&D	Greens	RE	EPP	ECR	Patriots	ESN	Unaffiliated
Base	5,048	216	827	208	339	715	321	466	204	565
I agree	39%	51%	49%	49%	47%	41%	35%	33%	25%	41%
TOTAL disagree	40%	37%	34%	33%	42%	41%	44%	46%	62%	41%
<i>I disagree, additional taxes on big tech should be applied at the national level and fund national budgets</i>	29%	29%	27%	27%	33%	29%	27%	29%	38%	31%
<i>I disagree, it's better not to tax big tech</i>	11%	8%	7%	6%	9%	12%	17%	17%	24%	10%
I don't know	21%	12%	17%	18%	11%	18%	21%	21%	13%	18%



Perceptions of the Proposed EU Inc. Corporate Model

All respondents: 5,048



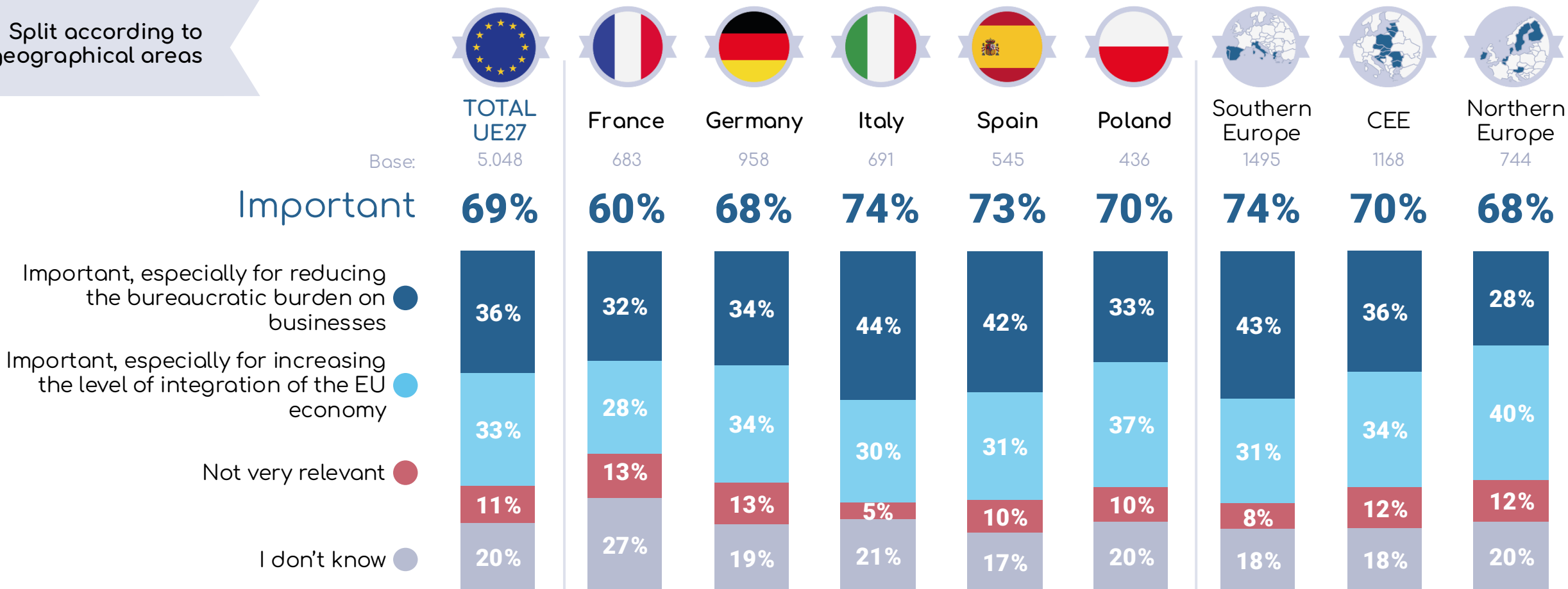
Q. The European Commission has proposed the EU Inc. model, a simplified corporate form that complements existing national regulations. It allows to set up a business valid throughout the EU through a simplified digital process. Do you consider this proposal...?



Perceptions of the Proposed EU Inc. Corporate Model

All respondents: 5,048

Split according to geographical areas



Q. The European Commission has proposed the EU Inc. model, a simplified corporate form that complements existing national regulations. It allows to set up a business valid throughout the EU through a simplified digital process. Do you consider this proposal...?



