WHAT INFLUENCES THE INFLUENCERS?

2018 EU MEDIA SURVEY

#EUMediaPoll

@BMBrussels  @ComRes
Newspaper & online news readership
Social media usage
Impact
THE EUROPOLL METHODOLOGY

230 EU Influencers

- 76 MEPs
- 43 EU Institutions Staff
- 111 Brussels Opinion Formers

Fieldwork: 13th March – 25th May 2018
In your professional role, how influential are the following media in terms of EU news and providing you with what you need to make informed decisions?

**Very influential**

- Politico: 69%
- Financial Times: 69%
- BBC: 62%
- The Economist: 59%
- Twitter: 57%
- EURACTIV: 52%
- Euronews: 48%
- EUObserver: 44%
- WSJ: 38%
- Facebook: 32%

**Fairly influential**

- Politico: 33%
- Financial Times: 33%
- BBC: 29%
- The Economist: 23%
- Twitter: 25%
- EURACTIV: 25%
- Euronews: 15%
- EUObserver: 13%
- WSJ: 9%
- Facebook: 13%
POLITICO leads across all groups

Influence of news channels and social media on decision making – Top 10

In your professional role, how influential are the following media in terms of EU news and providing you with what you need to make informed decisions?

1. POLITICO
2. BBC
3. FT Financial Times
4. The Economist
5. euronews
6. EURACTIV
7. Facebook
8. WSJ
10. Twitter

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**Whatsapp** is most used app/social media

- 56% in 2017
- 46% in 2018

**Daily or more frequent users of social media**

- Whatsapp: 56% (2017), 46% (2018)
- Facebook: 44% (2017), 44% (2018)
- Instagram: 12% (2017), 9% (2018)
- YouTube: 21% (2017), 18% (2018)

*not tested in 2017*
Whatsapp and twitter are the clear leaders

Daily or more use of social media - influencer split

<table>
<thead>
<tr>
<th>MEPS</th>
<th>EU INSTITUTION STAFF</th>
<th>OPINION FORMERS</th>
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<tbody>
<tr>
<td>66% Facebook</td>
<td>63% Whatsapp</td>
<td>45% Twitter</td>
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<tr>
<td>63% Whatsapp</td>
<td>44% Twitter</td>
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<td>21% YouTube</td>
<td>28% Facebook</td>
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<td>19% Instagram</td>
<td>19% LinkedIn</td>
<td>10% YouTube</td>
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<tr>
<td>6% LinkedIn</td>
<td>5% Instagram</td>
<td>3% Instagram</td>
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In your professional role, how frequently, if at all, do you use the following social media channels or mobile applications?

**Twitter**
- 2017: 53%
- 2018: 71%

**WhatsApp**
- 2017: 60%
- 2018: 63%

**Facebook**
- 2017: 50%
- 2018: 53%

**YouTube**
- 2017: 43%
- 2018: 37%

**LinkedIn**
- 2017: 19%
- 2018: 17%

**Instagram**
- 2017: 17%
- 2018: 20%

*not tested in 2017*
In general, in your professional role, how influential are each of the following in providing you with what you need to make informed decisions?

- Personal contacts: 93% very influential, 60% fairly influential, 33% not influential
- Professional colleagues: 93% very influential, 50% fairly influential, 42% not influential
- Information - EU Institutions / Member States: 86% very influential, 46% fairly influential, 40% not influential
- Meetings with stakeholders: 86% very influential, 48% fairly influential, 37% not influential
- Traditional media: 77% very influential, 21% fairly influential, 20% not influential
- Conferences/Events: 76% very influential, 20% fairly influential, 20% not influential
- Social media: 48% very influential, 16% fairly influential, 12% not influential
- Video/Infographics: 47% very influential, 12% fairly influential, 12% not influential

**Personal and professional contacts are most influential in informed decisions**
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ComRes/Burson-Marsteller 2018

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