



# **Public opinion about cooperation with Nordic countries**

## **ESTONIA**

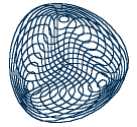
**February/March 2018**

Commissioned by



**Nordic Council of Ministers'  
Office in Estonia**

# General information about polling



The Nordic Council of Ministers commissioned a telephone survey in Estonia, Latvia and Lithuania.

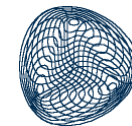
In Estonia the poll was conducted from 19 February to 3 March, 600 Estonian residents aged 16 and over were interviewed.

Similar polls were carried through also in Latvia and Lithuania.

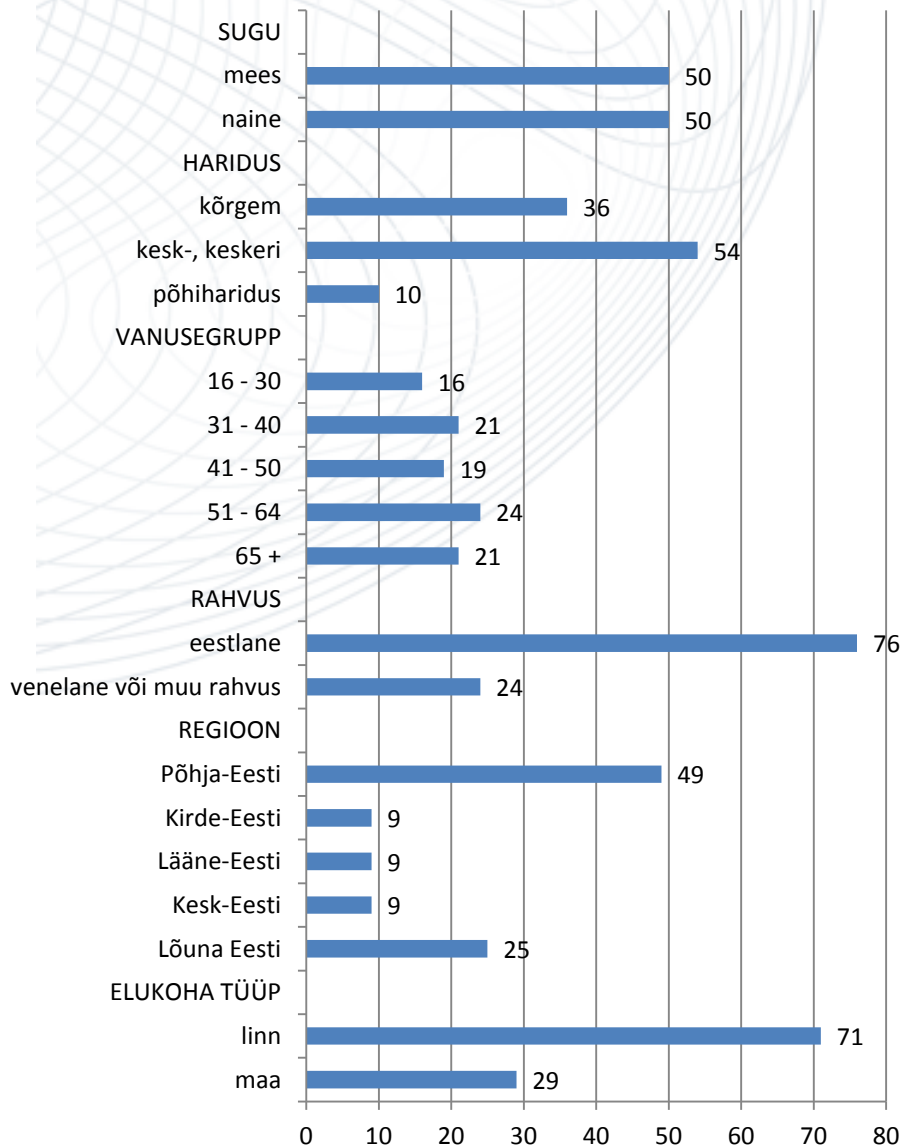
In Latvia the poll was conducted from 16 to 22 February, 602 Latvian residents aged 16 and over were interviewed.

In Lithuania the poll was conducted from 19 February to 9 March, 603 Lithuanian residents aged 16 and over were interviewed.

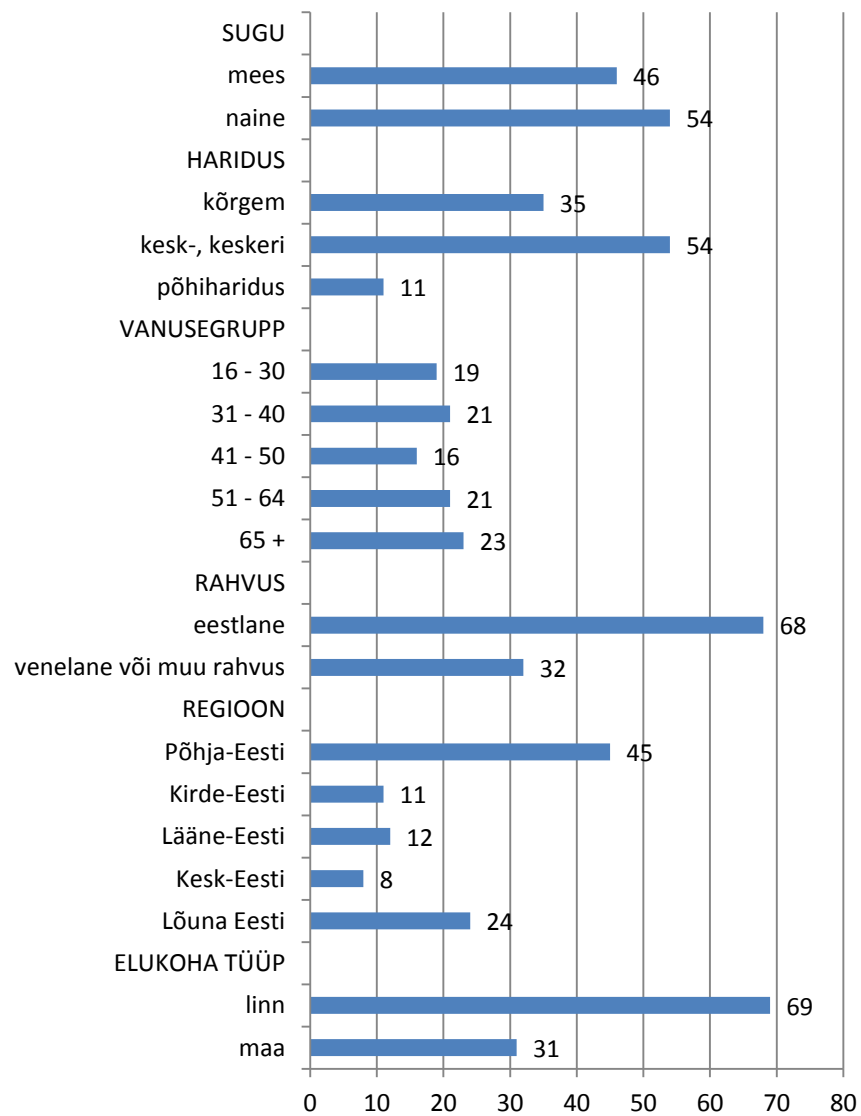
# Estonian sample

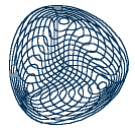


## UNWEIGHTED



## WEIGHTED

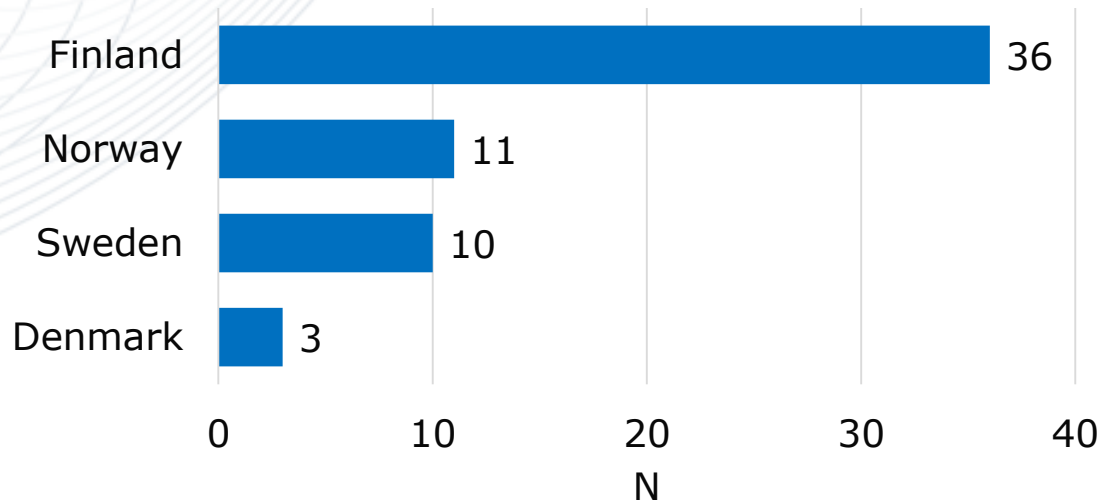




# Living in a Nordic country /ESTONIA/

**Have you lived in a Nordic country for a long time? (more than 6 months)  
If so, in which one?**

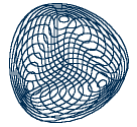
This was done by 9 percent of the respondents (56 respondents).  
Most of them (36) have lived in Finland, 11 in Norway, 10 in Sweden and 3 in Denmark.



# SUMMARY

# Summary

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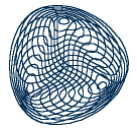


**It was quite expected, that all three Baltic countries has a positive attitude towards closer cooperation with the Nordic countries.**

**The study revealed that good cooperation with the Nordic countries is considered as important and people would like to see even more cooperation between the Baltic and the Nordic countries.**

**Talking about institutions and meetings that constitute Nordic cooperation, the overall majority of residents in Baltic countries would like to have closer integration of with these institutions.**

**When evaluating most important base for cooperation with the Nordic countries, the majority of the respondents agree, that small countries need to cooperate. But beside that the geographical proximity is also important, as well as sharing the same values and having cultural similarities.**



# Summary

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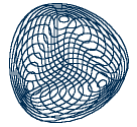
**In the people's opinion, the most important directions /sectors for cooperation with Nordic countries are economy, education and science, tourism, culture, innovation and new technologies.**

**From seven potential benefits that Baltic countries could get from cooperation with the Nordic countries the respondents have chosen most often the possibility to learn from each other, to increase trade and competitiveness and to move around for studies and work.**

**According to the public opinion the most typical values for the Nordic countries are social welfare, environmental awareness and freedom of expression and speech.**

# Summary

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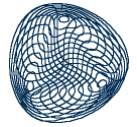
**People in Baltic countries believe that they could contribute to the Nordic countries with labor force and human resources, with opportunities for tourism; with cultural heritage, cultural values and services. Because Estonian people are convinced that Estonia is a leading IT-country, the main thing to offer to Nordic countries would be IT-development and digital services. Lithuanians would like to provide to the Nordic countries with their innovations and science achievements, but also with natural resources.**

**The Nordic countries also have their negative side. The liberal immigration and refugee policy is not very popular. People also find too liberal attitudes towards sexual minorities and support for same-sex marriages problematic. Exaggerated gender equality and gender-neutral education is also criticized.**



# Summary

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**Giving a spontaneous answer about persons or characters that come first into the mind, Estonian respondents differ from respondents in Latvia and Lithuania. If in Latvia and Lithuania different characters from literature or mythology prevail, then in Estonia people first of all mention politicians, especially from Finland.**

**In Latvia and Lithuania we got most often the answers like “trolls”, “Santa Claus”, “Karlsson”. In Estonia Sauli Niinistö, Tarja Halonen and Urho Kekkonen are frequently mentioned, in addition to the King of Sweden, who have played an important role in Estonian history.**

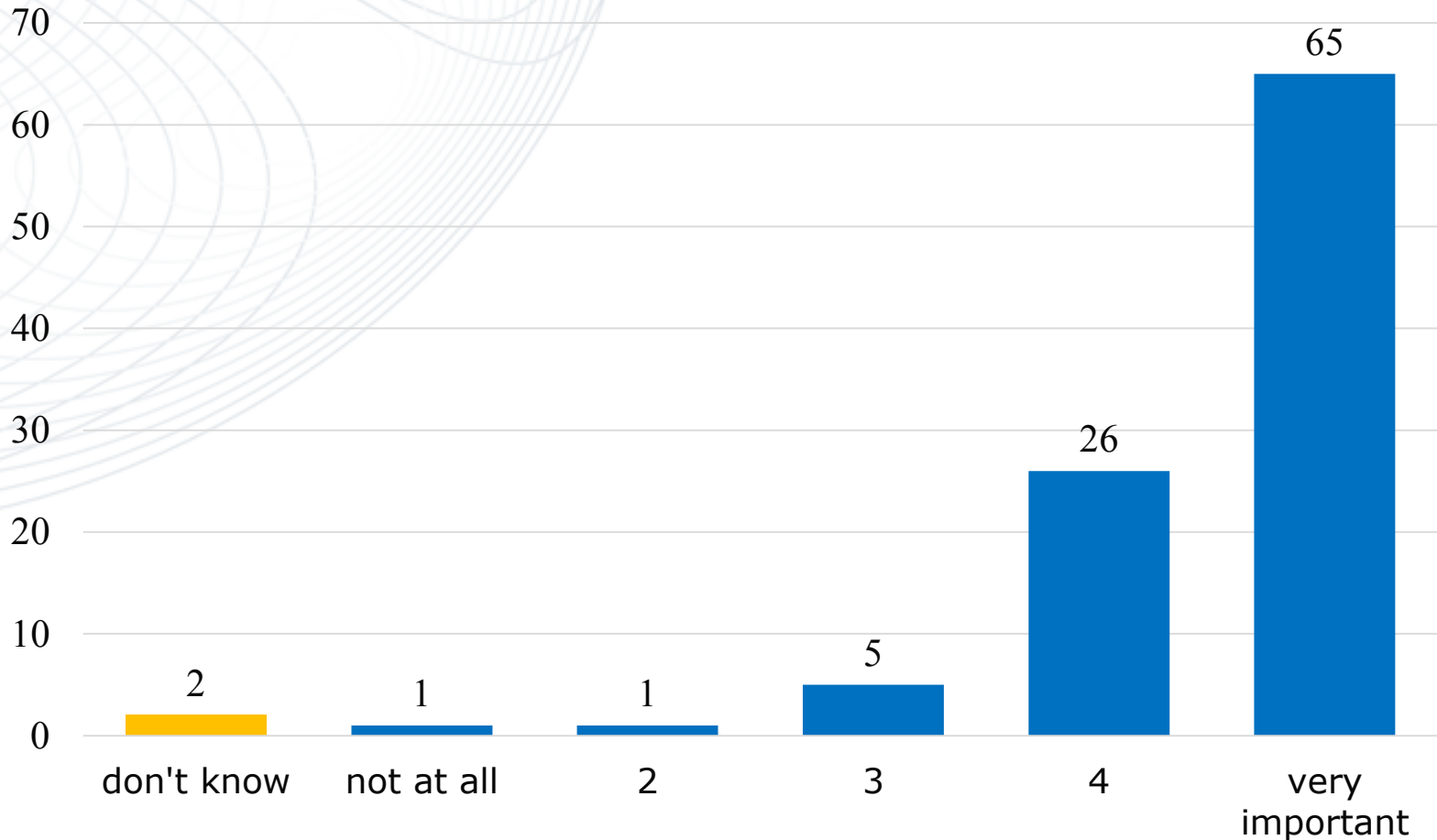
**Astrid Lindgren is well-known in all three Baltic states and people also remember the former prime minister of Sweden, Olof Palme.**

