



Burson•Marsteller

# ComRes / Burson–Marsteller 2017 EU Media Survey

6<sup>th</sup> July 2017

#EUmediapoll

@BMBrussels

@ComRes

Must credit ComRes  
and Burson–Marsteller

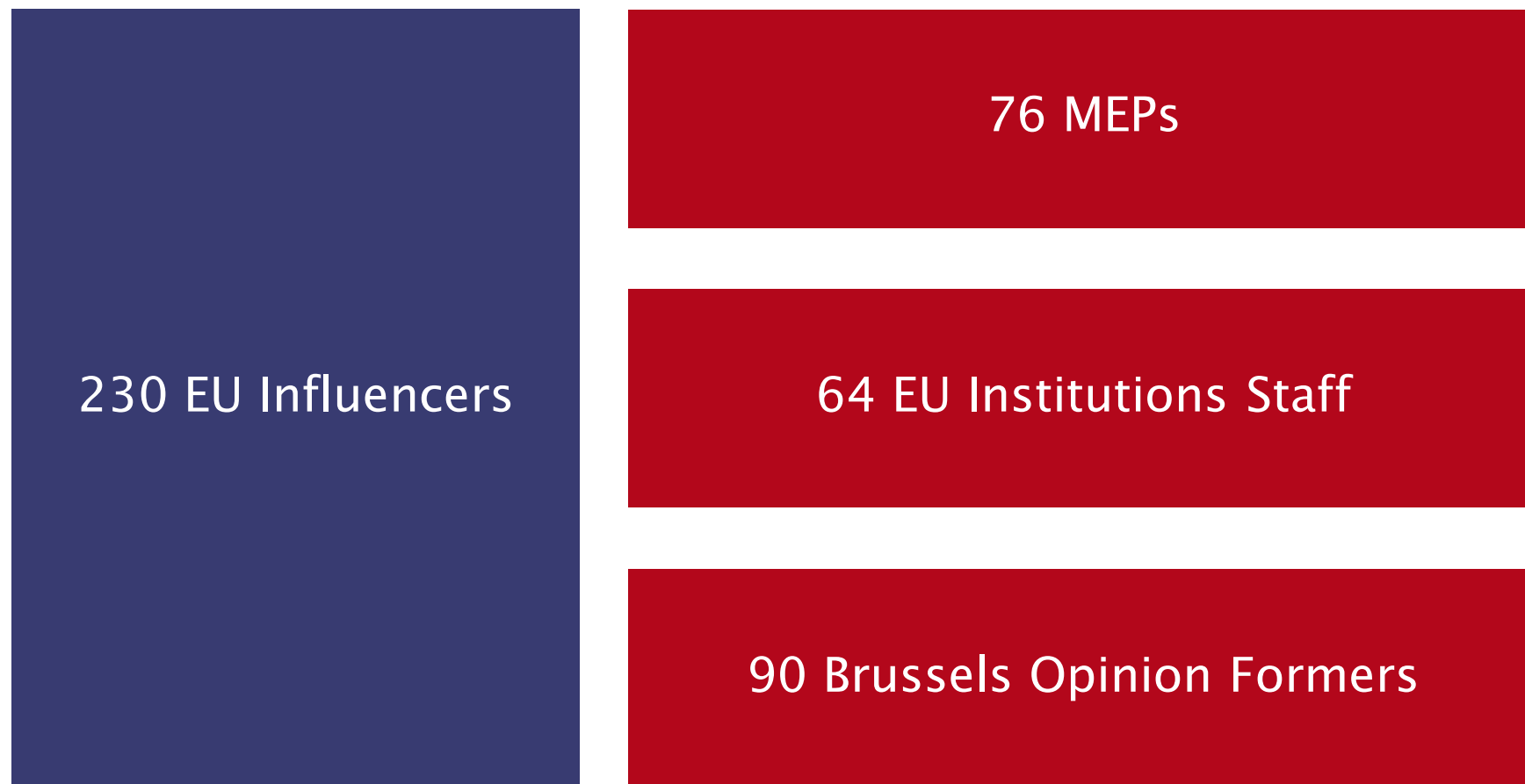


Newspaper & online news readership

Social media usage

