

JUNE-AUGUST 2024 | [COMPARATIVE OPINION POLL](#)

The Major Challenges for the EU and the US

European and American public opinion trends before the elections

Preliminary Findings Report

Total survey sample: N=12,083 interviews with citizens from 10 EU member states and the USA

Key Findings

More than just a fixed point on the map, the West represents an evolving entity, defined by the geopolitical, economic, and cultural synergy of its components. Rooted in representative democracy, the Western world—comprising the US and the EU—empowers 800 million citizens to choose leaders and governance models that reflect their lives, shaping the values and social coexistence of their societies. Beyond mere voting intentions, the Kapa Research opinion poll titled "The Major Challenges for the EU and the US" explores the trends that have shaped the social agenda in recent years across both regions. This survey captures the opinions and concerns of citizens regarding the major challenges facing Europe and America, their expectations of new leadership, and their perspectives on global figures.

Where do the EU and the US converge and where do they diverge?

1 The rising cost of living and immigration are identified as the most pressing issues for Western societies.

Closely linked to the telecommunications boom they are currently experiencing, a second set of concerns includes artificial intelligence (AI), fake news, and the rise of nationalist extremes in both the EU and the US. Europe is more alarmed by inequalities and the wars closer to its borders (Russia-Ukraine, Israel-Hamas), while Americans are more concerned about climate change, terrorism, and external threats.

2 Liberal and humanitarian values such as Democracy, Human Rights, and the Rule of Law still prevail

over more authoritarian ideals like Order, Security, and Strong Leadership. Despite the radicalization of sizeable social groups in both Europe and America, . In this context, the West remains the steadfast guardian of the "Free World," standing in contrast to states and leaders leaning towards authoritarianism. In the US, this divide is even more pronounced, as reflected in American public opinion regarding Russia and China and in their support for Ukraine and Israel.

3 "In Europe / In the US, the rich are getting richer and the poor

poorer." There is a risk that the Western world might be seen as non-inclusive by its citizens, as the majority perceive the promise of a shared, better future—symbolized by the "American Dream" and the "European living standards"—to be fading.

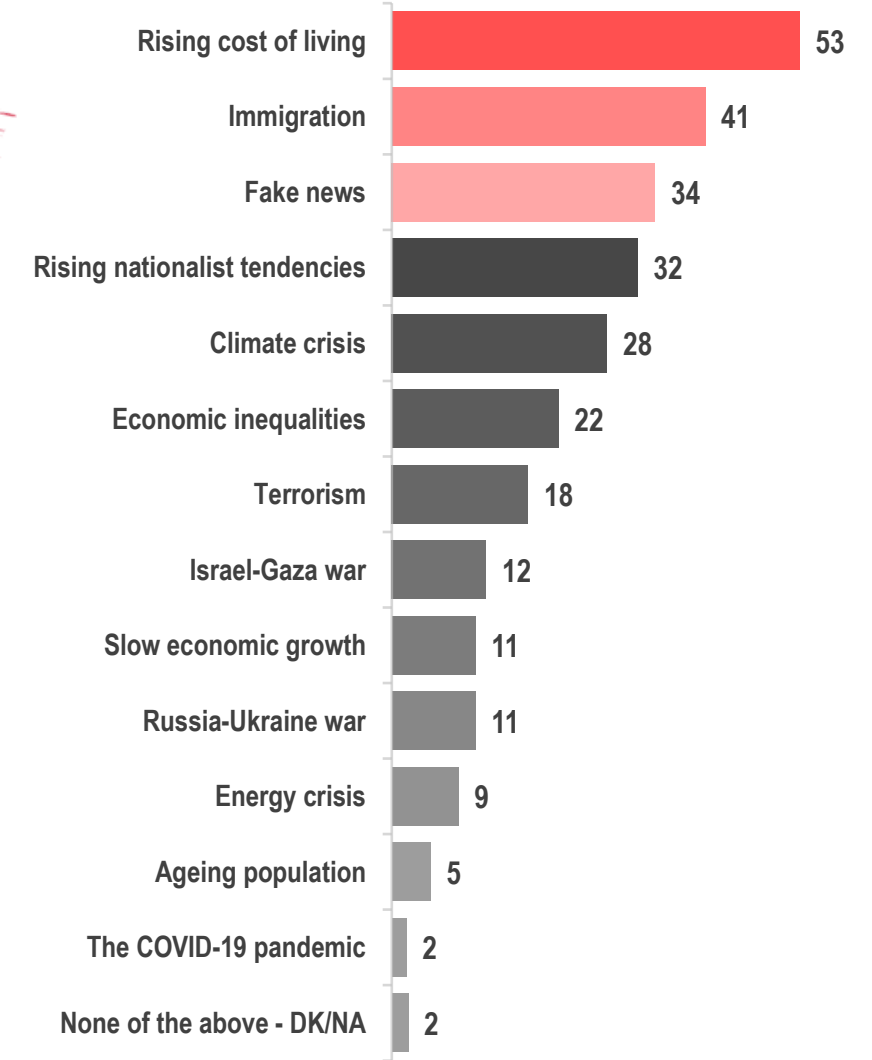
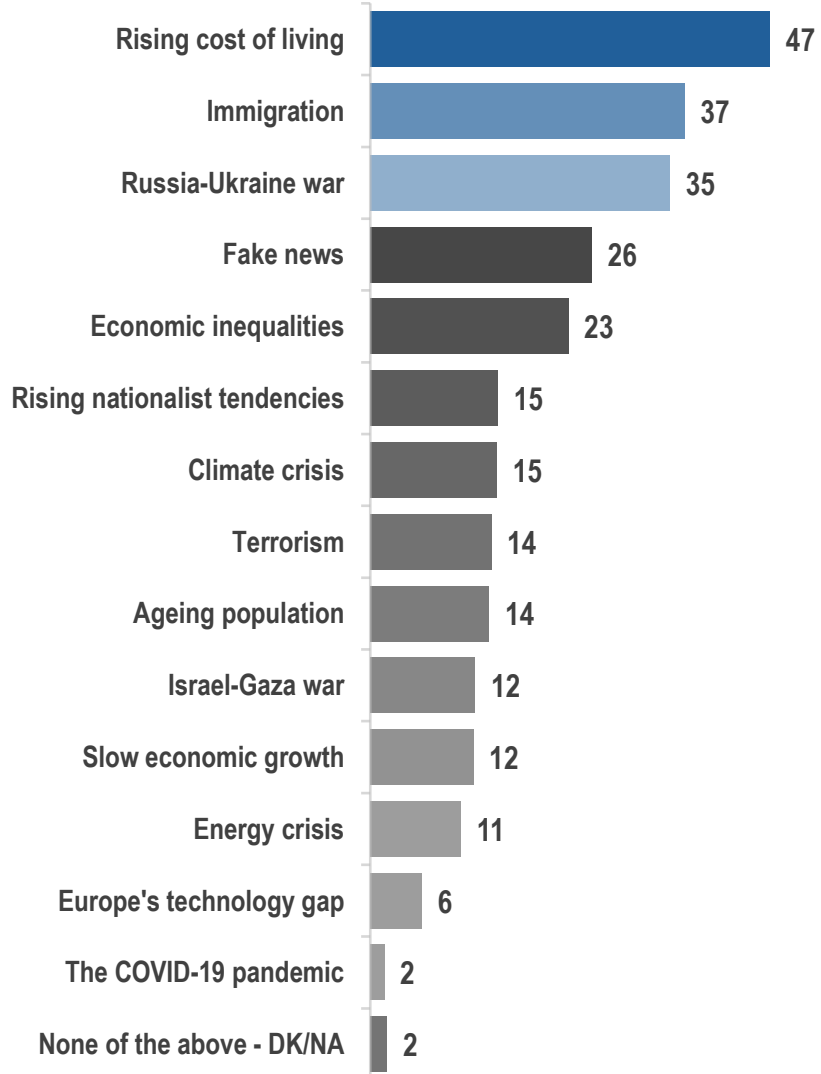
4 The relationship between (trustworthy) leadership, (vibrant) economy, and (cohesive) society appears stronger in the US than in the EU.

