

## ComRes / Burson–Marsteller 2017 EU Media Poll

Methodology: ComRes interviewed 230 EU influencers online on 24<sup>th</sup> February and 19<sup>th</sup> June 2017. Data were weighted to be representative of EU influencers by organisation type and MEPs by party and region. ComRes is a member of the British Polling Council and abides by its rules.

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## Overall European Influencers

Q1\_SUM. How frequently, if at all, do you read or watch the following media for news on EU issues?

### SUMMARY TABLE

Base: All respondents

|                              | Total       | Daily     | A few times a week | Once a week | A few times a month | Once a month | Less than once a month | Never      | No response | Net: At least once a week (Daily + A few times a week + Once a week) |
|------------------------------|-------------|-----------|--------------------|-------------|---------------------|--------------|------------------------|------------|-------------|--|
| POLITICO                     | 229<br>100% | 79<br>34% | 36<br>16%          | 28<br>12%   | 23<br>10%           | 11<br>5%     | 13<br>6%               | 20<br>9%   | 20<br>9%    | 142<br>62%   |
| BBC                          | 229<br>100% | 61<br>26% | 53<br>23%          | 18<br>8%    | 28<br>12%           | 13<br>6%     | 16<br>7%               | 18<br>8%   | 22<br>10%   | 132<br>57%   |
| EurActiv                     | 229<br>100% | 39<br>17% | 42<br>19%          | 23<br>10%   | 33<br>15%           | 11<br>5%     | 23<br>10%              | 37<br>16%  | 20<br>9%    | 105<br>46%   |
| Financial Times              | 229<br>100% | 52<br>23% | 30<br>13%          | 20<br>9%    | 41<br>18%           | 19<br>8%     | 29<br>13%              | 21<br>9%   | 16<br>7%    | 103<br>45%   |
| The Economist                | 229<br>100% | 14<br>6%  | 27<br>12%          | 49<br>21%   | 35<br>15%           | 17<br>7%     | 41<br>18%              | 31<br>14%  | 15<br>6%    | 90<br>39%  |
| Euronews                     | 229<br>100% | 20<br>9%  | 41<br>18%          | 27<br>12%   | 24<br>11%           | 16<br>7%     | 36<br>16%              | 39<br>17%  | 26<br>11%   | 87<br>38%  |
| EUobserver                   | 229<br>100% | 13<br>6%  | 26<br>12%          | 17<br>8%    | 38<br>17%           | 18<br>8%     | 35<br>15%              | 53<br>23%  | 29<br>13%   | 57<br>25%  |
| International New York Times | 229<br>100% | 8<br>4%   | 30<br>13%          | 15<br>6%    | 24<br>11%           | 19<br>8%     | 40<br>17%              | 61<br>27%  | 33<br>14%   | 52<br>23%  |
| Wall Street Journal          | 229<br>100% | 7<br>3%   | 19<br>8%           | 17<br>7%    | 30<br>13%           | 21<br>9%     | 39<br>17%              | 64<br>28%  | 32<br>14%   | 43<br>19%  |
| Agence Europe                | 229<br>100% | 10<br>4%  | 10<br>4%           | 15<br>7%    | 13<br>6%            | 11<br>5%     | 28<br>12%              | 100<br>44% | 42<br>18%   | 35<br>15%  |
| New Europe                   | 229<br>100% | 5<br>2%   | 9<br>4%            | 16<br>7%    | 22<br>10%           | 14<br>6%     | 13<br>6%               | 111<br>49% | 39<br>17%   | 30<br>13%  |
| The Parliament Magazine      | 229<br>100% | 5<br>2%   | 10<br>4%           | 14<br>6%    | 24<br>10%           | 39<br>17%    | 25<br>11%              | 75<br>33%  | 38<br>17%   | 28<br>12%  |
| EU Today                     | 229<br>100% | 4<br>2%   | 11<br>5%           | 11<br>5%    | 12<br>5%            | 11<br>5%     | 24<br>10%              | 117<br>51% | 39<br>17%   | 26<br>11%  |
| The wonk.eu                  | 229<br>100% | 4<br>2%   | 6<br>3%            | 11<br>5%    | 11<br>5%            | 15<br>7%     | 12<br>5%               | 127<br>56% | 43<br>19%   | 20<br>9%   |
| EU Reporter                  | 229<br>100% | 5<br>2%   | 7<br>3%            | 6<br>3%     | 22<br>9%            | 9<br>4%      | 33<br>14%              | 104<br>45% | 44<br>19%   | 18<br>8%   |
| The Brussels Times           | 229<br>100% | 1<br>*    | 4<br>2%            | 9<br>4%     | 7<br>3%             | 4<br>2%      | 20<br>9%               | 137<br>60% | 47<br>20%   | 14<br>6%   |
| The New European             | 229<br>100% | 1<br>*    | 3<br>1%            | 9<br>4%     | 13<br>6%            | 12<br>5%     | 28<br>12%              | 118<br>51% | 46<br>20%   | 13<br>6%   |

## Overall European Influencers

Q1\_SUM. How frequently, if at all, do you read or watch the following media for news on EU issues?

### SUMMARY TABLE

Base: All respondents

|               | Total       | Daily     | A few times a week | Once a week | A few times a month | Once a month | Less than once a month | Never      | No response | Net: At least once a week (Daily + A few times a week + Once a week) |
|---------------|-------------|-----------|--------------------|-------------|---------------------|--------------|------------------------|------------|-------------|--|
| The EU Bubble | 229<br>100% | 1<br>*    | 1<br>1%            | 10<br>4%    | 5<br>2%             | 6<br>3%      | 11<br>5%               | 150<br>65% | 45<br>20%   | 12<br>5%   |
| E!Sharp       | 229<br>100% | 1<br>*    | 5<br>2%            | 4<br>2%     | 7<br>3%             | 7<br>3%      | 20<br>9%               | 142<br>62% | 44<br>19%   | 10<br>4%   |
| Mlex          | 229<br>100% | 2<br>1%   | 3<br>1%            | 3<br>1%     | 4<br>2%             | 3<br>1%      | 20<br>9%               | 145<br>63% | 49<br>21%   | 8<br>3%  |
| Other 1       | 229<br>100% | 52<br>23% | 8<br>3%            | 2<br>1%     | 2<br>1%             | 2<br>1%      | -<br>-                 | -<br>-     | 162<br>71%  | 62<br>27%  |
| Other 2       | 229<br>100% | 24<br>11% | 8<br>3%            | 7<br>3%     | -<br>-              | 1<br>*       | 1<br>*                 | -<br>-     | 188<br>82%  | 39<br>17%  |
| Other 3       | 229<br>100% | 6<br>3%   | 6<br>3%            | 4<br>2%     | 2<br>1%             | -<br>-       | -<br>-                 | -<br>-     | 212<br>93%  | 15<br>7%   |

## Overall European Influencers

### Q1\_1. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### Financial Times

Base: All respondents

|  |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total   | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total   | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Daily  | 52    | 8    | 44              | 19                   | 25                       | 3     | 5    | -    | -    | -         | *     | -           | 6           | 8           | 12          | 21          | 5                |
|  | 23%   | 11%  | 29%             | 25%                  | 32%                      | 14%   | 25%  | -    | -    | -         | 4%    | -           | 43%         | 17%         | 20%         | 27%         | 18%              |
|  |       | b    | b               | b                    | b                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| A few times a week   | 30    | 13   | 18              | 8                    | 9                        | 3     | 5    | 2    | *    | *         | 1     | -           | -           | 9           | 8           | 9           | 4                |
|  | 13%   | 17%  | 12%             | 11%                  | 12%                      | 16%   | 25%  | 35%  | 5%   | 4%        | 11%   | -           | -           | 20%         | 13%         | 12%         | 13%              |
| Once a week  | 20    | 11   | 9               | 1                    | 8                        | 4     | 2    | 4    | 1    | -         | *     | 1           | 1           | 4           | 5           | 9           | 1                |
|  | 9%    | 15%  | 6%              | 2%                   | 10%                      | 20%   | 9%   | 55%  | 17%  | -         | 4%    | 100%        | 6%          | 8%          | 8%          | 11%         | 3%               |
|  |       | cd   |                 | d                    | d                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| A few times a month  | 41    | 17   | 24              | 8                    | 15                       | 6     | 6    | -    | 1    | 2         | 2     | -           | 2           | 8           | 10          | 16          | 5                |
|  | 18%   | 23%  | 15%             | 11%                  | 20%                      | 28%   | 34%  | -    | 10%  | 21%       | 18%   | -           | 15%         | 18%         | 16%         | 20%         | 18%              |
| Once a month   | 19    | 7    | 12              | 8                    | 3                        | 2     | -    | -    | 4    | -         | 1     | -           | *           | 2           | 6           | 4           | 5                |
|  | 8%    | 9%   | 8%              | 11%                  | 4%                       | 9%    | -    | -    | 57%  | -         | 7%    | -           | 3%          | 5%          | 10%         | 6%          | 18%              |
| Less than once a month   | 29    | 14   | 16              | 10                   | 6                        | 1     | 1    | -    | *    | 7         | 4     | -           | 2           | 8           | 7           | 8           | 4                |
|  | 13%   | 18%  | 10%             | 13%                  | 8%                       | 3%    | 8%   | -    | 5%   | 74%       | 40%   | -           | 15%         | 18%         | 12%         | 10%         | 15%              |
|  |       | e    |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Never  | 21    | 4    | 18              | 11                   | 7                        | 1     | -    | 1    | *    | -         | 2     | -           | 2           | 4           | 6           | 8           | 1                |
|  | 9%    | 5%   | 11%             | 14%                  | 9%                       | 4%    | -    | 10%  | 5%   | -         | 14%   | -           | 18%         | 9%          | 9%          | 10%         | 4%               |
| No response  | 16    | 2    | 14              | 11                   | 3                        | 1     | -    | -    | -    | -         | *     | -           | -           | 2           | 7           | 3           | 3                |
|  | 7%    | 2%   | 9%              | 14%                  | 4%                       | 6%    | -    | -    | -    | -         | 4%    | -           | -           | 4%          | 12%         | 4%          | 11%              |
|  |       | b    | b               | be                   |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| <b>NETS</b>  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least once a week (Daily + A few times a week + Once a week) | 103   | 32   | 71              | 29                   | 42                       | 11    | 11   | 6    | 2    | *         | 2     | 1           | 7           | 21          | 25          | 39          | 10               |
|  | 45%   | 43%  | 46%             | 38%                  | 54%                      | 50%   | 59%  | 90%  | 22%  | 4%        | 18%   | 100%        | 49%         | 46%         | 41%         | 50%         | 34%              |
|  |       |      |                 | d                    | d                        |       |      |      |      |           |       |             |             |             |             |             |                  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q1\_1. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### Financial Times

Base: All respondents

|  |       | GENDER |        | REGION  |                     |               |         |                      | LENGTH OF SERVICE   |           |            |                       |
|--|-------|--------|--------|---------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|  | Total | Male   | Female | Western | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95%  |       | a      | b      | a       | b                   | c             | d       | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total   | 229   | 154    | 75     | 67      | 62                  | 48            | 45      | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total   | 229   | 148    | 81     | 77      | 52                  | 48            | 46      | 6                    | 2                   | 63        | 45         | 119                   |
|  | 100%  | 100%   | 100%   | 100%    | 100%                | 100%          | 100%    | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Daily  | 52    | 40     | 13     | 16      | 16                  | 12            | 7       | 2                    | -                   | 10        | 9          | 33                    |
|  | 23%   | 27%    | 16%    | 21%     | 31%                 | 25%           | 14%     | 29%                  | -                   | 16%       | 21%        | 28%                   |
| A few times a week   | 30    | 21     | 9      | 7       | 4                   | 9             | 9       | 2                    | -                   | 5         | 7          | 18                    |
|  | 13%   | 14%    | 12%    | 9%      | 9%                  | 18%           | 20%     | 29%                  | -                   | 7%        | 16%        | 15%                   |
| Once a week  | 20    | 11     | 10     | 2       | 4                   | 6             | 7       | 1                    | -                   | 10        | 3          | 7                     |
|  | 9%    | 7%     | 12%    | 3%      | 7%                  | 12%           | 16%     | 14%                  | -                   | 16%       | 7%         | 6%                    |
|  |       |        |        |         |                     |               | a       |                      |                     | d         |            |                       |
| A few times a month  | 41    | 27     | 14     | 14      | 10                  | 8             | 7       | 2                    | -                   | 13        | 12         | 16                    |
|  | 18%   | 18%    | 17%    | 18%     | 20%                 | 17%           | 16%     | 29%                  | -                   | 21%       | 26%        | 14%                   |
| Once a month   | 19    | 12     | 7      | 9       | 5                   | 2             | 4       | -                    | -                   | 6         | 3          | 10                    |
|  | 8%    | 8%     | 8%     | 11%     | 9%                  | 4%            | 8%      | -                    | -                   | 9%        | 7%         | 8%                    |
| Less than once a month   | 29    | 15     | 15     | 16      | 6                   | 2             | 4       | -                    | 1                   | 14        | 6          | 8                     |
|  | 13%   | 10%    | 18%    | 21%     | 12%                 | 5%            | 9%      | -                    | 79%                 | 21%       | 13%        | 7%                    |
|  |       |        |        | c       |                     |               |         |                      |                     | d         |            |                       |
| Never  | 21    | 10     | 11     | 6       | 5                   | 5             | 5       | -                    | -                   | 4         | 4          | 13                    |
|  | 9%    | 7%     | 14%    | 8%      | 10%                 | 11%           | 11%     | -                    | -                   | 7%        | 9%         | 11%                   |
| No response  | 16    | 13     | 3      | 7       | 2                   | 4             | 3       | -                    | *                   | 2         | 1          | 13                    |
|  | 7%    | 8%     | 4%     | 10%     | 3%                  | 8%            | 7%      | -                    | 21%                 | 3%        | 1%         | 11%                   |
|  |       |        |        |         |                     |               |         |                      |                     |           | c          |                       |
| NETS   |       |        |        |         |                     |               |         |                      |                     |           |            |                       |
| Net: At least once a week (Daily + A few times a week + Once a week) | 103   | 71     | 32     | 25      | 24                  | 27            | 23      | 4                    | -                   | 25        | 20         | 59                    |
|  | 45%   | 48%    | 39%    | 32%     | 46%                 | 56%           | 49%     | 71%                  | -                   | 39%       | 44%        | 49%                   |
|  |       |        |        |         |                     | a             |         |                      |                     |           |            |                       |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d



## Overall European Influencers

### Q1\_1. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### Financial Times

Base: All respondents

|  |       | POLICY AREA |          |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|--|-------|-------------|----------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|  | Total | Transport   | Energy   | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%  |       | a           | b        | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total   | 229   | 36          | 46       | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total   | 229   | 36          | 43       | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|  | 100%  | 100%        | 100%     | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Daily  | 52    | 7           | 12       | 17                 | 7                       | 16                                  | 4                        | 5                           | 17                          | 13                     | 23                  | 20  | 11            |
|  | 23%   | 20%         | 28%      | 40%                | 21%                     | 40%                                 | 18%                      | 11%                         | 25%                         | 36%                    | 37%                 | 32%   | 22%           |
|  |       |             | g        | g                  |                         | g                                   |                          |                             | g                           | g                      | g                   | g   |               |
| A few times a week   | 30    | 6           | 9        | 7                  | 11                      | 6                                   | 7                        | 8                           | 11                          | 4                      | 10                  | 8   | 5             |
|  | 13%   | 17%         | 22%      | 16%                | 30%<br>kl               | 14%                                 | 32%                      | 16%                         | 16%                         | 12%                    | 17%                 | 13%   | 10%           |
| Once a week  | 20    | 2           | 3        | 5                  | 2                       | 5                                   | 3                        | 3                           | 5                           | 1                      | 4                   | 8   | 5             |
|  | 9%    | 6%          | 7%       | 11%                | 6%                      | 12%                                 | 12%                      | 6%                          | 7%                          | 4%                     | 7%                  | 13%   | 11%           |
| A few times a month  | 41    | 10          | 7        | 6                  | 5                       | 2                                   | 5                        | 14                          | 9                           | 5                      | 16                  | 9   | 8             |
|  | 18%   | 28%<br>e    | 16%      | 13%                | 15%                     | 5%                                  | 24%                      | 27%<br>e                    | 13%                         | 15%                    | 26%<br>e            | 15%   | 15%           |
| Once a month   | 19    | 2           | 5        | 2                  | 2                       | 5                                   | -                        | 3                           | 8                           | 6                      | 2                   | 6   | 3             |
|  | 8%    | 6%          | 12%      | 4%                 | 7%                      | 13%                                 | -                        | 5%                          | 12%                         | 17%<br>j               | 3%                  | 10%   | 6%            |
| Less than once a month   | 29    | 6           | 2        | -                  | 2                       | 4                                   | 2                        | 6                           | 5                           | 4                      | 3                   | 4   | 10            |
|  | 13%   | 16%<br>c    | 4%       | -                  | 7%                      | 10%<br>c                            | 8%                       | 12%<br>c                    | 8%                          | 12%<br>c               | 5%                  | 6%  | 19%<br>bcjk   |
| Never  | 21    | 2           | 2        | 2                  | 4                       | 2                                   | 1                        | 9                           | 6                           | -                      | 1                   | 3   | 5             |
|  | 9%    | 5%          | 5%       | 4%                 | 10%                     | 4%                                  | 6%                       | 19%<br>bceijk               | 10%                         | -                      | 2%                  | 5%  | 9%            |
| No response  | 16    | 1           | 2        | 6                  | 1                       | 1                                   | -                        | 2                           | 7                           | 1                      | 2                   | 3   | 4             |
|  | 7%    | 2%          | 5%       | 13%<br>j           | 3%                      | 3%                                  | -                        | 4%                          | 10%                         | 4%                     | 3%                  | 5%  | 8%            |
| NETS   |       |             |          |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least once a week (Daily + A few times a week + Once a week) | 103   | 15          | 24       | 29                 | 20                      | 26                                  | 13                       | 17                          | 32                          | 18                     | 37                  | 35  | 22            |
|  | 45%   | 43%         | 57%<br>g | 67%<br>agl         | 57%<br>g                | 65%<br>gl                           | 63%                      | 33%                         | 48%                         | 52%                    | 60%<br>g            | 58%<br>g                                      | 43%           |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q1\_2. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### The Economist

Base: All respondents

|  |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total   | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total   | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Daily  | 14    | 6    | 8               | 4                    | 4                        | 1     | 5    | -    | -    | -         | *     | -           | 1           | 1           | 6           | 2           | 3                |
|  | 6%    | 8%   | 5%              | 5%                   | 6%                       | 3%    | 26%  | -    | -    | -         | 4%    | -           | 6%          | 3%          | 10%         | 3%          | 10%              |
| A few times a week   | 27    | 13   | 14              | 5                    | 9                        | 2     | 3    | 3    | 2    | 1         | 2     | -           | 2           | 6           | 4           | 11          | 4                |
|  | 12%   | 18%  | 9%              | 6%                   | 12%                      | 11%   | 17%  | 45%  | 22%  | 13%       | 14%   | -           | 15%         | 12%         | 7%          | 15%         | 13%              |
|  |       | d    |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Once a week  | 49    | 16   | 32              | 17                   | 15                       | 7     | 6    | 3    | *    | -         | -     | -           | 3           | 11          | 15          | 16          | 4                |
|  | 21%   | 22%  | 21%             | 22%                  | 20%                      | 31%   | 33%  | 45%  | 5%   | -         | -     | -           | 24%         | 26%         | 24%         | 20%         | 12%              |
| A few times a month  | 35    | 8    | 27              | 7                    | 20                       | 3     | 3    | -    | 1    | *         | 1     | 1           | 2           | 5           | 10          | 15          | 2                |
|  | 15%   | 11%  | 17%             | 9%                   | 26%                      | 14%   | 16%  | -    | 10%  | 4%        | 7%    | 100%        | 13%         | 12%         | 17%         | 19%         | 7%               |
|  |       |      |                 |                      | bd                       |       |      |      |      |           |       |             |             |             |             |             |                  |
| Once a month   | 17    | 4    | 13              | 7                    | 6                        | 2     | -    | -    | -    | 1         | 1     | -           | 2           | 7           | 2           | 4           | 2                |
|  | 7%    | 5%   | 9%              | 9%                   | 8%                       | 8%    | -    | -    | -    | 12%       | 10%   | -           | 18%         | 16%         | 3%          | 5%          | 5%               |
|  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             | de          |             |             |                  |
| Less than once a month   | 41    | 13   | 28              | 19                   | 9                        | 5     | 1    | -    | 4    | -         | 2     | -           | 1           | 7           | 11          | 15          | 7                |
|  | 18%   | 18%  | 18%             | 25%                  | 11%                      | 26%   | 8%   | -    | 57%  | -         | 18%   | -           | 9%          | 15%         | 18%         | 20%         | 22%              |
|  |       |      |                 | e                    |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Never  | 31    | 13   | 19              | 11                   | 8                        | 1     | -    | 1    | *    | 6         | 5     | -           | 2           | 4           | 8           | 12          | 5                |
|  | 14%   | 17%  | 12%             | 14%                  | 10%                      | 3%    | -    | 10%  | 5%   | 70%       | 43%   | -           | 15%         | 10%         | 14%         | 15%         | 16%              |
| No response  | 15    | 2    | 13              | 7                    | 6                        | 1     | -    | -    | -    | -         | *     | -           | -           | 2           | 4           | 4           | 5                |
|  | 6%    | 2%   | 9%              | 9%                   | 8%                       | 6%    | -    | -    | -    | -         | 4%    | -           | -           | 5%          | 7%          | 4%          | 15%              |
| <b>NETS</b>  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least once a week (Daily + A few times a week + Once a week) | 90    | 35   | 54              | 25                   | 29                       | 10    | 14   | 6    | 2    | 1         | 2     | -           | 6           | 19          | 25          | 29          | 10               |
|  | 39%   | 47%  | 35%             | 33%                  | 38%                      | 45%   | 76%  | 90%  | 27%  | 13%       | 18%   | -           | 45%         | 41%         | 41%         | 38%         | 34%              |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q1\_2. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### The Economist

Base: All respondents

|  |       | GENDER |        | REGION  |                     |               |         |                      | LENGTH OF SERVICE   |           |            |                       |
|--|-------|--------|--------|---------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|  | Total | Male   | Female | Western | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95%  |       | a      | b      | a       | b                   | c             | d       | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total   | 229   | 154    | 75     | 67      | 62                  | 48            | 45      | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total   | 229   | 148    | 81     | 77      | 52                  | 48            | 46      | 6                    | 2                   | 63        | 45         | 119                   |
|  | 100%  | 100%   | 100%   | 100%    | 100%                | 100%          | 100%    | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Daily  | 14    | 8      | 6      | 1       | 5                   | 6             | 2       | -                    | -                   | 7         | 1          | 5                     |
|  | 6%    | 5%     | 7%     | 1%      | 9%                  | 13%           | 4%      | -                    | -                   | 11%       | 3%         | 5%                    |
|  |       |        |        |         | a                   | a             |         |                      |                     |           |            |                       |
| A few times a week   | 27    | 18     | 9      | 3       | 7                   | 6             | 12      | 1                    | -                   | 10        | 10         | 8                     |
|  | 12%   | 12%    | 11%    | 3%      | 13%                 | 12%           | 25%     | 14%                  | -                   | 16%       | 21%        | 7%                    |
|  |       |        |        |         |                     |               | a       |                      |                     | d         | d          |                       |
| Once a week  | 49    | 33     | 15     | 18      | 6                   | 14            | 10      | 1                    | 1                   | 11        | 7          | 28                    |
|  | 21%   | 22%    | 19%    | 23%     | 12%                 | 29%           | 22%     | 14%                  | 79%                 | 18%       | 16%        | 24%                   |
|  |       |        |        |         |                     | b             |         |                      |                     |           |            |                       |
| A few times a month  | 35    | 21     | 14     | 10      | 14                  | 5             | 4       | 3                    | -                   | 6         | 8          | 21                    |
|  | 15%   | 14%    | 17%    | 13%     | 26%                 | 10%           | 9%      | 43%                  | -                   | 10%       | 18%        | 17%                   |
|  |       |        |        |         | cd                  |               |         |                      |                     |           |            |                       |
| Once a month   | 17    | 11     | 7      | 5       | 3                   | 3             | 5       | 1                    | -                   | 3         | 5          | 9                     |
|  | 7%    | 7%     | 8%     | 7%      | 6%                  | 7%            | 10%     | 14%                  | -                   | 5%        | 12%        | 7%                    |
|  |       |        |        |         |                     |               |         |                      |                     |           |            |                       |
| Less than once a month   | 41    | 30     | 11     | 17      | 9                   | 7             | 8       | -                    | -                   | 10        | 9          | 22                    |
|  | 18%   | 20%    | 13%    | 22%     | 17%                 | 15%           | 17%     | -                    | -                   | 16%       | 19%        | 19%                   |
|  |       |        |        |         |                     |               |         |                      |                     |           |            |                       |
| Never  | 31    | 15     | 17     | 17      | 6                   | 5             | 3       | 1                    | -                   | 14        | 5          | 13                    |
|  | 14%   | 10%    | 21%    | 22%     | 11%                 | 10%           | 7%      | 14%                  | -                   | 22%       | 11%        | 11%                   |
|  |       |        | a      | d       |                     |               |         |                      |                     | d         |            |                       |
| No response  | 15    | 12     | 3      | 7       | 4                   | 2             | 2       | -                    | *                   | 1         | 1          | 13                    |
|  | 6%    | 8%     | 4%     | 9%      | 7%                  | 4%            | 4%      | -                    | 21%                 | 1%        | 1%         | 11%                   |
|  |       |        |        |         |                     |               |         |                      |                     |           |            | bc                    |
| NETS   |       |        |        |         |                     |               |         |                      |                     |           |            |                       |
| Net: At least once a week (Daily + A few times a week + Once a week) | 90    | 60     | 30     | 21      | 17                  | 26            | 24      | 2                    | 1                   | 29        | 18         | 42                    |
|  | 39%   | 40%    | 37%    | 27%     | 33%                 | 54%           | 52%     | 29%                  | 79%                 | 45%       | 40%        | 35%                   |
|  |       |        |        |         |                     | ab            | a       |                      |                     |           |            |                       |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q1\_2. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### The Economist

Base: All respondents

|  |       | POLICY AREA |          |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|--|-------|-------------|----------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|  | Total | Transport   | Energy   | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%  |       | a           | b        | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total   | 229   | 36          | 46       | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total   | 229   | 36          | 43       | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|  | 100%  | 100%        | 100%     | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Daily  | 14    | 5           | 3        | 8                  | 6                       | 3                                   | 3                        | 5                           | 6                           | 3                      | 5                   | 5   | 1             |
|  | 6%    | 13%         | 7%       | 18%<br>l           | 16%<br>l                | 7%                                  | 15%                      | 10%                         | 9%                          | 8%                     | 9%                  | 8%  | 3%            |
| A few times a week   | 27    | 4           | 10       | 4                  | 5                       | 5                                   | 3                        | 5                           | 9                           | 3                      | 7                   | 9   | 4             |
|  | 12%   | 12%         | 24%<br>l | 10%                | 15%                     | 13%                                 | 12%                      | 10%                         | 13%                         | 8%                     | 12%                 | 15%   | 7%            |
| Once a week  | 49    | 8           | 6        | 14                 | 4                       | 8                                   | 4                        | 7                           | 13                          | 5                      | 21                  | 14  | 11            |
|  | 21%   | 22%         | 14%      | 32%<br>bdg         | 12%                     | 20%                                 | 20%                      | 14%                         | 19%                         | 14%                    | 35%<br>bdghi        | 23%   | 22%           |
| A few times a month  | 35    | 4           | 8        | 4                  | 7                       | 7                                   | 3                        | 7                           | 13                          | 7                      | 10                  | 9   | 5             |
|  | 15%   | 11%         | 19%      | 10%                | 20%                     | 18%                                 | 14%                      | 13%                         | 20%                         | 21%                    | 17%                 | 15%   | 10%           |
| Once a month   | 17    | 3           | 3        | 1                  | 2                       | 3                                   | 1                        | 5                           | 4                           | 2                      | 4                   | 4   | 5             |
|  | 7%    | 8%          | 7%       | 2%                 | 7%                      | 7%                                  | 4%                       | 10%                         | 6%                          | 5%                     | 6%                  | 7%  | 10%           |
| Less than once a month   | 41    | 5           | 7        | 4                  | 6                       | 7                                   | 4                        | 12                          | 11                          | 7                      | 8                   | 12  | 10            |
|  | 18%   | 15%         | 17%      | 8%                 | 16%                     | 17%                                 | 19%                      | 23%                         | 16%                         | 21%                    | 13%                 | 20%   | 20%           |
| Never  | 31    | 6           | 3        | 1                  | 3                       | 5                                   | 2                        | 8                           | 8                           | 5                      | 3                   | 4   | 10            |
|  | 14%   | 17%<br>cj   | 6%       | 3%                 | 8%                      | 13%                                 | 10%                      | 16%<br>c                    | 12%                         | 16%<br>c               | 5%                  | 6%  | 19%<br>cjk    |
| No response  | 15    | 1           | 3        | 7                  | 2                       | 2                                   | 1                        | 2                           | 4                           | 2                      | 3                   | 4   | 5             |
|  | 6%    | 2%          | 7%       | 16%<br>agj         | 6%                      | 5%                                  | 4%                       | 4%                          | 6%                          | 6%                     | 4%                  | 6%  | 10%           |
| NETS   |       |             |          |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least once a week (Daily + A few times a week + Once a week) | 90    | 17          | 19       | 26                 | 15                      | 16                                  | 10                       | 17                          | 27                          | 11                     | 34                  | 28  | 16            |
|  | 39%   | 47%         | 44%      | 60%<br>ghil        | 42%                     | 40%                                 | 48%                      | 34%                         | 41%                         | 31%                    | 55%<br>gil          | 45%   | 32%           |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q1\_3. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### POLITICO

Base: All respondents

|  |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total   | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total   | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Daily  | 79    | 22   | 57              | 24                   | 33                       | 8     | 5    | 2    | *    | 5         | 1     | -           | 7           | 21          | 22          | 24          | 5                |
|  | 34%   | 30%  | 37%             | 31%                  | 42%                      | 38%   | 26%  | 35%  | 5%   | 57%       | 10%   | -           | 52%         | 47%         | 37%         | 30%         | 15%              |
| A few times a week   | 36    | 17   | 18              | 7                    | 11                       | 7     | 3    | 3    | 2    | *         | 2     | -           | 2           | 8           | 11          | 11          | 3                |
|  | 16%   | 23%  | 12%             | 9%                   | 14%                      | 32%   | 16%  | 45%  | 27%  | 4%        | 18%   | -           | 18%         | 18%         | 18%         | 14%         | 11%              |
|  |       | cd   |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Once a week  | 28    | 10   | 18              | 11                   | 7                        | 3     | 5    | 1    | -    | *         | 2     | 1           | *           | 5           | 6           | 11          | 5                |
|  | 12%   | 13%  | 11%             | 14%                  | 9%                       | 13%   | 24%  | 10%  | -    | 4%        | 14%   | 100%        | 3%          | 11%         | 9%          | 14%         | 16%              |
| A few times a month  | 23    | 12   | 12              | 5                    | 7                        | 3     | 3    | -    | 1    | -         | 4     | -           | 2           | 2           | 8           | 6           | 5                |
|  | 10%   | 16%  | 8%              | 6%                   | 9%                       | 13%   | 17%  | -    | 17%  | -         | 40%   | -           | 13%         | 5%          | 14%         | 8%          | 16%              |
| Once a month   | 11    | 1    | 10              | 5                    | 5                        | -     | -    | -    | *    | -         | 1     | -           | 1           | 1           | 3           | 5           | 1                |
|  | 5%    | 2%   | 6%              | 6%                   | 7%                       | -     | -    | -    | 5%   | -         | 7%    | -           | 9%          | 2%          | 5%          | 6%          | 4%               |
| Less than once a month   | 13    | 6    | 7               | 5                    | 2                        | 1     | 1    | -    | 3    | -         | 1     | -           | 1           | 5           | *           | 2           | 4                |
|  | 6%    | 8%   | 4%              | 6%                   | 2%                       | 3%    | 8%   | -    | 46%  | -         | 7%    | -           | 6%          | 11%         | 1%          | 3%          | 14%              |
|  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             | d           |             |             |                  |
| Never  | 20    | 4    | 15              | 8                    | 7                        | *     | -    | 1    | -    | 3         | -     | -           | -           | 3           | 4           | 10          | 2                |
|  | 9%    | 6%   | 10%             | 11%                  | 9%                       | 1%    | -    | 10%  | -    | 35%       | -     | -           | -           | 7%          | 7%          | 13%         | 5%               |
| No response  | 20    | 2    | 18              | 12                   | 6                        | -     | 2    | -    | -    | -         | *     | -           | -           | -           | 6           | 9           | 5                |
|  | 9%    | 3%   | 12%             | 16%                  | 8%                       | -     | 9%   | -    | -    | -         | 4%    | -           | -           | -           | 9%          | 11%         | 18%              |
|  |       |      | b               | b                    |                          |       |      |      |      |           |       |             |             |             | c           | c           |                  |
| <b>NETS</b>  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least once a week (Daily + A few times a week + Once a week) | 142   | 50   | 93              | 42                   | 51                       | 18    | 13   | 6    | 2    | 6         | 5     | 1           | 10          | 34          | 40          | 45          | 13               |
|  | 62%   | 66%  | 60%             | 55%                  | 66%                      | 83%   | 66%  | 90%  | 32%  | 65%       | 43%   | 100%        | 72%         | 75%         | 64%         | 58%         | 42%              |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q1\_3. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### POLITICO

Base: All respondents

Significance Level: 95%

|  |       | GENDER |          | REGION  |                     |               |         |                      | LENGTH OF SERVICE   |           |            |                       |
|--|-------|--------|----------|---------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|  | Total | Male   | Female   | Western | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95%  |       | a      | b        | a       | b                   | c             | d       | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total   | 229   | 154    | 75       | 67      | 62                  | 48            | 45      | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total   | 229   | 148    | 81       | 77      | 52                  | 48            | 46      | 6                    | 2                   | 63        | 45         | 119                   |
|  | 100%  | 100%   | 100%     | 100%    | 100%                | 100%          | 100%    | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Daily  | 79    | 51     | 27       | 30      | 18                  | 11            | 17      | 3                    | -                   | 17        | 23         | 39                    |
|  | 34%   | 35%    | 34%      | 39%     | 35%                 | 24%           | 36%     | 43%                  | -                   | 27%       | 50%<br>bd  | 33%                   |
| A few times a week   | 36    | 27     | 8        | 9       | 6                   | 8             | 10      | 2                    | -                   | 12        | 10         | 14                    |
|  | 16%   | 18%    | 10%      | 12%     | 12%                 | 17%           | 22%     | 29%                  | -                   | 19%       | 21%        | 12%                   |
| Once a week  | 28    | 17     | 11       | 9       | 6                   | 7             | 6       | -                    | -                   | 7         | 2          | 18                    |
|  | 12%   | 11%    | 14%      | 11%     | 11%                 | 15%           | 13%     | -                    | -                   | 12%       | 4%         | 15%                   |
| A few times a month  | 23    | 17     | 7        | 9       | 3                   | 5             | 5       | 1                    | -                   | 11        | 3          | 9                     |
|  | 10%   | 11%    | 8%       | 12%     | 6%                  | 11%           | 10%     | 14%                  | -                   | 18%<br>d  | 7%         | 7%                    |
| Once a month   | 11    | 9      | 2        | 3       | 5                   | 1             | 1       | 1                    | -                   | 1         | 1          | 9                     |
|  | 5%    | 6%     | 3%       | 4%      | 9%                  | 3%            | 3%      | 14%                  | -                   | 2%        | 3%         | 7%                    |
| Less than once a month   | 13    | 7      | 6        | 4       | 4                   | 3             | 2       | -                    | 1                   | 5         | 3          | 3                     |
|  | 6%    | 5%     | 7%       | 5%      | 8%                  | 6%            | 4%      | -                    | 79%                 | 8%        | 7%         | 3%                    |
| Never  | 20    | 7      | 13       | 7       | 5                   | 5             | 3       | -                    | -                   | 7         | 3          | 10                    |
|  | 9%    | 4%     | 16%<br>a | 9%      | 10%                 | 10%           | 7%      | -                    | -                   | 11%       | 6%         | 8%                    |
| No response  | 20    | 14     | 7        | 6       | 5                   | 7             | 2       | -                    | *                   | 2         | -          | 17                    |
|  | 9%    | 9%     | 8%       | 8%      | 9%                  | 15%           | 4%      | -                    | 21%                 | 4%        | -          | 14%<br>bc             |
| NETS   |       |        |          |         |                     |               |         |                      |                     |           |            |                       |
| Net: At least once a week (Daily + A few times a week + Once a week) | 142   | 95     | 47       | 48      | 30                  | 27            | 33      | 4                    | -                   | 36        | 34         | 71                    |
|  | 62%   | 64%    | 58%      | 62%     | 59%                 | 56%           | 72%     | 71%                  | -                   | 58%       | 76%<br>b   | 60%                   |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q1\_3. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### POLITICO

Base: All respondents

|       | POLICY AREA |           |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------|-------------|-----------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|       |             |           |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Total | Transport   | Energy    | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
|       | a           | b         | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| 229   | 36          | 46        | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| 229   | 36          | 43        | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
| 100%  | 100%        | 100%      | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| 79    | 19          | 20        | 19                 | 15                      | 18                                  | 12                       | 16                          | 30                          | 16                     | 33                  | 24  | 15            |
| 34%   | 52%<br>l    | 46%       | 44%                | 44%                     | 44%                                 | 56%                      | 32%                         | 45%                         | 47%                    | 53%<br>gl           | 39%   | 29%           |
| 36    | 6           | 6         | 7                  | 3                       | 4                                   | 3                        | 7                           | 5                           | 3                      | 10                  | 9   | 12            |
| 16%   | 17%         | 15%       | 16%                | 9%                      | 11%                                 | 16%                      | 14%                         | 7%                          | 8%                     | 16%                 | 14%   | 22%<br>h      |
| 28    | 2           | 8         | 4                  | 6                       | 3                                   | 3                        | 7                           | 10                          | 5                      | 4                   | 9   | 4             |
| 12%   | 6%          | 20%<br>j  | 8%                 | 17%                     | 9%                                  | 14%                      | 14%                         | 14%                         | 16%                    | 7%                  | 15%   | 8%            |
| 23    | 2           | 1         | 5                  | 2                       | 3                                   | 1                        | 5                           | 3                           | 4                      | 6                   | 2   | 9             |
| 10%   | 5%          | 2%        | 11%                | 5%                      | 6%                                  | 4%                       | 9%                          | 4%                          | 12%                    | 10%                 | 3%  | 17%<br>bhk    |
| 11    | -           | 3         | 2                  | 1                       | 1                                   | 1                        | 3                           | 5                           | -                      | 1                   | 2   | 2             |
| 5%    | -           | 7%        | 4%                 | 4%                      | 2%                                  | 6%                       | 6%                          | 7%                          | -                      | 1%                  | 4%  | 3%            |
| 13    | 1           | -         | 1                  | 2                       | 3                                   | -                        | 2                           | -                           | 3                      | 2                   | 6   | 2             |
| 6%    | 3%          | -         | 1%                 | 6%                      | 8%<br>bh                            | -                        | 4%                          | -                           | 9%<br>bh               | 4%                  | 10%<br>bh                                     | 3%            |
| 20    | 4           | -         | -                  | 2                       | 4                                   | -                        | 7                           | 7                           | -                      | 1                   | 3   | 6             |
| 9%    | 11%<br>bcj  | -         | -                  | 6%                      | 11%<br>bcj                          | -                        | 15%<br>bcij                 | 10%<br>bc                   | -                      | 2%                  | 5%  | 11%<br>bcj    |
| 20    | 2           | 5         | 7                  | 3                       | 4                                   | 1                        | 3                           | 9                           | 3                      | 4                   | 6   | 3             |
| 9%    | 6%          | 11%       | 16%                | 9%                      | 9%                                  | 4%                       | 7%                          | 13%                         | 8%                     | 6%                  | 10%   | 6%            |
| 142   | 27          | 34        | 30                 | 25                      | 25                                  | 18                       | 30                          | 45                          | 24                     | 47                  | 42  | 31            |
| 62%   | 75%         | 81%<br>gl | 68%                | 71%                     | 63%                                 | 86%                      | 60%                         | 66%                         | 71%                    | 76%                 | 68%   | 60%           |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q1\_4. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### Euronews

Base: All respondents

|  |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total   | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total   | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Daily  | 20    | 7    | 13              | 7                    | 6                        | 1     | 3    | -    | -    | 3         | -     | -           | 2           | 4           | 4           | 10          | 1                |
|  | 9%    | 9%   | 9%              | 9%                   | 8%                       | 3%    | 17%  | -    | -    | 35%       | -     | -           | 15%         | 8%          | 6%          | 13%         | 3%               |
| A few times a week   | 41    | 20   | 21              | 17                   | 4                        | 8     | 5    | 3    | 1    | *         | 2     | -           | -           | 7           | 12          | 17          | 4                |
|  | 18%   | 26%  | 14%             | 22%                  | 6%                       | 37%   | 26%  | 45%  | 17%  | 4%        | 18%   | -           | -           | 15%         | 19%         | 22%         | 15%              |
|  |       | ce   | e               | e                    |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Once a week  | 27    | 10   | 16              | 6                    | 10                       | 3     | 3    | -    | *    | *         | 3     | -           | 1           | 6           | 6           | 7           | 7                |
|  | 12%   | 14%  | 11%             | 8%                   | 13%                      | 14%   | 17%  | -    | 5%   | 4%        | 29%   | -           | 6%          | 14%         | 10%         | 8%          | 22%              |
| A few times a month  | 24    | 9    | 16              | 7                    | 9                        | 2     | 4    | -    | 1    | 1         | -     | -           | 3           | 6           | 3           | 9           | 3                |
|  | 11%   | 12%  | 10%             | 9%                   | 11%                      | 10%   | 24%  | -    | 10%  | 13%       | -     | -           | 19%         | 13%         | 5%          | 12%         | 11%              |
| Once a month   | 16    | 2    | 13              | 7                    | 6                        | -     | -    | -    | 1    | *         | 1     | -           | 1           | 5           | 4           | 4           | 1                |
|  | 7%    | 3%   | 9%              | 9%                   | 8%                       | -     | -    | -    | 17%  | 4%        | 7%    | -           | 9%          | 12%         | 7%          | 5%          | 3%               |
| Less than once a month   | 36    | 13   | 23              | 10                   | 14                       | 2     | 3    | 2    | 3    | *         | 1     | 1           | 4           | 7           | 13          | 5           | 6                |
|  | 16%   | 17%  | 15%             | 13%                  | 18%                      | 12%   | 16%  | 35%  | 46%  | 4%        | 7%    | 100%        | 27%         | 16%         | 20%         | 7%          | 21%              |
|  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             | e           |             |                  |
| Never  | 39    | 10   | 29              | 13                   | 16                       | 3     | -    | 1    | *    | 3         | 3     | -           | 3           | 6           | 13          | 16          | 2                |
|  | 17%   | 13%  | 19%             | 17%                  | 21%                      | 13%   | -    | 10%  | 5%   | 35%       | 25%   | -           | 24%         | 13%         | 20%         | 20%         | 6%               |
| No response  | 26    | 5    | 22              | 10                   | 12                       | 2     | -    | 1    | -    | -         | 2     | -           | -           | 4           | 7           | 9           | 6                |
|  | 11%   | 6%   | 14%             | 13%                  | 16%                      | 11%   | -    | 10%  | -    | -         | 14%   | -           | -           | 9%          | 12%         | 12%         | 20%              |
| <b>NETS</b>  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least once a week (Daily + A few times a week + Once a week) | 87    | 37   | 51              | 30                   | 21                       | 12    | 11   | 3    | 2    | 4         | 5     | -           | 3           | 17          | 22          | 34          | 12               |
|  | 38%   | 49%  | 33%             | 39%                  | 27%                      | 54%   | 60%  | 45%  | 22%  | 44%       | 47%   | -           | 21%         | 37%         | 36%         | 44%         | 39%              |
|  |       | ce   |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f



## Overall European Influencers

### Q1\_4. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### Euronews

Base: All respondents

Significance Level: 95%

|  |      |      |      |          |           |          |          |      |      |      |      |      |
|--|------|------|------|----------|-----------|----------|----------|------|------|------|------|------|
| Unweighted Total   | 229  | 154  | 75   | 67       | 62        | 48       | 45       | 7    | 2    | 62   | 47   | 118  |
| Weighted Total   | 229  | 148  | 81   | 77       | 52        | 48       | 46       | 6    | 2    | 63   | 45   | 119  |
|  | 100% | 100% | 100% | 100%     | 100%      | 100%     | 100%     | 100% | 100% | 100% | 100% | 100% |
| Daily  | 20   | 9    | 11   | 6        | 1         | 8        | 4        | 1    | -    | 5    | 4    | 12   |
|  | 9%   | 6%   | 13%  | 8%       | 2%        | 16%<br>b | 10%      | 14%  | -    | 8%   | 8%   | 10%  |
| A few times a week   | 41   | 26   | 14   | 14       | 2         | 12       | 11       | 2    | -    | 13   | 8    | 20   |
|  | 18%  | 18%  | 18%  | 18%<br>b | 4%        | 26%<br>b | 24%<br>b | 29%  | -    | 20%  | 17%  | 17%  |
| Once a week  | 27   | 18   | 9    | 11       | 2         | 6        | 5        | 2    | -    | 10   | 5    | 12   |
|  | 12%  | 12%  | 11%  | 15%      | 5%        | 12%      | 12%      | 29%  | -    | 15%  | 12%  | 10%  |
| A few times a month  | 24   | 13   | 11   | 9        | 8         | 4        | 4        | -    | -    | 7    | 5    | 13   |
|  | 11%  | 9%   | 14%  | 12%      | 15%       | 8%       | 8%       | -    | -    | 11%  | 10%  | 11%  |
| Once a month   | 16   | 10   | 6    | 1        | 6         | 4        | 2        | 2    | -    | 3    | 6    | 7    |
|  | 7%   | 7%   | 7%   | 1%       | 12%<br>a  | 9%<br>a  | 5%       | 29%  | -    | 5%   | 13%  | 6%   |
| Less than once a month   | 36   | 26   | 10   | 11       | 13        | 5        | 7        | -    | 1    | 11   | 7    | 16   |
|  | 16%  | 17%  | 12%  | 14%      | 24%       | 10%      | 16%      | -    | 79%  | 18%  | 15%  | 14%  |
| Never  | 39   | 27   | 12   | 14       | 15        | 4        | 6        | -    | -    | 10   | 8    | 21   |
|  | 17%  | 18%  | 15%  | 19%      | 28%<br>cd | 9%       | 12%      | -    | -    | 17%  | 18%  | 17%  |
| No response  | 26   | 19   | 8    | 10       | 5         | 5        | 6        | -    | *    | 4    | 3    | 19   |
|  | 11%  | 13%  | 10%  | 14%      | 10%       | 10%      | 13%      | -    | 21%  | 7%   | 7%   | 16%  |
| NETS   |      |      |      |          |           |          |          |      |      |      |      |      |
| Net: At least once a week (Daily + A few times a week + Once a week) | 87   | 54   | 34   | 31       | 6         | 25       | 21       | 4    | -    | 27   | 17   | 43   |
|  | 38%  | 36%  | 42%  | 41%<br>b | 11%       | 53%<br>b | 45%<br>b | 71%  | -    | 43%  | 37%  | 37%  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q1\_4. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### Euronews

Base: All respondents

|  |       | POLICY AREA |          |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|--|-------|-------------|----------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|  | Total | Transport   | Energy   | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%  |       | a           | b        | c                  | d                       | e                                   | *f                       | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total   | 229   | 36          | 46       | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total   | 229   | 36          | 43       | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|  | 100%  | 100%        | 100%     | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Daily  | 20    | 3           | 2        | 4                  | 5                       | 5                                   | 3                        | 4                           | 8                           | 9                      | 8                   | 6   | 4             |
|  | 9%    | 9%          | 5%       | 10%                | 14%                     | 11%                                 | 12%                      | 9%                          | 12%                         | 25%<br>bgkl            | 12%                 | 10%   | 7%            |
| A few times a week   | 41    | 9           | 7        | 9                  | 6                       | 4                                   | 8                        | 9                           | 11                          | 4                      | 11                  | 8   | 10            |
|  | 18%   | 25%         | 16%      | 19%                | 16%                     | 11%                                 | 39%                      | 18%                         | 17%                         | 12%                    | 19%                 | 13%   | 20%           |
| Once a week  | 27    | 4           | 6        | 4                  | 1                       | 5                                   | -                        | 6                           | 9                           | 4                      | 6                   | 10  | 8             |
|  | 12%   | 13%         | 15%<br>d | 9%                 | 2%                      | 11%                                 | -                        | 13%                         | 13%                         | 11%                    | 10%                 | 16%<br>d                                      | 16%<br>d      |
| A few times a month  | 24    | 5           | 5        | 7                  | 7                       | 6                                   | 2                        | 9                           | 5                           | 6                      | 7                   | 9   | 1             |
|  | 11%   | 15%<br>l    | 13%<br>l | 15%<br>l           | 21%<br>l                | 14%<br>l                            | 8%<br>l                  | 18%<br>l                    | 8%<br>l                     | 18%<br>l               | 12%<br>l            | 15%<br>l                                      | 1%<br>l       |
| Once a month   | 16    | 1           | 2        | 3                  | 3                       | 2                                   | 2                        | 5                           | 5                           | 1                      | 6                   | 1   | 4             |
|  | 7%    | 2%          | 6%       | 7%                 | 9%                      | 5%                                  | 12%                      | 10%                         | 8%                          | 4%                     | 10%                 | 2%  | 7%            |
| Less than once a month   | 36    | 4           | 6        | 2                  | 1                       | 8                                   | -                        | 4                           | 7                           | 6                      | 7                   | 11  | 13            |
|  | 16%   | 10%         | 14%      | 5%                 | 3%                      | 20%<br>cd                           | -                        | 9%                          | 10%                         | 18%<br>d               | 12%                 | 18%<br>cd                                     | 25%<br>cdgh   |
| Never  | 39    | 6           | 8        | 5                  | 6                       | 7                                   | 5                        | 8                           | 11                          | *                      | 6                   | 9   | 9             |
|  | 17%   | 17%<br>i    | 19%<br>i | 12%                | 18%<br>i                | 18%<br>i                            | 24%                      | 15%<br>i                    | 17%<br>i                    | 1%<br>i                | 9%                  | 15%<br>i                                      | 18%<br>i      |
| No response  | 26    | 3           | 5        | 10                 | 6                       | 4                                   | 1                        | 4                           | 11                          | 4                      | 10                  | 7   | 3             |
|  | 11%   | 8%          | 13%      | 24%<br>gl          | 16%                     | 9%                                  | 4%                       | 8%                          | 16%                         | 11%                    | 16%                 | 11%   | 6%            |
| NETS   |       |             |          |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least once a week (Daily + A few times a week + Once a week) | 87    | 17          | 15       | 17                 | 11                      | 14                                  | 11                       | 20                          | 28                          | 17                     | 25                  | 24  | 22            |
|  | 38%   | 47%         | 36%      | 38%                | 32%                     | 34%                                 | 52%                      | 40%                         | 41%                         | 48%                    | 41%                 | 39%   | 43%           |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q1\_5. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### BBC