Impact

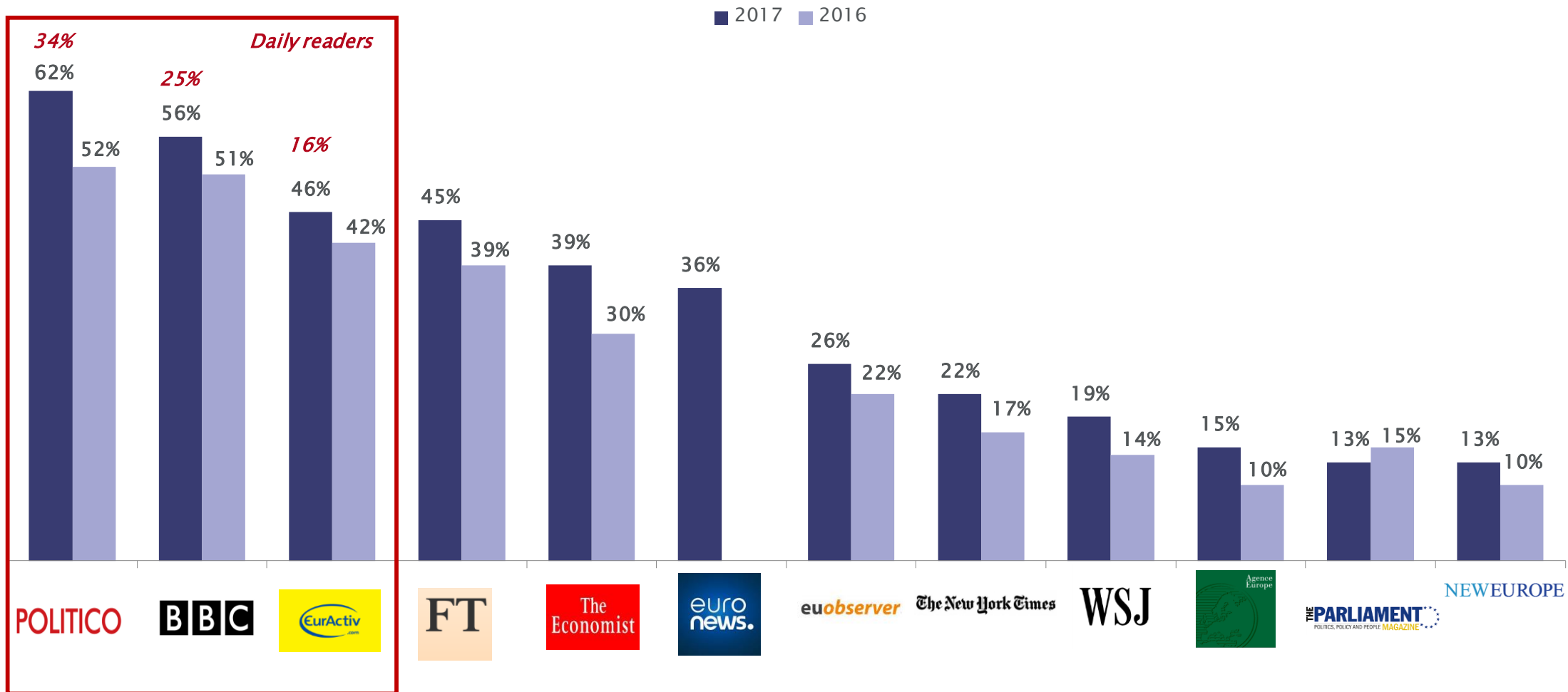
# THE EUROPOLL METHODOLOGY



Fieldwork: 24<sup>th</sup> February – 19<sup>th</sup> June 2017

# REFLECTING LAST YEAR, POLITICO & BBC HAVE THE HIGHEST READERSHIP RATES

Weekly or more frequent readers of newspapers & online news sites – Top 12