Americans trust their leadership more, rate their economy positively, and view immigration more of as an opportunity for growth, whereas Europeans see it as a threat to public safety.

In Conclusion Weaker economically and socially, Europe appears more fearful and uncertain about its future. In contrast, fear and pessimism do not fit the US, which possesses the confidence and dynamism to address the challenges of the modern world and to take on responsibilities in upholding Western values and human civilization.

MAIN CONCERNS

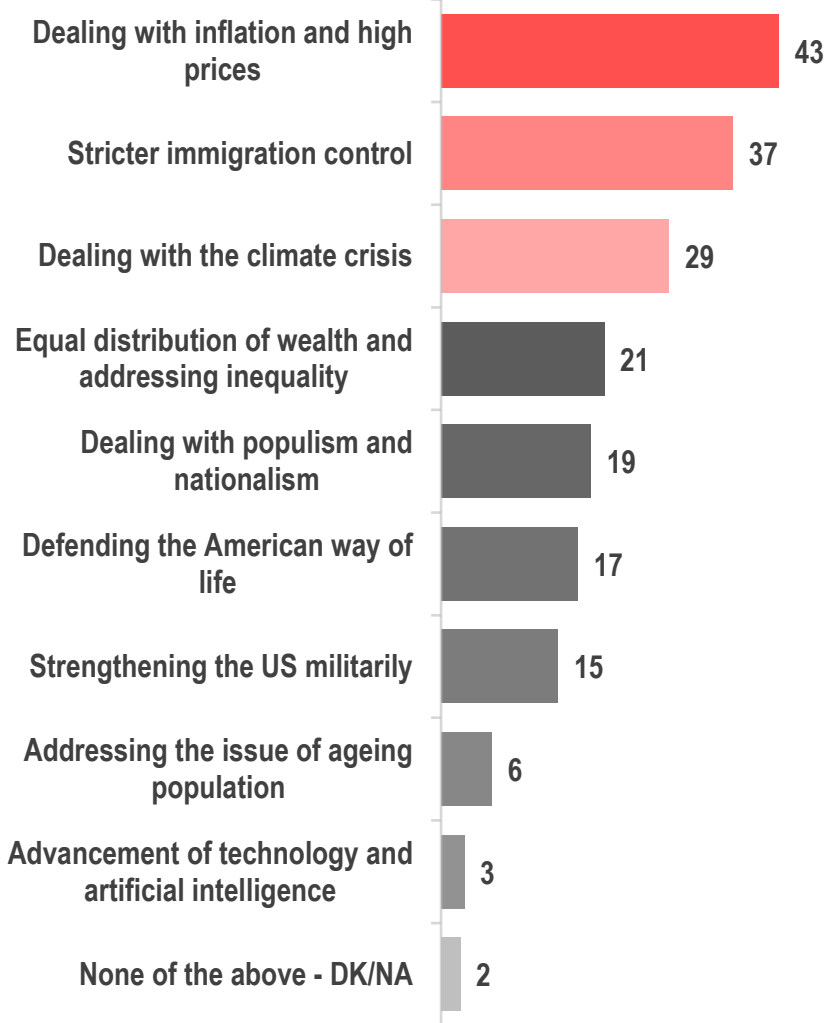
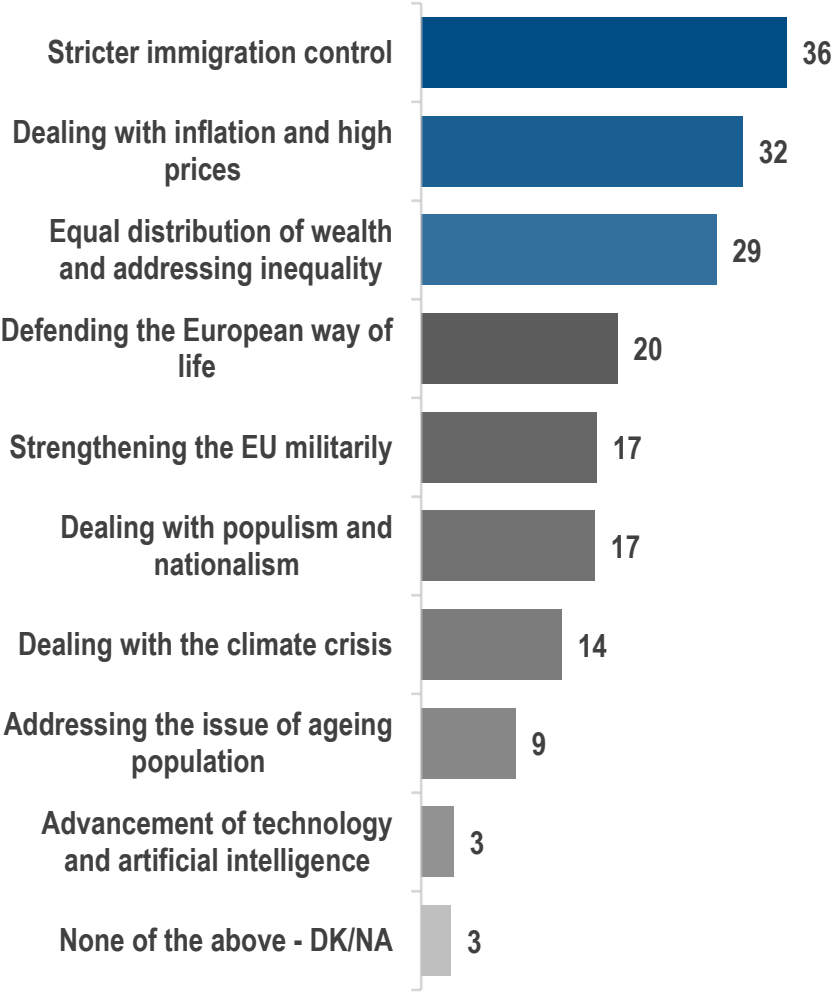
Q. When you think about Europe [for EU respondents] / US [for US respondents] and international developments, which of the following issues or events worry you the most? UP TO 3 CHOICES