# ATTITUDES ABOUT COOPERATION WITH NORDIC COUNTRIES

# How important is good cooperation with the Nordic countries? /ESTONIA/



on a five-point scale, where "1" is "not at all important" and "5" - "very important"

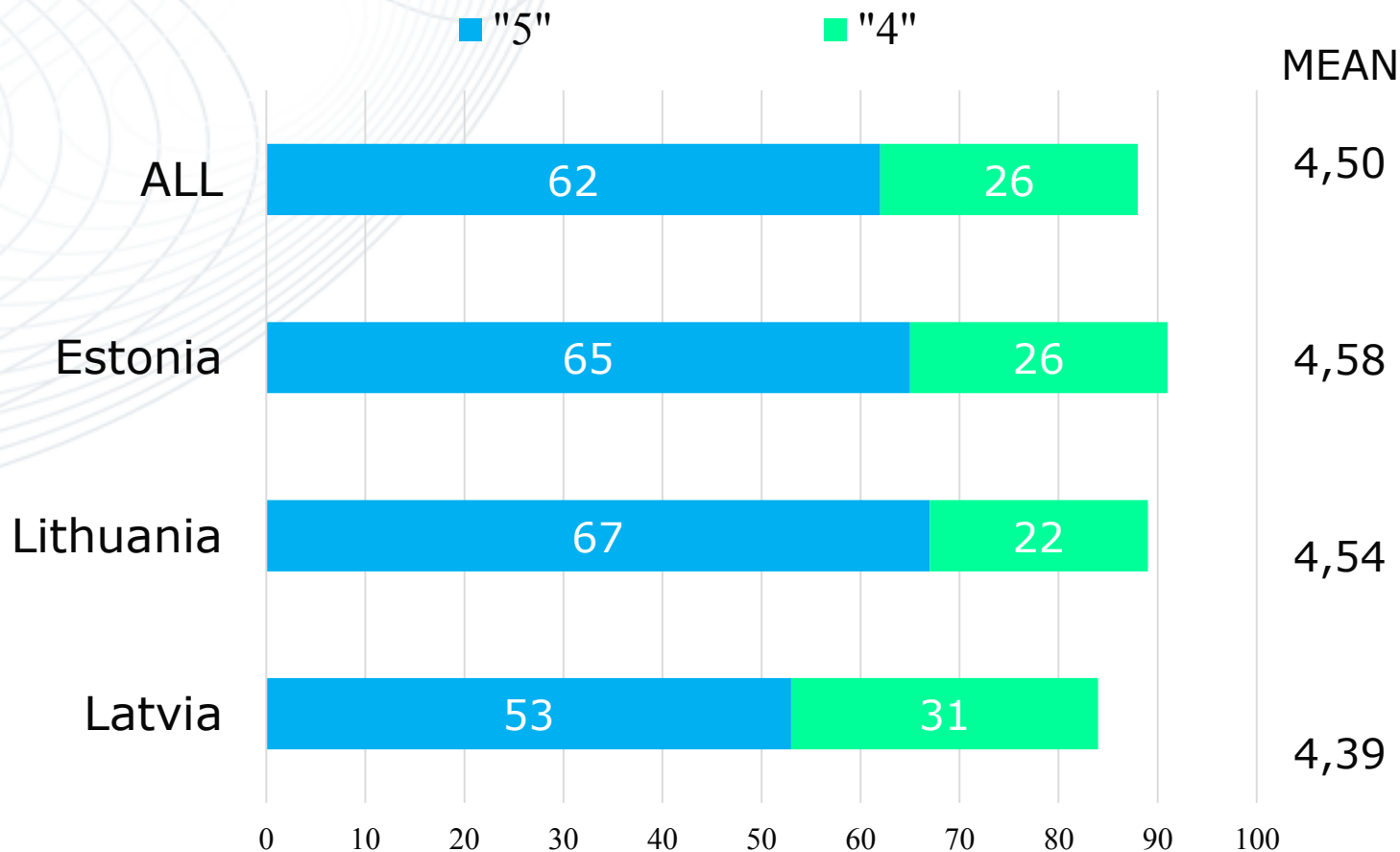


MEAN: 4,58

# How important is good cooperation with the Nordic countries?



on a five-point scale, where "1" is "not at all important" and "5" - "very important"

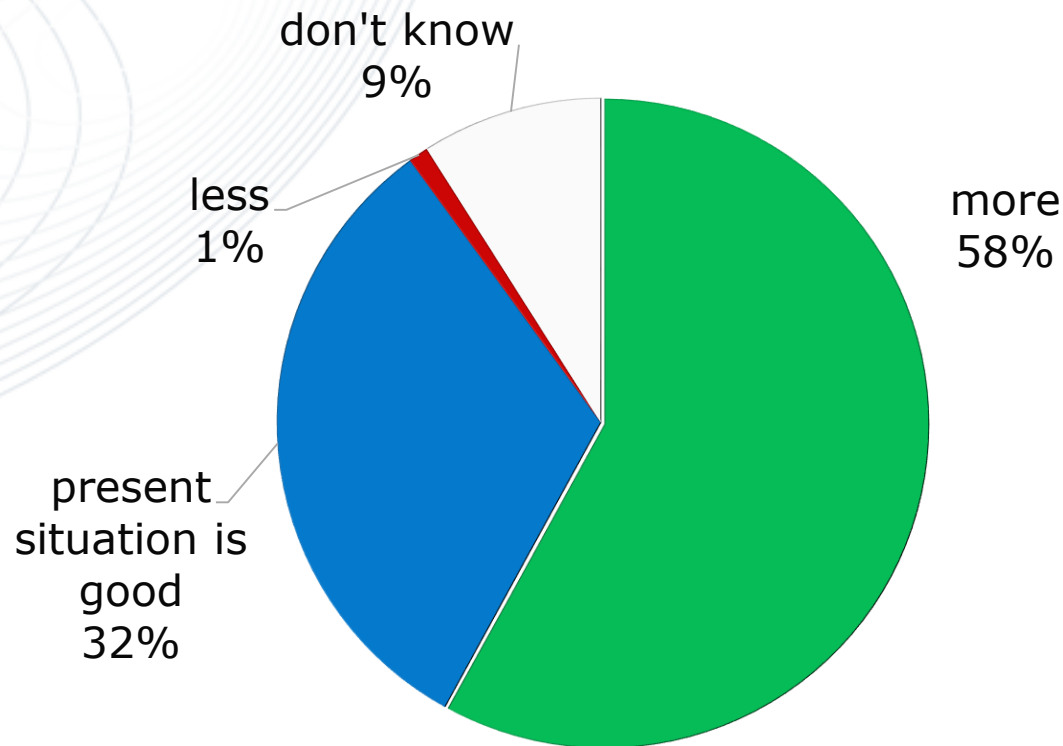


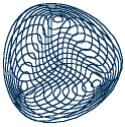
# How do you evaluate the current level of cooperation with the Nordic countries?



/ESTONIA/

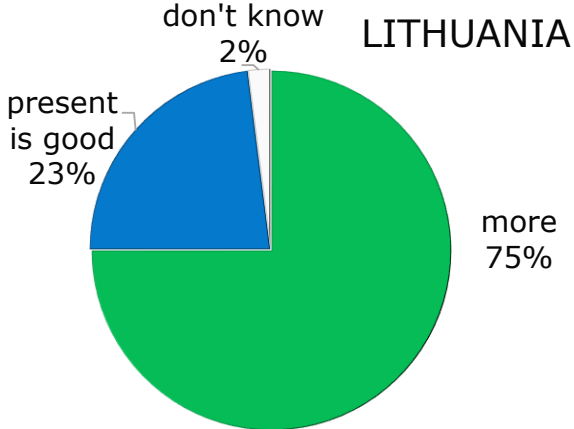
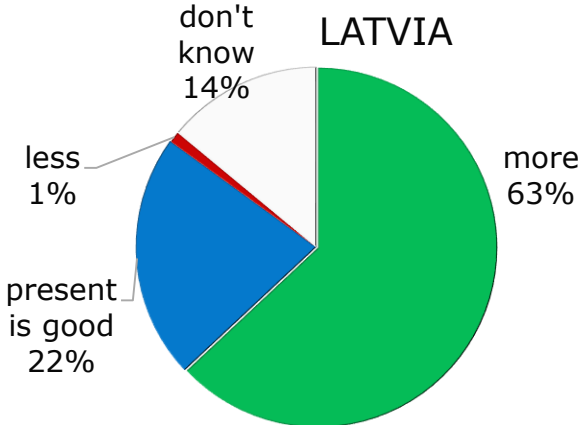
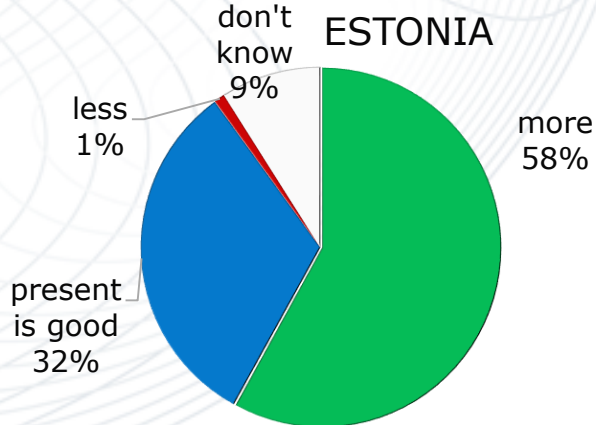
Do you want see more or less cooperation between Estonia and Nordic countries or you find the current situation is good?





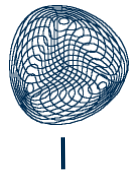
# How do you evaluate the current level of cooperation with the Nordic countries?

Do you want to see more or less cooperation between Estonia/Latvia/Lithuania and Nordic countries or you find the current situation is good?

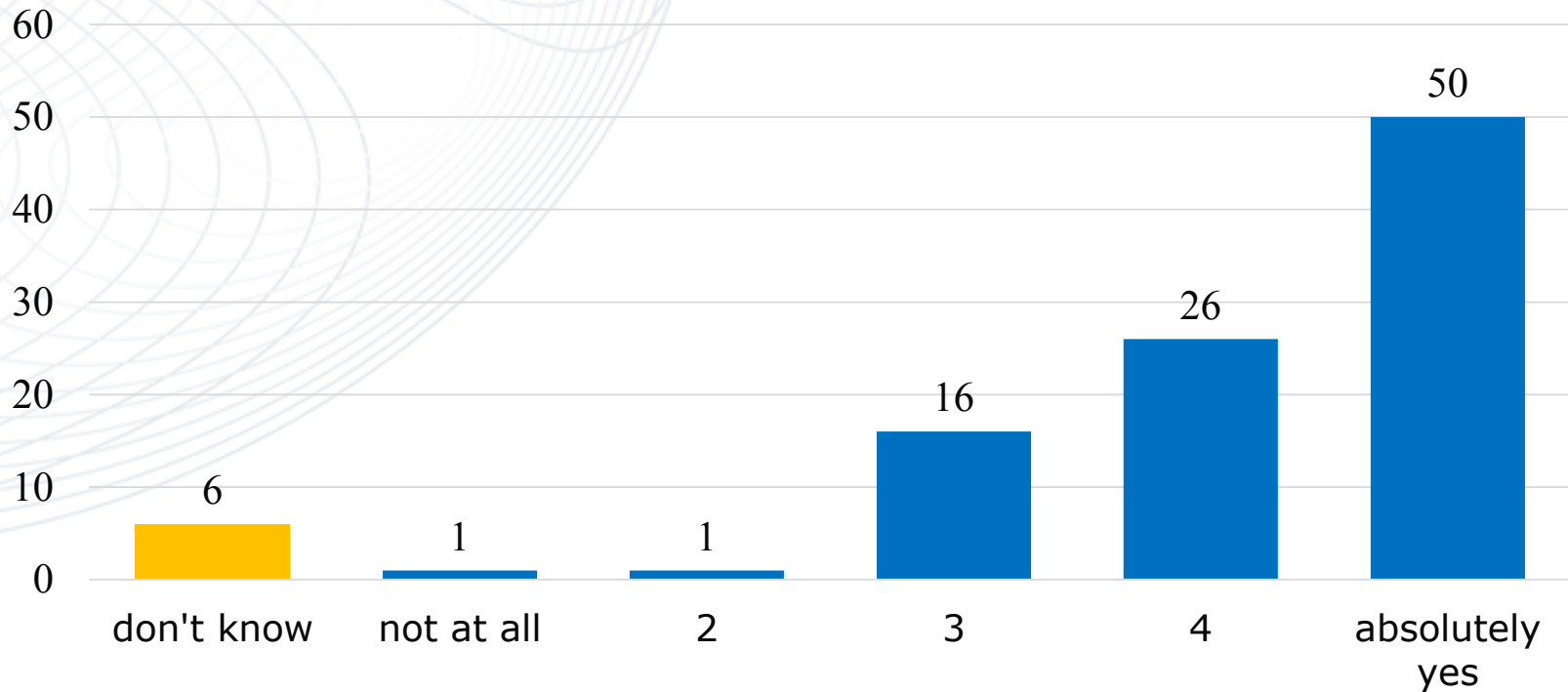


|                 | <b>ALL</b> |
|-----------------|------------|
| More            | 67%        |
| Present is good | 25%        |
| Less            | 1%         |
| Don't know      | 7%         |

