METHODOLOGY

The survey targeted the general population aged 18 and older in all European regions. All the interviews were conducted via computer assistant telephone interviews (CATI) using random digit dialling (RDD) sample generation.

The samples were drawn from an overlapping dual frame design of fixed lines and mobile numbers, with a fully probabilistic approach in the largest regions and a combination of probabilistic and targeted in smaller, less populated regions.

The targeted sample used in smaller regions was based on geo-tagged mobile RDD, which allows for a minimum percentage of responses from mobile phones within these regions. This design provided net samples that best represent the population parameters by gender, age, working status and educational attainment.

For the mobile sample, the person answering the phone – if the primary user and eligible – was selected as the survey respondent. For the landline sample, one individual was sampled at random from the pool of eligible adults per household. This selection was made following the last birthday rule.

Sample sizes

In all but four countries, the regional level of the survey was set at NUTS1 level, with a minimum of 300 respondents by level. Bulgaria, Lithuania, Romania and Slovakia were surveyed at the NUTS2 level. Extra targets were also set to achieve at least 300 completed interviews in each of the two NUTS2 regions of Croatia and Ireland.

For feasibility purposes, some of the smaller regions of France (Corsica and the overseas territories of Guadeloupe, Martinique, Guyana, La Réunion and Mayotte), Spain (Ceuta and Melilla) and Finland (Åland) were not covered in the study. The design relied on Eurostat's 2016 NUTS classification.

Weighting

Weights are calculated to mitigate for some of the observable issues with the representation of the net sample of respondents due to our design choices and differential response rates. In the first step, a design weight is calculated for the landline sample. The weight is equivalent to the number of adults (aged 18+) in the household. This is to compensate for the fact that only one person in each household is selected to take part, so individuals in larger households have a lower probability of selection. For the mobile sample, the design weight is 1, as the person answering the phone is selected and we have assumed people tend to own and use only one mobile phone.

In the second step, the design weighted sample is calibrated to known population targets on gender, age, employment and educational attainment. The population targets are collected at the regional level, to align with the design used in each country, and the calibration weights calculated at this level.

Unless otherwise stated, for reported multi-country averages, an additional weighting factor is applied so that the sample sizes for each country are equal. The overall results for the European Union are equivalent to an average of the 27 countries surveyed.

Margin of error

The efficiency of the result is subject to the sample size and the observed percentage. According to these, we can estimate the confidence interval of our results. The following table summarises information related to the fieldwork execution, sample size, coverage and accuracy of the samples.

Country	Local partner	Fieldwork dates	Sample size	Margin of error
Austria	Kantar TNS Info Research Austria	13/10/2020 - 30/11/2020	900	3.27%
Belgium	Kantar Belgium	13/10/2020 - 19/11/2020	900	3.27%
Bulgaria	Kantar TNS BBSS	13/10/2020 - 06/12/2020	3,000	1.79%
Croatia	Hendal	13/10/2020 - 05/11/2020	1,000	3.10%
Cyprus	CYMAR Market Research Ltd	13/10/2020 - 18/11/2020	500	4.39%
Czech Republic	Kantar CZ	13/10/2020 - 05/11/2020	1,000	3.10%
Denmark	Kantar Gallup	17/10/2020 - 30/11/2020	1,000	3.10%
Estonia	Kantar Emor	13/10/2020 - 10/11/2020	1,000	3.10%
Finland	Kantar TNS Oy	13/10/2020 - 10/11/2020	1,000	3.10%
France	Leaderfield	13/10/2020 - 01/12/2020	3,600	1.63%
Germany	Kantar Deutschland	13/10/2020 - 23/11/2020	4,800	1.41%
Greece	Kantar Greece S.A.	13/10/2020 - 25/11/2020	1,200	2.83%
Hungary	Kantar Hoffmann	13/10/2020 - 05/11/2020	900	3.27%
Ireland	Kantar UK Limited	14/10/2020 - 30/11/2020	1,000	3.10%
Italy	Kantar Italia Srl	13/10/2020 - 20/11/2020	1,500	2.53%
Latvia	Kantar TNS Latvia	16/10/2020 - 08/11/2020	1,000	3.10%
Lithuania	Kantar Lithuania	26/10/2020 - 19/11/2020	1,000	3.10%
Luxembourg	TNS Ilres	12/10/2020 - 05/11/2020	500	4.38%
Malta	MISCO International Limited	13/10/2020 - 18/11/2020	500	4.38%
Netherlands	Kantar TNS NIPO	13/10/2020 - 30/10/2020	1,200	2.83%
Poland	Kantar Polska	13/10/2020 - 15/11/2020	2,100	2.14%
Portugal	Marktest	13/10/2020 - 24/11/2020	1,000	3.10%
Romania	Centrul Pentru Studierea Opiniei si Pietei	13/10/2020 - 04/12/2020	4,000	1.55%
Slovakia	Kantar Slovakia	13/10/2020 - 23/11/2020	2,000	2.19%
Slovenia	Mediana DOO	13/10/2020 - 19/11/2020	1,000	3.10%
Spain	TNS Investigación de Mercados y Opinión	13/10/2020 - 27/11/2020	2,100	2.14%
Sweden	Kantar Sifo	13/10/2020 - 24/11/2020	900	3.27%