

WHAT INFLUENCES THE INFLUENCERS?

2018 **EU** MEDIA SURVEY

#EUMediaPoll

@BMBrussels @ComRes



ComRes/Burson-Marsteller 2018



Newspaper & online news readership

Social media usage

Impact

THE EUROPOLL METHODOLOGY

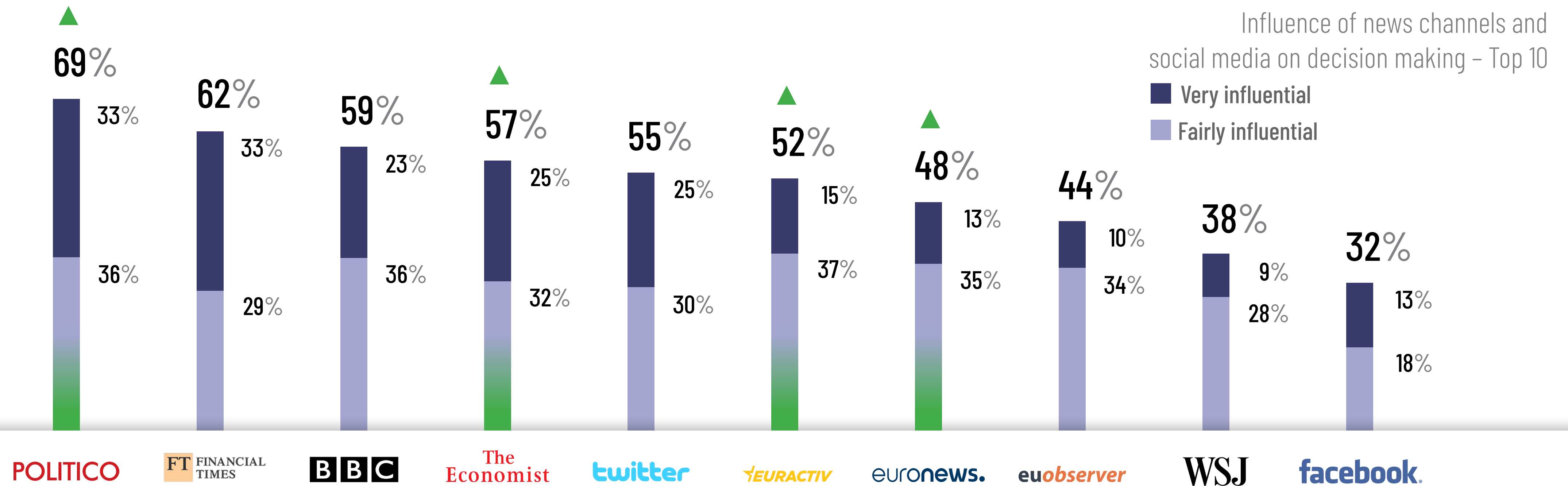
230

EU Influencers

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