# Would you like more close integration to Nordic institutions and meetings? /ESTONIA/



on a five-point scale, where "1" is "not at all" and "5" - "absolutely yes"

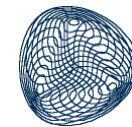


MEAN: 4,31

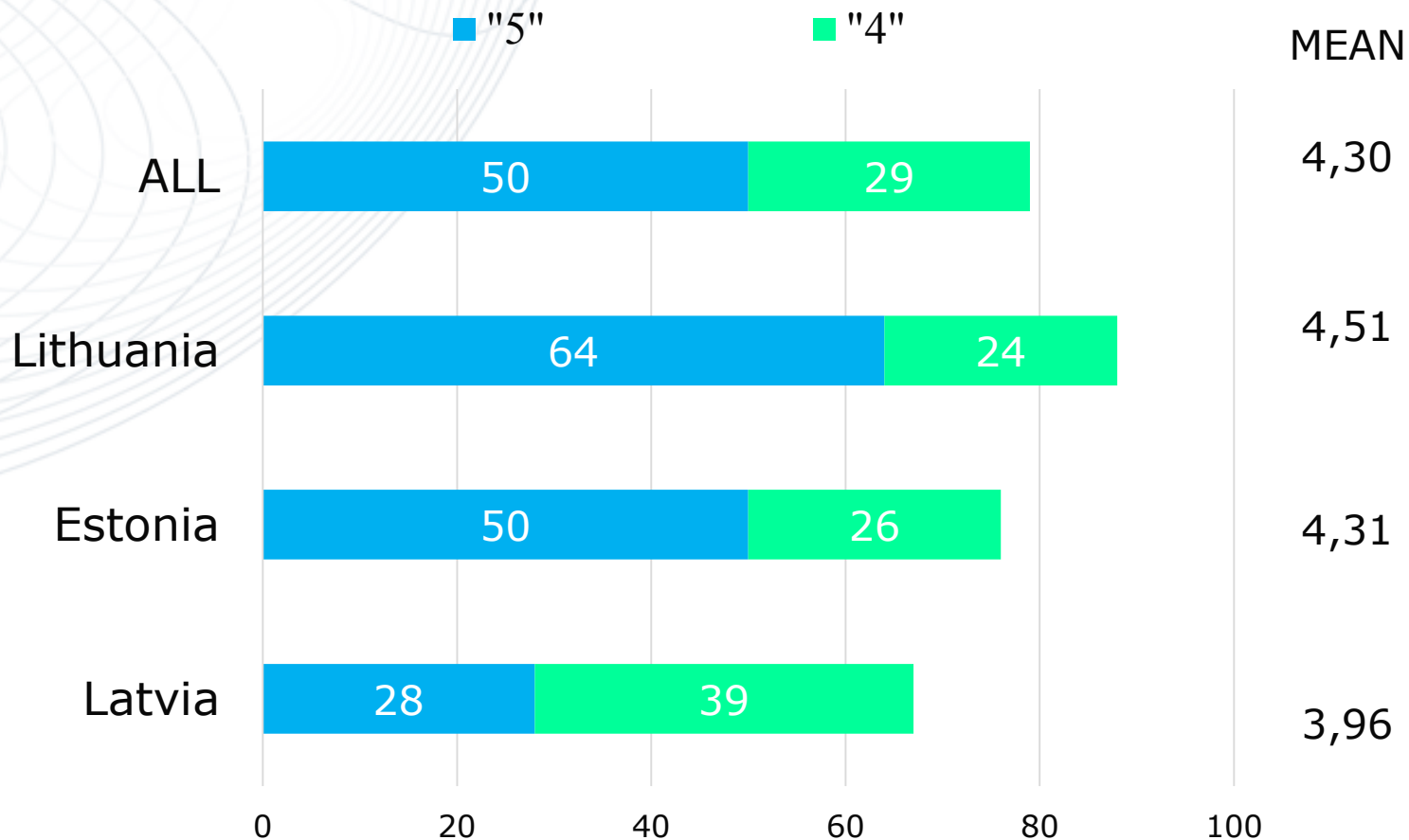
| 16 – 30 | 31 – 40 | 41 – 50 | 51 – 64 | 65+  |
|---------|---------|---------|---------|------|
| 4,10    | 4,35    | 4,23    | 4,36    | 4,46 |

Older respondents support closer integration more, younger less

# Would you like more close integration to Nordic institutions and meetings?

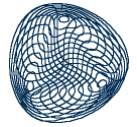


on a five-point scale, where "1" is "not at all" and "5" - "absolutely yes"



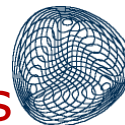


# Comments

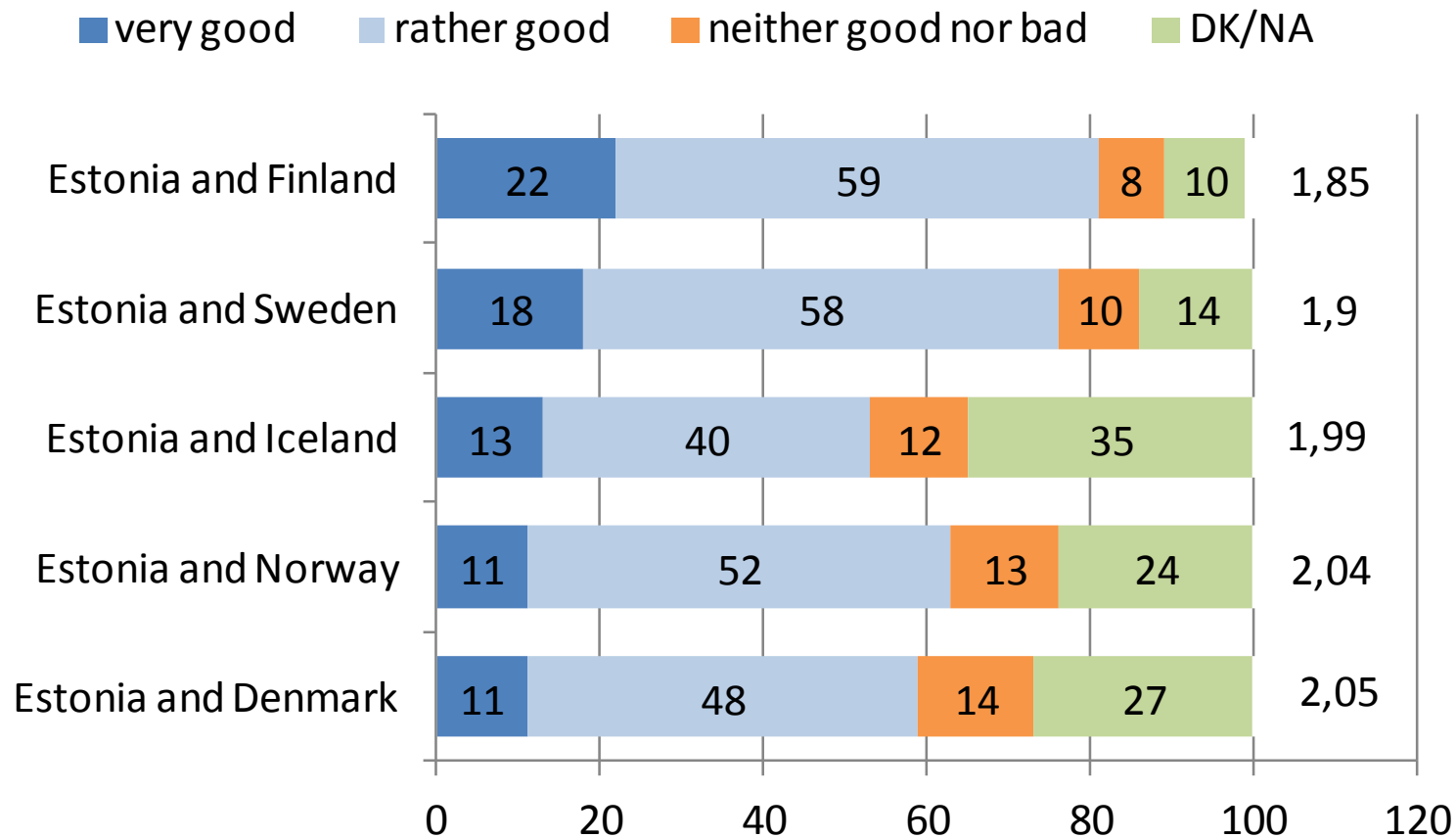


- ❖ **The society of all three Baltic countries has a positive attitude towards closer cooperation with the Nordic countries.**
- ❖ **In Estonia 91% of the respondents consider good cooperation with the Nordic countries very or rather important (65% give five points and 26% four points on the five-point scale);**
- ❖ **One third of the respondents considered the current cooperation level good enough, but 58 percent would like to see more cooperation between Estonia and the Nordic countries. Only one percent would like to see a reduction in cooperation.**
- ❖ **Three quarters of the respondents (76%) in Estonia would like to see Estonia's closer integration with the Nordic institutions.**

# Assessment of relations between Estonia and Nordic countries

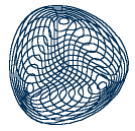


In a public opinion survey in spring 2016 the respondents were asked to assess the current level of relations between Estonia and Nordic countries



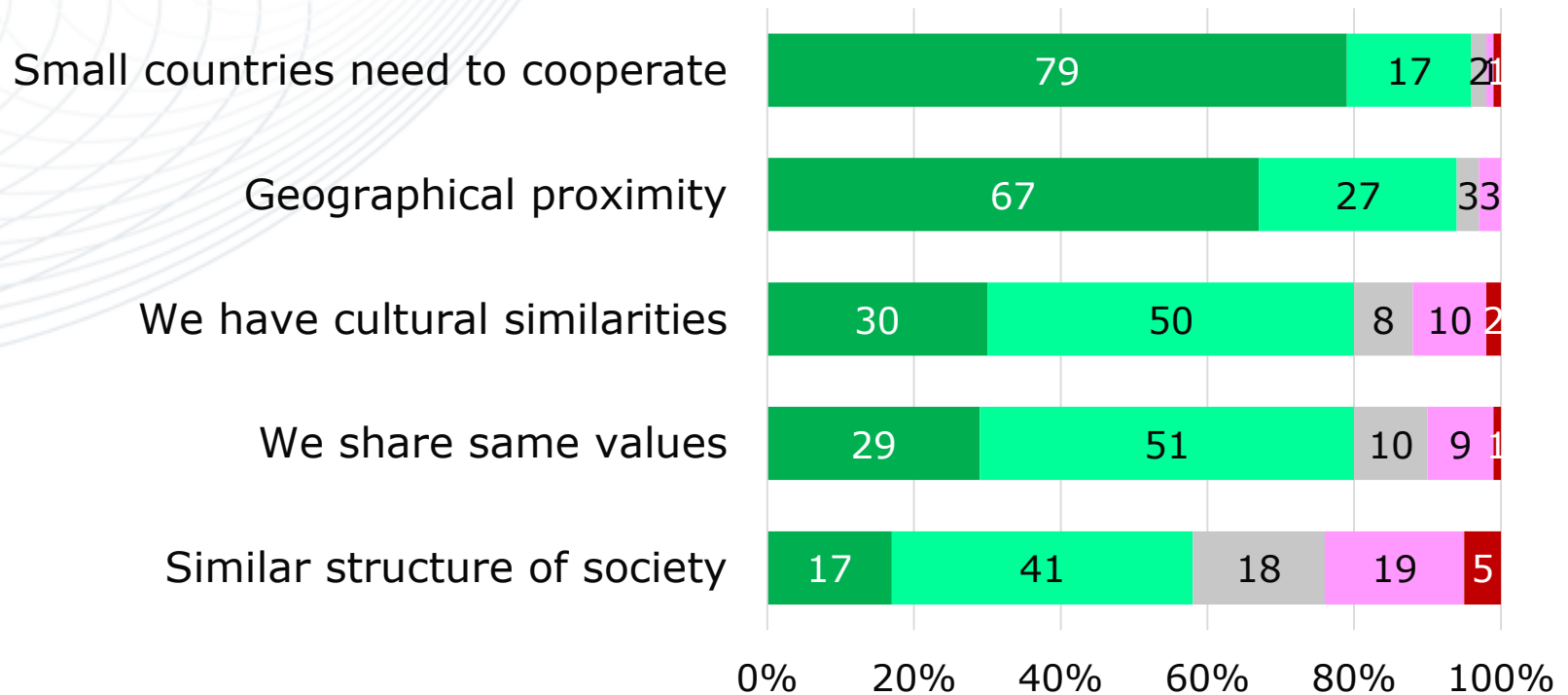
BASE FOR COOPERATION, MOST IMPORTANT  
AREAS AND BENEFITS FROM COOPERATION

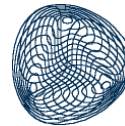
# Base for cooperation with the Nordic countries /ESTONIA/



What do you think is the most important base for cooperation with the Nordic countries?