AREAS OF FOCUS IN THE NEXT FIVE YEARS

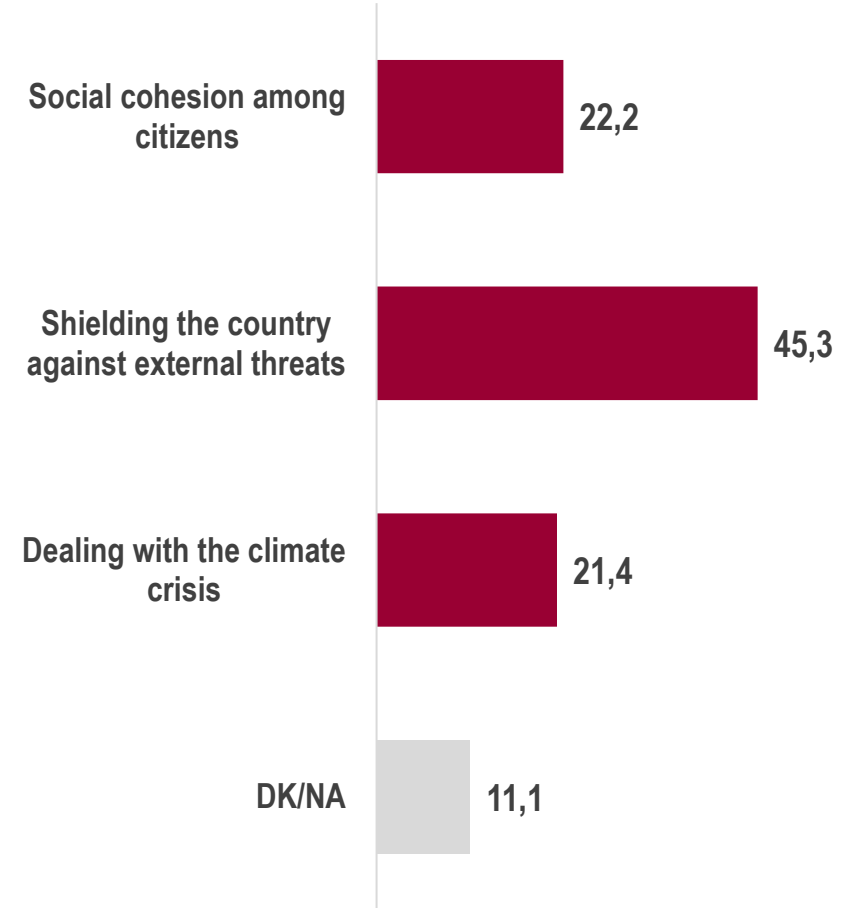
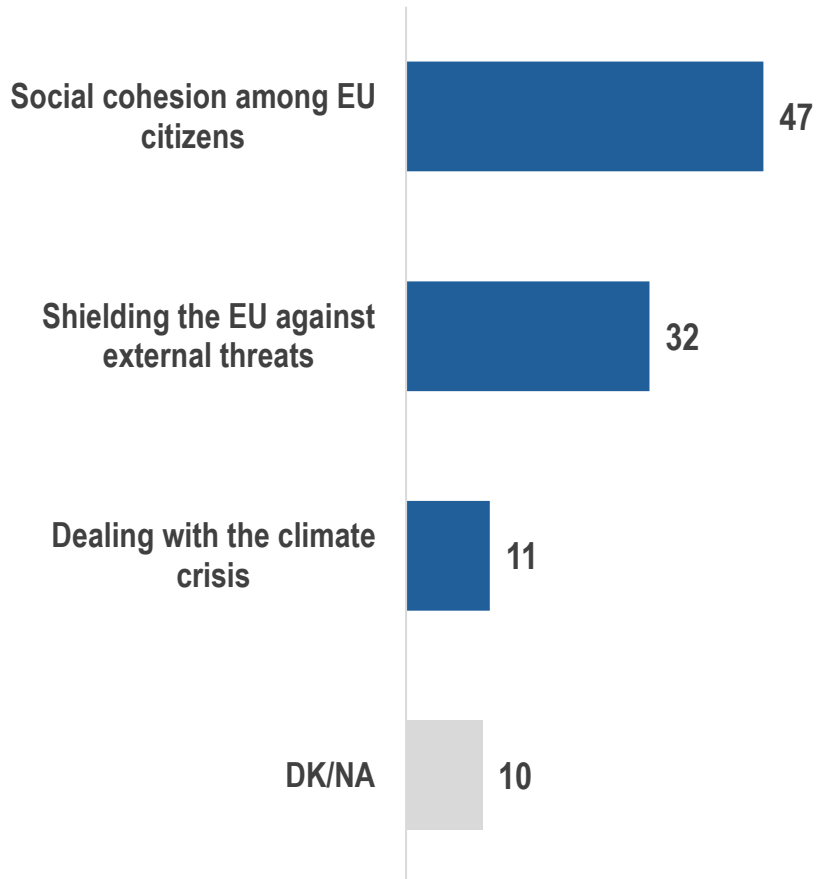
Q. In the next five years, which of the following areas do you think Europe [for EU respondents] / the US [for US respondents] should focus on?

