

# #EuMediaPoll: EU Reporter more influential than Guardian Online

[EU Reporter Correspondent](#) | February 8, 2016 | [0 Comments](#)



***EU Reporter appears ahead of the Guardian Online in a list of “very influential” media, with more MEPs visiting EU Reporter online for news on EU issues than visit the Guardian Online.***

These are among the findings from the ComRes/Burson-Marsteller 2016 EU Media Poll, ‘**What Influences the Influencers**’, a survey into the preferred news sources and social media channels used by MEPs, EU officials and opinion-formers in Brussels.

*EU Reporter* rates at 8%, equal to the *New York Times* and the *Wall Street Journal*, and ahead of the *Guardian Online* (6%) as the online news provider of choice among MEPs, EU Institutions staff and Brussels decision-makers and opinion-formers.

When it comes to the influence of news channels and social media on decision making, *EU Reporter* (11%) is behind YouTube (21%) and LinkedIn (18%) but ahead of Instagram (3%).

Facebook is the most frequently used social media channel of Brussels influencers, with half (52%) saying they use it at least daily. The data highlights that MEPs in particular favour Facebook, with seven in ten (69%) saying they use the network at least daily.

The results of the survey were unveiled at the Brussels Press Club by Katharine Peacock, managing director of ComRes, a communications research agency, and Karen Massin, CEO of Burson-Marsteller Brussels, a leading public affairs and communications agency.

The survey invited respondents to identify the EU and national media that they most often read, the social media they most frequently use and to assess the impact these sources and channels have on their decision-making.

The BBC is the most-read media by policymakers and opinion-formers in Brussels, with MEPs more likely than the other groups to read the *Financial Times* or *The Economist*.

When it comes to the influence of news channels and social media on decision making in their day-to-day professional work, half of Brussels influencers say the BBC (51%) is influential. A similar proportion say the same about Twitter (49%), the *Financial Times* (48%), and *The Economist* (48%)

Speaking at the launch of the survey, Karen Massin commented: “It is striking that social media is now seen as important as traditional news as a go-to source of information that influences EU decision-makers. Secondly, we see that national titles do not register among the most important media – only 5% or less respondents cited any national publication as a weekly-read or influential source of EU news.”

ComRes Managing Director Katharine Peacock added: “We are delighted to have teamed up with Burson-Marsteller Brussels to produce this very timely and comprehensive survey on the Brussels media scene. It shows that decision-makers in Brussels rely on a diverse range of news sources and social media channels, including niche titles.”

ComRes interviewed 249 ‘Brussels Influencers’ in Brussels between 27 October 2015 and 18 January 2016. The sample includes 77 MEPs; 86 officials from the European Commission, the European Parliament Secretariat, the Council, EU agencies and the Permanent Representations of the member states; and 86 opinion-formers including journalists and representatives from think-tanks and trade associations. Data for MEPs were weighted by party group and region to be representative of the European Parliament.

[Full data tables are available on the ComRes website.](#)