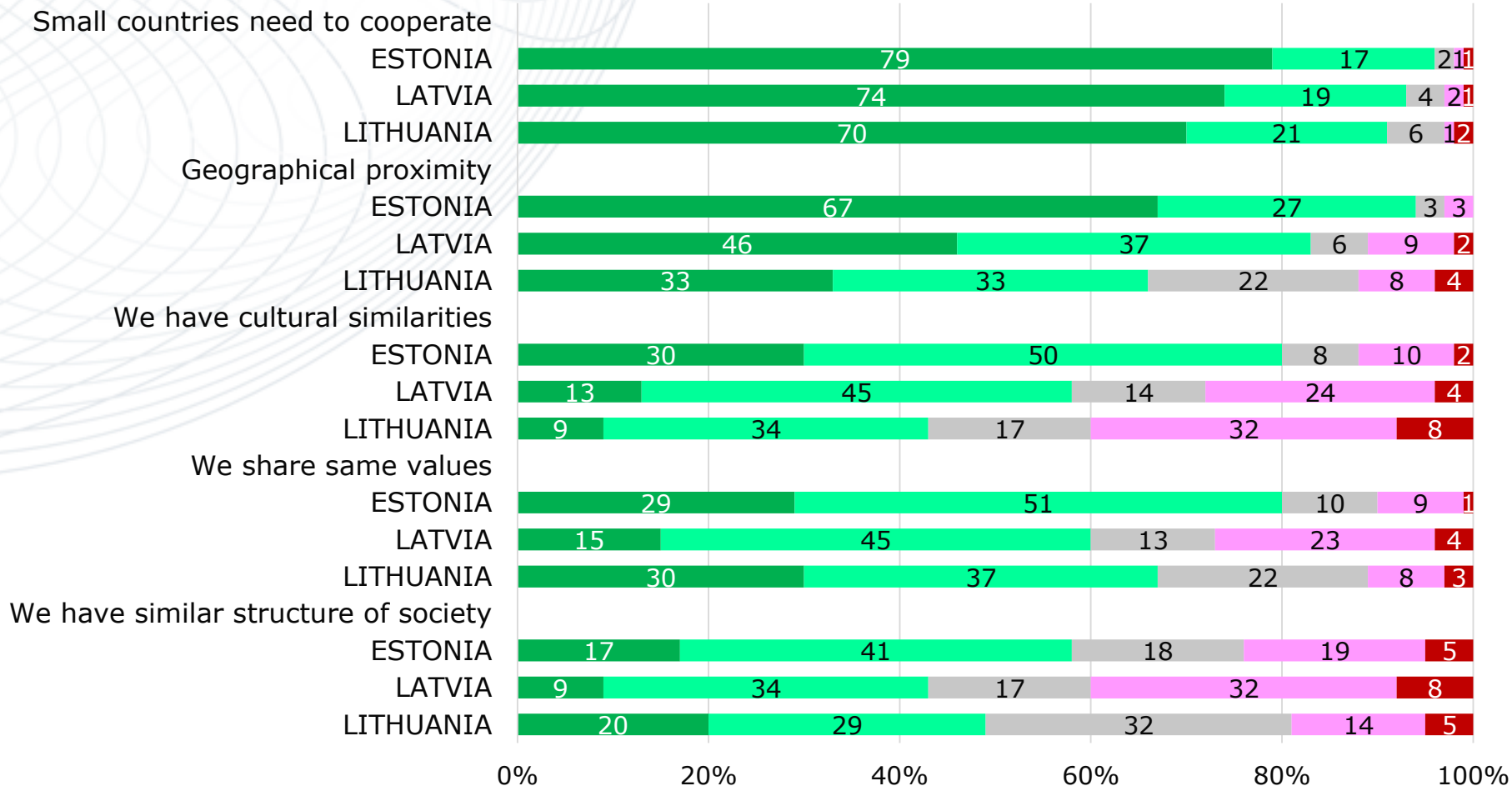
■ Fully agree ■ Rather agree ■ Can't say ■ Rather disagree ■ Fully disagree



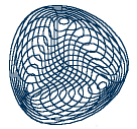


# Base for cooperation with the Nordic countries

■ Fully agree   ■ Rather agree   ■ Can't say   ■ Rather disagree   ■ Fully disagree



# Comments



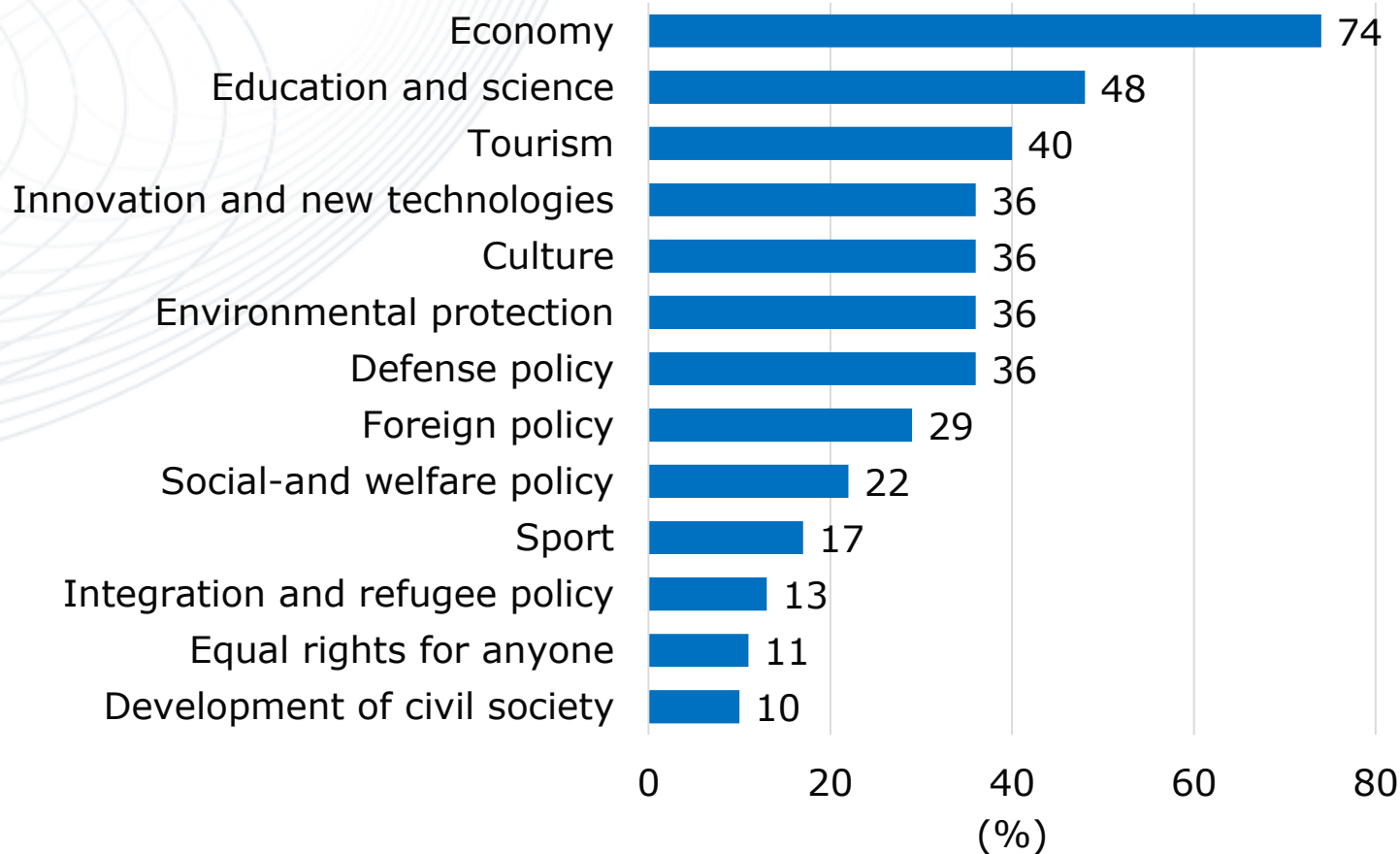
- ❖ When evaluating most important base for cooperation with the Nordic countries, the majority of the respondents (more than 90 per cent) agreed, that *small countries need to cooperate*;
- ❖ The importance of *geographical proximity* is bigger in Estonia (94%) and smaller in Lithuania (66%);
- ❖ 80 per cent respondents in Estonia agree, that *we have cultural similarities and we share same values*. The proportion of such responses is lower in Latvia and Lithuania;
- ❖ The smallest support receives the statement that *we have similar structure of society; similar social order* (agreed 58% in Estonia, 48% in Lithuania and 43% in Latvia).

# The most important sectors for cooperation with the Nordic countries

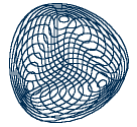
## /ESTONIA/



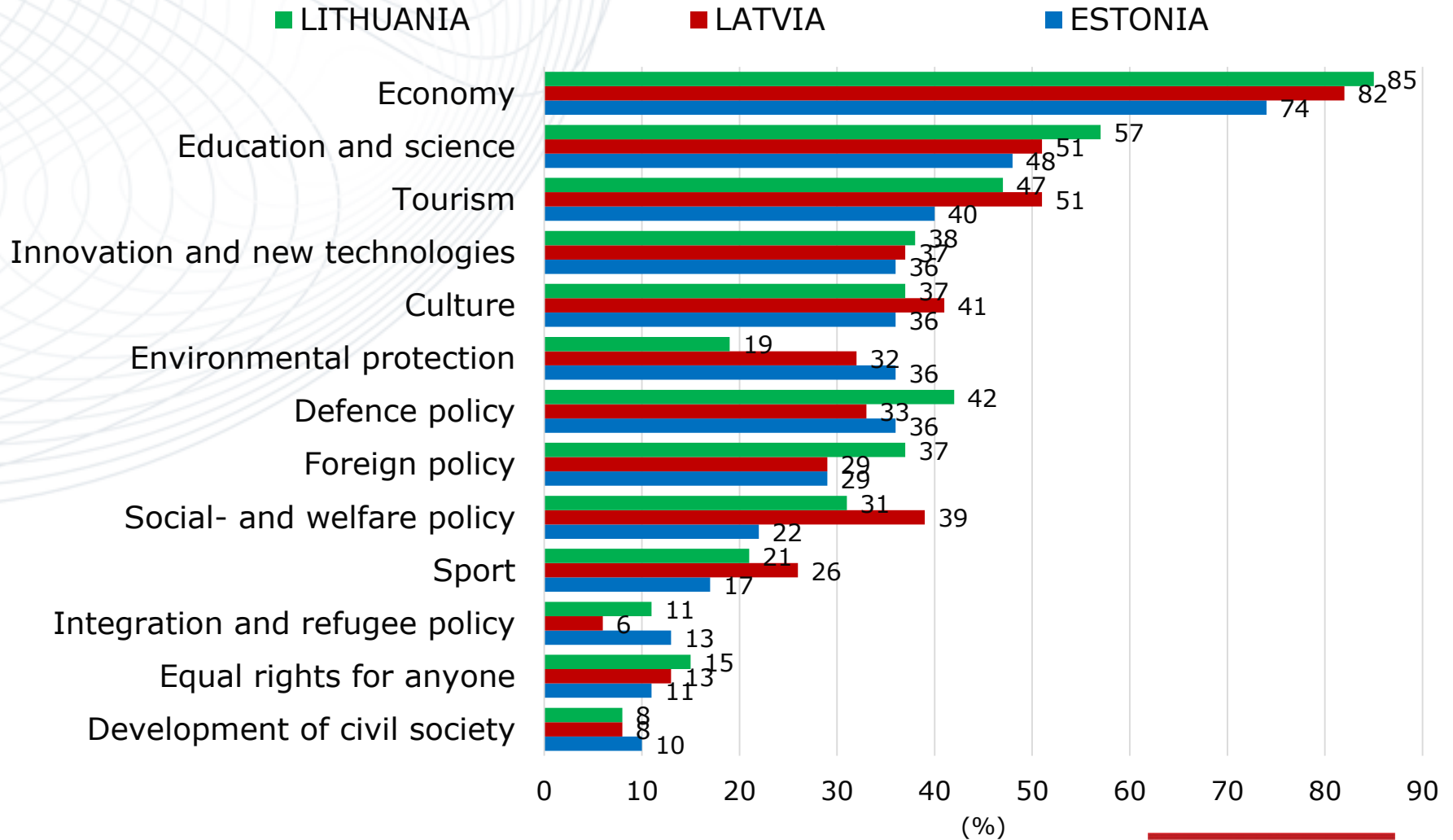
**If you think about different sectors for cooperation with the Nordic countries, which of them do you think that are the most important ones?**  
*/maximum five options/*



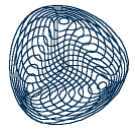
# The most important sectors for cooperation with the Nordic countries



Respondents could choose a maximum of five responses





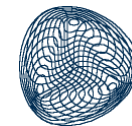


# Comments

- ❖ The most important cooperation directions / sectors with Nordic countries are economy, education and science, tourism, culture, innovation and new technologies;
- ❖ Comparing with other Baltic neighbours Lithuanian people consider foreign (37%) and defence policy (42%) more important, in Latvia - social- and welfare policy (39%) and sport (26%), in Estonia - environmental protection (36%);
- ❖ Women value more the cooperation in education and science, social- and welfare policy and culture; men prefer more innovation and new technologies and defence policy;
- ❖ Russian respondents consider the national defense significantly less important than Estonians do (Estonians 49%, Russian speakers 7%)

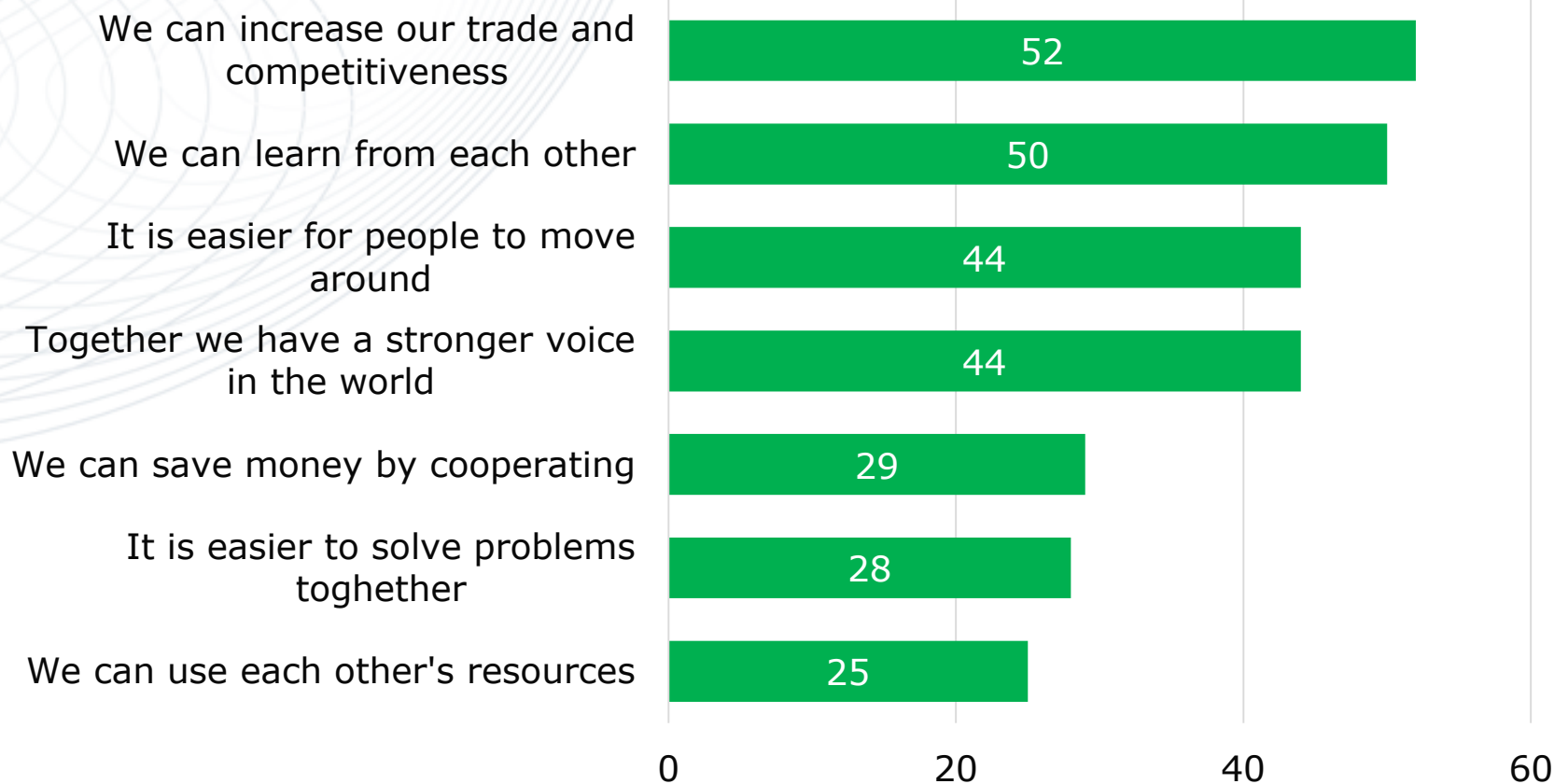
# The greatest benefits from a cooperation

## /ESTONIA/

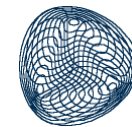


Which of the following options are the greatest benefits from a cooperation with the Nordic countries?

