

**European
community**

PRESS RELEASE

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No. 27/1973

EMBARGOED FOR RELEASE

A.M. June 28, 1973

AMERICANS RATE THE EUROPEAN COMMUNITY

WASHINGTON -- In this "Year of Europe," two out of every three Americans believe US ties with Western Europe "matter a great deal," while only 16 per cent say these ties are not important. Most Americans (55 per cent), however, have never heard of the European Common Market.

These findings are contained in a Gallup poll released here on June 28 by the European Community Information Service (ECIS). The ECIS commissioned the poll, the first of its kind, to determine the American public's knowledge of and attitudes toward the European Community. Gallup based its survey on 1,030 personal interviews, conducted nationwide, of Americans aged 18 and over.

Education, income, and sex proved significant variables in the average American's knowledge of the Community. The best informed were usually college-educated males with annual incomes of at least \$15,000. The most frequently mentioned sources of information about the Community were newspapers and magazines. Less than half (45 per cent) of all persons interviewed reported that they had heard or read about the European Community.

An even smaller percentage (35 per cent) demonstrated any real knowledge of the Community by citing some of its purposes. The most frequently mentioned purposes were mutual economic assistance and development of intra-Community trade. Only 4 per cent of those who had read or heard of the Community said it was a forerunner of a United States of Europe.

Four out of 10 people interviewed could name one or more of the EC member countries. The countries named most often were France, Great Britain, and Germany.

Only 5 per cent of those who said they were acquainted with the Community knew that the Community's population was greater than that of the United States, that the Community produces fewer goods than the United States, that the Community exports more than the United States, and that the Community's industrial production is growing faster than that of the United States.

Trust and Ties

Before inquiring directly about views toward the Community, Gallup asked the respondents their attitudes toward various nationalities, their identification with different geographical areas, and their opinions of the US role in the world and on US-European relations.

The survey showed that American attitudes toward the nationalities of the European Community seem to be more favorable than toward the people of other countries. Toward the four EC nationalities used in the Gallup question -- British, French, Germans, and Italians -- 16 per cent of the respondents said they felt "a great deal" of trust. Toward other nationalities, only 9 per cent of the respondents said they felt a great deal of trust.

The Gallup survey suggests that most Americans identify most strongly with their local neighborhood or with the United States. Only about one person in 10 identified strongly with either "the Western world" or "the world as a whole." The largest differences by population variables were according to age. While 16 per cent of those aged 18-to-29-years-old named "the world as a whole," only 4 per cent of those over 50-years-old gave this answer.

A majority (55 per cent) of those interviewed felt that the United States should "stop getting involved in other countries' affairs." Thirty-eight per cent said the United States must "play a leading role in world affairs." Seven per cent had no opinion.

On the other hand, 65 per cent of the people interviewed believed that US ties with Western Europe matter a great deal. Only 16 per cent said these ties are not important. The more the respondent knew about the Common Market, the survey found, the more important the respondent considered US ties with Western Europe.

The reasons most frequently given for the view that US ties with Western Europe "matter a great deal" were (in order of frequency):

- The United States should remain interested in world affairs. "We should not isolate ourselves."
- US-EC ties provide a stronger defense against Communism.
- It is important for trade. "We need to export and import."
- "We need economic ties. Our growth is affected by Western Europe."

Reasons given for saying that US ties with Western Europe "aren't very important" included:

- "We should straighten out our own problems first."
- "It is more to their advantage than ours."

Opinion on whether the United States should go to war, if necessary, to help defend Western Europe was about evenly divided. Forty-three per cent said "no"; 41 per cent said "yes." Those who were unacquainted with the Community were more inclined to reply in the negative, the survey found.

EC Benefits United States

Of those polled familiar with the Community, a plurality (42 per cent) believed the European Community is more likely to benefit than harm the United States. Thirty-two per cent believed the opposite. Twenty-six per cent said they did not know.

According to population groups, the poll found that the people most likely to view the Community as beneficial were male, relatively young, college-educated, and professionally employed with annual incomes over \$15,000. More labor union members than non-members polled thought the Common Market likely to hurt the United States.

In terms of specific benefits, 66 per cent believed the Community will increase the political stability of Europe (32 per cent disagreed), and 56 per cent believed the Community increases US investment opportunities in Europe (23 per cent disagreed). A plurality (42 per cent) believed the Community provides a better market for US goods, whereas a majority (58 per cent) think it will become a serious rival of the United States in world trade. Thirty-two per cent did not think the Common Market will provide a better market for US goods, and 20 per cent did not see the Community as a serious economic rival. Forty-five per cent agreed and 32 per cent disagreed that the Community will reduce the need for US defense aid for Western Europe. Forty-three per cent thought that the Common Market makes European-made goods more expensive for US consumers (32 per cent disagreed).

