



Burson•Marsteller

WHAT INFLUENCES THE INFLUENCERS?

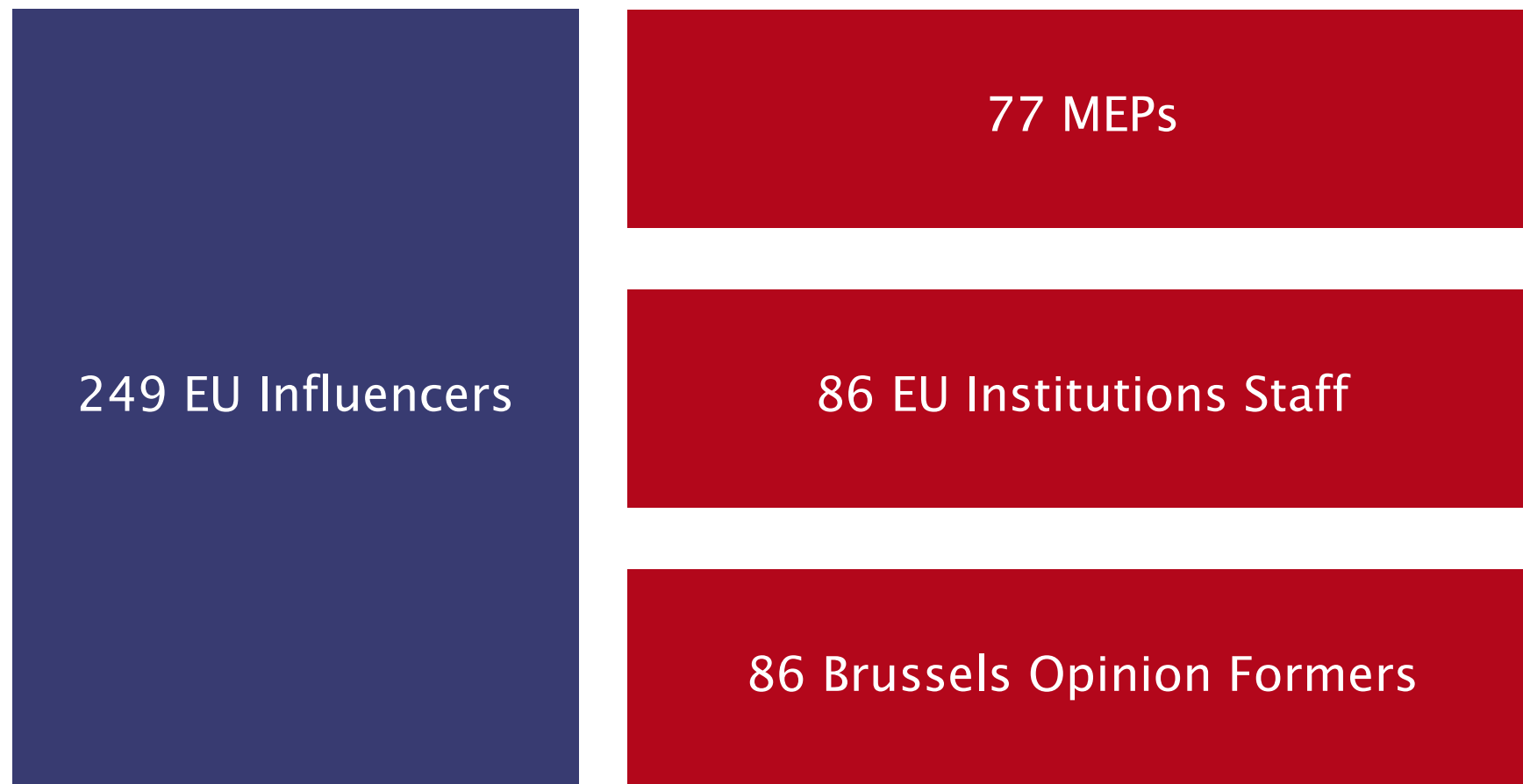
28TH JANUARY 2016

#EUMediaPoll
@BMBrussels
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Must credit ComRes
and Burson–Marsteller



