

# The EU will not survive unless it reconnects with middle class values

EUROPCOM 2017

FRITS SPANGENBERG

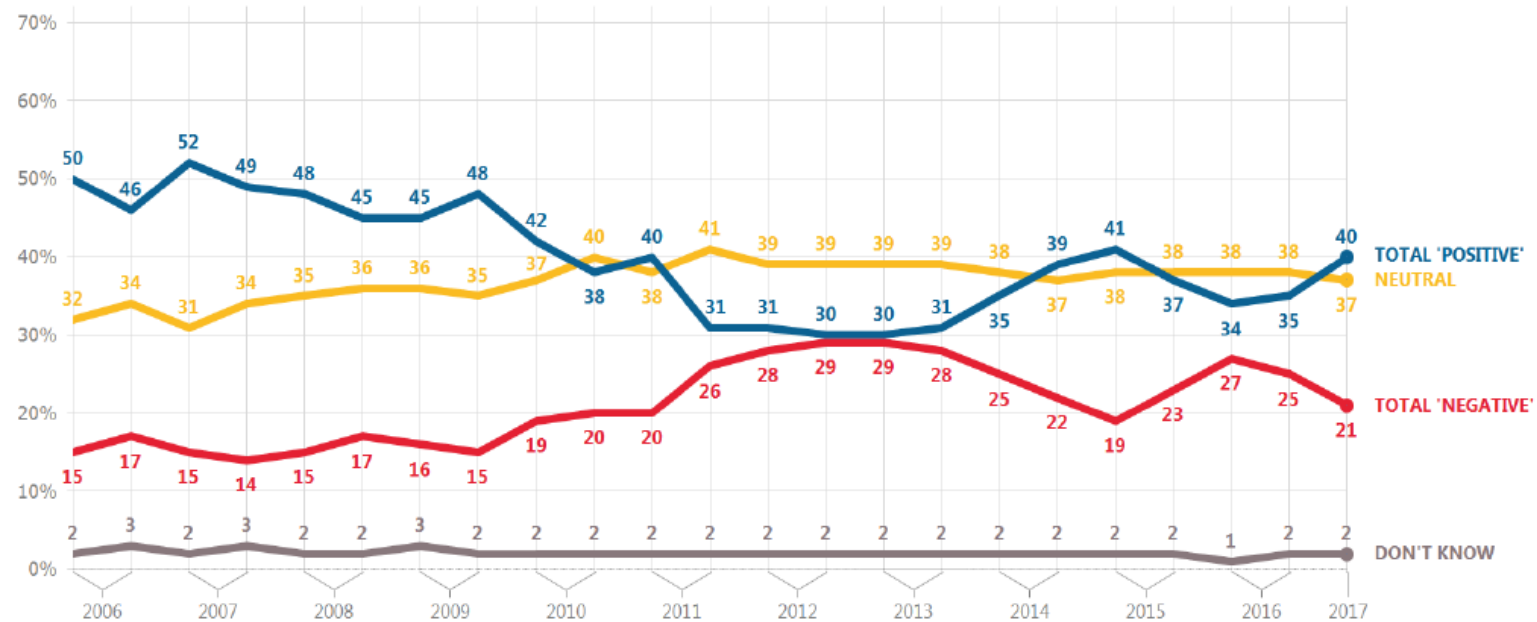




# Eurobarometer May 2017 – resurgent EU support?

## A better image of the European Union

QA9 In general, does the EU conjure up for you a very positive, fairly positive, neutral, fairly negative or very negative image?  
(% - EU)