Only 17 per cent of the respondents who had heard or read about the Community thought that it will have little or no effect on the United States.

Among the people familiar with the Common Market, opinion was evenly divided on whether British relations with the United States will improve or become worse as a result of Britain's entry into the Community. The respondents who thought the Community is more likely to benefit than hurt the United States also tended to view British membership in the Community as likely to improve US-British relations.

Americans Look at European Unity

About half of the people interviewed either were indifferent or had no opinion about European unification. Four out of five of the respondents who had opinions, however, supported European unity. Groups with the largest proportions favoring unification were: 18-29-year-olds (48 per cent); people with incomes over \$15,000 a year (51 per cent); people who have attended college (60 per cent); professional and business people (56 per cent), people who have traveled to Europe (51 per cent), and people who are best informed about the European Community (58 per cent).

Cross-tabulated with opinions on the US role in the world, Gallup found that only 35 per cent of the respondents believing the United States should "stop getting involved" were in favor of European unification. On the other hand, among the people who thought the United States should play a leading role in world affairs, 51 per cent favored European unification. Similarly, among the respondents who believed US-Western European ties matter a great deal, 49 per cent supported European unification; while, of persons who thought US-West European ties were not important, only 34 per cent supported European unification.

Whether or not in favor of European unification, only one out of five persons familiar with the Common Market thought the EC countries are likely to evolve into a United States of Europe. Sixty-eight per cent thought the Community will remain as it is now.

Of persons well informed about the Community, 53 per cent said they would be sorry "if they were told tomorrow that the Common Market had been scrapped." Seven per cent said they would be pleased; 33 per cent, indifferent. Of respondents with some information about the Community, 42 per cent said they would be sorry, 9 per cent pleased, and 36 per cent indifferent. Of the entire sample, almost two out of every three persons replied that they would be indifferent or that they could not say how they would react.

People who answered "sorry" or "pleased" were asked why they had given that answer. About three out of five of the respondents who had answered "sorry" said, in effect, "because it is helping the member nations." Other reasons for being sorry were:

- "We benefit from a stronger Europe."
- It would damage member nations politically.
- It would damage member nations' trade relations.

Reasons for being pleased included "they will shut us out and only trade over there," and "those countries are banding together and trading among themselves -- against us."

In other questions, Gallup found the respondents about evenly divided on whether gradually to eliminate tariffs in both the Community and the United States and generally satisfied with newspaper and television coverage of European events.

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(The complete poll is available on a lending basis from the ECIS, both in Washington and New York.)

Do you happen to have read or heard anything about the European Community, or the Common Market, as it's also called?

(in percentages)

yes	45	no	55
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Could you describe some of the things the Common Market does? What are its purposes? (Asked of people who had heard or read about the Common Market.)

(in percentages)

Encourages trade between member nations.	33
Countries banded together for economic reasons, to help each other economically.	23
Free trade among member nations.	14
To stabilize the economy of member nations.	19
Cooperate on monetary policies.	6
Countries banded together for power, makes them stronger.	4
Promotes a political alliance, forerunner of United States of Europe.	4
Fewer restrictions on travel	1
Creates an exchange of labor between countries.	1
Other answers.	6
Don't know.	22

Will you please tell me which countries, if you happen to recall, are now in the European Community or Common Market? Any others?

(in percentages)

Correctly named

France	36	Luxembourg	5
Great Britain	35	Ireland	2
West Germany	30	<u>Other answers:</u>	
Italy	16	All other West European Countries	10
Belgium	14	East European countries	1
Netherlands	12	United States	2
Denmark	9	<u>None named</u>	5

Do you think our ties with Western Europe are closer or not as close as they were 10 years ago?

<u>(in percentages)</u>	<u>entire sample</u>
Not as close	39
About the same	12
Closer	31
No opinion	18
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	100

Would you say that the population of all the countries in the Common Market is greater, smaller, or about the same as that of the United States?

Common Market Population is:

<u>(in percentages)</u>	
Greater	35*
About the same	26
Smaller	21
Can't say	18
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	100

* Correct answers

Would you say that all the Common Market countries as a group produce more goods than the United States, less goods than the United States, or about the same amount?

Common Market Produces:

<u>(in percentages)</u>	
More goods	18
About the same amount	23
Less goods	47*
Can't say	12
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	100

Would you say that all the Common Market countries taken together export more goods than the United States does, less than the United States, or about the same amount?

Common Market Exports:

<u>(in percentages)</u>	
More goods	45*
About the same amount	19
Less goods	22
Can't say	14
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	100

Would you say that the industrial production of the Common Market is growing faster than that of the United States, or slower than the United States, or at about the same rate?

Common Market Growing:

<u>(in percentages)</u>	
Faster	50*
About the same	23
Slower	23
Can't say	14
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	100

Taking everything into consideration, would you say the Common Market is more likely to benefit or hurt the United States? (Asked of people who had heard or read about the Common Market.)