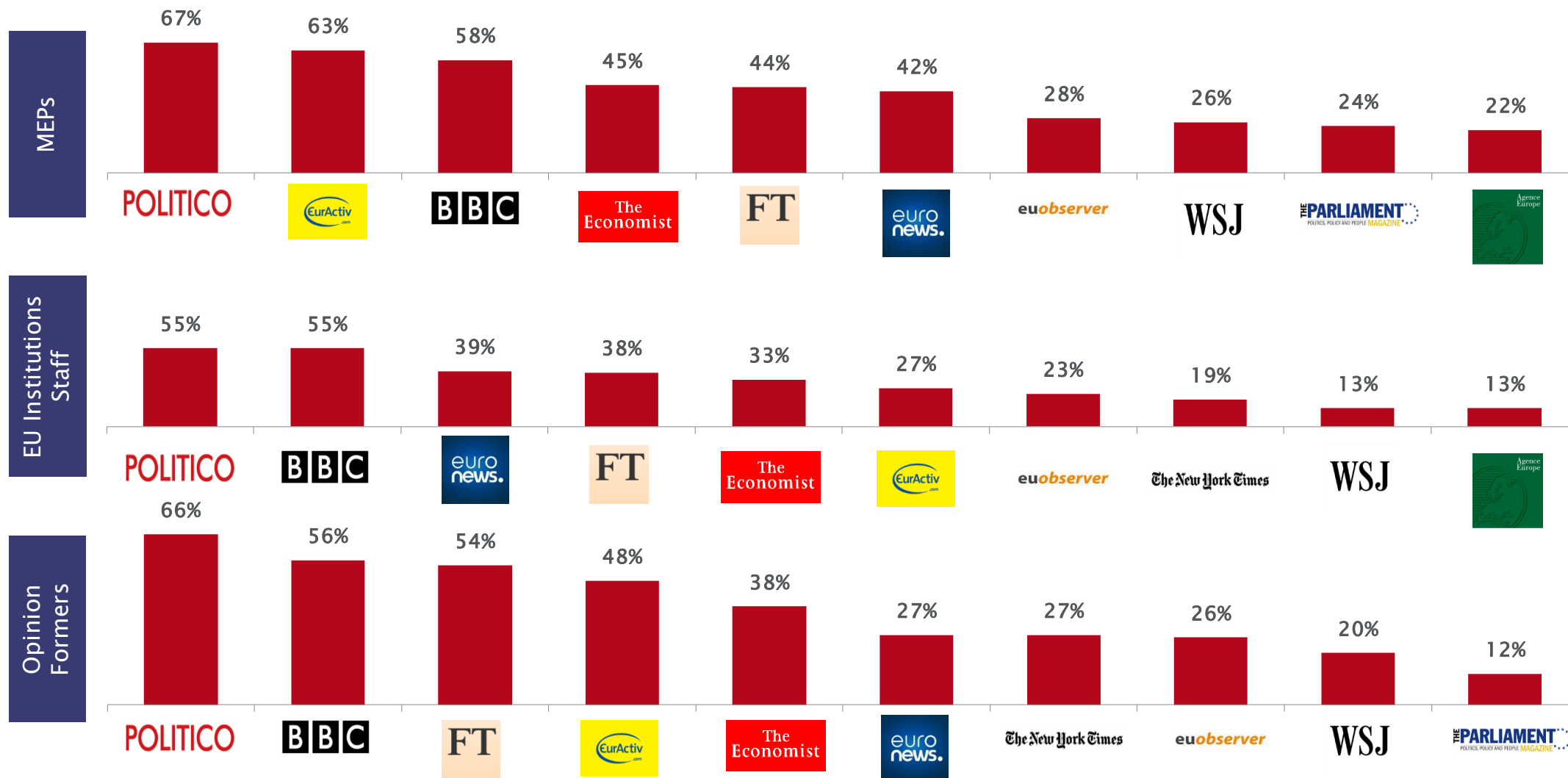


Q: How frequently, if at all, do you read the following newspapers/ online news sites for news on EU issues? (Showing % who read each at least once a week).

Base: All EU Influencers (2017 n=230, 2016 n=249)