Base: All respondents

|  |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total   | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total   | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Daily  | 61    | 19   | 42              | 23                   | 19                       | 2     | 6    | 2    | 5    | 2         | 2     | 1           | 5           | 17          | 17          | 14          | 8                |
|  | 26%   | 25%  | 27%             | 30%                  | 24%                      | 10%   | 32%  | 35%  | 62%  | 17%       | 18%   | 100%        | 33%         | 37%         | 28%         | 18%         | 26%              |
|  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             | e           |             |             |                  |
| A few times a week   | 53    | 22   | 32              | 16                   | 16                       | 6     | 8    | 3    | 2    | *         | 2     | -           | 1           | 13          | 11          | 24          | 4                |
|  | 23%   | 29%  | 21%             | 20%                  | 21%                      | 26%   | 42%  | 45%  | 33%  | 4%        | 18%   | -           | 9%          | 29%         | 18%         | 31%         | 13%              |
| Once a week  | 18    | 6    | 11              | 4                    | 8                        | 4     | 2    | -    | *    | -         | 1     | -           | -           | 4           | 7           | 4           | 3                |
|  | 8%    | 8%   | 7%              | 5%                   | 10%                      | 17%   | 9%   | -    | 5%   | -         | 7%    | -           | -           | 8%          | 11%         | 5%          | 9%               |
| A few times a month  | 28    | 6    | 22              | 10                   | 12                       | 3     | -    | 1    | -    | 1         | 1     | -           | 3           | 3           | 10          | 7           | 4                |
|  | 12%   | 8%   | 14%             | 13%                  | 16%                      | 15%   | -    | 10%  | -    | 8%        | 11%   | -           | 25%         | 6%          | 17%         | 10%         | 12%              |
| Once a month   | 13    | 4    | 9               | 6                    | 3                        | 2     | 2    | -    | -    | -         | *     | -           | 1           | 2           | 4           | 5           | 2                |
|  | 6%    | 5%   | 6%              | 8%                   | 4%                       | 8%    | 9%   | -    | -    | -         | 4%    | -           | 6%          | 5%          | 6%          | 6%          | 5%               |
| Less than once a month   | 16    | 4    | 12              | 6                    | 6                        | 2     | 2    | -    | -    | -         | -     | -           | 1           | 3           | 5           | 6           | 1                |
|  | 7%    | 5%   | 8%              | 8%                   | 8%                       | 12%   | 9%   | -    | -    | -         | -     | -           | 9%          | 8%          | 8%          | 7%          | 3%               |
| Never  | 18    | 9    | 9               | 5                    | 4                        | 1     | -    | 1    | -    | 3         | 4     | -           | 2           | 2           | 4           | 4           | 5                |
|  | 8%    | 12%  | 6%              | 6%                   | 6%                       | 4%    | -    | 10%  | -    | 35%       | 40%   | -           | 18%         | 5%          | 6%          | 6%          | 18%              |
| No response  | 22    | 5    | 17              | 8                    | 9                        | 2     | -    | -    | -    | 3         | *     | -           | -           | 1           | 4           | 14          | 4                |
|  | 10%   | 7%   | 11%             | 11%                  | 11%                      | 8%    | -    | -    | -    | 35%       | 4%    | -           | -           | 1%          | 7%          | 18%         | 13%              |
|  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             | e           |             | c           |                  |
| <b>NETS</b>  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least once a week (Daily + A few times a week + Once a week) | 132   | 47   | 85              | 42                   | 43                       | 11    | 16   | 6    | 7    | 2         | 5     | 1           | 6           | 33          | 35          | 42          | 15               |
|  | 57%   | 62%  | 55%             | 55%                  | 56%                      | 53%   | 83%  | 79%  | 100% | 21%       | 42%   | 100%        | 42%         | 75%         | 57%         | 54%         | 49%              |
|  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             | e           |             |             |                  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q1\_5. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### BBC

Base: All respondents

Significance Level: 95%

|  |       | GENDER |        | REGION   |                     |               |           |                      | LENGTH OF SERVICE   |           |            |                       |
|--|-------|--------|--------|----------|---------------------|---------------|-----------|----------------------|---------------------|-----------|------------|-----------------------|
|  | Total | Male   | Female | Western  | Nordic/<br>Northern | Mediterranean | Eastern   | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95%  |       | a      | b      | a        | b                   | c             | d         | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total   | 229   | 154    | 75     | 67       | 62                  | 48            | 45        | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total   | 229   | 148    | 81     | 77       | 52                  | 48            | 46        | 6                    | 2                   | 63        | 45         | 119                   |
|  | 100%  | 100%   | 100%   | 100%     | 100%                | 100%          | 100%      | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Daily  | 61    | 41     | 20     | 14       | 24                  | 7             | 12        | 3                    | 1                   | 17        | 11         | 31                    |
|  | 26%   | 28%    | 24%    | 18%      | 47%<br>acd          | 15%           | 27%       | 43%                  | 79%                 | 27%       | 25%        | 26%                   |
| A few times a week   | 53    | 36     | 18     | 11       | 10                  | 14            | 17        | 2                    | -                   | 14        | 15         | 25                    |
|  | 23%   | 24%    | 22%    | 14%      | 19%                 | 30%<br>a      | 37%<br>ab | 29%                  | -                   | 22%       | 33%        | 21%                   |
| Once a week  | 18    | 14     | 4      | 5        | 3                   | 3             | 5         | 1                    | -                   | 5         | 5          | 8                     |
|  | 8%    | 9%     | 5%     | 6%       | 6%                  | 7%            | 12%       | 14%                  | -                   | 7%        | 10%        | 7%                    |
| A few times a month  | 28    | 14     | 14     | 10       | 8                   | 8             | 1         | -                    | -                   | 6         | 5          | 17                    |
|  | 12%   | 9%     | 17%    | 14%      | 16%<br>d            | 16%<br>d      | 3%        | -                    | -                   | 10%       | 11%        | 14%                   |
| Once a month   | 13    | 8      | 5      | 7        | 2                   | 4             | 1         | -                    | -                   | 2         | 5          | 7                     |
|  | 6%    | 6%     | 6%     | 9%       | 3%                  | 8%            | 2%        | -                    | -                   | 3%        | 10%        | 6%                    |
| Less than once a month   | 16    | 10     | 6      | 8        | 2                   | 4             | 3         | -                    | -                   | 5         | 2          | 9                     |
|  | 7%    | 7%     | 8%     | 10%      | 4%                  | 8%            | 6%        | -                    | -                   | 8%        | 5%         | 8%                    |
| Never  | 18    | 11     | 7      | 9        | *                   | 5             | 3         | 1                    | -                   | 10        | 2          | 6                     |
|  | 8%    | 7%     | 9%     | 12%<br>b | 1%                  | 10%<br>b      | 7%        | 14%                  | -                   | 15%<br>d  | 5%         | 5%                    |
| No response  | 22    | 15     | 7      | 13       | 2                   | 3             | 4         | -                    | *                   | 6         | 1          | 16                    |
|  | 10%   | 10%    | 9%     | 17%<br>b | 4%                  | 7%            | 8%        | -                    | 21%                 | 9%        | 1%         | 13%<br>c              |
| NETS   |       |        |        |          |                     |               |           |                      |                     |           |            |                       |
| Net: At least once a week (Daily + A few times a week + Once a week) | 132   | 90     | 41     | 30       | 38                  | 24            | 35        | 5                    | 1                   | 35        | 31         | 64                    |
|  | 57%   | 61%    | 51%    | 39%      | 72%<br>ac           | 51%           | 75%<br>ac | 86%                  | 79%                 | 56%       | 68%        | 54%                   |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q1\_5. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### BBC

Base: All respondents

|  |       | POLICY AREA |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|--|-------|-------------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|  | Total | Transport   | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%  |       | a           | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total   | 229   | 36          | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total   | 229   | 36          | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|  | 100%  | 100%        | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Daily  | 61    | 10          | 14     | 11                 | 9                       | 13                                  | 5                        | 9                           | 18                          | 12                     | 19                  | 27  | 14            |
|  | 26%   | 28%         | 32%    | 25%                | 25%                     | 33%                                 | 22%                      | 18%                         | 27%                         | 35%                    | 31%                 | 43%   | 27%           |
|  |       |             |        |                    |                         |                                     |                          |                             |                             |                        |                     | g   |               |
| A few times a week   | 53    | 14          | 12     | 11                 | 10                      | 8                                   | 5                        | 12                          | 16                          | 10                     | 16                  | 13  | 10            |
|  | 23%   | 38%         | 27%    | 26%                | 27%                     | 20%                                 | 24%                      | 24%                         | 24%                         | 29%                    | 26%                 | 21%   | 19%           |
| Once a week  | 18    | 1           | 6      | 4                  | 3                       | 7                                   | 1                        | 4                           | 3                           | 4                      | 4                   | 5   | 5             |
|  | 8%    | 4%          | 14%    | 9%                 | 9%                      | 16%                                 | 4%                       | 8%                          | 4%                          | 12%                    | 7%                  | 8%  | 10%           |
|  |       |             |        |                    |                         | h                                   |                          |                             |                             |                        |                     |   |               |
| A few times a month  | 28    | 1           | 5      | 7                  | 6                       | 5                                   | 5                        | 7                           | 5                           | 4                      | 7                   | 5   | 9             |
|  | 12%   | 3%          | 12%    | 16%                | 18%                     | 11%                                 | 24%                      | 13%                         | 7%                          | 11%                    | 11%                 | 8%  | 17%           |
| Once a month   | 13    | 1           | 2      | 2                  | 2                       | 1                                   | *                        | 4                           | 5                           | 2                      | 1                   | -   | 1             |
|  | 6%    | 2%          | 4%     | 6%                 | 5%                      | 2%                                  | 2%                       | 7%                          | 7%                          | 5%                     | 1%                  | -   | 2%            |
|  |       |             |        |                    |                         |                                     |                          | k                           | k                           |                        |                     |   |               |
| Less than once a month   | 16    | 2           | 1      | 2                  | 2                       | 2                                   | 2                        | 5                           | 5                           | -                      | 5                   | 5   | 3             |
|  | 7%    | 7%          | 2%     | 5%                 | 6%                      | 5%                                  | 10%                      | 11%                         | 7%                          | -                      | 8%                  | 8%  | 6%            |
| Never  | 18    | 4           | 2      | *                  | 3                       | 3                                   | 1                        | 6                           | 6                           | -                      | 2                   | 1   | 5             |
|  | 8%    | 10%         | 5%     | 1%                 | 8%                      | 8%                                  | 6%                       | 12%                         | 9%                          | -                      | 4%                  | 1%  | 10%           |
|  |       | k           |        |                    |                         |                                     |                          | ck                          |                             |                        |                     |   | k             |
| No response  | 22    | 3           | 2      | 6                  | 1                       | 2                                   | 2                        | 3                           | 10                          | 3                      | 7                   | 6   | 4             |
|  | 10%   | 7%          | 4%     | 13%                | 2%                      | 4%                                  | 8%                       | 6%                          | 15%                         | 9%                     | 11%                 | 10%   | 8%            |
| NETS   |       |             |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least once a week (Daily + A few times a week + Once a week) | 132   | 25          | 31     | 26                 | 22                      | 28                                  | 10                       | 25                          | 37                          | 26                     | 40                  | 44  | 29            |
|  | 57%   | 70%         | 73%    | 60%                | 62%                     | 69%                                 | 50%                      | 50%                         | 55%                         | 75%                    | 65%                 | 72%   | 56%           |
|  |       |             | g      |                    |                         |                                     |                          |                             |                             | g                      |                     | gh  |               |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q1\_6. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### EurActiv

Base: All respondents

|  |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total   | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total   | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Daily  | 39    | 14   | 26              | 10                   | 16                       | 4     | 5    | -    | -    | 4         | 1     | 1           | 2           | 10          | 10          | 15          | 2                |
|  | 17%   | 18%  | 17%             | 13%                  | 21%                      | 18%   | 26%  | -    | -    | 39%       | 10%   | 100%        | 13%         | 23%         | 16%         | 20%         | 5%               |
| A few times a week   | 42    | 22   | 20              | 8                    | 12                       | 10    | 3    | 2    | *    | 4         | 2     | -           | 3           | 7           | 10          | 17          | 6                |
|  | 19%   | 29%  | 13%             | 11%                  | 16%                      | 46%   | 17%  | 35%  | 5%   | 48%       | 14%   | -           | 21%         | 16%         | 17%         | 21%         | 19%              |
|  |       | cde  |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Once a week  | 23    | 12   | 11              | 2                    | 9                        | 1     | 4    | 2    | 1    | -         | 3     | -           | -           | 4           | 6           | 8           | 6                |
|  | 10%   | 16%  | 7%              | 3%                   | 11%                      | 3%    | 24%  | 35%  | 17%  | -         | 29%   | -           | -           | 8%          | 9%          | 10%         | 19%              |
|  |       | cd   |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| A few times a month  | 33    | 9    | 25              | 11                   | 14                       | 4     | -    | 1    | *    | 1         | 2     | -           | 2           | 7           | 16          | 5           | 2                |
|  | 15%   | 12%  | 16%             | 14%                  | 18%                      | 21%   | -    | 10%  | 5%   | 8%        | 21%   | -           | 18%         | 15%         | 27%         | 7%          | 7%               |
|  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             | e           |             |                  |
| Once a month   | 11    | 5    | 7               | 2                    | 4                        | 2     | 3    | -    | -    | -         | -     | -           | 1           | 2           | 3           | 5           | -                |
|  | 5%    | 6%   | 4%              | 3%                   | 6%                       | 8%    | 16%  | -    | -    | -         | -     | -           | 6%          | 5%          | 5%          | 6%          | -                |
| Less than once a month   | 23    | 5    | 18              | 8                    | 9                        | -     | -    | -    | 5    | -         | *     | -           | 3           | 5           | 5           | 7           | 3                |
|  | 10%   | 7%   | 12%             | 11%                  | 12%                      | -     | -    | -    | 68%  | -         | 3%    | -           | 21%         | 12%         | 9%          | 8%          | 10%              |
| Never  | 37    | 7    | 29              | 22                   | 8                        | *     | 3    | 1    | *    | *         | 2     | -           | 3           | 6           | 7           | 13          | 7                |
|  | 16%   | 10%  | 19%             | 28%                  | 10%                      | 1%    | 17%  | 10%  | 5%   | 4%        | 21%   | -           | 20%         | 14%         | 12%         | 17%         | 23%              |
|  |       |      |                 | be                   |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| No response  | 20    | 1    | 18              | 13                   | 5                        | 1     | -    | 1    | -    | -         | -     | -           | -           | 3           | 4           | 8           | 5                |
|  | 9%    | 2%   | 12%             | 17%                  | 7%                       | 3%    | -    | 10%  | -    | -         | -     | -           | -           | 7%          | 6%          | 10%         | 17%              |
|  |       |      | b               | be                   |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| <b>NETS</b>  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least once a week (Daily + A few times a week + Once a week) | 105   | 48   | 57              | 20                   | 37                       | 15    | 13   | 5    | 2    | 8         | 6     | 1           | 5           | 21          | 26          | 40          | 13               |
|  | 46%   | 63%  | 37%             | 27%                  | 48%                      | 68%   | 66%  | 69%  | 22%  | 88%       | 54%   | 100%        | 34%         | 46%         | 42%         | 51%         | 44%              |
|  |       | cde  |                 |                      | d                        |       |      |      |      |           |       |             |             |             |             |             |                  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q1\_6. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### EurActiv

Base: All respondents

|  | GENDER |      |        | REGION  |                     |               |         |                      | LENGTH OF SERVICE   |           |            |                       |
|--|--------|------|--------|---------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|  | Total  | Male | Female | Western | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95%  |        | a    | b      | a       | b                   | c             | d       | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total   | 229    | 154  | 75     | 67      | 62                  | 48            | 45      | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total   | 229    | 148  | 81     | 77      | 52                  | 48            | 46      | 6                    | 2                   | 63        | 45         | 119                   |
|  | 100%   | 100% | 100%   | 100%    | 100%                | 100%          | 100%    | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Daily  | 39     | 22   | 18     | 17      | 6                   | 10            | 7       | 1                    | *                   | 11        | 6          | 22                    |
|  | 17%    | 15%  | 22%    | 22%     | 11%                 | 20%           | 14%     | 14%                  | 21%                 | 17%       | 14%        | 19%                   |
| A few times a week   | 42     | 30   | 13     | 18      | 6                   | 5             | 12      | 2                    | -                   | 14        | 12         | 16                    |
|  | 19%    | 20%  | 16%    | 23%     | 12%                 | 10%           | 26%     | 29%                  | -                   | 23%       | 26%        | 14%                   |
|  |        |      |        |         |                     |               | c       |                      |                     |           |            |                       |
| Once a week  | 23     | 15   | 8      | 8       | 6                   | 1             | 6       | 2                    | 1                   | 9         | 2          | 10                    |
|  | 10%    | 10%  | 10%    | 10%     | 12%                 | 2%            | 14%     | 29%                  | 79%                 | 14%       | 5%         | 9%                    |
|  |        |      |        |         | c                   |               | c       |                      |                     |           |            |                       |
| A few times a month  | 33     | 22   | 11     | 10      | 10                  | 3             | 8       | 2                    | -                   | 6         | 10         | 17                    |
|  | 15%    | 15%  | 14%    | 13%     | 20%                 | 7%            | 17%     | 29%                  | -                   | 10%       | 22%        | 15%                   |
| Once a month   | 11     | 9    | 3      | 5       | 4                   | 2             | -       | -                    | -                   | 4         | 2          | 5                     |
|  | 5%     | 6%   | 3%     | 7%      | 8%                  | 3%            | -       | -                    | -                   | 6%        | 5%         | 4%                    |
|  |        |      |        |         | d                   |               |         |                      |                     |           |            |                       |
| Less than once a month   | 23     | 15   | 8      | 6       | 7                   | 5             | 5       | -                    | -                   | 7         | 4          | 12                    |
|  | 10%    | 10%  | 10%    | 8%      | 13%                 | 11%           | 10%     | -                    | -                   | 11%       | 9%         | 10%                   |
| Never  | 37     | 23   | 14     | 7       | 8                   | 15            | 6       | -                    | -                   | 8         | 6          | 22                    |
|  | 16%    | 16%  | 17%    | 10%     | 16%                 | 32%           | 12%     | -                    | -                   | 13%       | 14%        | 18%                   |
|  |        |      |        |         |                     | abd           |         |                      |                     |           |            |                       |
| No response  | 20     | 13   | 6      | 6       | 4                   | 7             | 3       | -                    | -                   | 3         | 2          | 14                    |
|  | 9%     | 9%   | 8%     | 7%      | 9%                  | 15%           | 6%      | -                    | -                   | 5%        | 5%         | 12%                   |
| NETS   |        |      |        |         |                     |               |         |                      |                     |           |            |                       |
| Net: At least once a week (Daily + A few times a week + Once a week) | 105    | 66   | 39     | 42      | 18                  | 15            | 25      | 4                    | 2                   | 34        | 20         | 49                    |
|  | 46%    | 45%  | 48%    | 55%     | 35%                 | 32%           | 54%     | 71%                  | 100%                | 54%       | 44%        | 41%                   |
|  |        |      |        | bc      |                     |               | bc      |                      |                     |           |            |                       |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q1\_6. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### EurActiv

Base: All respondents

|  |       | POLICY AREA |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|--|-------|-------------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|  | Total | Transport   | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%  |       | a           | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total   | 229   | 36          | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total   | 229   | 36          | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|  | 100%  | 100%        | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Daily  | 39    | 6           | 8      | 9                  | 11                      | 9                                   | 10                       | 11                          | 16                          | 12                     | 14                  | 8   | 7             |
|  | 17%   | 16%         | 18%    | 20%                | 33%<br>kl               | 22%                                 | 48%                      | 22%                         | 23%                         | 35%<br>kl              | 23%                 | 12%   | 14%           |
| A few times a week   | 42    | 11          | 11     | 10                 | 6                       | 8                                   | 1                        | 9                           | 19                          | 6                      | 16                  | 11  | 6             |
|  | 19%   | 29%<br>l    | 25%    | 24%                | 18%                     | 20%                                 | 4%                       | 17%                         | 29%<br>l                    | 17%                    | 25%                 | 19%   | 12%           |
| Once a week  | 23    | 3           | 4      | 1                  | 3                       | 1                                   | 2                        | 2                           | 5                           | 1                      | 4                   | 7   | 7             |
|  | 10%   | 9%          | 9%     | 2%                 | 9%                      | 2%                                  | 8%                       | 5%                          | 8%                          | 4%                     | 6%                  | 11%   | 13%           |
| A few times a month  | 33    | 7           | 5      | 9                  | 3                       | 5                                   | 2                        | 6                           | 7                           | 5                      | 11                  | 7   | 7             |
|  | 15%   | 21%         | 12%    | 20%                | 7%                      | 13%                                 | 10%                      | 12%                         | 10%                         | 16%                    | 18%                 | 12%   | 14%           |
| Once a month   | 11    | 2           | 2      | 2                  | -                       | 4                                   | 2                        | 2                           | 2                           | 2                      | 2                   | 6   | 2             |
|  | 5%    | 5%          | 6%     | 5%                 | -                       | 10%                                 | 8%                       | 5%                          | 3%                          | 5%                     | 4%                  | 9%  | 4%            |
| Less than once a month   | 23    | 3           | 8      | 3                  | 4                       | 10                                  | 3                        | 6                           | 8                           | 5                      | 7                   | 12  | 5             |
|  | 10%   | 9%          | 19%    | 8%                 | 12%                     | 24%<br>c                            | 12%                      | 11%                         | 12%                         | 15%                    | 12%                 | 20%   | 10%           |
| Never  | 37    | 2           | 4      | 4                  | 3                       | 2                                   | 1                        | 10                          | 6                           | 1                      | 5                   | 5   | 12            |
|  | 16%   | 4%          | 9%     | 9%                 | 9%                      | 4%                                  | 6%                       | 21%<br>aei                  | 9%                          | 2%                     | 9%                  | 9%  | 23%<br>aehijk |
| No response  | 20    | 2           | 1      | 5                  | 4                       | 2                                   | 1                        | 3                           | 4                           | 2                      | 2                   | 5   | 5             |
|  | 9%    | 6%          | 3%     | 12%                | 11%                     | 5%                                  | 4%                       | 7%                          | 7%                          | 6%                     | 3%                  | 8%  | 10%           |
| NETS   |       |             |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least once a week (Daily + A few times a week + Once a week) | 105   | 20          | 22     | 20                 | 21                      | 18                                  | 12                       | 22                          | 40                          | 19                     | 33                  | 26  | 20            |
|  | 46%   | 55%         | 52%    | 45%                | 60%<br>l                | 45%                                 | 60%                      | 44%                         | 60%<br>l                    | 57%                    | 54%                 | 42%   | 38%           |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l



## Overall European Influencers

### Q1\_7. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### Agence Europe

Base: All respondents

|  |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total   | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total   | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Daily  | 10    | 4    | 6               | 4                    | 3                        | -     | 2    | 2    | -    | -         | -     | -           | 2           | 1           | 2           | 3           | 2                |
|  | 4%    | 5%   | 4%              | 5%                   | 3%                       | -     | 9%   | 35%  | -    | -         | -     | -           | 15%         | 3%          | 3%          | 4%          | 5%               |
| A few times a week   | 10    | 5    | 5               | 4                    | 2                        | 2     | 3    | -    | -    | -         | -     | -           | -           | 2           | 3           | 3           | 2                |
|  | 4%    | 6%   | 3%              | 5%                   | 2%                       | 8%    | 17%  | -    | -    | -         | -     | -           | -           | 5%          | 5%          | 4%          | 5%               |
| Once a week  | 15    | 9    | 6               | 2                    | 3                        | 2     | -    | 2    | 1    | 4         | -     | -           | 1           | 1           | 4           | 8           | 1                |
|  | 7%    | 12%  | 4%              | 3%                   | 4%                       | 9%    | -    | 35%  | 17%  | 39%       | -     | -           | 9%          | 3%          | 6%          | 10%         | 3%               |
|  |       | c    |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| A few times a month  | 13    | 4    | 9               | 7                    | 2                        | 2     | 1    | -    | -    | -         | -     | -           | -           | 4           | 3           | 3           | 3                |
|  | 6%    | 5%   | 6%              | 9%                   | 2%                       | 12%   | 8%   | -    | -    | -         | -     | -           | -           | 8%          | 5%          | 3%          | 11%              |
| Once a month   | 11    | 7    | 4               | 1                    | 3                        | 2     | 3    | -    | -    | *         | 2     | -           | -           | 3           | 5           | 3           | *                |
|  | 5%    | 10%  | 2%              | 2%                   | 3%                       | 10%   | 16%  | -    | -    | 4%        | 14%   | -           | -           | 6%          | 9%          | 3%          | 1%               |
|  |       | cd   |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Less than once a month   | 28    | 14   | 14              | 7                    | 7                        | 7     | 5    | -    | 1    | -         | *     | -           | 1           | 3           | 12          | 11          | -                |
|  | 12%   | 18%  | 9%              | 9%                   | 9%                       | 34%   | 25%  | -    | 17%  | -         | 3%    | -           | 9%          | 7%          | 19%         | 15%         | -                |
| Never  | 100   | 27   | 74              | 32                   | 41                       | 3     | 5    | 1    | 5    | 5         | 8     | 1           | 8           | 23          | 25          | 30          | 13               |
|  | 44%   | 36%  | 48%             | 42%                  | 53%                      | 14%   | 25%  | 21%  | 67%  | 56%       | 68%   | 100%        | 61%         | 51%         | 40%         | 39%         | 44%              |
|  |       |      | b               |                      | b                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| No response  | 42    | 5    | 36              | 19                   | 17                       | 3     | -    | 1    | -    | -         | 2     | -           | 1           | 7           | 8           | 17          | 9                |
|  | 18%   | 7%   | 24%             | 25%                  | 22%                      | 14%   | -    | 10%  | -    | -         | 14%   | -           | 6%          | 17%         | 13%         | 22%         | 29%              |
|  |       |      | b               | b                    | b                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| <b>NETS</b>  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least once a week (Daily + A few times a week + Once a week) | 35    | 18   | 17              | 10                   | 8                        | 4     | 5    | 5    | 1    | 4         | -     | -           | 3           | 5           | 9           | 14          | 4                |
|  | 15%   | 24%  | 11%             | 13%                  | 10%                      | 16%   | 26%  | 69%  | 17%  | 39%       | -     | -           | 24%         | 11%         | 14%         | 18%         | 14%              |
|  |       | ce   |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q1\_7. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### Agence Europe

Base: All respondents

|  |       | GENDER |        | REGION   |                     |               |          |                      | LENGTH OF SERVICE   |           |            |                       |
|--|-------|--------|--------|----------|---------------------|---------------|----------|----------------------|---------------------|-----------|------------|-----------------------|
|  | Total | Male   | Female | Western  | Nordic/<br>Northern | Mediterranean | Eastern  | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95%  |       | a      | b      | a        | b                   | c             | d        | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total   | 229   | 154    | 75     | 67       | 62                  | 48            | 45       | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total   | 229   | 148    | 81     | 77       | 52                  | 48            | 46       | 6                    | 2                   | 63        | 45         | 119                   |
|  | 100%  | 100%   | 100%   | 100%     | 100%                | 100%          | 100%     | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Daily  | 10    | 8      | 2      | 3        | -                   | 2             | 5        | -                    | -                   | 4         | 3          | 3                     |
|  | 4%    | 6%     | 3%     | 4%       | -                   | 5%            | 10%<br>b | -                    | -                   | 6%        | 7%         | 2%                    |
| A few times a week   | 10    | 8      | 2      | 4        | -                   | 5             | 1        | -                    | -                   | 2         | 4          | 5                     |
|  | 4%    | 5%     | 3%     | 5%       | -                   | 11%<br>b      | 3%       | -                    | -                   | 3%        | 9%         | 4%                    |
| Once a week  | 15    | 10     | 5      | 9        | *                   | 1             | 5        | -                    | -                   | 10        | -          | 5                     |
|  | 7%    | 7%     | 6%     | 11%<br>b | 1%                  | 2%            | 11%<br>b | -                    | -                   | 15%<br>cd | -          | 5%                    |
| A few times a month  | 13    | 8      | 5      | 5        | 3                   | 4             | 2        | -                    | -                   | 3         | 2          | 8                     |
|  | 6%    | 5%     | 7%     | 6%       | 5%                  | 8%            | 4%       | -                    | -                   | 4%        | 6%         | 6%                    |
| Once a month   | 11    | 6      | 6      | 2        | 5                   | 2             | 2        | -                    | -                   | 4         | 3          | 3                     |
|  | 5%    | 4%     | 7%     | 3%       | 9%                  | 4%            | 4%       | -                    | -                   | 7%        | 8%         | 3%                    |
| Less than once a month   | 28    | 20     | 7      | 10       | 5                   | 7             | 5        | 2                    | -                   | 6         | 6          | 15                    |
|  | 12%   | 14%    | 9%     | 13%      | 9%                  | 14%           | 10%      | 29%                  | -                   | 10%       | 14%        | 13%                   |
| Never  | 100   | 60     | 40     | 31       | 31                  | 17            | 17       | 3                    | 1                   | 28        | 20         | 51                    |
|  | 44%   | 40%    | 50%    | 41%      | 60%<br>acd          | 36%           | 37%      | 57%                  | 79%                 | 45%       | 44%        | 43%                   |
| No response  | 42    | 29     | 13     | 14       | 8                   | 9             | 10       | 1                    | *                   | 6         | 6          | 29                    |
|  | 18%   | 20%    | 16%    | 18%      | 16%                 | 19%           | 21%      | 14%                  | 21%                 | 10%       | 13%        | 25%<br>b              |
| NETS   |       |        |        |          |                     |               |          |                      |                     |           |            |                       |
| Net: At least once a week (Daily + A few times a week + Once a week) | 35    | 26     | 9      | 15       | *                   | 9             | 11       | -                    | -                   | 15        | 7          | 13                    |
|  | 15%   | 18%    | 12%    | 20%<br>b | 1%                  | 19%<br>b      | 24%<br>b | -                    | -                   | 24%<br>d  | 16%        | 11%                   |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q1\_7. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### Agence Europe

Base: All respondents

|  |       | POLICY AREA |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|--|-------|-------------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|  | Total | Transport   | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%  |       | a           | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total   | 229   | 36          | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total   | 229   | 36          | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|  | 100%  | 100%        | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Daily  | 10    | 1           | 3      | 3                  | 1                       | 1                                   | -                        | 1                           | 3                           | 1                      | 3                   | -   | 4             |
|  | 4%    | 2%          | 8%     | 8%                 | 2%                      | 2%                                  | -                        | 2%                          | 5%                          | 2%                     | 5%                  | -   | 7%            |
|  |       |             | k      | k                  |                         |                                     |                          |                             |                             |                        |                     |   | k             |
| A few times a week   | 10    | 5           | -      | -                  | 4                       | 1                                   | 5                        | 5                           | 4                           | -                      | 2                   | 1   | 3             |
|  | 4%    | 15%         | -      | -                  | 13%                     | 2%                                  | 26%                      | 11%                         | 6%                          | -                      | 4%                  | 1%  | 5%            |
|  |       | bceik       |        |                    | bci                     |                                     |                          | bck                         |                             |                        |                     |   |               |
| Once a week  | 15    | 4           | 1      | 3                  | *                       | 4                                   | *                        | 1                           | 4                           | 3                      | 5                   | 2   | 4             |
|  | 7%    | 12%         | 2%     | 6%                 | 1%                      | 10%                                 | 2%                       | 1%                          | 6%                          | 8%                     | 7%                  | 3%  | 9%            |
|  |       | dg          |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| A few times a month  | 13    | 1           | 2      | 2                  | 3                       | 2                                   | 1                        | 1                           | 3                           | 6                      | 3                   | 5   | 4             |
|  | 6%    | 2%          | 6%     | 6%                 | 8%                      | 6%                                  | 6%                       | 2%                          | 5%                          | 16%                    | 5%                  | 8%  | 8%            |
|  |       |             |        |                    |                         |                                     |                          |                             |                             | g                      |                     |   |               |
| Once a month   | 11    | 3           | 1      | 4                  | 2                       | 1                                   | 2                        | 3                           | 3                           | -                      | 7                   | 5   | 1             |
|  | 5%    | 8%          | 3%     | 9%                 | 5%                      | 4%                                  | 8%                       | 6%                          | 5%                          | -                      | 11%                 | 9%  | 2%            |
| Less than once a month   | 28    | 2           | 3      | 5                  | 3                       | 2                                   | 2                        | 8                           | 8                           | 5                      | 3                   | 8   | 7             |
|  | 12%   | 6%          | 8%     | 12%                | 9%                      | 6%                                  | 12%                      | 15%                         | 12%                         | 14%                    | 5%                  | 13%   | 14%           |
| Never  | 100   | 15          | 24     | 12                 | 14                      | 22                                  | 7                        | 25                          | 26                          | 16                     | 26                  | 30  | 20            |
|  | 44%   | 42%         | 56%    | 27%                | 41%                     | 54%                                 | 35%                      | 51%                         | 39%                         | 45%                    | 42%                 | 49%   | 39%           |
|  |       |             | c      |                    |                         | c                                   |                          | c                           |                             |                        |                     | c   |               |
| No response  | 42    | 4           | 8      | 14                 | 8                       | 6                                   | 3                        | 6                           | 15                          | 5                      | 12                  | 10  | 8             |
|  | 18%   | 12%         | 18%    | 33%                | 21%                     | 16%                                 | 12%                      | 12%                         | 22%                         | 13%                    | 20%                 | 17%   | 16%           |
|  |       |             |        | ag                 |                         |                                     |                          |                             |                             |                        |                     |   |               |
| NETS   |       |             |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least once a week (Daily + A few times a week + Once a week) | 35    | 11          | 4      | 6                  | 6                       | 6                                   | 6                        | 7                           | 11                          | 4                      | 10                  | 3   | 11            |
|  | 15%   | 30%         | 10%    | 14%                | 16%                     | 14%                                 | 27%                      | 14%                         | 17%                         | 11%                    | 17%                 | 5%  | 21%           |
|  |       | bk          |        |                    |                         |                                     |                          |                             | k                           |                        | k                   |   | k             |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q1\_8. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### EUobserver

Base: All respondents

|  |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total   | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total   | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Daily  | 13    | 5    | 8               | 2                    | 6                        | *     | 2    | 2    | -    | *         | *     | -           | 1           | 4           | 2           | 6           | 1                |
|  | 6%    | 7%   | 5%              | 3%                   | 8%                       | 1%    | 9%   | 35%  | -    | 4%        | 4%    | -           | 6%          | 8%          | 3%          | 7%          | 4%               |
| A few times a week   | 26    | 10   | 16              | 10                   | 7                        | 6     | 3    | -    | -    | *         | *     | -           | 1           | 6           | 9           | 7           | 2                |
|  | 12%   | 13%  | 11%             | 13%                  | 9%                       | 28%   | 17%  | -    | -    | 4%        | 4%    | -           | 9%          | 14%         | 15%         | 9%          | 8%               |
| Once a week  | 17    | 4    | 13              | 6                    | 7                        | 1     | -    | -    | 2    | 1         | *     | -           | 1           | 3           | 7           | 5           | 1                |
|  | 8%    | 6%   | 8%              | 8%                   | 9%                       | 6%    | -    | -    | 22%  | 13%       | 4%    | -           | 9%          | 6%          | 12%         | 7%          | 2%               |
| A few times a month  | 38    | 16   | 22              | 10                   | 12                       | 5     | 6    | 3    | -    | *         | 2     | -           | 1           | 12          | 14          | 8           | 3                |
|  | 17%   | 22%  | 14%             | 13%                  | 16%                      | 24%   | 32%  | 45%  | -    | 4%        | 14%   | -           | 6%          | 27%         | 22%         | 10%         | 9%               |
| Once a month   | 18    | 5    | 13              | 8                    | 4                        | 4     | -    | -    | -    | -         | 1     | -           | 3           | 4           | 3           | 7           | 2                |
|  | 8%    | 7%   | 8%              | 11%                  | 6%                       | 18%   | -    | -    | -    | -         | 11%   | -           | 21%         | 8%          | 5%          | 9%          | 5%               |
| Less than once a month   | 35    | 13   | 22              | 11                   | 11                       | 3     | 3    | -    | 2    | -         | 4     | -           | 5           | 7           | 11          | 7           | 5                |
|  | 15%   | 17%  | 14%             | 14%                  | 14%                      | 16%   | 17%  | -    | 27%  | -         | 40%   | -           | 33%         | 16%         | 18%         | 9%          | 17%              |
| Never  | 53    | 19   | 34              | 16                   | 18                       | 1     | 5    | 1    | 4    | 7         | 2     | 1           | 2           | 7           | 10          | 25          | 8                |
|  | 23%   | 25%  | 22%             | 20%                  | 23%                      | 3%    | 25%  | 10%  | 51%  | 74%       | 21%   | 100%        | 15%         | 15%         | 16%         | 32%         | 28%              |
| No response  | 29    | 2    | 26              | 14                   | 12                       | 1     | -    | 1    | -    | -         | *     | -           | -           | 3           | 6           | 12          | 8                |
|  | 13%   | 3%   | 17%             | 19%                  | 16%                      | 6%    | -    | 10%  | -    | -         | 4%    | -           | -           | 6%          | 9%          | 16%         | 26%              |
|  |       |      | b               | b                    | b                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| <b>NETS</b>  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least once a week (Daily + A few times a week + Once a week) | 57    | 19   | 38              | 18                   | 20                       | 7     | 5    | 2    | 2    | 2         | 1     | -           | 3           | 13          | 19          | 18          | 4                |
|  | 25%   | 26%  | 24%             | 23%                  | 26%                      | 34%   | 26%  | 35%  | 22%  | 21%       | 11%   | -           | 24%         | 28%         | 30%         | 23%         | 14%              |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q1\_8. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### EUobserver

Base: All respondents

|  | GENDER |      |        | REGION  |                     |               |         |                      | LENGTH OF SERVICE   |           |            |                       |
|--|--------|------|--------|---------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|  | Total  | Male | Female | Western | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95%  |        | a    | b      | a       | b                   | c             | d       | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total   | 229    | 154  | 75     | 67      | 62                  | 48            | 45      | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total   | 229    | 148  | 81     | 77      | 52                  | 48            | 46      | 6                    | 2                   | 63        | 45         | 119                   |
|  | 100%   | 100% | 100%   | 100%    | 100%                | 100%          | 100%    | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Daily  | 13     | 10   | 4      | 2       | 3                   | 4             | 4       | -                    | -                   | 5         | 3          | 5                     |
|  | 6%     | 7%   | 4%     | 3%      | 6%                  | 8%            | 10%     | -                    | -                   | 8%        | 7%         | 4%                    |
| A few times a week   | 26     | 19   | 7      | 8       | 6                   | 4             | 7       | 1                    | -                   | 3         | 5          | 18                    |
|  | 12%    | 13%  | 9%     | 11%     | 11%                 | 9%            | 16%     | 14%                  | -                   | 6%        | 12%        | 15%                   |
| Once a week  | 17     | 8    | 9      | 6       | 3                   | 1             | 6       | 1                    | -                   | 5         | 3          | 10                    |
|  | 8%     | 5%   | 12%    | 8%      | 6%                  | 3%            | 13%     | 14%                  | -                   | 7%        | 6%         | 8%                    |
| A few times a month  | 38     | 24   | 13     | 13      | 9                   | 5             | 9       | 1                    | 1                   | 10        | 10         | 17                    |
|  | 17%    | 16%  | 17%    | 17%     | 18%                 | 11%           | 20%     | 14%                  | 79%                 | 15%       | 22%        | 14%                   |
| Once a month   | 18     | 12   | 5      | 8       | 2                   | 1             | 6       | -                    | -                   | 3         | 8          | 7                     |
|  | 8%     | 8%   | 7%     | 11%     | 4%                  | 3%            | 14%     | -                    | -                   | 4%        | 17%        | 6%                    |
|  |        |      |        |         |                     |               |         |                      |                     |           | bd         |                       |
| Less than once a month   | 35     | 24   | 11     | 14      | 5                   | 10            | 5       | 1                    | -                   | 12        | 7          | 16                    |
|  | 15%    | 16%  | 13%    | 18%     | 10%                 | 21%           | 12%     | 14%                  | -                   | 20%       | 15%        | 13%                   |
| Never  | 53     | 29   | 24     | 17      | 16                  | 13            | 4       | 2                    | -                   | 21        | 8          | 24                    |
|  | 23%    | 20%  | 29%    | 22%     | 31%                 | 27%           | 10%     | 29%                  | -                   | 33%       | 17%        | 20%                   |
|  |        |      |        |         | d                   | d             |         |                      |                     |           |            |                       |
| No response  | 29     | 21   | 7      | 9       | 7                   | 9             | 3       | 1                    | *                   | 4         | 2          | 22                    |
|  | 13%    | 14%  | 9%     | 11%     | 13%                 | 20%           | 7%      | 14%                  | 21%                 | 7%        | 4%         | 19%                   |
|  |        |      |        |         |                     |               |         |                      |                     |           |            | bc                    |
| NETS   |        |      |        |         |                     |               |         |                      |                     |           |            |                       |
| Net: At least once a week (Daily + A few times a week + Once a week) | 57     | 37   | 20     | 16      | 12                  | 9             | 18      | 2                    | -                   | 13        | 11         | 33                    |
|  | 25%    | 25%  | 25%    | 21%     | 24%                 | 19%           | 38%     | 29%                  | -                   | 21%       | 25%        | 27%                   |
|  |        |      |        |         |                     |               | ac      |                      |                     |           |            |                       |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q1\_8. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### EUobserver

Base: All respondents

|  |       | POLICY AREA |            |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|--|-------|-------------|------------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|  | Total | Transport   | Energy     | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%  |       | a           | b          | c                  | d                       | e                                   | *f                       | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total   | 229   | 36          | 46         | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total   | 229   | 36          | 43         | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|  | 100%  | 100%        | 100%       | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Daily  | 13    | 1           | 3          | 3                  | *                       | 1                                   | 1                        | 1                           | 4                           | 2                      | 4                   | 1   | 4             |
|  | 6%    | 2%          | 8%         | 8%                 | 1%                      | 2%                                  | 4%                       | 2%                          | 5%                          | 5%                     | 7%                  | 1%  | 9%            |
| A few times a week   | 26    | 5           | 2          | 8                  | 6                       | 2                                   | 4                        | 8                           | 6                           | 5                      | 8                   | 6   | 5             |
|  | 12%   | 15%         | 4%         | 18%<br>b           | 16%                     | 5%                                  | 20%                      | 16%                         | 10%                         | 15%                    | 14%                 | 10%   | 10%           |
| Once a week  | 17    | 6           | 3          | 2                  | 2                       | 3                                   | 1                        | 2                           | 6                           | 1                      | 8                   | 4   | 2             |
|  | 8%    | 16%         | 8%         | 5%                 | 7%                      | 6%                                  | 4%                       | 4%                          | 9%                          | 4%                     | 13%                 | 6%  | 4%            |
| A few times a month  | 38    | 5           | 5          | 8                  | 4                       | 6                                   | 3                        | 5                           | 6                           | 5                      | 13                  | 10  | 13            |
|  | 17%   | 14%         | 12%        | 18%                | 12%                     | 14%                                 | 14%                      | 9%                          | 9%                          | 15%                    | 20%                 | 17%   | 26%<br>gh     |
| Once a month   | 18    | 3           | 8          | 2                  | 3                       | 3                                   | 3                        | 4                           | 7                           | 4                      | 4                   | 8   | 2             |
|  | 8%    | 9%          | 19%<br>cjl | 5%                 | 8%                      | 8%                                  | 14%                      | 9%                          | 11%                         | 12%                    | 6%                  | 13%   | 4%            |
| Less than once a month   | 35    | 4           | 10         | 4                  | 7                       | 6                                   | 4                        | 11                          | 11                          | 4                      | 8                   | 9   | 11            |
|  | 15%   | 10%         | 24%        | 10%                | 19%                     | 16%                                 | 18%                      | 21%                         | 17%                         | 13%                    | 13%                 | 15%   | 21%           |
| Never  | 53    | 8           | 7          | 3                  | 6                       | 14                                  | 3                        | 15                          | 14                          | 10                     | 9                   | 16  | 8             |
|  | 23%   | 23%<br>c    | 17%        | 7%                 | 17%                     | 35%<br>cjl                          | 14%                      | 30%<br>cj                   | 21%                         | 28%<br>c               | 15%                 | 27%<br>c                                      | 16%           |
| No response  | 29    | 4           | 4          | 13                 | 7                       | 5                                   | 3                        | 4                           | 12                          | 3                      | 7                   | 7   | 5             |
|  | 13%   | 11%         | 9%         | 30%<br>abgijkl     | 19%                     | 14%                                 | 12%                      | 8%                          | 18%                         | 8%                     | 12%                 | 12%   | 10%           |
| NETS   |       |             |            |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least once a week (Daily + A few times a week + Once a week) | 57    | 12          | 8          | 13                 | 8                       | 5                                   | 6                        | 11                          | 16                          | 8                      | 21                  | 10  | 12            |
|  | 25%   | 33%<br>e    | 20%        | 30%                | 24%                     | 14%                                 | 28%                      | 22%                         | 24%                         | 24%                    | 34%<br>ek           | 17%   | 23%           |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q1\_9. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### The Parliament Magazine

Base: All respondents

|  |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total   | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total   | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Daily  | 5     | 1    | 4               | -                    | 4                        | 1     | -    | -    | -    | -         | -     | -           | 2           | *           | *           | 2           | 1                |
|  | 2%    | 1%   | 3%              | -                    | 6%                       | 3%    | -    | -    | -    | -         | -     | -           | 13%         | 1%          | *           | 2%          | 3%               |
| A few times a week   | 10    | 6    | 4               | 1                    | 3                        | 2     | 3    | -    | -    | *         | *     | -           | -           | 1           | 4           | 3           | 2                |
|  | 4%    | 8%   | 2%              | 2%                   | 3%                       | 9%    | 17%  | -    | -    | 4%        | 4%    | -           | -           | 3%          | 6%          | 4%          | 5%               |
| Once a week  | 14    | 10   | 4               | 1                    | 3                        | 3     | 2    | 2    | 2    | 1         | -     | -           | 1           | 3           | 5           | 5           | -                |
|  | 6%    | 14%  | 2%              | 2%                   | 3%                       | 14%   | 9%   | 35%  | 27%  | 13%       | -     | -           | 9%          | 6%          | 8%          | 7%          | -                |
|  |       | cde  |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| A few times a month  | 24    | 11   | 12              | 7                    | 5                        | 5     | 3    | -    | 2    | *         | 1     | -           | -           | 4           | 11          | 8           | *                |
|  | 10%   | 15%  | 8%              | 9%                   | 7%                       | 26%   | 16%  | -    | 22%  | 4%        | 7%    | -           | -           | 9%          | 18%         | 10%         | 1%               |
| Once a month   | 39    | 18   | 21              | 11                   | 10                       | 4     | 5    | 3    | 1    | 4         | 1     | -           | 2           | 10          | 7           | 14          | 7                |
|  | 17%   | 24%  | 14%             | 14%                  | 13%                      | 21%   | 25%  | 45%  | 10%  | 44%       | 7%    | -           | 12%         | 22%         | 11%         | 18%         | 22%              |
| Less than once a month   | 25    | 7    | 18              | 7                    | 11                       | 1     | 3    | -    | -    | -         | 2     | -           | 2           | 6           | 8           | 8           | 2                |
|  | 11%   | 9%   | 12%             | 9%                   | 14%                      | 6%    | 16%  | -    | -    | -         | 21%   | -           | 13%         | 13%         | 12%         | 10%         | 7%               |
| Never  | 75    | 20   | 55              | 29                   | 26                       | 4     | 3    | 1    | 3    | 3         | 6     | 1           | 7           | 15          | 17          | 23          | 12               |
|  | 33%   | 27%  | 35%             | 38%                  | 33%                      | 17%   | 16%  | 10%  | 41%  | 35%       | 58%   | 100%        | 48%         | 34%         | 28%         | 29%         | 39%              |
| No response  | 38    | 2    | 36              | 20                   | 15                       | 1     | -    | 1    | -    | -         | *     | -           | 1           | 6           | 9           | 16          | 7                |
|  | 17%   | 3%   | 23%             | 27%                  | 20%                      | 6%    | -    | 10%  | -    | -         | 4%    | -           | 6%          | 13%         | 15%         | 20%         | 22%              |
|  |       |      | b               | b                    | b                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| <b>NETS</b>  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least once a week (Daily + A few times a week + Once a week) | 28    | 17   | 12              | 2                    | 9                        | 5     | 5    | 2    | 2    | 2         | *     | -           | 3           | 4           | 9           | 10          | 2                |
|  | 12%   | 22%  | 8%              | 3%                   | 12%                      | 25%   | 26%  | 35%  | 27%  | 17%       | 4%    | -           | 21%         | 9%          | 15%         | 12%         | 8%               |
|  |       | cd   |                 |                      | d                        |       |      |      |      |           |       |             |             |             |             |             |                  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q1\_9. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### The Parliament Magazine

Base: All respondents

|  |       | GENDER |          | REGION  |                     |               |            |                      | LENGTH OF SERVICE   |           |            |                       |
|--|-------|--------|----------|---------|---------------------|---------------|------------|----------------------|---------------------|-----------|------------|-----------------------|
|  | Total | Male   | Female   | Western | Nordic/<br>Northern | Mediterranean | Eastern    | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95%  |       | a      | b        | a       | b                   | c             | d          | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total   | 229   | 154    | 75       | 67      | 62                  | 48            | 45         | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total   | 229   | 148    | 81       | 77      | 52                  | 48            | 46         | 6                    | 2                   | 63        | 45         | 119                   |
|  | 100%  | 100%   | 100%     | 100%    | 100%                | 100%          | 100%       | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Daily  | 5     | 2      | 3        | 2       | 1                   | 1             | -          | 1                    | -                   | 1         | 1          | 3                     |
|  | 2%    | 1%     | 4%       | 2%      | 2%                  | 3%            | -          | 14%                  | -                   | 2%        | 3%         | 2%                    |
| A few times a week   | 10    | 8      | 2        | 2       | 2                   | 6             | -          | -                    | -                   | 2         | 2          | 5                     |
|  | 4%    | 5%     | 2%       | 3%      | 3%                  | 12%<br>d      | -          | -                    | -                   | 4%        | 4%         | 5%                    |
| Once a week  | 14    | 9      | 5        | 3       | 2                   | 2             | 8          | -                    | -                   | 8         | 4          | 3                     |
|  | 6%    | 6%     | 6%       | 3%      | 4%                  | 3%            | 17%<br>abc | -                    | -                   | 12%<br>d  | 8%         | 2%                    |
| A few times a month  | 24    | 10     | 14       | 9       | 4                   | 3             | 7          | 1                    | -                   | 6         | 6          | 12                    |
|  | 10%   | 7%     | 17%<br>a | 11%     | 7%                  | 6%            | 16%        | 14%                  | -                   | 9%        | 13%        | 10%                   |
| Once a month   | 39    | 23     | 16       | 15      | 7                   | 9             | 7          | 2                    | -                   | 15        | 7          | 18                    |
|  | 17%   | 16%    | 20%      | 19%     | 13%                 | 18%           | 15%        | 29%                  | -                   | 23%       | 15%        | 15%                   |
| Less than once a month   | 25    | 16     | 9        | 9       | 7                   | 4             | 4          | 1                    | 1                   | 4         | 4          | 15                    |
|  | 11%   | 11%    | 11%      | 12%     | 14%                 | 9%            | 8%         | 14%                  | 79%                 | 7%        | 9%         | 13%                   |
| Never  | 75    | 52     | 23       | 23      | 22                  | 13            | 15         | 2                    | -                   | 21        | 19         | 34                    |
|  | 33%   | 35%    | 29%      | 29%     | 43%                 | 28%           | 32%        | 29%                  | -                   | 34%       | 42%        | 29%                   |
| No response  | 38    | 29     | 10       | 15      | 7                   | 10            | 6          | -                    | *                   | 6         | 3          | 29                    |
|  | 17%   | 19%    | 12%      | 19%     | 14%                 | 21%           | 12%        | -                    | 21%                 | 9%        | 7%         | 24%<br>bc             |
| NETS   |       |        |          |         |                     |               |            |                      |                     |           |            |                       |
| Net: At least once a week (Daily + A few times a week + Once a week) | 28    | 19     | 9        | 7       | 4                   | 9             | 8          | 1                    | -                   | 11        | 7          | 11                    |
|  | 12%   | 13%    | 12%      | 9%      | 9%                  | 18%           | 17%        | 14%                  | -                   | 18%       | 15%        | 9%                    |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d