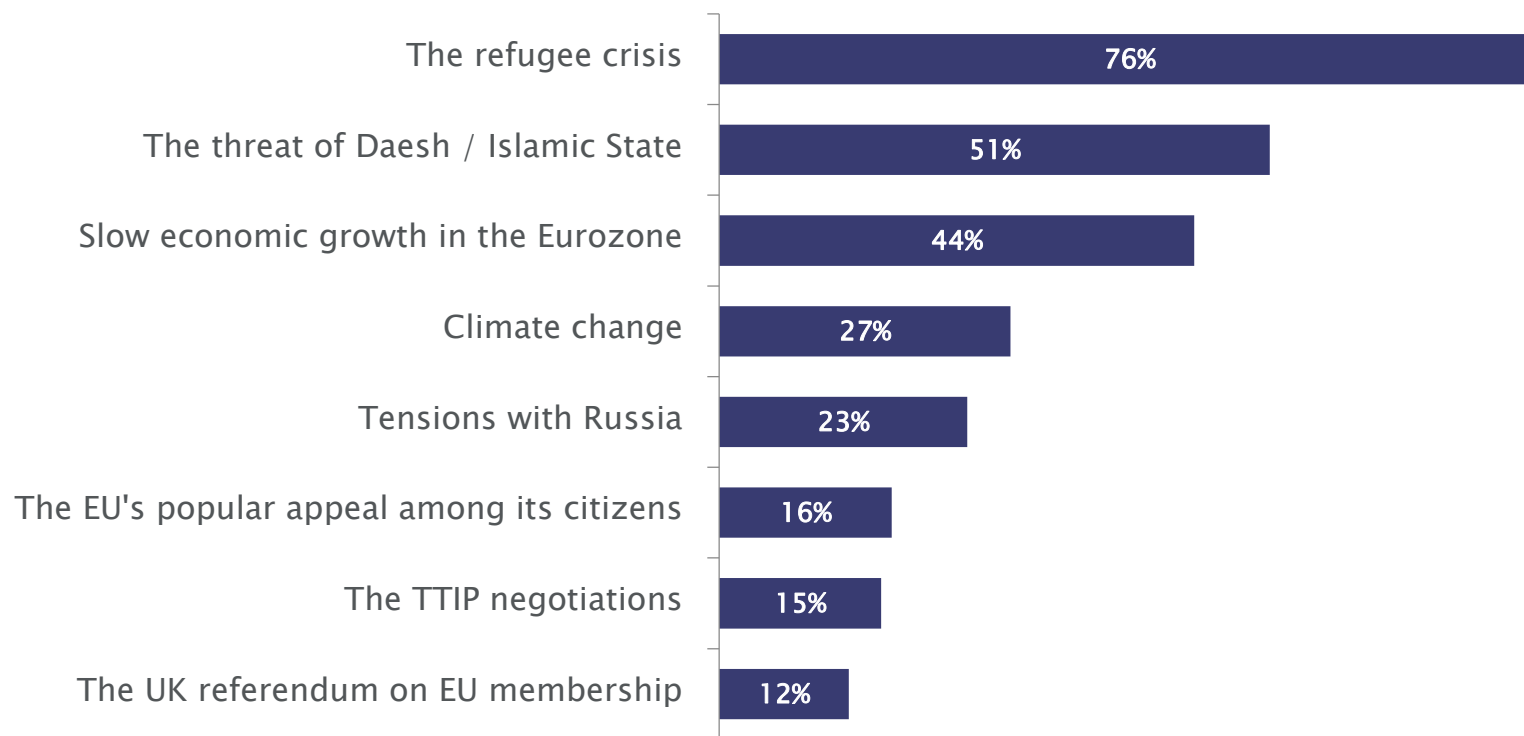
THE EUROPOLL METHODOLOGY



Fieldwork: 27th October 2015 – 18th January 2016

CONTEXT OF TOP PRIORITIES FOR THE EU

Influencer priorities for the European Union

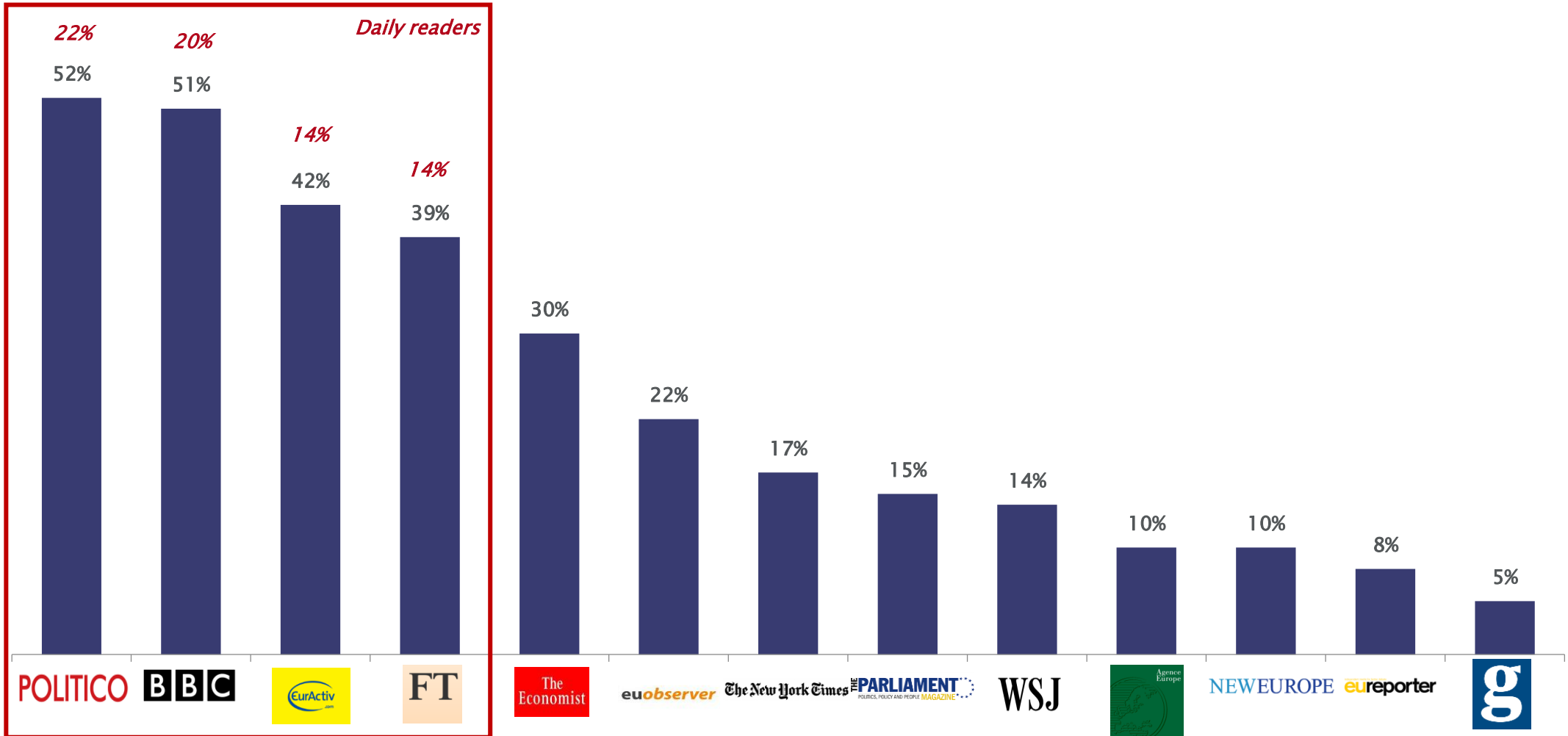


Q: Please rank the following in order of priority (1 =highest priority, 8=lowest priority) for the European Union to tackle right now. (Showing top three).

Base: All EU Influencers (n=249)