UP TO 2 CHOICES



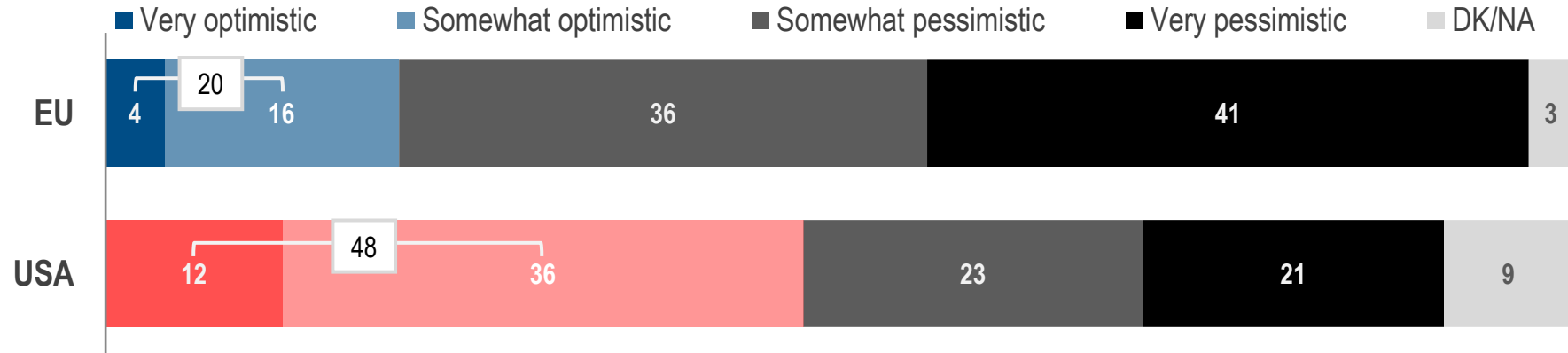
HOW CITIZENS WOULD MANAGE THE EU/US BUDGET

Q. If you were in control of the EU [for EU respondents] / US [for US respondents] budget, which area would you allocate more resources to?



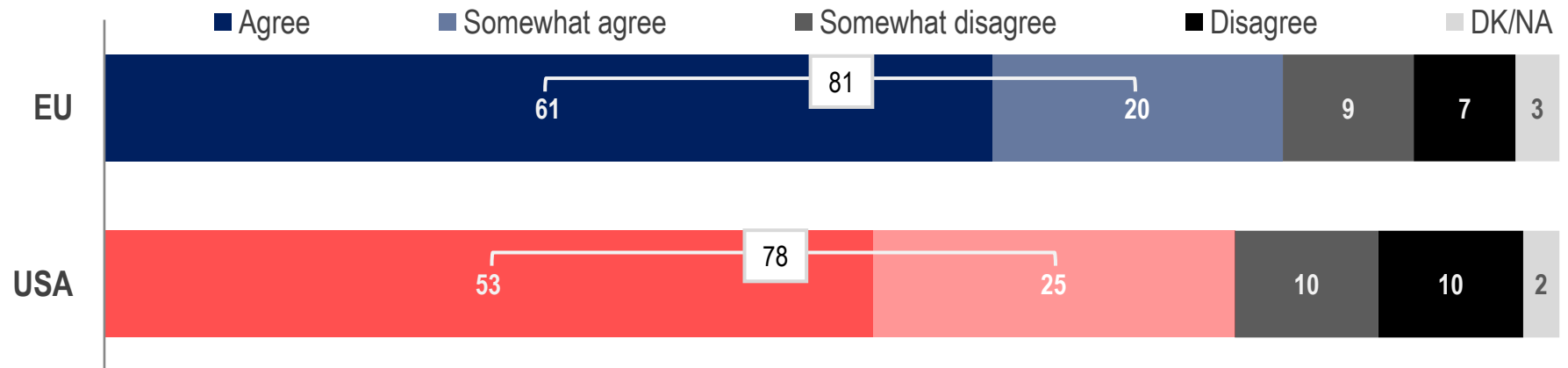
DEGREE OF OPTIMISM THAT THEIR LEADERSHIP WILL MEET PEOPLE'S PRIORITIES

Q. How optimistic are you that the EU [for EU respondents] /US [for US respondents] leadership will respond to the priorities you set above?



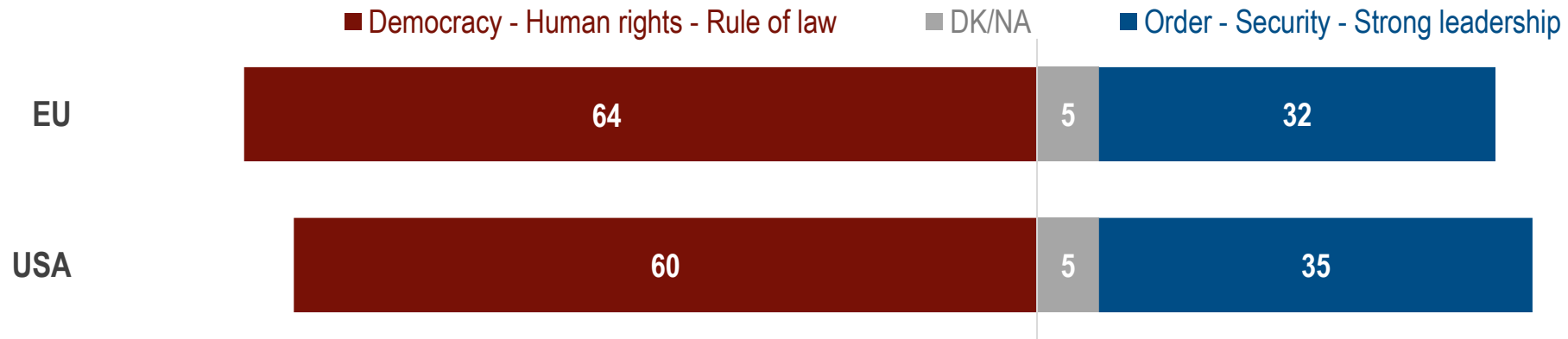
PERCEPTION OF ECONOMIC INEQUALITY

Q. Do you agree or disagree with the following sentence? "In Europe [for EU respondents] / America [for US respondents] the rich are getting richer, and the poor are getting poorer"