## Overall European Influencers

### Q1\_9. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### The Parliament Magazine

Base: All respondents

|  |       | POLICY AREA |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|--|-------|-------------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|  |       |             |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|  | Total | Transport   | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%  |       | a           | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total   | 229   | 36          | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total   | 229   | 36          | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|  | 100%  | 100%        | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Daily  | 5     | 3           | 1      | 3                  | 3                       | 3                                   | 3                        | 3                           | 3                           | 2                      | 3                   | 3   | *             |
|  | 2%    | 7%          | 2%     | 6%                 | 8%                      | 6%                                  | 12%                      | 6%                          | 4%                          | 5%                     | 6%                  | 4%  | 1%            |
| A few times a week   | 10    | 3           | 1      | 3                  | 2                       | 2                                   | 4                        | 4                           | 3                           | 1                      | 4                   | 2   | 2             |
|  | 4%    | 8%          | 2%     | 7%                 | 7%                      | 4%                                  | 18%                      | 9%                          | 5%                          | 4%                     | 6%                  | 3%  | 3%            |
| Once a week  | 14    | 3           | 4      | 1                  | 3                       | 1                                   | 1                        | 4                           | 6                           | *                      | 6                   | 3   | 1             |
|  | 6%    | 10%         | 10%    | 2%                 | 8%                      | 2%                                  | 4%                       | 8%                          | 9%                          | 1%                     | 10%                 | 4%  | 3%            |
| A few times a month  | 24    | 5           | 1      | 7                  | 3                       | 2                                   | 3                        | 6                           | 8                           | 5                      | 8                   | 5   | 5             |
|  | 10%   | 15%         | 3%     | 16%<br>b           | 8%                      | 4%                                  | 14%                      | 11%                         | 11%                         | 14%                    | 13%                 | 8%  | 10%           |
| Once a month   | 39    | 2           | 7      | 4                  | 3                       | 8                                   | 2                        | 5                           | 9                           | 10                     | 10                  | 13  | 9             |
|  | 17%   | 4%          | 17%    | 10%                | 9%                      | 20%<br>a                            | 8%                       | 10%                         | 13%                         | 29%<br>acd g           | 16%                 | 21%<br>a                                      | 17%           |
| Less than once a month   | 25    | 2           | 8      | 5                  | 4                       | 4                                   | 4                        | 8                           | 7                           | 4                      | 5                   | 7   | 5             |
|  | 11%   | 5%          | 19%    | 11%                | 12%                     | 9%                                  | 22%                      | 17%                         | 10%                         | 11%                    | 8%                  | 11%   | 10%           |
| Never  | 75    | 15          | 13     | 9                  | 12                      | 17                                  | 4                        | 15                          | 18                          | 9                      | 16                  | 20  | 21            |
|  | 33%   | 41%         | 30%    | 21%                | 34%                     | 43%<br>c                            | 18%                      | 29%                         | 26%                         | 26%                    | 25%                 | 33%   | 41%<br>c      |
| No response  | 38    | 4           | 7      | 12                 | 5                       | 4                                   | 1                        | 5                           | 14                          | 3                      | 10                  | 9   | 8             |
|  | 17%   | 11%         | 17%    | 28%<br>eg          | 14%                     | 11%                                 | 4%                       | 11%                         | 21%                         | 10%                    | 16%                 | 15%   | 15%           |
| NETS   |       |             |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least once a week (Daily + A few times a week + Once a week) | 28    | 9           | 6      | 6                  | 8                       | 5                                   | 7                        | 11                          | 12                          | 3                      | 13                  | 7   | 3             |
|  | 12%   | 25%<br>l    | 14%    | 14%                | 23%<br>l                | 13%                                 | 34%                      | 23%<br>l                    | 17%                         | 10%                    | 22%<br>l            | 12%   | 6%            |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q1\_10. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### Wall Street Journal

Base: All respondents

|  |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total   | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total   | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Daily  | 7     | 2    | 5               | 2                    | 3                        | 1     | 2    | -    | -    | -         | -     | -           | -           | 3           | 2           | 2           | -                |
|  | 3%    | 3%   | 3%              | 3%                   | 3%                       | 3%    | 9%   | -    | -    | -         | -     | -           | -           | 6%          | 3%          | 3%          | -                |
| A few times a week   | 19    | 7    | 12              | 5                    | 7                        | 3     | 3    | -    | -    | -         | *     | -           | 3           | 1           | 6           | 6           | 2                |
|  | 8%    | 9%   | 8%              | 6%                   | 9%                       | 16%   | 17%  | -    | -    | -         | 4%    | -           | 24%         | 2%          | 11%         | 7%          | 8%               |
| Once a week  | 17    | 9    | 8               | 2                    | 6                        | 3     | 2    | 1    | 1    | *         | 2     | -           | 1           | 4           | 4           | 8           | -                |
|  | 7%    | 12%  | 5%              | 3%                   | 8%                       | 14%   | 9%   | 10%  | 17%  | 4%        | 14%   | -           | 6%          | 9%          | 6%          | 11%         | -                |
| A few times a month  | 30    | 16   | 14              | 5                    | 9                        | 7     | 2    | 5    | *    | 2         | *     | 1           | 1           | 7           | 7           | 10          | 5                |
|  | 13%   | 21%  | 9%              | 6%                   | 12%                      | 32%   | 9%   | 69%  | 5%   | 17%       | 4%    | 100%        | 6%          | 15%         | 11%         | 12%         | 17%              |
|  |       | cd   |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Once a month   | 21    | 3    | 18              | 5                    | 13                       | -     | 2    | -    | -    | 1         | 1     | -           | 2           | 7           | 5           | 5           | 2                |
|  | 9%    | 4%   | 11%             | 6%                   | 17%                      | -     | 9%   | -    | -    | 8%        | 7%    | -           | 13%         | 15%         | 8%          | 7%          | 7%               |
|  |       |      |                 |                      | b                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| Less than once a month   | 39    | 16   | 23              | 14                   | 9                        | 6     | 3    | 1    | 5    | -         | 2     | -           | 2           | 7           | 11          | 14          | 5                |
|  | 17%   | 22%  | 15%             | 19%                  | 11%                      | 28%   | 16%  | 10%  | 62%  | -         | 18%   | -           | 13%         | 16%         | 18%         | 18%         | 17%              |
| Never  | 64    | 20   | 44              | 25                   | 19                       | *     | 6    | 1    | 1    | 6         | 5     | -           | 5           | 11          | 18          | 21          | 9                |
|  | 28%   | 27%  | 29%             | 33%                  | 24%                      | 1%    | 33%  | 10%  | 16%  | 70%       | 47%   | -           | 38%         | 24%         | 29%         | 27%         | 31%              |
| No response  | 32    | 2    | 30              | 18                   | 12                       | 1     | -    | -    | -    | -         | 1     | -           | -           | 5           | 9           | 12          | 6                |
|  | 14%   | 3%   | 19%             | 23%                  | 16%                      | 6%    | -    | -    | -    | -         | 7%    | -           | -           | 12%         | 14%         | 15%         | 20%              |
|  |       |      | b               | b                    | b                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| <b>NETS</b>  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least once a week (Daily + A few times a week + Once a week) | 43    | 18   | 25              | 10                   | 15                       | 7     | 6    | 1    | 1    | *         | 2     | -           | 4           | 8           | 12          | 16          | 2                |
|  | 19%   | 24%  | 16%             | 13%                  | 20%                      | 33%   | 34%  | 10%  | 17%  | 4%        | 18%   | -           | 30%         | 18%         | 20%         | 21%         | 8%               |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q1\_10. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### Wall Street Journal

Base: All respondents

Significance Level: 95%

|  |       | GENDER |          | REGION  |                     |               |          |                      | LENGTH OF SERVICE   |           |            |                       |
|--|-------|--------|----------|---------|---------------------|---------------|----------|----------------------|---------------------|-----------|------------|-----------------------|
|  | Total | Male   | Female   | Western | Nordic/<br>Northern | Mediterranean | Eastern  | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95%  |       | a      | b        | a       | b                   | c             | d        | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total   | 229   | 154    | 75       | 67      | 62                  | 48            | 45       | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total   | 229   | 148    | 81       | 77      | 52                  | 48            | 46       | 6                    | 2                   | 63        | 45         | 119                   |
|  | 100%  | 100%   | 100%     | 100%    | 100%                | 100%          | 100%     | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Daily  | 7     | 4      | 3        | 2       | 2                   | 2             | 2        | -                    | -                   | 1         | 1          | 5                     |
|  | 3%    | 3%     | 3%       | 2%      | 4%                  | 3%            | 4%       | -                    | -                   | 2%        | 1%         | 5%                    |
| A few times a week   | 19    | 13     | 6        | 3       | 4                   | 7             | 3        | 2                    | -                   | 4         | 8          | 7                     |
|  | 8%    | 8%     | 8%       | 4%      | 7%                  | 15%           | 7%       | 29%                  | -                   | 6%        | 18%<br>d   | 6%                    |
| Once a week  | 17    | 11     | 6        | 5       | 2                   | 5             | 4        | 1                    | -                   | 6         | 4          | 7                     |
|  | 7%    | 8%     | 7%       | 7%      | 3%                  | 10%           | 10%      | 14%                  | -                   | 10%       | 10%        | 6%                    |
| A few times a month  | 30    | 22     | 8        | 9       | 5                   | 5             | 11       | -                    | -                   | 12        | 5          | 13                    |
|  | 13%   | 15%    | 10%      | 12%     | 9%                  | 10%           | 25%<br>b | -                    | -                   | 19%       | 12%        | 11%                   |
| Once a month   | 21    | 15     | 5        | 8       | 7                   | 4             | 1        | 1                    | -                   | 5         | 6          | 11                    |
|  | 9%    | 10%    | 7%       | 10%     | 14%<br>d            | 9%            | 2%       | 14%                  | -                   | 7%        | 13%        | 9%                    |
| Less than once a month   | 39    | 26     | 14       | 14      | 10                  | 6             | 10       | -                    | -                   | 10        | 13         | 16                    |
|  | 17%   | 17%    | 17%      | 18%     | 18%                 | 12%           | 21%      | -                    | -                   | 16%       | 28%<br>d   | 14%                   |
| Never  | 64    | 34     | 30       | 23      | 19                  | 10            | 9        | 3                    | 1                   | 21        | 7          | 35                    |
|  | 28%   | 23%    | 38%<br>a | 29%     | 37%                 | 22%           | 20%      | 43%                  | 79%                 | 33%<br>c  | 15%        | 29%<br>c              |
| No response  | 32    | 23     | 9        | 13      | 4                   | 9             | 6        | -                    | *                   | 4         | 2          | 26                    |
|  | 14%   | 16%    | 11%      | 17%     | 8%                  | 19%           | 12%      | -                    | 21%                 | 6%        | 4%         | 22%<br>bc             |
| NETS   |       |        |          |         |                     |               |          |                      |                     |           |            |                       |
| Net: At least once a week (Daily + A few times a week + Once a week) | 43    | 28     | 14       | 10      | 7                   | 13            | 9        | 3                    | -                   | 11        | 13         | 19                    |
|  | 19%   | 19%    | 18%      | 14%     | 14%                 | 28%           | 20%      | 43%                  | -                   | 18%       | 29%        | 16%                   |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q1\_10. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### Wall Street Journal

Base: All respondents

|  |       | POLICY AREA |           |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|--|-------|-------------|-----------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|  |       |             |           |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|  | Total | Transport   | Energy    | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%  |       | a           | b         | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total   | 229   | 36          | 46        | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total   | 229   | 36          | 43        | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|  | 100%  | 100%        | 100%      | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Daily  | 7     | -           | 3         | 4                  | 2                       | 4                                   | 1                        | 2                           | 3                           | 5                      | 4                   | 1   | 2             |
|  | 3%    | -           | 6%        | 10%                | 6%                      | 9%                                  | 6%                       | 4%                          | 4%                          | 13%<br>ak              | 6%                  | 2%  | 4%            |
| A few times a week   | 19    | 5           | 1         | 7                  | 1                       | 3                                   | 1                        | 3                           | 4                           | 2                      | 10                  | 6   | 4             |
|  | 8%    | 13%         | 3%        | 16%<br>b           | 3%                      | 8%                                  | 4%                       | 6%                          | 5%                          | 6%                     | 16%<br>b            | 9%  | 7%            |
| Once a week  | 17    | 4           | 4         | 7                  | 2                       | 3                                   | -                        | 2                           | 2                           | 4                      | 5                   | 6   | 2             |
|  | 7%    | 12%         | 8%        | 17%<br>h           | 6%                      | 6%                                  | -                        | 5%                          | 3%                          | 11%                    | 7%                  | 10%   | 5%            |
| A few times a month  | 30    | 5           | 10        | 4                  | 6                       | 3                                   | 4                        | 8                           | 12                          | 6                      | 9                   | 4   | 8             |
|  | 13%   | 15%         | 23%<br>ek | 9%                 | 16%                     | 7%                                  | 18%                      | 17%                         | 18%                         | 19%                    | 14%                 | 7%  | 16%           |
| Once a month   | 21    | 5           | 4         | 4                  | 5                       | 6                                   | 5                        | 5                           | 3                           | 2                      | 7                   | 7   | 1             |
|  | 9%    | 15%<br>hl   | 10%       | 10%                | 16%<br>hl               | 16%<br>hl                           | 26%                      | 10%                         | 4%                          | 7%                     | 12%<br>l            | 12%<br>l                                      | 2%            |
| Less than once a month   | 39    | 7           | 9         | 2                  | 6                       | 7                                   | 3                        | 10                          | 10                          | 8                      | 8                   | 13  | 9             |
|  | 17%   | 20%<br>c    | 21%<br>c  | 4%                 | 16%                     | 18%<br>c                            | 15%                      | 19%<br>c                    | 15%                         | 24%<br>c               | 13%                 | 22%<br>c                                      | 18%<br>c      |
| Never  | 64    | 6           | 7         | 6                  | 7                       | 10                                  | 5                        | 15                          | 21                          | 4                      | 10                  | 15  | 17            |
|  | 28%   | 18%         | 17%       | 15%                | 19%                     | 25%                                 | 22%                      | 30%                         | 31%<br>ci                   | 12%                    | 17%                 | 25%   | 34%<br>cij    |
| No response  | 32    | 3           | 5         | 9                  | 6                       | 5                                   | 2                        | 4                           | 13                          | 3                      | 10                  | 8   | 8             |
|  | 14%   | 7%          | 13%       | 21%                | 18%                     | 11%                                 | 8%                       | 9%                          | 19%                         | 8%                     | 16%                 | 13%   | 15%           |
| NETS   |       |             |           |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least once a week (Daily + A few times a week + Once a week) | 43    | 9           | 7         | 18                 | 5                       | 9                                   | 2                        | 7                           | 9                           | 10                     | 18                  | 13  | 8             |
|  | 19%   | 25%         | 17%       | 42%<br>bdghkl      | 16%                     | 23%                                 | 10%                      | 15%                         | 13%                         | 30%<br>h               | 29%<br>h            | 22%   | 16%           |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q1\_11. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### International New York Times

Base: All respondents

|  |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total   | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total   | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Daily  | 8     | -    | 8               | 1                    | 7                        | -     | -    | -    | -    | -         | -     | -           | -           | 3           | 2           | 3           | 1                |
|  | 4%    | -    | 5%              | 2%                   | 9%                       | -     | -    | -    | -    | -         | -     | -           | -           | 6%          | 3%          | 3%          | 3%               |
|  |       |      | b               |                      | b                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| A few times a week   | 30    | 15   | 15              | 7                    | 8                        | 4     | 5    | 3    | 1    | -         | 2     | -           | 1           | 5           | 10          | 12          | 2                |
|  | 13%   | 20%  | 10%             | 9%                   | 10%                      | 17%   | 26%  | 45%  | 17%  | -         | 18%   | -           | 6%          | 11%         | 16%         | 15%         | 8%               |
|  |       | c    |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Once a week  | 15    | 3    | 12              | 6                    | 6                        | 2     | -    | -    | *    | *         | -     | -           | 3           | 4           | 5           | 2           | 1                |
|  | 6%    | 3%   | 8%              | 8%                   | 8%                       | 8%    | -    | -    | 5%   | 4%        | -     | -           | 24%         | 9%          | 7%          | 3%          | 2%               |
|  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| A few times a month  | 24    | 13   | 11              | 5                    | 6                        | 5     | 5    | 2    | *    | 1         | *     | -           | 1           | 7           | 7           | 6           | 4                |
|  | 11%   | 18%  | 7%              | 6%                   | 8%                       | 22%   | 25%  | 35%  | 5%   | 8%        | 4%    | -           | 6%          | 15%         | 11%         | 7%          | 13%              |
|  |       | cd   |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Once a month   | 19    | 7    | 12              | 4                    | 9                        | 3     | -    | -    | 3    | -         | *     | 1           | 1           | 3           | 3           | 7           | 5                |
|  | 8%    | 9%   | 8%              | 5%                   | 11%                      | 13%   | -    | -    | 46%  | -         | 3%    | 100%        | 9%          | 6%          | 4%          | 9%          | 16%              |
|  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Less than once a month   | 40    | 9    | 31              | 19                   | 12                       | 3     | 2    | -    | 2    | *         | 2     | -           | 3           | 6           | 10          | 18          | 3                |
|  | 17%   | 12%  | 20%             | 25%                  | 16%                      | 13%   | 9%   | -    | 22%  | 4%        | 21%   | -           | 24%         | 14%         | 16%         | 23%         | 9%               |
|  |       |      |                 | b                    |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Never  | 61    | 27   | 34              | 18                   | 16                       | 4     | 8    | 1    | *    | 8         | 6     | -           | 4           | 13          | 18          | 18          | 8                |
|  | 27%   | 35%  | 22%             | 23%                  | 21%                      | 18%   | 41%  | 21%  | 5%   | 83%       | 50%   | -           | 31%         | 29%         | 30%         | 23%         | 25%              |
|  |       | ce   |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| No response  | 33    | 2    | 31              | 17                   | 14                       | 2     | -    | -    | -    | -         | *     | -           | -           | 4           | 8           | 14          | 7                |
|  | 14%   | 3%   | 20%             | 22%                  | 18%                      | 8%    | -    | -    | -    | -         | 4%    | -           | -           | 9%          | 13%         | 18%         | 24%              |
|  |       |      | b               | b                    | b                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| <b>NETS</b>  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least once a week (Daily + A few times a week + Once a week) | 52    | 17   | 35              | 14                   | 21                       | 5     | 5    | 3    | 2    | *         | 2     | -           | 4           | 12          | 16          | 17          | 4                |
|  | 23%   | 23%  | 23%             | 19%                  | 27%                      | 26%   | 26%  | 45%  | 22%  | 4%        | 18%   | -           | 30%         | 26%         | 26%         | 21%         | 13%              |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q1\_11. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### International New York Times

Base: All respondents

|  |           | GENDER    |                | REGION    |                     |                |                |                      | LENGTH OF SERVICE   |                 |                |                       |
|--|-----------|-----------|----------------|-----------|---------------------|----------------|----------------|----------------------|---------------------|-----------------|----------------|-----------------------|
|  | Total     | Male      | Female         | Western   | Nordic/<br>Northern | Mediterranean  | Eastern        | Other<br>unspecified | Less than<br>a year | 1-5 years       | 6-10 years     | More than<br>10 years |
| Significance Level: 95%  |           | a         | b              | a         | b                   | c              | d              | *e                   | *a                  | b               | c              | d                     |
| Unweighted Total   | 229       | 154       | 75             | 67        | 62                  | 48             | 45             | 7                    | 2                   | 62              | 47             | 118                   |
| Weighted Total   | 229       | 148       | 81             | 77        | 52                  | 48             | 46             | 6                    | 2                   | 63              | 45             | 119                   |
|  | 100%      | 100%      | 100%           | 100%      | 100%                | 100%           | 100%           | 100%                 | 100%                | 100%            | 100%           | 100%                  |
| Daily  | 8<br>4%   | 5<br>3%   | 3<br>4%        | 4<br>6%   | 1<br>2%             | -<br>-         | 2<br>4%        | 1<br>14%             | -<br>-              | 1<br>1%         | 1<br>3%        | 6<br>5%               |
| A few times a week   | 30<br>13% | 21<br>14% | 8<br>10%       | 6<br>8%   | 5<br>9%             | 10<br>21%<br>a | 8<br>17%       | 1<br>14%             | -<br>-              | 11<br>17%       | 8<br>17%       | 11<br>9%              |
| Once a week  | 15<br>6%  | 9<br>6%   | 5<br>7%        | 1<br>1%   | 4<br>7%             | 3<br>7%        | 5<br>11%<br>a  | 2<br>29%             | -<br>-              | 4<br>6%         | 5<br>11%       | 6<br>5%               |
| A few times a month  | 24<br>11% | 19<br>13% | 5<br>6%        | 5<br>6%   | 7<br>13%            | 5<br>11%       | 7<br>16%       | -<br>-               | -<br>-              | 8<br>13%<br>d   | 11<br>24%<br>d | 5<br>5%               |
| Once a month   | 19<br>8%  | 13<br>9%  | 5<br>7%        | 9<br>11%  | 4<br>7%             | 4<br>9%        | 1<br>3%        | 1<br>14%             | -<br>-              | 6<br>9%         | 4<br>8%        | 10<br>8%              |
| Less than once a month   | 40<br>17% | 26<br>17% | 14<br>18%      | 11<br>15% | 11<br>21%           | 8<br>18%       | 10<br>21%      | -<br>-               | -<br>-              | 6<br>10%        | 9<br>21%       | 24<br>20%             |
| Never  | 61<br>27% | 30<br>20% | 31<br>39%<br>a | 26<br>34% | 16<br>30%           | 9<br>19%       | 8<br>17%       | 2<br>29%             | 1<br>79%            | 24<br>38%<br>cd | 7<br>16%       | 28<br>24%             |
| No response  | 33<br>14% | 24<br>17% | 8<br>10%       | 15<br>19% | 5<br>10%            | 7<br>16%       | 5<br>11%       | -<br>-               | *<br>21%            | 3<br>5%         | 1<br>1%        | 28<br>24%<br>bc       |
| NETS   |           |           |                |           |                     |                |                |                      |                     |                 |                |                       |
| Net: At least once a week (Daily + A few times a week + Once a week) | 52<br>23% | 36<br>24% | 17<br>21%      | 11<br>15% | 9<br>18%            | 13<br>28%      | 15<br>32%<br>a | 3<br>57%             | -<br>-              | 16<br>25%       | 14<br>31%      | 23<br>19%             |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q1\_11. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### International New York Times

Base: All respondents

|  | POLICY AREA |           |           |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|--|-------------|-----------|-----------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|  | Total       | Transport | Energy    | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%  |             | a         | b         | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total   | 229         | 36        | 46        | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total   | 229         | 36        | 43        | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|  | 100%        | 100%      | 100%      | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Daily  | 8<br>4%     | 2<br>5%   | 3<br>6%   | 3<br>8%            | 2<br>5%                 | 3<br>6%                             | 1<br>4%                  | 2<br>3%                     | 3<br>5%                     | 3<br>7%                | 3<br>6%             | 3<br>6%                                       | 3<br>6%       |
| A few times a week   | 30<br>13%   | 8<br>21%  | 9<br>22%  | 10<br>24%          | 5<br>16%                | 6<br>15%                            | 2<br>10%                 | 8<br>15%                    | 11<br>16%                   | 9<br>25%               | 11<br>18%           | 9<br>14%                                      | 5<br>10%      |
| Once a week  | 15<br>6%    | 3<br>8%   | 2<br>4%   | 1<br>3%            | 1<br>2%                 | 2<br>5%                             | *<br>2%                  | 3<br>7%                     | 2<br>3%                     | -<br>-                 | 6<br>10%            | 4<br>6%                                       | 1<br>2%       |
| A few times a month  | 24<br>11%   | 2<br>4%   | 6<br>13%  | 5<br>12%           | 2<br>5%                 | 5<br>12%                            | 2<br>8%                  | 1<br>2%                     | 3<br>4%                     | 6<br>18%               | 7<br>11%            | 7<br>11%                                      | 8<br>16%      |
| Once a month   | 19<br>8%    | 3<br>9%   | 2<br>6%   | -<br>-             | 5<br>13%                | 6<br>14%                            | 2<br>12%                 | 4<br>9%                     | 5<br>7%                     | 4<br>12%               | 5<br>7%             | 10<br>16%                                     | 3<br>6%       |
| Less than once a month   | 40<br>17%   | 5<br>15%  | 9<br>21%  | 5<br>11%           | 5<br>13%                | 5<br>14%                            | 5<br>24%                 | 11<br>21%                   | 10<br>14%                   | 4<br>11%               | 10<br>16%           | 11<br>18%                                     | 13<br>25%     |
| Never  | 61<br>27%   | 11<br>31% | 6<br>15%  | 8<br>17%           | 10<br>29%               | 10<br>25%                           | 7<br>32%                 | 16<br>33%                   | 21<br>31%                   | 6<br>18%               | 10<br>16%           | 11<br>18%                                     | 11<br>22%     |
| No response  | 33<br>14%   | 3<br>7%   | 6<br>14%  | 11<br>25%          | 6<br>18%                | 4<br>9%                             | 2<br>8%                  | 5<br>10%                    | 13<br>19%                   | 3<br>8%                | 10<br>16%           | 8<br>13%                                      | 7<br>14%      |
| NETS   |             |           |           |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least once a week (Daily + A few times a week + Once a week) | 52<br>23%   | 12<br>34% | 14<br>32% | 15<br>35%          | 8<br>22%                | 11<br>27%                           | 3<br>16%                 | 13<br>25%                   | 16<br>24%                   | 11<br>32%              | 21<br>33%           | 16<br>25%                                     | 9<br>18%      |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q1\_12. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### New Europe

Base: All respondents

|  |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total   | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total   | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Daily  | 5     | 2    | 3               | 2                    | 1                        | 1     | 2    | -    | -    | -         | -     | -           | 1           | 1           | *           | 3           | -                |
|  | 2%    | 3%   | 2%              | 3%                   | 1%                       | 3%    | 9%   | -    | -    | -         | -     | -           | 6%          | 3%          | *           | 4%          | -                |
| A few times a week   | 9     | 7    | 1               | 1                    | -                        | 1     | 3    | -    | 1    | *         | 2     | -           | -           | 2           | 3           | 2           | 2                |
|  | 4%    | 10%  | 1%              | 2%                   | -                        | 3%    | 17%  | -    | 17%  | 4%        | 18%   | -           | -           | 5%          | 5%          | 3%          | 5%               |
|  |       | cde  |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Once a week  | 16    | 6    | 10              | 7                    | 3                        | 4     | -    | -    | -    | *         | 1     | -           | 1           | 4           | 5           | 4           | 2                |
|  | 7%    | 8%   | 6%              | 9%                   | 3%                       | 21%   | -    | -    | -    | 4%        | 11%   | -           | 6%          | 8%          | 8%          | 6%          | 7%               |
| A few times a month  | 22    | 13   | 9               | 4                    | 5                        | 7     | 6    | -    | -    | -         | -     | -           | -           | 6           | 5           | 7           | 5                |
|  | 10%   | 18%  | 6%              | 5%                   | 7%                       | 34%   | 33%  | -    | -    | -         | -     | -           | -           | 12%         | 8%          | 9%          | 16%              |
|  |       | cde  |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Once a month   | 14    | 8    | 6               | -                    | 6                        | 1     | -    | 2    | -    | 4         | *     | -           | *           | 4           | 1           | 9           | -                |
|  | 6%    | 11%  | 4%              | -                    | 8%                       | 6%    | -    | 35%  | -    | 44%       | 3%    | -           | 3%          | 9%          | 1%          | 11%         | -                |
|  |       | cd   |                 |                      | d                        |       |      |      |      |           |       |             |             |             |             | d           |                  |
| Less than once a month   | 13    | 7    | 6               | 4                    | 3                        | 2     | 2    | -    | 2    | -         | 1     | -           | -           | 1           | 6           | 5           | 1                |
|  | 6%    | 9%   | 4%              | 5%                   | 3%                       | 10%   | 9%   | -    | 32%  | -         | 7%    | -           | -           | 2%          | 10%         | 7%          | 3%               |
| Never  | 111   | 29   | 82              | 40                   | 43                       | 4     | 6    | 4    | 4    | 4         | 6     | 1           | 11          | 23          | 30          | 33          | 14               |
|  | 49%   | 38%  | 54%             | 52%                  | 56%                      | 18%   | 33%  | 55%  | 51%  | 48%       | 57%   | 100%        | 78%         | 50%         | 49%         | 42%         | 45%              |
|  |       |      | b               |                      | b                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| No response  | 39    | 2    | 36              | 19                   | 17                       | 1     | -    | 1    | -    | -         | *     | -           | 1           | 4           | 11          | 15          | 7                |
|  | 17%   | 3%   | 24%             | 25%                  | 22%                      | 6%    | -    | 10%  | -    | -         | 4%    | -           | 6%          | 10%         | 18%         | 19%         | 24%              |
|  |       |      | b               | b                    | b                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| <b>NETS</b>  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least once a week (Daily + A few times a week + Once a week) | 30    | 16   | 14              | 11                   | 3                        | 6     | 5    | -    | 1    | 1         | 3     | -           | 2           | 7           | 8           | 9           | 4                |
|  | 13%   | 21%  | 9%              | 14%                  | 4%                       | 26%   | 26%  | -    | 17%  | 8%        | 29%   | -           | 13%         | 16%         | 13%         | 12%         | 12%              |
|  |       | ce   |                 | e                    |                          |       |      |      |      |           |       |             |             |             |             |             |                  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f



## Overall European Influencers

### Q1\_12. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### New Europe

Base: All respondents

Significance Level: 95%

|  |            | GENDER    |           | REGION       |                     |               |                 |                      | LENGTH OF SERVICE   |              |                |                       |
|--|------------|-----------|-----------|--------------|---------------------|---------------|-----------------|----------------------|---------------------|--------------|----------------|-----------------------|
|  | Total      | Male      | Female    | Western      | Nordic/<br>Northern | Mediterranean | Eastern         | Other<br>unspecified | Less than<br>a year | 1-5 years    | 6-10 years     | More than<br>10 years |
| Significance Level: 95%  |            | a         | b         | a            | b                   | c             | d               | *e                   | *a                  | b            | c              | d                     |
| Unweighted Total   | 229        | 154       | 75        | 67           | 62                  | 48            | 45              | 7                    | 2                   | 62           | 47             | 118                   |
| Weighted Total   | 229        | 148       | 81        | 77           | 52                  | 48            | 46              | 6                    | 2                   | 63           | 45             | 119                   |
|  | 100%       | 100%      | 100%      | 100%         | 100%                | 100%          | 100%            | 100%                 | 100%                | 100%         | 100%           | 100%                  |
| Daily  | 5<br>2%    | 2<br>2%   | 3<br>4%   | 1<br>2%      | -<br>-              | 3<br>6%<br>b  | 1<br>3%         | -<br>-               | -<br>-              | 2<br>3%      | 1<br>3%        | 2<br>2%               |
| A few times a week   | 9<br>4%    | 7<br>4%   | 2<br>2%   | -<br>-       | 1<br>1%             | 4<br>8%<br>a  | 4<br>9%<br>a    | -<br>-               | -<br>-              | 4<br>6%<br>d | 5<br>10%<br>d  | -<br>-                |
| Once a week  | 16<br>7%   | 10<br>7%  | 6<br>7%   | 6<br>8%      | 1<br>2%             | 3<br>6%       | 6<br>13%<br>b   | -<br>-               | -<br>-              | 2<br>3%      | 4<br>9%        | 10<br>8%              |
| A few times a month  | 22<br>10%  | 15<br>10% | 7<br>9%   | 8<br>10%     | 5<br>10%            | 5<br>11%      | 2<br>5%         | 2<br>29%             | -<br>-              | 5<br>8%      | 5<br>12%       | 12<br>10%             |
| Once a month   | 14<br>6%   | 9<br>6%   | 5<br>6%   | 7<br>9%<br>b | *<br>1%             | 2<br>3%       | 4<br>10%<br>b   | 1<br>14%             | -<br>-              | 8<br>12%     | 1<br>3%        | 5<br>4%               |
| Less than once a month   | 13<br>6%   | 8<br>6%   | 5<br>6%   | 5<br>6%      | 3<br>5%             | 2<br>5%       | 3<br>7%         | -<br>-               | -<br>-              | 4<br>6%      | 3<br>8%        | 6<br>5%               |
| Never  | 111<br>49% | 70<br>47% | 41<br>51% | 36<br>47%    | 34<br>64%<br>acd    | 20<br>42%     | 18<br>39%       | 3<br>57%             | 1<br>79%            | 33<br>53%    | 23<br>51%      | 53<br>45%             |
| No response  | 39<br>17%  | 27<br>18% | 11<br>14% | 15<br>19%    | 8<br>16%            | 9<br>19%      | 7<br>15%        | -<br>-               | *<br>21%            | 6<br>9%      | 2<br>5%        | 31<br>26%<br>bc       |
| NETS   |            |           |           |              |                     |               |                 |                      |                     |              |                |                       |
| Net: At least once a week (Daily + A few times a week + Once a week) | 30<br>13%  | 19<br>13% | 11<br>13% | 7<br>9%      | 2<br>4%             | 9<br>20%<br>b | 11<br>25%<br>ab | -<br>-               | -<br>-              | 8<br>12%     | 10<br>22%<br>d | 12<br>10%             |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q1\_12. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### New Europe

Base: All respondents

|  | Total | POLICY AREA |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|--|-------|-------------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|  |       | Transport   | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%  |       | a           | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total   | 229   | 36          | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total   | 229   | 36          | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|  | 100%  | 100%        | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Daily  | 5     | 1           | 1      | 2                  | *                       | 1                                   | -                        | *                           | 1                           | 2                      | 2                   | 1   | 1             |
|  | 2%    | 2%          | 3%     | 6%                 | 1%                      | 3%                                  | -                        | 1%                          | 2%                          | 6%                     | 3%                  | 2%  | 3%            |
| A few times a week   | 9     | 3           | 1      | 2                  | 2                       | -                                   | 2                        | 2                           | 2                           | *                      | *                   | *   | 4             |
|  | 4%    | 8%          | 3%     | 4%                 | 5%                      | -                                   | 10%                      | 5%                          | 2%                          | 1%                     | 1%                  | 1%  | 7%            |
|  |       | j           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Once a week  | 16    | 6           | 6      | 2                  | 3                       | *                                   | 3                        | 4                           | 6                           | 1                      | 5                   | 2   | 1             |
|  | 7%    | 16%         | 14%    | 4%                 | 9%                      | 1%                                  | 14%                      | 8%                          | 9%                          | 2%                     | 9%                  | 3%  | 2%            |
|  |       | eikl        | ekl    |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| A few times a month  | 22    | 4           | 1      | 11                 | 3                       | 3                                   | 1                        | 1                           | 3                           | 6                      | 7                   | 7   | 5             |
|  | 10%   | 11%         | 1%     | 24%                | 9%                      | 7%                                  | 4%                       | 3%                          | 4%                          | 17%                    | 11%                 | 12%   | 9%            |
|  |       |             |        | beghl              |                         |                                     |                          |                             |                             | bgh                    |                     | b   |               |
| Once a month   | 14    | 1           | 6      | 2                  | 2                       | 2                                   | 2                        | 4                           | 6                           | 5                      | 4                   | 4   | -             |
|  | 6%    | 3%          | 13%    | 5%                 | 5%                      | 4%                                  | 8%                       | 8%                          | 9%                          | 14%                    | 6%                  | 6%  | -             |
|  |       |             | l      |                    |                         |                                     |                          | l                           | l                           | l                      |                     |   |               |
| Less than once a month   | 13    | *           | 2      | 1                  | 1                       | *                                   | 2                        | 4                           | 3                           | *                      | 2                   | 4   | 6             |
|  | 6%    | 1%          | 4%     | 2%                 | 2%                      | 1%                                  | 10%                      | 7%                          | 5%                          | 1%                     | 4%                  | 7%  | 12%           |
|  |       |             |        |                    |                         |                                     |                          |                             |                             |                        |                     |   | e             |
| Never  | 111   | 19          | 22     | 10                 | 18                      | 27                                  | 10                       | 28                          | 34                          | 15                     | 28                  | 32  | 26            |
|  | 49%   | 52%         | 51%    | 23%                | 50%                     | 68%                                 | 46%                      | 57%                         | 51%                         | 45%                    | 46%                 | 52%   | 50%           |
|  |       | c           | c      |                    | c                       | cj                                  |                          | c                           | c                           |                        | c                   | c   | c             |
| No response  | 39    | 2           | 5      | 14                 | 7                       | 6                                   | 2                        | 6                           | 13                          | 5                      | 13                  | 10  | 9             |
|  | 17%   | 5%          | 11%    | 33%                | 20%                     | 16%                                 | 8%                       | 12%                         | 19%                         | 13%                    | 21%                 | 17%   | 17%           |
|  |       |             |        | abg                |                         |                                     |                          |                             | a                           |                        | a                   |   |               |
| NETS   |       |             |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least once a week (Daily + A few times a week + Once a week) | 30    | 10          | 8      | 6                  | 5                       | 2                                   | 5                        | 6                           | 9                           | 3                      | 8                   | 4   | 6             |
|  | 13%   | 27%         | 20%    | 13%                | 14%                     | 4%                                  | 23%                      | 13%                         | 13%                         | 9%                     | 13%                 | 6%  | 13%           |
|  |       | ek          | ek     |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q1\_13. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### EU Reporter

Base: All respondents

|  |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total   | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total   | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Daily  | 5     | *    | 4               | -                    | 4                        | *     | -    | -    | -    | -         | -     | -           | 1           | 1           | -           | 2           | 1                |
|  | 2%    | *    | 3%              | -                    | 6%                       | 1%    | -    | -    | -    | -         | -     | -           | 6%          | 3%          | -           | 2%          | 3%               |
| A few times a week   | 7     | 6    | 1               | -                    | 1                        | -     | 3    | 2    | -    | *         | -     | -           | -           | *           | 2           | 5           | -                |
|  | 3%    | 8%   | 1%              | -                    | 1%                       | -     | 17%  | 35%  | -    | 4%        | -     | -           | -           | 1%          | 3%          | 6%          | -                |
|  |       | cde  |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Once a week  | 6     | 2    | 4               | 1                    | 3                        | 1     | -    | -    | 1    | -         | *     | -           | -           | 1           | 2           | 2           | -                |
|  | 3%    | 3%   | 2%              | 2%                   | 3%                       | 4%    | -    | -    | 17%  | -         | 3%    | -           | -           | 3%          | 4%          | 3%          | -                |
| A few times a month  | 22    | 10   | 11              | 7                    | 4                        | 6     | 3    | 1    | -    | -         | -     | -           | -           | 3           | 7           | 7           | 4                |
|  | 9%    | 13%  | 7%              | 9%                   | 6%                       | 28%   | 17%  | 10%  | -    | -         | -     | -           | -           | 7%          | 12%         | 9%          | 14%              |
| Once a month   | 9     | 4    | 5               | 2                    | 3                        | 1     | 3    | -    | -    | *         | *     | -           | *           | 4           | 3           | 1           | 1                |
|  | 4%    | 6%   | 3%              | 3%                   | 3%                       | 3%    | 16%  | -    | -    | 4%        | 3%    | -           | 3%          | 9%          | 6%          | 1%          | 3%               |
|  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             | e           |             |             |                  |
| Less than once a month   | 33    | 12   | 20              | 11                   | 9                        | 4     | 4    | -    | 2    | *         | 1     | -           | 2           | 5           | 10          | 14          | 2                |
|  | 14%   | 17%  | 13%             | 14%                  | 12%                      | 21%   | 24%  | -    | 27%  | 4%        | 10%   | -           | 15%         | 10%         | 17%         | 18%         | 7%               |
| Never  | 104   | 34   | 70              | 32                   | 38                       | 6     | 5    | 3    | 4    | 8         | 8     | 1           | 9           | 23          | 26          | 31          | 14               |
|  | 45%   | 45%  | 46%             | 42%                  | 49%                      | 29%   | 26%  | 45%  | 56%  | 87%       | 68%   | 100%        | 70%         | 50%         | 42%         | 40%         | 47%              |
| No response  | 44    | 5    | 38              | 23                   | 15                       | 3     | -    | 1    | -    | -         | 2     | -           | 1           | 7           | 11          | 17          | 8                |
|  | 19%   | 7%   | 25%             | 30%                  | 20%                      | 14%   | -    | 10%  | -    | -         | 14%   | -           | 6%          | 17%         | 17%         | 21%         | 26%              |
|  |       |      | b               | b                    | b                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| <b>NETS</b>  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least once a week (Daily + A few times a week + Once a week) | 18    | 9    | 9               | 1                    | 8                        | 1     | 3    | 2    | 1    | *         | *     | -           | 1           | 3           | 4           | 9           | 1                |
|  | 8%    | 12%  | 6%              | 2%                   | 10%                      | 5%    | 17%  | 35%  | 17%  | 4%        | 3%    | -           | 6%          | 7%          | 6%          | 12%         | 3%               |
|  |       | d    |                 |                      | d                        |       |      |      |      |           |       |             |             |             |             |             |                  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q1\_13. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### EU Reporter

Base: All respondents

Significance Level: 95%

|  |      |      |      |      |          |          |         |      |      |          |          |           |
|--|------|------|------|------|----------|----------|---------|------|------|----------|----------|-----------|
| Unweighted Total   | 229  | 154  | 75   | 67   | 62       | 48       | 45      | 7    | 2    | 62       | 47       | 118       |
| Weighted Total   | 229  | 148  | 81   | 77   | 52       | 48       | 46      | 6    | 2    | 63       | 45       | 119       |
|  | 100% | 100% | 100% | 100% | 100%     | 100%     | 100%    | 100% | 100% | 100%     | 100%     | 100%      |
| Daily  | 5    | 3    | 1    | 2    | -        | 2        | -       | 1    | -    | -        | 1        | 3         |
|  | 2%   | 2%   | 1%   | 2%   | -        | 4%       | -       | 14%  | -    | -        | 3%       | 3%        |
| A few times a week   | 7    | 4    | 3    | 1    | *        | 3        | 2       | -    | -    | 4        | -        | 2         |
|  | 3%   | 3%   | 4%   | 1%   | 1%       | 7%       | 5%      | -    | -    | 7%       | -        | 2%        |
| Once a week  | 6    | 3    | 3    | 2    | -        | 2        | 2       | 1    | -    | 2        | 1        | 3         |
|  | 3%   | 2%   | 4%   | 2%   | -        | 4%       | 4%      | 14%  | -    | 4%       | 2%       | 2%        |
| A few times a month  | 22   | 14   | 7    | 7    | 4        | 7        | 4       | -    | -    | 3        | 5        | 13        |
|  | 9%   | 10%  | 9%   | 9%   | 8%       | 15%      | 8%      | -    | -    | 5%       | 12%      | 11%       |
| Once a month   | 9    | 4    | 5    | 1    | 3        | 3        | 3       | -    | -    | 4        | 1        | 4         |
|  | 4%   | 3%   | 6%   | 1%   | 5%       | 6%       | 7%      | -    | -    | 7%       | 3%       | 3%        |
| Less than once a month   | 33   | 20   | 13   | 11   | 12       | 3        | 6       | 1    | 1    | 7        | 7        | 18        |
|  | 14%  | 13%  | 16%  | 14%  | 23%<br>c | 6%       | 12%     | 14%  | 79%  | 10%      | 16%      | 15%       |
| Never  | 104  | 68   | 36   | 39   | 25       | 18       | 19      | 3    | -    | 35       | 25       | 44        |
|  | 45%  | 46%  | 44%  | 50%  | 48%      | 39%      | 40%     | 57%  | -    | 56%<br>d | 56%<br>d | 37%       |
| No response  | 44   | 31   | 13   | 16   | 7        | 9        | 11      | -    | *    | 7        | 4        | 32        |
|  | 19%  | 21%  | 16%  | 20%  | 14%      | 20%      | 24%     | -    | 21%  | 11%      | 9%       | 27%<br>bc |
| NETS   |      |      |      |      |          |          |         |      |      |          |          |           |
| Net: At least once a week (Daily + A few times a week + Once a week) | 18   | 11   | 7    | 4    | *        | 7        | 4       | 2    | -    | 7        | 2        | 9         |
|  | 8%   | 7%   | 9%   | 6%   | 1%       | 15%<br>b | 9%<br>b | 29%  | -    | 11%      | 4%       | 7%        |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q1\_13. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### EU Reporter

Base: All respondents

|  | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|--|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|  | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%  |             | a         | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total   | 229         | 36        | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total   | 229         | 36        | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|  | 100%        | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Daily  | 5           | 3         | -      | 3                  | 1                       | 3                                   | 2                        | -                           | 2                           | 3                      | 3                   | 3   | *             |
|  | 2%          | 7%        | -      | 6%                 | 2%                      | 6%                                  | 8%                       | -                           | 3%                          | 7%                     | 6%                  | 4%  | 1%            |
|  |             | g         |        |                    |                         |                                     |                          |                             |                             | g                      |                     |   |               |
| A few times a week   | 7           | 2         | 2      | 2                  | 2                       | -                                   | 2                        | 3                           | 4                           | 2                      | -                   | -   | -             |
|  | 3%          | 5%        | 6%     | 4%                 | 5%                      | -                                   | 10%                      | 6%                          | 6%                          | 5%                     | -                   | -   | -             |
|  |             |           |        |                    |                         |                                     |                          | j                           |                             |                        |                     |   |               |
| Once a week  | 6           | 3         | 1      | 1                  | 1                       | 1                                   | -                        | 2                           | 1                           | 1                      | 1                   | 2   | 1             |
|  | 3%          | 8%        | 2%     | 2%                 | 3%                      | 2%                                  | -                        | 3%                          | 1%                          | 2%                     | 1%                  | 4%  | 2%            |
| A few times a month  | 22          | 5         | 3      | 3                  | 3                       | 3                                   | 2                        | 4                           | 6                           | 3                      | 12                  | 6   | 4             |
|  | 9%          | 13%       | 8%     | 7%                 | 9%                      | 7%                                  | 12%                      | 7%                          | 9%                          | 8%                     | 19%                 | 10%   | 7%            |
| Once a month   | 9           | *         | -      | 2                  | -                       | 1                                   | -                        | 4                           | 3                           | -                      | 3                   | 4   | 2             |
|  | 4%          | 1%        | -      | 4%                 | -                       | 4%                                  | -                        | 8%                          | 5%                          | -                      | 5%                  | 6%  | 4%            |
| Less than once a month   | 33          | 5         | 5      | 7                  | 9                       | 4                                   | 6                        | 9                           | 10                          | 6                      | 7                   | 11  | 9             |
|  | 14%         | 13%       | 13%    | 15%                | 25%                     | 9%                                  | 30%                      | 19%                         | 15%                         | 19%                    | 12%                 | 18%   | 17%           |
| Never  | 104         | 16        | 22     | 12                 | 13                      | 23                                  | 7                        | 21                          | 26                          | 16                     | 23                  | 27  | 27            |
|  | 45%         | 45%       | 52%    | 28%                | 36%                     | 58%                                 | 32%                      | 41%                         | 39%                         | 48%                    | 38%                 | 43%   | 52%           |
|  |             |           | c      |                    |                         | cj                                  |                          |                             |                             |                        |                     |   | c             |
| No response  | 44          | 3         | 8      | 15                 | 7                       | 5                                   | 2                        | 8                           | 15                          | 4                      | 12                  | 9   | 9             |
|  | 19%         | 8%        | 20%    | 34%                | 20%                     | 14%                                 | 8%                       | 16%                         | 22%                         | 11%                    | 19%                 | 14%   | 17%           |
|  |             |           |        | aegik              |                         |                                     |                          |                             |                             |                        |                     |   |               |
| NETS   |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least once a week (Daily + A few times a week + Once a week) | 18          | 7         | 3      | 5                  | 4                       | 3                                   | 4                        | 5                           | 7                           | 5                      | 4                   | 5   | 2             |
|  | 8%          | 20%       | 8%     | 12%                | 10%                     | 9%                                  | 18%                      | 9%                          | 10%                         | 15%                    | 7%                  | 8%  | 3%            |
|  |             | jl        |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q1\_14. How frequently, if at all, do you read or watch the following media for news on EU issues?

**The wonk.eu**

Base: All respondents

|  |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total   | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total   | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Daily  | 4     | -    | 4               | 1                    | 3                        | -     | -    | -    | -    | -         | -     | -           | -           | -           | 1           | 3           | -                |
|  | 2%    | -    | 2%              | 2%                   | 3%                       | -     | -    | -    | -    | -         | -     | -           | -           | -           | 1%          | 4%          | -                |
| A few times a week   | 6     | 1    | 5               | 2                    | 3                        | -     | -    | -    | -    | 1         | -     | -           | 1           | 3           | -           | 1           | 1                |
|  | 3%    | 2%   | 3%              | 3%                   | 3%                       | -     | -    | -    | -    | 13%       | -     | -           | 6%          | 7%          | -           | 1%          | 4%               |
|  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             | d           |             |             |                  |
| Once a week  | 11    | 5    | 6               | 2                    | 3                        | *     | 3    | -    | 1    | -         | -     | -           | 2           | 2           | 1           | 4           | 2                |
|  | 5%    | 6%   | 4%              | 3%                   | 4%                       | 1%    | 17%  | -    | 17%  | -         | -     | -           | 15%         | 5%          | 2%          | 5%          | 5%               |
| A few times a month  | 11    | 2    | 9               | 7                    | 2                        | 2     | -    | -    | -    | *         | -     | -           | -           | 3           | 5           | 2           | 2                |
|  | 5%    | 3%   | 6%              | 9%                   | 2%                       | 8%    | -    | -    | -    | 4%        | -     | -           | -           | 6%          | 8%          | 2%          | 5%               |
| Once a month   | 15    | 6    | 9               | 4                    | 5                        | -     | 1    | 3    | -    | *         | 1     | -           | -           | 5           | 4           | 7           | -                |
|  | 7%    | 8%   | 6%              | 5%                   | 7%                       | -     | 8%   | 45%  | -    | 4%        | 11%   | -           | -           | 11%         | 6%          | 8%          | -                |
| Less than once a month   | 12    | 4    | 8               | 2                    | 5                        | 2     | 2    | -    | -    | -         | *     | -           | 1           | 3           | 2           | 5           | *                |
|  | 5%    | 6%   | 5%              | 3%                   | 7%                       | 11%   | 9%   | -    | -    | -         | 4%    | -           | 9%          | 8%          | 4%          | 6%          | 1%               |
| Never  | 127   | 52   | 75              | 36                   | 39                       | 15    | 13   | 3    | 6    | 7         | 8     | 1           | 9           | 21          | 37          | 44          | 15               |
|  | 56%   | 69%  | 49%             | 47%                  | 51%                      | 69%   | 66%  | 45%  | 83%  | 79%       | 71%   | 100%        | 64%         | 47%         | 61%         | 56%         | 52%              |
|  |       | ode  |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| No response  | 43    | 5    | 39              | 22                   | 17                       | 2     | -    | 1    | -    | -         | 2     | -           | 1           | 7           | 11          | 14          | 10               |
|  | 19%   | 6%   | 25%             | 28%                  | 22%                      | 11%   | -    | 10%  | -    | -         | 14%   | -           | 6%          | 17%         | 18%         | 18%         | 32%              |
|  |       | b    | b               | b                    | b                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| <b>NETS</b>  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least once a week (Daily + A few times a week + Once a week) | 20    | 6    | 15              | 6                    | 9                        | *     | 3    | -    | 1    | 1         | -     | -           | 3           | 5           | 2           | 7           | 3                |
|  | 9%    | 8%   | 9%              | 8%                   | 11%                      | 1%    | 17%  | -    | 17%  | 13%       | -     | -           | 21%         | 12%         | 3%          | 10%         | 9%               |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q1\_14. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### The wonk.eu

Base: All respondents

|  |       | GENDER |        | REGION   |                     |               |          |                      | LENGTH OF SERVICE   |           |            |                       |
|--|-------|--------|--------|----------|---------------------|---------------|----------|----------------------|---------------------|-----------|------------|-----------------------|
|  | Total | Male   | Female | Western  | Nordic/<br>Northern | Mediterranean | Eastern  | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95%  |       | a      | b      | a        | b                   | c             | d        | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total   | 229   | 154    | 75     | 67       | 62                  | 48            | 45       | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total   | 229   | 148    | 81     | 77       | 52                  | 48            | 46       | 6                    | 2                   | 63        | 45         | 119                   |
|  | 100%  | 100%   | 100%   | 100%     | 100%                | 100%          | 100%     | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Daily  | 4     | 2      | 2      | 2        | -                   | 1             | -        | 1                    | -                   | -         | -          | 4                     |
|  | 2%    | 1%     | 2%     | 3%       | -                   | 2%            | -        | 14%                  | -                   | -         | -          | 3%                    |
| A few times a week   | 6     | 4      | 2      | 2        | 1                   | 1             | 2        | -                    | -                   | 1         | 1          | 4                     |
|  | 3%    | 3%     | 3%     | 2%       | 2%                  | 2%            | 5%       | -                    | -                   | 2%        | 2%         | 3%                    |
| Once a week  | 11    | 6      | 5      | 1        | 2                   | 4             | 4        | 1                    | -                   | 4         | 6          | 1                     |
|  | 5%    | 4%     | 6%     | 1%       | 3%                  | 7%            | 8%       | 14%                  | -                   | 6%<br>d   | 13%<br>d   | 1%                    |
| A few times a month  | 11    | 8      | 2      | 5        | 4                   | 1             | 1        | -                    | -                   | 2         | 3          | 7                     |
|  | 5%    | 6%     | 3%     | 6%       | 7%                  | 3%            | 3%       | -                    | -                   | 3%        | 6%         | 5%                    |
| Once a month   | 15    | 11     | 4      | 1        | 7                   | 2             | 6        | -                    | -                   | 7         | 2          | 6                     |
|  | 7%    | 7%     | 5%     | 2%       | 13%<br>a            | 3%            | 12%<br>a | -                    | -                   | 11%       | 5%         | 5%                    |
| Less than once a month   | 12    | 8      | 4      | 2        | 2                   | 4             | 4        | 1                    | -                   | 2         | 4          | 7                     |
|  | 5%    | 5%     | 5%     | 2%       | 4%                  | 8%            | 8%       | 14%                  | -                   | 3%        | 8%         | 6%                    |
| Never  | 127   | 77     | 50     | 49       | 29                  | 26            | 20       | 3                    | 1                   | 41        | 25         | 59                    |
|  | 56%   | 52%    | 62%    | 63%<br>d | 57%                 | 54%           | 44%      | 43%                  | 79%                 | 65%       | 56%        | 50%                   |
| No response  | 43    | 33     | 11     | 16       | 7                   | 10            | 9        | 1                    | *                   | 6         | 5          | 32                    |
|  | 19%   | 22%    | 13%    | 20%      | 14%                 | 21%           | 20%      | 14%                  | 21%                 | 10%       | 11%        | 27%<br>bc             |
| NETS   |       |        |        |          |                     |               |          |                      |                     |           |            |                       |
| Net: At least once a week (Daily + A few times a week + Once a week) | 20    | 11     | 9      | 5        | 3                   | 5             | 6        | 2                    | -                   | 5         | 7          | 9                     |
|  | 9%    | 8%     | 11%    | 6%       | 6%                  | 11%           | 13%      | 29%                  | -                   | 8%        | 15%        | 7%                    |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q1\_14. How frequently, if at all, do you read or watch the following media for news on EU issues?