POLITICO & BBC MOST WIDESPREAD CUT-THROUGH

Weekly or more frequent readers of newspapers & online news sites

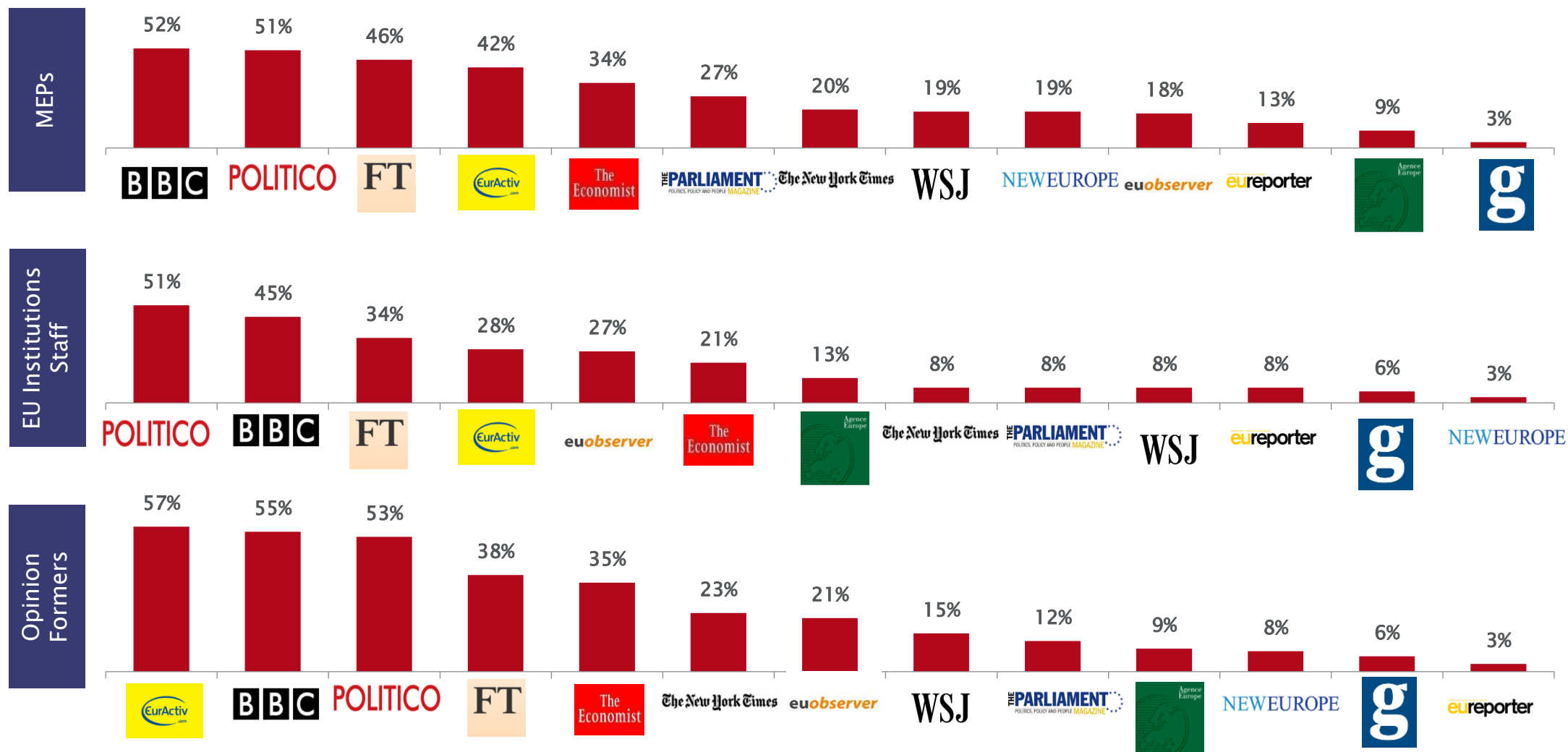


Q: How frequently, if at all, do you read the following newspapers/ online news sites for news on EU issues? (Showing % who read each at least once a week).

Base: All EU Influencers (n=249)