*/maximum three alternatives/*



# The greatest benefits from a cooperation

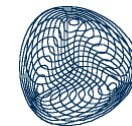


Which of the following options are the greatest benefits from a cooperation with the Nordic countries?

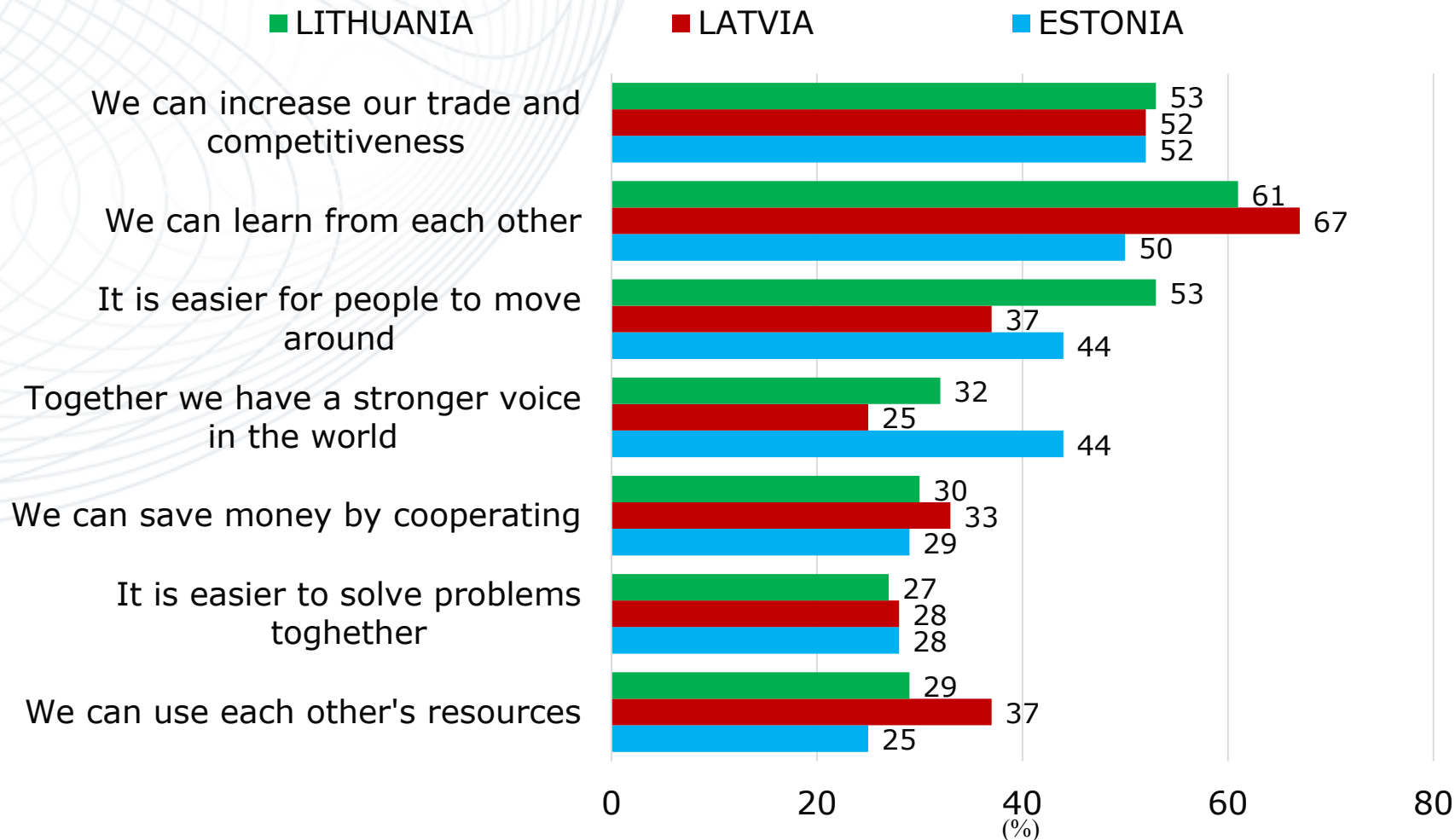
*/maximum three alternatives/*



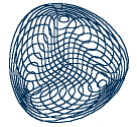
# The greatest benefits from a cooperation



Respondents could choose a maximum of three responses from seven alternatives



# Comments

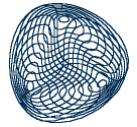


- ❖ The seven potential benefits that Baltic countries could get from cooperation with the Nordic countries were presented to the respondents. They had three alternatives to choose.
- ❖ In Estonia the respondents most often selected the answers *We can increase our trade and competitiveness* and *We can learn from each other* as the most important benefits.
- ❖ On the third-fourth place of significance is the *chance of moving around for work and study*, and the fact that, *along with the Nordic countries, Estonia's voice is better heard in the world*.
- ❖ If for the Estonians the most important benefit is *trade and competitiveness* (56%) and *the voice of Estonia in the world* (52%), then respondents with Russian mother tongue consider more important the opportunity to learn from one another (59%) and move around for work or study purposes (51%).

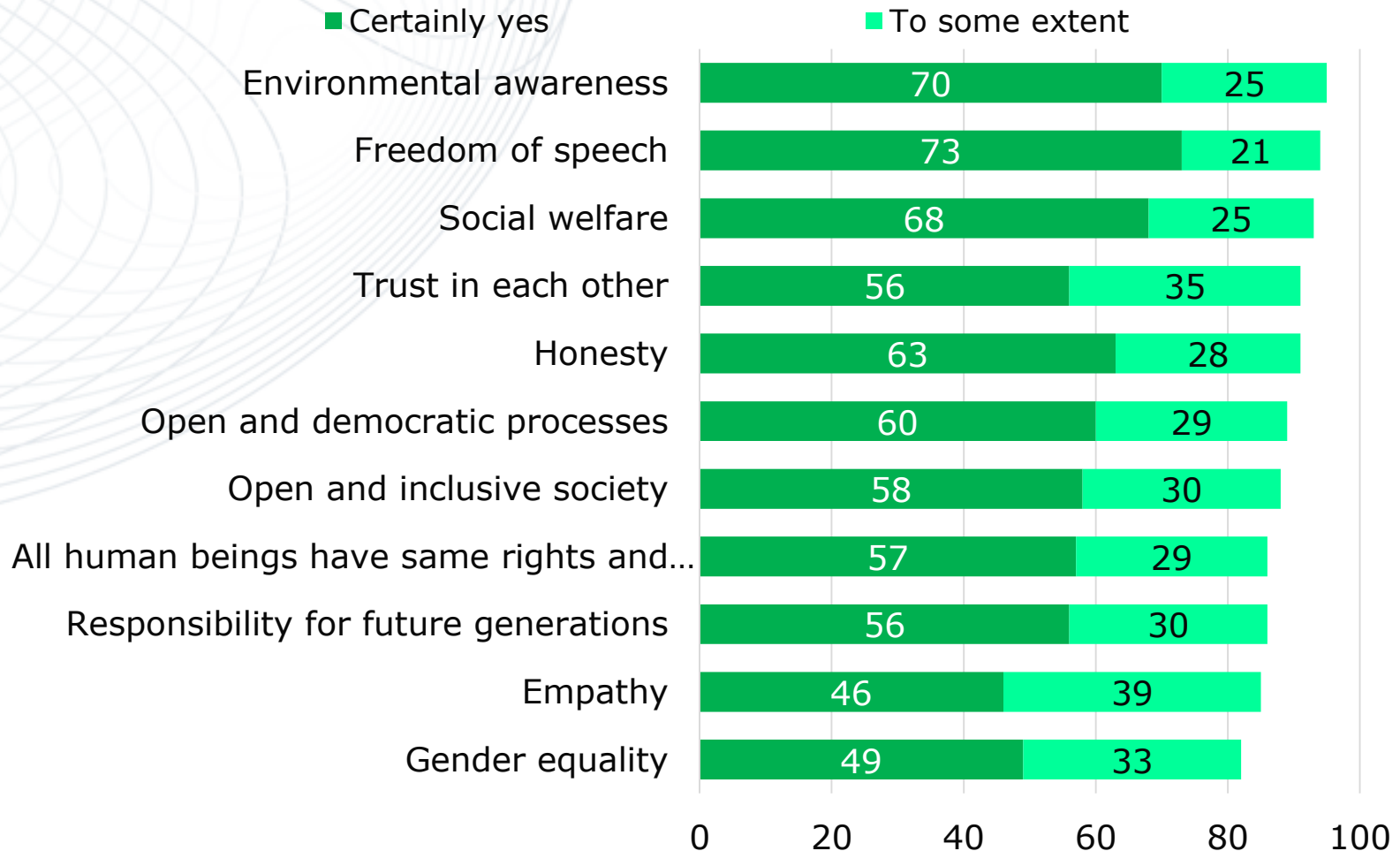
# NORDIC VALUES

# Typical values for the Nordic countries

## /ESTONIA/



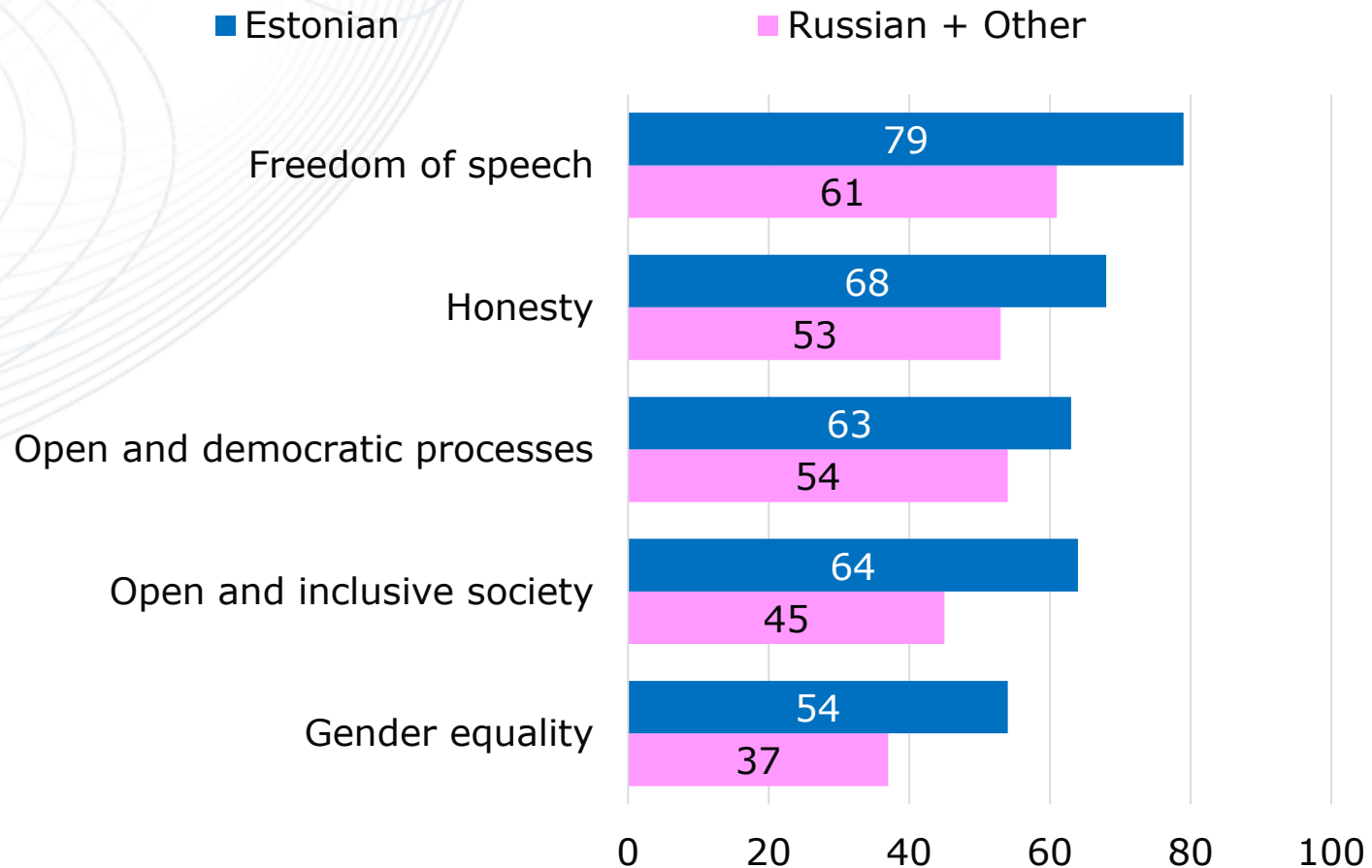
Do you find any of the following values as typical for the Nordic countries?