Fieldwork: 13th March – 25th May 2018

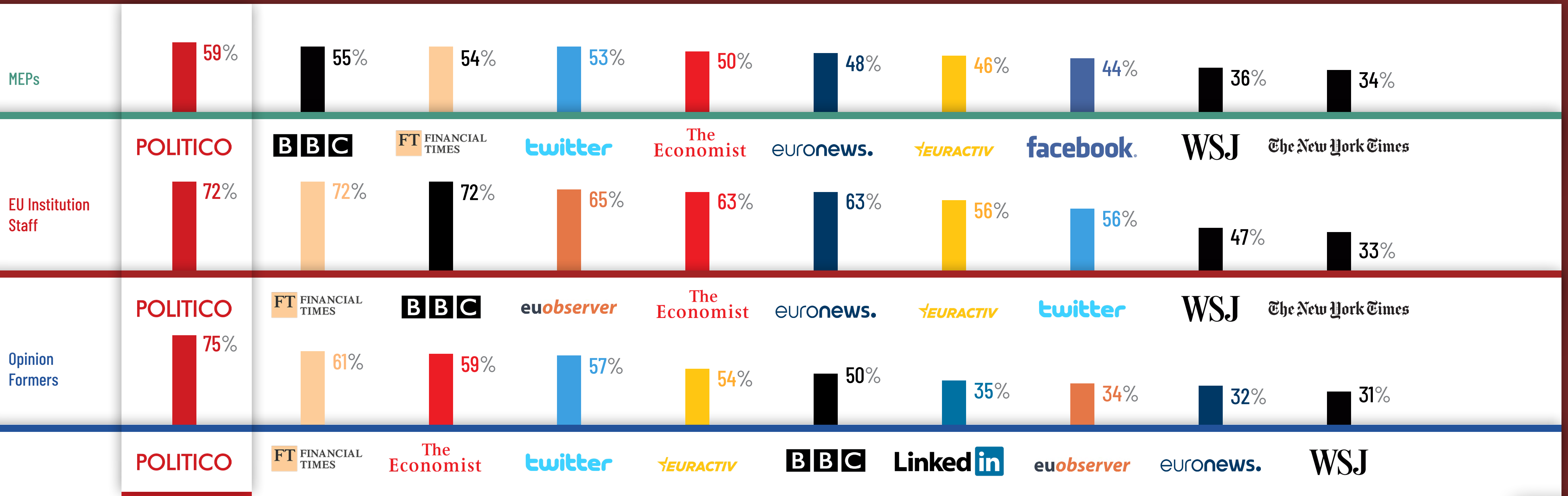
Most influential media



Q1 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?

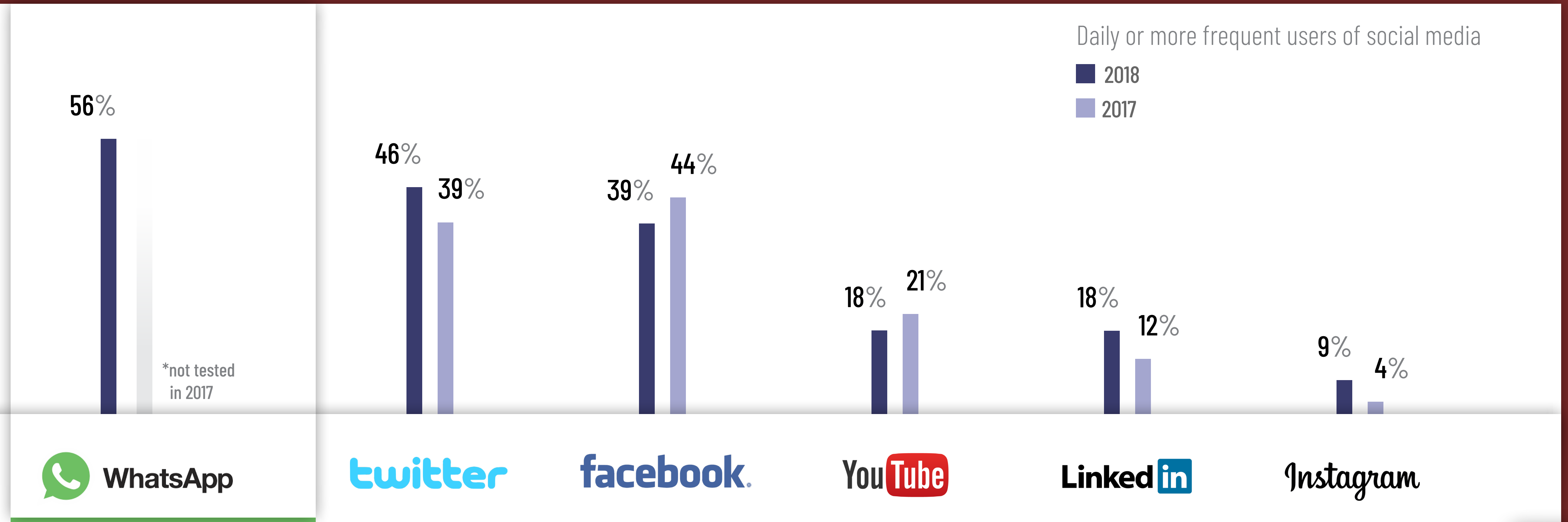
POLITICO leads across all groups

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



Q1 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?