EURACTIV CUT-THROUGH HIGHER AMONG OPINION FORMERS

Weekly or more frequent readers of newspapers & online news sites

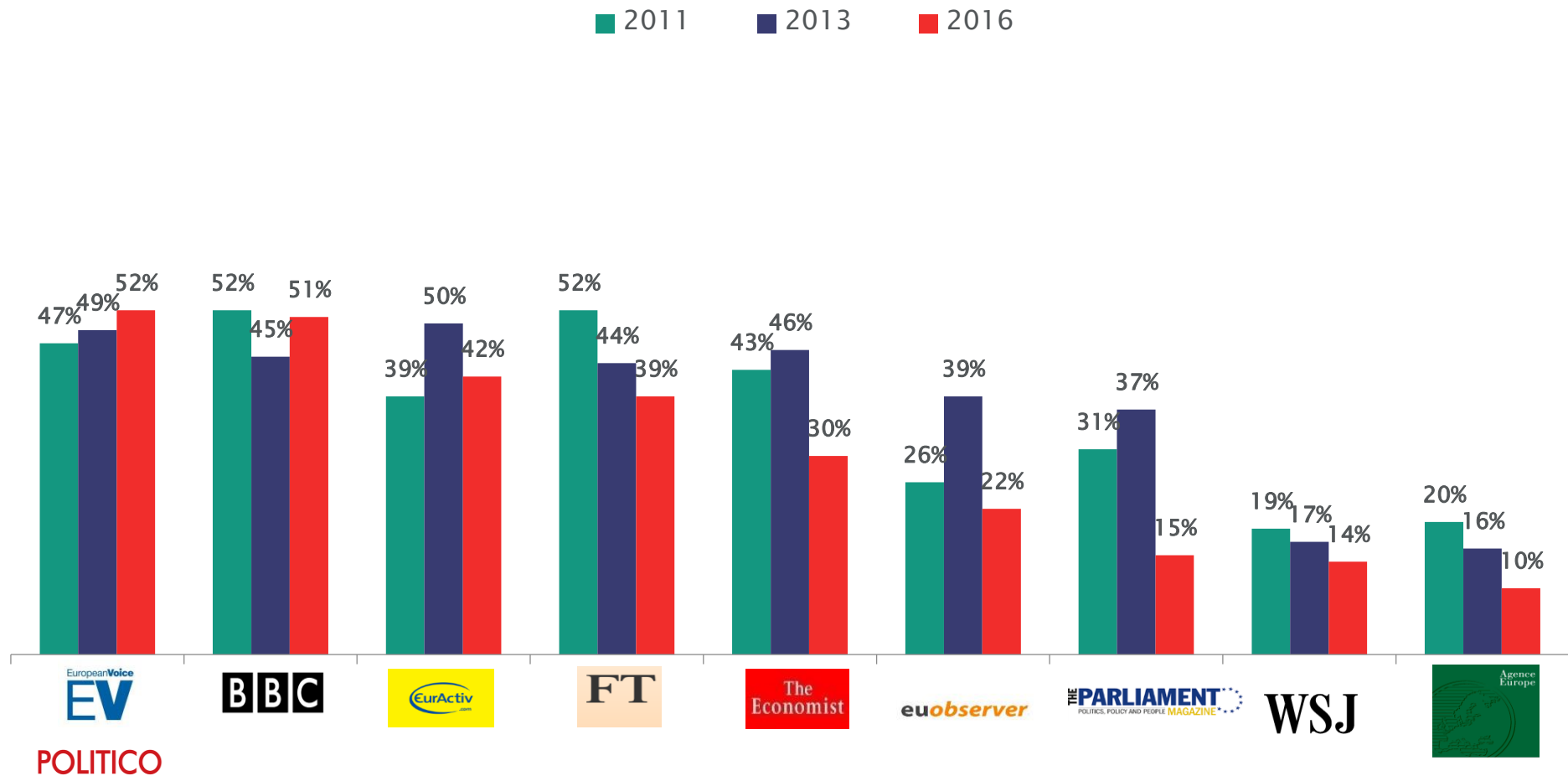


Q: How frequently, if at all, do you read the following newspapers/ online news sites for news on EU issues? (Showing % who read each at least once a week).