# But what is happening in European societies under the surface?

**Observed  
behaviour**

facts and numbers

issues / opinions

demographics

Eurobarometer

ratio

*conscious*

media reporting



*subconscious*

**Drivers of behaviour**

stories

peer-to-peer

Cambridge Analytica

Glocalities

instincts

psychology

values



## Glocalities: global values survey among over 100,000 people in 24 countries



**62% of the world  
population**

**80% of the global  
economy**

**11 EU countries**

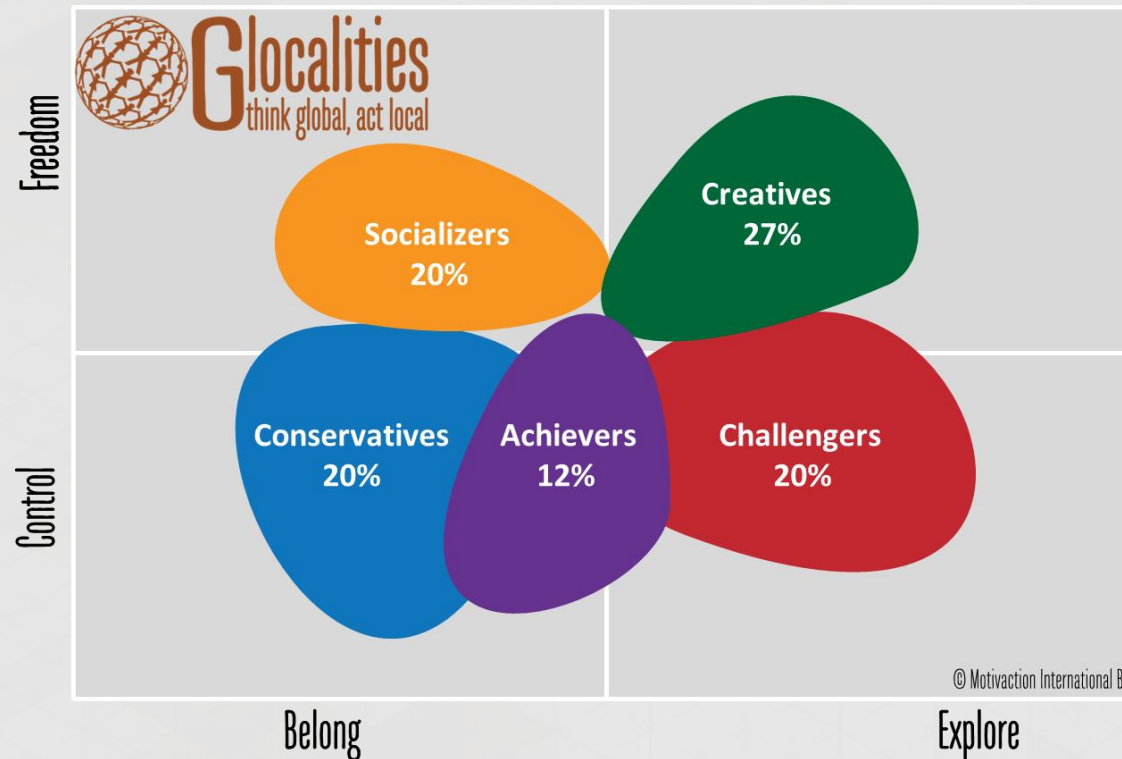
(Austria, Belgium, France,  
Germany, Italy, Netherlands,  
Poland, Romania, Spain,  
Sweden, UK)





# Glocalities values segmentation model

The values segments in Europe



Sociability seekers who love entertainment, freedom and family values.

Family oriented people who value traditions, etiquette and an organized life.