Whatsapp is most used app/social media

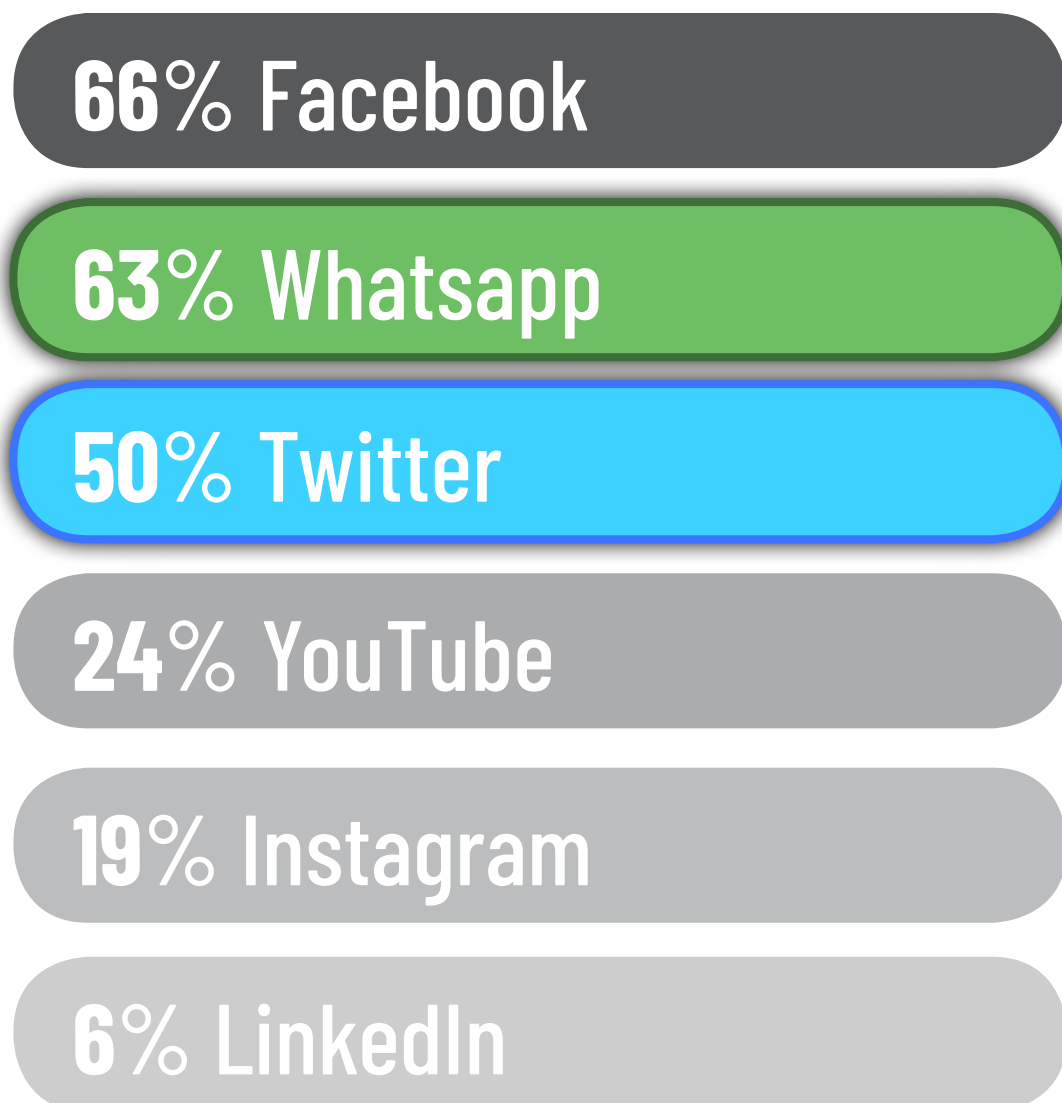


Q2 In your professional role, how frequently, if at all, do you use the following social media channels or mobile applications?