# Typical values for the Nordic countries



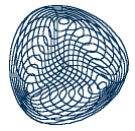
Do you find any of the following values as typical for the Nordic countries?  
/certainly yes/



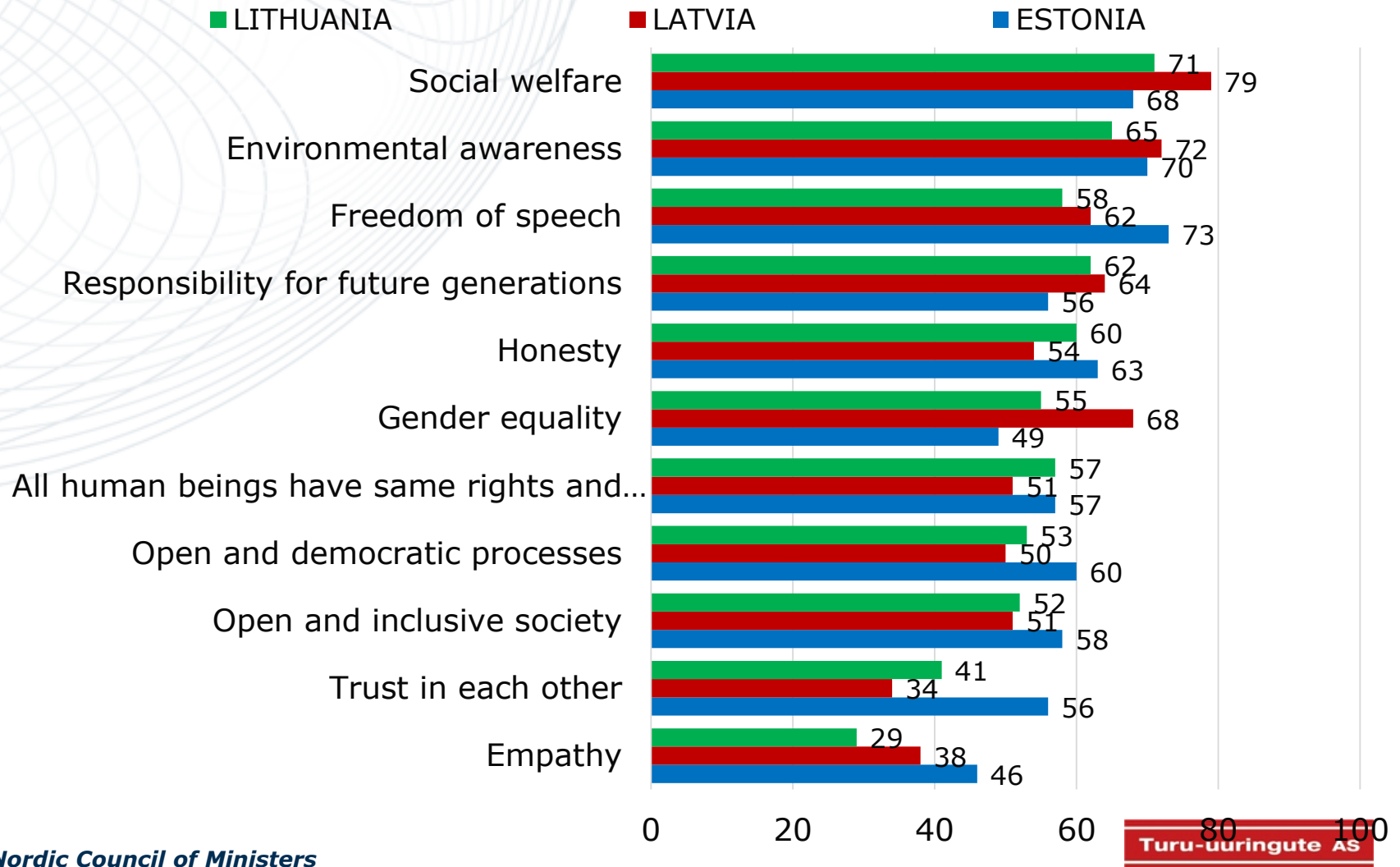


# Typical values for the Nordic countries

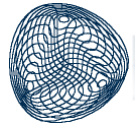
/certainly, %/



*Evaluated on a three-point scale: certainly, to some extent, no*



# Comments



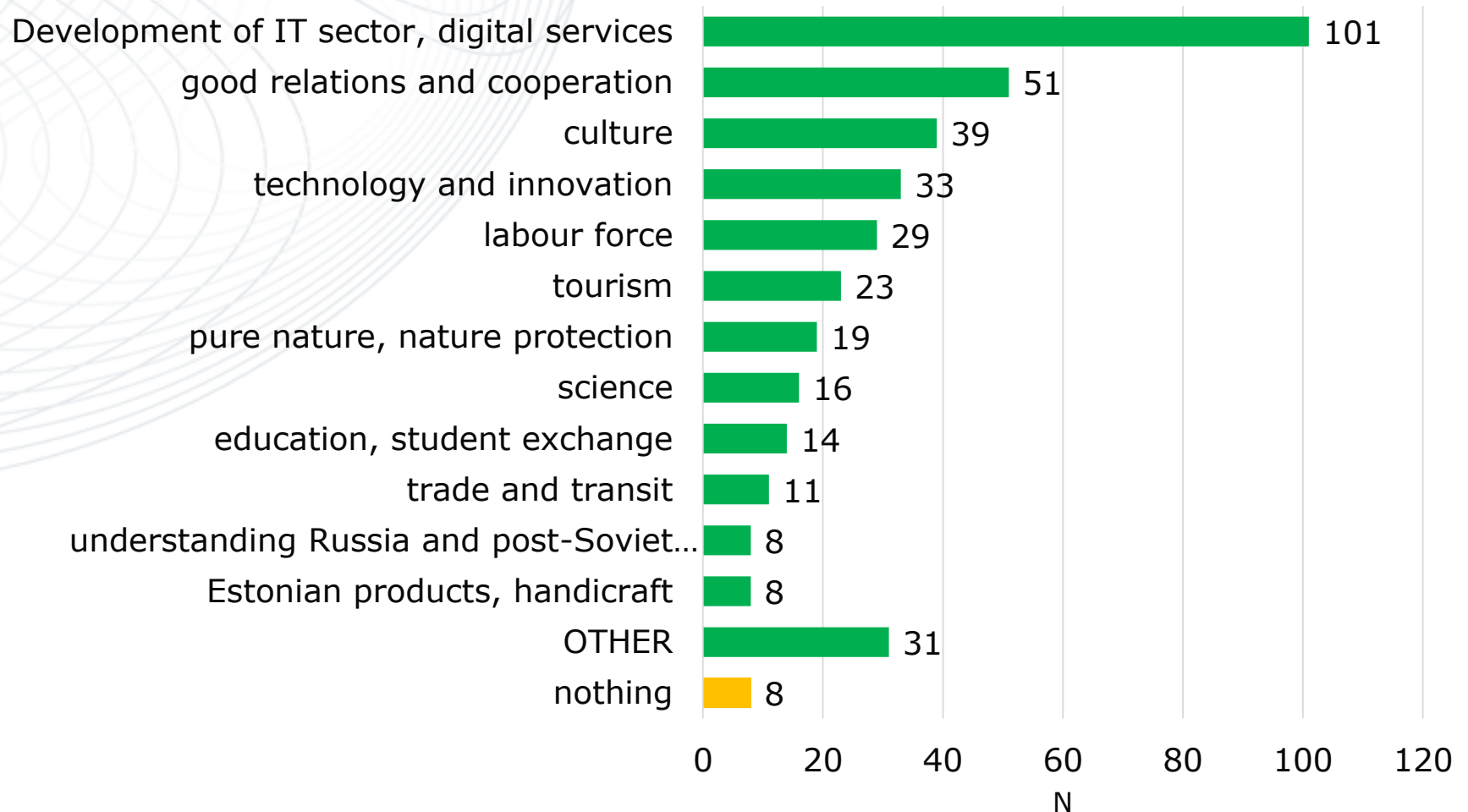
- ❖ **Overwhelming majority of the respondents find all listed values certainly or to some extent typical for the Nordic countries. The dominant values are environmental awareness, social welfare, freedom of expression/speech;**
- ❖ **If comparing the answers of the Estonian and non-Estonian respondents, then Estonians consider it more typical freedom of speech, honesty, open and democratic processes, open and inclusive society and gender equality.**

WHAT CAN ESTONIA/LATVIA/LITHUANIA  
CONTRIBUTE TO THE NORDIC COUNTRIES

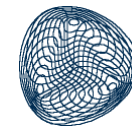
# What can Estonia contribute to the Nordic countries?



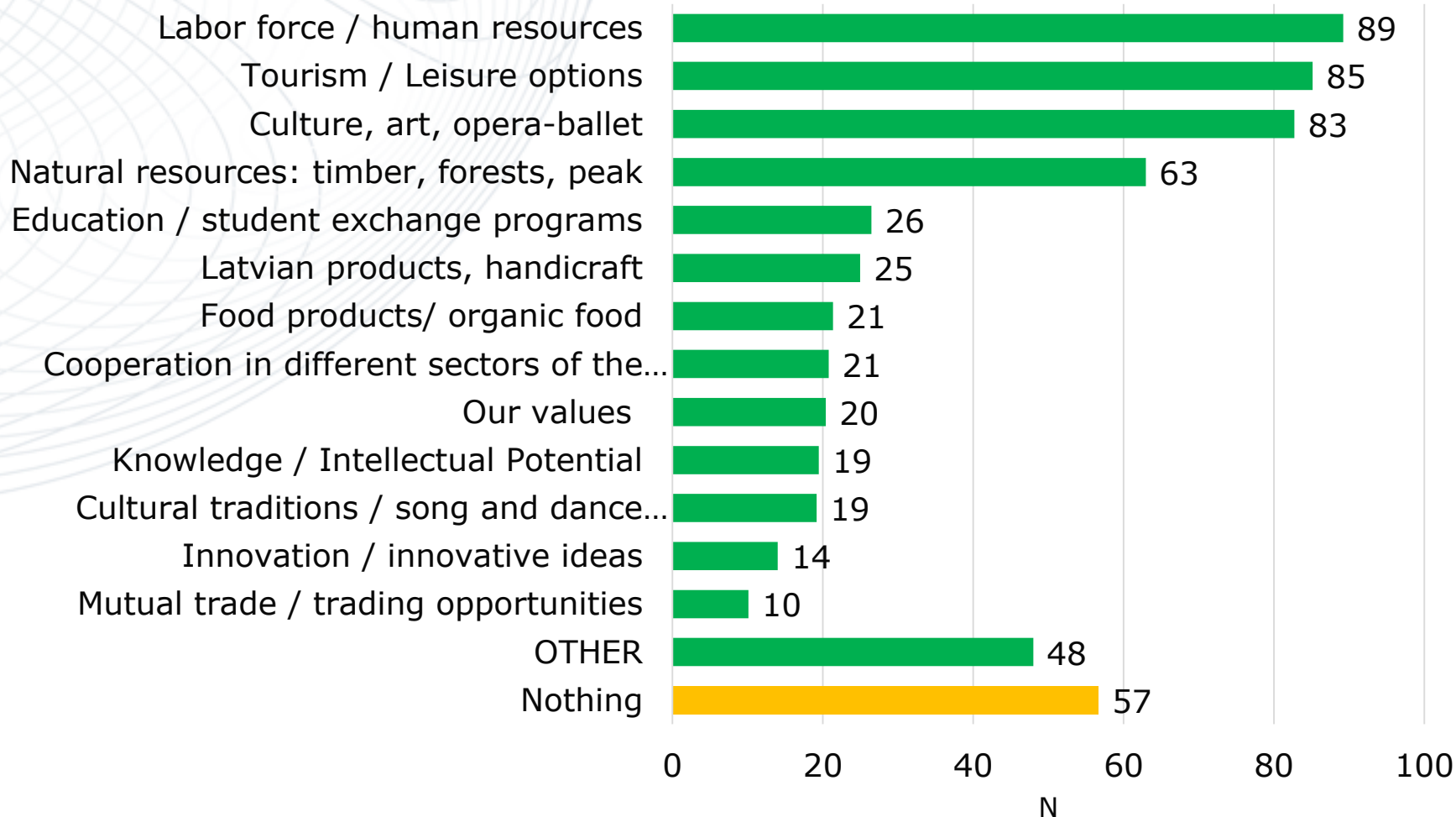
336 respondents gave the answer (56% from all)



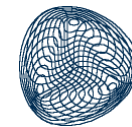
# What can Latvia contribute to the Nordic countries?



