

Older Factory Worker

age: 53 | EU member state

Background: You've worked in the same manufacturing plant for 30 years in a declining industrial region. Global competition, partly enabled by free trade within the EU, has led to layoffs and reduced hours. You feel forgotten by politicians.

Sentiment: You believe the EU's policies, including open borders for goods and services, have hurt your industry and cost local people jobs. You resent contributing to a system that you feel disadvantages your own country.

Rural Farmer

age: 49 | candidate country

Background: You're a small-scale farmer deeply connected to your land and ancestral traditions in a mountainous region. You hear about EU standards for agriculture and social values that seem to conflict with your deeply held beliefs.

Sentiment: You fear that EU integration will erode your country's unique culture, traditional way of life, and values. You believe external powers are trying to impose their norms, threatening your national identity.

Nationalist Blogger

age: 29 | candidate country

Background: You're an active voice online, promoting your country's unique sovereignty and historical independence. You see the EU's "conditions" for partnership or membership as an affront to national dignity and a new form of foreign control.

Sentiment: You are convinced that integrating with the EU means surrendering national sovereignty and making your country subservient to external powers. You believe your nation must remain fully independent to truly flourish.

Small Business Owner

age: 49 | EU member state

Background: You own a specialized retail shop or a local service business. You find EU-wide regulations for things like product labeling, data privacy (GDPR), or environmental standards burdensome and costly, making it hard to compete with larger corporations.

Sentiment: You see the EU as an overly bureaucratic entity that creates unnecessary red tape and expenses for small businesses. You believe it stifles entrepreneurship and makes it harder for local economies to thrive.

Disillusioned Citizen

age: 33 | EU member state

Background: You once had high hopes for the EU, seeing it as a force for progress. However, issues like prolonged economic crises, perceived lack of unity on global challenges, or a feeling that your vote doesn't matter have made you cynical.

Sentiment: You believe the EU has become too distant, inefficient, and unresponsive to its citizens' needs. You feel that it's lost its way and is no longer a positive force, perhaps even contributing to problems within your own country.

Young parent

age: 31 | Candidate Country

Background: You are raising young children in a country undergoing significant changes. You hear both enthusiastic support for EU integration and strong warnings against it. Your priority is providing a stable, prosperous future for your family.

Sentiment: You are genuinely undecided about the EU. You want to understand what integration truly means for your children's opportunities and daily life, but you're skeptical of overly simplistic promises or dire warnings from either side.

Regional school teacher

age: 44 | EU member state

Background: You teach history and civics in a mid-sized town. You understand the historical context of European integration but also see the challenges of differing perspectives among member states. You value education and nuanced understanding.

Sentiment: You see both the historical benefits (peace, cooperation) and current challenges (bureaucracy, internal disagreements) of the EU. You believe it's a necessary project but needs reform, and you seek factual information to form your views.

Informal sector worker

age: 24 | candidate country

Background: You work odd jobs or freelance to make ends meet in an economy with limited formal opportunities. Political debates often feel distant from your immediate struggle for survival.

Sentiment: You don't have strong political opinions on the EU. Your primary concern is your personal economic situation. You might be swayed by direct appeals that promise concrete improvements to your daily life, regardless of their source.

Local Journalist

age: 52 | EU member state

Background: You report on local and regional news for a newspaper or online platform. You are dedicated to factual reporting but are aware of how different political groups try to spin narratives about the EU.

Sentiment: You aim for objective reporting and are aware of the complexities of the EU. You see both its achievements and its flaws, and you are wary of any overly simplistic or emotionally charged arguments about it.

Mid-Career Public Servant

age: 39 | candidate country

Background: You work in a non-political department of a government ministry. You deal with the practicalities of aligning national laws with international standards and often see the bureaucratic hurdles involved.

Sentiment: You are pragmatic about EU integration. You recognize the technical challenges and reform efforts required, seeing both the potential for modernization and the difficulties of implementation. You value practical results over ideology.

Tech Entrepreneur

age: 26 | EU member state

Background: You've recently launched a successful tech startup that operates across Europe. The single market, free movement of data, and access to a diverse talent pool are vital for your business.

Sentiment: You strongly believe the EU fosters innovation, economic integration, and digital transformation. You see it as essential for your country's future competitiveness and opportunities in a globalized world.

University Student

age: 19 | candidate country

Background: You are studying at university and dream of studying or working abroad in Europe. You see the EU as representing academic freedom, cultural diversity, and opportunities that were unavailable to previous generations.

Sentiment: You view the EU as a symbol of hope and progress, offering unique opportunities for personal and professional development. You believe integration will bring your country closer to democratic ideals and a better future.

Environmental activist

age: 23 | EU member state

Background: You are deeply committed to fighting climate change and protecting biodiversity. You actively participate in pan-European environmental movements and campaigns.

Sentiment: You believe that environmental challenges require collective action on a large scale. You see the EU as a crucial force for setting high environmental standards and driving green policies across the continent.

Human Rights advocate

age: 51 | candidate country

Background: You work for an NGO advocating for democratic reforms, rule of law, and human rights. You've often felt your work is hindered by corruption or political pressure from within your own country.

Sentiment: You see EU integration as a critical pathway for strengthening democracy, rule of law, and human rights in your country. You believe that aligning with EU values offers protection and a framework for a fairer society.

Border Region Resident

age: 42 | EU member state

Background: You live in a region near the EU's eastern border. You have witnessed firsthand the positive impact of EU funds on infrastructure and development, and you see the potential for stability and growth in closer ties with neighboring non-EU countries.

Sentiment: You believe the EU brings stability, economic development, and fosters cooperation that prevents conflicts. You see its presence as a safeguard for peace and prosperity in a sometimes turbulent region.