Perceptions of the Proposed EU Inc. Corporate Model

All respondents: 5.048

Split according to the vote for the European groups

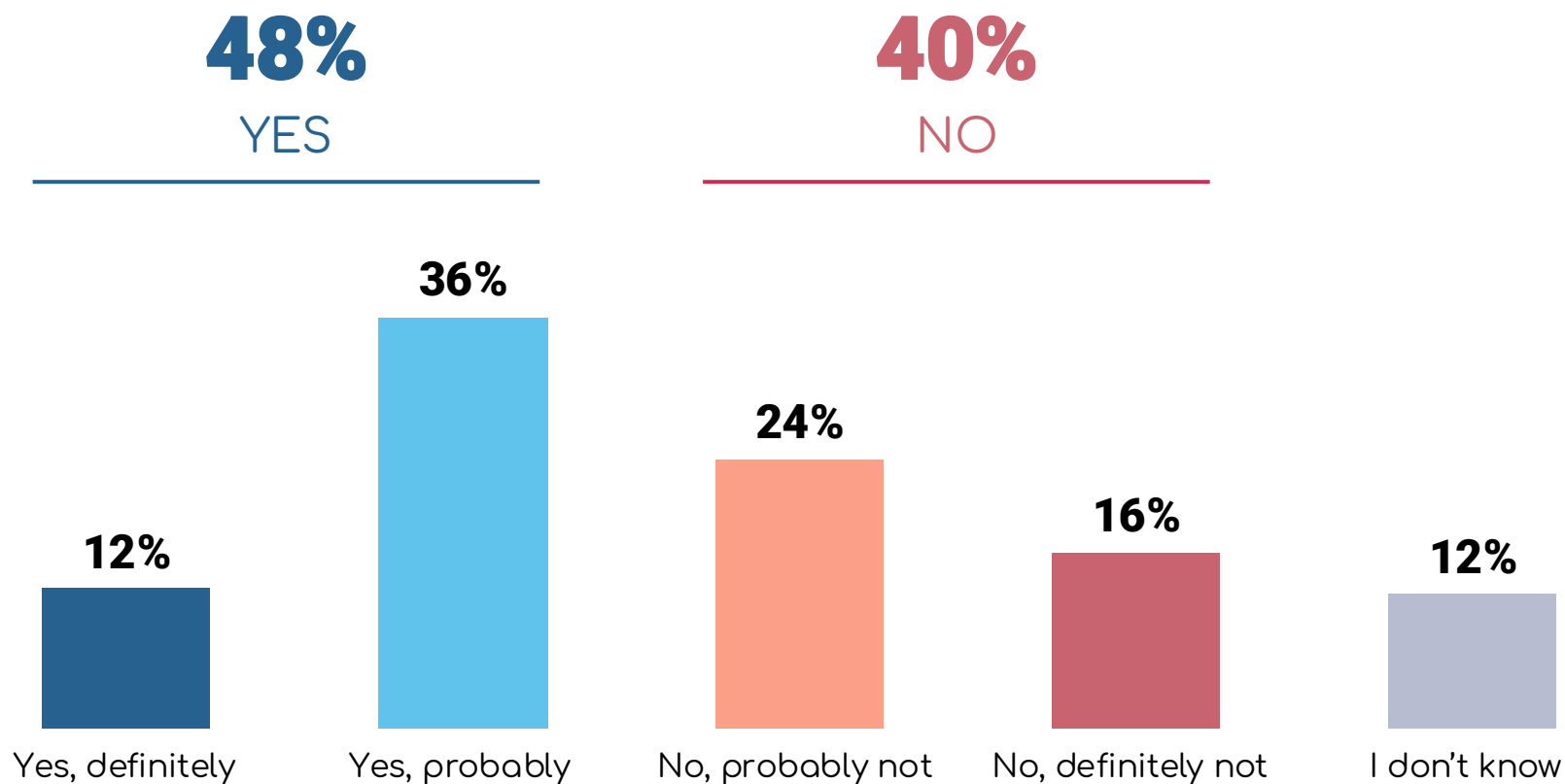
	 TOTAL UE27 Base 5.048	 GUE/NGL 216	 S&D 827	 Greens 208	 RE 339	 EPP 715	 ECR 321	 Patriots 466	 ESN 204	 Unaffiliated 565
Important	69%	70%	77%	73%	85%	81%	67%	66%	60%	73%
Important, especially for reducing the bureaucratic burden on businesses	36%	37%	40%	34%	44%	43%	37%	34%	30%	40%
Important, especially for increasing the level of integration of the EU economy	33%	33%	37%	39%	41%	38%	30%	32%	30%	33%
Not very relevant	11%	11%	8%	11%	7%	7%	12%	16%	22%	11%
I don't know	20%	19%	15%	16%	8%	12%	21%	18%	18%	16%

Q. The European Commission has proposed the EU Inc. model, a simplified corporate form that complements existing national regulations. It allows to set up a business valid throughout the EU through a simplified digital process. Do you consider this proposal...?