**The wonk.eu**

Base: All respondents

|  |       | POLICY AREA |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|--|-------|-------------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|  | Total | Transport   | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%  |       | a           | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total   | 229   | 36          | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total   | 229   | 36          | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|  | 100%  | 100%        | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Daily  | 4     | -           | -      | 1                  | 1                       | 2                                   | 1                        | 2                           | 2                           | 2                      | 3                   | 2   | 1             |
|  | 2%    | -           | -      | 2%                 | 2%                      | 4%                                  | 4%                       | 3%                          | 3%                          | 5%                     | 4%                  | 3%  | 2%            |
| A few times a week   | 6     | 2           | 2      | 1                  | 1                       | 1                                   | -                        | 1                           | 2                           | 3                      | 4                   | 1   | 1             |
|  | 3%    | 6%          | 6%     | 2%                 | 3%                      | 3%                                  | -                        | 2%                          | 4%                          | 8%                     | 7%                  | 2%  | 2%            |
| Once a week  | 11    | 3           | 1      | 2                  | 1                       | 3                                   | -                        | 1                           | 1                           | 2                      | 3                   | 3   | 4             |
|  | 5%    | 8%          | 2%     | 6%                 | 3%                      | 6%                                  | -                        | 2%                          | 1%                          | 5%                     | 4%                  | 4%  | 8%            |
| A few times a month  | 11    | 2           | 2      | 2                  | 5                       | 3                                   | 4                        | 5                           | 4                           | 4                      | 4                   | 3   | 1             |
|  | 5%    | 7%          | 6%     | 6%                 | 14%                     | 7%                                  | 18%                      | 9%                          | 6%                          | 12%                    | 7%                  | 5%  | 2%            |
| Once a month   | 15    | *           | 4      | 4                  | -                       | 1                                   | 2                        | 2                           | 4                           | -                      | 2                   | 2   | 4             |
|  | 7%    | 1%          | 11%    | 10%                | -                       | 4%                                  | 10%                      | 5%                          | 5%                          | -                      | 4%                  | 4%  | 9%            |
| Less than once a month   | 12    | -           | 2      | 2                  | *                       | 2                                   | 1                        | 3                           | 3                           | 2                      | 4                   | 2   | 3             |
|  | 5%    | -           | 5%     | 6%                 | 1%                      | 4%                                  | 6%                       | 5%                          | 5%                          | 6%                     | 6%                  | 4%  | 6%            |
| Never  | 127   | 23          | 22     | 15                 | 20                      | 23                                  | 11                       | 32                          | 37                          | 19                     | 29                  | 38  | 27            |
|  | 56%   | 65%         | 52%    | 34%                | 56%                     | 58%                                 | 54%                      | 64%                         | 55%                         | 55%                    | 47%                 | 63%   | 53%           |
| No response  | 43    | 5           | 8      | 16                 | 7                       | 5                                   | 2                        | 4                           | 14                          | 3                      | 12                  | 9   | 10            |
|  | 19%   | 13%         | 19%    | 36%                | 20%                     | 14%                                 | 8%                       | 9%                          | 21%                         | 8%                     | 20%                 | 15%   | 19%           |
| aegik  |       |             |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| NETS   |       |             |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least once a week (Daily + A few times a week + Once a week) | 20    | 5           | 3      | 4                  | 3                       | 5                                   | 1                        | 4                           | 5                           | 6                      | 10                  | 5   | 6             |
|  | 9%    | 14%         | 8%     | 10%                | 9%                      | 14%                                 | 4%                       | 8%                          | 7%                          | 18%                    | 16%                 | 9%  | 12%           |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l



## Overall European Influencers

### Q1\_15. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### E!Sharp

Base: All respondents

|  |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total   | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total   | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Daily  | 1     | -    | 1               | -                    | 1                        | -     | -    | -    | -    | -         | -     | -           | -           | -           | -           | 1           | -                |
|  | *     | -    | 1%              | -                    | 1%                       | -     | -    | -    | -    | -         | -     | -           | -           | -           | -           | 1%          | -                |
| A few times a week   | 5     | 2    | 4               | 1                    | 3                        | -     | 2    | -    | -    | -         | -     | -           | 1           | 2           | -           | 1           | 2                |
|  | 2%    | 2%   | 2%              | 2%                   | 3%                       | -     | 9%   | -    | -    | -         | -     | -           | 6%          | 5%          | -           | 1%          | 5%               |
| Once a week  | 4     | 1    | 2               | 1                    | 1                        | *     | -    | -    | 1    | -         | -     | -           | -           | 1           | 1           | 1           | -                |
|  | 2%    | 2%   | 1%              | 2%                   | 1%                       | 1%    | -    | -    | 17%  | -         | -     | -           | -           | 2%          | 2%          | 2%          | -                |
| A few times a month  | 7     | 3    | 4               | 2                    | 2                        | 3     | -    | -    | -    | -         | -     | -           | -           | 1           | 3           | 4           | -                |
|  | 3%    | 4%   | 3%              | 3%                   | 2%                       | 15%   | -    | -    | -    | -         | -     | -           | -           | 2%          | 5%          | 5%          | -                |
| Once a month   | 7     | 1    | 5               | 1                    | 4                        | 1     | -    | -    | -    | -         | -     | -           | 1           | 2           | 2           | 2           | -                |
|  | 3%    | 2%   | 4%              | 2%                   | 6%                       | 6%    | -    | -    | -    | -         | -     | -           | 6%          | 5%          | 3%          | 2%          | -                |
| Less than once a month   | 20    | 9    | 10              | 2                    | 8                        | 3     | 2    | 2    | 2    | -         | *     | -           | 2           | 3           | 4           | 9           | 1                |
|  | 9%    | 13%  | 7%              | 3%                   | 10%                      | 16%   | 9%   | 35%  | 22%  | -         | 4%    | -           | 15%         | 8%          | 7%          | 11%         | 3%               |
| Never  | 142   | 53   | 89              | 46                   | 43                       | 11    | 16   | 4    | 5    | 9         | 9     | 1           | 9           | 28          | 39          | 47          | 19               |
|  | 62%   | 71%  | 57%             | 59%                  | 56%                      | 51%   | 83%  | 55%  | 62%  | 100%      | 82%   | 100%        | 66%         | 62%         | 63%         | 60%         | 62%              |
| No response  | 44    | 5    | 39              | 23                   | 16                       | 2     | -    | 1    | -    | -         | 2     | -           | 1           | 7           | 12          | 14          | 9                |
|  | 19%   | 6%   | 25%             | 30%                  | 21%                      | 11%   | -    | 10%  | -    | -         | 14%   | -           | 6%          | 17%         | 20%         | 18%         | 29%              |
|  |       | ce   | b               | b                    | b                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| <b>NETS</b>  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least once a week (Daily + A few times a week + Once a week) | 10    | 3    | 7               | 2                    | 4                        | *     | 2    | -    | 1    | -         | -     | -           | 1           | 3           | 1           | 3           | 2                |
|  | 4%    | 4%   | 4%              | 3%                   | 6%                       | 1%    | 9%   | -    | 17%  | -         | -     | -           | 6%          | 6%          | 2%          | 4%          | 5%               |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q1\_15. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### E!Sharp

Base: All respondents

Significance Level: 95%

|  |      |      |      |      |      |          |      |      |      |           |      |           |
|--|------|------|------|------|------|----------|------|------|------|-----------|------|-----------|
| Unweighted Total   | 229  | 154  | 75   | 67   | 62   | 48       | 45   | 7    | 2    | 62        | 47   | 118       |
| Weighted Total   | 229  | 148  | 81   | 77   | 52   | 48       | 46   | 6    | 2    | 63        | 45   | 119       |
|  | 100% | 100% | 100% | 100% | 100% | 100%     | 100% | 100% | 100% | 100%      | 100% | 100%      |
| Daily  | 1    | 1    | -    | -    | -    | 1        | -    | -    | -    | -         | -    | 1         |
|  | *    | 1%   | -    | -    | -    | 2%       | -    | -    | -    | -         | -    | 1%        |
| A few times a week   | 5    | 3    | 2    | 1    | 1    | 4        | -    | -    | -    | -         | 2    | 3         |
|  | 2%   | 2%   | 3%   | 1%   | 2%   | 8%       | -    | -    | -    | -         | 5%   | 2%        |
| Once a week  | 4    | 2    | 1    | -    | 1    | 1        | 1    | -    | -    | 1         | -    | 2         |
|  | 2%   | 2%   | 2%   | -    | 2%   | 3%       | 3%   | -    | -    | 2%        | -    | 2%        |
| A few times a month  | 7    | 6    | 2    | 4    | 3    | -        | -    | -    | -    | -         | 2    | 5         |
|  | 3%   | 4%   | 2%   | 5%   | 6%   | -        | -    | -    | -    | -         | 5%   | 4%        |
| Once a month   | 7    | 3    | 4    | 2    | 3    | -        | 2    | -    | -    | 1         | 1    | 5         |
|  | 3%   | 2%   | 5%   | 2%   | 5%   | -        | 5%   | -    | -    | 1%        | 3%   | 4%        |
| Less than once a month   | 20   | 13   | 7    | 7    | 3    | 2        | 7    | 1    | -    | 4         | 7    | 9         |
|  | 9%   | 9%   | 8%   | 9%   | 6%   | 3%       | 14%  | 14%  | -    | 7%        | 15%  | 7%        |
| Never  | 142  | 88   | 53   | 48   | 33   | 31       | 27   | 4    | 1    | 50        | 27   | 63        |
|  | 62%  | 60%  | 66%  | 62%  | 63%  | 64%      | 58%  | 71%  | 79%  | 80%<br>cd | 60%  | 53%       |
| No response  | 44   | 32   | 12   | 16   | 9    | 9        | 9    | 1    | *    | 6         | 5    | 32        |
|  | 19%  | 21%  | 15%  | 20%  | 17%  | 20%      | 20%  | 14%  | 21%  | 10%       | 11%  | 27%<br>bc |
| NETS   |      |      |      |      |      |          |      |      |      |           |      |           |
| Net: At least once a week (Daily + A few times a week + Once a week) | 10   | 7    | 3    | 1    | 2    | 6        | 1    | -    | -    | 1         | 2    | 6         |
|  | 4%   | 4%   | 4%   | 1%   | 3%   | 13%<br>a | 3%   | -    | -    | 2%        | 5%   | 5%        |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q1\_15. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### E!Sharp

Base: All respondents

|  | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|--|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|  | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%  |             | a         | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total   | 229         | 36        | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total   | 229         | 36        | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|  | 100%        | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Daily  | 1           | -         | -      | 1                  | -                       | 1                                   | -                        | -                           | -                           | 1                      | 1                   | 1   | -             |
|  | *           | -         | -      | 2%                 | -                       | 2%                                  | -                        | -                           | -                           | 2%                     | 1%                  | 1%  | -             |
| A few times a week   | 5           | 3         | -      | 1                  | 1                       | 2                                   | 1                        | 1                           | 1                           | 2                      | 3                   | 3   | 2             |
|  | 2%          | 7%        | -      | 2%                 | 2%                      | 4%                                  | 4%                       | 2%                          | 1%                          | 5%                     | 4%                  | 5%  | 3%            |
| Once a week  | 4           | 2         | -      | -                  | *                       | -                                   | -                        | *                           | -                           | -                      | -                   | -   | 1             |
|  | 2%          | 7%        | -      | -                  | 1%                      | -                                   | -                        | 1%                          | -                           | -                      | -                   | -   | 2%            |
|  |             | hjk       |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| A few times a month  | 7           | 4         | -      | 2                  | 2                       | 2                                   | 2                        | 2                           | 3                           | 2                      | 5                   | 2   | 1             |
|  | 3%          | 11%       | -      | 4%                 | 5%                      | 4%                                  | 8%                       | 3%                          | 4%                          | 5%                     | 8%                  | 3%  | 2%            |
|  |             | b         |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Once a month   | 7           | 1         | 1      | -                  | 2                       | 1                                   | 1                        | 2                           | 2                           | 1                      | 3                   | 2   | 2             |
|  | 3%          | 3%        | 1%     | -                  | 7%                      | 2%                                  | 4%                       | 5%                          | 3%                          | 2%                     | 5%                  | 4%  | 3%            |
| Less than once a month   | 20          | -         | 5      | 4                  | 2                       | -                                   | 3                        | 3                           | 4                           | 4                      | 3                   | 5   | 6             |
|  | 9%          | -         | 13%    | 9%                 | 5%                      | -                                   | 14%                      | 6%                          | 5%                          | 11%                    | 5%                  | 8%  | 12%           |
|  |             |           | ae     | e                  |                         |                                     |                          |                             |                             | ae                     |                     |   | ae            |
| Never  | 142         | 21        | 29     | 20                 | 21                      | 30                                  | 13                       | 37                          | 42                          | 23                     | 36                  | 39  | 30            |
|  | 62%         | 58%       | 67%    | 45%                | 61%                     | 74%                                 | 62%                      | 75%                         | 63%                         | 66%                    | 58%                 | 64%   | 59%           |
|  |             |           | c      |                    |                         | c                                   |                          | c                           |                             |                        |                     |   |               |
| No response  | 44          | 5         | 8      | 17                 | 7                       | 5                                   | 2                        | 4                           | 15                          | 3                      | 12                  | 9   | 10            |
|  | 19%         | 13%       | 19%    | 38%                | 20%                     | 14%                                 | 8%                       | 9%                          | 23%                         | 8%                     | 19%                 | 15%   | 19%           |
|  |             |           |        | abegijkl           |                         |                                     |                          |                             | g                           |                        |                     |   |               |
| NETS   |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least once a week (Daily + A few times a week + Once a week) | 10          | 5         | -      | 2                  | 1                       | 3                                   | 1                        | 1                           | 1                           | 3                      | 3                   | 4   | 2             |
|  | 4%          | 14%       | -      | 4%                 | 3%                      | 6%                                  | 4%                       | 2%                          | 1%                          | 7%                     | 6%                  | 6%  | 5%            |
|  |             | bgh       |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q1\_16. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### Mlex

Base: All respondents

|  |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total   | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total   | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Daily  | 2     | -    | 2               | -                    | 2                        | -     | -    | -    | -    | -         | -     | -           | -           | 1           | -           | 1           | -                |
|  | 1%    | -    | 1%              | -                    | 2%                       | -     | -    | -    | -    | -         | -     | -           | -           | 2%          | -           | 1%          | -                |
| A few times a week   | 3     | -    | 3               | -                    | 3                        | -     | -    | -    | -    | -         | -     | -           | -           | 2           | -           | 2           | -                |
|  | 1%    | -    | 2%              | -                    | 4%                       | -     | -    | -    | -    | -         | -     | -           | -           | 4%          | -           | 2%          | -                |
| Once a week  | 3     | 1    | 1               | 1                    | -                        | *     | -    | -    | 1    | -         | -     | -           | -           | -           | 1           | 1           | -                |
|  | 1%    | 2%   | 1%              | 2%                   | -                        | 1%    | -    | -    | 17%  | -         | -     | -           | -           | -           | 2%          | 2%          | -                |
| A few times a month  | 4     | -    | 4               | 4                    | 1                        | -     | -    | -    | -    | -         | -     | -           | 1           | -           | 2           | 1           | -                |
|  | 2%    | -    | 3%              | 5%                   | 1%                       | -     | -    | -    | -    | -         | -     | -           | 9%          | -           | 4%          | 1%          | -                |
| Once a month   | 3     | -    | 3               | -                    | 3                        | -     | -    | -    | -    | -         | -     | -           | -           | 2           | 1           | 1           | -                |
|  | 1%    | -    | 2%              | -                    | 4%                       | -     | -    | -    | -    | -         | -     | -           | -           | 4%          | 1%          | 1%          | -                |
| Less than once a month   | 20    | 13   | 7               | 1                    | 6                        | 4     | 2    | 5    | 1    | -         | *     | -           | -           | 3           | 8           | 9           | *                |
|  | 9%    | 17%  | 5%              | 2%                   | 8%                       | 21%   | 9%   | 69%  | 17%  | -         | 4%    | -           | -           | 6%          | 12%         | 12%         | 1%               |
| Never  | 145   | 56   | 89              | 46                   | 43                       | 14    | 17   | 1    | 5    | 9         | 9     | 1           | 11          | 31          | 36          | 47          | 20               |
|  | 63%   | 75%  | 57%             | 59%                  | 56%                      | 67%   | 91%  | 21%  | 67%  | 100%      | 82%   | 100%        | 79%         | 68%         | 58%         | 60%         | 67%              |
| No response  | 49    | 5    | 44              | 25                   | 19                       | 2     | -    | 1    | -    | -         | 2     | -           | 2           | 7           | 14          | 16          | 10               |
|  | 21%   | 6%   | 29%             | 33%                  | 24%                      | 11%   | -    | 10%  | -    | -         | 14%   | -           | 13%         | 17%         | 22%         | 21%         | 32%              |
|  |       |      | b               | b                    | b                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| <b>NETS</b>  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least once a week (Daily + A few times a week + Once a week) | 8     | 1    | 6               | 1                    | 5                        | *     | -    | -    | 1    | -         | -     | -           | -           | 3           | 1           | 4           | -                |
|  | 3%    | 2%   | 4%              | 2%                   | 7%                       | 1%    | -    | -    | 17%  | -         | -     | -           | -           | 6%          | 2%          | 5%          | -                |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q1\_16. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### Mlex

Base: All respondents

Significance Level: 95%

|  |      |      |          |      |      |      |      |      |      |          |      |          |
|--|------|------|----------|------|------|------|------|------|------|----------|------|----------|
| Unweighted Total   | 229  | 154  | 75       | 67   | 62   | 48   | 45   | 7    | 2    | 62       | 47   | 118      |
| Weighted Total   | 229  | 148  | 81       | 77   | 52   | 48   | 46   | 6    | 2    | 63       | 45   | 119      |
|  | 100% | 100% | 100%     | 100% | 100% | 100% | 100% | 100% | 100% | 100%     | 100% | 100%     |
| Daily  | 2    | 2    | -        | 1    | -    | 1    | -    | -    | -    | -        | -    | 2        |
|  | 1%   | 1%   | -        | 1%   | -    | 2%   | -    | -    | -    | -        | -    | 1%       |
| A few times a week   | 3    | 3    | -        | 3    | 1    | -    | -    | -    | -    | 1        | 1    | 2        |
|  | 1%   | 2%   | -        | 3%   | 2%   | -    | -    | -    | -    | 1%       | 2%   | 1%       |
| Once a week  | 3    | 1    | 1        | -    | -    | 1    | 1    | -    | -    | 1        | -    | 1        |
|  | 1%   | 1%   | 2%       | -    | -    | 3%   | 3%   | -    | -    | 2%       | -    | 1%       |
| A few times a month  | 4    | 2    | 2        | 1    | 2    | 1    | -    | -    | -    | 1        | 1    | 2        |
|  | 2%   | 2%   | 3%       | 1%   | 5%   | 3%   | -    | -    | -    | 2%       | 3%   | 2%       |
| Once a month   | 3    | 3    | 1        | 3    | 1    | -    | -    | -    | -    | -        | -    | 3        |
|  | 1%   | 2%   | 1%       | 3%   | 2%   | -    | -    | -    | -    | -        | -    | 3%       |
| Less than once a month   | 20   | 17   | 3        | 5    | 3    | 3    | 7    | 1    | -    | 6        | 5    | 9        |
|  | 9%   | 11%  | 4%       | 7%   | 6%   | 7%   | 16%  | 14%  | -    | 10%      | 10%  | 8%       |
| Never  | 145  | 86   | 59       | 49   | 34   | 30   | 27   | 4    | 1    | 48       | 31   | 64       |
|  | 63%  | 58%  | 73%<br>a | 64%  | 66%  | 62%  | 59%  | 71%  | 79%  | 76%<br>d | 70%  | 54%      |
| No response  | 49   | 34   | 15       | 16   | 11   | 11   | 10   | 1    | *    | 5        | 7    | 36       |
|  | 21%  | 23%  | 19%      | 20%  | 21%  | 23%  | 23%  | 14%  | 21%  | 9%       | 16%  | 30%<br>b |
| NETS   |      |      |          |      |      |      |      |      |      |          |      |          |
| Net: At least once a week (Daily + A few times a week + Once a week) | 8    | 7    | 1        | 3    | 1    | 2    | 1    | -    | -    | 2        | 1    | 5        |
|  | 3%   | 4%   | 2%       | 4%   | 2%   | 5%   | 3%   | -    | -    | 4%       | 2%   | 4%       |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q1\_16. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### Mlex

Base: All respondents

|  | POLICY AREA |           |         |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|--|-------------|-----------|---------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|  | Total       | Transport | Energy  | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%  |             | a         | b       | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total   | 229         | 36        | 46      | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total   | 229         | 36        | 43      | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|  | 100%        | 100%      | 100%    | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Daily  | 2           | -         | -       | 1                  | -                       | 2                                   | -                        | -                           | -                           | 2                      | 2                   | 1   | -             |
|  | 1%          | -         | -       | 2%                 | -                       | 4%                                  | -                        | -                           | -                           | 5%                     | 3%                  | 1%  | -             |
| A few times a week   | 3           | 1         | 1       | 1                  | -                       | 2                                   | -                        | -                           | 1                           | 3                      | 2                   | 1   | 1             |
|  | 1%          | 2%        | 2%      | 2%                 | -                       | 4%                                  | -                        | -                           | 1%                          | 7%<br>g                | 3%                  | 1%  | 2%            |
| Once a week  | 3           | 2         | -       | -                  | *                       | -                                   | -                        | *                           | -                           | -                      | -                   | -   | -             |
|  | 1%          | 7%<br>hjk | -       | -                  | 1%                      | -                                   | -                        | 1%                          | -                           | -                      | -                   | -   | -             |
| A few times a month  | 4           | 1         | 1       | 1                  | 1                       | 2                                   | 2                        | 2                           | 2                           | 1                      | 3                   | 1   | -             |
|  | 2%          | 2%        | 3%      | 3%                 | 3%                      | 5%                                  | 10%                      | 5%                          | 3%                          | 4%                     | 5%                  | 1%  | -             |
| Once a month   | 3           | 2         | 3       | 1                  | 1                       | 1                                   | 2                        | 1                           | 3                           | 1                      | 1                   | 1   | -             |
|  | 1%          | 5%        | 8%<br>l | 2%                 | 2%                      | 2%                                  | 8%                       | 2%                          | 4%                          | 2%                     | 1%                  | 1%  | -             |
| Less than once a month   | 20          | 3         | 5       | 6                  | 1                       | 3                                   | 3                        | 3                           | 6                           | 3                      | 5                   | 7   | 5             |
|  | 9%          | 9%        | 11%     | 14%                | 3%                      | 6%                                  | 14%                      | 7%                          | 9%                          | 8%                     | 8%                  | 11%   | 9%            |
| Never  | 145         | 20        | 25      | 18                 | 23                      | 26                                  | 12                       | 36                          | 40                          | 21                     | 34                  | 39  | 37            |
|  | 63%         | 56%       | 59%     | 42%                | 65%<br>c                | 64%<br>c                            | 56%                      | 72%<br>c                    | 59%                         | 62%                    | 55%                 | 64%<br>c                                      | 71%<br>c      |
| No response  | 49          | 7         | 7       | 16                 | 9                       | 5                                   | 3                        | 7                           | 16                          | 4                      | 15                  | 12  | 10            |
|  | 21%         | 19%       | 16%     | 36%<br>begi        | 26%                     | 14%                                 | 12%                      | 15%                         | 24%                         | 11%                    | 25%                 | 19%   | 19%           |
| NETS   |             |           |         |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least once a week (Daily + A few times a week + Once a week) | 8           | 3         | 1       | 2                  | *                       | 3                                   | -                        | *                           | 1                           | 4                      | 3                   | 2   | 1             |
|  | 3%          | 9%<br>g   | 2%      | 4%                 | 1%                      | 9%<br>g                             | -                        | 1%                          | 1%                          | 12%<br>ghl             | 6%                  | 3%  | 2%            |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q1\_17. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### The Brussels Times

Base: All respondents

|  |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total   | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total   | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Daily  | 1     | *    | 1               | -                    | 1                        | *     | -    | -    | -    | -         | -     | -           | -           | -           | *           | -           | 1                |
|  | *     | *    | 1%              | -                    | 1%                       | 1%    | -    | -    | -    | -         | -     | -           | -           | -           | *           | -           | 3%               |
| A few times a week   | 4     | 1    | 4               | 1                    | 3                        | 1     | -    | -    | -    | -         | -     | -           | 1           | 1           | 2           | 1           | -                |
|  | 2%    | 1%   | 2%              | 2%                   | 3%                       | 3%    | -    | -    | -    | -         | -     | -           | 6%          | 2%          | 3%          | 1%          | -                |
| Once a week  | 9     | 8    | 1               | 1                    | -                        | 1     | 3    | 2    | 1    | -         | -     | -           | -           | *           | 2           | 5           | 2                |
|  | 4%    | 10%  | 1%              | 2%                   | -                        | 4%    | 17%  | 35%  | 17%  | -         | -     | -           | -           | 1%          | 3%          | 7%          | 5%               |
|  |       | cde  |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| A few times a month  | 7     | 2    | 5               | 2                    | 3                        | 1     | -    | -    | -    | -         | 1     | -           | -           | 3           | 1           | 3           | -                |
|  | 3%    | 2%   | 3%              | 3%                   | 3%                       | 3%    | -    | -    | -    | -         | 11%   | -           | -           | 6%          | 2%          | 4%          | -                |
| Once a month   | 4     | 2    | 2               | 1                    | 1                        | -     | 1    | -    | -    | *         | *     | -           | -           | 3           | *           | 1           | -                |
|  | 2%    | 3%   | 1%              | 2%                   | 1%                       | -     | 8%   | -    | -    | 4%        | 3%    | -           | -           | 6%          | 1%          | 2%          | -                |
| Less than once a month   | 20    | 9    | 11              | 7                    | 3                        | 3     | 3    | -    | 1    | 1         | 1     | -           | 2           | 3           | 1           | 10          | 3                |
|  | 9%    | 12%  | 7%              | 9%                   | 4%                       | 13%   | 17%  | -    | 17%  | 13%       | 7%    | -           | 18%         | 7%          | 2%          | 13%         | 10%              |
|  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             | d           |                  |
| Never  | 137   | 47   | 90              | 41                   | 49                       | 13    | 11   | 4    | 5    | 8         | 7     | 1           | 10          | 27          | 43          | 40          | 17               |
|  | 60%   | 63%  | 58%             | 53%                  | 63%                      | 59%   | 58%  | 55%  | 67%  | 83%       | 64%   | 100%        | 70%         | 60%         | 70%         | 51%         | 56%              |
|  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             | e           |             |                  |
| No response  | 47    | 6    | 41              | 23                   | 18                       | 4     | -    | 1    | -    | -         | 2     | -           | 1           | 8           | 12          | 18          | 8                |
|  | 20%   | 8%   | 27%             | 30%                  | 23%                      | 17%   | -    | 10%  | -    | -         | 14%   | -           | 6%          | 18%         | 19%         | 23%         | 26%              |
|  |       |      | b               | b                    | b                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| <b>NETS</b>  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least once a week (Daily + A few times a week + Once a week) | 14    | 9    | 6               | 2                    | 3                        | 2     | 3    | 2    | 1    | -         | -     | -           | 1           | 1           | 4           | 6           | 2                |
|  | 6%    | 11%  | 4%              | 3%                   | 4%                       | 8%    | 17%  | 35%  | 17%  | -         | -     | -           | 6%          | 3%          | 6%          | 8%          | 8%               |
|  |       | c    |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

**Q1\_17. How frequently, if at all, do you read or watch the following media for news on EU issues?**

### The Brussels Times

Base: All respondents

|  |       | GENDER |        | REGION   |                     |               |         |                      | LENGTH OF SERVICE   |           |            |                       |
|--|-------|--------|--------|----------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|  | Total | Male   | Female | Western  | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95%  |       | a      | b      | a        | b                   | c             | d       | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total   | 229   | 154    | 75     | 67       | 62                  | 48            | 45      | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total   | 229   | 148    | 81     | 77       | 52                  | 48            | 46      | 6                    | 2                   | 63        | 45         | 119                   |
|  | 100%  | 100%   | 100%   | 100%     | 100%                | 100%          | 100%    | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Daily  | 1     | 1      | -      | -        | -                   | *             | -       | 1                    | -                   | *         | -          | 1                     |
|  | *     | 1%     | -      | -        | -                   | 1%            | -       | 14%                  | -                   | *         | -          | 1%                    |
| A few times a week   | 4     | 4      | 1      | 2        | -                   | 2             | 1       | -                    | -                   | -         | 1          | 3                     |
|  | 2%    | 2%     | 1%     | 2%       | -                   | 4%            | 1%      | -                    | -                   | -         | 3%         | 2%                    |
| Once a week  | 9     | 5      | 4      | -        | 1                   | 4             | 4       | -                    | -                   | 6         | 2          | 1                     |
|  | 4%    | 3%     | 5%     | -        | 2%                  | 7%            | 9%      | -                    | -                   | 9%        | 4%         | 1%                    |
|  |       |        |        |          |                     | a             | a       |                      |                     | d         |            |                       |
| A few times a month  | 7     | 5      | 2      | 2        | -                   | -             | 4       | 1                    | -                   | 3         | 2          | 2                     |
|  | 3%    | 3%     | 3%     | 2%       | -                   | -             | 9%      | 14%                  | -                   | 4%        | 5%         | 2%                    |
|  |       |        |        |          |                     |               | bc      |                      |                     |           |            |                       |
| Once a month   | 4     | 3      | 1      | -        | 1                   | 2             | 1       | -                    | -                   | 2         | 2          | 1                     |
|  | 2%    | 2%     | 2%     | -        | 3%                  | 3%            | 3%      | -                    | -                   | 3%        | 3%         | 1%                    |
| Less than once a month   | 20    | 12     | 8      | 6        | 4                   | 3             | 7       | -                    | -                   | 6         | 5          | 9                     |
|  | 9%    | 8%     | 10%    | 7%       | 7%                  | 7%            | 16%     | -                    | -                   | 10%       | 10%        | 8%                    |
| Never  | 137   | 87     | 50     | 51       | 37                  | 26            | 18      | 4                    | 1                   | 39        | 28         | 68                    |
|  | 60%   | 59%    | 62%    | 67%<br>d | 72%<br>d            | 54%           | 39%     | 71%                  | 79%                 | 61%       | 63%        | 57%                   |
| No response  | 47    | 32     | 14     | 17       | 8                   | 11            | 10      | -                    | *                   | 7         | 5          | 34                    |
|  | 20%   | 22%    | 18%    | 22%      | 16%                 | 24%           | 23%     | -                    | 21%                 | 12%       | 11%        | 28%<br>bc             |
| NETS   |       |        |        |          |                     |               |         |                      |                     |           |            |                       |
| Net: At least once a week (Daily + A few times a week + Once a week) | 14    | 9      | 5      | 2        | 1                   | 6             | 5       | 1                    | -                   | 6         | 3          | 5                     |
|  | 6%    | 6%     | 6%     | 2%       | 2%                  | 12%<br>ab     | 11%     | 14%                  | -                   | 10%       | 7%         | 4%                    |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d



## Overall European Influencers

### Q1\_17. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### The Brussels Times

Base: All respondents

|  | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|--|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|  | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%  |             | a         | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total   | 229         | 36        | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total   | 229         | 36        | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|  | 100%        | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Daily  | 1           | 1         | -      | 1                  | 1                       | 1                                   | 1                        | *                           | 1                           | -                      | 1                   | 1   | -             |
|  | *           | 2%        | -      | 2%                 | 3%                      | 2%                                  | 4%                       | 1%                          | 1%                          | -                      | 1%                  | 1%  | -             |
| A few times a week   | 4           | 4         | 1      | 1                  | 1                       | 1                                   | 1                        | -                           | 1                           | 2                      | 2                   | 1   | -             |
|  | 2%          | 10%       | 1%     | 2%                 | 2%                      | 2%                                  | 4%                       | -                           | 2%                          | 5%                     | 3%                  | 1%  | -             |
|  |             | gl        |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Once a week  | 9           | 2         | 2      | 2                  | 1                       | -                                   | -                        | 1                           | 4                           | 1                      | -                   | 1   | 2             |
|  | 4%          | 7%        | 6%     | 4%                 | 3%                      | -                                   | -                        | 1%                          | 6%                          | 2%                     | -                   | 2%  | 4%            |
|  |             | j         |        |                    |                         |                                     |                          |                             | j                           |                        |                     |   |               |
| A few times a month  | 7           | 1         | 3      | 1                  | 1                       | 2                                   | 1                        | 3                           | 2                           | 2                      | 3                   | 2   | 2             |
|  | 3%          | 2%        | 7%     | 2%                 | 2%                      | 4%                                  | 6%                       | 5%                          | 3%                          | 5%                     | 5%                  | 4%  | 4%            |
| Once a month   | 4           | *         | *      | 1                  | -                       | 2                                   | -                        | 1                           | -                           | -                      | 1                   | 1   | 2             |
|  | 2%          | 1%        | 1%     | 3%                 | -                       | 5%                                  | -                        | 2%                          | -                           | -                      | 2%                  | 2%  | 3%            |
| Less than once a month   | 20          | 1         | 6      | 4                  | 4                       | 4                                   | 1                        | 4                           | 4                           | 8                      | 5                   | 7   | 6             |
|  | 9%          | 3%        | 15%    | 9%                 | 12%                     | 9%                                  | 6%                       | 8%                          | 6%                          | 22%                    | 8%                  | 11%   | 11%           |
|  |             |           |        |                    |                         |                                     |                          |                             |                             | ahj                    |                     |   |               |
| Never  | 137         | 23        | 22     | 18                 | 20                      | 25                                  | 15                       | 34                          | 40                          | 18                     | 36                  | 37  | 30            |
|  | 60%         | 64%       | 52%    | 41%                | 58%                     | 62%                                 | 72%                      | 68%                         | 59%                         | 53%                    | 59%                 | 60%   | 57%           |
|  |             | c         |        |                    |                         | c                                   |                          | c                           |                             |                        |                     | c   |               |
| No response  | 47          | 4         | 8      | 16                 | 7                       | 6                                   | 2                        | 7                           | 15                          | 5                      | 13                  | 11  | 11            |
|  | 20%         | 11%       | 19%    | 37%                | 20%                     | 16%                                 | 8%                       | 14%                         | 22%                         | 13%                    | 22%                 | 18%   | 21%           |
|  |             |           |        | aegik              |                         |                                     |                          |                             |                             |                        |                     |   |               |
| NETS   |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least once a week (Daily + A few times a week + Once a week) | 14          | 7         | 3      | 3                  | 3                       | 2                                   | 2                        | 1                           | 7                           | 2                      | 3                   | 3   | 2             |
|  | 6%          | 19%       | 7%     | 8%                 | 8%                      | 4%                                  | 8%                       | 2%                          | 10%                         | 7%                     | 4%                  | 5%  | 4%            |
|  |             | egjkl     |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q1\_18. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### EU Today

Base: All respondents

|  |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total   | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total   | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Daily  | 4     | 3    | 1               | -                    | 1                        | *     | 2    | -    | -    | *         | *     | -           | -           | 1           | -           | 2           | 1                |
|  | 2%    | 4%   | 1%              | -                    | 1%                       | 1%    | 9%   | -    | -    | 4%        | 3%    | -           | -           | 1%          | -           | 3%          | 3%               |
| A few times a week   | 11    | 8    | 3               | 1                    | 2                        | 2     | 3    | -    | -    | 3         | -     | -           | 1           | -           | 1           | 7           | 2                |
|  | 5%    | 11%  | 2%              | 2%                   | 2%                       | 8%    | 17%  | -    | -    | 35%       | -     | -           | 6%          | -           | 2%          | 9%          | 5%               |
|  |       | cde  |                 |                      |                          |       |      |      |      |           |       |             |             |             |             | c           |                  |
| Once a week  | 11    | 5    | 6               | 1                    | 5                        | 1     | -    | 2    | 1    | -         | -     | -           | -           | 2           | 1           | 6           | 2                |
|  | 5%    | 7%   | 4%              | 2%                   | 7%                       | 7%    | -    | 35%  | 17%  | -         | -     | -           | -           | 5%          | 2%          | 8%          | 6%               |
| A few times a month  | 12    | 6    | 5               | 1                    | 4                        | 4     | 2    | -    | *    | -         | -     | -           | -           | *           | 4           | 5           | 2                |
|  | 5%    | 9%   | 4%              | 2%                   | 6%                       | 21%   | 9%   | -    | 5%   | -         | -     | -           | -           | 1%          | 6%          | 7%          | 8%               |
| Once a month   | 11    | 7    | 4               | 2                    | 2                        | 3     | 3    | -    | -    | *         | 1     | -           | *           | 2           | 4           | 2           | 2                |
|  | 5%    | 9%   | 3%              | 3%                   | 2%                       | 13%   | 16%  | -    | -    | 4%        | 7%    | -           | 3%          | 5%          | 7%          | 3%          | 6%               |
|  |       | ce   |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Less than once a month   | 24    | 8    | 16              | 10                   | 6                        | 2     | 1    | 1    | 2    | -         | 2     | -           | -           | 4           | 8           | 10          | 1                |
|  | 10%   | 11%  | 10%             | 13%                  | 8%                       | 11%   | 8%   | 10%  | 22%  | -         | 18%   | -           | -           | 10%         | 14%         | 13%         | 2%               |
| Never  | 117   | 33   | 84              | 42                   | 42                       | 6     | 8    | 3    | 4    | 5         | 6     | 1           | 12          | 27          | 33          | 29          | 15               |
|  | 51%   | 44%  | 55%             | 55%                  | 54%                      | 28%   | 41%  | 45%  | 56%  | 56%       | 58%   | 100%        | 85%         | 61%         | 54%         | 37%         | 49%              |
|  |       |      | e               |                      |                          |       |      |      |      |           |       |             |             | e           |             |             |                  |
| No response  | 39    | 5    | 35              | 19                   | 15                       | 2     | -    | 1    | -    | -         | 2     | -           | 1           | 7           | 9           | 16          | 6                |
|  | 17%   | 6%   | 22%             | 25%                  | 20%                      | 11%   | -    | 10%  | -    | -         | 14%   | -           | 6%          | 17%         | 15%         | 20%         | 21%              |
|  |       |      | b               | b                    | b                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| <b>NETS</b>  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least once a week (Daily + A few times a week + Once a week) | 26    | 16   | 10              | 2                    | 8                        | 3     | 5    | 2    | 1    | 4         | *     | -           | 1           | 3           | 3           | 15          | 4                |
|  | 11%   | 21%  | 7%              | 3%                   | 10%                      | 16%   | 26%  | 35%  | 17%  | 39%       | 3%    | -           | 6%          | 7%          | 4%          | 20%         | 14%              |
|  |       | cde  |                 |                      |                          |       |      |      |      |           |       |             |             |             |             | cd          |                  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q1\_18. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### EU Today

Base: All respondents

Significance Level: 95%

|  |      |      |      |          |            |          |          |      |      |          |          |          |
|--|------|------|------|----------|------------|----------|----------|------|------|----------|----------|----------|
| Unweighted Total   | 229  | 154  | 75   | 67       | 62         | 48       | 45       | 7    | 2    | 62       | 47       | 118      |
| Weighted Total   | 229  | 148  | 81   | 77       | 52         | 48       | 46       | 6    | 2    | 63       | 45       | 119      |
|  | 100% | 100% | 100% | 100%     | 100%       | 100%     | 100%     | 100% | 100% | 100%     | 100%     | 100%     |
| Daily  | 4    | 1    | 2    | -        | *          | 2        | -        | 1    | -    | 2        | *        | 1        |
|  | 2%   | 1%   | 3%   | -        | 1%         | 5%       | -        | 14%  | -    | 4%       | 1%       | 1%       |
| A few times a week   | 11   | 6    | 5    | 6        | -          | 4        | 1        | -    | -    | 5        | 2        | 4        |
|  | 5%   | 4%   | 7%   | 7%<br>b  | -          | 9%<br>b  | 3%       | -    | -    | 8%       | 5%       | 3%       |
| Once a week  | 11   | 9    | 3    | 4        | -          | 1        | 5        | 1    | -    | 5        | 1        | 5        |
|  | 5%   | 6%   | 3%   | 6%       | -          | 3%       | 11%<br>b | 14%  | -    | 8%       | 2%       | 5%       |
| A few times a month  | 12   | 7    | 5    | 7        | 1          | 2        | 1        | -    | -    | 1        | 6        | 5        |
|  | 5%   | 5%   | 6%   | 9%       | 2%         | 5%       | 3%       | -    | -    | 1%       | 13%<br>b | 5%       |
| Once a month   | 11   | 6    | 6    | 4        | 3          | 2        | 2        | -    | -    | 4        | 3        | 5        |
|  | 5%   | 4%   | 7%   | 5%       | 5%         | 5%       | 5%       | -    | -    | 6%       | 6%       | 4%       |
| Less than once a month   | 24   | 16   | 8    | 8        | 5          | 3        | 7        | 1    | -    | 7        | 3        | 14       |
|  | 10%  | 11%  | 10%  | 10%      | 9%         | 7%       | 16%      | 14%  | -    | 11%      | 6%       | 12%      |
| Never  | 117  | 75   | 42   | 36       | 35         | 23       | 20       | 3    | 1    | 33       | 26       | 57       |
|  | 51%  | 50%  | 52%  | 46%      | 67%<br>acd | 48%      | 43%      | 57%  | 79%  | 52%      | 57%      | 48%      |
| No response  | 39   | 29   | 11   | 13       | 8          | 9        | 9        | -    | *    | 6        | 5        | 28       |
|  | 17%  | 19%  | 13%  | 17%      | 16%        | 19%      | 20%      | -    | 21%  | 10%      | 11%      | 23%<br>b |
| NETS   |      |      |      |          |            |          |          |      |      |          |          |          |
| Net: At least once a week (Daily + A few times a week + Once a week) | 26   | 16   | 10   | 10       | *          | 8        | 6        | 2    | -    | 12       | 4        | 10       |
|  | 11%  | 11%  | 13%  | 13%<br>b | 1%         | 16%<br>b | 13%<br>b | 29%  | -    | 20%<br>d | 8%       | 8%       |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q1\_18. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### EU Today

Base: All respondents

|  |       | POLICY AREA |          |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|--|-------|-------------|----------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|  |       |             |          |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|  | Total | Transport   | Energy   | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%  |       | a           | b        | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total   | 229   | 36          | 46       | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total   | 229   | 36          | 43       | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|  | 100%  | 100%        | 100%     | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Daily  | 4     | 1           | -        | 2                  | 1                       | 1                                   | 1                        | *                           | 1                           | -                      | 1                   | 1   | 1             |
|  | 2%    | 2%          | -        | 6%                 | 2%                      | 2%                                  | 6%                       | 1%                          | 1%                          | -                      | 1%                  | 1%  | 1%            |
| A few times a week   | 11    | 2           | 2        | 2                  | -                       | 2                                   | 1                        | -                           | 1                           | 6                      | 5                   | 2   | 2             |
|  | 5%    | 5%          | 4%       | 6%                 | -                       | 6%                                  | 4%                       | -                           | 1%                          | 17%<br>dghkl           | 7%<br>g             | 4%  | 3%            |
| Once a week  | 11    | 4           | 5        | 1                  | 1                       | 1                                   | -                        | 2                           | 5                           | 2                      | 1                   | 3   | 1             |
|  | 5%    | 12%<br>j    | 11%<br>j | 3%                 | 3%                      | 2%                                  | -                        | 3%                          | 7%                          | 5%                     | 1%                  | 5%  | 2%            |
| A few times a month  | 12    | 3           | 2        | 3                  | 2                       | 1                                   | -                        | 3                           | 2                           | 4                      | 5                   | 1   | -             |
|  | 5%    | 9%<br>l     | 4%       | 7%                 | 6%                      | 1%                                  | -                        | 5%                          | 3%                          | 11%<br>l               | 7%                  | 2%  | -             |
| Once a month   | 11    | 1           | *        | 3                  | *                       | 3                                   | 2                        | 5                           | 4                           | 1                      | 4                   | 7   | 1             |
|  | 5%    | 3%          | 1%       | 6%                 | 1%                      | 7%                                  | 10%                      | 11%<br>bl                   | 7%                          | 4%                     | 7%                  | 12%<br>bl                                     | 1%            |
| Less than once a month   | 24    | *           | 5        | 3                  | 3                       | 2                                   | 4                        | 9                           | 7                           | 4                      | 4                   | 5   | 6             |
|  | 10%   | 1%          | 11%      | 6%                 | 8%                      | 6%                                  | 17%                      | 17%<br>a                    | 11%                         | 11%                    | 7%                  | 7%  | 11%           |
| Never  | 117   | 23          | 23       | 13                 | 21                      | 24                                  | 11                       | 26                          | 35                          | 14                     | 30                  | 33  | 33            |
|  | 51%   | 63%<br>c    | 54%<br>c | 30%                | 60%<br>c                | 60%<br>c                            | 54%                      | 53%<br>c                    | 52%<br>c                    | 40%                    | 49%<br>c            | 54%<br>c                                      | 63%<br>ci     |
| No response  | 39    | 2           | 6        | 16                 | 7                       | 6                                   | 2                        | 5                           | 12                          | 5                      | 12                  | 8   | 10            |
|  | 17%   | 6%          | 14%      | 36%<br>abeghik     | 20%                     | 16%                                 | 8%                       | 10%                         | 18%                         | 13%                    | 20%                 | 13%   | 19%           |
| NETS   |       |             |          |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least once a week (Daily + A few times a week + Once a week) | 26    | 7           | 6        | 6                  | 2                       | 4                                   | 2                        | 2                           | 6                           | 7                      | 6                   | 6   | 3             |
|  | 11%   | 19%<br>g    | 15%      | 15%                | 6%                      | 10%                                 | 10%                      | 4%                          | 10%                         | 22%<br>gl              | 10%                 | 11%   | 6%            |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

**Q1\_19. How frequently, if at all, do you read or watch the following media for news on EU issues?**

### The New European

Base: All respondents

|  |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total   | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total   | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Daily  | 1     | -    | 1               | -                    | 1                        | -     | -    | -    | -    | -         | -     | -           | -           | -           | 1           | -           | -                |
|  | *     | -    | 1%              | -                    | 1%                       | -     | -    | -    | -    | -         | -     | -           | -           | -           | 1%          | -           | -                |
| A few times a week   | 3     | 1    | 2               | -                    | 2                        | *     | -    | -    | 1    | -         | -     | -           | 1           | -           | 1           | 1           | -                |
|  | 1%    | 2%   | 1%              | -                    | 2%                       | 1%    | -    | -    | 17%  | -         | -     | -           | 6%          | -           | 2%          | 2%          | -                |
| Once a week  | 9     | 5    | 4               | 4                    | -                        | 2     | 3    | -    | -    | -         | -     | -           | -           | *           | 2           | 6           | -                |
|  | 4%    | 7%   | 2%              | 5%                   | -                        | 9%    | 16%  | -    | -    | -         | -     | -           | -           | 1%          | 4%          | 8%          | -                |
|  |       | e    |                 | e                    |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| A few times a month  | 13    | 8    | 5               | 2                    | 3                        | 4     | 3    | -    | -    | -         | -     | -           | -           | 1           | 5           | 4           | 3                |
|  | 6%    | 10%  | 3%              | 3%                   | 3%                       | 21%   | 17%  | -    | -    | -         | -     | -           | -           | 2%          | 8%          | 5%          | 9%               |
|  |       | c    |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Once a month   | 12    | 7    | 5               | 1                    | 4                        | 4     | 1    | -    | *    | 1         | *     | 1           | -           | 5           | 1           | 3           | 2                |
|  | 5%    | 9%   | 4%              | 2%                   | 6%                       | 18%   | 8%   | -    | 5%   | 8%        | 4%    | 100%        | -           | 12%         | 2%          | 4%          | 8%               |
|  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             | d           |             |             |                  |
| Less than once a month   | 28    | 15   | 13              | 7                    | 6                        | 2     | 5    | 2    | 4    | -         | 2     | -           | -           | 7           | 6           | 10          | 5                |
|  | 12%   | 20%  | 9%              | 9%                   | 8%                       | 8%    | 25%  | 35%  | 51%  | -         | 18%   | -           | -           | 15%         | 11%         | 13%         | 16%              |
|  |       | ce   |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Never  | 118   | 35   | 83              | 40                   | 44                       | 7     | 6    | 4    | 2    | 8         | 7     | -           | 12          | 24          | 34          | 36          | 11               |
|  | 51%   | 46%  | 54%             | 52%                  | 57%                      | 32%   | 34%  | 55%  | 27%  | 92%       | 64%   | -           | 87%         | 55%         | 56%         | 46%         | 37%              |
| No response  | 46    | 5    | 41              | 23                   | 18                       | 2     | -    | 1    | -    | -         | 2     | -           | 1           | 7           | 10          | 18          | 9                |
|  | 20%   | 6%   | 27%             | 30%                  | 23%                      | 11%   | -    | 10%  | -    | -         | 14%   | -           | 6%          | 17%         | 17%         | 23%         | 29%              |
|  |       |      | b               | b                    | b                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| <b>NETS</b>  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least once a week (Daily + A few times a week + Once a week) | 13    | 6    | 6               | 4                    | 3                        | 2     | 3    | -    | 1    | -         | -     | -           | 1           | *           | 4           | 7           | -                |
|  | 6%    | 9%   | 4%              | 5%                   | 3%                       | 10%   | 16%  | -    | 17%  | -         | -     | -           | 6%          | 1%          | 7%          | 9%          | -                |
|  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             | c           |                  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q1\_19. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### The New European