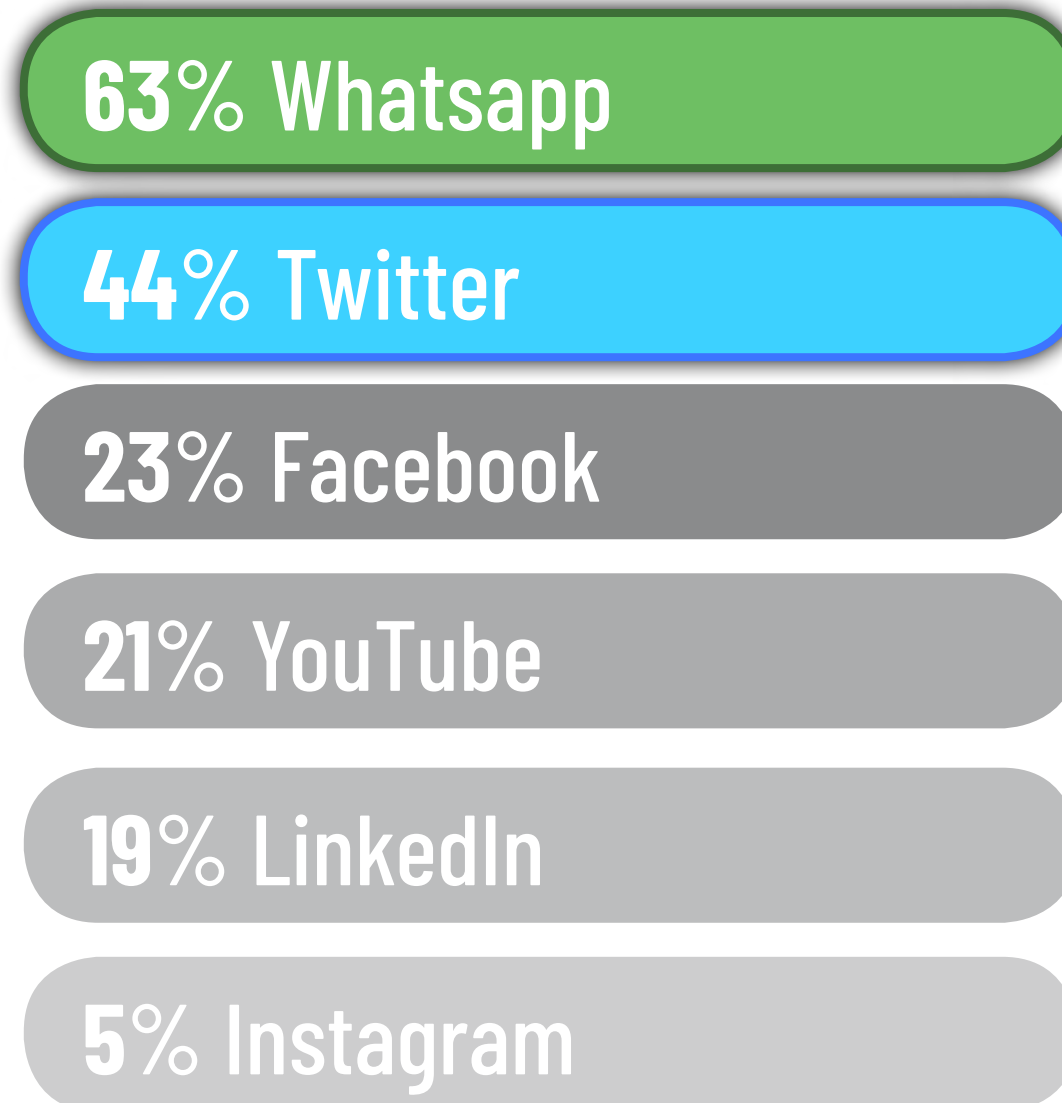
Whatsapp and twitter are the clear leaders