'DEMOCRACY - HUMAN RIGHTS - RULE OF LAW' vs 'ORDER - SECURITY - STRONG LEADERSHIP'

Q. Which of the two sets of principles and values is closer to your point of view?



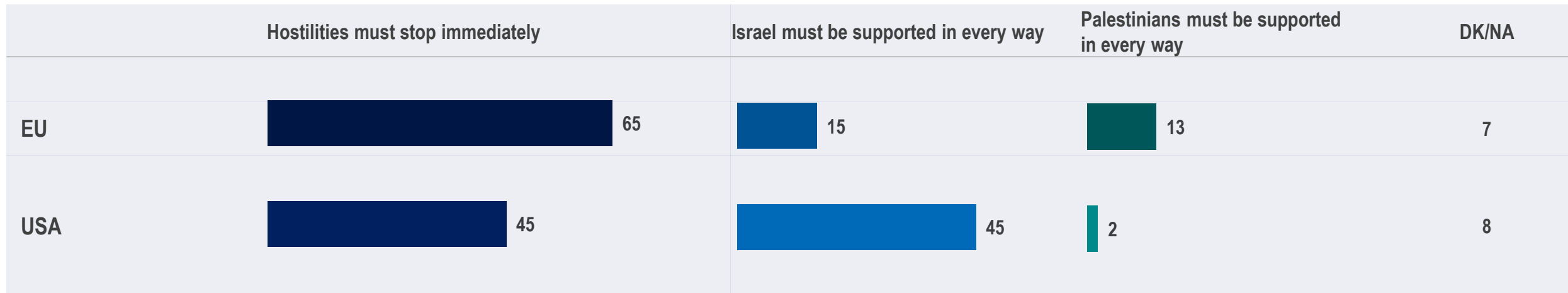
STANCE ON THE IMMIGRATION ISSUE: OPPORTUNITY or THREAT?

Q. For you personally, migration from other countries to Europe [for EU respondents] /US [for US respondents] is more of...:



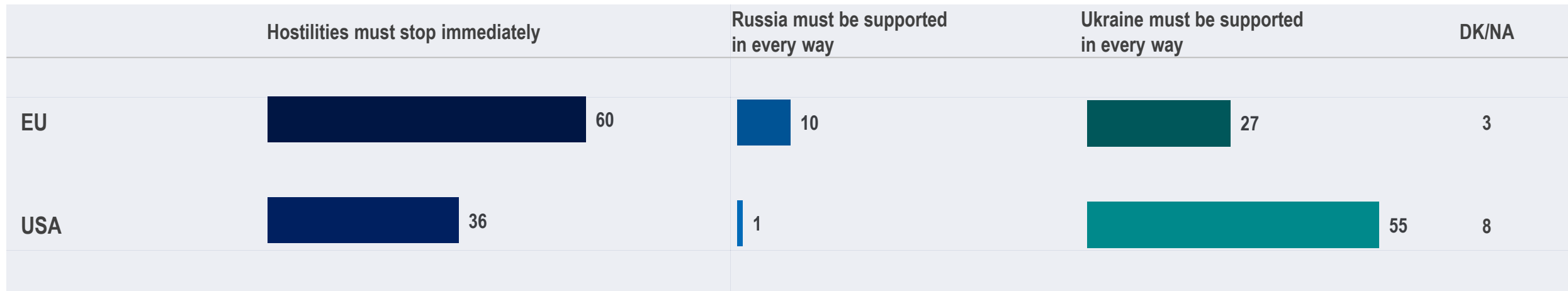
STANCE ON THE ISRAEL-GAZA WAR

Q. Regarding the war between Israel and Hamas, which opinion expresses you more?



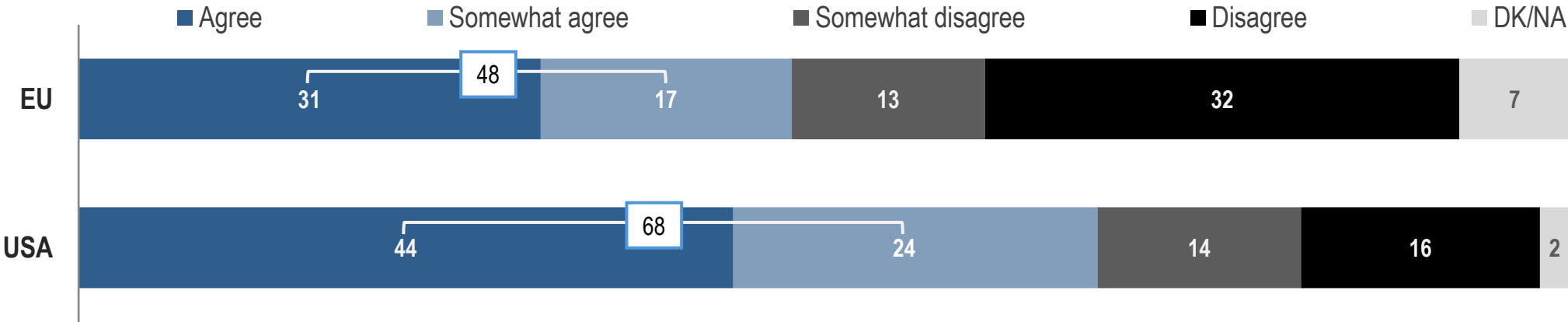
STANCE ON THE RUSSIA-UKRAINE WAR

Q. And regarding the war between Russia and Ukraine, which one is closer to your view?



ATTITUDE TOWARDS ADDITIONAL MILITARY AID TO UKRAINE

Q. Do you agree or disagree with Ukraine being further supported militarily by the Europe [for EU respondents] / US [for US respondents]?