Willingness to Pay More to Support European Industry

All respondents: 5,048

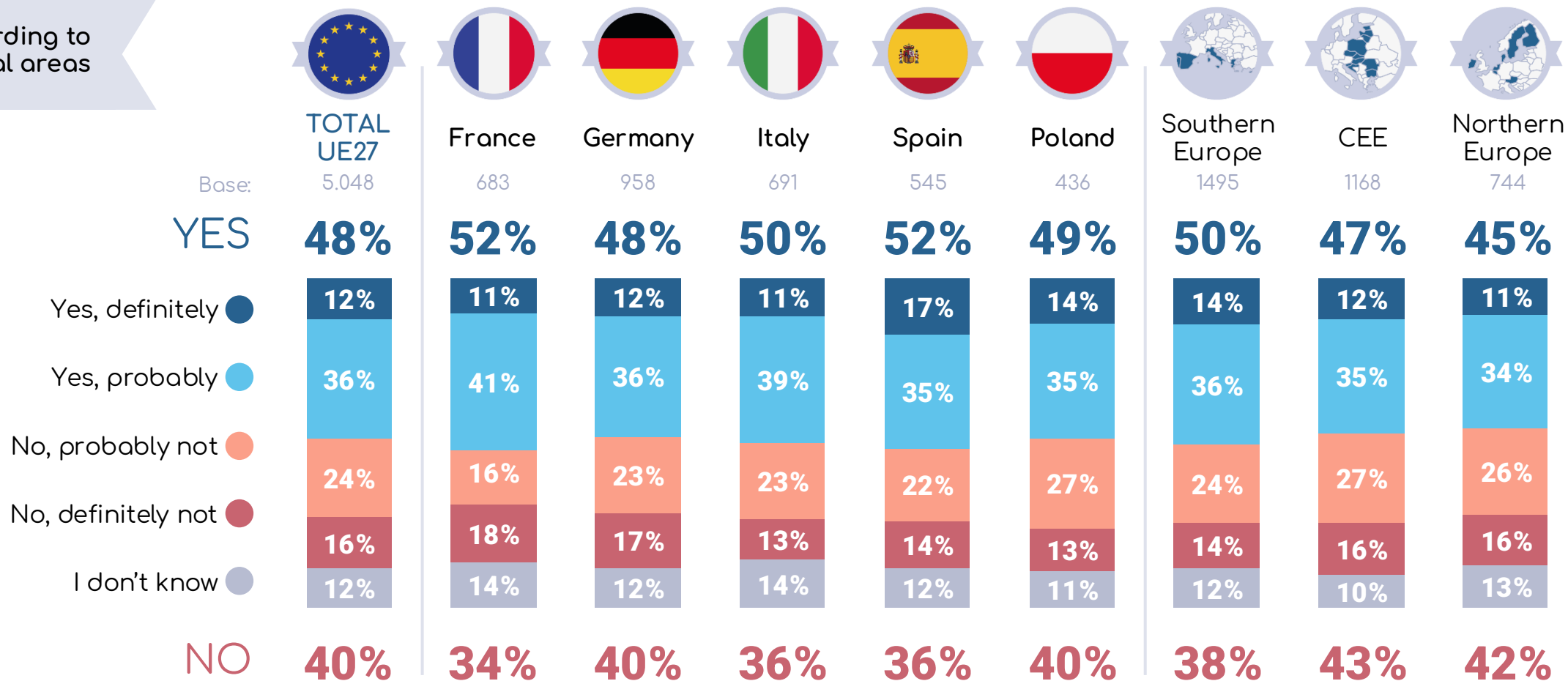




Willingness to Pay More to Support European Industry

All respondents: 5.048

Split according to geographical areas



Q. Would you be willing to pay slightly higher prices for some products if this helped bring strategic industrial production back to Europe?