Base: All respondents

|  |       | GENDER |        | REGION  |                     |               |         |                      | LENGTH OF SERVICE   |           |            |                       |
|--|-------|--------|--------|---------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|  | Total | Male   | Female | Western | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95%  |       | a      | b      | a       | b                   | c             | d       | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total   | 229   | 154    | 75     | 67      | 62                  | 48            | 45      | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total   | 229   | 148    | 81     | 77      | 52                  | 48            | 46      | 6                    | 2                   | 63        | 45         | 119                   |
|  | 100%  | 100%   | 100%   | 100%    | 100%                | 100%          | 100%    | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Daily  | 1     | 1      | -      | 1       | -                   | -             | -       | -                    | -                   | -         | -          | 1                     |
|  | *     | 1%     | -      | 1%      | -                   | -             | -       | -                    | -                   | -         | -          | 1%                    |
| A few times a week   | 3     | 2      | 1      | -       | 1                   | 1             | 1       | -                    | -                   | 1         | 2          | -                     |
|  | 1%    | 1%     | 2%     | -       | 2%                  | 2%            | 3%      | -                    | -                   | 2%        | 4%         | -                     |
|  |       |        |        |         |                     |               |         |                      |                     |           | d          |                       |
| Once a week  | 9     | 2      | 6      | 2       | 5                   | 2             | -       | -                    | -                   | 4         | *          | 4                     |
|  | 4%    | 2%     | 8%     | 2%      | 10%                 | 4%            | -       | -                    | -                   | 7%        | 1%         | 3%                    |
|  |       |        | a      |         | d                   |               |         |                      |                     |           |            |                       |
| A few times a month  | 13    | 10     | 2      | 4       | 3                   | 4             | 1       | -                    | -                   | 1         | 5          | 7                     |
|  | 6%    | 7%     | 3%     | 5%      | 6%                  | 9%            | 3%      | -                    | -                   | 1%        | 10%        | 6%                    |
|  |       |        |        |         |                     |               |         |                      |                     |           | b          |                       |
| Once a month   | 12    | 9      | 3      | 6       | 4                   | 1             | 2       | -                    | -                   | 3         | 5          | 4                     |
|  | 5%    | 6%     | 4%     | 8%      | 8%                  | 2%            | 4%      | -                    | -                   | 5%        | 12%        | 3%                    |
|  |       |        |        |         |                     |               |         |                      |                     |           | d          |                       |
| Less than once a month   | 28    | 18     | 9      | 8       | 7                   | 4             | 8       | 1                    | 1                   | 11        | 2          | 13                    |
|  | 12%   | 12%    | 12%    | 10%     | 13%                 | 9%            | 17%     | 14%                  | 79%                 | 18%       | 5%         | 11%                   |
| Never  | 118   | 73     | 44     | 41      | 25                  | 23            | 25      | 4                    | -                   | 35        | 27         | 56                    |
|  | 51%   | 50%    | 55%    | 53%     | 48%                 | 48%           | 54%     | 71%                  | -                   | 55%       | 59%        | 47%                   |
| No response  | 46    | 32     | 14     | 16      | 7                   | 12            | 9       | 1                    | *                   | 7         | 4          | 34                    |
|  | 20%   | 21%    | 17%    | 20%     | 14%                 | 26%           | 20%     | 14%                  | 21%                 | 11%       | 9%         | 28%                   |
|  |       |        |        |         |                     |               |         |                      |                     |           |            | bc                    |
| NETS   |       |        |        |         |                     |               |         |                      |                     |           |            |                       |
| Net: At least once a week (Daily + A few times a week + Once a week) | 13    | 5      | 7      | 2       | 6                   | 3             | 1       | -                    | -                   | 6         | 2          | 5                     |
|  | 6%    | 4%     | 9%     | 3%      | 11%                 | 6%            | 3%      | -                    | -                   | 9%        | 4%         | 4%                    |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q1\_19. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### The New European

Base: All respondents

|  | POLICY AREA |            |           |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|--|-------------|------------|-----------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|  | Total       | Transport  | Energy    | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%  |             | a          | b         | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total   | 229         | 36         | 46        | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total   | 229         | 36         | 43        | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|  | 100%        | 100%       | 100%      | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Daily  | 1           | 1          | -         | -                  | -                       | -                                   | -                        | -                           | 1                           | -                      | 1                   | 1   | -             |
|  | *           | 2%         | -         | -                  | -                       | -                                   | -                        | -                           | 1%                          | -                      | 1%                  | 1%  | -             |
| A few times a week   | 3           | 2          | -         | 1                  | *                       | -                                   | -                        | *                           | -                           | 1                      | 1                   | 1   | -             |
|  | 1%          | 6%         | -         | 2%                 | 1%                      | -                                   | -                        | 1%                          | -                           | 2%                     | 1%                  | 1%  | -             |
| Once a week  | 9           | 3          | 1         | 3                  | 4                       | 1                                   | 3                        | 3                           | 5                           | 3                      | 3                   | 4   | *             |
|  | 4%          | 8%         | 3%        | 6%                 | 11%<br>l                | 3%                                  | 14%                      | 6%                          | 8%                          | 8%                     | 5%                  | 6%  | 1%            |
| A few times a month  | 13          | 4          | 1         | 5                  | 1                       | 1                                   | 1                        | 1                           | 2                           | 2                      | 5                   | 1   | 3             |
|  | 6%          | 12%<br>bgk | 1%        | 11%<br>gk          | 2%                      | 2%                                  | 4%                       | 1%                          | 3%                          | 6%                     | 9%                  | 1%  | 6%            |
| Once a month   | 12          | *          | 2         | 2                  | 2                       | 3                                   | 2                        | 3                           | 1                           | 3                      | 2                   | 6   | 2             |
|  | 5%          | 1%         | 6%        | 5%                 | 6%                      | 7%                                  | 8%                       | 5%                          | 1%                          | 10%                    | 3%                  | 11%<br>h                                      | 4%            |
| Less than once a month   | 28          | 2          | 10        | 6                  | 2                       | 9                                   | 2                        | 6                           | 10                          | 8                      | 9                   | 16  | 5             |
|  | 12%         | 4%         | 23%<br>ad | 13%                | 6%                      | 22%<br>a                            | 12%                      | 12%                         | 15%                         | 24%<br>ad              | 14%                 | 26%<br>adgl                                   | 10%           |
| Never  | 118         | 20         | 21        | 12                 | 18                      | 19                                  | 10                       | 32                          | 34                          | 12                     | 26                  | 22  | 31            |
|  | 51%         | 56%<br>c   | 49%<br>c  | 27%                | 52%<br>c                | 46%                                 | 50%                      | 64%<br>cijk                 | 50%<br>c                    | 36%                    | 43%                 | 36%   | 60%<br>cik    |
| No response  | 46          | 4          | 8         | 16                 | 8                       | 8                                   | 3                        | 6                           | 15                          | 5                      | 15                  | 10  | 10            |
|  | 20%         | 11%        | 19%       | 36%<br>agik        | 22%                     | 20%                                 | 12%                      | 12%                         | 22%                         | 13%                    | 24%                 | 17%   | 19%           |
| NETS   |             |            |           |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least once a week (Daily + A few times a week + Once a week) | 13          | 6          | 1         | 4                  | 4                       | 1                                   | 3                        | 3                           | 6                           | 4                      | 5                   | 6   | *             |
|  | 6%          | 16%<br>bel | 3%        | 8%                 | 12%<br>l                | 3%                                  | 14%                      | 6%                          | 9%<br>l                     | 10%<br>l               | 7%                  | 9%<br>l                                       | 1%            |

## Overall European Influencers

**Q1\_20. How frequently, if at all, do you read or watch the following media for news on EU issues?**

### The EU Bubble

Base: All respondents

|  |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total   | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total   | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Daily  | 1     | -    | 1               | -                    | 1                        | -     | -    | -    | -    | -         | -     | -           | -           | -           | -           | 1           | -                |
|  | *     | -    | 1%              | -                    | 1%                       | -     | -    | -    | -    | -         | -     | -           | -           | -           | -           | 1%          | -                |
| A few times a week   | 1     | *    | 1               | -                    | 1                        | -     | -    | -    | -    | *         | -     | -           | 1           | *           | -           | -           | -                |
|  | 1%    | 1%   | 1%              | -                    | 1%                       | -     | -    | -    | -    | 4%        | -     | -           | 6%          | 1%          | -           | -           | -                |
| Once a week  | 10    | 7    | 3               | 1                    | 2                        | *     | 3    | 2    | 1    | -         | -     | -           | -           | 1           | 1           | 5           | 2                |
|  | 4%    | 10%  | 2%              | 2%                   | 2%                       | 1%    | 17%  | 35%  | 17%  | -         | -     | -           | -           | 3%          | 2%          | 7%          | 8%               |
|  |       | cde  |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| A few times a month  | 5     | 4    | 1               | 1                    | -                        | 2     | 2    | -    | -    | -         | -     | -           | 1           | 1           | 2           | 2           | -                |
|  | 2%    | 5%   | 1%              | 2%                   | -                        | 10%   | 9%   | -    | -    | -         | -     | -           | 9%          | 1%          | 3%          | 2%          | -                |
|  |       | ce   |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Once a month   | 6     | 5    | 1               | -                    | 1                        | 2     | 1    | 1    | -    | -         | 1     | -           | -           | 1           | 1           | 2           | 2                |
|  | 3%    | 7%   | 1%              | -                    | 1%                       | 8%    | 8%   | 10%  | -    | -         | 11%   | -           | -           | 3%          | 1%          | 3%          | 5%               |
|  |       | cd   |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Less than once a month   | 11    | 7    | 4               | 2                    | 2                        | 4     | 1    | -    | *    | *         | *     | -           | 1           | 2           | 4           | 4           | *                |
|  | 5%    | 9%   | 3%              | 3%                   | 2%                       | 19%   | 8%   | -    | 5%   | 4%        | 4%    | -           | 6%          | 4%          | 6%          | 5%          | 1%               |
|  |       | c    |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Never  | 150   | 47   | 103             | 51                   | 52                       | 11    | 11   | 3    | 6    | 8         | 8     | 1           | 10          | 32          | 43          | 48          | 17               |
|  | 65%   | 63%  | 67%             | 66%                  | 68%                      | 50%   | 59%  | 45%  | 78%  | 92%       | 71%   | 100%        | 72%         | 71%         | 70%         | 61%         | 56%              |
| No response  | 45    | 5    | 40              | 22                   | 19                       | 3     | -    | 1    | -    | -         | 2     | -           | 1           | 7           | 12          | 17          | 9                |
|  | 20%   | 7%   | 26%             | 28%                  | 24%                      | 12%   | -    | 10%  | -    | -         | 14%   | -           | 6%          | 17%         | 19%         | 22%         | 29%              |
|  |       |      | b               | b                    | b                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| <b>NETS</b>  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least once a week (Daily + A few times a week + Once a week) | 12    | 8    | 5               | 1                    | 3                        | *     | 3    | 2    | 1    | *         | -     | -           | 1           | 2           | 1           | 6           | 2                |
|  | 5%    | 10%  | 3%              | 2%                   | 4%                       | 1%    | 17%  | 35%  | 17%  | 4%        | -     | -           | 6%          | 3%          | 2%          | 8%          | 8%               |
|  |       | cd   |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f



## Overall European Influencers

**Q1\_20. How frequently, if at all, do you read or watch the following media for news on EU issues?**

### The EU Bubble

Base: All respondents

|  | GENDER |      |        | REGION  |                     |               |         |                      | LENGTH OF SERVICE   |           |            |                       |
|--|--------|------|--------|---------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|  | Total  | Male | Female | Western | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95%  |        | a    | b      | a       | b                   | c             | d       | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total   | 229    | 154  | 75     | 67      | 62                  | 48            | 45      | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total   | 229    | 148  | 81     | 77      | 52                  | 48            | 46      | 6                    | 2                   | 63        | 45         | 119                   |
|  | 100%   | 100% | 100%   | 100%    | 100%                | 100%          | 100%    | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Daily  | 1      | -    | 1      | 1       | -                   | -             | -       | -                    | -                   | -         | -          | 1                     |
|  | *      | -    | 1%     | 1%      | -                   | -             | -       | -                    | -                   | -         | -          | 1%                    |
| A few times a week   | 1      | 1    | *      | -       | *                   | 1             | -       | -                    | -                   | *         | 1          | -                     |
|  | 1%     | 1%   | *      | -       | 1%                  | 2%            | -       | -                    | -                   | 1%        | 2%         | -                     |
| Once a week  | 10     | 7    | 3      | 1       | -                   | 6             | 4       | -                    | -                   | 5         | 2          | 3                     |
|  | 4%     | 5%   | 4%     | 1%      | -                   | 12%<br>ab     | 8%<br>b | -                    | -                   | 8%        | 4%         | 2%                    |
| A few times a month  | 5      | 2    | 3      | 2       | -                   | 2             | 2       | -                    | -                   | 1         | 3          | 2                     |
|  | 2%     | 1%   | 3%     | 2%      | -                   | 3%            | 4%      | -                    | -                   | 1%        | 6%         | 1%                    |
| Once a month   | 6      | 4    | 2      | 2       | 1                   | 2             | 1       | -                    | -                   | 3         | 2          | 1                     |
|  | 3%     | 2%   | 3%     | 2%      | 3%                  | 3%            | 3%      | -                    | -                   | 5%<br>d   | 4%         | 1%                    |
| Less than once a month   | 11     | 5    | 5      | 4       | 2                   | *             | 4       | 1                    | -                   | 3         | 4          | 3                     |
|  | 5%     | 4%   | 7%     | 5%      | 4%                  | 1%            | 8%      | 14%                  | -                   | 5%        | 10%        | 3%                    |
| Never  | 150    | 96   | 53     | 52      | 40                  | 27            | 27      | 4                    | 1                   | 44        | 29         | 76                    |
|  | 65%    | 65%  | 66%    | 67%     | 76%<br>cd           | 57%           | 58%     | 71%                  | 79%                 | 69%       | 63%        | 64%                   |
| No response  | 45     | 33   | 13     | 17      | 8                   | 10            | 9       | 1                    | *                   | 7         | 5          | 33                    |
|  | 20%    | 22%  | 16%    | 22%     | 16%                 | 22%           | 20%     | 14%                  | 21%                 | 10%       | 11%        | 28%<br>bc             |
| NETS   |        |      |        |         |                     |               |         |                      |                     |           |            |                       |
| Net: At least once a week (Daily + A few times a week + Once a week) | 12     | 8    | 4      | 2       | *                   | 6             | 4       | -                    | -                   | 6         | 3          | 4                     |
|  | 5%     | 5%   | 5%     | 2%      | 1%                  | 13%<br>ab     | 8%      | -                    | -                   | 9%        | 6%         | 3%                    |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

**Q1\_20. How frequently, if at all, do you read or watch the following media for news on EU issues?**

### The EU Bubble

Base: All respondents

|       | POLICY AREA |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------|-------------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|       |             |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Total | Transport   | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
|       | a           | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| 229   | 36          | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| 229   | 36          | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
| 100%  | 100%        | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| 1     | 1           | -      | -                  | -                       | 1                                   | 1                        | -                           | 1                           | -                      | 1                   | 1   | -             |
| *     | 2%          | -      | -                  | -                       | 2%                                  | 4%                       | -                           | 1%                          | -                      | 1%                  | 1%  | -             |
| 1     | 1           | -      | 1                  | -                       | -                                   | *                        | *                           | -                           | 1                      | 1                   | -   | -             |
| 1%    | 2%          | -      | 2%                 | -                       | -                                   | 2%                       | 1%                          | -                           | 2%                     | 1%                  | -   | -             |
| 10    | 2           | 3      | 2                  | -                       | -                                   | -                        | -                           | 2                           | 1                      | -                   | -   | 2             |
| 4%    | 7%          | 8%     | 4%                 | -                       | -                                   | -                        | -                           | 4%                          | 2%                     | -                   | -   | 4%            |
|       | gjk         | gjk    |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| 5     | 2           | -      | 3                  | -                       | -                                   | -                        | 1                           | -                           | 2                      | 2                   | 1   | 1             |
| 2%    | 6%          | -      | 7%                 | -                       | -                                   | -                        | 1%                          | -                           | 5%                     | 3%                  | 1%  | 2%            |
|       | h           |        | h                  |                         |                                     |                          |                             |                             |                        |                     |   |               |
| 6     | -           | 1      | 1                  | 2                       | 1                                   | 1                        | 2                           | -                           | 2                      | 1                   | 1   | 1             |
| 3%    | -           | 3%     | 3%                 | 5%                      | 4%                                  | 6%                       | 4%                          | -                           | 5%                     | 2%                  | 2%  | 1%            |
| 11    | -           | 1      | 2                  | 1                       | -                                   | 2                        | 3                           | 3                           | 3                      | 2                   | 7   | 1             |
| 5%    | -           | 3%     | 5%                 | 2%                      | -                                   | 10%                      | 6%                          | 5%                          | 10%                    | 3%                  | 12%   | 2%            |
|       |             |        |                    |                         |                                     |                          |                             |                             | e                      |                     | aejl  |               |
| 150   | 25          | 29     | 18                 | 25                      | 31                                  | 14                       | 38                          | 45                          | 21                     | 41                  | 40  | 37            |
| 65%   | 69%         | 68%    | 41%                | 70%                     | 76%                                 | 66%                      | 75%                         | 67%                         | 63%                    | 67%                 | 65%   | 72%           |
|       | c           | c      |                    | c                       | c                                   |                          | c                           | c                           |                        | c                   | c   | c             |
| 45    | 5           | 8      | 16                 | 8                       | 7                                   | 3                        | 6                           | 16                          | 5                      | 14                  | 11  | 10            |
| 20%   | 13%         | 19%    | 38%                | 23%                     | 18%                                 | 12%                      | 13%                         | 23%                         | 13%                    | 23%                 | 18%   | 19%           |
|       |             |        | abegikl            |                         |                                     |                          |                             |                             |                        |                     |   |               |
| 12    | 4           | 3      | 2                  | -                       | 1                                   | 1                        | *                           | 3                           | 2                      | 2                   | 1   | 2             |
| 5%    | 12%         | 8%     | 6%                 | -                       | 2%                                  | 6%                       | 1%                          | 5%                          | 5%                     | 3%                  | 1%  | 4%            |
|       | dgk         |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q1\_21. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### Other 1

Base: All respondents

|  |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total   | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total   | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Daily  | 52    | 15   | 37              | 16                   | 21                       | 2     | 6    | 1    | 4    | 2         | 1     | -           | 1           | 15          | 15          | 11          | 10               |
|  | 23%   | 20%  | 24%             | 20%                  | 28%                      | 8%    | 34%  | 10%  | 56%  | 17%       | 7%    | -           | 6%          | 34%         | 25%         | 14%         | 33%              |
| A few times a week   | 8     | 3    | 5               | 1                    | 3                        | -     | 3    | -    | -    | -         | -     | -           | -           | 2           | 2           | 4           | -                |
|  | 3%    | 4%   | 3%              | 2%                   | 4%                       | -     | 16%  | -    | -    | -         | -     | -           | -           | 5%          | 3%          | 5%          | -                |
| Once a week  | 2     | 1    | 2               | -                    | 2                        | 1     | -    | -    | -    | -         | -     | -           | -           | 1           | -           | 2           | -                |
|  | 1%    | 1%   | 1%              | -                    | 2%                       | 3%    | -    | -    | -    | -         | -     | -           | -           | 1%          | -           | 2%          | -                |
| A few times a month  | 2     | 2    | 1               | -                    | 1                        | 2     | -    | -    | -    | -         | -     | -           | -           | -           | -           | 1           | 2                |
|  | 1%    | 2%   | 1%              | -                    | 1%                       | 8%    | -    | -    | -    | -         | -     | -           | -           | -           | -           | 1%          | 5%               |
| Once a month   | 2     | -    | 2               | 2                    | -                        | -     | -    | -    | -    | -         | -     | -           | -           | -           | 1           | -           | 1                |
|  | 1%    | -    | 2%              | 3%                   | -                        | -     | -    | -    | -    | -         | -     | -           | -           | -           | 2%          | -           | 4%               |
| Less than once a month   | -     | -    | -               | -                    | -                        | -     | -    | -    | -    | -         | -     | -           | -           | -           | -           | -           | -                |
|  | -     | -    | -               | -                    | -                        | -     | -    | -    | -    | -         | -     | -           | -           | -           | -           | -           | -                |
| Never  | -     | -    | -               | -                    | -                        | -     | -    | -    | -    | -         | -     | -           | -           | -           | -           | -           | -                |
|  | -     | -    | -               | -                    | -                        | -     | -    | -    | -    | -         | -     | -           | -           | -           | -           | -           | -                |
| No response  | 162   | 54   | 107             | 58                   | 50                       | 18    | 9    | 6    | 3    | 8         | 10    | 1           | 13          | 27          | 43          | 61          | 17               |
|  | 71%   | 73%  | 70%             | 75%                  | 64%                      | 82%   | 50%  | 90%  | 44%  | 83%       | 93%   | 100%        | 94%         | 60%         | 70%         | 77%         | 58%              |
|  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             | c           |                  |
| <b>NETS</b>  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least once a week (Daily + A few times a week + Once a week) | 62    | 19   | 43              | 17                   | 27                       | 2     | 9    | 1    | 4    | 2         | 1     | -           | 1           | 18          | 17          | 17          | 10               |
|  | 27%   | 25%  | 28%             | 22%                  | 34%                      | 10%   | 50%  | 10%  | 56%  | 17%       | 7%    | -           | 6%          | 40%         | 28%         | 21%         | 33%              |
|  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             | e           |             |             |                  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q1\_21. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### Other 1

Base: All respondents

Significance Level: 95%

|  | GENDER |      |        | REGION  |                     |               |         |                      | LENGTH OF SERVICE   |           |            |                       |
|--|--------|------|--------|---------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|  | Total  | Male | Female | Western | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95%  |        | a    | b      | a       | b                   | c             | d       | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total   | 229    | 154  | 75     | 67      | 62                  | 48            | 45      | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total   | 229    | 148  | 81     | 77      | 52                  | 48            | 46      | 6                    | 2                   | 63        | 45         | 119                   |
|  | 100%   | 100% | 100%   | 100%    | 100%                | 100%          | 100%    | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Daily  | 52     | 37   | 15     | 19      | 11                  | 12            | 8       | 2                    | -                   | 14        | 10         | 28                    |
|  | 23%    | 25%  | 19%    | 25%     | 22%                 | 26%           | 17%     | 29%                  | -                   | 23%       | 23%        | 23%                   |
| A few times a week   | 8      | 2    | 6      | -       | 5                   | 2             | -       | 1                    | -                   | 3         | 3          | 2                     |
|  | 3%     | 1%   | 7%     | -       | 10%                 | 3%            | -       | 14%                  | -                   | 5%        | 6%         | 1%                    |
|  |        |      | a      |         | ad                  |               |         |                      |                     |           |            |                       |
| Once a week  | 2      | 1    | 1      | 1       | 1                   | -             | 1       | -                    | -                   | 1         | -          | 2                     |
|  | 1%     | 1%   | 2%     | 1%      | 2%                  | -             | 1%      | -                    | -                   | 1%        | -          | 1%                    |
| A few times a month  | 2      | 2    | -      | 2       | 1                   | -             | -       | -                    | -                   | -         | 2          | 1                     |
|  | 1%     | 2%   | -      | 2%      | 2%                  | -             | -       | -                    | -                   | -         | 4%         | 1%                    |
| Once a month   | 2      | 1    | 1      | 1       | -                   | 1             | -       | -                    | -                   | -         | -          | 2                     |
|  | 1%     | 1%   | 1%     | 2%      | -                   | 3%            | -       | -                    | -                   | -         | -          | 2%                    |
| Less than once a month   | -      | -    | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
|  | -      | -    | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
| Never  | -      | -    | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
|  | -      | -    | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
| No response  | 162    | 105  | 57     | 54      | 34                  | 33            | 38      | 3                    | 2                   | 45        | 30         | 85                    |
|  | 71%    | 71%  | 70%    | 70%     | 65%                 | 68%           | 82%     | 57%                  | 100%                | 71%       | 67%        | 71%                   |
| NETS   |        |      |        |         |                     |               |         |                      |                     |           |            |                       |
| Net: At least once a week (Daily + A few times a week + Once a week) | 62     | 39   | 23     | 20      | 17                  | 14            | 8       | 3                    | -                   | 18        | 13         | 31                    |
|  | 27%    | 27%  | 28%    | 26%     | 33%                 | 29%           | 18%     | 43%                  | -                   | 29%       | 29%        | 26%                   |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

**Q1\_21. How frequently, if at all, do you read or watch the following media for news on EU issues?**

### Other 1

Base: All respondents

|  | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|--|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|  | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%  |             | a         | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total   | 229         | 36        | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total   | 229         | 36        | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|  | 100%        | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Daily  | 52          | 9         | 11     | 14                 | 8                       | 11                                  | 5                        | 13                          | 17                          | 9                      | 23                  | 17  | 13            |
|  | 23%         | 24%       | 26%    | 32%                | 22%                     | 27%                                 | 24%                      | 27%                         | 26%                         | 26%                    | 37%                 | 28%   | 25%           |
| A few times a week   | 8           | 1         | -      | 2                  | -                       | -                                   | -                        | -                           | -                           | 1                      | 1                   | 1   | 3             |
|  | 3%          | 3%        | -      | 4%                 | -                       | -                                   | -                        | -                           | -                           | 4%                     | 1%                  | 2%  | 5%            |
| Once a week  | 2           | -         | 1      | 1                  | 1                       | 1                                   | 1                        | 1                           | 1                           | -                      | 1                   | 1   | -             |
|  | 1%          | -         | 2%     | 1%                 | 2%                      | 2%                                  | 4%                       | 2%                          | 1%                          | -                      | 1%                  | 2%  | -             |
| A few times a month  | 2           | -         | 1      | -                  | 2                       | 1                                   | -                        | -                           | 1                           | 2                      | 1                   | 1   | -             |
|  | 1%          | -         | 2%     | -                  | 5%                      | 2%                                  | -                        | -                           | 1%                          | 5%                     | 1%                  | 1%  | -             |
| Once a month   | 2           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | 2             |
|  | 1%          | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | 5%            |
| Less than once a month   | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
|  | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
| Never  | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
|  | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
| No response  | 162         | 26        | 30     | 28                 | 25                      | 28                                  | 15                       | 36                          | 48                          | 22                     | 36                  | 41  | 33            |
|  | 71%         | 72%       | 70%    | 63%                | 70%                     | 69%                                 | 72%                      | 71%                         | 72%                         | 64%                    | 59%                 | 66%   | 65%           |
| NETS   |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least once a week (Daily + A few times a week + Once a week) | 62          | 10        | 12     | 16                 | 9                       | 12                                  | 6                        | 14                          | 18                          | 11                     | 25                  | 20  | 16            |
|  | 27%         | 28%       | 28%    | 37%                | 25%                     | 29%                                 | 28%                      | 29%                         | 27%                         | 31%                    | 40%                 | 32%   | 30%           |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

**Q1\_22. How frequently, if at all, do you read or watch the following media for news on EU issues?**

### Other 2

Base: All respondents

|  |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total   | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total   | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Daily  | 24    | 5    | 19              | 8                    | 10                       | 2     | 2    | -    | 1    | *         | *     | -           | 1           | 6           | 10          | 5           | 2                |
|  | 11%   | 7%   | 12%             | 11%                  | 13%                      | 10%   | 9%   | -    | 10%  | 4%        | 4%    | -           | 6%          | 13%         | 17%         | 7%          | 5%               |
| A few times a week   | 8     | 3    | 5               | 1                    | 3                        | -     | 3    | -    | -    | -         | -     | -           | -           | 3           | 2           | 2           | 1                |
|  | 3%    | 4%   | 3%              | 2%                   | 4%                       | -     | 17%  | -    | -    | -         | -     | -           | -           | 6%          | 3%          | 3%          | 3%               |
| Once a week  | 7     | 3    | 4               | 2                    | 2                        | 2     | 2    | -    | -    | -         | -     | -           | -           | 1           | -           | 2           | 4                |
|  | 3%    | 4%   | 3%              | 3%                   | 2%                       | 8%    | 9%   | -    | -    | -         | -     | -           | -           | 2%          | -           | 3%          | 13%              |
| A few times a month  | -     | -    | -               | -                    | -                        | -     | -    | -    | -    | -         | -     | -           | -           | -           | -           | -           | -                |
|  | -     | -    | -               | -                    | -                        | -     | -    | -    | -    | -         | -     | -           | -           | -           | -           | -           | -                |
| Once a month   | 1     | -    | 1               | -                    | 1                        | -     | -    | -    | -    | -         | -     | -           | -           | -           | -           | 1           | -                |
|  | *     | -    | 1%              | -                    | 1%                       | -     | -    | -    | -    | -         | -     | -           | -           | -           | -           | 1%          | -                |
| Less than once a month   | 1     | -    | 1               | -                    | 1                        | -     | -    | -    | -    | -         | -     | -           | -           | -           | -           | 1           | -                |
|  | *     | -    | 1%              | -                    | 1%                       | -     | -    | -    | -    | -         | -     | -           | -           | -           | -           | 1%          | -                |
| Never  | -     | -    | -               | -                    | -                        | -     | -    | -    | -    | -         | -     | -           | -           | -           | -           | -           | -                |
|  | -     | -    | -               | -                    | -                        | -     | -    | -    | -    | -         | -     | -           | -           | -           | -           | -           | -                |
| No response  | 188   | 63   | 125             | 65                   | 60                       | 18    | 12   | 7    | 7    | 9         | 11    | 1           | 13          | 35          | 50          | 66          | 23               |
|  | 82%   | 84%  | 81%             | 84%                  | 78%                      | 82%   | 66%  | 100% | 90%  | 96%       | 96%   | 100%        | 94%         | 78%         | 81%         | 85%         | 78%              |
| <b>NETS</b>  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least once a week (Daily + A few times a week + Once a week) | 39    | 12   | 27              | 12                   | 15                       | 4     | 6    | -    | 1    | *         | *     | -           | 1           | 10          | 12          | 10          | 7                |
|  | 17%   | 16%  | 18%             | 16%                  | 20%                      | 18%   | 34%  | -    | 10%  | 4%        | 4%    | -           | 6%          | 22%         | 19%         | 13%         | 22%              |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q1\_22. How frequently, if at all, do you read or watch the following media for news on EU issues?

#### Other 2

Base: All respondents

Significance Level: 95%

|  |      |      |      |      |      |      |      |      |      |      |      |      |
|--|------|------|------|------|------|------|------|------|------|------|------|------|
| Unweighted Total   | 229  | 154  | 75   | 67   | 62   | 48   | 45   | 7    | 2    | 62   | 47   | 118  |
| Weighted Total   | 229  | 148  | 81   | 77   | 52   | 48   | 46   | 6    | 2    | 63   | 45   | 119  |
|  | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Daily  | 24   | 18   | 6    | 7    | 7    | 5    | 4    | 1    | -    | 5    | 6    | 14   |
|  | 11%  | 12%  | 7%   | 10%  | 13%  | 11%  | 8%   | 14%  | -    | 7%   | 13%  | 12%  |
| A few times a week   | 8    | 3    | 5    | 2    | 1    | 3    | -    | 2    | -    | 3    | 2    | 3    |
|  | 3%   | 2%   | 7%   | 2%   | 2%   | 7%   | -    | 29%  | -    | 5%   | 5%   | 2%   |
| Once a week  | 7    | 7    | -    | 2    | 2    | 2    | 1    | -    | -    | 2    | 2    | 3    |
|  | 3%   | 5%   | -    | 3%   | 5%   | 3%   | 2%   | -    | -    | 3%   | 5%   | 3%   |
| A few times a month  | -    | -    | -    | -    | -    | -    | -    | -    | -    | -    | -    | -    |
|  | -    | -    | -    | -    | -    | -    | -    | -    | -    | -    | -    | -    |
| Once a month   | 1    | -    | 1    | -    | 1    | -    | -    | -    | -    | -    | -    | 1    |
|  | *    | -    | 1%   | -    | 2%   | -    | -    | -    | -    | -    | -    | 1%   |
| Less than once a month   | 1    | 1    | -    | -    | 1    | -    | -    | -    | -    | -    | -    | 1    |
|  | *    | 1%   | -    | -    | 2%   | -    | -    | -    | -    | -    | -    | 1%   |
| Never  | -    | -    | -    | -    | -    | -    | -    | -    | -    | -    | -    | -    |
|  | -    | -    | -    | -    | -    | -    | -    | -    | -    | -    | -    | -    |
| No response  | 188  | 119  | 69   | 66   | 40   | 37   | 41   | 3    | 2    | 54   | 35   | 98   |
|  | 82%  | 81%  | 85%  | 85%  | 77%  | 79%  | 90%  | 57%  | 100% | 85%  | 77%  | 82%  |
| NETS   |      |      |      |      |      |      |      |      |      |      |      |      |
| Net: At least once a week (Daily + A few times a week + Once a week) | 39   | 28   | 11   | 12   | 10   | 10   | 5    | 3    | -    | 9    | 10   | 20   |
|  | 17%  | 19%  | 14%  | 15%  | 19%  | 21%  | 10%  | 43%  | -    | 15%  | 23%  | 16%  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

**Q1\_22. How frequently, if at all, do you read or watch the following media for news on EU issues?**

### Other 2

Base: All respondents

|  | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|--|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|  | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%  |             | a         | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total   | 229         | 36        | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total   | 229         | 36        | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|  | 100%        | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Daily  | 24          | 4         | 4      | 8                  | 3                       | 2                                   | 2                        | 7                           | 4                           | 5                      | 8                   | 4   | 9             |
|  | 11%         | 10%       | 9%     | 18%<br>h           | 8%                      | 6%                                  | 12%                      | 14%                         | 6%                          | 13%                    | 13%                 | 6%  | 17%           |
| A few times a week   | 8           | 2         | -      | 3                  | 1                       | 1                                   | 1                        | 2                           | 2                           | -                      | 3                   | 2   | 2             |
|  | 3%          | 6%        | -      | 8%                 | 2%                      | 2%                                  | 4%                       | 3%                          | 4%                          | -                      | 5%                  | 4%  | 3%            |
| Once a week  | 7           | -         | 2      | 1                  | 2                       | -                                   | -                        | 3                           | 3                           | 2                      | 2                   | -   | -             |
|  | 3%          | -         | 5%     | 3%                 | 5%                      | -                                   | -                        | 6%                          | 4%                          | 5%                     | 3%                  | -   | -             |
| A few times a month  | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
|  | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
| Once a month   | 1           | -         | -      | -                  | 1                       | 1                                   | 1                        | 1                           | 1                           | -                      | 1                   | 1   | -             |
|  | *           | -         | -      | -                  | 2%                      | 2%                                  | 4%                       | 2%                          | 1%                          | -                      | 1%                  | 1%  | -             |
| Less than once a month   | 1           | -         | 1      | -                  | -                       | 1                                   | -                        | -                           | 1                           | -                      | 1                   | 1   | -             |
|  | *           | -         | 2%     | -                  | -                       | 2%                                  | -                        | -                           | 1%                          | -                      | 1%                  | 1%  | -             |
| Never  | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
|  | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
| No response  | 188         | 30        | 36     | 31                 | 29                      | 35                                  | 17                       | 38                          | 57                          | 28                     | 47                  | 53  | 41            |
|  | 82%         | 84%       | 84%    | 71%                | 82%                     | 88%                                 | 80%                      | 75%                         | 84%                         | 82%                    | 76%                 | 87%<br>c                                      | 80%           |
| NETS   |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least once a week (Daily + A few times a week + Once a week) | 39          | 6         | 6      | 12                 | 5                       | 3                                   | 3                        | 11                          | 9                           | 6                      | 13                  | 6   | 10            |
|  | 17%         | 16%       | 14%    | 29%<br>ek          | 15%                     | 8%                                  | 16%                      | 23%                         | 13%                         | 18%                    | 21%                 | 10%   | 20%           |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l



## Overall European Influencers

**Q1\_23. How frequently, if at all, do you read or watch the following media for news on EU issues?**

### Other 3

Base: All respondents

|  |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total   | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total   | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Daily  | 6     | -    | 6               | 2                    | 3                        | -     | -    | -    | -    | -         | -     | -           | 1           | 2           | 2           | 1           | -                |
|  | 3%    | -    | 4%              | 3%                   | 4%                       | -     | -    | -    | -    | -         | -     | -           | 6%          | 4%          | 3%          | 2%          | -                |
| A few times a week   | 6     | 2    | 4               | 2                    | 2                        | -     | 2    | -    | -    | -         | -     | -           | -           | 2           | 3           | 1           | -                |
|  | 3%    | 2%   | 3%              | 3%                   | 2%                       | -     | 9%   | -    | -    | -         | -     | -           | -           | 5%          | 5%          | 1%          | -                |
| Once a week  | 4     | 2    | 2               | 1                    | 1                        | -     | 2    | -    | -    | -         | -     | -           | -           | -           | -           | 2           | 2                |
|  | 2%    | 2%   | 1%              | 2%                   | 1%                       | -     | 9%   | -    | -    | -         | -     | -           | -           | -           | -           | 3%          | 5%               |
| A few times a month  | 2     | 2    | -               | -                    | -                        | 2     | -    | -    | -    | -         | -     | -           | -           | -           | -           | -           | 2                |
|  | 1%    | 2%   | -               | -                    | -                        | 8%    | -    | -    | -    | -         | -     | -           | -           | -           | -           | -           | 5%               |
| Once a month   | -     | -    | -               | -                    | -                        | -     | -    | -    | -    | -         | -     | -           | -           | -           | -           | -           | -                |
|  | -     | -    | -               | -                    | -                        | -     | -    | -    | -    | -         | -     | -           | -           | -           | -           | -           | -                |
| Less than once a month   | -     | -    | -               | -                    | -                        | -     | -    | -    | -    | -         | -     | -           | -           | -           | -           | -           | -                |
|  | -     | -    | -               | -                    | -                        | -     | -    | -    | -    | -         | -     | -           | -           | -           | -           | -           | -                |
| Never  | -     | -    | -               | -                    | -                        | -     | -    | -    | -    | -         | -     | -           | -           | -           | -           | -           | -                |
|  | -     | -    | -               | -                    | -                        | -     | -    | -    | -    | -         | -     | -           | -           | -           | -           | -           | -                |
| No response  | 212   | 70   | 142             | 71                   | 71                       | 20    | 16   | 7    | 7    | 9         | 11    | 1           | 13          | 41          | 57          | 74          | 27               |
|  | 93%   | 94%  | 92%             | 92%                  | 92%                      | 92%   | 83%  | 100% | 100% | 100%      | 100%  | 100%        | 94%         | 92%         | 92%         | 95%         | 89%              |
| <b>NETS</b>  |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least once a week (Daily + A few times a week + Once a week) | 15    | 3    | 12              | 6                    | 6                        | -     | 3    | -    | -    | -         | -     | -           | 1           | 4           | 5           | 4           | 2                |
|  | 7%    | 4%   | 8%              | 8%                   | 8%                       | -     | 17%  | -    | -    | -         | -     | -           | 6%          | 8%          | 8%          | 5%          | 5%               |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

**Q1\_23. How frequently, if at all, do you read or watch the following media for news on EU issues?**

### Other 3

Base: All respondents

Significance Level: 95%

|  | GENDER |      |        | REGION  |                     |               |         |                      | LENGTH OF SERVICE   |           |            |                       |
|--|--------|------|--------|---------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|  | Total  | Male | Female | Western | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95%  |        | a    | b      | a       | b                   | c             | d       | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total   | 229    | 154  | 75     | 67      | 62                  | 48            | 45      | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total   | 229    | 148  | 81     | 77      | 52                  | 48            | 46      | 6                    | 2                   | 63        | 45         | 119                   |
|  | 100%   | 100% | 100%   | 100%    | 100%                | 100%          | 100%    | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Daily  | 6      | 5    | 1      | 2       | 1                   | 2             | -       | 1                    | -                   | -         | 1          | 5                     |
|  | 3%     | 3%   | 1%     | 3%      | 2%                  | 4%            | -       | 14%                  | -                   | -         | 2%         | 4%                    |
| A few times a week   | 6      | 3    | 3      | 2       | 1                   | 2             | 1       | -                    | -                   | 2         | 2          | 2                     |
|  | 3%     | 2%   | 3%     | 3%      | 2%                  | 3%            | 2%      | -                    | -                   | 3%        | 5%         | 2%                    |
| Once a week  | 4      | 4    | -      | -       | 2                   | 2             | -       | -                    | -                   | 2         | 1          | 1                     |
|  | 2%     | 2%   | -      | -       | 4%                  | 3%            | -       | -                    | -                   | 3%        | 3%         | 1%                    |
| A few times a month  | 2      | 2    | -      | 2       | -                   | -             | -       | -                    | -                   | -         | 2          | -                     |
|  | 1%     | 1%   | -      | 2%      | -                   | -             | -       | -                    | -                   | -         | 4%<br>d    | -                     |
| Once a month   | -      | -    | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
|  | -      | -    | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
| Less than once a month   | -      | -    | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
|  | -      | -    | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
| Never  | -      | -    | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
|  | -      | -    | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
| No response  | 212    | 135  | 77     | 71      | 48                  | 42            | 45      | 5                    | 2                   | 60        | 39         | 111                   |
|  | 93%    | 91%  | 95%    | 93%     | 92%                 | 89%           | 98%     | 86%                  | 100%                | 95%       | 87%        | 93%                   |
| NETS   |        |      |        |         |                     |               |         |                      |                     |           |            |                       |
| Net: At least once a week (Daily + A few times a week + Once a week) | 15     | 11   | 4      | 4       | 4                   | 5             | 1       | 1                    | -                   | 3         | 4          | 8                     |
|  | 7%     | 8%   | 5%     | 5%      | 8%                  | 11%           | 2%      | 14%                  | -                   | 5%        | 9%         | 7%                    |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

**Q1\_23. How frequently, if at all, do you read or watch the following media for news on EU issues?**

### Other 3

Base: All respondents

|  | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|--|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|  | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%  |             | a         | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total   | 229         | 36        | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total   | 229         | 36        | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|  | 100%        | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Daily  | 6           | -         | 1      | 1                  | 1                       | -                                   | -                        | 1                           | 1                           | 2                      | 1                   | 1   | 2             |
|  | 3%          | -         | 2%     | 3%                 | 2%                      | -                                   | -                        | 2%                          | 1%                          | 6%                     | 2%                  | 2%  | 4%            |
| A few times a week   | 6           | 1         | -      | 1                  | -                       | -                                   | -                        | 2                           | 2                           | -                      | 3                   | 2   | 1             |
|  | 3%          | 3%        | -      | 2%                 | -                       | -                                   | -                        | 3%                          | 2%                          | -                      | 5%                  | 3%  | 2%            |
| Once a week  | 4           | -         | -      | 2                  | -                       | -                                   | -                        | 1                           | -                           | -                      | 2                   | -   | -             |
|  | 2%          | -         | -      | 4%                 | -                       | -                                   | -                        | 2%                          | -                           | -                      | 4%                  | -   | -             |
| A few times a month  | 2           | -         | -      | -                  | 2                       | -                                   | -                        | -                           | -                           | 2                      | -                   | -   | -             |
|  | 1%          | -         | -      | -                  | 5%                      | -                                   | -                        | -                           | -                           | 5%                     | -                   | -   | -             |
| Once a month   | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
|  | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
| Less than once a month   | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
|  | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
| Never  | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
|  | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
| No response  | 212         | 35        | 42     | 40                 | 33                      | 40                                  | 21                       | 46                          | 65                          | 31                     | 55                  | 58  | 48            |
|  | 93%         | 97%       | 98%    | 92%                | 93%                     | 100%<br>ij                          | 100%                     | 93%                         | 96%                         | 89%                    | 89%                 | 95%   | 94%           |
| NETS   |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least once a week (Daily + A few times a week + Once a week) | 15          | 1         | 1      | 4                  | 1                       | -                                   | -                        | 4                           | 2                           | 2                      | 7                   | 3   | 3             |
|  | 7%          | 3%        | 2%     | 8%                 | 2%                      | -                                   | -                        | 7%                          | 4%                          | 6%                     | 11%<br>e            | 5%  | 6%            |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

**Q1. How frequently, if at all, do you read the following newspapers/ online news sites for news on EU issues?**

### Other - The Guardian

Base: All respondents

|  |       |      |                 |                      |                          | PARTY |      |      |     |           |       | AGE         |             |             |             |             |                  |
|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|-----|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%  |       | *b   | *c              | *d                   | *e                       | *a    | *b   | *c   | *d  | *e        | *f    | *a          | *b          | *c          | *d          | *e          | *f               |
| Unweighted Total   | 14    | 4    | 10              | 5                    | 5                        | -     | 2    | -    | -   | 2         | -     | -           | -           | 6           | 5           | 2           | 1                |
| Weighted Total   | 15    | 5    | 10              | 6                    | 4                        | -     | 3    | -    | -   | 2         | -     | -           | -           | 6           | 5           | 3           | 1                |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | -     | 100% | -    | -   | 100%      | -     | -           | -           | 100%        | 100%        | 100%        | 100%             |
| Daily  | 11    | 3    | 8               | 6                    | 2                        | -     | 1    | -    | -   | 2         | -     | -           | -           | 5           | 3           | 1           | 1                |
|  | 73%   | 67%  | 75%             | 100%                 | 40%                      | -     | 50%  | -    | -   | 100%      | -     | -           | -           | 87%         | 63%         | 45%         | 100%             |
| A few times a week   | 4     | 1    | 3               | -                    | 3                        | -     | 1    | -    | -   | -         | -     | -           | -           | 1           | 2           | 1           | -                |
|  | 27%   | 33%  | 25%             | -                    | 60%                      | -     | 50%  | -    | -   | -         | -     | -           | -           | 13%         | 37%         | 55%         | -                |
| Once a week  | -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -         | -     | -           | -           | -           | -           | -           | -                |
|  | -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -         | -     | -           | -           | -           | -           | -           | -                |
| A few times a month  | -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -         | -     | -           | -           | -           | -           | -           | -                |
|  | -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -         | -     | -           | -           | -           | -           | -           | -                |
| Once a month   | -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -         | -     | -           | -           | -           | -           | -           | -                |
|  | -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -         | -     | -           | -           | -           | -           | -           | -                |
| Less than once a month   | -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -         | -     | -           | -           | -           | -           | -           | -                |
|  | -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -         | -     | -           | -           | -           | -           | -           | -                |
| Never  | -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -         | -     | -           | -           | -           | -           | -           | -                |
|  | -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -         | -     | -           | -           | -           | -           | -           | -                |
| <b>NETS</b>  |       |      |                 |                      |                          |       |      |      |     |           |       |             |             |             |             |             |                  |
| Net: At least once a week (Daily + A few times a week + Once a week) | 15    | 5    | 10              | 6                    | 4                        | -     | 3    | -    | -   | 2         | -     | -           | -           | 6           | 5           | 3           | 1                |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | -     | 100% | -    | -   | 100%      | -     | -           | -           | 100%        | 100%        | 100%        | 100%             |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

**Q1. How frequently, if at all, do you read the following newspapers/ online news sites for news on EU issues?**

### Other - The Guardian

Base: All respondents

|  |       | GENDER |        | REGION  |                     |               |         |                      | LENGTH OF SERVICE   |           |            |                       |
|--|-------|--------|--------|---------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|  | Total | Male   | Female | Western | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95%  |       | *a     | *b     | *a      | *b                  | *c            | *d      | *e                   | *a                  | *b        | *c         | *d                    |
| Unweighted Total   | 14    | 7      | 7      | 2       | 7                   | 1             | 3       | 1                    | -                   | 4         | 5          | 5                     |
| Weighted Total   | 15    | 7      | 7      | 2       | 7                   | 1             | 4       | 1                    | -                   | 5         | 5          | 5                     |
|  | 100%  | 100%   | 100%   | 100%    | 100%                | 100%          | 100%    | 100%                 | -                   | 100%      | 100%       | 100%                  |
| Daily  | 11    | 7      | 4      | 2       | 4                   | 1             | 4       | -                    | -                   | 3         | 3          | 4                     |
|  | 73%   | 88%    | 57%    | 100%    | 55%                 | 100%          | 100%    | -                    | -                   | 67%       | 66%        | 84%                   |
| A few times a week   | 4     | 1      | 3      | -       | 3                   | -             | -       | 1                    | -                   | 1         | 2          | 1                     |
|  | 27%   | 12%    | 43%    | -       | 45%                 | -             | -       | 100%                 | -                   | 33%       | 34%        | 16%                   |
| Once a week  | -     | -      | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
|  | -     | -      | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
| A few times a month  | -     | -      | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
|  | -     | -      | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
| Once a month   | -     | -      | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
|  | -     | -      | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
| Less than once a month   | -     | -      | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
|  | -     | -      | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
| Never  | -     | -      | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
|  | -     | -      | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
| NETS   |       |        |        |         |                     |               |         |                      |                     |           |            |                       |
| Net: At least once a week (Daily + A few times a week + Once a week) | 15    | 7      | 7      | 2       | 7                   | 1             | 4       | 1                    | -                   | 5         | 5          | 5                     |
|  | 100%  | 100%   | 100%   | 100%    | 100%                | 100%          | 100%    | 100%                 | -                   | 100%      | 100%       | 100%                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

**Q1. How frequently, if at all, do you read the following newspapers/ online news sites for news on EU issues?**

### Other - The Guardian

Base: All respondents

|  | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|--|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|  |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|  | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%  |             | *a        | *b     | *c                 | *d                      | *e                                  | *f                       | *g                          | *h                          | *i                     | *j                  | *k  | *l            |
| Unweighted Total   | 14          | 1         | 1      | 2                  | 1                       | 1                                   | 1                        | 2                           | 2                           | 1                      | 4                   | 3   | 7             |
| Weighted Total   | 15          | 1         | 1      | 3                  | 1                       | 1                                   | *                        | 2                           | 2                           | 1                      | 5                   | 4   | 7             |
|  | 100%        | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Daily  | 11          | 1         | 1      | 3                  | 1                       | 1                                   | *                        | 2                           | 2                           | -                      | 5                   | 2   | 4             |
|  | 73%         | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | -                      | 100%                | 61%   | 63%           |
| A few times a week   | 4           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | 1                      | -                   | 1   | 3             |
|  | 27%         | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | 100%                   | -                   | 39%   | 37%           |
| Once a week  | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
|  | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
| A few times a month  | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
|  | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
| Once a month   | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
|  | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
| Less than once a month   | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
|  | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
| Never  | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
|  | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
| NETS   |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least once a week (Daily + A few times a week + Once a week) | 15          | 1         | 1      | 3                  | 1                       | 1                                   | *                        | 2                           | 2                           | 1                      | 5                   | 4   | 7             |
|  | 100%        | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

**Q1. How frequently, if at all, do you read the following newspapers/ online news sites for news on EU issues?**

### Other - Der Spiegel

Base: All respondents

|  |       |      |                 |                      |                          | PARTY |      |      |     |           |       | AGE         |             |             |             |             |                  |
|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|-----|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%  |       | *b   | *c              | *d                   | *e                       | *a    | *b   | *c   | *d  | *e        | *f    | *a          | *b          | *c          | *d          | *e          | *f               |
| Unweighted Total   | 9     | 2    | 7               | 2                    | 5                        | 1     | 1    | -    | -   | -         | -     | -           | 1           | 1           | 4           | -           | 3                |
| Weighted Total   | 10    | 3    | 7               | 2                    | 4                        | 2     | 2    | -    | -   | -         | -     | -           | 1           | 1           | 4           | -           | 4                |
|  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | -    | -   | -         | -     | -           | 100%        | 100%        | 100%        | -           | 100%             |
| Daily  | 7     | 2    | 5               | 1                    | 4                        | -     | 2    | -    | -   | -         | -     | -           | 1           | 1           | 4           | -           | 2                |
|  | 72%   | 50%  | 82%             | 50%                  | 100%                     | -     | 100% | -    | -   | -         | -     | -           | 100%        | 100%        | 100%        | -           | 36%              |
| A few times a week   | -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -         | -     | -           | -           | -           | -           | -           | -                |
|  | -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -         | -     | -           | -           | -           | -           | -           | -                |
| Once a week  | 1     | -    | 1               | 1                    | -                        | -     | -    | -    | -   | -         | -     | -           | -           | -           | -           | -           | 1                |
|  | 12%   | -    | 18%             | 50%                  | -                        | -     | -    | -    | -   | -         | -     | -           | -           | -           | -           | -           | 27%              |
| A few times a month  | 2     | 2    | -               | -                    | -                        | 2     | -    | -    | -   | -         | -     | -           | -           | -           | -           | -           | 2                |
|  | 16%   | 50%  | -               | -                    | -                        | 100%  | -    | -    | -   | -         | -     | -           | -           | -           | -           | -           | 37%              |
| Once a month   | -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -         | -     | -           | -           | -           | -           | -           | -                |
|  | -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -         | -     | -           | -           | -           | -           | -           | -                |
| Less than once a month   | -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -         | -     | -           | -           | -           | -           | -           | -                |
|  | -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -         | -     | -           | -           | -           | -           | -           | -                |
| Never  | -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -         | -     | -           | -           | -           | -           | -           | -                |
|  | -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -         | -     | -           | -           | -           | -           | -           | -                |
| <b>NETS</b>  |       |      |                 |                      |                          |       |      |      |     |           |       |             |             |             |             |             |                  |
| Net: At least once a week (Daily + A few times a week + Once a week) | 8     | 2    | 7               | 2                    | 4                        | -     | 2    | -    | -   | -         | -     | -           | 1           | 1           | 4           | -           | 3                |
|  | 84%   | 50%  | 100%            | 100%                 | 100%                     | -     | 100% | -    | -   | -         | -     | -           | 100%        | 100%        | 100%        | -           | 63%              |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

**Q1. How frequently, if at all, do you read the following newspapers/ online news sites for news on EU issues?**

### Other - Der Spiegel

Base: All respondents

|  |       | GENDER |        | REGION  |                     |               |         |                      | LENGTH OF SERVICE   |           |            |                       |
|--|-------|--------|--------|---------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|  | Total | Male   | Female | Western | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95%  |       | *a     | *b     | *a      | *b                  | *c            | *d      | *e                   | *a                  | *b        | *c         | *d                    |
| Unweighted Total   | 9     | 7      | 2      | 5       | 2                   | 1             | 1       | -                    | -                   | 1         | 2          | 6                     |
| Weighted Total   | 10    | 8      | 2      | 5       | 2                   | 2             | 1       | -                    | -                   | 2         | 2          | 6                     |
|  | 100%  | 100%   | 100%   | 100%    | 100%                | 100%          | 100%    | -                    | -                   | 100%      | 100%       | 100%                  |
| Daily  | 7     | 5      | 2      | 4       | 1                   | 2             | 1       | -                    | -                   | 2         | 1          | 5                     |
|  | 72%   | 66%    | 100%   | 70%     | 42%                 | 100%          | 100%    | -                    | -                   | 100%      | 35%        | 79%                   |
| A few times a week   | -     | -      | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
|  | -     | -      | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
| Once a week  | 1     | 1      | -      | -       | 1                   | -             | -       | -                    | -                   | -         | -          | 1                     |
|  | 12%   | 15%    | -      | -       | 58%                 | -             | -       | -                    | -                   | -         | -          | 21%                   |
| A few times a month  | 2     | 2      | -      | 2       | -                   | -             | -       | -                    | -                   | -         | 2          | -                     |
|  | 16%   | 20%    | -      | 30%     | -                   | -             | -       | -                    | -                   | -         | 65%        | -                     |
| Once a month   | -     | -      | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
|  | -     | -      | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
| Less than once a month   | -     | -      | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
|  | -     | -      | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
| Never  | -     | -      | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
|  | -     | -      | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
| NETS   |       |        |        |         |                     |               |         |                      |                     |           |            |                       |
| Net: At least once a week (Daily + A few times a week + Once a week) | 8     | 7      | 2      | 4       | 2                   | 2             | 1       | -                    | -                   | 2         | 1          | 6                     |
|  | 84%   | 80%    | 100%   | 70%     | 100%                | 100%          | 100%    | -                    | -                   | 100%      | 35%        | 100%                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d



## Overall European Influencers

Q1. How frequently, if at all, do you read the following newspapers/ online news sites for news on EU issues?