Base: 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

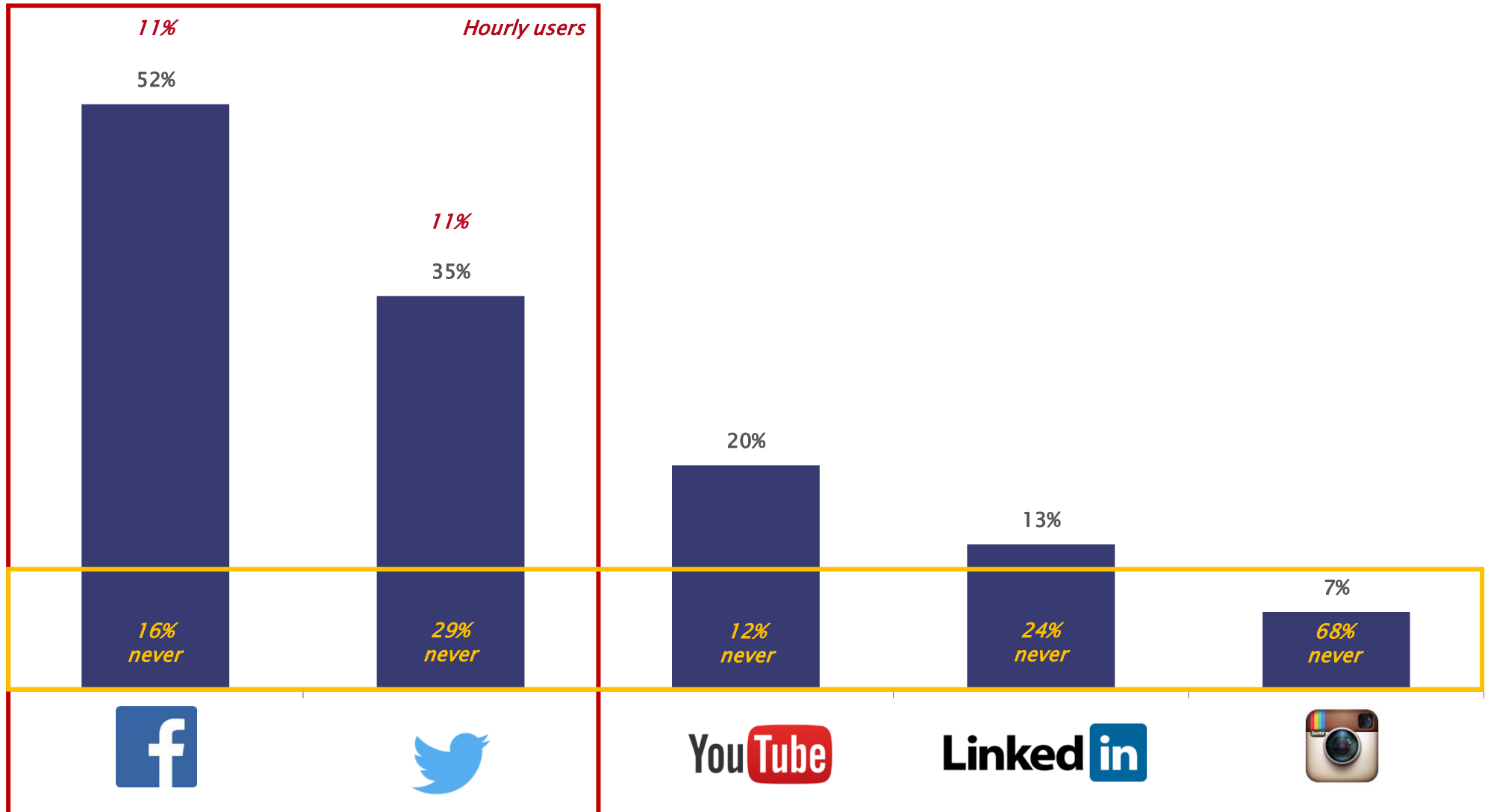


Q: Which of the following sources of information, if any, do you read at least once a week? Base: All 2011 MEPs (n=101); All 2013 MPs (n=100)