# POLITICO IS THE MOST WIDELY READ ACROSS ALL AUDIENCES

Weekly or more frequent readers of newspapers & online news sites – Top 10

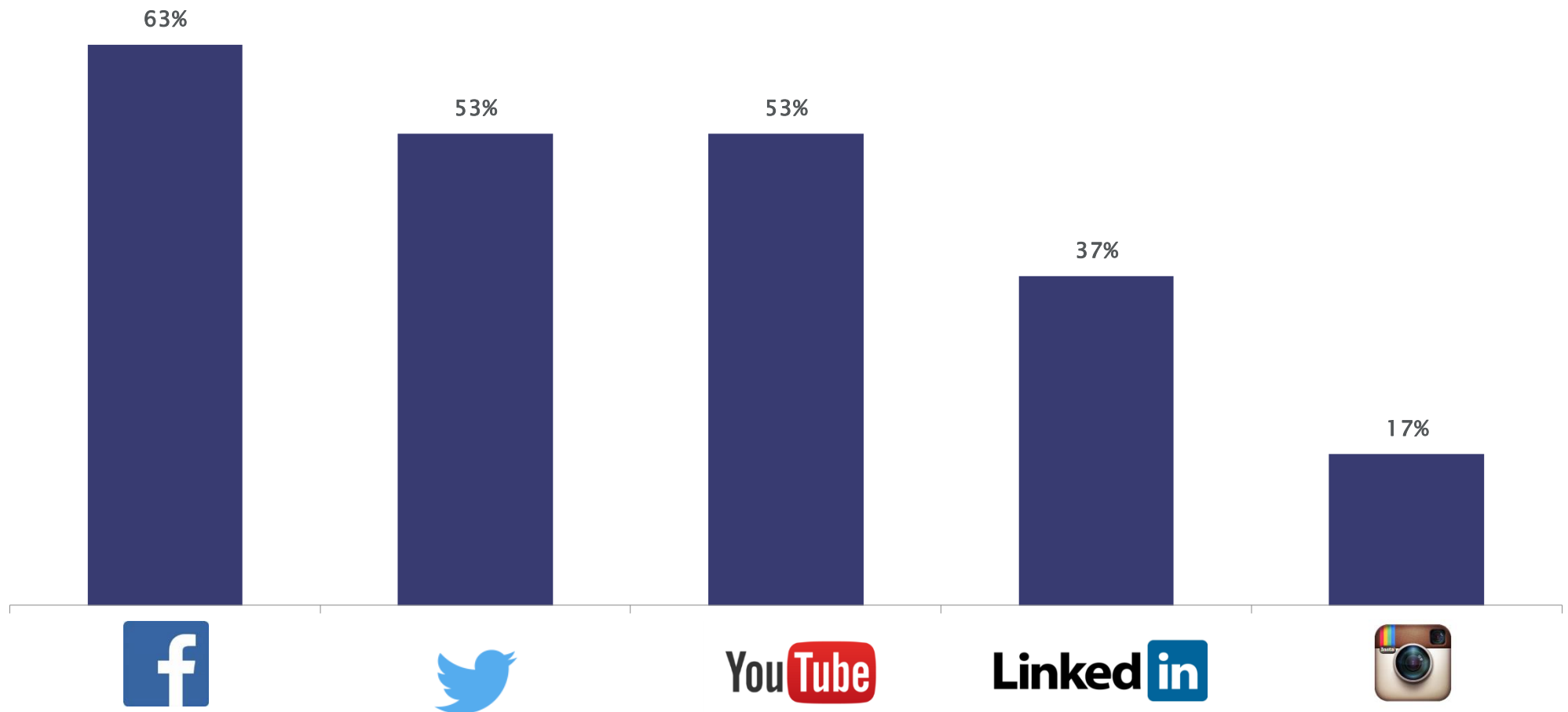


Q: How frequently, if at all, do you read the following newspapers/ online news sites for news on EU issues? (Showing % who read each at least once a week).

Base: MEPs (n=76), EU Institutions Staff (n=64), Brussels Opinion Formers (n=90)