Willingness to Pay More to Support European Industry

All respondents: 5,048

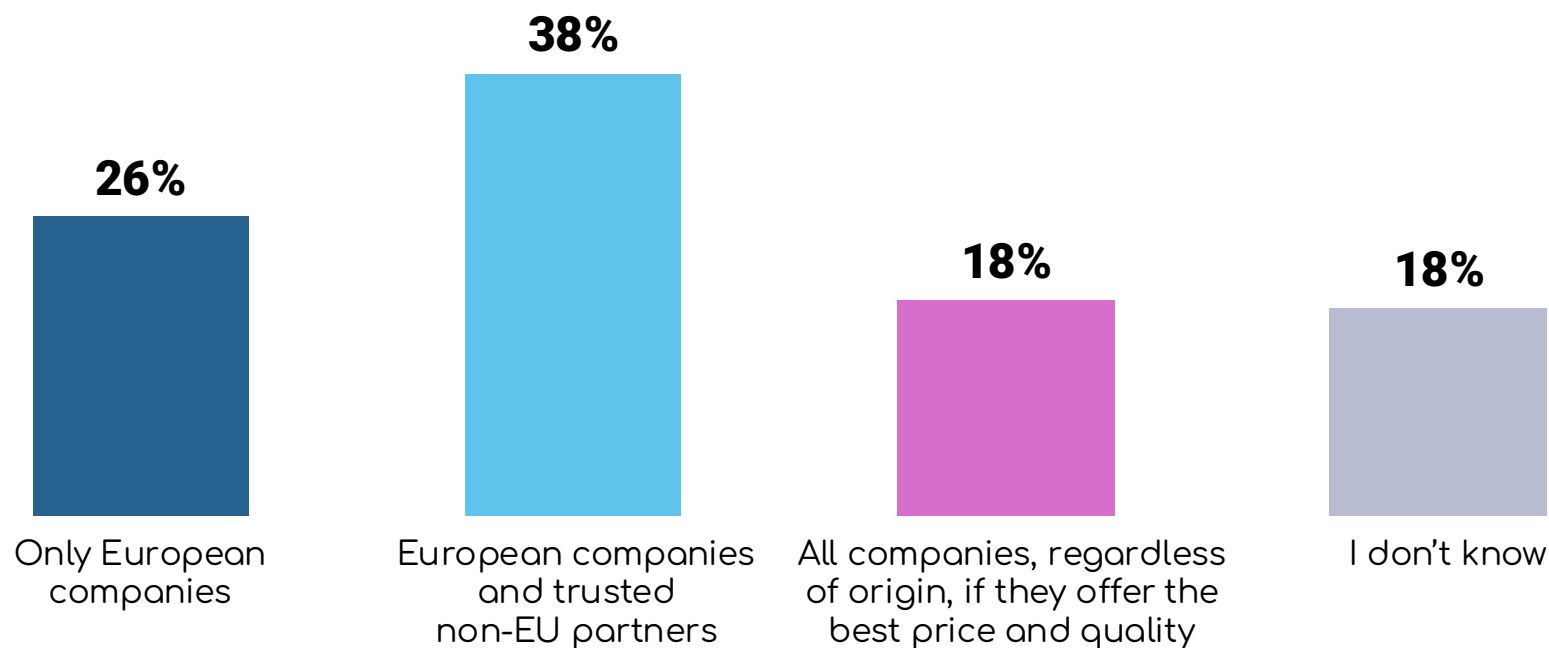
Split according to the vote for the European groups

	 TOTAL UE27	 GUE/NGL	 S&D	 Greens	 RE	 EPP	 ECR	 Patriots	 ESN	 Unaffiliated
Base	5,048	216	827	208	339	715	321	466	204	565
TOTAL YES	48%	54%	60%	53%	62%	59%	42%	47%	41%	48%
Yes, definitely	12%	10%	16%	13%	17%	18%	9%	14%	9%	11%
Yes, probably	36%	44%	44%	40%	45%	41%	33%	33%	32%	37%
TOTAL NO	40%	36%	31%	38%	30%	31%	49%	45%	52%	43%
No, probably not	24%	24%	21%	26%	19%	22%	29%	22%	21%	25%
No, definitely not	16%	12%	10%	12%	11%	9%	20%	23%	31%	18%
Don't know	12%	10%	9%	9%	8%	10%	9%	8%	7%	9%



