The EU in the Eyes of Australasia
New Findings from 2011-12

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Monash European and EU Centre
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EU External Perceptions: Global Project Geography
Project Partners

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Monash University:

• Eva Polonska
• Patrick Kimunguyi
## Methodology

<table>
<thead>
<tr>
<th>Method</th>
<th>Australian (AU)</th>
<th>New Zealand (NZ)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers</td>
<td>3 newspapers + 1 TV news bulletin</td>
<td>831 news items</td>
</tr>
<tr>
<td>Coverage</td>
<td>Jan-June 2011</td>
<td>On-line panel March 2012</td>
</tr>
<tr>
<td>Respondents</td>
<td>1000 respondents</td>
<td>1001 respondents</td>
</tr>
<tr>
<td>Interviews</td>
<td>40 interviews</td>
<td>35 interviews</td>
</tr>
</tbody>
</table>

**Notes:**
- AU = Australia
- NZ = New Zealand
### Dataset: 8 Mainstream Media Outlets in Australasia

<table>
<thead>
<tr>
<th></th>
<th>Most widely circulated dailies</th>
<th>Business Daily</th>
<th>TV News</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Australia</strong></td>
<td><strong>The Australian</strong></td>
<td><strong>Herald Sun</strong></td>
<td><strong>The Australian Financial Review</strong></td>
</tr>
<tr>
<td><strong>New Zealand</strong></td>
<td><strong>New Zealand Herald</strong></td>
<td><strong>The Press</strong></td>
<td><strong>National Business Review (weekly)</strong></td>
</tr>
</tbody>
</table>
Media (In)Visibility of the EU...

- Australia
- New Zealand*
- China

 monthly average of news items/outlet

Press
TV
Media (In)Visibility by outlets

- Popular daily 1
- Popular daily 2
- Business daily
- TV

monthly average of news items

Australia
New Zealand*
China
### International sources of EU news

<table>
<thead>
<tr>
<th></th>
<th>Australia</th>
<th>New Zealand</th>
<th>China</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU-news items (total)</td>
<td>831</td>
<td>487</td>
<td>1361</td>
</tr>
<tr>
<td>International source</td>
<td>28%</td>
<td><strong>63%</strong></td>
<td>15%</td>
</tr>
<tr>
<td>1&lt;sup&gt;st&lt;/sup&gt;</td>
<td><em>Bloomberg</em></td>
<td><em>AP</em></td>
<td><em>Reuters</em></td>
</tr>
<tr>
<td>2&lt;sup&gt;nd&lt;/sup&gt;</td>
<td><em>New York Times</em></td>
<td><em>Reuters</em></td>
<td><em>AFP</em></td>
</tr>
<tr>
<td>3&lt;sup&gt;rd&lt;/sup&gt;</td>
<td><em>AFP</em></td>
<td><em>The Telegraph</em></td>
<td><em>AP</em></td>
</tr>
</tbody>
</table>
Centrality of EU in news reportages

- Australia
- New Zealand
- China

Categories:
- Minor
- Secondary
- Major
Focus of EU News (business dailies not included)

State of economy:
AU, NZ: Eurozone, sovereign debt crisis
China: EU as a trade partner in China but NOT much in AU or NZ

EU external actions:
EU in Arab Spring

Australia, New Zealand, China
Evaluation of EU actions

Australia:
- Positive: 5%
- Neutral: 73%
- Negative: 22%

New Zealand:
- Positive: 16%
- Neutral: 58%
- Negative: 26%

China:
- Positive: 14%
- Neutral: 73%
- Negative: 16%

Australia

China

New Zealand
Newspapers: Images

TERRY McCRAIN
Europe's sovereign debt woes will have implications for us, too

EUROTRASH
Newspapers: Images

Big fat Greek mess

Beware of Greeks bearing debts
The Lisbon Treaty Effect...?