### Other - Der Spiegel

Base: All respondents

|  | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|--|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|  | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%  |             | *a        | *b     | *c                 | *d                      | *e                                  | *f                       | *g                          | *h                          | *i                     | *j                  | *k  | *l            |
| Unweighted Total   | 9           | 1         | 2      | 2                  | 1                       | -                                   | -                        | 2                           | 2                           | 1                      | 2                   | 1   | 4             |
| Weighted Total   | 10          | 1         | 2      | 2                  | 2                       | -                                   | -                        | 2                           | 2                           | 2                      | 3                   | 1   | 4             |
|  | 100%        | 100%      | 100%   | 100%               | 100%                    | -                                   | -                        | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Daily  | 7           | 1         | 2      | 2                  | -                       | -                                   | -                        | 2                           | 2                           | -                      | 2                   | 1   | 4             |
|  | 72%         | 100%      | 100%   | 100%               | -                       | -                                   | -                        | 100%                        | 100%                        | -                      | 57%                 | 100%  | 100%          |
| A few times a week   | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
|  | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
| Once a week  | 1           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | 1                   | -   | -             |
|  | 12%         | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | 43%                 | -   | -             |
| A few times a month  | 2           | -         | -      | -                  | 2                       | -                                   | -                        | -                           | -                           | 2                      | -                   | -   | -             |
|  | 16%         | -         | -      | -                  | 100%                    | -                                   | -                        | -                           | -                           | 100%                   | -                   | -   | -             |
| Once a month   | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
|  | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
| Less than once a month   | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
|  | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
| Never  | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
|  | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
| NETS   |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least once a week (Daily + A few times a week + Once a week) | 8           | 1         | 2      | 2                  | -                       | -                                   | -                        | 2                           | 2                           | -                      | 3                   | 1   | 4             |
|  | 84%         | 100%      | 100%   | 100%               | -                       | -                                   | -                        | 100%                        | 100%                        | -                      | 100%                | 100%  | 100%          |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

Q2\_SUM. How frequently, if at all, do you use the following social media channels?

### SUMMARY TABLE

Base: All respondents

|           | Total       | Hourly    | Daily     | A few times a week | Once a week | A few times a month | Once a month | Less than once a month | Never      | No response | Net: At least daily (Hourly + Daily) | NET: At least once a week (Hourly + daily + a few times a week + once a week) |
|-----------|-------------|-----------|-----------|--------------------|-------------|---------------------|--------------|------------------------|------------|-------------|--------------------------------------|---|
| Facebook  | 229<br>100% | 21<br>9%  | 78<br>34% | 39<br>17%          | 7<br>3%     | 11<br>5%            | 5<br>2%      | 10<br>4%               | 52<br>23%  | 7<br>3%     | 98<br>43%                            | 144<br>63%  |
| Twitter   | 229<br>100% | 22<br>10% | 66<br>29% | 25<br>11%          | 8<br>4%     | 18<br>8%            | 5<br>2%      | 13<br>6%               | 61<br>27%  | 11<br>5%    | 88<br>38%                            | 121<br>53%  |
| YouTube   | 229<br>100% | 3<br>1%   | 46<br>20% | 44<br>19%          | 24<br>11%   | 43<br>19%           | 12<br>5%     | 21<br>9%               | 28<br>12%  | 9<br>4%     | 48<br>21%                            | 116<br>51%  |
| LinkedIn  | 229<br>100% | 2<br>1%   | 27<br>12% | 32<br>14%          | 24<br>11%   | 23<br>10%           | 10<br>4%     | 23<br>10%              | 80<br>35%  | 7<br>3%     | 29<br>13%                            | 86<br>37%   |
| Instagram | 229<br>100% | 1<br>*    | 7<br>3%   | 17<br>8%           | 6<br>3%     | 2<br>1%             | 11<br>5%     | 11<br>5%               | 161<br>70% | 13<br>6%    | 8<br>4%                              | 32<br>14%   |

## Overall European Influencers

### Q2\_1. How frequently, if at all, do you use the following social media channels?

#### Twitter

Base: All respondents

|   |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|---|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|   | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%   |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total  | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total  | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|   | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Hourly  | 22    | 10   | 12              | 4                    | 9                        | 2     | 3    | 2    | 1    | *         | 1     | 1           | 2           | 6           | 7           | 6           | *                |
|   | 10%   | 13%  | 8%              | 5%                   | 11%                      | 8%    | 17%  | 35%  | 10%  | 4%        | 11%   | 100%        | 15%         | 14%         | 11%         | 7%          | 1%               |
| Daily   | 66    | 40   | 26              | 7                    | 19                       | 10    | 11   | 2    | 5    | 9         | 3     | -           | 5           | 13          | 15          | 25          | 7                |
|   | 29%   | 53%  | 17%             | 9%                   | 24%                      | 46%   | 57%  | 35%  | 68%  | 96%       | 28%   | -           | 40%         | 29%         | 25%         | 33%         | 22%              |
|   |       | cde  |                 | d                    |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| A few times a week  | 25    | 8    | 17              | 6                    | 11                       | 4     | -    | 1    | 1    | -         | 2     | -           | 2           | 3           | 12          | 8           | -                |
|   | 11%   | 11%  | 11%             | 8%                   | 14%                      | 17%   | -    | 21%  | 17%  | -         | 14%   | -           | 15%         | 7%          | 19%         | 11%         | -                |
| Once a week   | 8     | 3    | 5               | 2                    | 3                        | -     | -    | -    | -    | -         | 3     | -           | 1           | 1           | 2           | -           | 4                |
|   | 4%    | 4%   | 3%              | 3%                   | 3%                       | -     | -    | -    | -    | -         | 29%   | -           | 6%          | 2%          | 4%          | -           | 14%              |
| A few times a month   | 18    | 3    | 15              | 7                    | 8                        | 1     | -    | 1    | *    | -         | -     | -           | 2           | 4           | 4           | 5           | 2                |
|   | 8%    | 3%   | 10%             | 9%                   | 10%                      | 7%    | -    | 10%  | 5%   | -         | -     | -           | 15%         | 9%          | 6%          | 7%          | 7%               |
| Once a month  | 5     | 2    | 4               | 1                    | 3                        | -     | 2    | -    | -    | -         | -     | -           | -           | 1           | 2           | 1           | 2                |
|   | 2%    | 2%   | 2%              | 2%                   | 3%                       | -     | 9%   | -    | -    | -         | -     | -           | -           | 2%          | 3%          | 1%          | 5%               |
| Less than once a month  | 13    | -    | 13              | 10                   | 3                        | -     | -    | -    | -    | -         | -     | -           | -           | 4           | 5           | 3           | 1                |
|   | 6%    | -    | 8%              | 13%                  | 4%                       | -     | -    | -    | -    | -         | -     | -           | -           | 8%          | 8%          | 4%          | 4%               |
|   |       |      | b               | b                    |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Never   | 61    | 10   | 51              | 32                   | 19                       | 5     | 3    | -    | -    | -         | 2     | -           | 1           | 11          | 11          | 26          | 12               |
|   | 27%   | 13%  | 33%             | 42%                  | 24%                      | 22%   | 17%  | -    | -    | -         | 18%   | -           | 9%          | 24%         | 18%         | 33%         | 40%              |
|   |       |      | b               | be                   |                          |       |      |      |      |           |       |             |             |             |             | d           |                  |
| No response   | 11    | -    | 11              | 7                    | 3                        | -     | -    | -    | -    | -         | -     | -           | -           | 2           | 3           | 3           | 2                |
|   | 5%    | -    | 7%              | 9%                   | 4%                       | -     | -    | -    | -    | -         | -     | -           | -           | 5%          | 5%          | 4%          | 7%               |
|   |       |      | b               | b                    |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| <b>NETS</b>   |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least daily (Hourly + Daily)  | 88    | 50   | 38              | 11                   | 27                       | 12    | 14   | 5    | 6    | 9         | 4     | 1           | 7           | 19          | 22          | 31          | 7                |
|   | 38%   | 66%  | 25%             | 14%                  | 36%                      | 54%   | 74%  | 69%  | 78%  | 100%      | 38%   | 100%        | 55%         | 43%         | 36%         | 40%         | 23%              |
|   |       | cde  |                 | d                    |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| NET: At least once a week (Hourly + daily + a few times a week + once a week) | 121   | 61   | 60              | 19                   | 41                       | 15    | 14   | 6    | 7    | 9         | 9     | 1           | 10          | 23          | 36          | 40          | 11               |
|   | 53%   | 81%  | 39%             | 25%                  | 53%                      | 71%   | 74%  | 90%  | 95%  | 100%      | 82%   | 100%        | 76%         | 52%         | 59%         | 51%         | 37%              |
|   |       | cde  | d               |                      | cd                       |       |      |      |      |           |       |             |             |             |             |             |                  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q2\_1. How frequently, if at all, do you use the following social media channels?

#### Twitter

Base: All respondents

Significance Level: 95%

|   |       | GENDER |        | REGION  |                     |               |         |                      | LENGTH OF SERVICE   |           |            |                       |
|---|-------|--------|--------|---------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|   | Total | Male   | Female | Western | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95%   |       | a      | b      | a       | b                   | c             | d       | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total  | 229   | 154    | 75     | 67      | 62                  | 48            | 45      | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total  | 229   | 148    | 81     | 77      | 52                  | 48            | 46      | 6                    | 2                   | 63        | 45         | 119                   |
|   | 100%  | 100%   | 100%   | 100%    | 100%                | 100%          | 100%    | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Hourly  | 22    | 20     | 2      | 5       | 7                   | 4             | 5       | -                    | -                   | 11        | 3          | 8                     |
|   | 10%   | 13%    | 2%     | 7%      | 13%                 | 9%            | 11%     | -                    | -                   | 17%       | 6%         | 7%                    |
|   |       | b      |        |         |                     |               |         |                      |                     | d         |            |                       |
| Daily   | 66    | 35     | 31     | 24      | 17                  | 10            | 11      | 3                    | 1                   | 30        | 17         | 18                    |
|   | 29%   | 24%    | 38%    | 31%     | 34%                 | 22%           | 25%     | 43%                  | 79%                 | 47%       | 38%        | 15%                   |
|   |       | a      |        |         |                     |               |         |                      |                     | d         | d          |                       |
| A few times a week  | 25    | 19     | 6      | 9       | 4                   | 6             | 5       | 1                    | -                   | 6         | 4          | 15                    |
|   | 11%   | 13%    | 7%     | 12%     | 7%                  | 12%           | 12%     | 14%                  | -                   | 9%        | 10%        | 13%                   |
| Once a week   | 8     | 8      | -      | 7       | 1                   | -             | -       | -                    | -                   | 3         | 1          | 4                     |
|   | 4%    | 6%     | -      | 9%      | 2%                  | -             | -       | -                    | -                   | 5%        | 2%         | 3%                    |
|   |       | b      |        | cd      |                     |               |         |                      |                     |           |            |                       |
| A few times a month   | 18    | 10     | 7      | 7       | 2                   | 3             | 5       | 1                    | -                   | 2         | 3          | 13                    |
|   | 8%    | 7%     | 9%     | 9%      | 4%                  | 6%            | 10%     | 14%                  | -                   | 3%        | 6%         | 11%                   |
| Once a month  | 5     | 2      | 3      | 1       | 1                   | 2             | 1       | -                    | -                   | 2         | -          | 4                     |
|   | 2%    | 2%     | 4%     | 1%      | 2%                  | 5%            | 3%      | -                    | -                   | 3%        | -          | 3%                    |
| Less than once a month  | 13    | 6      | 7      | 4       | 3                   | 2             | 4       | -                    | -                   | 1         | 4          | 9                     |
|   | 6%    | 4%     | 9%     | 5%      | 6%                  | 5%            | 8%      | -                    | -                   | 1%        | 8%         | 7%                    |
| Never   | 61    | 40     | 21     | 15      | 15                  | 18            | 11      | 2                    | *                   | 8         | 14         | 39                    |
|   | 27%   | 27%    | 26%    | 19%     | 29%                 | 38%           | 25%     | 29%                  | 21%                 | 12%       | 31%        | 33%                   |
|   |       |        |        |         |                     | a             |         |                      |                     | b         | b          |                       |
| No response   | 11    | 7      | 4      | 5       | 1                   | 1             | 3       | -                    | -                   | 1         | -          | 9                     |
|   | 5%    | 5%     | 4%     | 7%      | 2%                  | 2%            | 7%      | -                    | -                   | 2%        | -          | 8%                    |
|   |       |        |        |         |                     |               |         |                      |                     |           |            | c                     |
| NETS  |       |        |        |         |                     |               |         |                      |                     |           |            |                       |
| Net: At least daily (Hourly + Daily)  | 88    | 55     | 33     | 29      | 24                  | 15            | 17      | 3                    | 1                   | 41        | 20         | 26                    |
|   | 38%   | 37%    | 41%    | 38%     | 47%                 | 31%           | 36%     | 43%                  | 79%                 | 64%       | 44%        | 22%                   |
|   |       |        |        |         |                     |               |         |                      |                     | cd        | d          |                       |
| NET: At least once a week (Hourly + daily + a few times a week + once a week) | 121   | 83     | 39     | 46      | 29                  | 21            | 22      | 3                    | 1                   | 50        | 25         | 45                    |
|   | 53%   | 56%    | 48%    | 59%     | 57%                 | 43%           | 48%     | 57%                  | 79%                 | 79%       | 55%        | 38%                   |
|   |       |        |        |         |                     |               |         |                      |                     | cd        | d          |                       |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q2\_1. How frequently, if at all, do you use the following social media channels?

#### Twitter

Base: All respondents

|   | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|---|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|   |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|   | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%   |             | a         | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total  | 229         | 36        | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total  | 229         | 36        | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|   | 100%        | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Hourly  | 22          | 5         | 6      | 4                  | 4                       | 4                                   | 4                        | 6                           | 9                           | 4                      | 8                   | 6   | 3             |
|   | 10%         | 14%       | 15%    | 8%                 | 11%                     | 10%                                 | 18%                      | 12%                         | 13%                         | 12%                    | 13%                 | 10%   | 7%            |
| Daily   | 66          | 12        | 13     | 18                 | 10                      | 20                                  | 7                        | 13                          | 20                          | 21                     | 20                  | 23  | 11            |
|   | 29%         | 35%       | 30%    | 41%                | 27%                     | 49%                                 | 34%                      | 25%                         | 30%                         | 60%                    | 32%                 | 38%   | 20%           |
|   |             |           |        | l                  |                         | gl                                  |                          |                             |                             | abdg hijl              |                     | l   |               |
| A few times a week  | 25          | 5         | 4      | 7                  | 2                       | 3                                   | 3                        | 4                           | 8                           | 1                      | 7                   | 6   | 6             |
|   | 11%         | 14%       | 9%     | 16%                | 5%                      | 8%                                  | 12%                      | 8%                          | 12%                         | 2%                     | 11%                 | 10%   | 11%           |
|   |             |           |        | i                  |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Once a week   | 8           | 1         | 2      | -                  | -                       | -                                   | -                        | 1                           | 2                           | -                      | -                   | -   | 7             |
|   | 4%          | 2%        | 4%     | -                  | -                       | -                                   | -                        | 2%                          | 3%                          | -                      | -                   | -   | 13%           |
|   |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   | cde ghijk     |
| A few times a month   | 18          | -         | 4      | 2                  | 1                       | 3                                   | 1                        | 2                           | 4                           | 2                      | 2                   | 4   | 6             |
|   | 8%          | -         | 9%     | 4%                 | 4%                      | 7%                                  | 4%                       | 3%                          | 6%                          | 7%                     | 4%                  | 6%  | 11%           |
|   |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   | a             |
| Once a month  | 5           | -         | 1      | 2                  | -                       | -                                   | -                        | -                           | 1                           | -                      | 2                   | 1   | 1             |
|   | 2%          | -         | 2%     | 4%                 | -                       | -                                   | -                        | -                           | 2%                          | -                      | 4%                  | 1%  | 2%            |
| Less than once a month  | 13          | 2         | 2      | -                  | 4                       | 2                                   | -                        | 3                           | 2                           | 1                      | 4                   | 4   | 2             |
|   | 6%          | 7%        | 5%     | -                  | 12%                     | 5%                                  | -                        | 6%                          | 3%                          | 4%                     | 6%                  | 7%  | 5%            |
|   |             |           |        |                    | c                       |                                     |                          |                             |                             |                        |                     |   |               |
| Never   | 61          | 10        | 10     | 8                  | 11                      | 6                                   | 7                        | 21                          | 21                          | 3                      | 14                  | 14  | 13            |
|   | 27%         | 28%       | 24%    | 17%                | 32%                     | 16%                                 | 32%                      | 42%                         | 31%                         | 10%                    | 23%                 | 23%   | 26%           |
|   |             |           |        |                    | i                       |                                     |                          | ceijk                       | i                           |                        |                     |   |               |
| No response   | 11          | -         | 1      | 4                  | 3                       | 2                                   | -                        | 1                           | 1                           | 2                      | 4                   | 2   | 3             |
|   | 5%          | -         | 2%     | 9%                 | 9%                      | 5%                                  | -                        | 2%                          | 1%                          | 6%                     | 7%                  | 4%  | 6%            |
|   |             |           |        | h                  |                         |                                     |                          |                             |                             |                        |                     |   |               |
| NETS  |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least daily (Hourly + Daily)  | 88          | 17        | 19     | 22                 | 13                      | 24                                  | 11                       | 19                          | 29                          | 25                     | 28                  | 30  | 14            |
|   | 38%         | 49%       | 45%    | 49%                | 38%                     | 59%                                 | 52%                      | 37%                         | 43%                         | 72%                    | 45%                 | 48%   | 27%           |
|   |             | l         |        | l                  |                         | gl                                  |                          |                             |                             | bd ghijkl              | l                   | l   |               |
| NET: At least once a week (Hourly + daily + a few times a week + once a week) | 121         | 23        | 25     | 29                 | 15                      | 27                                  | 13                       | 23                          | 39                          | 25                     | 34                  | 35  | 26            |
|   | 53%         | 65%       | 58%    | 65%                | 43%                     | 67%                                 | 64%                      | 47%                         | 58%                         | 74%                    | 56%                 | 58%   | 50%           |
|   |             |           |        | d                  |                         | dg                                  |                          |                             |                             | dgl                    |                     |   |               |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q2\_2. How frequently, if at all, do you use the following social media channels?

#### Facebook

Base: All respondents

Significance Level: 95%

|   |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|---|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|   | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
|   |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total  | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total  | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|   | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Hourly  | 21    | 12   | 9               | 4                    | 5                        | 1     | 3    | 5    | *    | 1         | 2     | 1           | 2           | 4           | 9           | 5           | -                |
|   | 9%    | 16%  | 6%              | 5%                   | 7%                       | 3%    | 17%  | 69%  | 5%   | 12%       | 14%   | 100%        | 12%         | 10%         | 14%         | 7%          | -                |
|   |       | cd   |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Daily   | 78    | 35   | 42              | 22                   | 21                       | 13    | 5    | -    | 3    | 8         | 7     | -           | 5           | 18          | 24          | 23          | 8                |
|   | 34%   | 47%  | 27%             | 28%                  | 27%                      | 59%   | 25%  | -    | 44%  | 88%       | 61%   | -           | 34%         | 40%         | 39%         | 30%         | 25%              |
|   |       | cde  |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| A few times a week  | 39    | 20   | 19              | 11                   | 9                        | 7     | 8    | 1    | 3    | -         | 1     | -           | 4           | 10          | 6           | 14          | 6                |
|   | 17%   | 27%  | 13%             | 14%                  | 11%                      | 31%   | 41%  | 21%  | 41%  | -         | 10%   | -           | 30%         | 22%         | 9%          | 17%         | 20%              |
|   |       | ce   |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Once a week   | 7     | 2    | 5               | 2                    | 3                        | -     | 2    | -    | -    | -         | -     | -           | -           | -           | 2           | 3           | 2                |
|   | 3%    | 2%   | 3%              | 3%                   | 3%                       | -     | 9%   | -    | -    | -         | -     | -           | -           | -           | 3%          | 4%          | 5%               |
| A few times a month   | 11    | 1    | 10              | 1                    | 9                        | -     | -    | 1    | *    | -         | -     | -           | -           | 3           | 2           | 3           | 3                |
|   | 5%    | 1%   | 6%              | 2%                   | 11%                      | -     | -    | 10%  | 5%   | -         | -     | -           | -           | 6%          | 3%          | 4%          | 11%              |
|   |       |      |                 | bd                   |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Once a month  | 5     | 2    | 3               | 2                    | 1                        | -     | 2    | -    | *    | -         | -     | -           | 1           | 1           | 1           | 2           | -                |
|   | 2%    | 3%   | 2%              | 3%                   | 1%                       | -     | 9%   | -    | 5%   | -         | -     | -           | 9%          | 3%          | 2%          | 2%          | -                |
| Less than once a month  | 10    | 2    | 8               | 5                    | 3                        | 2     | -    | -    | -    | -         | -     | -           | -           | 1           | 4           | 3           | 2                |
|   | 4%    | 2%   | 5%              | 6%                   | 4%                       | 8%    | -    | -    | -    | -         | -     | -           | -           | 2%          | 7%          | 4%          | 5%               |
| Never   | 52    | 2    | 50              | 25                   | 25                       | -     | -    | -    | -    | -         | 2     | -           | 2           | 8           | 12          | 21          | 9                |
|   | 23%   | 2%   | 33%             | 33%                  | 32%                      | -     | -    | -    | -    | -         | 14%   | -           | 15%         | 18%         | 20%         | 26%         | 29%              |
|   |       |      | b               | b                    | b                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| No response   | 7     | -    | 7               | 5                    | 3                        | -     | -    | -    | -    | -         | -     | -           | -           | -           | 2           | 4           | 1                |
|   | 3%    | -    | 5%              | 6%                   | 3%                       | -     | -    | -    | -    | -         | -     | -           | -           | -           | 3%          | 5%          | 4%               |
|   |       |      |                 | b                    |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| <b>NETS</b>   |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least daily (Hourly + Daily)  | 98    | 47   | 51              | 25                   | 26                       | 13    | 8    | 5    | 4    | 9         | 8     | 1           | 6           | 22          | 32          | 29          | 8                |
|   | 43%   | 63%  | 33%             | 33%                  | 33%                      | 61%   | 42%  | 69%  | 49%  | 100%      | 75%   | 100%        | 46%         | 50%         | 53%         | 37%         | 25%              |
|   |       | cde  |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| NET: At least once a week (Hourly + daily + a few times a week + once a week) | 144   | 69   | 75              | 38                   | 37                       | 20    | 17   | 6    | 7    | 9         | 9     | 1           | 10          | 32          | 40          | 45          | 15               |
|   | 63%   | 92%  | 49%             | 50%                  | 48%                      | 92%   | 91%  | 90%  | 90%  | 100%      | 86%   | 100%        | 76%         | 71%         | 66%         | 58%         | 51%              |
|   |       | cde  |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q2\_2. How frequently, if at all, do you use the following social media channels?

#### Facebook

Base: All respondents

Significance Level: 95%

|   |       | GENDER |        | REGION  |                     |               |         |                      | LENGTH OF SERVICE   |           |            |                       |
|---|-------|--------|--------|---------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|   | Total | Male   | Female | Western | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95%   |       | a      | b      | a       | b                   | c             | d       | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total  | 229   | 154    | 75     | 67      | 62                  | 48            | 45      | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total  | 229   | 148    | 81     | 77      | 52                  | 48            | 46      | 6                    | 2                   | 63        | 45         | 119                   |
|   | 100%  | 100%   | 100%   | 100%    | 100%                | 100%          | 100%    | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Hourly  | 21    | 18     | 2      | 3       | 3                   | 8             | 7       | -                    | -                   | 13        | 2          | 6                     |
|   | 9%    | 12%    | 3%     | 4%      | 5%                  | 16%           | 14%     | -                    | -                   | 20%       | 4%         | 5%                    |
|   |       | b      |        |         |                     | a             |         |                      |                     | cd        |            |                       |
| Daily   | 78    | 45     | 33     | 30      | 14                  | 13            | 20      | 2                    | 1                   | 26        | 22         | 28                    |
|   | 34%   | 30%    | 41%    | 38%     | 26%                 | 26%           | 43%     | 29%                  | 79%                 | 41%       | 50%        | 24%                   |
|   |       |        |        |         |                     |               |         |                      |                     | d         | d          |                       |
| A few times a week  | 39    | 19     | 21     | 12      | 9                   | 9             | 7       | 2                    | -                   | 12        | 8          | 19                    |
|   | 17%   | 13%    | 26%    | 15%     | 18%                 | 19%           | 16%     | 29%                  | -                   | 19%       | 18%        | 16%                   |
|   |       |        | a      |         |                     |               |         |                      |                     |           |            |                       |
| Once a week   | 7     | 5      | 2      | 5       | -                   | 2             | -       | -                    | -                   | 2         | -          | 5                     |
|   | 3%    | 3%     | 2%     | 6%      | -                   | 3%            | -       | -                    | -                   | 3%        | -          | 4%                    |
|   |       |        |        | b       |                     |               |         |                      |                     |           |            |                       |
| A few times a month   | 11    | 8      | 3      | 1       | 5                   | 3             | 2       | 1                    | -                   | 3         | 3          | 5                     |
|   | 5%    | 5%     | 4%     | 1%      | 9%                  | 6%            | 4%      | 14%                  | -                   | 4%        | 6%         | 5%                    |
|   |       |        |        | a       |                     |               |         |                      |                     |           |            |                       |
| Once a month  | 5     | 3      | 2      | 1       | 2                   | 2             | -       | -                    | -                   | 2         | 2          | 1                     |
|   | 2%    | 2%     | 3%     | 2%      | 5%                  | 3%            | -       | -                    | -                   | 3%        | 5%         | 1%                    |
|   |       |        |        |         |                     |               |         |                      |                     |           |            |                       |
| Less than once a month  | 10    | 7      | 3      | 5       | 4                   | 1             | -       | -                    | -                   | -         | 2          | 7                     |
|   | 4%    | 4%     | 4%     | 6%      | 7%                  | 3%            | -       | -                    | -                   | -         | 5%         | 6%                    |
|   |       |        |        |         |                     |               |         |                      |                     |           | b          |                       |
| Never   | 52    | 38     | 13     | 14      | 15                  | 11            | 9       | 2                    | *                   | 5         | 6          | 41                    |
|   | 23%   | 26%    | 16%    | 19%     | 29%                 | 23%           | 20%     | 29%                  | 21%                 | 8%        | 13%        | 34%                   |
|   |       |        |        |         |                     |               |         |                      |                     |           | bc         |                       |
| No response   | 7     | 6      | 1      | 6       | -                   | -             | 1       | -                    | -                   | 1         | -          | 6                     |
|   | 3%    | 4%     | 1%     | 8%      | -                   | -             | 3%      | -                    | -                   | 2%        | -          | 5%                    |
|   |       |        |        | bc      |                     |               |         |                      |                     |           |            |                       |
| NETS  |       |        |        |         |                     |               |         |                      |                     |           |            |                       |
| Net: At least daily (Hourly + Daily)  | 98    | 63     | 35     | 33      | 17                  | 20            | 26      | 2                    | 1                   | 38        | 24         | 34                    |
|   | 43%   | 42%    | 44%    | 43%     | 32%                 | 42%           | 57%     | 29%                  | 79%                 | 61%       | 53%        | 29%                   |
|   |       |        |        |         |                     |               | b       |                      |                     | d         | d          |                       |
| NET: At least once a week (Hourly + daily + a few times a week + once a week) | 144   | 86     | 58     | 50      | 26                  | 31            | 34      | 3                    | 1                   | 52        | 32         | 58                    |
|   | 63%   | 58%    | 71%    | 64%     | 50%                 | 65%           | 74%     | 57%                  | 79%                 | 83%       | 71%        | 49%                   |
|   |       |        |        |         |                     |               | b       |                      |                     | d         | d          |                       |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q2\_2. How frequently, if at all, do you use the following social media channels?

#### Facebook

Base: All respondents

|   | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|---|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|   | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%   |             | a         | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total  | 229         | 36        | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total  | 229         | 36        | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|   | 100%        | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Hourly  | 21          | 4         | 6      | 1                  | 3                       | 3                                   | 2                        | 4                           | 6                           | 3                      | 2                   | 5   | 7             |
|   | 9%          | 12%       | 13%    | 2%                 | 8%                      | 8%                                  | 10%                      | 8%                          | 9%                          | 8%                     | 3%                  | 8%  | 14%           |
|   |             |           | cj     |                    |                         |                                     |                          |                             |                             |                        |                     |   | cj            |
| Daily   | 78          | 17        | 15     | 17                 | 9                       | 11                                  | 6                        | 21                          | 24                          | 9                      | 21                  | 20  | 15            |
|   | 34%         | 47%       | 34%    | 38%                | 25%                     | 28%                                 | 28%                      | 42%                         | 36%                         | 27%                    | 35%                 | 33%   | 28%           |
| A few times a week  | 39          | 5         | 5      | 8                  | 7                       | 8                                   | 2                        | 5                           | 9                           | 11                     | 8                   | 12  | 10            |
|   | 17%         | 14%       | 11%    | 18%                | 20%                     | 21%                                 | 10%                      | 10%                         | 13%                         | 33%                    | 13%                 | 20%   | 19%           |
|   |             |           |        |                    |                         |                                     |                          |                             |                             | bghj                   |                     |   |               |
| Once a week   | 7           | -         | -      | 3                  | -                       | 1                                   | -                        | 2                           | 2                           | 1                      | 2                   | -   | 2             |
|   | 3%          | -         | -      | 6%                 | -                       | 2%                                  | -                        | 3%                          | 3%                          | 2%                     | 4%                  | -   | 4%            |
|   |             |           |        | k                  |                         |                                     |                          |                             |                             |                        |                     |   |               |
| A few times a month   | 11          | 1         | 1      | 1                  | -                       | 1                                   | -                        | *                           | 1                           | 1                      | 4                   | 2   | 4             |
|   | 5%          | 2%        | 2%     | 2%                 | -                       | 3%                                  | -                        | 1%                          | 1%                          | 2%                     | 7%                  | 3%  | 9%            |
| Once a month  | 5           | 1         | -      | -                  | -                       | -                                   | 1                        | 2                           | 2                           | *                      | 1                   | *   | -             |
|   | 2%          | 3%        | -      | -                  | -                       | -                                   | 4%                       | 4%                          | 2%                          | 1%                     | 2%                  | 1%  | -             |
| Less than once a month  | 10          | 1         | 2      | 1                  | 4                       | 1                                   | 1                        | 3                           | 2                           | 2                      | 1                   | 3   | 3             |
|   | 4%          | 2%        | 5%     | 2%                 | 11%                     | 2%                                  | 4%                       | 7%                          | 3%                          | 7%                     | 1%                  | 5%  | 6%            |
|   |             |           |        |                    | j                       |                                     |                          |                             |                             |                        |                     |   |               |
| Never   | 52          | 7         | 14     | 10                 | 11                      | 13                                  | 9                        | 12                          | 21                          | 5                      | 18                  | 17  | 8             |
|   | 23%         | 19%       | 32%    | 23%                | 31%                     | 31%                                 | 45%                      | 24%                         | 31%                         | 14%                    | 29%                 | 28%   | 15%           |
|   |             |           | l      |                    |                         |                                     |                          |                             | l                           |                        |                     |   |               |
| No response   | 7           | -         | 1      | 4                  | 2                       | 2                                   | -                        | -                           | 1                           | 1                      | 4                   | 1   | 2             |
|   | 3%          | -         | 2%     | 9%                 | 6%                      | 5%                                  | -                        | -                           | 1%                          | 4%                     | 6%                  | 2%  | 5%            |
|   |             |           |        | g                  |                         |                                     |                          |                             |                             |                        |                     |   |               |
| NETS  |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least daily (Hourly + Daily)  | 98          | 21        | 20     | 17                 | 12                      | 14                                  | 8                        | 25                          | 30                          | 12                     | 23                  | 25  | 22            |
|   | 43%         | 59%       | 48%    | 40%                | 33%                     | 36%                                 | 37%                      | 51%                         | 45%                         | 35%                    | 37%                 | 41%   | 43%           |
|   |             | dej       |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| NET: At least once a week (Hourly + daily + a few times a week + once a week) | 144         | 26        | 25     | 28                 | 19                      | 23                                  | 10                       | 32                          | 41                          | 24                     | 33                  | 37  | 34            |
|   | 63%         | 73%       | 59%    | 65%                | 53%                     | 58%                                 | 47%                      | 65%                         | 61%                         | 71%                    | 54%                 | 61%   | 66%           |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l



## Overall European Influencers

### Q2\_3. How frequently, if at all, do you use the following social media channels?

#### LinkedIn

Base: All respondents

|   |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|---|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|   | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%   |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total  | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total  | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|   | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Hourly  | 2     | -    | 2               | -                    | 2                        | -     | -    | -    | -    | -         | -     | 1           | -           | 1           | -           | -           | -                |
|   | 1%    | -    | 1%              | -                    | 2%                       | -     | -    | -    | -    | -         | -     | 100%        | -           | 2%          | -           | -           | -                |
| Daily   | 27    | 3    | 25              | 8                    | 16                       | *     | 2    | -    | -    | -         | 1     | -           | 2           | 5           | 11          | 8           | 1                |
|   | 12%   | 4%   | 16%             | 11%                  | 21%                      | 1%    | 9%   | -    | -    | -         | 7%    | -           | 13%         | 11%         | 18%         | 11%         | 4%               |
|   |       |      | b               |                      | b                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| A few times a week  | 32    | 5    | 27              | 12                   | 15                       | 2     | 1    | -    | *    | *         | 1     | -           | 3           | 10          | 8           | 8           | 3                |
|   | 14%   | 7%   | 18%             | 16%                  | 20%                      | 9%    | 8%   | -    | 5%   | 4%        | 7%    | -           | 21%         | 23%         | 13%         | 11%         | 10%              |
|   |       |      | b               |                      | b                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| Once a week   | 24    | 8    | 16              | 6                    | 10                       | 3     | -    | -    | 1    | 3         | -     | -           | 2           | 2           | 8           | 11          | 2                |
|   | 11%   | 11%  | 11%             | 8%                   | 13%                      | 16%   | -    | -    | 17%  | 35%       | -     | -           | 15%         | 5%          | 12%         | 13%         | 6%               |
| A few times a month   | 23    | 4    | 20              | 8                    | 11                       | 2     | -    | -    | 1    | 1         | *     | -           | 1           | 5           | 9           | 7           | 1                |
|   | 10%   | 5%   | 13%             | 11%                  | 14%                      | 8%    | -    | -    | 10%  | 8%        | 3%    | -           | 9%          | 12%         | 14%         | 8%          | 5%               |
|   |       |      | b               |                      | b                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| Once a month  | 10    | 3    | 7               | 4                    | 3                        | -     | 3    | -    | -    | -         | -     | -           | 2           | 2           | 4           | 2           | -                |
|   | 4%    | 4%   | 5%              | 5%                   | 4%                       | -     | 17%  | -    | -    | -         | -     | -           | 15%         | 5%          | 6%          | 3%          | -                |
| Less than once a month  | 23    | 8    | 15              | 12                   | 3                        | 1     | 5    | -    | 1    | -         | 2     | -           | -           | 2           | 7           | 13          | -                |
|   | 10%   | 11%  | 9%              | 16%                  | 3%                       | 4%    | 25%  | -    | 17%  | -         | 14%   | -           | -           | 5%          | 12%         | 17%         | -                |
|   |       | e    |                 | e                    |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Never   | 80    | 43   | 37              | 24                   | 13                       | 13    | 8    | 6    | 4    | 5         | 8     | -           | 4           | 14          | 15          | 26          | 21               |
|   | 35%   | 57%  | 24%             | 31%                  | 17%                      | 59%   | 41%  | 90%  | 51%  | 52%       | 68%   | -           | 27%         | 31%         | 24%         | 34%         | 69%              |
|   |       | cde  |                 | e                    |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| No response   | 7     | 1    | 6               | 2                    | 3                        | 1     | -    | 1    | -    | -         | -     | -           | -           | 3           | -           | 2           | 2                |
|   | 3%    | 2%   | 4%              | 3%                   | 4%                       | 3%    | -    | 10%  | -    | -         | -     | -           | -           | 6%          | -           | 3%          | 7%               |
| <b>NETS</b>   |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least daily (Hourly + Daily)  | 29    | 3    | 26              | 8                    | 18                       | *     | 2    | -    | -    | -         | 1     | 1           | 2           | 6           | 11          | 8           | 1                |
|   | 13%   | 4%   | 17%             | 11%                  | 23%                      | 1%    | 9%   | -    | -    | -         | 7%    | 100%        | 13%         | 13%         | 18%         | 11%         | 4%               |
|   |       |      | b               |                      | b                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| NET: At least once a week (Hourly + daily + a few times a week + once a week) | 86    | 15   | 70              | 26                   | 44                       | 6     | 3    | -    | 2    | 4         | 2     | 1           | 7           | 18          | 27          | 27          | 6                |
|   | 37%   | 21%  | 46%             | 34%                  | 57%                      | 26%   | 16%  | -    | 22%  | 39%       | 14%   | 100%        | 49%         | 41%         | 44%         | 35%         | 19%              |
|   |       |      | b               |                      | bd                       |       |      |      |      |           |       |             |             |             |             |             |                  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q2\_3. How frequently, if at all, do you use the following social media channels?

#### LinkedIn

Base: All respondents

Significance Level: 95%

|   |       | GENDER |        | REGION    |                     |               |          |                      | LENGTH OF SERVICE   |           |            |                       |
|---|-------|--------|--------|-----------|---------------------|---------------|----------|----------------------|---------------------|-----------|------------|-----------------------|
|   | Total | Male   | Female | Western   | Nordic/<br>Northern | Mediterranean | Eastern  | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95%   |       | a      | b      | a         | b                   | c             | d        | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total  | 229   | 154    | 75     | 67        | 62                  | 48            | 45       | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total  | 229   | 148    | 81     | 77        | 52                  | 48            | 46       | 6                    | 2                   | 63        | 45         | 119                   |
|   | 100%  | 100%   | 100%   | 100%      | 100%                | 100%          | 100%     | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Hourly  | 2     | 2      | -      | 1         | 1                   | -             | -        | -                    | -                   | 1         | -          | 1                     |
|   | 1%    | 1%     | -      | 1%        | 2%                  | -             | -        | -                    | -                   | 1%        | -          | 1%                    |
| Daily   | 27    | 13     | 14     | 8         | 9                   | 9             | 1        | 1                    | -                   | 5         | 5          | 17                    |
|   | 12%   | 9%     | 18%    | 10%       | 17%<br>d            | 18%<br>d      | 3%       | 14%                  | -                   | 8%        | 11%        | 15%                   |
| A few times a week  | 32    | 22     | 10     | 15        | 9                   | 3             | 4        | 1                    | -                   | 5         | 7          | 20                    |
|   | 14%   | 15%    | 13%    | 20%       | 18%                 | 7%            | 8%       | 14%                  | -                   | 9%        | 16%        | 17%                   |
| Once a week   | 24    | 14     | 10     | 15        | 2                   | 1             | 5        | 1                    | -                   | 8         | 4          | 13                    |
|   | 11%   | 10%    | 12%    | 20%<br>bc | 3%                  | 2%            | 12%      | 14%                  | -                   | 12%       | 9%         | 11%                   |
| A few times a month   | 23    | 16     | 7      | 6         | 7                   | 4             | 4        | 1                    | -                   | 3         | 4          | 16                    |
|   | 10%   | 11%    | 9%     | 8%        | 14%                 | 9%            | 9%       | 14%                  | -                   | 5%        | 10%        | 13%                   |
| Once a month  | 10    | 8      | 2      | 2         | 1                   | 4             | 2        | 1                    | -                   | 3         | 3          | 4                     |
|   | 4%    | 6%     | 3%     | 3%        | 2%                  | 9%            | 4%       | 14%                  | -                   | 5%        | 6%         | 3%                    |
| Less than once a month  | 23    | 13     | 10     | 1         | 9                   | 7             | 5        | -                    | -                   | 5         | 4          | 14                    |
|   | 10%   | 9%     | 12%    | 2%        | 17%<br>a            | 16%<br>a      | 12%<br>a | -                    | -                   | 8%        | 8%         | 12%                   |
| Never   | 80    | 55     | 25     | 25        | 14                  | 17            | 22       | 2                    | 2                   | 32        | 18         | 28                    |
|   | 35%   | 37%    | 31%    | 33%       | 27%                 | 36%           | 47%<br>b | 29%                  | 100%                | 50%<br>d  | 39%<br>d   | 24%                   |
| No response   | 7     | 5      | 2      | 3         | -                   | 2             | 3        | -                    | -                   | 1         | 1          | 6                     |
|   | 3%    | 4%     | 2%     | 4%        | -                   | 3%            | 6%       | -                    | -                   | 1%        | 1%         | 5%                    |
| NETS  |       |        |        |           |                     |               |          |                      |                     |           |            |                       |
| Net: At least daily (Hourly + Daily)  | 29    | 15     | 14     | 9         | 10                  | 9             | 1        | 1                    | -                   | 6         | 5          | 18                    |
|   | 13%   | 10%    | 18%    | 11%       | 19%<br>d            | 18%<br>d      | 3%       | 14%                  | -                   | 9%        | 11%        | 15%                   |
| NET: At least once a week (Hourly + daily + a few times a week + once a week) | 86    | 51     | 35     | 39        | 21                  | 13            | 10       | 3                    | -                   | 19        | 16         | 51                    |
|   | 37%   | 34%    | 43%    | 51%<br>cd | 40%                 | 27%           | 22%      | 43%                  | -                   | 30%       | 35%        | 43%                   |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q2\_3. How frequently, if at all, do you use the following social media channels?

#### LinkedIn

Base: All respondents

|   | POLICY AREA |           |         |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|---|-------------|-----------|---------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|   | Total       | Transport | Energy  | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%   |             | a         | b       | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total  | 229         | 36        | 46      | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total  | 229         | 36        | 43      | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|   | 100%        | 100%      | 100%    | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Hourly  | 2           | -         | 1       | -                  | -                       | 1                                   | -                        | -                           | 1                           | 1                      | -                   | 1   | 1             |
|   | 1%          | -         | 2%      | -                  | -                       | 2%                                  | -                        | -                           | 1%                          | 2%                     | -                   | 1%  | 2%            |
| Daily   | 27          | 4         | 3       | 6                  | 6                       | 7                                   | 4                        | 9                           | 12                          | 5                      | 12                  | 11  | 2             |
|   | 12%         | 11%       | 8%      | 13%                | 17%                     | 17%                                 | 21%                      | 18%                         | 18%                         | 14%                    | 19%                 | 18%   | 4%            |
|   |             |           |         |                    | l                       | l                                   |                          | l                           | l                           |                        | l                   | l   |               |
| A few times a week  | 32          | 7         | 5       | 5                  | 4                       | 7                                   | 2                        | 5                           | 7                           | 3                      | 16                  | 10  | 7             |
|   | 14%         | 20%       | 13%     | 12%                | 12%                     | 18%                                 | 8%                       | 10%                         | 11%                         | 9%                     | 25%<br>gh           | 17%   | 13%           |
| Once a week   | 24          | 6         | 6       | 5                  | 2                       | 7                                   | 1                        | 4                           | 13                          | 4                      | 6                   | 5   | 3             |
|   | 11%         | 17%       | 14%     | 11%                | 5%                      | 18%                                 | 4%                       | 8%                          | 20%<br>dl                   | 11%                    | 9%                  | 9%  | 6%            |
| A few times a month   | 23          | 5         | 5       | 2                  | 2                       | 4                                   | 3                        | 7                           | 6                           | 1                      | 3                   | 7   | 7             |
|   | 10%         | 13%       | 11%     | 5%                 | 6%                      | 9%                                  | 14%                      | 15%                         | 8%                          | 4%                     | 5%                  | 11%   | 13%           |
| Once a month  | 10          | 2         | 4       | -                  | 3                       | 3                                   | 2                        | 2                           | 3                           | 3                      | 2                   | 4   | 2             |
|   | 4%          | 5%        | 9%<br>c | -                  | 9%<br>c                 | 7%                                  | 8%                       | 3%                          | 4%                          | 8%                     | 3%                  | 6%  | 5%            |
| Less than once a month  | 23          | -         | 1       | 3                  | 1                       | -                                   | -                        | 6                           | 4                           | 3                      | -                   | 5   | 9             |
|   | 10%         | -         | 3%      | 6%<br>j            | 3%                      | -                                   | -                        | 12%<br>aej                  | 6%<br>j                     | 9%<br>j                | -                   | 8%<br>j                                       | 17%<br>abdej  |
| Never   | 80          | 13        | 17      | 20                 | 14                      | 10                                  | 9                        | 15                          | 21                          | 13                     | 20                  | 15  | 20            |
|   | 35%         | 35%       | 41%     | 46%<br>ek          | 39%                     | 26%                                 | 46%                      | 30%                         | 32%                         | 38%                    | 33%                 | 24%   | 38%           |
| No response   | 7           | -         | -       | 3                  | 3                       | 1                                   | -                        | 1                           | -                           | 2                      | 3                   | 3   | 1             |
|   | 3%          | -         | -       | 7%<br>h            | 9%<br>bh                | 3%                                  | -                        | 2%                          | -                           | 6%<br>h                | 5%                  | 5%  | 3%            |
| NETS  |             |           |         |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least daily (Hourly + Daily)  | 29          | 4         | 4       | 6                  | 6                       | 8                                   | 4                        | 9                           | 13                          | 6                      | 12                  | 12  | 3             |
|   | 13%         | 11%       | 10%     | 13%                | 17%                     | 19%<br>l                            | 21%                      | 18%<br>l                    | 19%<br>l                    | 16%                    | 19%<br>l            | 20%<br>l                                      | 6%            |
| NET: At least once a week (Hourly + daily + a few times a week + once a week) | 86          | 17        | 16      | 16                 | 12                      | 22                                  | 7                        | 18                          | 34                          | 12                     | 33                  | 28  | 12            |
|   | 37%         | 47%<br>l  | 37%     | 36%                | 33%                     | 56%<br>l                            | 32%                      | 37%                         | 50%<br>l                    | 35%                    | 54%<br>dl           | 45%<br>l                                      | 24%           |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q2\_4. How frequently, if at all, do you use the following social media channels?