# FACEBOOK MOSTLY FREQUENTLY USED PLATFORM

Weekly or more frequent users of social media

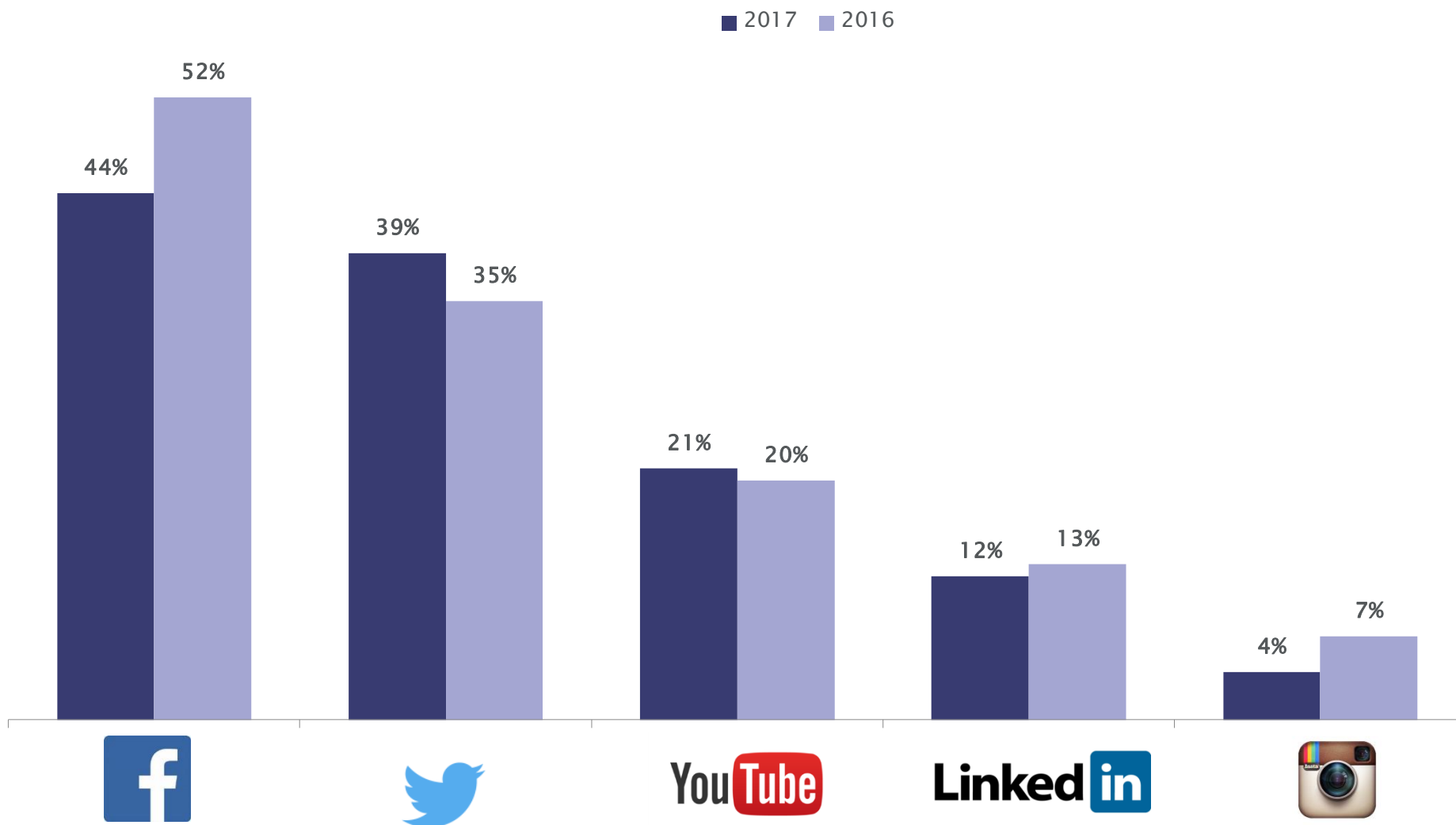


Q: How frequently, if at all, do you use the following social media channels? (Showing % who use platform at least once a week).

Base: All EU Influencers (n=230)