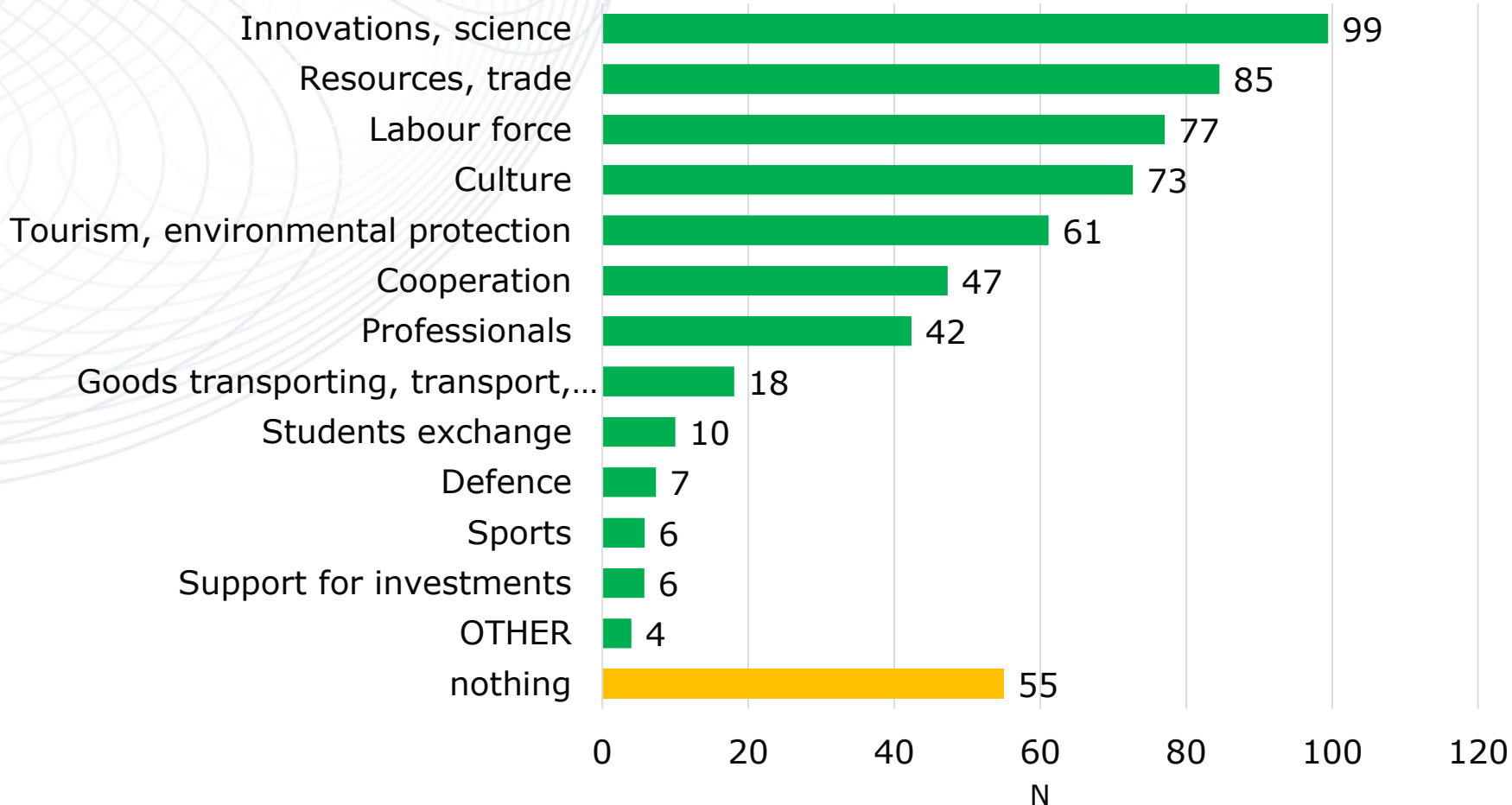
**440 respondents gave the answer (73% from all)**



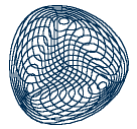
# What can Lithuania contribute to the Nordic countries?



423 respondents gave the answer (70% from all)



# COMMENTS



- ❖ People in all three Baltic countries express the opinion that Estonia/ Latvia/ Lithuania could contribute to the Nordic countries with ...
  - Labor force, human resources (5% in Estonia, 15% in Latvia, 13% in Lithuania);
  - Opportunities for tourism (4% in Estonia; 14% in Latvia, 10% in Lithuania);
  - Cultural heritage, cultural values and services (7% in Estonia; 13% in Latvia, 12% in Lithuania).
- ❖ Estonian people are convinced that Estonia is a leading IT-country and the main thing we could offer to Nordic countries is IT-development and digital services (17%).
- ❖ Lithuanians think, that they can contribute most offering Nordic countries innovations and science achievements (16%), but also natural resources (14%).
- ❖ There are about 10 percent of respondents in Latvia and Lithuania and only 2 percent in Estonia who think their country has nothing to contribute with.

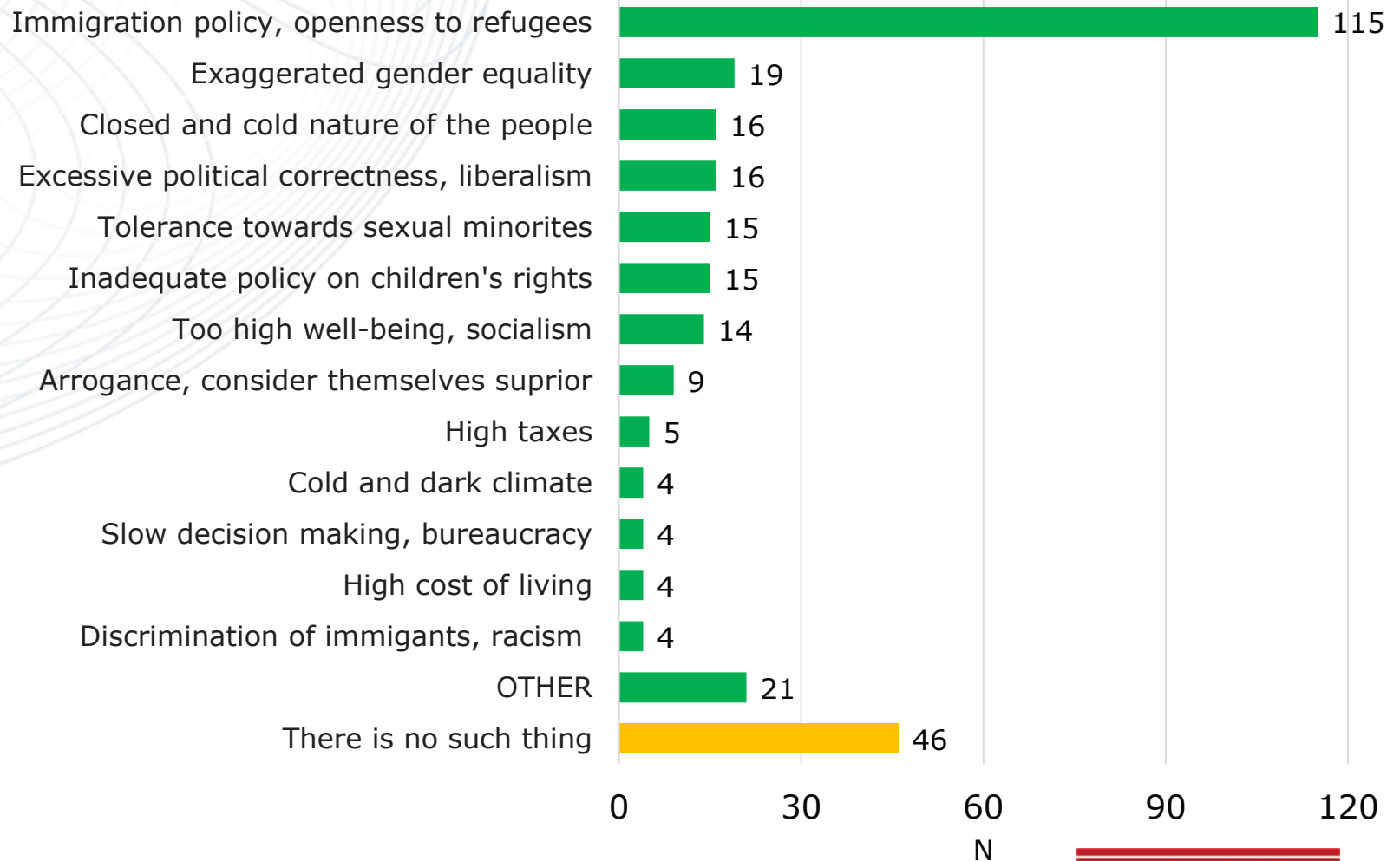
WHAT BALTIC PEOPLE DON'T LIKE  
ABOUT NORDIC COUNTRIES



# Is there something you don't like about the Nordic countries? /ESTONIA/



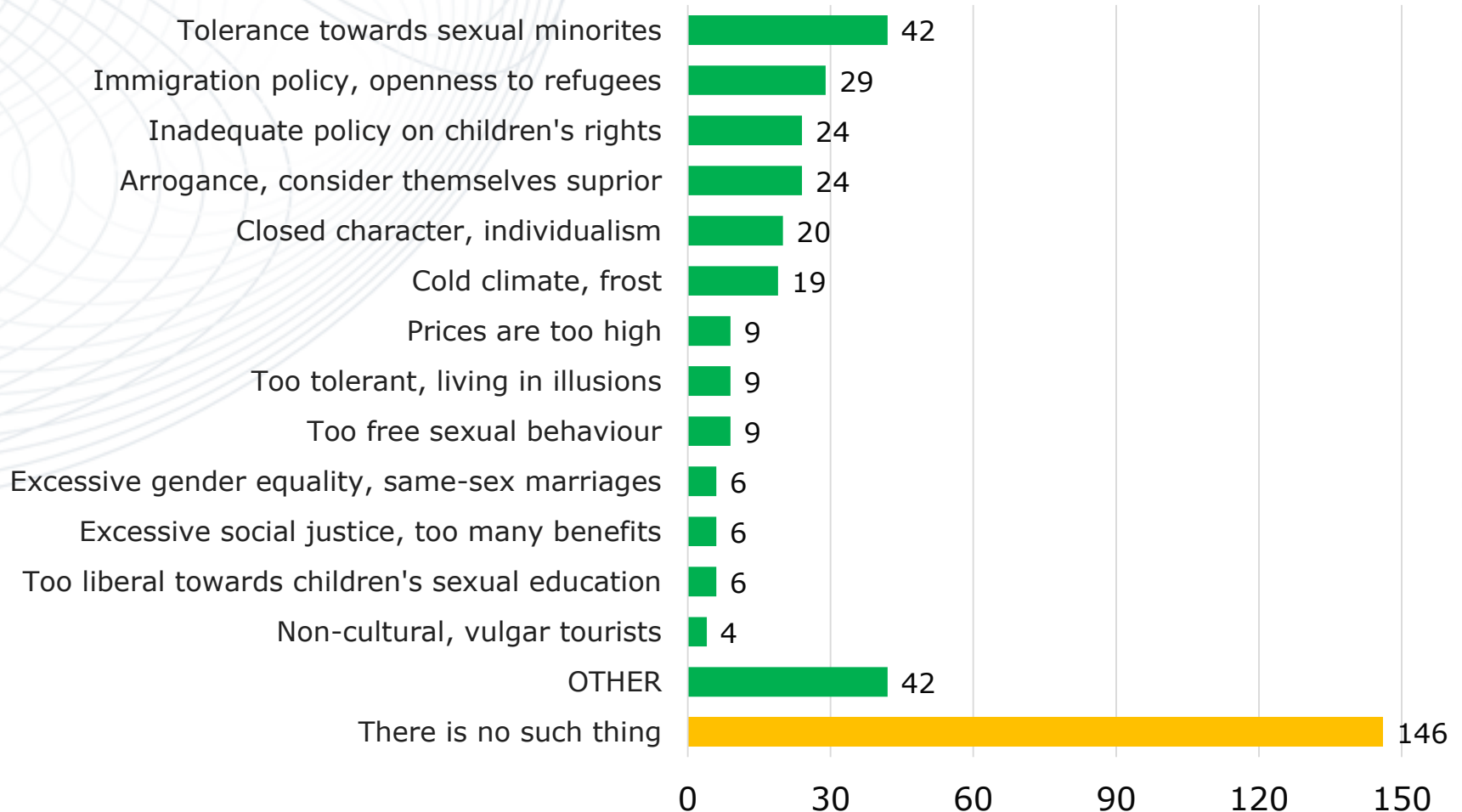
291 respondents gave the answer (48,5% from all)



# Is there something you don't like about the Nordic countries? /LATVIA/



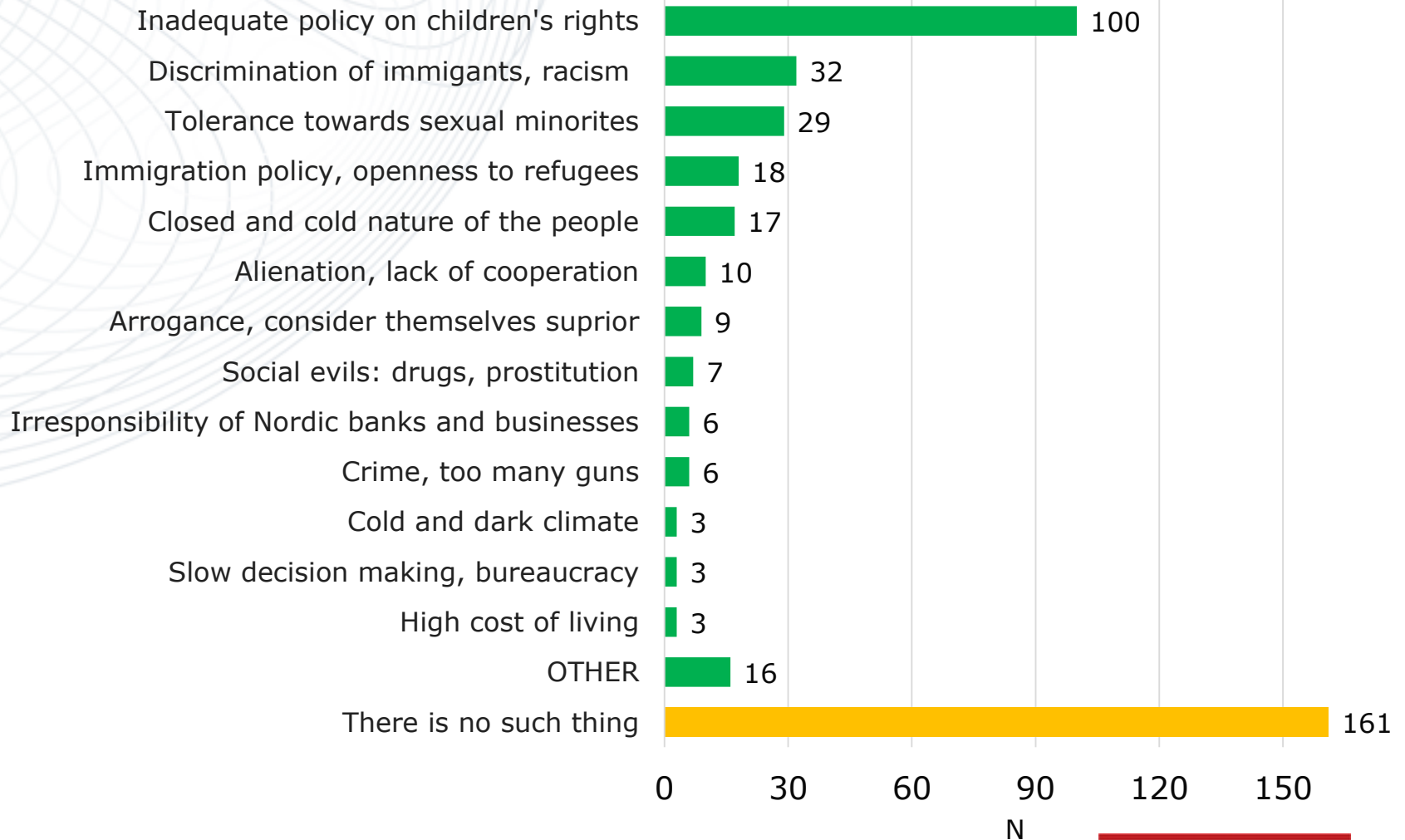
**364 respondents gave the answer (60% from all)**