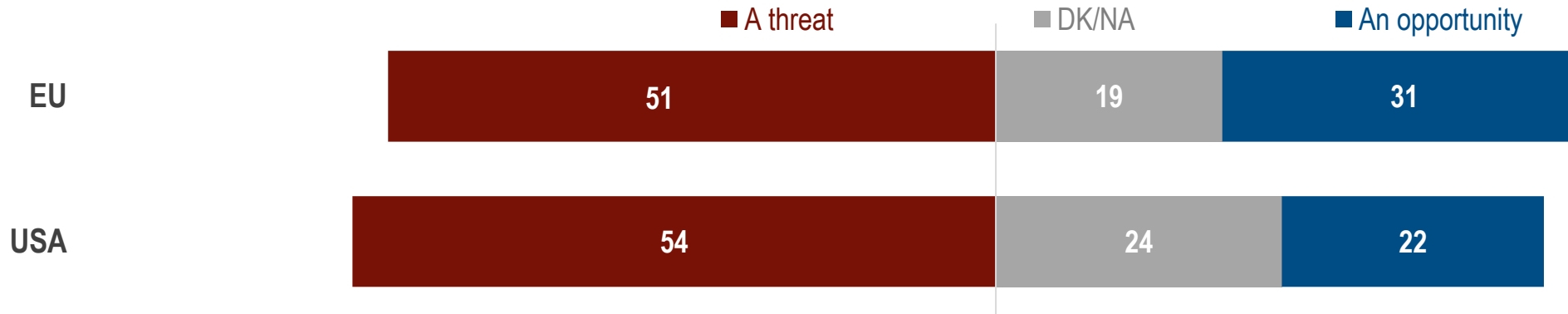
PREFERENCES IN ALLIANCES: USA, RUSSIA or CHINA/INDIA?

Q. In terms of international alliances, over the next five years, do you think the EU [for EU respondents] / the US [for US respondents] should:

	Strengthen its alliance with Europe and the EU	Develop a new alliance with Russia	Develop new alliances with Eastern countries such as China and India	DK/NA
EU	40	20	22	18
USA	74	3	8	16

OPINION ON ARTIFICIAL INTELLIGENCE

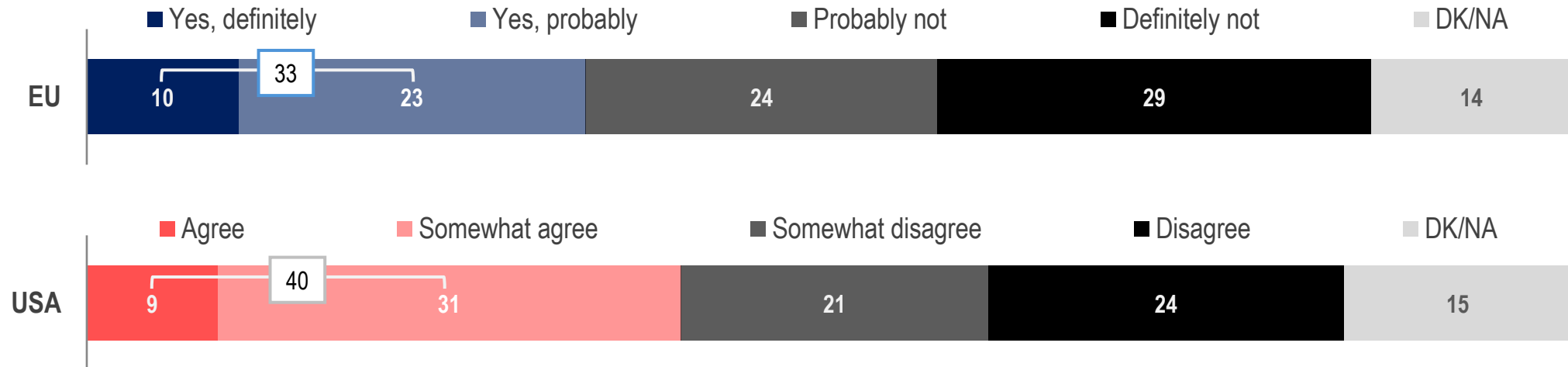
Q. Now, turning to the issue of Artificial Intelligence (AI), in your opinion AI for humanity is more of:



INVESTING IN ARTIFICIAL INTELLIGENCE

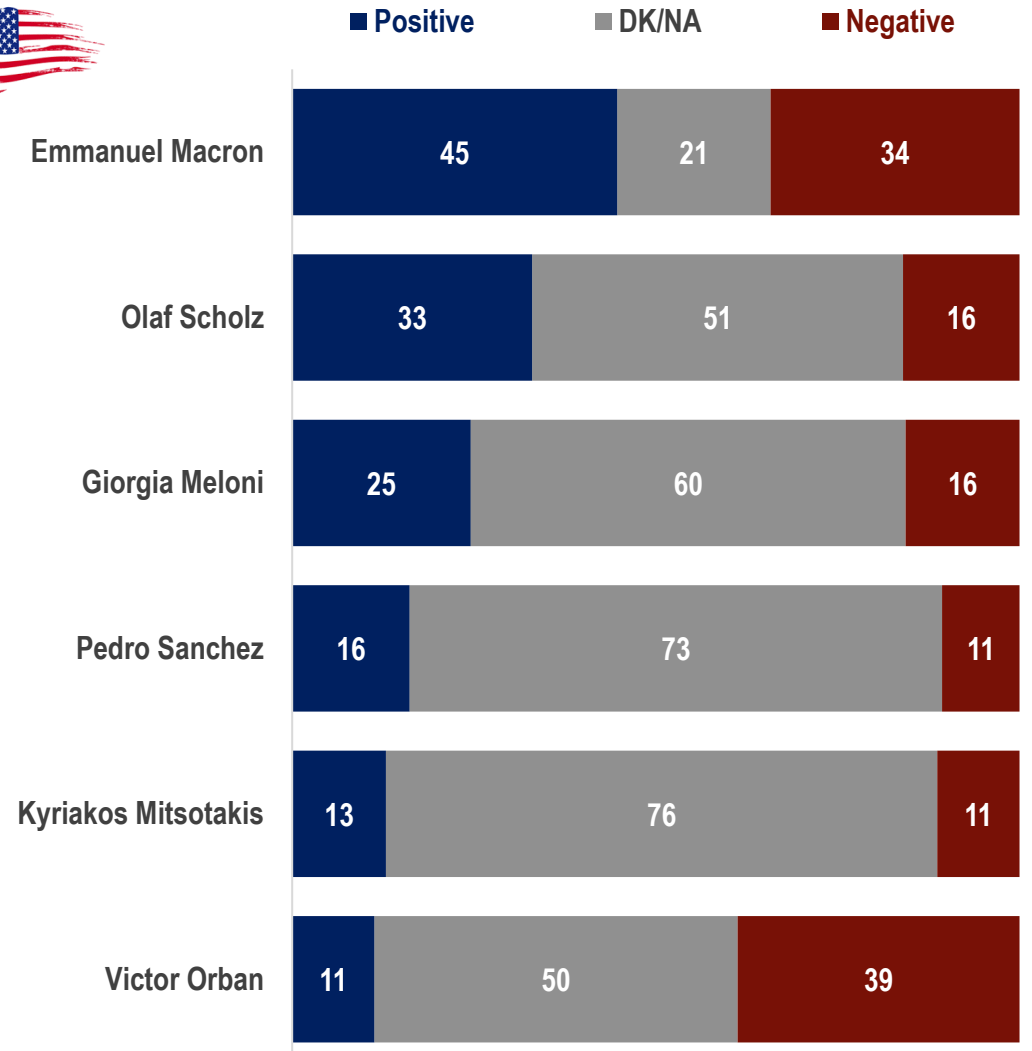
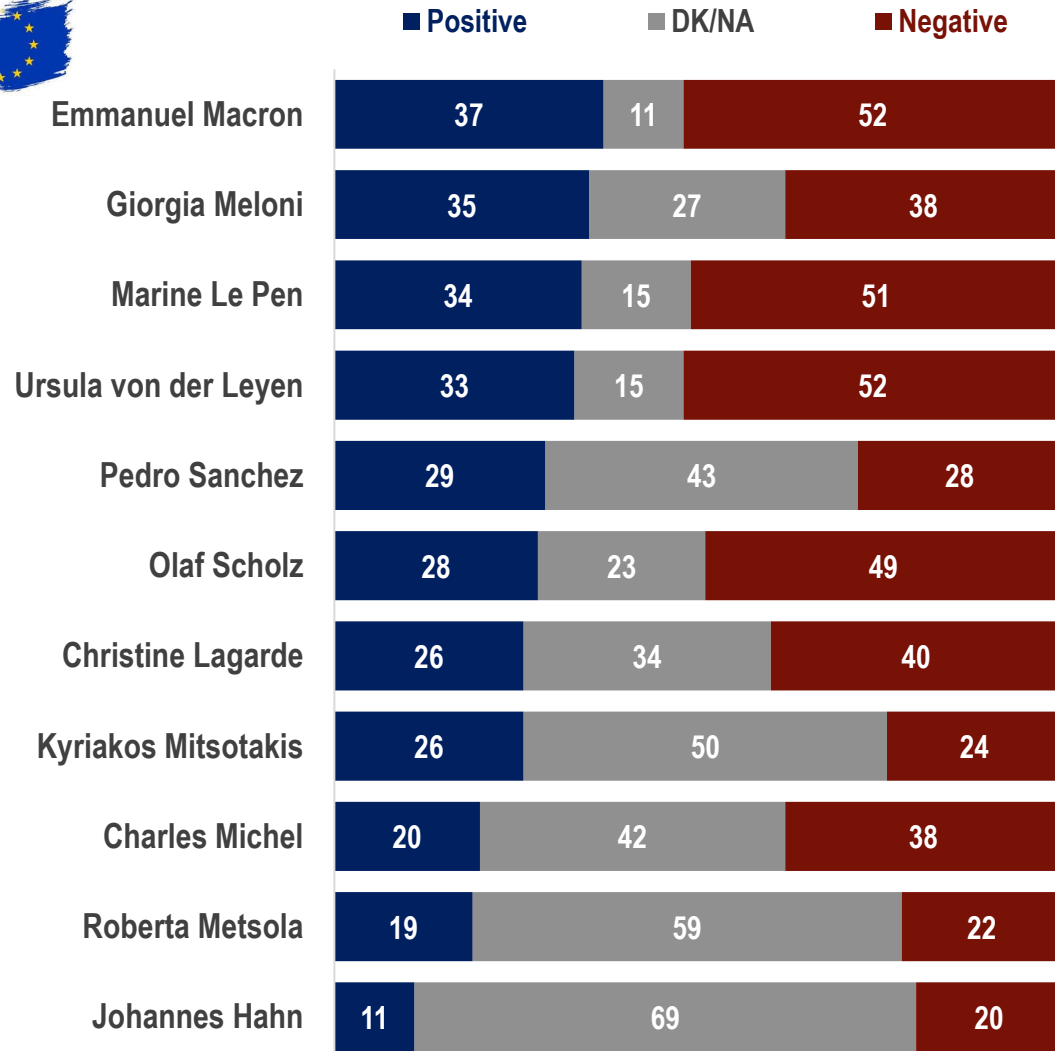
Q. EU: Do you think EU investment in artificial intelligence should be a strategic goal for the next five years?