# FREQUENCY OF USE HAS STAYED THE SAME OR DECLINED

## Daily or more frequent users of social media

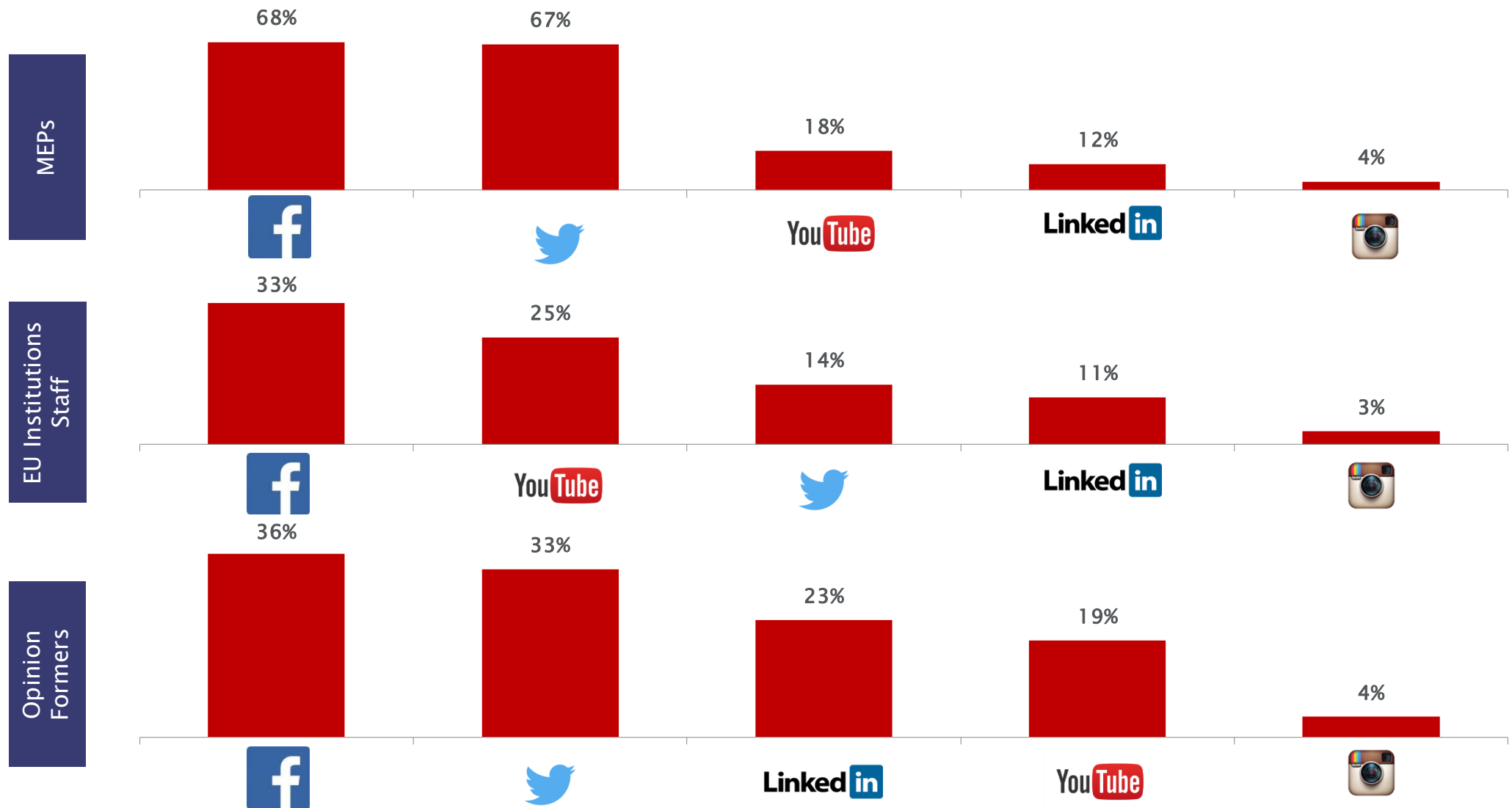


Q: How frequently, if at all, do you use the following social media channels? (Showing % who use platform at least once a day).