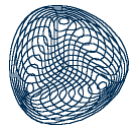
# Is there something you don't like about the Nordic countries? /LITHUANIA/



**395 respondents gave the answer (65% from all)**



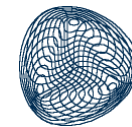
# COMMENTS



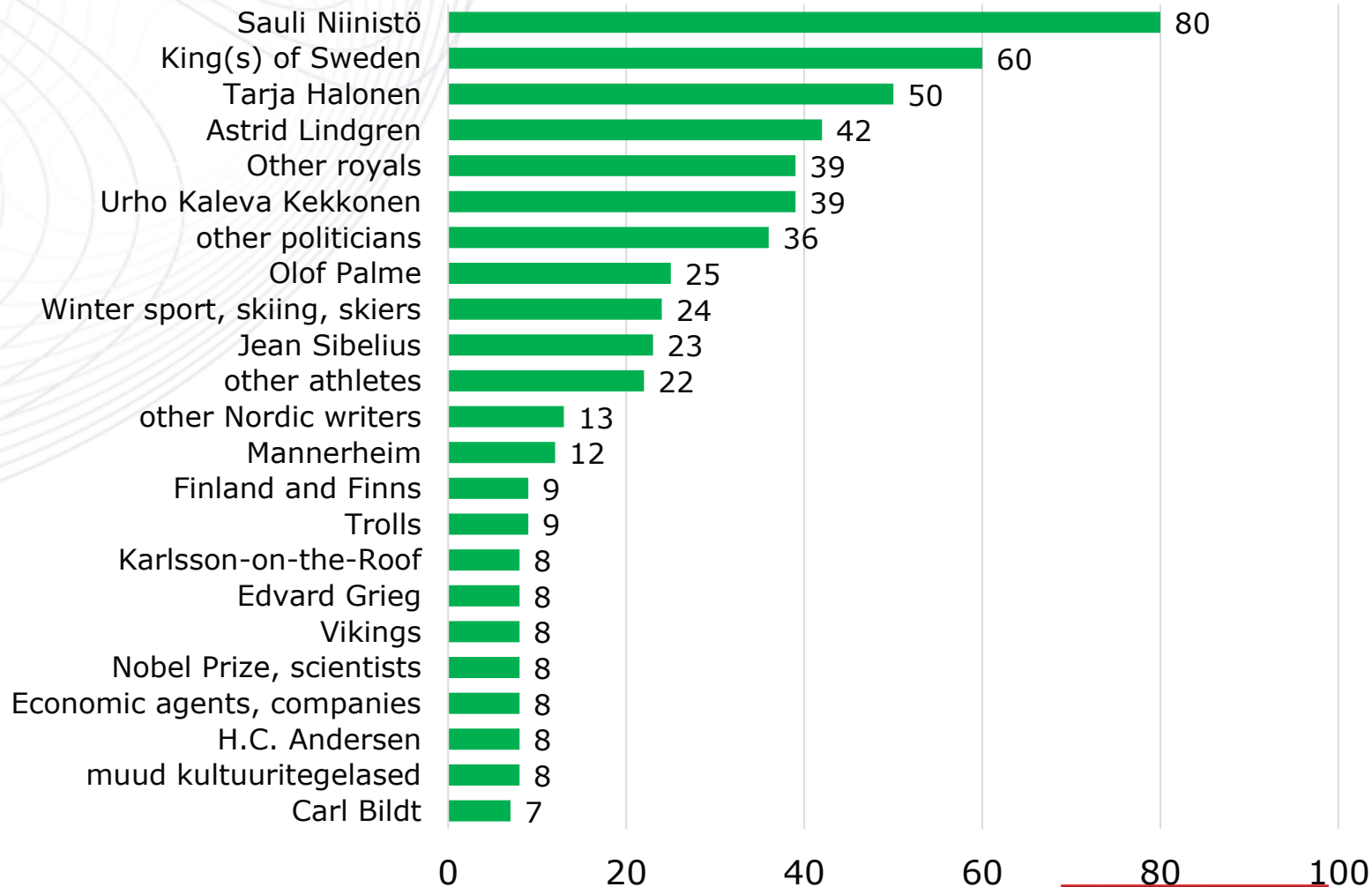
- ❖ People in Estonia, Latvia and Lithuania are mainly disturbed by the excessive liberalism and political correctness of the Nordic countries
- ❖ There are 19 percent of respondents in Estonia, 5 percent in Latvia and 3 percent in Lithuania who don't like liberal immigration and refugee policy in the Nordic countries.
- ❖ People also find problematic too liberal attitudes towards sexual minorities and support for same-sex marriages (in Latvia 6%, in Lithuania 5%, in Estonia 3%);
- ❖ Disputes over custody of Russian children have been a persistent issue in the Russian media over the past decade. 17% respondents in Lithuania, 6% Latvia and 3% in Estonia find, that inadequate policy on children's rights and separation of children from their families as negative side of Nordic countries.
- ❖ Also exaggerated gender equality and gender-neutral education will be criticized in Estonia (3%) and Latvia (1%).
- ❖ There are about 24 percent of respondents in Latvia, 27 percent in Lithuania and 8 percent in Estonia who think there is nothing they don't like in Nordic countries.

PERSON OR CHARACTER THAT COMES FIRST  
INTO MIND WHEN THINKING ON NORDIC  
COUNTRIES

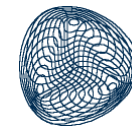
# Persons or characters symbolizing Nordic countries /ESTONIA/



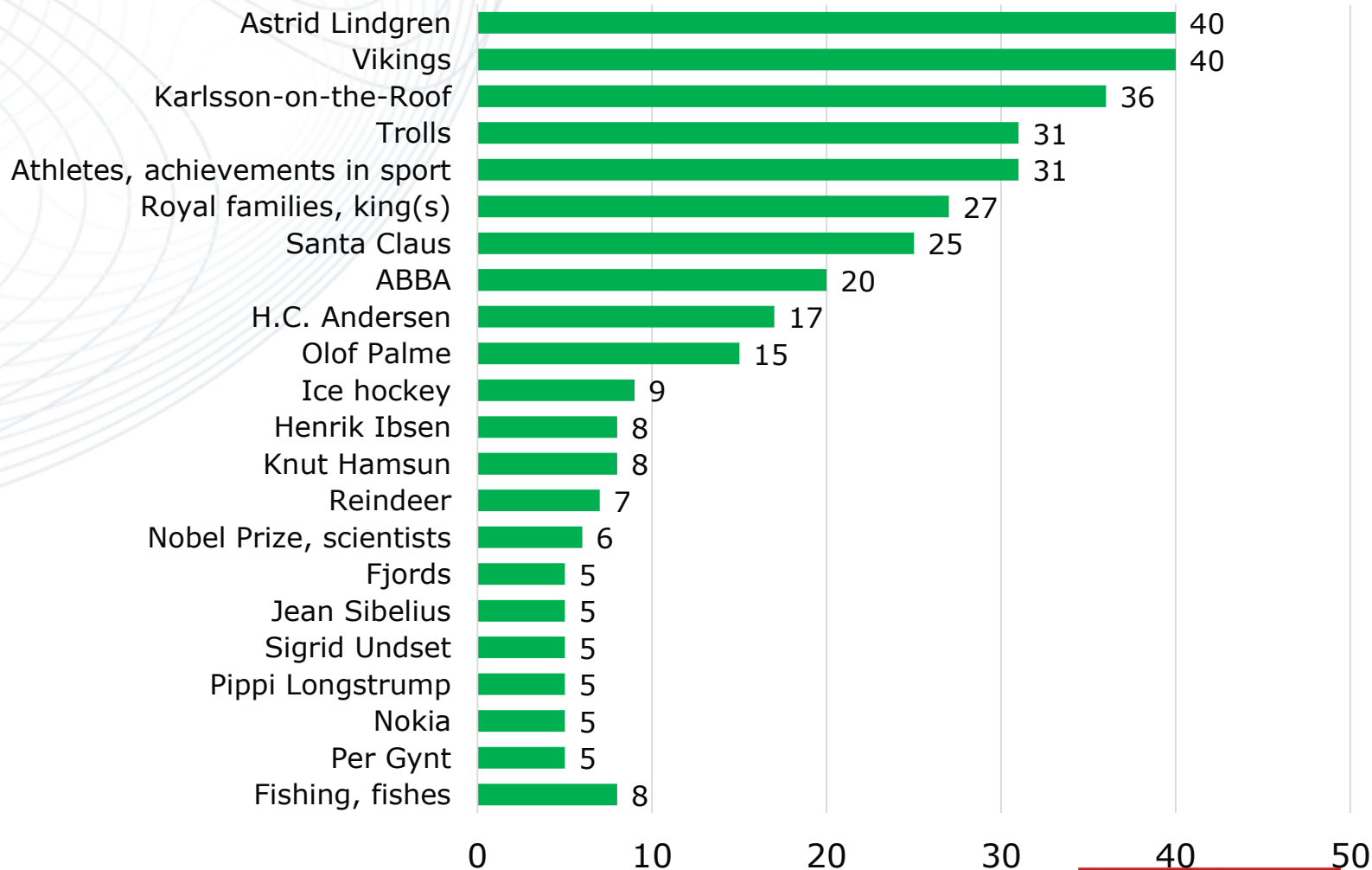
389 respondents gave the answer (65% from all)



# Persons or characters symbolizing Nordic countries /LATVIA/



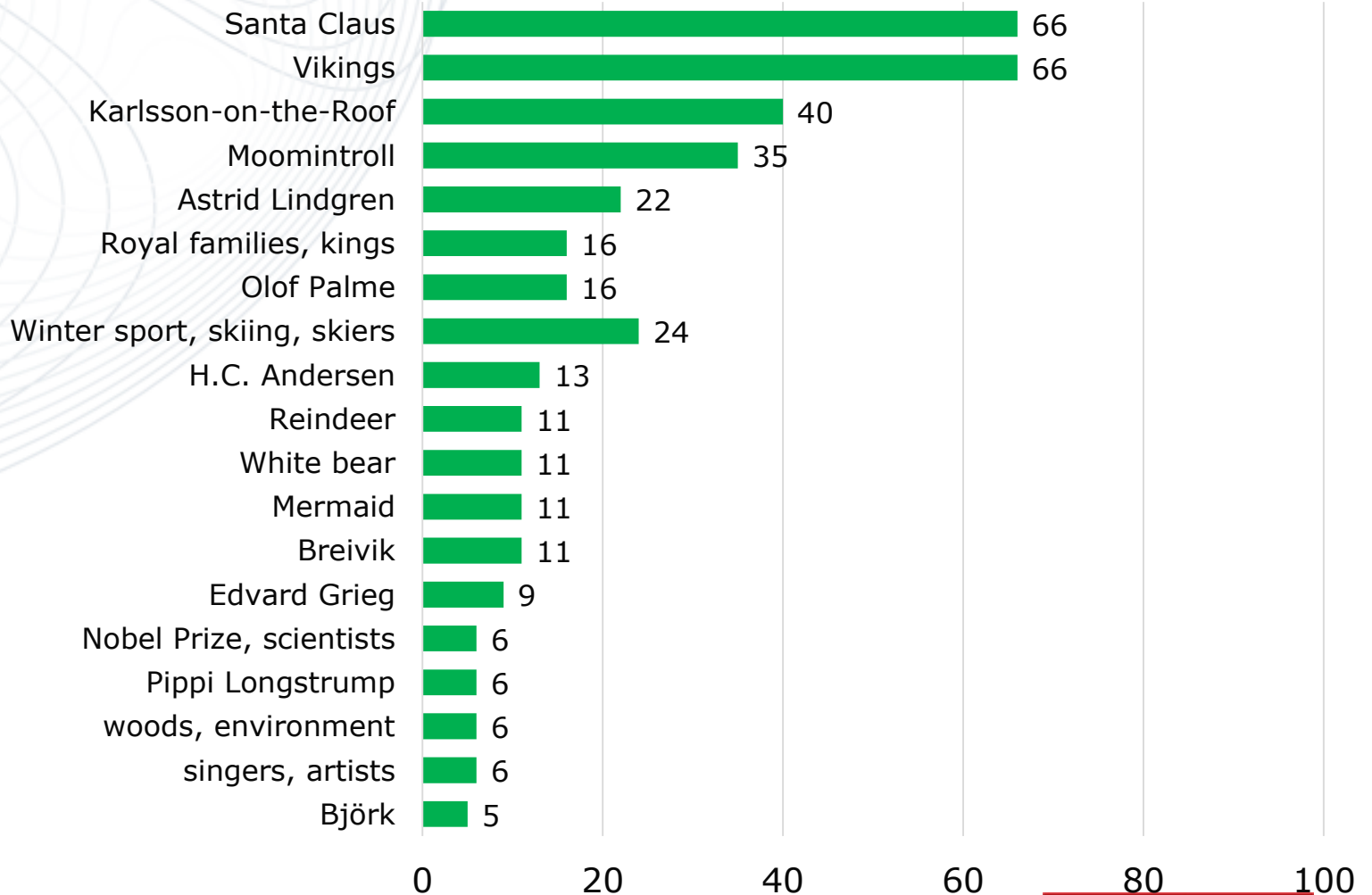
355 respondents gave the answer (59% from all)



# Persons or characters symbolizing Nordic countries /LITHUANIA/

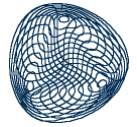


365 respondents gave the answer (60,5% from all)





# COMMENTS



- ❖ Answering this question, respondents in Estonia are different from respondents in Latvia and Lithuania. If in Latvia and Lithuania there are mainly different characters from literature or mythology coming into mind to the people, then in Estonia people remind politicians first of all, especially from Finland.
- ❖ So, in Latvia and Lithuania the answers like “trolls”, “Santa Claus”, “Karlsson” prevail. In Estonia people most often mention Finnish political leaders: Sauli Niinistö, Tarja Halonen, Urho Kekkonen and beside them the King of Sweden, that have had important role in Estonian history.
- ❖ Of course, Astrid Lindgren is well-known in all three Baltic states. And people also remember murdered prime minister of Sweden Olof Palme.