Daily or more use of social media - *influencer split*

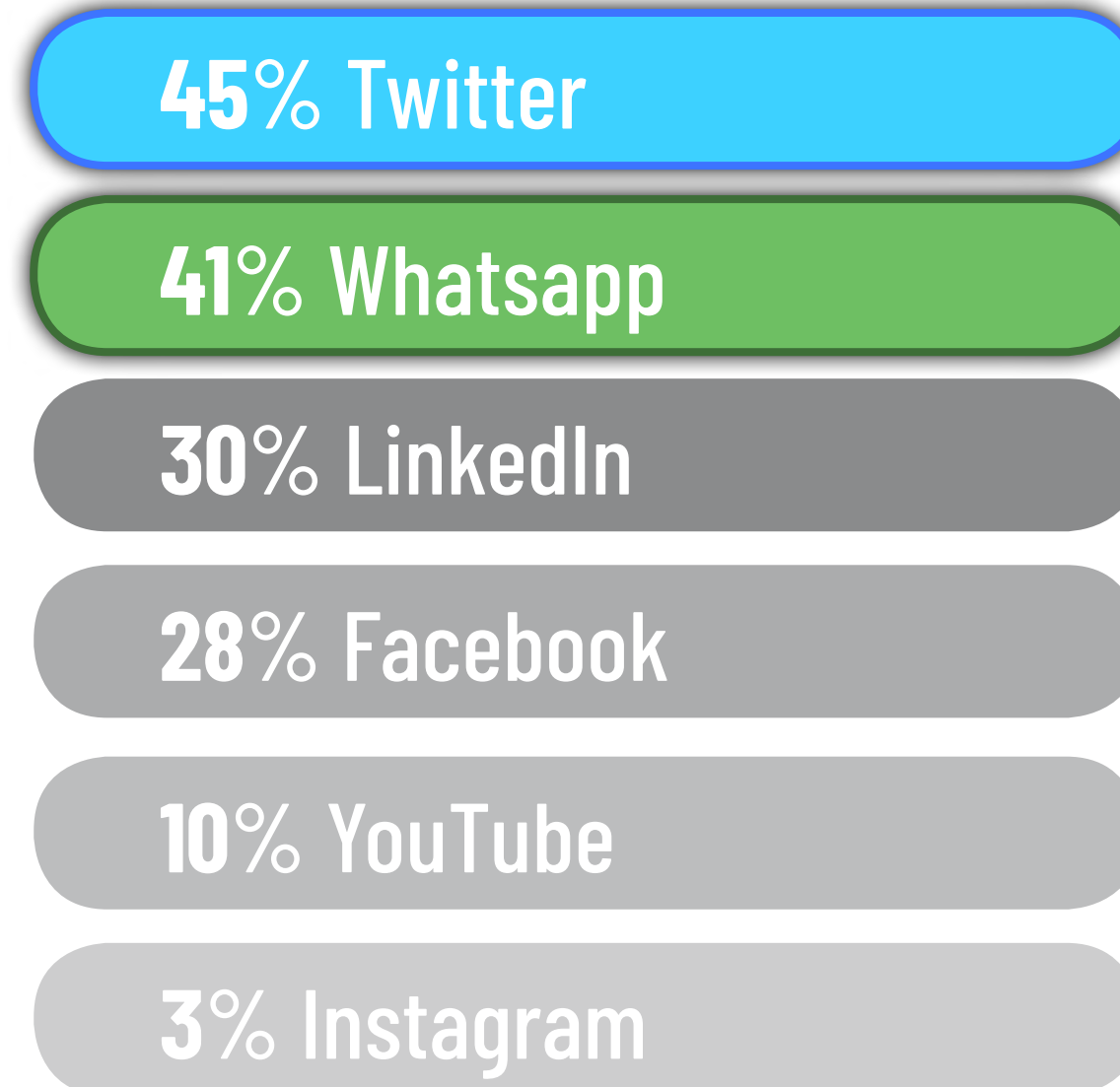
MEPS



EU INSTITUTION STAFF

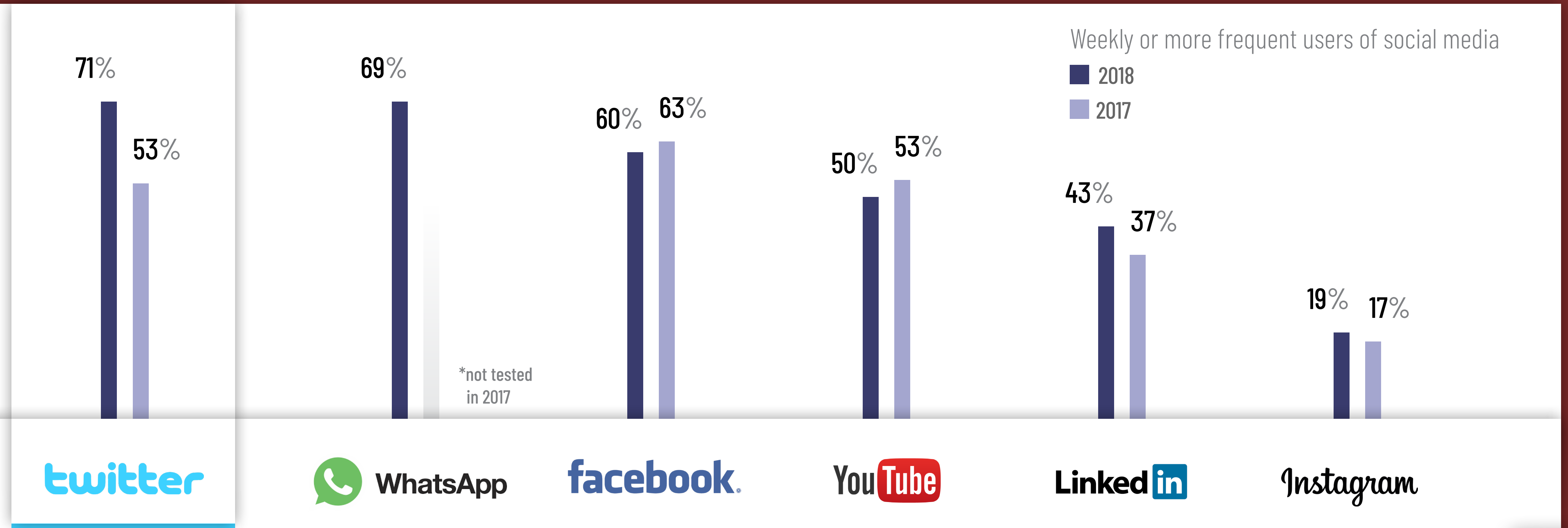


OPINION FORMERS



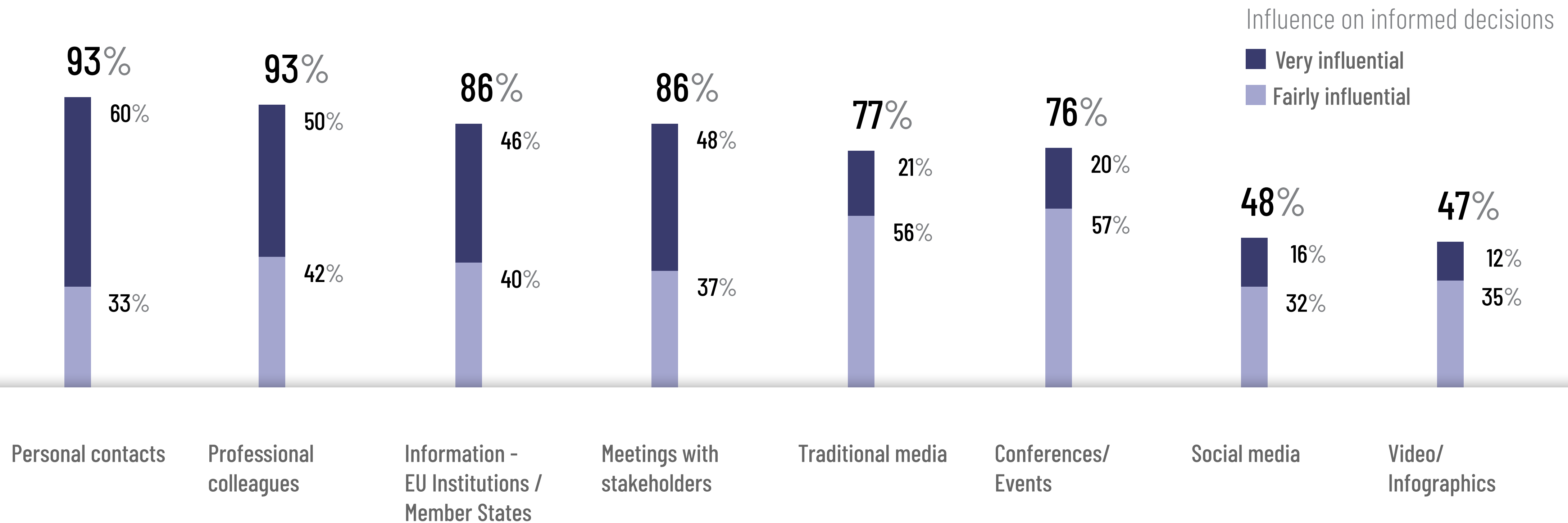
Q2 In your professional role, how frequently, if at all, do you use the following social media channels or mobile applications?

twitter has made gains since 2017



Q2 In your professional role, how frequently, if at all, do you use the following social media channels or mobile applications?

Personal and professional contacts are most influential in informed decisions



Q3 In general, in your professional role, how influential are each of the following in providing you with what you need to make informed decisions?

ComRes/Burson-Marsteller 2018



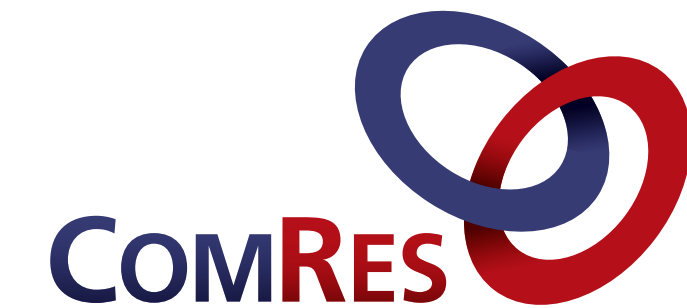
[CLICK HERE TO SEE FULL DATA TABLES](#)

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