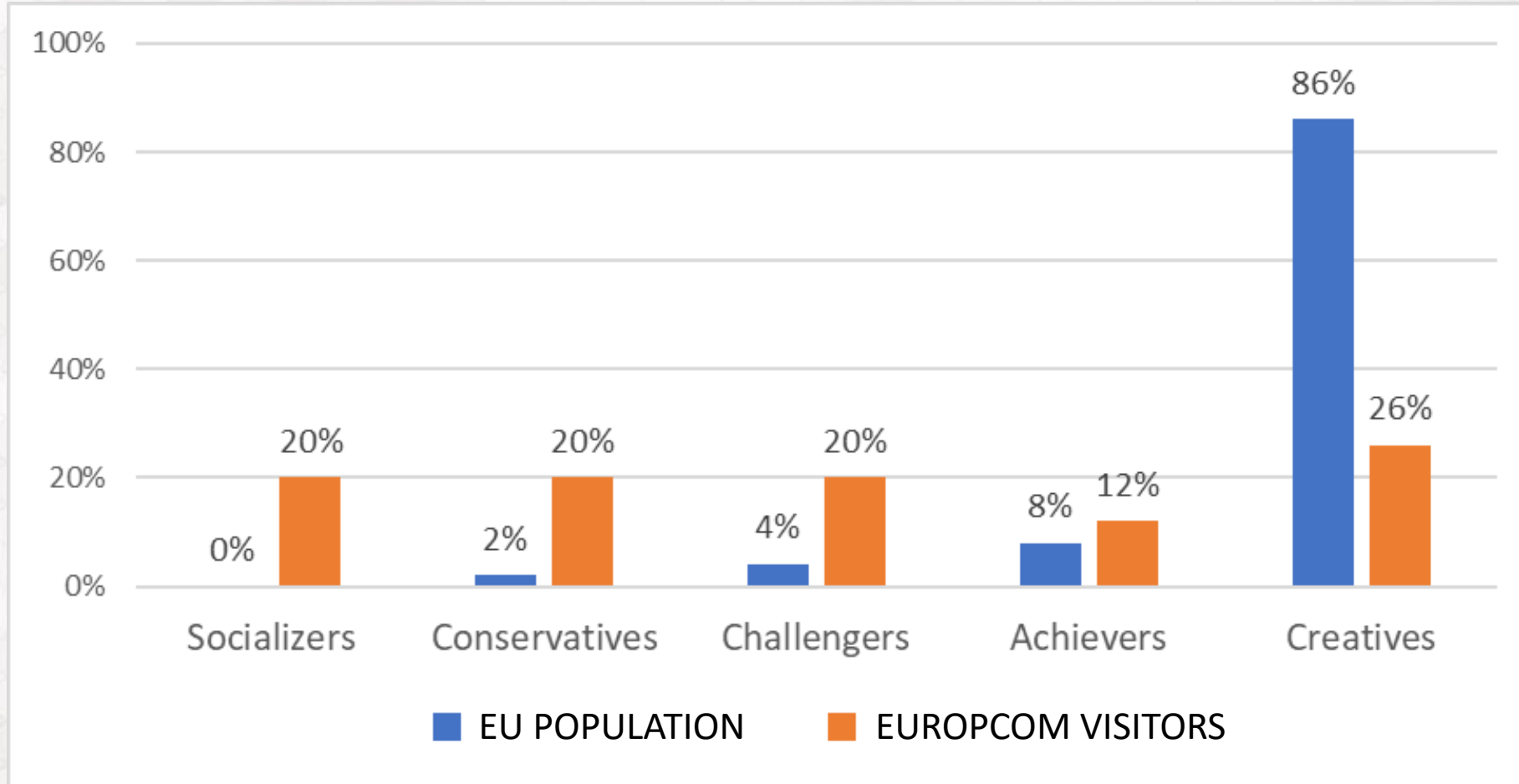
Open-minded idealists who adhere to self-development and culture.

Competitive careerists, fascinated by money, taking risks and adventure.

Entrepreneurial networkers who focus on family and community life.