#### YouTube

Base: All respondents

|   |       |          |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|---|-------|----------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|   | Total | MEPs     | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%   |       | b        | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total  | 229   | 75       | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total  | 229   | 75       | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|   | 100%  | 100%     | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Hourly  | 3     | -        | 3               | -                    | 3                        | -     | -    | -    | -    | -         | -     | 1           | 1           | 1           | -           | -           | -                |
|   | 1%    | -        | 2%              | -                    | 3%                       | -     | -    | -    | -    | -         | -     | 100%        | 6%          | 2%          | -           | -           | -                |
| Daily   | 46    | 14       | 31              | 19                   | 12                       | 3     | 5    | -    | 1    | 4         | 2     | -           | 3           | 15          | 11          | 15          | 2                |
|   | 20%   | 19%      | 20%             | 25%                  | 16%                      | 13%   | 26%  | -    | 10%  | 39%       | 21%   | -           | 24%         | 32%         | 18%         | 19%         | 5%               |
| A few times a week  | 44    | 15       | 29              | 14                   | 15                       | 6     | 1    | 3    | 3    | -         | 2     | -           | 1           | 11          | 13          | 13          | 6                |
|   | 19%   | 20%      | 19%             | 19%                  | 19%                      | 28%   | 8%   | 45%  | 38%  | -         | 14%   | -           | 6%          | 24%         | 22%         | 17%         | 21%              |
| Once a week   | 24    | 9        | 15              | 10                   | 5                        | 4     | 3    | -    | *    | -         | 2     | -           | 4           | 2           | 10          | 8           | -                |
|   | 11%   | 13%      | 10%             | 13%                  | 7%                       | 18%   | 17%  | -    | 5%   | -         | 18%   | -           | 29%         | 5%          | 16%         | 10%         | -                |
| A few times a month   | 43    | 19       | 24              | 8                    | 15                       | 5     | 3    | 2    | -    | 4         | 4     | -           | 3           | 4           | 14          | 16          | 6                |
|   | 19%   | 25%<br>d | 15%             | 11%                  | 20%                      | 25%   | 16%  | 35%  | -    | 44%       | 36%   | -           | 25%         | 9%          | 22%         | 20%         | 19%              |
| Once a month  | 12    | 6        | 6               | 1                    | 5                        | -     | 2    | 1    | 3    | *         | -     | -           | -           | 1           | 2           | 3           | 5                |
|   | 5%    | 8%       | 4%              | 2%                   | 7%                       | -     | 9%   | 10%  | 41%  | 4%        | -     | -           | -           | 3%          | 4%          | 4%          | 18%              |
| Less than once a month  | 21    | 5        | 16              | 10                   | 6                        | -     | 5    | -    | *    | -         | -     | -           | -           | 6           | 2           | 10          | 3                |
|   | 9%    | 7%       | 10%             | 13%                  | 8%                       | -     | 24%  | -    | 5%   | -         | -     | -           | -           | 13%         | 3%          | 13%<br>d    | 10%              |
| Never   | 28    | 6        | 22              | 11                   | 11                       | 3     | -    | 1    | -    | 1         | 1     | -           | 1           | 4           | 7           | 9           | 6                |
|   | 12%   | 8%       | 14%             | 14%                  | 14%                      | 13%   | -    | 10%  | -    | 13%       | 11%   | -           | 9%          | 9%          | 12%         | 12%         | 21%              |
| No response   | 9     | 1        | 9               | 4                    | 5                        | 1     | -    | -    | -    | -         | -     | -           | -           | 1           | 2           | 4           | 2                |
|   | 4%    | 1%       | 6%              | 5%                   | 7%                       | 3%    | -    | -    | -    | -         | -     | -           | -           | 3%          | 3%          | 6%          | 6%               |
| <b>NETS</b>   |       |          |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least daily (Hourly + Daily)  | 48    | 14       | 34              | 19                   | 15                       | 3     | 5    | -    | 1    | 4         | 2     | 1           | 4           | 15          | 11          | 15          | 2                |
|   | 21%   | 19%      | 22%             | 25%                  | 19%                      | 13%   | 26%  | -    | 10%  | 39%       | 21%   | 100%        | 31%         | 34%         | 18%         | 19%         | 5%               |
| NET: At least once a week (Hourly + daily + a few times a week + once a week) | 116   | 39       | 78              | 43                   | 34                       | 13    | 10   | 3    | 4    | 4         | 6     | 1           | 9           | 28          | 34          | 36          | 8                |
|   | 51%   | 52%      | 50%             | 56%                  | 44%                      | 59%   | 51%  | 45%  | 54%  | 39%       | 53%   | 100%        | 66%         | 63%         | 56%         | 46%         | 26%              |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q2\_4. How frequently, if at all, do you use the following social media channels?

#### YouTube

Base: All respondents

Significance Level: 95%

|   | GENDER |         |          | REGION   |                     |               |           |                      | LENGTH OF SERVICE   |           |            |                       |
|---|--------|---------|----------|----------|---------------------|---------------|-----------|----------------------|---------------------|-----------|------------|-----------------------|
|   | Total  | Male    | Female   | Western  | Nordic/<br>Northern | Mediterranean | Eastern   | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95%   |        | a       | b        | a        | b                   | c             | d         | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total  | 229    | 154     | 75       | 67       | 62                  | 48            | 45        | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total  | 229    | 148     | 81       | 77       | 52                  | 48            | 46        | 6                    | 2                   | 63        | 45         | 119                   |
|   | 100%   | 100%    | 100%     | 100%     | 100%                | 100%          | 100%      | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Hourly  | 3      | 3       | -        | 2        | 1                   | -             | -         | -                    | -                   | 1         | 1          | 1                     |
|   | 1%     | 2%      | -        | 2%       | 2%                  | -             | -         | -                    | -                   | 1%        | 2%         | 1%                    |
| Daily   | 46     | 30      | 15       | 12       | 5                   | 18            | 10        | 1                    | -                   | 13        | 16         | 16                    |
|   | 20%    | 20%     | 19%      | 16%      | 10%                 | 37%<br>ab     | 21%       | 14%                  | -                   | 21%       | 35%<br>d   | 14%                   |
| A few times a week  | 44     | 28      | 16       | 13       | 10                  | 6             | 16        | -                    | -                   | 13        | 8          | 23                    |
|   | 19%    | 19%     | 20%      | 17%      | 19%                 | 12%           | 34%<br>ac | -                    | -                   | 20%       | 18%        | 20%                   |
| Once a week   | 24     | 10      | 14       | 8        | 5                   | 4             | 7         | 1                    | -                   | 5         | 5          | 14                    |
|   | 11%    | 7%      | 17%<br>a | 11%      | 9%                  | 8%            | 14%       | 14%                  | -                   | 8%        | 12%        | 11%                   |
| A few times a month   | 43     | 26      | 17       | 20       | 11                  | 3             | 5         | 3                    | -                   | 16        | 8          | 19                    |
|   | 19%    | 17%     | 21%      | 26%<br>c | 21%<br>c            | 7%            | 12%       | 43%                  | -                   | 25%       | 18%        | 16%                   |
| Once a month  | 12     | 11      | 1        | 5        | 3                   | 3             | 1         | -                    | -                   | 7         | -          | 5                     |
|   | 5%     | 8%<br>b | 1%       | 6%       | 6%                  | 7%            | 3%        | -                    | -                   | 10%<br>c  | -          | 5%                    |
| Less than once a month  | 21     | 13      | 8        | 4        | 8                   | 7             | 1         | -                    | 1                   | 2         | 3          | 14                    |
|   | 9%     | 9%      | 10%      | 5%       | 16%<br>ad           | 15%<br>d      | 3%        | -                    | 79%                 | 3%        | 7%         | 12%                   |
| Never   | 28     | 19      | 9        | 8        | 9                   | 6             | 4         | 1                    | *                   | 6         | 3          | 19                    |
|   | 12%    | 13%     | 11%      | 11%      | 17%                 | 13%           | 8%        | 14%                  | 21%                 | 9%        | 6%         | 16%                   |
| No response   | 9      | 8       | 1        | 5        | -                   | 1             | 3         | 1                    | -                   | 1         | 1          | 8                     |
|   | 4%     | 5%      | 1%       | 6%<br>b  | -                   | 2%            | 6%        | 14%                  | -                   | 2%        | 1%         | 6%                    |
| NETS  |        |         |          |          |                     |               |           |                      |                     |           |            |                       |
| Net: At least daily (Hourly + Daily)  | 48     | 33      | 15       | 14       | 6                   | 18            | 10        | 1                    | -                   | 14        | 17         | 17                    |
|   | 21%    | 22%     | 19%      | 18%      | 12%                 | 37%<br>ab     | 21%       | 14%                  | -                   | 22%       | 37%<br>d   | 15%                   |
| NET: At least once a week (Hourly + daily + a few times a week + once a week) | 116    | 71      | 45       | 35       | 21                  | 27            | 32        | 2                    | -                   | 32        | 30         | 54                    |
|   | 51%    | 48%     | 56%      | 45%      | 40%                 | 57%           | 69%<br>ab | 29%                  | -                   | 50%       | 67%<br>d   | 46%                   |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q2\_4. How frequently, if at all, do you use the following social media channels?

#### YouTube

Base: All respondents

|   | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|---|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|   | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%   |             | a         | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total  | 229         | 36        | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total  | 229         | 36        | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|   | 100%        | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Hourly  | 3           | -         | 2      | -                  | -                       | 2                                   | -                        | -                           | 2                           | 1                      | -                   | 1   | 1             |
|   | 1%          | -         | 4%     | -                  | -                       | 4%                                  | -                        | -                           | 3%                          | 2%                     | -                   | 1%  | 2%            |
| Daily   | 46          | 11        | 12     | 9                  | 6                       | 13                                  | 6                        | 14                          | 14                          | 10                     | 11                  | 12  | 12            |
|   | 20%         | 31%       | 29%    | 20%                | 16%                     | 31%                                 | 31%                      | 28%                         | 20%                         | 29%                    | 17%                 | 19%   | 23%           |
| A few times a week  | 44          | 8         | 7      | 12                 | 7                       | 8                                   | 2                        | 8                           | 10                          | 5                      | 17                  | 18  | 8             |
|   | 19%         | 22%       | 15%    | 28%                | 20%                     | 19%                                 | 8%                       | 16%                         | 14%                         | 16%                    | 28%                 | 29%h  | 15%           |
| Once a week   | 24          | 3         | 4      | 6                  | 2                       | 2                                   | 3                        | 6                           | 11                          | 2                      | 10                  | 5   | 5             |
|   | 11%         | 9%        | 10%    | 14%                | 7%                      | 5%                                  | 16%                      | 12%                         | 17%                         | 5%                     | 16%                 | 8%  | 9%            |
| A few times a month   | 43          | 8         | 6      | 8                  | 6                       | 5                                   | 3                        | 5                           | 9                           | 9                      | 6                   | 11  | 12            |
|   | 19%         | 23%       | 14%    | 17%                | 17%                     | 13%                                 | 14%                      | 11%                         | 14%                         | 27%gj                  | 9%                  | 17%   | 23%j          |
| Once a month  | 12          | 1         | 1      | 2                  | -                       | 3                                   | 1                        | 2                           | 2                           | 4                      | 3                   | 3   | 2             |
|   | 5%          | 3%        | 2%     | 5%                 | -                       | 7%                                  | 6%                       | 3%                          | 3%                          | 11%d                   | 5%                  | 5%  | 5%            |
| Less than once a month  | 21          | -         | 3      | 1                  | 4                       | 3                                   | 1                        | 5                           | 7                           | -                      | 3                   | 6   | 4             |
|   | 9%          | -         | 8%     | 2%                 | 11%a                    | 7%                                  | 6%                       | 11%a                        | 11%a                        | -                      | 6%                  | 9%  | 7%            |
| Never   | 28          | 3         | 6      | 4                  | 8                       | 4                                   | 4                        | 9                           | 10                          | 2                      | 10                  | 7   | 4             |
|   | 12%         | 9%        | 14%    | 9%                 | 24%                     | 11%                                 | 18%                      | 19%                         | 14%                         | 7%                     | 16%                 | 11%   | 9%            |
| No response   | 9           | 1         | 2      | 2                  | 2                       | 1                                   | -                        | -                           | 3                           | 1                      | 2                   | -   | 4             |
|   | 4%          | 2%        | 4%     | 4%                 | 5%                      | 2%                                  | -                        | -                           | 4%                          | 2%                     | 3%                  | -   | 7%gk          |
| NETS  |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least daily (Hourly + Daily)  | 48          | 11        | 14     | 9                  | 6                       | 14                                  | 6                        | 14                          | 15                          | 11                     | 11                  | 12  | 13            |
|   | 21%         | 31%       | 33%    | 20%                | 16%                     | 36%j                                | 31%                      | 28%                         | 23%                         | 31%                    | 17%                 | 20%   | 24%           |
| NET: At least once a week (Hourly + daily + a few times a week + once a week) | 116         | 22        | 25     | 27                 | 15                      | 24                                  | 12                       | 28                          | 36                          | 18                     | 38                  | 35  | 25            |
|   | 51%         | 62%       | 58%    | 63%                | 43%                     | 59%                                 | 56%                      | 57%                         | 54%                         | 52%                    | 61%                 | 58%   | 49%           |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q2\_5. How frequently, if at all, do you use the following social media channels?

#### Instagram

Base: All respondents

|   |       |      |                 |                      |                          | PARTY |      |      |      |           |       | AGE         |             |             |             |             |                  |
|---|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|-----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|   | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95%   |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e        | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total  | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7         | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total  | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9         | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|   | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%      | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Hourly  | 1     | -    | 1               | -                    | 1                        | -     | -    | -    | -    | -         | -     | 1           | -           | -           | -           | -           | -                |
|   | *     | -    | 1%              | -                    | 1%                       | -     | -    | -    | -    | -         | -     | 100%        | -           | -           | -           | -           | -                |
| Daily   | 7     | 2    | 5               | 2                    | 3                        | 2     | -    | -    | -    | -         | -     | -           | 2           | 1           | 5           | -           | -                |
|   | 3%    | 3%   | 3%              | 3%                   | 3%                       | 12%   | -    | -    | -    | -         | -     | -           | 15%         | 2%          | 7%          | -           | -                |
|   |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             | e           |             |                  |
| A few times a week  | 17    | 8    | 10              | 5                    | 5                        | 1     | 1    | 2    | 1    | *         | 1     | -           | 4           | 3           | 2           | 7           | 1                |
|   | 8%    | 10%  | 6%              | 6%                   | 7%                       | 4%    | 8%   | 35%  | 17%  | 4%        | 10%   | -           | 27%         | 7%          | 4%          | 10%         | 3%               |
| Once a week   | 6     | -    | 6               | 4                    | 3                        | -     | -    | -    | -    | -         | -     | -           | 1           | 2           | 2           | 1           | -                |
|   | 3%    | -    | 4%              | 5%                   | 3%                       | -     | -    | -    | -    | -         | -     | -           | 9%          | 4%          | 3%          | 2%          | -                |
| A few times a month   | 2     | 1    | 1               | -                    | 1                        | -     | -    | 1    | -    | -         | -     | -           | -           | -           | 1           | 1           | -                |
|   | 1%    | 1%   | 1%              | -                    | 1%                       | -     | -    | 10%  | -    | -         | -     | -           | -           | -           | 1%          | 1%          | -                |
| Once a month  | 11    | 5    | 6               | 4                    | 3                        | -     | 3    | -    | 1    | *         | *     | -           | 1           | 1           | 4           | 5           | *                |
|   | 5%    | 6%   | 4%              | 5%                   | 3%                       | -     | 17%  | -    | 10%  | 4%        | 4%    | -           | 6%          | 2%          | 7%          | 6%          | 1%               |
| Less than once a month  | 11    | 4    | 7               | 6                    | 1                        | 1     | 2    | -    | 1    | -         | 1     | -           | -           | 4           | 1           | 6           | -                |
|   | 5%    | 6%   | 4%              | 8%                   | 1%                       | 3%    | 9%   | -    | 17%  | -         | 7%    | -           | -           | 8%          | 2%          | 8%          | -                |
|   |       |      |                 | e                    |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Never   | 161   | 55   | 106             | 51                   | 56                       | 17    | 13   | 4    | 4    | 8         | 9     | -           | 6           | 32          | 44          | 53          | 26               |
|   | 70%   | 73%  | 69%             | 66%                  | 72%                      | 79%   | 66%  | 55%  | 56%  | 92%       | 79%   | -           | 43%         | 71%         | 72%         | 68%         | 86%              |
| No response   | 13    | 1    | 12              | 6                    | 6                        | 1     | -    | -    | -    | -         | -     | -           | -           | 3           | 2           | 5           | 3                |
|   | 6%    | 1%   | 8%              | 8%                   | 8%                       | 3%    | -    | -    | -    | -         | -     | -           | -           | 6%          | 3%          | 6%          | 10%              |
|   |       |      | b               | b                    | b                        |       |      |      |      |           |       |             |             |             |             |             |                  |
| <b>NETS</b>   |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             |             |             |                  |
| Net: At least daily (Hourly + Daily)  | 8     | 2    | 6               | 2                    | 3                        | 2     | -    | -    | -    | -         | -     | 1           | 2           | 1           | 5           | -           | -                |
|   | 4%    | 3%   | 4%              | 3%                   | 4%                       | 12%   | -    | -    | -    | -         | -     | 100%        | 15%         | 2%          | 7%          | -           | -                |
|   |       |      |                 |                      |                          |       |      |      |      |           |       |             |             |             | e           |             |                  |
| NET: At least once a week (Hourly + daily + a few times a week + once a week) | 32    | 10   | 22              | 11                   | 11                       | 3     | 1    | 2    | 1    | *         | 1     | 1           | 7           | 6           | 9           | 9           | 1                |
|   | 14%   | 13%  | 14%             | 14%                  | 14%                      | 16%   | 8%   | 35%  | 17%  | 4%        | 10%   | 100%        | 51%         | 13%         | 14%         | 11%         | 3%               |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q2\_5. How frequently, if at all, do you use the following social media channels?

#### Instagram

Base: All respondents

Significance Level: 95%

|   |       | GENDER |         | REGION   |                     |               |          |                      | LENGTH OF SERVICE   |           |            |                       |
|---|-------|--------|---------|----------|---------------------|---------------|----------|----------------------|---------------------|-----------|------------|-----------------------|
|   | Total | Male   | Female  | Western  | Nordic/<br>Northern | Mediterranean | Eastern  | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95%   |       | a      | b       | a        | b                   | c             | d        | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total  | 229   | 154    | 75      | 67       | 62                  | 48            | 45       | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total  | 229   | 148    | 81      | 77       | 52                  | 48            | 46       | 6                    | 2                   | 63        | 45         | 119                   |
|   | 100%  | 100%   | 100%    | 100%     | 100%                | 100%          | 100%     | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Hourly  | 1     | 1      | -       | -        | 1                   | -             | -        | -                    | -                   | 1         | -          | -                     |
|   | *     | 1%     | -       | -        | 2%                  | -             | -        | -                    | -                   | 1%        | -          | -                     |
| Daily   | 7     | 6      | 1       | 2        | 3                   | 1             | 1        | -                    | -                   | 1         | 4          | 3                     |
|   | 3%    | 4%     | 1%      | 3%       | 6%                  | 2%            | 1%       | -                    | -                   | 1%        | 9%<br>b    | 2%                    |
| A few times a week  | 17    | 12     | 6       | 2        | 4                   | 4             | 8        | -                    | -                   | 8         | 2          | 7                     |
|   | 8%    | 8%     | 7%      | 2%       | 7%                  | 9%            | 17%<br>a | -                    | -                   | 13%       | 5%         | 6%                    |
| Once a week   | 6     | 2      | 4       | 2        | -                   | 2             | 2        | -                    | -                   | -         | 2          | 4                     |
|   | 3%    | 1%     | 5%      | 2%       | -                   | 4%            | 5%       | -                    | -                   | -         | 5%         | 3%                    |
| A few times a month   | 2     | -      | 2       | -        | -                   | 1             | -        | 1                    | -                   | 1         | -          | 1                     |
|   | 1%    | -      | 2%      | -        | -                   | 2%            | -        | 14%                  | -                   | 1%        | -          | 1%                    |
| Once a month  | 11    | 7      | 4       | 5        | 3                   | 3             | -        | -                    | -                   | 4         | 1          | 6                     |
|   | 5%    | 4%     | 6%      | 6%       | 5%                  | 7%            | -        | -                    | -                   | 6%        | 3%         | 5%                    |
| Less than once a month  | 11    | 4      | 7       | 2        | 2                   | 4             | 3        | -                    | -                   | 4         | 1          | 6                     |
|   | 5%    | 3%     | 9%<br>a | 3%       | 4%                  | 8%            | 7%       | -                    | -                   | 7%        | 3%         | 5%                    |
| Never   | 161   | 108    | 53      | 56       | 40                  | 31            | 28       | 5                    | 2                   | 43        | 34         | 82                    |
|   | 70%   | 73%    | 66%     | 73%      | 76%                 | 66%           | 62%      | 86%                  | 100%                | 68%       | 75%        | 69%                   |
| No response   | 13    | 9      | 3       | 8        | -                   | 1             | 4        | -                    | -                   | 1         | 1          | 11                    |
|   | 6%    | 6%     | 4%      | 10%<br>b | -                   | 2%            | 8%<br>b  | -                    | -                   | 2%        | 1%         | 9%                    |
| NETS  |       |        |         |          |                     |               |          |                      |                     |           |            |                       |
| Net: At least daily (Hourly + Daily)  | 8     | 7      | 1       | 2        | 4                   | 1             | 1        | -                    | -                   | 1         | 4          | 3                     |
|   | 4%    | 5%     | 1%      | 3%       | 8%                  | 2%            | 1%       | -                    | -                   | 2%        | 9%         | 2%                    |
| NET: At least once a week (Hourly + daily + a few times a week + once a week) | 32    | 21     | 11      | 6        | 8                   | 8             | 11       | -                    | -                   | 10        | 8          | 14                    |
|   | 14%   | 14%    | 14%     | 8%       | 15%                 | 16%           | 24%<br>a | -                    | -                   | 16%       | 19%        | 12%                   |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d



## Overall European Influencers

### Q2\_5. How frequently, if at all, do you use the following social media channels?

#### Instagram

Base: All respondents

|   | Total | POLICY AREA |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|---|-------|-------------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|   |       | Transport   | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%   |       | a           | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total  | 229   | 36          | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total  | 229   | 36          | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|   | 100%  | 100%        | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Hourly  | 1     | -           | 1      | -                  | -                       | 1                                   | -                        | -                           | 1                           | 1                      | -                   | 1   | -             |
|   | *     | -           | 2%     | -                  | -                       | 2%                                  | -                        | -                           | 1%                          | 2%                     | -                   | 1%  | -             |
| Daily   | 7     | 4           | -      | 2                  | -                       | -                                   | 1                        | 1                           | 1                           | 1                      | 5                   | 1   | 1             |
|   | 3%    | 11%         | -      | 6%                 | -                       | -                                   | 4%                       | 1%                          | 1%                          | 2%                     | 7%                  | 2%  | 3%            |
|   |       | bdegh       |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| A few times a week  | 17    | 2           | 4      | 1                  | *                       | 2                                   | -                        | 3                           | 4                           | 3                      | 2                   | 3   | 7             |
|   | 8%    | 6%          | 9%     | 2%                 | 1%                      | 4%                                  | -                        | 6%                          | 5%                          | 8%                     | 3%                  | 5%  | 13%           |
|   |       |             |        |                    |                         |                                     |                          |                             |                             |                        |                     |   | dj            |
| Once a week   | 6     | 1           | 2      | -                  | -                       | -                                   | -                        | -                           | 3                           | -                      | 1                   | -   | 2             |
|   | 3%    | 3%          | 4%     | -                  | -                       | -                                   | -                        | -                           | 4%                          | -                      | 1%                  | -   | 4%            |
| A few times a month   | 2     | -           | -      | -                  | 2                       | 1                                   | 1                        | 1                           | 1                           | -                      | 1                   | 2   | -             |
|   | 1%    | -           | -      | -                  | 5%                      | 2%                                  | 4%                       | 2%                          | 1%                          | -                      | 1%                  | 3%  | -             |
| Once a month  | 11    | *           | 4      | 2                  | 1                       | 3                                   | 1                        | 3                           | 4                           | 4                      | 4                   | 6   | 3             |
|   | 5%    | 1%          | 9%     | 5%                 | 4%                      | 7%                                  | 4%                       | 6%                          | 6%                          | 12%                    | 7%                  | 10%   | 6%            |
| Less than once a month  | 11    | -           | 1      | 1                  | 1                       | 1                                   | -                        | 6                           | 4                           | 3                      | 3                   | 5   | 1             |
|   | 5%    | -           | 3%     | 2%                 | 3%                      | 3%                                  | -                        | 12%                         | 6%                          | 9%                     | 5%                  | 8%  | 2%            |
|   |       |             |        |                    |                         |                                     |                          | a                           |                             |                        |                     |   |               |
| Never   | 161   | 27          | 30     | 34                 | 27                      | 31                                  | 18                       | 34                          | 48                          | 21                     | 41                  | 40  | 33            |
|   | 70%   | 77%         | 70%    | 77%                | 78%                     | 77%                                 | 88%                      | 69%                         | 71%                         | 60%                    | 67%                 | 66%   | 64%           |
| No response   | 13    | 1           | 2      | 4                  | 3                       | 2                                   | -                        | 2                           | 3                           | 2                      | 5                   | 2   | 4             |
|   | 6%    | 2%          | 4%     | 9%                 | 9%                      | 5%                                  | -                        | 4%                          | 4%                          | 6%                     | 8%                  | 4%  | 7%            |
| NETS  |       |             |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: At least daily (Hourly + Daily)  | 8     | 4           | 1      | 2                  | -                       | 1                                   | 1                        | 1                           | 2                           | 2                      | 5                   | 2   | 1             |
|   | 4%    | 11%         | 2%     | 6%                 | -                       | 2%                                  | 4%                       | 1%                          | 3%                          | 5%                     | 7%                  | 4%  | 3%            |
|   |       | dg          |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| NET: At least once a week (Hourly + daily + a few times a week + once a week) | 32    | 7           | 6      | 3                  | *                       | 2                                   | 1                        | 4                           | 8                           | 4                      | 7                   | 6   | 10            |
|   | 14%   | 20%         | 15%    | 8%                 | 1%                      | 6%                                  | 4%                       | 7%                          | 12%                         | 13%                    | 12%                 | 9%  | 19%           |
|   |       | d           | d      |                    |                         |                                     |                          |                             | d                           | d                      |                     |   | d             |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

**Q3\_SUM.** Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

### SUMMARY TABLE

Base: All respondents

|                              | Total       | Very influential | Fairly influential | Not very influential | Not at all influential | Don't know | No response | NETS       |                 |      |
|------------------------------|-------------|------------------|--------------------|----------------------|------------------------|------------|-------------|------------|-----------------|------|
|                              |             |                  |                    |                      |                        |            |             | Influent   | Not influential | Mean |
| POLITICO                     | 229<br>100% | 48<br>21%        | 77<br>34%          | 33<br>14%            | 32<br>14%              | 22<br>10%  | 17<br>8%    | 125<br>55% | 64<br>28%       | 2.75 |
| Financial Times              | 229<br>100% | 52<br>23%        | 66<br>29%          | 30<br>13%            | 39<br>17%              | 24<br>11%  | 19<br>8%    | 118<br>51% | 68<br>30%       | 2.71 |
| The Economist                | 229<br>100% | 46<br>20%        | 68<br>30%          | 34<br>15%            | 37<br>16%              | 23<br>10%  | 21<br>9%    | 114<br>50% | 71<br>31%       | 2.67 |
| BBC                          | 229<br>100% | 41<br>18%        | 73<br>32%          | 38<br>17%            | 28<br>12%              | 25<br>11%  | 24<br>10%   | 114<br>50% | 66<br>29%       | 2.71 |
| Twitter                      | 229<br>100% | 51<br>22%        | 55<br>24%          | 36<br>16%            | 35<br>15%              | 25<br>11%  | 28<br>12%   | 106<br>46% | 71<br>31%       | 2.69 |
| Facebook                     | 229<br>100% | 41<br>18%        | 43<br>19%          | 41<br>18%            | 52<br>23%              | 29<br>13%  | 24<br>10%   | 84<br>36%  | 93<br>41%       | 2.41 |
| EurActiv                     | 229<br>100% | 20<br>9%         | 62<br>27%          | 48<br>21%            | 45<br>19%              | 27<br>12%  | 28<br>12%   | 82<br>36%  | 93<br>40%       | 2.33 |
| International New York Times | 229<br>100% | 17<br>8%         | 58<br>25%          | 34<br>15%            | 50<br>22%              | 39<br>17%  | 30<br>13%   | 75<br>33%  | 84<br>37%       | 2.27 |
| Wall Street Journal          | 229<br>100% | 18<br>8%         | 53<br>23%          | 42<br>18%            | 48<br>21%              | 33<br>14%  | 35<br>15%   | 71<br>31%  | 90<br>39%       | 2.25 |
| Euronews                     | 229<br>100% | 11<br>5%         | 55<br>24%          | 46<br>20%            | 54<br>23%              | 33<br>14%  | 31<br>13%   | 66<br>29%  | 100<br>44%      | 2.14 |
| YouTube                      | 229<br>100% | 9<br>4%          | 41<br>18%          | 44<br>19%            | 75<br>33%              | 34<br>15%  | 26<br>12%   | 50<br>22%  | 119<br>52%      | 1.90 |
| EUobserver                   | 229<br>100% | 10<br>4%         | 39<br>17%          | 41<br>18%            | 66<br>29%              | 36<br>16%  | 37<br>16%   | 48<br>21%  | 107<br>47%      | 1.95 |
| Agence Europe                | 229<br>100% | 5<br>2%          | 36<br>16%          | 30<br>13%            | 65<br>28%              | 61<br>27%  | 32<br>14%   | 41<br>18%  | 95<br>41%       | 1.86 |
| The Parliament Magazine      | 229<br>100% | 3<br>1%          | 28<br>12%          | 54<br>23%            | 65<br>28%              | 50<br>22%  | 29<br>13%   | 31<br>13%  | 119<br>52%      | 1.79 |
| LinkedIn                     | 229<br>100% | 5<br>2%          | 24<br>10%          | 47<br>20%            | 75<br>33%              | 51<br>22%  | 28<br>12%   | 29<br>13%  | 121<br>53%      | 1.73 |
| EU Reporter                  | 229<br>100% | 2<br>1%          | 19<br>8%           | 19<br>8%             | 78<br>34%              | 71<br>31%  | 40<br>17%   | 22<br>10%  | 97<br>42%       | 1.55 |
| New Europe                   | 229<br>100% | 4<br>2%          | 17<br>7%           | 22<br>10%            | 86<br>38%              | 64<br>28%  | 36<br>16%   | 21<br>9%   | 109<br>47%      | 1.52 |
| EU Today                     | 229<br>100% | 2<br>1%          | 19<br>8%           | 23<br>10%            | 76<br>33%              | 74<br>32%  | 36<br>16%   | 20<br>9%   | 99<br>43%       | 1.55 |
| Instagram                    | 229<br>100% | 4<br>2%          | 12<br>5%           | 19<br>8%             | 95<br>41%              | 67<br>29%  | 32<br>14%   | 16<br>7%   | 114<br>50%      | 1.43 |

## Overall European Influencers

**Q3\_SUM.** Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

### SUMMARY TABLE

Base: All respondents

|                    |             |                  |                    |                      |                        |            |             | NETS        |                 |      |
|--------------------|-------------|------------------|--------------------|----------------------|------------------------|------------|-------------|-------------|-----------------|------|
|                    | Total       | Very influential | Fairly influential | Not very influential | Not at all influential | Don't know | No response | Influential | Not influential | Mean |
| The wonk.eu        | 229<br>100% | 3<br>1%          | 9<br>4%            | 23<br>10%            | 85<br>37%              | 70<br>31%  | 39<br>17%   | 12<br>5%    | 108<br>47%      | 1.42 |
| Mlex               | 229<br>100% | 3<br>1%          | 8<br>3%            | 15<br>7%             | 77<br>34%              | 82<br>36%  | 43<br>19%   | 11<br>5%    | 92<br>40%       | 1.40 |
| The New European   | 229<br>100% | 1<br>1%          | 10<br>4%           | 17<br>7%             | 84<br>37%              | 78<br>34%  | 39<br>17%   | 11<br>5%    | 101<br>44%      | 1.36 |
| The Brussels Times | 229<br>100% | -<br>-           | 8<br>3%            | 32<br>14%            | 79<br>35%              | 72<br>31%  | 38<br>17%   | 8<br>3%     | 111<br>49%      | 1.40 |
| E!Sharp            | 229<br>100% | 2<br>1%          | 6<br>2%            | 23<br>10%            | 82<br>36%              | 79<br>35%  | 37<br>16%   | 7<br>3%     | 105<br>46%      | 1.35 |
| The EU Bubble      | 229<br>100% | -<br>-           | 3<br>1%            | 20<br>9%             | 81<br>35%              | 82<br>36%  | 43<br>19%   | 3<br>1%     | 101<br>44%      | 1.25 |
| Other              | 229<br>100% | 35<br>15%        | 20<br>9%           | 7<br>3%              | 2<br>1%                | -<br>-     | 165<br>72%  | 55<br>24%   | 10<br>4%        | 3.36 |

## Overall European Influencers

### Q3\_1. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### Financial Times

Base: All respondents

|                         |  |       |      |                 |                      |                          | PARTY     |      |      |      |          |       | AGE         |             |             |             |             |                  |     |
|-------------------------|--|-------|------|-----------------|----------------------|--------------------------|-----------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|-----|
|                         |  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP       | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |     |
| Significance Level: 95% |  |       | b    | c               | d                    | e                        | *a        | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | *f               |     |
| Unweighted Total        |  | 229   | 75   | 154             | 64                   | 90                       | 26        | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |     |
| Weighted Total          |  | 229   | 75   | 154             | 77                   | 77                       | 21        | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |     |
|                         |  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%      | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |     |
| Very influential        |  | (4)   | 52   | 15              | 38                   | 12                       | 26        | 2    | 5    | 2    | 3        | *     | 2           | 1           | 4           | 13          | 17          | 9                | 9   |
|                         |  |       | 23%  | 20%             | 24%                  | 16%                      | 33%<br>bd | 10%  | 25%  | 35%  | 46%      | 4%    | 14%         | 100%        | 30%         | 29%<br>e    | 27%<br>e    | 11%              | 29% |
| Fairly influential      |  | (3)   | 66   | 21              | 45                   | 22                       | 23        | 8    | 8    | 2    | 1        | 1     | -           | 4           | 13          | 12          | 26          | 10               |     |
|                         |  |       | 29%  | 28%             | 29%                  | 28%                      | 30%       | 36%  | 41%  | 35%  | 17%      | 8%    | 7%          | -           | 30%         | 30%         | 19%         | 34%              | 32% |
| Not very influential    |  | (2)   | 30   | 9               | 20                   | 13                       | 7         | 4    | 2    | 1    | *        | *     | 2           | -           | 2           | 3           | 11          | 11               | 1   |
|                         |  |       | 13%  | 13%             | 13%                  | 17%                      | 9%        | 19%  | 9%   | 21%  | 5%       | 4%    | 14%         | -           | 15%         | 7%          | 19%         | 14%              | 5%  |
| Not at all influential  |  | (1)   | 39   | 16              | 23                   | 14                       | 9         | 5    | 1    | 1    | 1        | 4     | 3           | -           | 2           | 8           | 12          | 15               | 2   |
|                         |  |       | 17%  | 21%             | 15%                  | 19%                      | 11%       | 22%  | 8%   | 10%  | 16%      | 48%   | 28%         | -           | 12%         | 18%         | 19%         | 19%              | 7%  |
| Don't know              |  |       | 24   | 12              | 12                   | 6                        | 6         | 2    | 3    | -    | -        | 3     | 4           | -           | -           | 4           | 4           | 10               | 6   |
|                         |  |       | 11%  | 16%<br>c        | 8%                   | 8%                       | 8%        | 10%  | 17%  | -    | -        | 35%   | 33%         | -           | -           | 9%          | 7%          | 13%              | 19% |
| No response             |  |       | 19   | 2               | 16                   | 10                       | 7         | 1    | -    | -    | 1        | -     | *           | -           | 2           | 3           | 5           | 7                | 2   |
|                         |  |       | 8%   | 3%              | 11%<br>b             | 13%<br>b                 | 9%        | 3%   | -    | -    | 17%      | -     | 4%          | -           | 13%         | 6%          | 9%          | 8%               | 8%  |
| NETS                    |  |       |      |                 |                      |                          |           |      |      |      |          |       |             |             |             |             |             |                  |     |
| Net: Influential        |  | 118   | 35   | 82              | 34                   | 49                       | 10        | 13   | 5    | 5    | 1        | 2     | 1           | 8           | 27          | 29          | 35          | 18               |     |
|                         |  | 51%   | 47%  | 54%             | 44%                  | 63%<br>bd                | 46%       | 66%  | 69%  | 62%  | 13%      | 21%   | 100%        | 61%         | 59%         | 46%         | 45%         | 61%              |     |
| Net: Not influential    |  | 68    | 25   | 43              | 28                   | 15                       | 9         | 3    | 2    | 2    | 5        | 5     | -           | 4           | 11          | 23          | 26          | 3                |     |
|                         |  | 30%   | 33%  | 28%             | 36%<br>e             | 20%                      | 41%       | 16%  | 31%  | 21%  | 52%      | 42%   | -           | 27%         | 26%         | 38%         | 34%         | 11%              |     |
| Mean score              |  | 2.71  | 2.57 | 2.77            | 2.51                 | 3.03<br>bd               | 2.40      | 3.01 | 2.93 | 3.11 | 1.51     | 2.12  | 4.00        | 2.91        | 2.83        | 2.64        | 2.47        | 3.15             |     |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q3\_1. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### Financial Times

Base: All respondents

|                         |     | GENDER |      |        | REGION  |                     |               |         |                      | LENGTH OF SERVICE   |           |            |                       |
|-------------------------|-----|--------|------|--------|---------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|                         |     | Total  | Male | Female | Western | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95% |     |        | a    | b      | a       | b                   | c             | d       | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total        |     | 229    | 154  | 75     | 67      | 62                  | 48            | 45      | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total          |     | 229    | 148  | 81     | 77      | 52                  | 48            | 46      | 6                    | 2                   | 63        | 45         | 119                   |
|                         |     | 100%   | 100% | 100%   | 100%    | 100%                | 100%          | 100%    | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Very influential        | (4) | 52     | 42   | 11     | 15      | 15                  | 9             | 11      | 3                    | -                   | 16        | 12         | 25                    |
|                         |     | 23%    | 28%  | 13%    | 20%     | 29%                 | 18%           | 23%     | 43%                  | -                   | 25%       | 26%        | 21%                   |
|                         |     |        | b    |        |         |                     |               |         |                      |                     |           |            |                       |
| Fairly influential      | (3) | 66     | 38   | 27     | 19      | 15                  | 15            | 15      | 3                    | -                   | 13        | 16         | 37                    |
|                         |     | 29%    | 26%  | 34%    | 24%     | 28%                 | 31%           | 33%     | 43%                  | -                   | 20%       | 35%        | 31%                   |
| Not very influential    | (2) | 30     | 19   | 10     | 6       | 9                   | 8             | 6       | -                    | -                   | 7         | 9          | 13                    |
|                         |     | 13%    | 13%  | 13%    | 8%      | 17%                 | 17%           | 13%     | -                    | -                   | 11%       | 20%        | 11%                   |
| Not at all influential  | (1) | 39     | 24   | 14     | 14      | 9                   | 8             | 8       | -                    | 1                   | 12        | 3          | 21                    |
|                         |     | 17%    | 16%  | 18%    | 18%     | 18%                 | 16%           | 17%     | -                    | 79%                 | 20%       | 8%         | 18%                   |
| Don't know              |     | 24     | 12   | 12     | 12      | 4                   | 5             | 3       | 1                    | -                   | 11        | 3          | 10                    |
|                         |     | 11%    | 8%   | 15%    | 15%     | 7%                  | 11%           | 6%      | 14%                  | -                   | 18%       | 7%         | 8%                    |
| No response             |     | 19     | 13   | 6      | 11      | *                   | 3             | 4       | -                    | *                   | 4         | 1          | 13                    |
|                         |     | 8%     | 8%   | 8%     | 14%     | 1%                  | 7%            | 8%      | -                    | 21%                 | 7%        | 3%         | 11%                   |
|                         |     |        |      |        | b       |                     |               | b       |                      |                     |           |            |                       |
| NETS                    |     |        |      |        |         |                     |               |         |                      |                     |           |            |                       |
| Net: Influential        |     | 118    | 80   | 38     | 34      | 30                  | 23            | 26      | 5                    | -                   | 28        | 28         | 62                    |
|                         |     | 51%    | 54%  | 47%    | 44%     | 57%                 | 49%           | 56%     | 86%                  | -                   | 45%       | 62%        | 52%                   |
| Net: Not influential    |     | 68     | 43   | 25     | 20      | 18                  | 16            | 14      | -                    | 1                   | 19        | 13         | 35                    |
|                         |     | 30%    | 29%  | 31%    | 26%     | 35%                 | 33%           | 30%     | -                    | 79%                 | 31%       | 28%        | 29%                   |
| Mean score              |     | 2.71   | 2.79 | 2.54   | 2.65    | 2.75                | 2.62          | 2.73    | 3.50                 | 1.00                | 2.67      | 2.90       | 2.68                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q3\_1. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### Financial Times

Base: All respondents

|                         |      | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|------|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         |      |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|                         |      | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |      | a           | b         | c      | d                  | e                       | f                                   | g                        | h                           | i                           | j                      | k                   | l   |               |
| Unweighted Total        | 229  | 36          | 46        | 45     | 36                 | 42                      | 21                                  | 57                       | 65                          | 31                          | 66                     | 63                  | 50  |               |
| Weighted Total          | 229  | 36          | 43        | 44     | 35                 | 40                      | 21                                  | 50                       | 67                          | 34                          | 62                     | 61                  | 52  |               |
|                         | 100% | 100%        | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  |               |
| Very influential        | (4)  | 52          | 7         | 13     | 17                 | 7                       | 15                                  | 5                        | 7                           | 14                          | 11                     | 20                  | 23  | 8             |
|                         | 23%  | 21%         | 31%       | 39%    | 21%                | 38%                     | 22%                                 | 15%                      | 21%                         | 33%                         | 32%                    | 37%                 | 15%   |               |
|                         |      |             | g         | ghl    |                    | gl                      |                                     |                          |                             | g                           | gl                     | ghl                 |   |               |
| Fairly influential      | (3)  | 66          | 11        | 14     | 12                 | 13                      | 11                                  | 5                        | 8                           | 19                          | 12                     | 16                  | 15  | 19            |
|                         | 29%  | 30%         | 33%       | 27%    | 38%                | 27%                     | 23%                                 | 16%                      | 29%                         | 34%                         | 27%                    | 25%                 | 36%   |               |
|                         |      |             | g         |        | g                  |                         |                                     |                          |                             |                             |                        |                     | g   |               |
| Not very influential    | (2)  | 30          | 3         | 5      | 4                  | 3                       | 3                                   | 2                        | 7                           | 7                           | 4                      | 6                   | 7   | 6             |
|                         | 13%  | 8%          | 11%       | 9%     | 9%                 | 8%                      | 10%                                 | 15%                      | 10%                         | 11%                         | 10%                    | 11%                 | 12%   |               |
| Not at all influential  | (1)  | 39          | 10        | 5      | 2                  | 4                       | 7                                   | 5                        | 15                          | 14                          | 1                      | 10                  | 7   | 8             |
|                         | 17%  | 28%         | 11%       | 5%     | 11%                | 17%                     | 26%                                 | 30%                      | 21%                         | 3%                          | 16%                    | 12%                 | 16%   |               |
|                         |      |             | cik       |        |                    |                         |                                     | bcdik                    | ci                          |                             |                        |                     |   |               |
| Don't know              | 24   | 2           | 3         | 3      | 4                  | 1                       | 4                                   | 12                       | 8                           | 3                           | 4                      | 5                   | 4   |               |
|                         | 11%  | 7%          | 6%        | 6%     | 13%                | 2%                      | 20%                                 | 23%                      | 12%                         | 9%                          | 7%                     | 9%                  | 8%  |               |
|                         |      |             |           |        |                    |                         |                                     | abcejkl                  |                             |                             |                        |                     |   |               |
| No response             | 19   | 2           | 3         | 6      | 3                  | 3                       | -                                   | 1                        | 5                           | 3                           | 5                      | 4                   | 7   |               |
|                         | 8%   | 6%          | 7%        | 14%    | 8%                 | 7%                      | -                                   | 2%                       | 7%                          | 8%                          | 9%                     | 6%                  | 13%   |               |
|                         |      |             |           | g      |                    |                         |                                     |                          |                             |                             |                        |                     | g   |               |
| NETS                    |      |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        | 118  | 18          | 27        | 29     | 21                 | 26                      | 9                                   | 16                       | 34                          | 23                          | 36                     | 38                  | 26  |               |
|                         | 51%  | 51%         | 65%       | 65%    | 59%                | 66%                     | 45%                                 | 31%                      | 50%                         | 68%                         | 59%                    | 62%                 | 51%   |               |
|                         |      |             | g         | g      | g                  | g                       |                                     |                          | g                           | g                           | g                      | g                   | g   |               |
| Net: Not influential    | 68   | 13          | 10        | 6      | 7                  | 10                      | 7                                   | 22                       | 21                          | 5                           | 16                     | 14                  | 14  |               |
|                         | 30%  | 36%         | 22%       | 14%    | 20%                | 25%                     | 36%                                 | 44%                      | 31%                         | 15%                         | 25%                    | 23%                 | 28%   |               |
|                         |      | ci          |           |        |                    |                         |                                     | bcdijk                   | c                           |                             |                        |                     |   |               |
| Mean score              | 2.71 | 2.50        | 2.97      | 3.26   | 2.87               | 2.96                    | 2.52                                | 2.22                     | 2.61                        | 3.19                        | 2.89                   | 3.03                | 2.63  |               |
|                         |      |             | g         | aghl   |                    | g                       |                                     |                          |                             |                             | g                      | ag                  |   |               |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q3\_2. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### The Economist

Base: All respondents

|                         |  |       |      |                 |                      |                          | PARTY |      |      |      |          |       | AGE         |             |             |             |             |                  |     |
|-------------------------|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|-----|
|                         |  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |     |
| Significance Level: 95% |  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | *f               |     |
| Unweighted Total        |  | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |     |
| Weighted Total          |  | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |     |
|                         |  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |     |
| Very influential        |  | (4)   | 46   | 18              | 28                   | 8                        | 20    | 1    | 6    | 5    | 3        | -     | 2           | -           | 2           | 9           | 15          | 12               | 8   |
|                         |  |       | 20%  | 24%             | 18%                  | 11%                      | 26%   | 7%   | 34%  | 69%  | 46%      | -     | 18%         | -           | 18%         | 20%         | 24%         | 15%              | 26% |
|                         |  |       |      | d               |                      | d                        |       |      |      |      |          |       |             |             |             |             |             |                  |     |
| Fairly influential      |  | (3)   | 68   | 18              | 50                   | 23                       | 27    | 6    | 6    | 1    | 2        | 1     | 2           | 1           | 6           | 15          | 12          | 24               | 11  |
|                         |  |       | 30%  | 24%             | 33%                  | 30%                      | 36%   | 27%  | 33%  | 10%  | 27%      | 13%   | 18%         | 100%        | 43%         | 34%         | 20%         | 30%              | 35% |
| Not very influential    |  | (2)   | 34   | 9               | 25                   | 13                       | 12    | 3    | 3    | 1    | *        | *     | 1           | -           | 1           | 6           | 10          | 15               | 1   |
|                         |  |       | 15%  | 12%             | 16%                  | 17%                      | 16%   | 16%  | 16%  | 10%  | 5%       | 4%    | 7%          | -           | 9%          | 14%         | 17%         | 20%              | 3%  |
| Not at all influential  |  | (1)   | 37   | 16              | 21                   | 14                       | 7     | 6    | 1    | 1    | *        | 4     | 2           | -           | 2           | 6           | 13          | 13               | 3   |
|                         |  |       | 16%  | 21%             | 14%                  | 19%                      | 9%    | 29%  | 8%   | 10%  | 5%       | 48%   | 21%         | -           | 18%         | 13%         | 20%         | 17%              | 9%  |
|                         |  |       |      | e               |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |     |
| Don't know              |  |       | 23   | 10              | 12                   | 7                        | 5     | 4    | -    | -    | -        | 3     | 3           | -           | 1           | 6           | 4           | 8                | 4   |
|                         |  |       | 10%  | 14%             | 8%                   | 9%                       | 7%    | 18%  | -    | -    | -        | 35%   | 29%         | -           | 6%          | 13%         | 7%          | 10%              | 14% |
| No response             |  |       | 21   | 4               | 17                   | 11                       | 6     | 1    | 2    | -    | 1        | -     | 1           | -           | 1           | 3           | 7           | 6                | 4   |
|                         |  |       | 9%   | 6%              | 11%                  | 14%                      | 8%    | 3%   | 9%   | -    | 17%      | -     | 7%          | -           | 6%          | 6%          | 12%         | 8%               | 12% |
| NETS                    |  |       |      |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |     |
| Net: Influential        |  | 114   | 36   | 78              | 31                   | 47                       | 7     | 13   | 6    | 5    | 1        | 4     | 1           | 8           | 24          | 27          | 36          | 18               |     |
|                         |  | 50%   | 48%  | 51%             | 41%                  | 61%                      | 34%   | 67%  | 79%  | 73%  | 13%      | 36%   | 100%        | 61%         | 54%         | 44%         | 45%         | 62%              |     |
|                         |  |       |      |                 |                      | d                        |       |      |      |      |          |       |             |             |             |             |             |                  |     |
| Net: Not influential    |  | 71    | 24   | 47              | 28                   | 19                       | 10    | 5    | 1    | 1    | 5        | 3     | -           | 4           | 12          | 23          | 29          | 4                |     |
|                         |  | 31%   | 33%  | 30%             | 36%                  | 24%                      | 45%   | 24%  | 21%  | 10%  | 52%      | 28%   | -           | 27%         | 27%         | 37%         | 37%         | 13%              |     |
| Mean score              |  | 2.67  | 2.64 | 2.68            | 2.43                 | 2.91                     | 2.15  | 3.02 | 3.38 | 3.36 | 1.45     | 2.51  | 3.00        | 2.69        | 2.76        | 2.59        | 2.53        | 3.06             |     |
|                         |  |       |      |                 |                      | d                        |       |      |      |      |          |       |             |             |             |             |             |                  |     |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q3\_2. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### The Economist