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

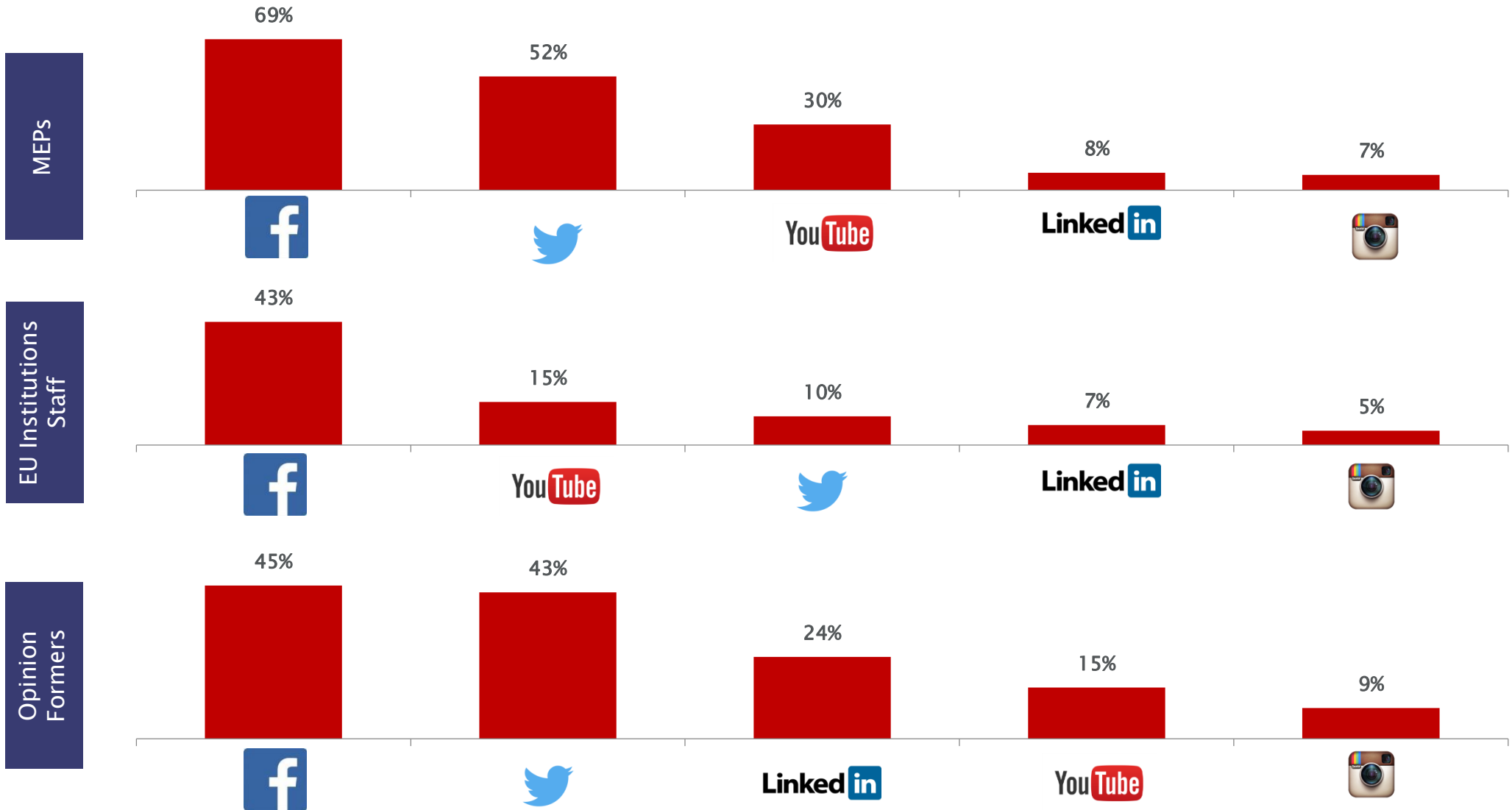


Q: How frequently, if at all, do you use the following social media channels?

Base: All EU Influencers (n=249)

EU INSTITUTIONS STAFF UNLIKELY TO USE TWITTER

Daily or more frequent users of social media



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

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



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?