Q. USA: Do you think the US should invest more in AI in the next five years?



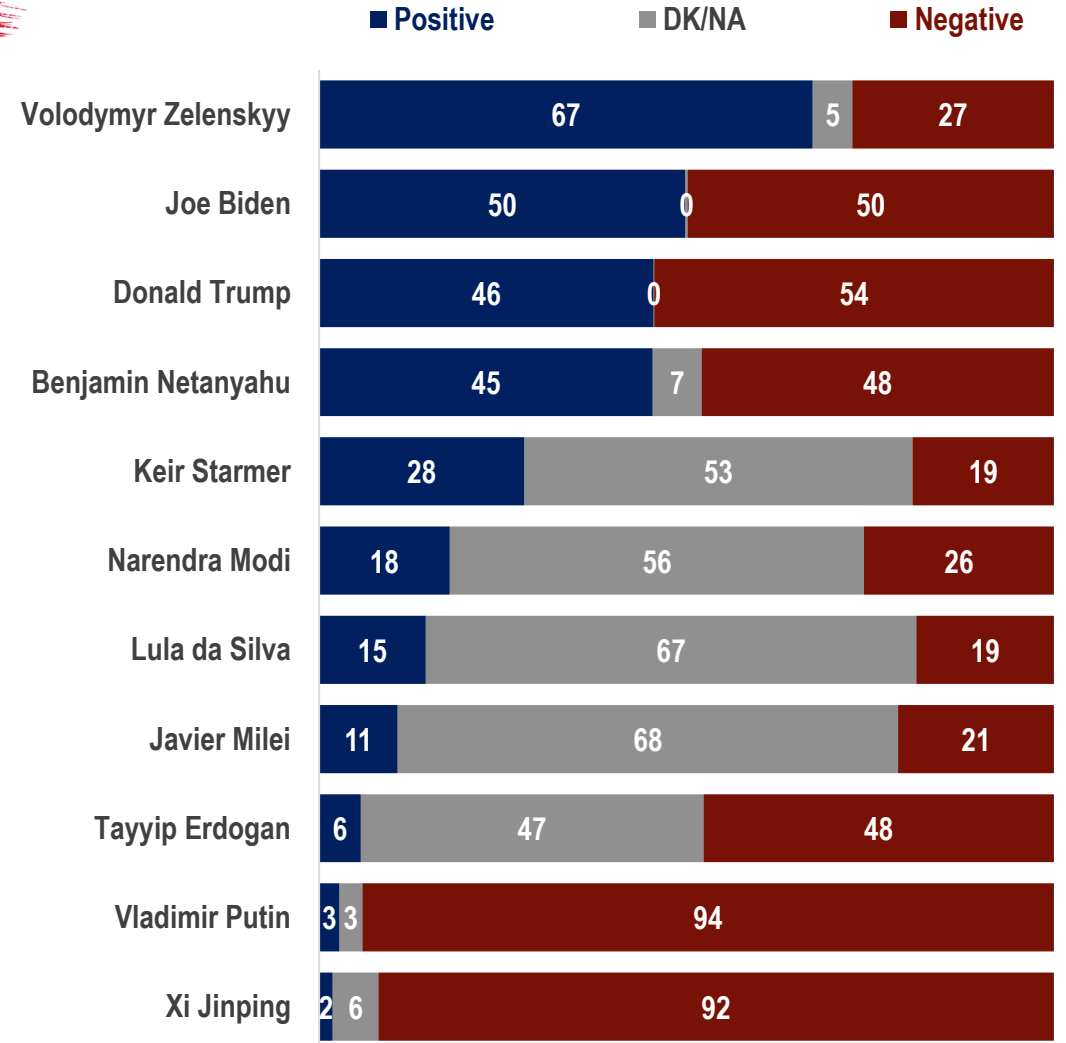
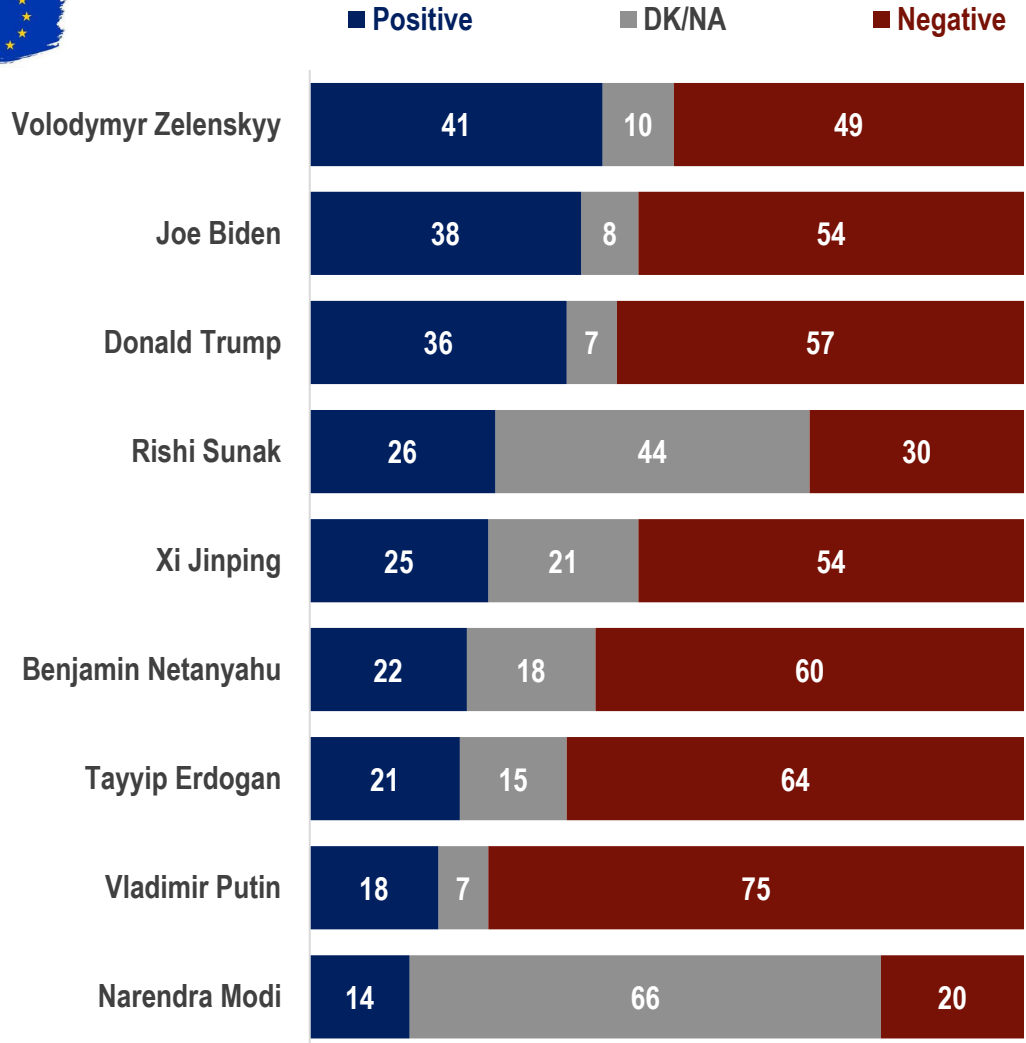
EU LEADERS' POPULARITY

Q. What do you think of the following European leaders?



NON-EU LEADERS' POPULARITY

Q. And what do you think of the following leaders?





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