Who speaks for the EU? (media)
How positively or negatively did Australia and New Zealand general publics perceive the EU?
Is the EU aggressive? (Public Opinion in AU + NZ)

- Yes: 30%
- No: 15%
- Not sure: 55%

Is the EU aggressive? - China

- Yes: 35%
- No: 19%
- Not sure: 46%

Is the EU arrogant? (Public Opinion in AU + NZ)

- Yes: 19%
- No: 27%
- Not sure: 54%

Is the EU arrogant? - China

- Yes: 23%
- No: 24%
- Not sure: 53%

Is the EU likeable? (Public Opinion in AU + NZ)

- Yes: 16%
- No: 34%
- Not sure: 50%

Is the EU Likeable? - China

- Yes: 16%
- No: 34%
- Not sure: 50%
## Public Opinion - “Most Important Partners”

<table>
<thead>
<tr>
<th>Rank</th>
<th>Australia</th>
<th>New Zealand</th>
<th>China</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>China</td>
<td>Australia</td>
<td>US</td>
</tr>
<tr>
<td>2nd</td>
<td>US</td>
<td>China</td>
<td>Russia</td>
</tr>
<tr>
<td>3rd</td>
<td>Japan</td>
<td>US</td>
<td>EU</td>
</tr>
<tr>
<td>EU</td>
<td>6&lt;sup&gt;th&lt;/sup&gt;</td>
<td>6&lt;sup&gt;th&lt;/sup&gt;</td>
<td>3&lt;sup&gt;rd&lt;/sup&gt;</td>
</tr>
<tr>
<td>Country</td>
<td>1st</td>
<td>2nd</td>
<td>3rd</td>
</tr>
<tr>
<td>------------------</td>
<td>------</td>
<td>-----</td>
<td>------------</td>
</tr>
<tr>
<td>Australia</td>
<td></td>
<td>Europe</td>
<td>Greece</td>
</tr>
<tr>
<td>New Zealand</td>
<td>Europe</td>
<td>€</td>
<td>France</td>
</tr>
<tr>
<td>China</td>
<td>€</td>
<td>Europe</td>
<td>Union</td>
</tr>
</tbody>
</table>
Elite interviews:

Is EU a great power?

- Australia: 60% No, 40% Yes
- New Zealand: 60% No, 40% Yes
- China: 80% No, 20% Yes

No
Yes
Elite interviews:

Is EU a great power?

I see it as a diminishing power to put it bluntly. China, India, they are going to be the future economies of the world. (Business elite, New Zealand)

Economically, they are sort of stuffed. Politically they can’t agree on much and as a military power...I would have thought they are far less influential than they have been. (Business elite, New Zealand)

It’s a world superpower, in trade, business, investment, FDI. If you look at who is India’s trading partner, it is the EU. Who is Australia’s second biggest partner? It is the EU... Um, so like it or not it’s a powerhouse. (Media elite, Australia)

“I see it as a diminishing power to put it bluntly. China, India, they are going to be the future economies of the world.” (Business elite, New Zealand)
Elite interviews:
Is EU a leader in international politics?

<table>
<thead>
<tr>
<th>Country</th>
<th>No</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>90%</td>
<td>10%</td>
</tr>
<tr>
<td>China</td>
<td>90%</td>
<td>10%</td>
</tr>
</tbody>
</table>
I see individual countries unfortunately. Germany playing a big role, France playing a big role, UK stepping in when their interests are compromised, and yeah when it suits them. (Political elite, Australia)

You don’t often see the EU as taking the initiative in solving some significant global or regional issues. It tends to be others such as the US or a small number of EU states. (Civil Society elite, NZ)

Politically it doesn’t seem to act as a great power that it should be. It doesn’t seem to be able to find the unity it needs. (Media elite, Australia)

Well I think they are such a big bloc that they can’t not be a leader in international politics. Well they are a leader in agricultural politics, trade politics, international aid…(Business elite, New Zealand)
<table>
<thead>
<tr>
<th></th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
<th>4th</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1st</strong></td>
<td>(financial) Crisis</td>
<td>Integration/Unification</td>
<td>Economic/Trade</td>
<td>Disunity</td>
</tr>
<tr>
<td><strong>2nd</strong></td>
<td>Integration/Unification</td>
<td>Diversity</td>
<td>Bureaucracy</td>
<td>(financial) Crisis</td>
</tr>
<tr>
<td><strong>3rd</strong></td>
<td>Diversity</td>
<td>Economic/Trade</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>4th</strong></td>
<td>Developed</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Australia**

**New Zealand**

**China**
Key findings

• Member States still seen as political leaders

• Diminishing importance of Europe for Australia (often regrettably)

• High regard for European:
  • Culture and values
  • Sophistication and innovation (Australia only)

• Asia gaining importance for political and business elites

• News coverage is also predicted to shift towards Asia

• Eurozone Crisis (elites’ perceptions and media coverage)