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# FREQUENCY OF USAGE IS HIGHEST AMONGST MEPS

## Daily or more frequent users of social media



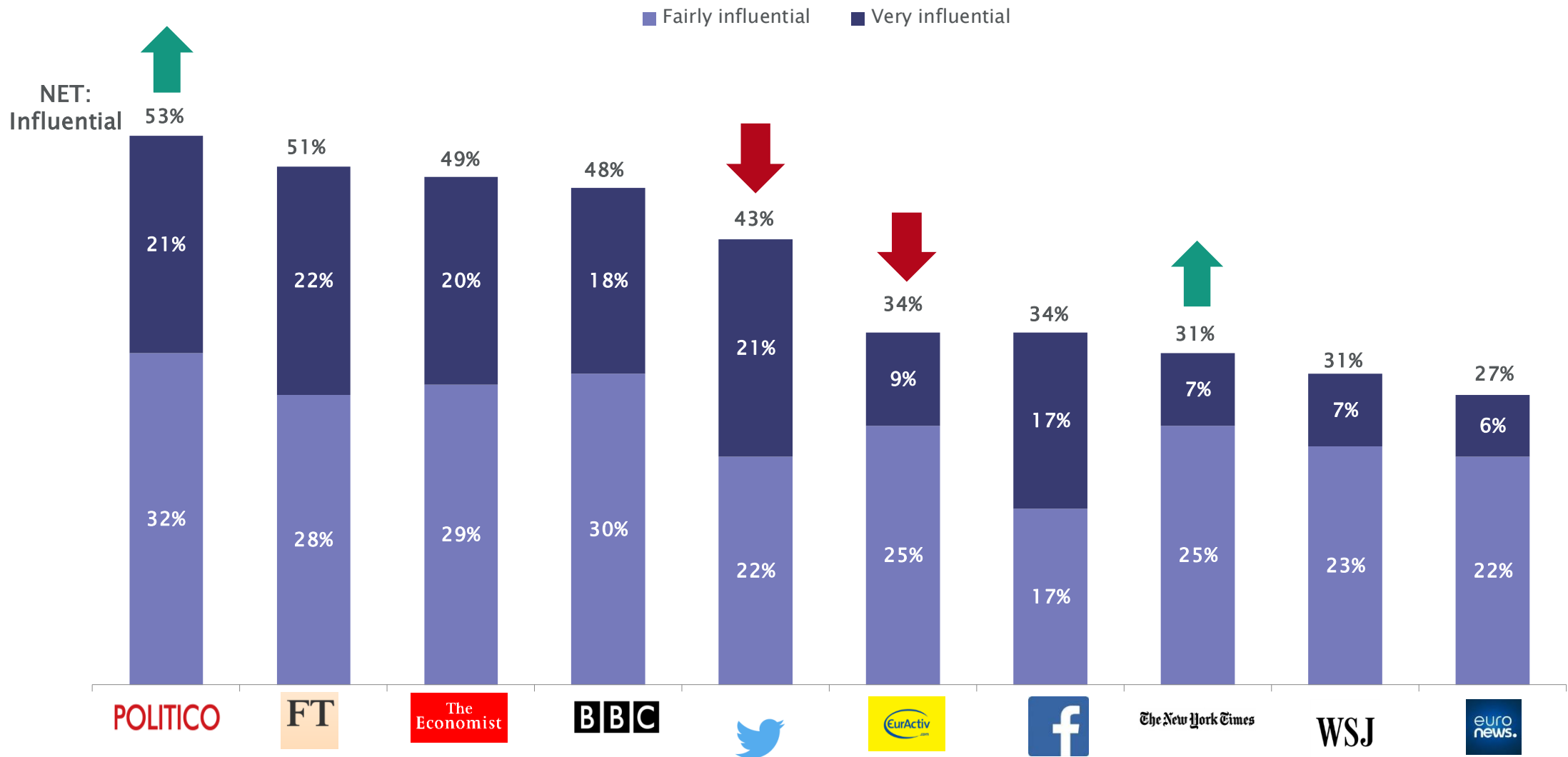
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# USE DOES NOT ALWAYS EQUATE TO INFLUENCE

Influence of news channels and social media on day-to-day work – Top 10



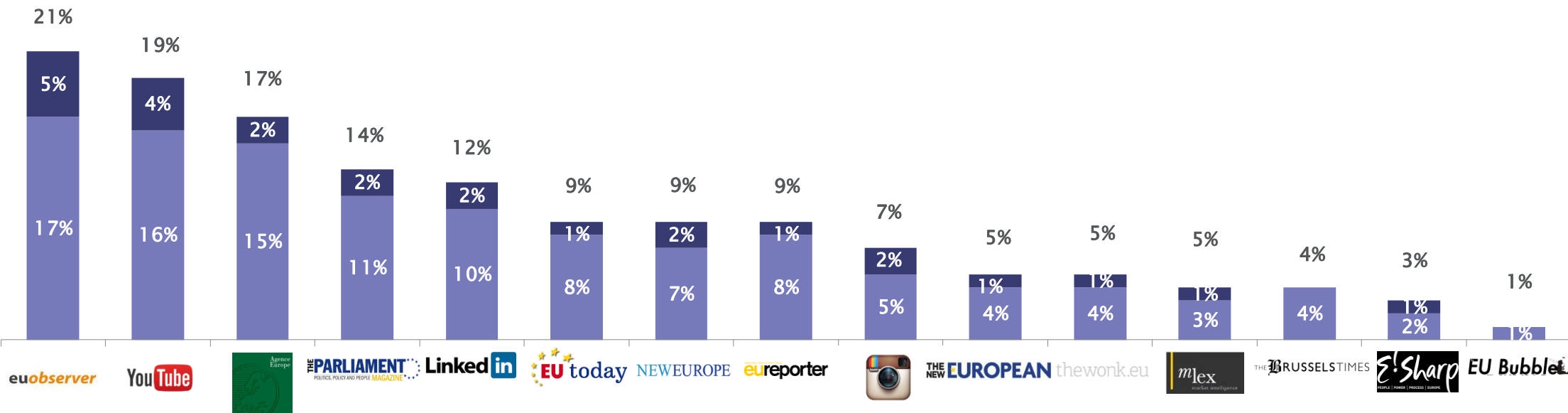
Q: Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