# Our own values (n=92): Brussels bubble?

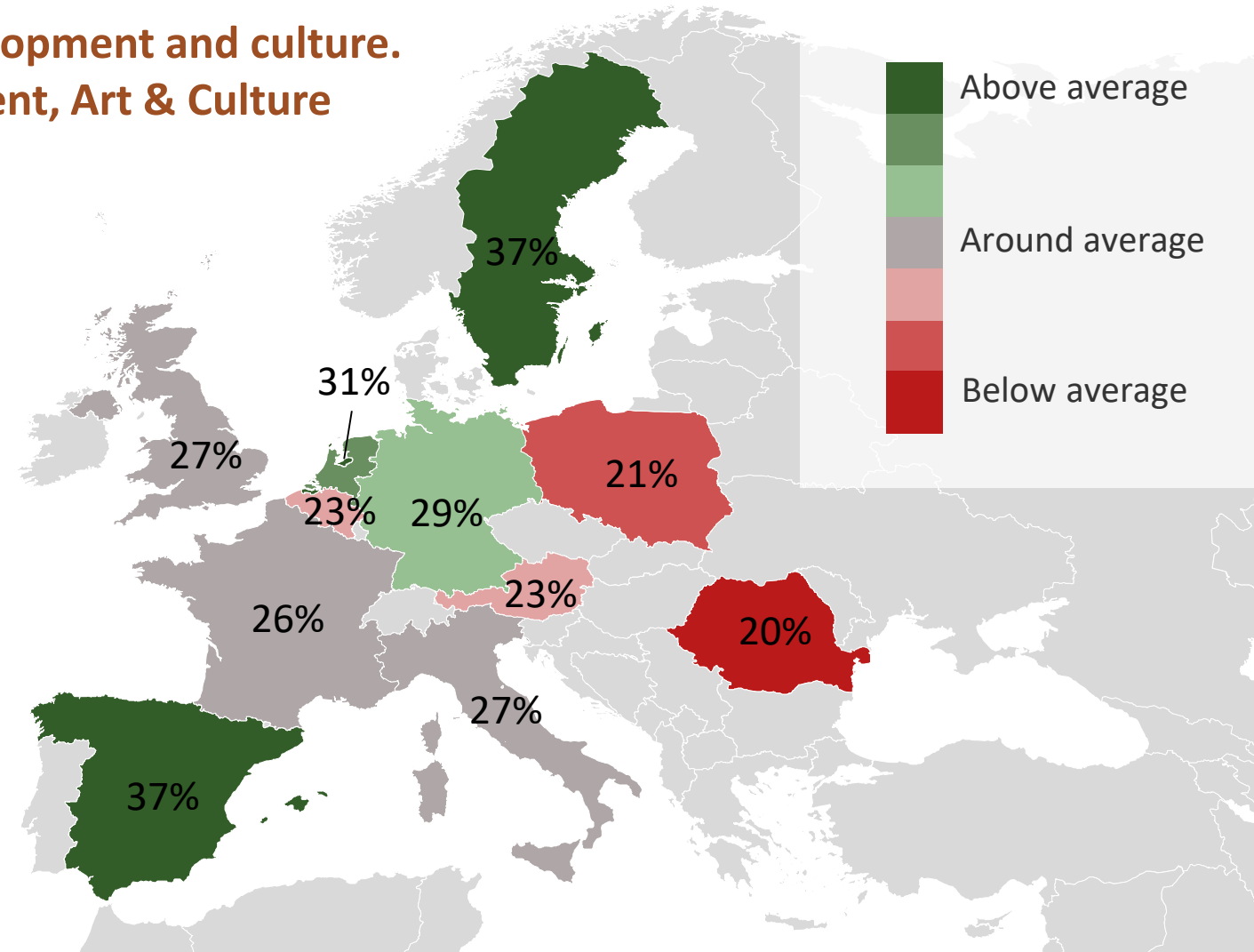






# Creatives values segment in Europe : 27% EU average

Open-minded idealists who adhere to self-development and culture.  
Cosmopolitan, Self Expression, Social commitment, Art & Culture