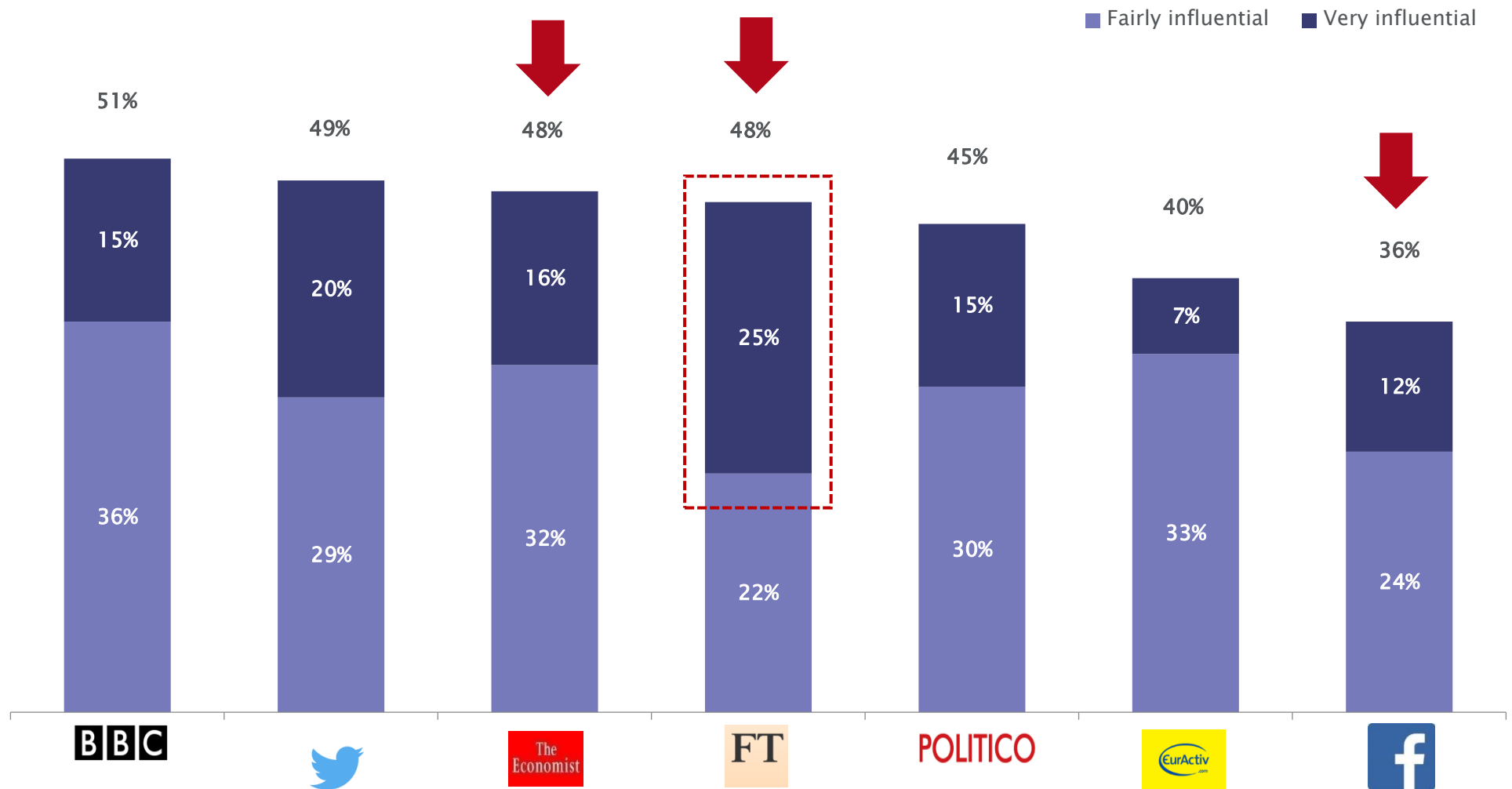
Base: All European respondents (n=165)

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)

USE DOES NOT ALWAYS EQUATE TO INFLUENCE

Influence of news channels and social media on decision making



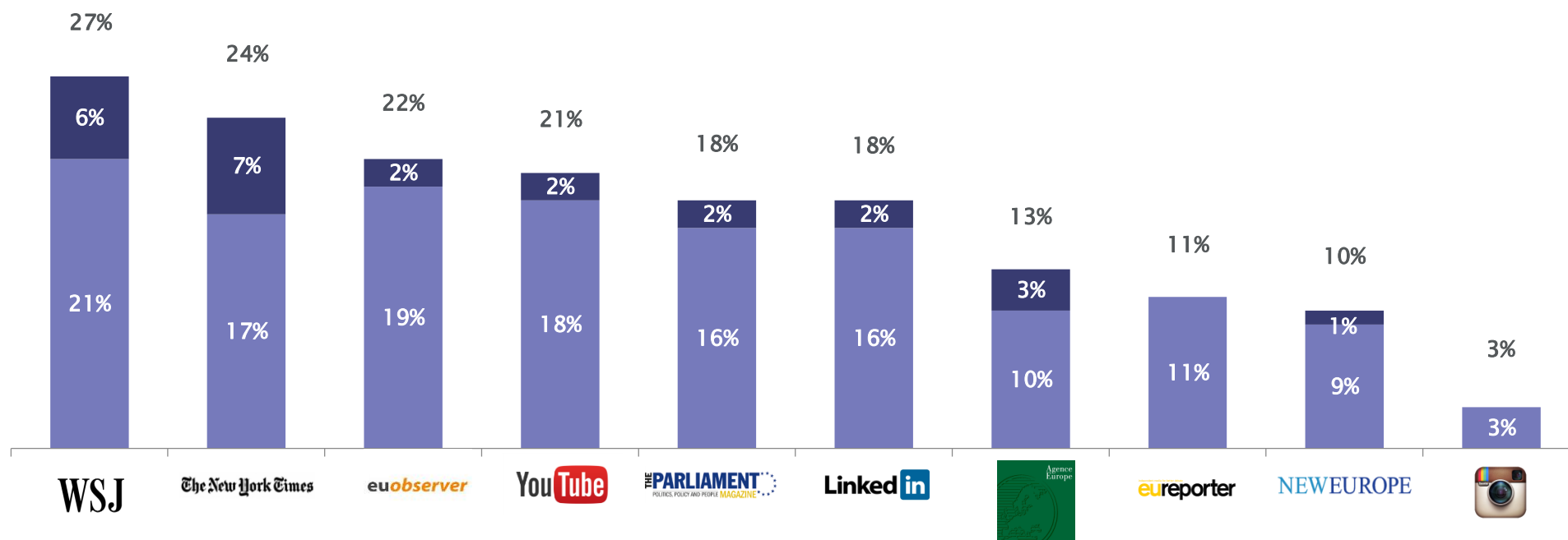
Q: Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