(in percentages)	
Benefit	42
Hurt	32
Don't know	26
	100

Will you please tell me how strongly you agree or disagree with each of the following statements. (Asked of people who had heard or read about the Common Market).

(in percentages)	Strongly Agree	Agree	Neutral/ No Opinion	Disagree	Strongly Disagree	Total
The Common Market will provide a better market for US goods.	5	37	26	29	3	100
The Common Market increases opportunities for US investments in Europe.	10	46	21	22	1	100
The Common Market makes goods made in Europe more expensive for the United States to buy.	6	37	25	31	1	100
The Common Market will become a serious rival of the United States in world trade.	14	44	22	19	1	100
The Common Market will reduce the need for the United States to help defend Western Europe.	8	37	23	29	3	100
The Common Market will increase the political stability in Europe.	11	55	24	10	0	100
The Common Market will have little or no effect on the United States	2	15	19	55	9	100

If you were told tomorrow that the Common Market had been scrapped, would you be sorry about it, indifferent, or pleased?

(in percentages)	Entire Sample	Well Informed	Some Information	Not Informed
Sorry	31	53	42	20
Pleased	5	7	9	2
Indifferent	39	33	36	42
Can't say	25	7	13	36
	100	100	100	100

Do you think there is any way in which the Common Market is likely to benefit the United States? (Asked of people who had heard or read about the Common Market.)

(in percentages)	
Yes	44
No	32
Don't know	24
	100

People who answered "yes" were also asked: *What would you say is the most important benefit?*

(Percentages are based on all those who had heard or read about the Common Market.)

(in percentages)	
Would help balance our foreign trade with Europe	12
Will make a better market for US goods.	11
Would improve European economy -- they would need less help.	7
Would increase stability in Europe.	5
Would help stabilize the dollar.	3
Imports would be cheaper.	3
Would help reduce trade restrictions.	1
Europe will be less dependent on us militarily.	2
We need their products.	2
Other benefits.	3
Can't say.	2
Total (Exceeds the 44 per cent who see some benefit due to multiple answers.)	51

Do you think there is any way in which the Common Market is likely to hurt the United States? (Asked of people who had heard or read about the Common Market.)

<u>(in percentages)</u>	
Yes	50
No	28
Don't know	22
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	100

Persons who answered "yes" were asked: *In what way is the Common Market likely to do the most harm to the United States?*

Replies divided as follows:

<u>(in percentages)</u>	
European countries would no longer need US trade.	23
It could force prices down, their prices are cheaper than ours.	12
Would hurt our labor market.	8
They will get some of our markets, take away trade from us.	8
By causing devaluation of the dollar.	4
Think trade doesn't help United States, should make own products.	2
Other answers.	4
Can't say.	2
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Total (Exceeds 50 per cent asked due to multiple answers.)	63

Do you think Great Britain's membership in the Common Market will improve Great Britain's relations with the United States or make relations worse? (Asked of people who had heard or read about the Common Market)

<u>(in percentages)</u>	
Improve relations	29
Make relations worse	29
No difference	23
Don't know	19
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	100

Of those persons who think Common Market will:

Think Britain's Relations with United States Will:	Benefit United States (in percentages)	Hurt United States
Improve	46	18
Become worse	22	50
No difference	22	23
Don't know	10	9
	100	100

Do you feel that the newspapers and television you see provide sufficient information about events taking place in Asia? Europe? Africa? The Middle East? Latin America?

(in percentages)	Yes, Sufficient	No, or Don't Know	Total
Asia	48	52	100
Europe	54	46	100
Africa	33	67	100
The Middle East	54	46	100
Latin America	36	64	100

(Note: Readership studies have revealed that readership about foreign news is small.)

Now I would like to ask how much you trust the different foreign peoples I am going to name. For each one, would you tell me whether you trust them a great deal, a fair amount, not much, or not at all?

(in percentages)	A Great Deal	Fair Amount	Not Much	Not At All	No Opinion
Swiss	26	46	5	3	20
British	26	51	11	3	11
West Germans	15	48	16	9	12
Italians	13	55	12	4	16
Japanese	13	42	18	15	12
French	11	49	18	15	12
Africans	8	42	17	11	22
Latin Americans	8	41	23	12	16
Russians	4	41	23	12	16
Chinese	4	31	28	24	13
Arabs	3	21	27	31	18

Here is a card which lists several different geographical areas. To which one of these areas do you feel you belong most strongly? What would come in second place?

(in percentages)	Identifies with Most Strongly	Second Place
The neighborhood or town where I live	32	15
The state I live in	16	37
This region of the United States (East, Midwest, South, West)	8	9
The United States as a whole	33	25
The Western world	2	4
The world as a whole	8	7
Don't know	2	3
	100	100