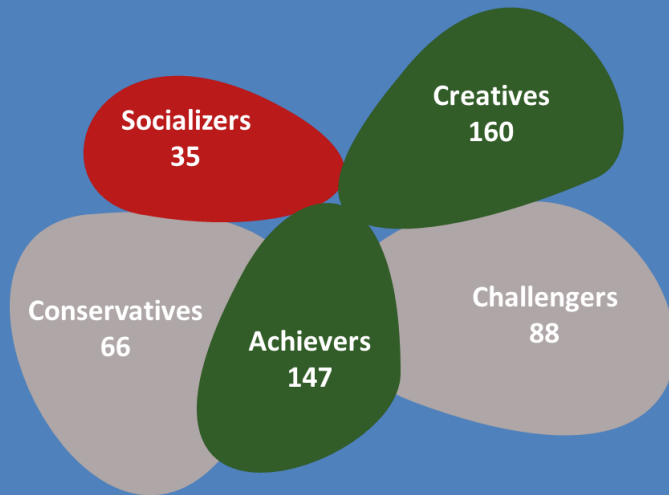




# The danger of current EU communications: common values profile EU sceptics and EU silent majority

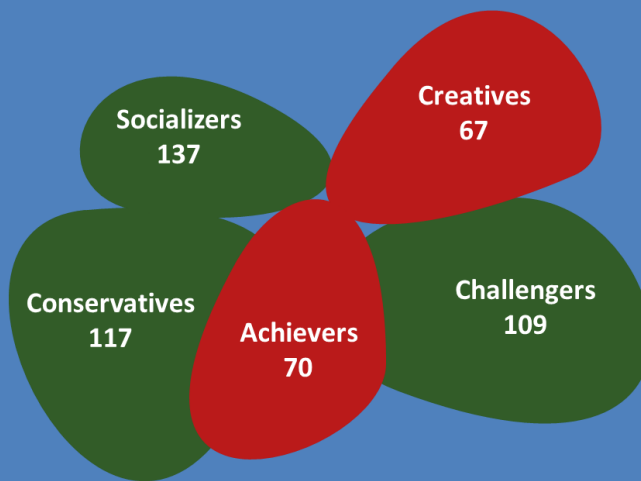
## EU supporters (23%)

Score high on global citizenship AND tolerance AND multiculturalism



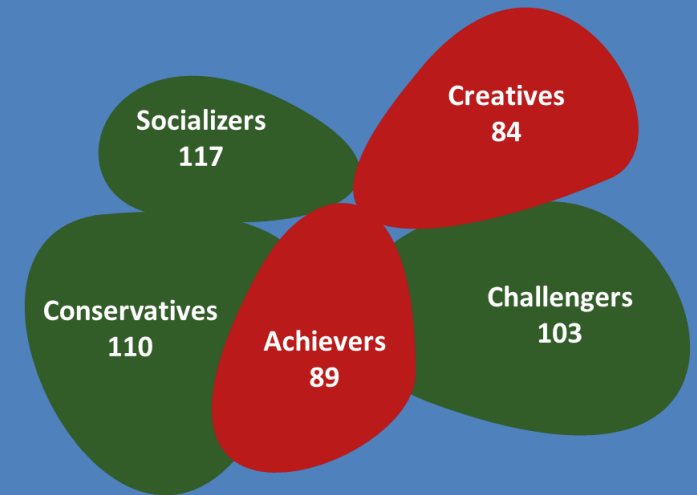
## EU sceptics (21%)

Voters rightwing nationalist parties in last country elections since 2016



## EU silent majority (56%)

Everyone else







# EU silent majority longs for order and safety (top 2 differentiating values cards)

## EU supporters (23%)

Score high on global citizenship AND tolerance AND multiculturalism



**Spiritual**  
131



**Idealism**  
118

## EU sceptics (21%)

Voters rightwing nationalist parties in last country elections since 2016



**Traditional**  
133



**Authority**  
116

## EU silent majority (56%)

Everyone else



**Orderly**  
109



**Safety**  
105



# Resurging EU support or temporary anti-rebel effect? (Trump, Brexit, Putin)

## Most and least differentiating appeal for archetypes

### EU supporters (23%)

Score high on global citizenship AND tolerance AND multiculturalism



#### SAGE

Wisdom, intelligence, well-balanced, connected  
0.10



#### RULER

Order, responsibility, progress, control  
-0,15

### EU sceptics (21%)

Voters rightwing nationalist parties in last country elections since 2016



#### REBEL

Free, independent, rebellious, recalcitrant  
0.17

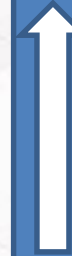


#### CREATOR

Inventive, imagination, creative, self-expression  
-0.09

### EU silent majority (56%)

Everyone else



#### RULER

Order, responsibility, progress, control  
0,10



#### REBEL

Free, independent, rebellious, recalcitrant  
-0.09



FOR MORE  
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