Newspaper & online news sites readership

Social media usage

Reported influence
THE EUROPOLL METHODOLOGY

249 EU Influencers

77 MEPs

86 EU Institutions Staff

86 Brussels Opinion Formers

Fieldwork: 27th October 2015 – 18th January 2016
Q: Please rank the following in order of priority (1=highest priority, 8=lowest priority) for the European Union to tackle right now. (Showing top three).

Base: All EU Influencers (n=249)
Weekly or more frequent readers of newspapers & online news sites

Q: How frequently, if at all, do you read the following newspapers/online news sites for news on EU issues? (Showing % who read each at least once a week).

Base: All EU Influencers (n=249)
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Q: How frequently, if at all, do you read the following newspapers/online news sites for news on EU issues? (Showing % who read each at least once a week).

Base: MEPs (n=77), EU Institutions Staff (n=86), Brussels Opinion Formers (n=86)
POLITICO HAS INCREASED ITS MARKET SHARE AMONG MEPS SINCE SUCCEEDING EUROPEAN VOICE

MEPs – Weekly or more frequent readers of newspapers & online news sites

Q: Which of the following sources of information, if any, do you read at least once a week? Base: All 2011 MEPs (n=101); All 2013 MPs (n=100)

Q: How frequently, if at all, do you read the following newspapers/online news sites for news on EU issues? (Showing % who read each at least once a week). Base: All 2016 MEPs (n=77)
MORE CONSTANT USE OF SOCIAL MEDIA

Daily or more frequent users of social media

Q: How frequently, if at all, do you use the following social media channels?

Base: All EU Influencers (n=249)
EU INSTITUTIONS STAFF UNLIKELY TO USE TWITTER

Daily or more frequent users of social media

<table>
<thead>
<tr>
<th>Social Media Channel</th>
<th>MEPs</th>
<th>EU Institutions Staff</th>
<th>Opinion Formers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>69%</td>
<td>43%</td>
<td>45%</td>
</tr>
<tr>
<td>Twitter</td>
<td>52%</td>
<td>15%</td>
<td>43%</td>
</tr>
<tr>
<td>YouTube</td>
<td>30%</td>
<td>10%</td>
<td>24%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>8%</td>
<td>7%</td>
<td>15%</td>
</tr>
<tr>
<td>Instagram</td>
<td>7%</td>
<td>5%</td>
<td>9%</td>
</tr>
</tbody>
</table>

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Base: MEPs (n=77), EU Institutions Staff (n=86), Brussels Opinion Formers (n=86)
RELEVANT GIVEN EUROPEAN ORGANISATIONS’ USE OF SOCIAL MEDIA TO BUILD PROFILE

**European organisations’ reasons for using social media**

- To build the organisation's profile: 86%
- Communication and engagement with members and site users: 76%
- Influencing key opinion formers through their social media accounts: 54%
- Information gathering: 52%
- To take part in the online debate on specific issues: 47%
- Recruitment of new members for your organisation: 28%
- Crisis communication: 12%

43% say Twitter has the greatest potential *positive* impact on their organisation.

32% say Twitter has the greatest potential *negative* impact on their organisation.

ComRes interviewed 165 Kellen Europe contacts in Europe online between 11th February and 3rd March 2015.

Q. For which of the following reasons, if any, does your organisation use social media?
Base: All European respondents (n=165)

Q. Which ONE of the following social media platforms do you think has the potential to have the greatest positive/negative impact on your organisation?
Base: All European respondents (n=165)
Q: Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

Base: All EU Influencers (n=249)
Influence of news channels and social media on decision making

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Base: MEPs (n=77), EU Institutions Staff (n=86), Brussels Opinion Formers (n=86)
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@KPeacock_ComRes