Base: All EU Influencers (n=249)

UNSURPRISINGLY, NICHE & OVERSEAS PUBLICATIONS LESS INFLUENTIAL

Influence of news channels and social media on decision making

Fairly influential Very influential



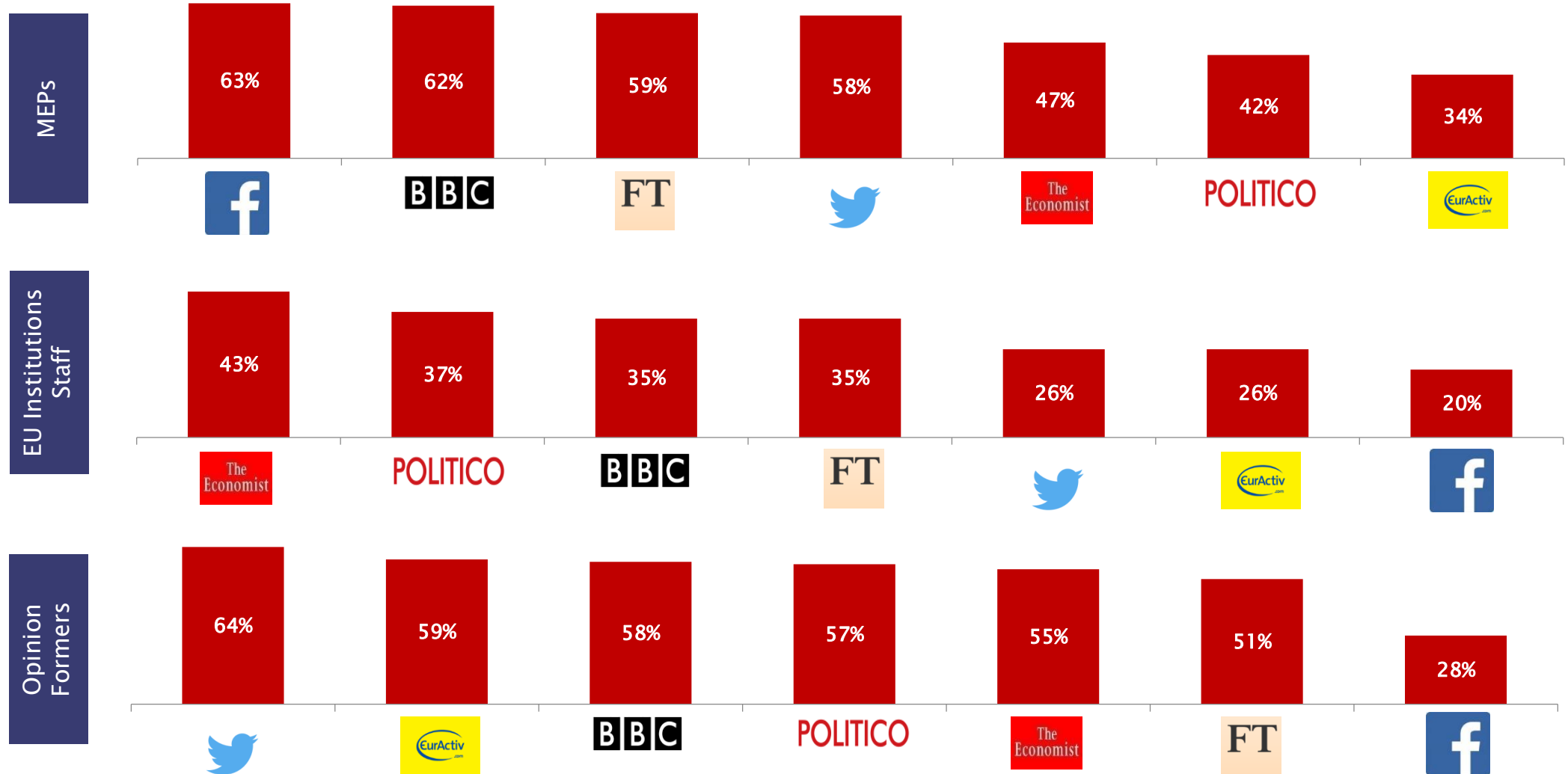
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Base: All EU Influencers (n=249)

FACEBOOK – THE PEOPLE? TWITTER – THE CHATTERING CLASSES?

Influence of news channels and social media on decision making

■ NET: Influential



Q: Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

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

An aerial night photograph of London, featuring the Gherkin skyscraper in the foreground, illuminated with green lights. The city is lit up with various lights, and the River Thames is visible in the background. A large red diagonal shape covers the left side of the image.

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