Base: All EU Influencers (n=230)

# A NUMBER OF OTHER OUTLETS DEMONSTRATE INFLUENCE

Influence of news channels and social media on day-to-day work

Fairly influential    Very influential



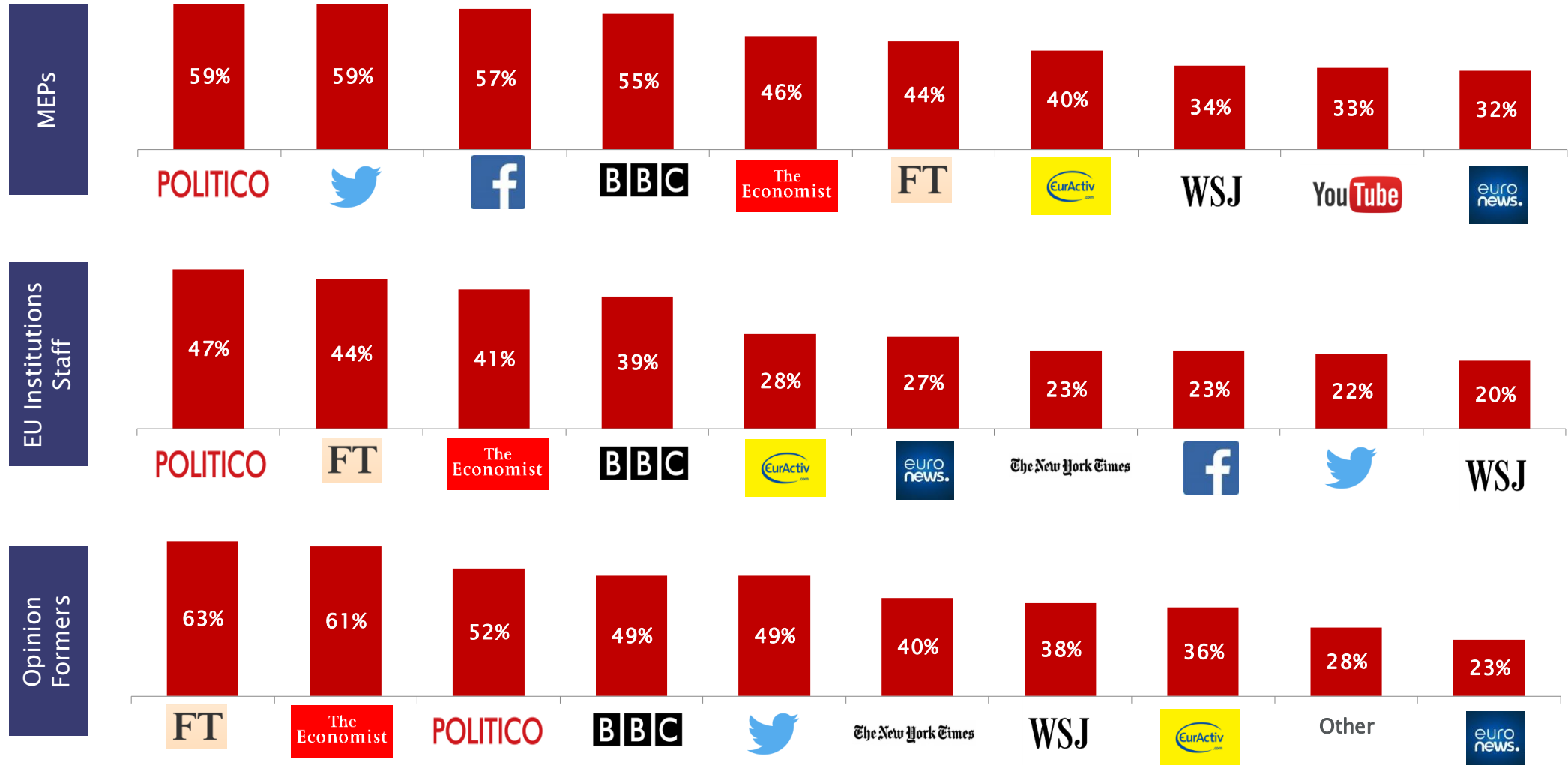
Q: Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

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# SOCIAL MEDIA VS. TRADITIONAL NEWS

Influence of news channels and social media on day-to-day work- Top 10

■ 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=76), EU Institutions Staff (n=64), Brussels Opinion Formers (n=90)

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