Preferred Access to EU Strategic Procurement

All respondents: 5,048



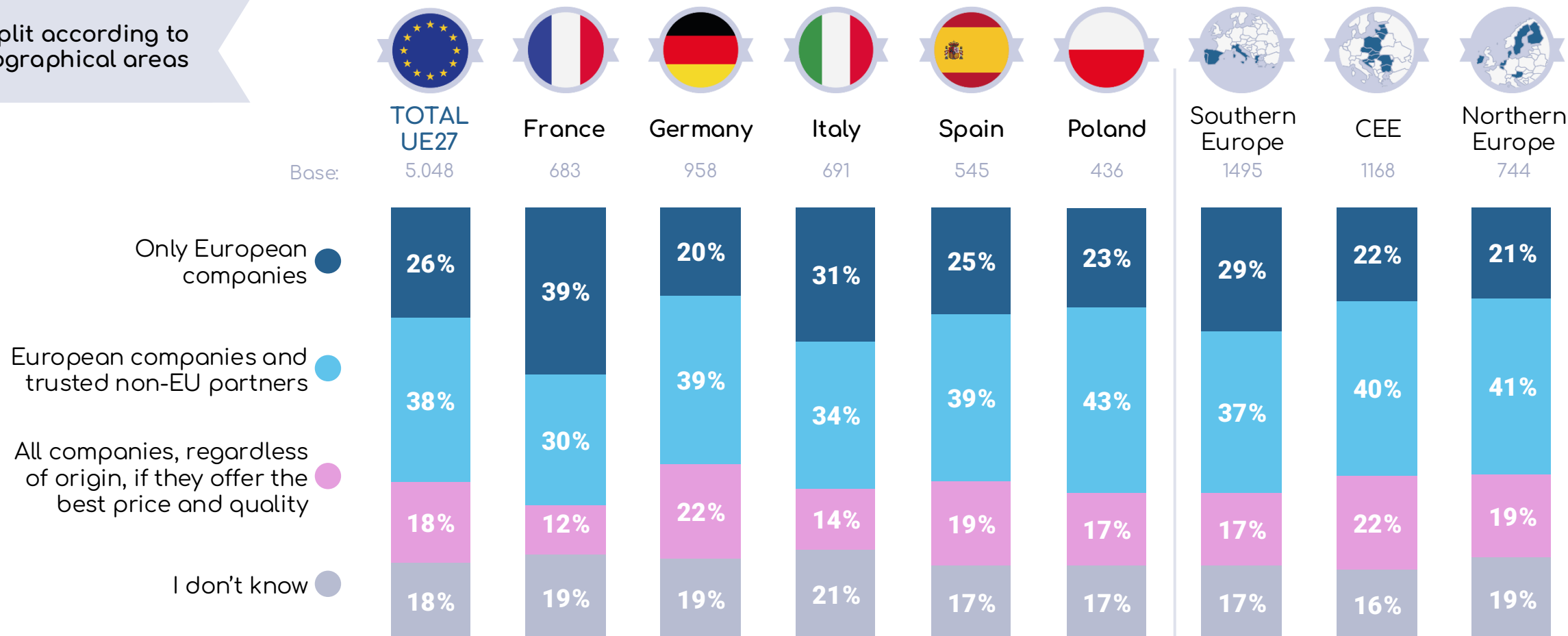
Q. For strategic industries, should the EU give preferential access to public contracts and industrial partnerships only to European companies, or also to companies from trusted non-EU partner countries?



Preferred Access to EU Strategic Procurement

All respondents: 5,048

Split according to geographical areas



Q. For strategic industries, should the EU give preferential access to public contracts and industrial partnerships only to European companies, or also to companies from trusted non-EU partner countries?



Preferred Access to EU Strategic Procurement

All respondents: 5,048

Split according to
the vote for the
European groups

	 TOTAL UE27	 GUE/NGL	 S&D	 Greens	 RE	 EPP	 ECR	 Patriots	 ESN	 Unaffiliated
Base	5,048	216	827	208	339	715	321	466	204	565
Only European companies	26%	26%	28%	31%	24%	24%	27%	31%	27%	27%
European companies and trusted non-EU partners	38%	41%	44%	40%	50%	47%	34%	33%	27%	39%
All companies, regardless of origin, if they offer the best price and quality	18%	20%	16%	15%	16%	17%	21%	21%	30%	18%
I don't know	18%	13%	12%	14%	10%	12%	18%	15%	16%	16%

Q. For strategic industries, should the EU give preferential access to public contracts and industrial partnerships only to European companies, or also to companies from trusted non-EU partner countries?



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Polling Europe is an innovative research firm born from the esteemed collaboration of SWG and OpinionWay, two premier market and social research entities from Italy and France. Located in the heart of Brussels, Polling Europe specializes in conducting comprehensive public affairs surveys and opinion polls, delving into the nuanced landscape of EU public opinion. Our expertise spans both ad hoc research endeavors and meticulously crafted multi-client surveys, providing quick and cost-effective insights into European public opinion. With a commitment to excellence and a dedication to unveiling Europeans dynamic socio-political climate, Polling Europe will be a trusted partner in answering your questions regarding the future of Europe.

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