Base: All respondents

|                         |     | GENDER |      | REGION |         |                     |               |         | LENGTH OF SERVICE    |                     |           |            |                       |
|-------------------------|-----|--------|------|--------|---------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|                         |     | Total  | Male | Female | Western | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95% |     |        | a    | b      | a       | b                   | c             | d       | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total        |     | 229    | 154  | 75     | 67      | 62                  | 48            | 45      | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total          |     | 229    | 148  | 81     | 77      | 52                  | 48            | 46      | 6                    | 2                   | 63        | 45         | 119                   |
|                         |     | 100%   | 100% | 100%   | 100%    | 100%                | 100%          | 100%    | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Very influential        | (4) | 46     | 32   | 14     | 10      | 9                   | 12            | 13      | 3                    | -                   | 20        | 7          | 20                    |
|                         |     | 20%    | 21%  | 18%    | 13%     | 18%                 | 25%           | 28%     | 43%                  | -                   | 31%       | 15%        | 17%                   |
|                         |     |        |      |        |         |                     |               | a       |                      |                     | d         |            |                       |
| Fairly influential      | (3) | 68     | 50   | 19     | 19      | 21                  | 12            | 15      | 2                    | -                   | 16        | 20         | 32                    |
|                         |     | 30%    | 33%  | 23%    | 24%     | 41%                 | 25%           | 32%     | 29%                  | -                   | 26%       | 43%        | 27%                   |
|                         |     |        |      |        |         | a                   |               |         |                      |                     | d         |            |                       |
| Not very influential    | (2) | 34     | 20   | 14     | 8       | 12                  | 8             | 5       | -                    | -                   | 5         | 8          | 21                    |
|                         |     | 15%    | 14%  | 17%    | 11%     | 23%                 | 18%           | 12%     | -                    | -                   | 8%        | 18%        | 18%                   |
| Not at all influential  | (1) | 37     | 22   | 15     | 17      | 5                   | 9             | 5       | 1                    | 1                   | 9         | 3          | 23                    |
|                         |     | 16%    | 15%  | 19%    | 22%     | 10%                 | 18%           | 12%     | 14%                  | 79%                 | 15%       | 7%         | 19%                   |
| Don't know              |     | 23     | 12   | 11     | 14      | 2                   | 2             | 4       | 1                    | -                   | 7         | 8          | 8                     |
|                         |     | 10%    | 8%   | 14%    | 18%     | 4%                  | 4%            | 8%      | 14%                  | -                   | 12%       | 17%        | 7%                    |
|                         |     |        |      |        | bc      |                     |               |         |                      |                     | d         |            |                       |
| No response             |     | 21     | 13   | 8      | 9       | 3                   | 5             | 4       | -                    | *                   | 6         | -          | 15                    |
|                         |     | 9%     | 9%   | 10%    | 12%     | 5%                  | 10%           | 8%      | -                    | 21%                 | 9%        | -          | 13%                   |
|                         |     |        |      |        |         |                     |               |         |                      |                     | c         |            | c                     |
| NETS                    |     |        |      |        |         |                     |               |         |                      |                     |           |            |                       |
| Net: Influential        |     | 114    | 81   | 33     | 29      | 30                  | 23            | 28      | 4                    | -                   | 36        | 27         | 52                    |
|                         |     | 50%    | 55%  | 41%    | 37%     | 58%                 | 49%           | 60%     | 71%                  | -                   | 57%       | 59%        | 44%                   |
|                         |     |        | b    |        |         | a                   |               | a       |                      |                     |           |            |                       |
| Net: Not influential    |     | 71     | 42   | 29     | 25      | 17                  | 17            | 11      | 1                    | 1                   | 15        | 11         | 44                    |
|                         |     | 31%    | 28%  | 36%    | 33%     | 32%                 | 36%           | 23%     | 14%                  | 79%                 | 23%       | 24%        | 37%                   |
| Mean score              |     | 2.67   | 2.74 | 2.52   | 2.40    | 2.73                | 2.65          | 2.91    | 3.17                 | 1.00                | 2.91      | 2.81       | 2.51                  |
|                         |     |        |      |        |         |                     |               | a       |                      |                     | d         |            |                       |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d



## Overall European Influencers

### Q3\_2. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### The Economist

Base: All respondents

|                         |     | POLICY AREA |              |             |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|-----|-------------|--------------|-------------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         |     | Total       | Transport    | Energy      | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |     |             | a            | b           | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total        |     | 229         | 36           | 46          | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total          |     | 229         | 36           | 43          | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|                         |     | 100%        | 100%         | 100%        | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential        | (4) | 46          | 4            | 17          | 13                 | 7                       | 16                                  | 4                        | 8                           | 16                          | 10                     | 17                  | 20  | 9             |
|                         |     | 20%         | 12%          | 39%<br>agl  | 29%                | 19%                     | 41%<br>adgl                         | 20%                      | 16%                         | 24%                         | 30%                    | 28%                 | 32%<br>ag                                     | 17%           |
| Fairly influential      | (3) | 68          | 11           | 12          | 11                 | 12                      | 10                                  | 7                        | 12                          | 15                          | 12                     | 18                  | 19  | 15            |
|                         |     | 30%         | 30%          | 29%         | 25%                | 36%                     | 25%                                 | 32%                      | 23%                         | 22%                         | 35%                    | 30%                 | 31%   | 28%           |
| Not very influential    | (2) | 34          | 5            | 4           | 5                  | 7                       | 3                                   | 2                        | 8                           | 11                          | 5                      | 8                   | 6   | 8             |
|                         |     | 15%         | 15%          | 9%          | 11%                | 20%                     | 7%                                  | 8%                       | 16%                         | 16%                         | 15%                    | 14%                 | 10%   | 16%           |
| Not at all influential  | (1) | 37          | 11           | 5           | 4                  | 5                       | 6                                   | 5                        | 14                          | 14                          | 1                      | 8                   | 7   | 8             |
|                         |     | 16%         | 30%<br>bcijk | 12%         | 10%                | 14%                     | 15%                                 | 26%                      | 28%<br>bcijk                | 21%<br>i                    | 4%                     | 13%                 | 11%   | 15%           |
| Don't know              |     | 23          | 2            | 1           | 4                  | 1                       | 1                                   | 2                        | 5                           | 3                           | 3                      | 4                   | 3   | 6             |
|                         |     | 10%         | 7%           | 2%          | 10%                | 3%                      | 2%                                  | 10%                      | 11%                         | 5%                          | 9%                     | 7%                  | 4%  | 12%           |
| No response             |     | 21          | 2            | 4           | 6                  | 3                       | 4                                   | 1                        | 3                           | 8                           | 2                      | 5                   | 7   | 6             |
|                         |     | 9%          | 7%           | 10%         | 14%                | 8%                      | 10%                                 | 4%                       | 6%                          | 12%                         | 7%                     | 9%                  | 11%   | 12%           |
| NETS                    |     |             |              |             |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        |     | 114         | 15           | 29          | 24                 | 19                      | 26                                  | 11                       | 20                          | 31                          | 22                     | 36                  | 39  | 23            |
|                         |     | 50%         | 42%<br>aghl  | 68%<br>aghl | 54%                | 54%                     | 65%<br>agh                          | 52%                      | 39%                         | 46%                         | 65%<br>g               | 58%<br>g            | 63%<br>ag                                     | 46%           |
| Net: Not influential    |     | 71          | 16           | 9           | 9                  | 12                      | 9                                   | 7                        | 22                          | 25                          | 6                      | 16                  | 13  | 16            |
|                         |     | 31%         | 44%<br>bceik | 21%         | 21%                | 34%                     | 22%                                 | 34%                      | 44%<br>bceijk               | 37%                         | 18%                    | 27%                 | 22%   | 31%           |
| Mean score              |     | 2.67        | 2.28         | 3.08        | 2.96               | 2.67                    | 3.04                                | 2.54                     | 2.33                        | 2.58                        | 3.10                   | 2.86                | 2.99  | 2.63          |
|                         |     |             |              | agh         | ag                 |                         | ag                                  |                          |                             |                             |                        | ag                  | ag  |               |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q3\_3. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### POLITICO

Base: All respondents

|                         |  |       |      |                 |                      |                          | PARTY |      |      |      |          |       | AGE         |             |             |             |             |                  |     |
|-------------------------|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|-----|
|                         |  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |     |
| Significance Level: 95% |  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | *f               |     |
| Unweighted Total        |  | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |     |
| Weighted Total          |  | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |     |
|                         |  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |     |
| Very influential        |  | (4)   | 48   | 18              | 30                   | 13                       | 17    | 3    | 5    | 5    | -        | 4     | 2           | 1           | 3           | 10          | 13          | 17               | 4   |
|                         |  |       | 21%  | 24%             | 20%                  | 17%                      | 22%   | 13%  | 25%  | 69%  | -        | 39%   | 18%         | 100%        | 24%         | 22%         | 21%         | 21%              | 15% |
| Fairly influential      |  | (3)   | 77   | 31              | 46                   | 23                       | 23    | 10   | 9    | 1    | 7        | 2     | 2           | -           | 5           | 19          | 21          | 21               | 10  |
|                         |  |       | 34%  | 41%             | 30%                  | 30%                      | 30%   | 47%  | 50%  | 10%  | 90%      | 25%   | 14%         | -           | 39%         | 43%         | 34%         | 26%              | 35% |
| Not very influential    |  | (2)   | 33   | 8               | 25                   | 11                       | 14    | 2    | 3    | 1    | *        | -     | 1           | -           | 2           | 6           | 10          | 13               | 2   |
|                         |  |       | 14%  | 11%             | 16%                  | 14%                      | 18%   | 12%  | 17%  | 10%  | 5%       | -     | 11%         | -           | 13%         | 12%         | 16%         | 17%              | 7%  |
| Not at all influential  |  | (1)   | 32   | 11              | 21                   | 12                       | 9     | 3    | 1    | 1    | *        | 3     | 3           | -           | 2           | 4           | 9           | 14               | 4   |
|                         |  |       | 14%  | 15%             | 13%                  | 16%                      | 11%   | 13%  | 8%   | 10%  | 5%       | 35%   | 24%         | -           | 12%         | 8%          | 15%         | 18%              | 12% |
| Don't know              |  |       | 22   | 6               | 16                   | 10                       | 6     | 3    | -    | -    | -        | -     | 3           | -           | -           | 4           | 6           | 8                | 4   |
|                         |  |       | 10%  | 9%              | 10%                  | 13%                      | 8%    | 15%  | -    | -    | -        | -     | 29%         | -           | -           | 9%          | 10%         | 10%              | 14% |
| No response             |  |       | 17   | *               | 17                   | 8                        | 9     | -    | -    | -    | -        | -     | *           | -           | 2           | 2           | 2           | 6                | 5   |
|                         |  |       | 8%   | 1%              | 11%                  | 11%                      | 11%   | -    | -    | -    | -        | -     | 4%          | -           | 13%         | 5%          | 3%          | 8%               | 18% |
|                         |  |       |      | b               | b                    | b                        |       |      |      |      |          |       |             |             |             |             |             |                  |     |
| NETS                    |  |       |      |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |     |
| Net: Influential        |  | 125   | 49   | 76              | 36                   | 40                       | 13    | 14   | 6    | 7    | 6        | 4     | 1           | 9           | 29          | 34          | 37          | 15               |     |
|                         |  | 55%   | 65%  | 50%             | 47%                  | 52%                      | 60%   | 75%  | 79%  | 90%  | 65%      | 32%   | 100%        | 63%         | 65%         | 56%         | 48%         | 50%              |     |
|                         |  |       | cd   |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |     |
| Net: Not influential    |  | 64    | 19   | 45              | 23                   | 22                       | 5     | 5    | 1    | 1    | 3        | 4     | -           | 3           | 9           | 19          | 27          | 6                |     |
|                         |  | 28%   | 26%  | 29%             | 30%                  | 29%                      | 25%   | 25%  | 21%  | 10%  | 35%      | 35%   | -           | 24%         | 21%         | 31%         | 35%         | 19%              |     |
| Mean score              |  | 2.75  | 2.81 | 2.71            | 2.63                 | 2.78                     | 2.71  | 2.92 | 3.38 | 2.84 | 2.69     | 2.38  | 4.00        | 2.86        | 2.92        | 2.72        | 2.62        | 2.76             |     |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q3\_3. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### POLITICO

Base: All respondents

|                         |     | GENDER |      | REGION |         |                     |               |            | LENGTH OF SERVICE    |                     |           |            |                       |
|-------------------------|-----|--------|------|--------|---------|---------------------|---------------|------------|----------------------|---------------------|-----------|------------|-----------------------|
|                         |     | Total  | Male | Female | Western | Nordic/<br>Northern | Mediterranean | Eastern    | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95% |     |        | a    | b      | a       | b                   | c             | d          | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total        |     | 229    | 154  | 75     | 67      | 62                  | 48            | 45         | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total          |     | 229    | 148  | 81     | 77      | 52                  | 48            | 46         | 6                    | 2                   | 63        | 45         | 119                   |
|                         |     | 100%   | 100% | 100%   | 100%    | 100%                | 100%          | 100%       | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Very influential        | (4) | 48     | 30   | 18     | 12      | 12                  | 7             | 15         | 2                    | -                   | 18        | 10         | 20                    |
|                         |     | 21%    | 20%  | 23%    | 16%     | 23%                 | 15%           | 32%<br>a   | 29%                  | -                   | 29%       | 22%        | 17%                   |
| Fairly influential      | (3) | 77     | 54   | 22     | 23      | 16                  | 17            | 19         | 2                    | -                   | 20        | 19         | 37                    |
|                         |     | 34%    | 37%  | 28%    | 30%     | 30%                 | 36%           | 40%        | 29%                  | -                   | 31%       | 43%        | 31%                   |
| Not very influential    | (2) | 33     | 22   | 10     | 12      | 8                   | 7             | 3          | 2                    | -                   | 7         | 8          | 18                    |
|                         |     | 14%    | 15%  | 13%    | 16%     | 16%                 | 16%           | 7%         | 29%                  | -                   | 11%       | 17%        | 15%                   |
| Not at all influential  | (1) | 32     | 18   | 14     | 11      | 8                   | 9             | 4          | -                    | 1                   | 11        | 1          | 18                    |
|                         |     | 14%    | 12%  | 17%    | 15%     | 15%                 | 19%           | 9%         | -                    | 79%                 | 17%<br>c  | 3%         | 16%<br>c              |
| Don't know              |     | 22     | 13   | 9      | 9       | 5                   | 3             | 3          | 1                    | -                   | 4         | 7          | 11                    |
|                         |     | 10%    | 9%   | 12%    | 12%     | 10%                 | 7%            | 7%         | 14%                  | -                   | 6%        | 15%        | 10%                   |
| No response             |     | 17     | 11   | 6      | 9       | 3                   | 3             | 2          | -                    | *                   | 3         | -          | 14                    |
|                         |     | 8%     | 8%   | 8%     | 11%     | 6%                  | 7%            | 4%         | -                    | 21%                 | 5%        | -          | 11%<br>c              |
| NETS                    |     |        |      |        |         |                     |               |            |                      |                     |           |            |                       |
| Net: Influential        |     | 125    | 84   | 41     | 36      | 28                  | 25            | 34         | 3                    | -                   | 38        | 30         | 57                    |
|                         |     | 55%    | 57%  | 50%    | 46%     | 53%                 | 52%           | 73%<br>abc | 57%                  | -                   | 60%       | 66%<br>d   | 48%                   |
| Net: Not influential    |     | 64     | 40   | 24     | 23      | 16                  | 16            | 7          | 2                    | 1                   | 17        | 9          | 37                    |
|                         |     | 28%    | 27%  | 30%    | 30%     | 30%                 | 34%<br>d      | 16%        | 29%                  | 79%                 | 28%       | 20%        | 31%                   |
| Mean score              |     | 2.75   | 2.78 | 2.69   | 2.63    | 2.73                | 2.56          | 3.09<br>ac | 3.00                 | 1.00                | 2.82      | 3.00<br>d  | 2.63                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q3\_3. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### POLITICO

Base: All respondents

|                         |     | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|-----|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         |     | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |     |             | a         | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total        |     | 229         | 36        | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total          |     | 229         | 36        | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|                         |     | 100%        | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential        | (4) | 48          | 7         | 14     | 7                  | 6                       | 10                                  | 6                        | 7                           | 13                          | 16                     | 15                  | 18  | 7             |
|                         |     | 21%         | 20%       | 32%    | 15%                | 18%                     | 25%                                 | 30%                      | 14%                         | 19%                         | 48%                    | 24%                 | 29%   | 13%           |
|                         |     |             |           | gl     |                    |                         |                                     |                          |                             |                             | acdeg hijl             |                     | gl  |               |
| Fairly influential      | (3) | 77          | 13        | 15     | 17                 | 12                      | 14                                  | 7                        | 14                          | 22                          | 12                     | 20                  | 18  | 23            |
|                         |     | 34%         | 38%       | 35%    | 40%                | 34%                     | 35%                                 | 34%                      | 28%                         | 32%                         | 35%                    | 33%                 | 30%   | 45%           |
| Not very influential    | (2) | 33          | *         | 8      | 7                  | 8                       | 5                                   | 3                        | 9                           | 12                          | 3                      | 8                   | 10  | 6             |
|                         |     | 14%         | 1%        | 19%    | 15%                | 22%                     | 13%                                 | 14%                      | 19%                         | 18%                         | 10%                    | 14%                 | 16%   | 11%           |
|                         |     |             |           | a      | a                  | a                       |                                     |                          | a                           | a                           |                        | a                   | a   |               |
| Not at all influential  | (1) | 32          | 8         | 2      | 3                  | 3                       | 7                                   | 2                        | 11                          | 11                          | 1                      | 11                  | 6   | 7             |
|                         |     | 14%         | 23%       | 5%     | 7%                 | 8%                      | 18%                                 | 12%                      | 23%                         | 16%                         | 4%                     | 17%                 | 9%  | 13%           |
|                         |     |             | bi        |        |                    |                         |                                     |                          | bcik                        |                             |                        |                     |   |               |
| Don't know              |     | 22          | 5         | -      | 4                  | 4                       | 1                                   | 2                        | 7                           | 5                           | -                      | 4                   | 5   | 4             |
|                         |     | 10%         | 13%       | -      | 10%                | 10%                     | 2%                                  | 10%                      | 15%                         | 7%                          | -                      | 7%                  | 8%  | 9%            |
|                         |     |             | bi        |        | b                  | b                       |                                     |                          | bei                         |                             |                        |                     |   | b             |
| No response             |     | 17          | 2         | 4      | 5                  | 3                       | 3                                   | -                        | 1                           | 4                           | 1                      | 4                   | 4   | 5             |
|                         |     | 8%          | 6%        | 10%    | 12%                | 8%                      | 7%                                  | -                        | 2%                          | 6%                          | 4%                     | 6%                  | 7%  | 9%            |
| NETS                    |     |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        |     | 125         | 21        | 28     | 24                 | 18                      | 24                                  | 13                       | 21                          | 35                          | 29                     | 35                  | 36  | 30            |
|                         |     | 55%         | 58%       | 67%    | 55%                | 52%                     | 60%                                 | 64%                      | 42%                         | 52%                         | 83%                    | 56%                 | 59%   | 58%           |
|                         |     |             |           | g      |                    |                         |                                     |                          |                             |                             | acdeg hijkl            |                     |   |               |
| Net: Not influential    |     | 64          | 9         | 10     | 10                 | 10                      | 12                                  | 5                        | 21                          | 23                          | 5                      | 19                  | 15  | 13            |
|                         |     | 28%         | 24%       | 24%    | 23%                | 29%                     | 31%                                 | 26%                      | 41%                         | 35%                         | 13%                    | 31%                 | 25%   | 24%           |
|                         |     |             |           |        |                    |                         |                                     |                          | i                           | i                           |                        |                     |   |               |
| Mean score              |     | 2.75        | 2.67      | 3.04   | 2.81               | 2.77                    | 2.73                                | 2.91                     | 2.39                        | 2.63                        | 3.32                   | 2.72                | 2.94  | 2.71          |
|                         |     |             |           | gh     |                    |                         |                                     |                          |                             |                             | acdeg hijl             |                     | g   |               |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q3\_4. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### Euronews

Base: All respondents

|                         |       |      |                 |                      |                          | PARTY |      |      |      |          |       | AGE         |             |             |             |             |                  |
|-------------------------|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|                         | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95% |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total        | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total          | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|                         | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Very influential        | (4)   | 11   | 5               | 6                    | 2                        | 3     | -    | 2    | -    | 4        | -     | -           | -           | 2           | 1           | 6           | 2                |
|                         | 5%    | 7%   | 4%              | 3%                   | 4%                       | -     | 9%   | -    | -    | 39%      | -     | -           | -           | 5%          | 1%          | 7%          | 7%               |
| Fairly influential      | (3)   | 55   | 22              | 33                   | 18                       | 15    | 5    | 10   | 2    | 2        | -     | 4           | 2           | 14          | 11          | 16          | 12               |
|                         | 24%   | 30%  | 21%             | 23%                  | 19%                      | 24%   | 51%  | 35%  | 22%  | -        | 33%   | -           | 15%         | 30%         | 18%         | 21%         | 40%              |
| Not very influential    | (2)   | 46   | 15              | 31                   | 13                       | 18    | 7    | 5    | 1    | 1        | 1     | 1           | 4           | 12          | 12          | 15          | 2                |
|                         | 20%   | 20%  | 20%             | 17%                  | 23%                      | 32%   | 24%  | 10%  | 10%  | 8%       | 11%   | 100%        | 28%         | 27%         | 20%         | 19%         | 8%               |
| Not at all influential  | (1)   | 54   | 22              | 32                   | 16                       | 16    | 7    | 1    | 1    | 4        | 5     | 4           | 4           | 10          | 20          | 14          | 6                |
|                         | 23%   | 29%  | 21%             | 20%                  | 21%                      | 31%   | 8%   | 10%  | 51%  | 52%      | 39%   | -           | 30%         | 21%         | 33%<br>e    | 18%         | 20%              |
| Don't know              |       | 33   | 7               | 26                   | 13                       | 13    | 2    | 2    | 2    | -        | *     | -           | 2           | 3           | 10          | 15          | 2                |
|                         | 14%   | 9%   | 17%             | 17%                  | 17%                      | 10%   | 9%   | 35%  | -    | -        | 4%    | -           | 15%         | 7%          | 17%         | 19%         | 7%               |
| No response             |       | 31   | 4               | 26                   | 14                       | 12    | 1    | -    | 1    | 1        | 2     | -           | 2           | 4           | 7           | 12          | 5                |
|                         | 13%   | 6%   | 17%             | 19%                  | 16%                      | 3%    | -    | 10%  | 17%  | -        | 14%   | -           | 13%         | 9%          | 11%         | 16%         | 18%              |
|                         |       |      | b               | b                    | b                        |       |      |      |      |          |       |             |             |             |             |             |                  |
| <b>NETS</b>             |       |      |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |
| Net: Influential        | 66    | 28   | 38              | 20                   | 18                       | 5     | 11   | 2    | 2    | 4        | 4     | -           | 2           | 16          | 12          | 22          | 14               |
|                         | 29%   | 37%  | 25%             | 27%                  | 23%                      | 24%   | 59%  | 35%  | 22%  | 39%      | 33%   | -           | 15%         | 36%         | 20%         | 28%         | 47%              |
| Net: Not influential    | 100   | 37   | 63              | 29                   | 34                       | 13    | 6    | 1    | 5    | 6        | 5     | 1           | 8           | 22          | 32          | 29          | 8                |
|                         | 44%   | 49%  | 41%             | 38%                  | 44%                      | 63%   | 32%  | 21%  | 62%  | 61%      | 49%   | 100%        | 57%         | 48%         | 52%         | 37%         | 28%              |
| Mean score              | 2.14  | 2.17 | 2.12            | 2.15                 | 2.10                     | 1.92  | 2.65 | 2.44 | 1.65 | 2.26     | 1.93  | 2.00        | 1.80        | 2.23<br>d   | 1.84        | 2.27<br>d   | 2.45             |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q3\_4. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### Euronews

Base: All respondents

|                         |     | GENDER     |           | REGION    |           |                     |                |                | LENGTH OF SERVICE    |                     |           |                |                       |
|-------------------------|-----|------------|-----------|-----------|-----------|---------------------|----------------|----------------|----------------------|---------------------|-----------|----------------|-----------------------|
|                         |     | Total      | Male      | Female    | Western   | Nordic/<br>Northern | Mediterranean  | Eastern        | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years     | More than<br>10 years |
| Significance Level: 95% |     |            | a         | b         | a         | b                   | c              | d              | *e                   | *a                  | b         | c              | d                     |
| Unweighted Total        |     | 229        | 154       | 75        | 67        | 62                  | 48             | 45             | 7                    | 2                   | 62        | 47             | 118                   |
| Weighted Total          |     | 229        | 148       | 81        | 77        | 52                  | 48             | 46             | 6                    | 2                   | 63        | 45             | 119                   |
|                         |     | 100%       | 100%      | 100%      | 100%      | 100%                | 100%           | 100%           | 100%                 | 100%                | 100%      | 100%           | 100%                  |
| Very influential        | (4) | 11<br>5%   | 5<br>3%   | 6<br>8%   | 3<br>4%   | -<br>-              | 3<br>6%        | 3<br>7%<br>b   | 2<br>29%             | -<br>-              | 5<br>8%   | 2<br>5%        | 4<br>3%               |
| Fairly influential      | (3) | 55<br>24%  | 33<br>22% | 22<br>27% | 18<br>23% | 7<br>14%            | 14<br>29%      | 14<br>31%<br>b | 2<br>29%             | -<br>-              | 16<br>25% | 10<br>22%      | 29<br>24%             |
| Not very influential    | (2) | 46<br>20%  | 34<br>23% | 12<br>15% | 13<br>17% | 15<br>28%           | 10<br>21%      | 7<br>16%       | 1<br>14%             | -<br>-              | 14<br>22% | 16<br>35%<br>d | 16<br>14%             |
| Not at all influential  | (1) | 54<br>23%  | 37<br>25% | 16<br>20% | 19<br>25% | 16<br>31%           | 10<br>20%      | 8<br>17%       | 1<br>14%             | 1<br>79%            | 18<br>28% | 8<br>17%       | 27<br>22%             |
| Don't know              |     | 33<br>14%  | 21<br>14% | 11<br>14% | 10<br>12% | 8<br>15%            | 8<br>16%       | 7<br>14%       | 1<br>14%             | -<br>-              | 5<br>8%   | 8<br>17%       | 20<br>17%             |
| No response             |     | 31<br>13%  | 17<br>12% | 13<br>16% | 14<br>18% | 6<br>12%            | 4<br>8%        | 7<br>14%       | -<br>-               | *<br>21%            | 6<br>9%   | 1<br>3%        | 23<br>19%<br>c        |
| NETS                    |     |            |           |           |           |                     |                |                |                      |                     |           |                |                       |
| Net: Influential        |     | 66<br>29%  | 38<br>26% | 28<br>35% | 21<br>27% | 7<br>14%            | 17<br>35%<br>b | 18<br>38%<br>b | 3<br>57%             | -<br>-              | 21<br>33% | 13<br>28%      | 33<br>27%             |
| Net: Not influential    |     | 100<br>44% | 71<br>48% | 28<br>35% | 33<br>42% | 31<br>59%<br>d      | 20<br>41%      | 15<br>33%      | 2<br>29%             | 1<br>79%            | 31<br>50% | 24<br>53%      | 43<br>36%             |
| Mean score              |     | 2.14       | 2.05      | 2.32      | 2.10      | 1.76                | 2.27<br>b      | 2.40<br>b      | 2.83                 | 1.00                | 2.15      | 2.20           | 2.13                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q3\_4. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### Euronews

Base: All respondents

|                         |     | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|-----|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         |     | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |     |             | a         | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total        |     | 229         | 36        | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total          |     | 229         | 36        | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|                         |     | 100%        | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential        | (4) | 11          | 1         | 3      | 1                  | 2                       | 5                                   | 1                        | 1                           | 2                           | 7                      | 3                   | 7   | 1             |
|                         |     | 5%          | 3%        | 7%     | 2%                 | 6%                      | 11%                                 | 4%                       | 2%                          | 3%                          | 20%                    | 5%                  | 11%   | 2%            |
|                         |     |             |           |        |                    | g                       |                                     |                          |                             |                             | acghjl                 |                     | gl  |               |
| Fairly influential      | (3) | 55          | 8         | 10     | 12                 | 11                      | 6                                   | 6                        | 9                           | 18                          | 12                     | 15                  | 10  | 12            |
|                         |     | 24%         | 23%       | 24%    | 28%                | 32%                     | 16%                                 | 28%                      | 18%                         | 26%                         | 36%                    | 24%                 | 16%   | 24%           |
|                         |     |             |           |        |                    |                         |                                     |                          |                             |                             | ek                     |                     |   |               |
| Not very influential    | (2) | 46          | 7         | 11     | 7                  | 7                       | 10                                  | 5                        | 12                          | 12                          | 7                      | 14                  | 13  | 10            |
|                         |     | 20%         | 20%       | 26%    | 17%                | 20%                     | 24%                                 | 25%                      | 24%                         | 17%                         | 22%                    | 23%                 | 21%   | 19%           |
| Not at all influential  | (1) | 54          | 14        | 5      | 10                 | 5                       | 11                                  | 2                        | 15                          | 15                          | 4                      | 14                  | 11  | 12            |
|                         |     | 23%         | 40%       | 11%    | 23%                | 13%                     | 28%                                 | 8%                       | 29%                         | 22%                         | 11%                    | 23%                 | 18%   | 24%           |
|                         |     |             | bdik      |        |                    |                         |                                     |                          | b                           |                             |                        |                     |   |               |
| Don't know              |     | 33          | 1         | 8      | 4                  | 3                       | 4                                   | 5                        | 10                          | 12                          | 1                      | 8                   | 11  | 9             |
|                         |     | 14%         | 2%        | 19%    | 9%                 | 9%                      | 10%                                 | 26%                      | 20%                         | 18%                         | 2%                     | 13%                 | 17%   | 17%           |
|                         |     |             |           | ai     |                    |                         |                                     |                          | ai                          | ai                          |                        |                     | ai  | ai            |
| No response             |     | 31          | 4         | 5      | 9                  | 7                       | 5                                   | 2                        | 4                           | 9                           | 3                      | 8                   | 10  | 7             |
|                         |     | 13%         | 12%       | 12%    | 21%                | 20%                     | 11%                                 | 8%                       | 8%                          | 14%                         | 8%                     | 12%                 | 17%   | 14%           |
| NETS                    |     |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        |     | 66          | 9         | 13     | 13                 | 13                      | 11                                  | 7                        | 10                          | 20                          | 19                     | 18                  | 17  | 13            |
|                         |     | 29%         | 26%       | 31%    | 30%                | 38%                     | 27%                                 | 33%                      | 19%                         | 29%                         | 56%                    | 29%                 | 27%   | 26%           |
|                         |     |             |           |        |                    | g                       |                                     |                          |                             |                             | abceghjkl              |                     |   |               |
| Net: Not influential    |     | 100         | 21        | 16     | 18                 | 11                      | 21                                  | 7                        | 26                          | 26                          | 11                     | 28                  | 24  | 22            |
|                         |     | 44%         | 60%       | 37%    | 40%                | 33%                     | 52%                                 | 33%                      | 53%                         | 39%                         | 33%                    | 46%                 | 39%   | 43%           |
|                         |     |             | bdhik     |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Mean score              |     | 2.14        | 1.88      | 2.39   | 2.12               | 2.44                    | 2.14                                | 2.44                     | 1.89                        | 2.15                        | 2.73                   | 2.15                | 2.30  | 2.05          |
|                         |     |             |           | ag     |                    |                         |                                     |                          |                             |                             |                        |                     | g   |               |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q3\_5. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

**BBC**

Base: All respondents

|       |            |                 |                      |                          | PARTY |      |      |      |          |       | AGE         |             |             |             |             |                  |
|-------|------------|-----------------|----------------------|--------------------------|-------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
| Total | MEPs       | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
|       | b          | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | *f               |
| 229   | 75         | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| 229   | 75         | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
| 100%  | 100%       | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| 41    | 21         | 20              | 10                   | 10                       | 2     | 5    | 5    | 5    | 2        | 3     | -           | 2           | 12          | 8           | 10          | 9                |
| 18%   | 29%<br>cde | 13%             | 13%                  | 13%                      | 10%   | 24%  | 69%  | 62%  | 21%      | 28%   | -           | 14%         | 26%         | 13%         | 13%         | 30%              |
| 73    | 25         | 48              | 20                   | 27                       | 7     | 13   | -    | 2    | 1        | 2     | -           | 8           | 14          | 20          | 25          | 6                |
| 32%   | 33%        | 31%             | 27%                  | 36%                      | 31%   | 67%  | -    | 32%  | 8%       | 21%   | -           | 58%         | 31%         | 32%         | 32%         | 20%              |
| 38    | 4          | 34              | 17                   | 17                       | 3     | -    | -    | *    | -        | *     | 1           | 2           | 10          | 15          | 9           | 2                |
| 17%   | 6%         | 22%<br>b        | 22%<br>b             | 22%<br>b                 | 16%   | -    | -    | 5%   | -        | 4%    | 100%        | 15%         | 23%         | 24%<br>e    | 11%         | 6%               |
| 28    | 11         | 17              | 11                   | 6                        | 5     | -    | 1    | -    | 3        | 2     | -           | -           | 3           | 10          | 12          | 3                |
| 12%   | 15%        | 11%             | 14%                  | 8%                       | 22%   | -    | 21%  | -    | 35%      | 14%   | -           | -           | 6%          | 16%         | 16%         | 9%               |
| 25    | 11         | 14              | 7                    | 7                        | 3     | 2    | -    | -    | 3        | 3     | -           | 1           | 3           | 6           | 10          | 6                |
| 11%   | 15%        | 9%              | 9%                   | 9%                       | 15%   | 9%   | -    | -    | 35%      | 29%   | -           | 6%          | 7%          | 9%          | 13%         | 19%              |
| 24    | 2          | 21              | 12                   | 9                        | 1     | -    | 1    | -    | -        | *     | -           | 1           | 3           | 3           | 12          | 5                |
| 10%   | 3%         | 14%<br>b        | 16%<br>b             | 12%<br>b                 | 6%    | -    | 10%  | -    | -        | 4%    | -           | 6%          | 6%          | 5%          | 16%         | 15%              |
|       |            |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |
| 114   | 46         | 68              | 30                   | 38                       | 9     | 17   | 5    | 7    | 3        | 5     | -           | 10          | 26          | 28          | 36          | 15               |
| 50%   | 62%<br>cd  | 44%             | 39%                  | 49%                      | 42%   | 91%  | 69%  | 95%  | 30%      | 50%   | -           | 72%         | 57%         | 45%         | 45%         | 50%              |
| 66    | 15         | 51              | 28                   | 23                       | 8     | -    | 1    | *    | 3        | 2     | 1           | 2           | 13          | 25          | 21          | 5                |
| 29%   | 20%        | 33%<br>b        | 36%<br>b             | 30%                      | 38%   | -    | 21%  | 5%   | 35%      | 18%   | 100%        | 15%         | 29%         | 40%         | 26%         | 15%              |
| 2.71  | 2.92<br>cd | 2.60            | 2.50                 | 2.69                     | 2.38  | 3.27 | 3.31 | 3.57 | 2.24     | 2.95  | 2.00        | 2.99        | 2.89<br>d   | 2.50        | 2.60        | 3.08             |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f



## Overall European Influencers

### Q3\_5. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### BBC

Base: All respondents

|                         |     | GENDER |      | REGION |           |                     |               |           | LENGTH OF SERVICE    |                     |           |            |                       |
|-------------------------|-----|--------|------|--------|-----------|---------------------|---------------|-----------|----------------------|---------------------|-----------|------------|-----------------------|
|                         |     | Total  | Male | Female | Western   | Nordic/<br>Northern | Mediterranean | Eastern   | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95% |     |        | a    | b      | a         | b                   | c             | d         | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total        |     | 229    | 154  | 75     | 67        | 62                  | 48            | 45        | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total          |     | 229    | 148  | 81     | 77        | 52                  | 48            | 46        | 6                    | 2                   | 63        | 45         | 119                   |
|                         |     | 100%   | 100% | 100%   | 100%      | 100%                | 100%          | 100%      | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Very influential        | (4) | 41     | 25   | 16     | 8         | 12                  | 8             | 12        | 1                    | -                   | 19        | 6          | 17                    |
|                         |     | 18%    | 17%  | 20%    | 10%       | 24%<br>a            | 16%           | 27%<br>a  | 14%                  | -                   | 29%<br>d  | 14%        | 14%                   |
| Fairly influential      | (3) | 73     | 53   | 20     | 17        | 19                  | 16            | 18        | 3                    | 1                   | 19        | 23         | 29                    |
|                         |     | 32%    | 36%  | 24%    | 22%       | 37%                 | 33%           | 39%       | 43%                  | 79%                 | 30%       | 50%<br>bd  | 25%                   |
| Not very influential    | (2) | 38     | 23   | 15     | 13        | 12                  | 5             | 8         | 1                    | -                   | 6         | 9          | 23                    |
|                         |     | 17%    | 15%  | 19%    | 16%       | 22%                 | 10%           | 18%       | 14%                  | -                   | 9%        | 21%        | 20%                   |
| Not at all influential  | (1) | 28     | 17   | 11     | 11        | 2                   | 10            | 3         | 1                    | -                   | 7         | 1          | 20                    |
|                         |     | 12%    | 11%  | 14%    | 14%       | 5%                  | 22%<br>bd     | 7%        | 14%                  | -                   | 11%       | 3%         | 16%<br>c              |
| Don't know              |     | 25     | 15   | 11     | 15        | 3                   | 5             | 1         | 1                    | -                   | 8         | 6          | 12                    |
|                         |     | 11%    | 10%  | 13%    | 19%<br>bd | 6%                  | 11%           | 3%        | 14%                  | -                   | 13%       | 13%        | 10%                   |
| No response             |     | 24     | 16   | 8      | 14        | 3                   | 4             | 3         | -                    | *                   | 5         | -          | 19                    |
|                         |     | 10%    | 11%  | 10%    | 18%       | 6%                  | 8%            | 7%        | -                    | 21%                 | 8%        | -          | 16%<br>c              |
| NETS                    |     |        |      |        |           |                     |               |           |                      |                     |           |            |                       |
| Net: Influential        |     | 114    | 78   | 36     | 25        | 32                  | 23            | 30        | 3                    | 1                   | 38        | 29         | 46                    |
|                         |     | 50%    | 53%  | 44%    | 33%       | 61%<br>a            | 49%           | 66%<br>a  | 57%                  | 79%                 | 60%<br>d  | 64%<br>d   | 39%                   |
| Net: Not influential    |     | 66     | 39   | 27     | 24        | 14                  | 15            | 11        | 2                    | -                   | 13        | 10         | 43                    |
|                         |     | 29%    | 26%  | 33%    | 31%       | 27%                 | 32%           | 25%       | 29%                  | -                   | 20%       | 23%        | 36%<br>b              |
| Mean score              |     | 2.71   | 2.74 | 2.65   | 2.45      | 2.91<br>a           | 2.54          | 2.95<br>a | 2.67                 | 3.00                | 2.98<br>d | 2.86<br>d  | 2.48                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q3\_5. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

**BBC**

Base: All respondents

|                         |     | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|-----|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         |     | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |     |             | a         | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total        |     | 229         | 36        | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total          |     | 229         | 36        | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|                         |     | 100%        | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential        | (4) | 41          | 7         | 13     | 8                  | 9                       | 10                                  | 5                        | 7                           | 12                          | 9                      | 13                  | 16  | 9             |
|                         |     | 18%         | 18%       | 30%    | 18%                | 24%                     | 25%                                 | 22%                      | 13%                         | 18%                         | 26%                    | 22%                 | 26%   | 18%           |
|                         |     |             | g         |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Fairly influential      | (3) | 73          | 8         | 16     | 14                 | 13                      | 13                                  | 6                        | 17                          | 19                          | 14                     | 20                  | 20  | 16            |
|                         |     | 32%         | 24%       | 37%    | 32%                | 37%                     | 33%                                 | 30%                      | 35%                         | 28%                         | 41%                    | 32%                 | 33%   | 31%           |
| Not very influential    | (2) | 38          | 8         | 7      | 4                  | 6                       | 6                                   | 3                        | 7                           | 13                          | 5                      | 10                  | 8   | 9             |
|                         |     | 17%         | 21%       | 17%    | 9%                 | 17%                     | 15%                                 | 17%                      | 14%                         | 19%                         | 15%                    | 16%                 | 13%   | 18%           |
| Not at all influential  | (1) | 28          | 8         | 1      | 5                  | 3                       | 5                                   | 3                        | 10                          | 10                          | -                      | 4                   | 3   | 6             |
|                         |     | 12%         | 22%       | 2%     | 11%                | 8%                      | 13%                                 | 14%                      | 21%                         | 15%                         | -                      | 7%                  | 4%  | 12%           |
|                         |     |             | bijk      |        |                    |                         | i                                   |                          | bijk                        | bik                         |                        |                     |   | i             |
| Don't know              |     | 25          | 2         | 2      | 5                  | 1                       | 1                                   | 2                        | 7                           | 6                           | 3                      | 7                   | 6   | 4             |
|                         |     | 11%         | 7%        | 4%     | 12%                | 3%                      | 2%                                  | 10%                      | 14%                         | 9%                          | 9%                     | 12%                 | 10%   | 9%            |
|                         |     |             |           |        |                    |                         |                                     |                          | e                           |                             |                        |                     |   |               |
| No response             |     | 24          | 3         | 4      | 8                  | 4                       | 5                                   | 2                        | 2                           | 7                           | 3                      | 7                   | 8   | 6             |
|                         |     | 10%         | 8%        | 10%    | 18%                | 10%                     | 11%                                 | 8%                       | 4%                          | 10%                         | 8%                     | 11%                 | 13%   | 12%           |
|                         |     |             |           |        | g                  |                         |                                     |                          |                             |                             |                        |                     |   |               |
| NETS                    |     |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        |     | 114         | 15        | 29     | 22                 | 21                      | 23                                  | 11                       | 24                          | 31                          | 23                     | 33                  | 37  | 25            |
|                         |     | 50%         | 42%       | 67%    | 50%                | 61%                     | 58%                                 | 52%                      | 48%                         | 46%                         | 67%                    | 54%                 | 60%   | 49%           |
|                         |     |             |           | ah     |                    |                         |                                     |                          |                             |                             | ah                     |                     |   |               |
| Net: Not influential    |     | 66          | 15        | 8      | 9                  | 9                       | 11                                  | 6                        | 17                          | 23                          | 5                      | 14                  | 11  | 16            |
|                         |     | 29%         | 43%       | 19%    | 20%                | 25%                     | 28%                                 | 30%                      | 34%                         | 35%                         | 15%                    | 23%                 | 18%   | 31%           |
|                         |     |             | bcijk     |        |                    |                         |                                     |                          | k                           | ik                          |                        |                     |   |               |
| Mean score              |     | 2.71        | 2.46      | 3.10   | 2.82               | 2.90                    | 2.81                                | 2.73                     | 2.49                        | 2.60                        | 3.14                   | 2.89                | 3.06  | 2.69          |
|                         |     |             |           | aghl   |                    |                         |                                     |                          |                             |                             |                        | g                   | agh   |               |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q3\_6. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### EurActiv

Base: All respondents

|                         |  |       |      |                 |                      |                          | PARTY |      |      |      |          |       | AGE         |             |             |             |             |                  |   |
|-------------------------|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|---|
|                         |  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |   |
| Significance Level: 95% |  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | *f               |   |
| Unweighted Total        |  | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |   |
| Weighted Total          |  | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |   |
|                         |  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |   |
| Very influential        |  | (4)   | 20   | 6               | 14                   | 7                        | 7     | 2    | 3    | -    | -        | -     | 1           | 1           | 1           | 5           | 5           | 7                | 1 |
|                         |  | 9%    | 8%   | 9%              | 9%                   | 9%                       | 10%   | 16%  | -    | -    | -        | 7%    | 100%        | 9%          | 11%         | 8%          | 9%          | 4%               |   |
| Fairly influential      |  | (3)   | 62   | 27              | 35                   | 14                       | 21    | 5    | 6    | 5    | 1        | 8     | 1           | 3           | 12          | 20          | 20          | 7                |   |
|                         |  | 27%   | 36%  | 23%             | 19%                  | 27%                      | 24%   | 33%  | 69%  | 17%  | 88%      | 11%   | -           | 21%         | 28%         | 32%         | 26%         | 23%              |   |
|                         |  |       |      | cd              |                      |                          |       |      |      |      |          |       | -           |             |             |             |             |                  |   |
| Not very influential    |  | (2)   | 48   | 15              | 33                   | 7                        | 26    | 5    | 5    | 1    | 1        | *     | 3           | 4           | 10          | 13          | 13          | 9                |   |
|                         |  | 21%   | 20%  | 21%             | 9%                   | 33%                      | 25%   | 25%  | 10%  | 10%  | 4%       | 29%   | -           | 28%         | 21%         | 21%         | 16%         | 31%              |   |
|                         |  |       |      | d               |                      | cd                       |       |      |      |      |          |       |             |             |             |             |             |                  |   |
| Not at all influential  |  | (1)   | 45   | 17              | 27                   | 18                       | 9     | 6    | 2    | 1    | 4        | *     | 4           | 4           | 7           | 18          | 10          | 6                |   |
|                         |  | 19%   | 23%  | 18%             | 23%                  | 12%                      | 28%   | 9%   | 10%  | 56%  | 4%       | 39%   | -           | 30%         | 15%         | 29%         | 13%         | 21%              |   |
|                         |  |       |      |                 |                      |                          |       |      |      |      |          |       | -           |             |             | e           |             |                  |   |
| Don't know              |  |       | 27   | 5               | 21                   | 14                       | 7     | 2    | 3    | -    | -        | -     | -           | -           | 5           | 3           | 16          | 2                |   |
|                         |  | 12%   | 7%   | 14%             | 19%                  | 9%                       | 10%   | 17%  | -    | -    | -        | -     | -           | -           | 12%         | 5%          | 21%         | 7%               |   |
|                         |  |       |      |                 | b                    |                          |       |      |      |      |          |       |             |             |             |             | d           |                  |   |
| No response             |  |       | 28   | 5               | 23                   | 16                       | 8     | 1    | -    | 1    | 1        | *     | 2           | 2           | 6           | 4           | 12          | 5                |   |
|                         |  | 12%   | 6%   | 15%             | 20%                  | 10%                      | 3%    | -    | 10%  | 17%  | 4%       | 14%   | -           | 13%         | 13%         | 6%          | 16%         | 15%              |   |
|                         |  |       |      | b               | b                    |                          |       |      |      |      |          |       |             |             |             |             |             |                  |   |
| NETS                    |  |       |      |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |   |
| Net: Influential        |  |       | 82   | 33              | 49                   | 22                       | 27    | 7    | 9    | 5    | 1        | 8     | 2           | 4           | 17          | 24          | 27          | 8                |   |
|                         |  | 36%   | 44%  | 32%             | 28%                  | 36%                      | 34%   | 49%  | 69%  | 17%  | 88%      | 18%   | 100%        | 30%         | 39%         | 40%         | 35%         | 27%              |   |
| Net: Not influential    |  |       | 93   | 32              | 60                   | 25                       | 35    | 11   | 6    | 1    | 5        | 1     | 8           | 8           | 16          | 30          | 23          | 15               |   |
|                         |  | 40%   | 43%  | 39%             | 33%                  | 46%                      | 53%   | 34%  | 21%  | 67%  | 8%       | 68%   | -           | 57%         | 37%         | 49%         | 29%         | 51%              |   |
|                         |  |       |      |                 |                      |                          |       |      |      |      |          |       |             |             |             | e           |             |                  |   |
| Mean score              |  | 2.33  | 2.33 | 2.33            | 2.23                 | 2.40                     | 2.18  | 2.69 | 2.65 | 1.52 | 2.87     | 1.84  | 4.00        | 2.11        | 2.46        | 2.21        | 2.48        | 2.13             |   |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q3\_6. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### EurActiv

Base: All respondents

|                         |     |       | GENDER |        | REGION  |                     |               |         |                      | LENGTH OF SERVICE   |           |            |                       |
|-------------------------|-----|-------|--------|--------|---------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|                         |     | Total | Male   | Female | Western | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95% |     |       | a      | b      | a       | b                   | c             | d       | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total        |     | 229   | 154    | 75     | 67      | 62                  | 48            | 45      | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total          |     | 229   | 148    | 81     | 77      | 52                  | 48            | 46      | 6                    | 2                   | 63        | 45         | 119                   |
|                         |     | 100%  | 100%   | 100%   | 100%    | 100%                | 100%          | 100%    | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Very influential        | (4) | 20    | 12     | 8      | 3       | 6                   | 5             | 5       | 1                    | -                   | 7         | 4          | 8                     |
|                         |     | 9%    | 8%     | 10%    | 4%      | 12%                 | 10%           | 12%     | 14%                  | -                   | 12%       | 10%        | 7%                    |
| Fairly influential      | (3) | 62    | 34     | 28     | 23      | 12                  | 4             | 19      | 3                    | -                   | 21        | 12         | 29                    |
|                         |     | 27%   | 23%    | 34%    | 30%     | 23%                 | 9%            | 42%     | 43%                  | -                   | 32%       | 26%        | 25%                   |
|                         |     |       |        |        | c       |                     |               | bc      |                      |                     |           |            |                       |
| Not very influential    | (2) | 48    | 35     | 13     | 16      | 15                  | 10            | 6       | 1                    | 1                   | 13        | 13         | 20                    |
|                         |     | 21%   | 24%    | 16%    | 21%     | 29%                 | 22%           | 13%     | 14%                  | 79%                 | 21%       | 29%        | 17%                   |
| Not at all influential  | (1) | 45    | 33     | 12     | 17      | 9                   | 13            | 4       | 1                    | -                   | 12        | 8          | 25                    |
|                         |     | 19%   | 22%    | 14%    | 23%     | 18%                 | 27%           | 9%      | 14%                  | -                   | 18%       | 19%        | 21%                   |
|                         |     |       |        |        |         |                     | d             |         |                      |                     |           |            |                       |
| Don't know              |     | 27    | 16     | 11     | 7       | 6                   | 9             | 4       | 1                    | -                   | 3         | 6          | 17                    |
|                         |     | 12%   | 11%    | 14%    | 9%      | 12%                 | 19%           | 8%      | 14%                  | -                   | 5%        | 14%        | 15%                   |
|                         |     |       |        |        |         |                     |               |         |                      |                     |           | b          |                       |
| No response             |     | 28    | 19     | 9      | 11      | 4                   | 6             | 7       | -                    | *                   | 8         | 1          | 19                    |
|                         |     | 12%   | 13%    | 12%    | 14%     | 7%                  | 13%           | 16%     | -                    | 21%                 | 12%       | 3%         | 16%                   |
|                         |     |       |        |        |         |                     |               |         |                      |                     |           | c          |                       |
| NETS                    |     |       |        |        |         |                     |               |         |                      |                     |           |            |                       |
| Net: Influential        |     | 82    | 46     | 36     | 26      | 18                  | 9             | 25      | 3                    | -                   | 28        | 16         | 38                    |
|                         |     | 36%   | 31%    | 45%    | 34%     | 35%                 | 19%           | 54%     | 57%                  | -                   | 44%       | 36%        | 32%                   |
|                         |     |       |        | a      |         |                     |               | ac      |                      |                     |           |            |                       |
| Net: Not influential    |     | 93    | 68     | 24     | 33      | 24                  | 23            | 10      | 2                    | 1                   | 25        | 22         | 45                    |
|                         |     | 40%   | 46%    | 30%    | 43%     | 46%                 | 49%           | 22%     | 29%                  | 79%                 | 39%       | 48%        | 38%                   |
|                         |     |       | b      |        | d       | d                   | d             |         |                      |                     |           |            |                       |
| Mean score              |     | 2.33  | 2.22   | 2.54   | 2.20    | 2.36                | 2.04          | 2.74    | 2.67                 | 2.00                | 2.45      | 2.32       | 2.26                  |
|                         |     |       |        | a      |         |                     |               | ac      |                      |                     |           |            |                       |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q3\_6. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### EurActiv

Base: All respondents

|                         |     | POLICY AREA |           |           |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|-----|-------------|-----------|-----------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         |     | Total       | Transport | Energy    | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |     |             | a         | b         | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total        |     | 229         | 36        | 46        | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total          |     | 229         | 36        | 43        | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|                         |     | 100%        | 100%      | 100%      | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential        | (4) | 20          | 3         | 5         | 4                  | 3                       | 4                                   | 2                        | 3                           | 8                           | 6                      | 6                   | 9   | 5             |
|                         |     | 9%          | 7%        | 12%       | 8%                 | 8%                      | 10%                                 | 8%                       | 7%                          | 11%                         | 18%                    | 9%                  | 15%   | 9%            |
| Fairly influential      | (3) | 62          | 12        | 14        | 11                 | 14                      | 14                                  | 8                        | 10                          | 25                          | 12                     | 20                  | 16  | 11            |
|                         |     | 27%         | 35%       | 33%       | 25%                | 39%                     | 35%                                 | 40%                      | 21%                         | 38%<br>g                    | 36%                    | 33%                 | 26%   | 21%           |
| Not very influential    | (2) | 48          | 7         | 13        | 10                 | 5                       | 11                                  | 3                        | 9                           | 12                          | 7                      | 17                  | 12  | 12            |
|                         |     | 21%         | 19%       | 31%       | 22%                | 15%                     | 27%                                 | 12%                      | 18%                         | 17%                         | 19%                    | 27%                 | 20%   | 23%           |
| Not at all influential  | (1) | 45          | 9         | 5         | 6                  | 4                       | 7                                   | 4                        | 14                          | 12                          | 5                      | 13                  | 13  | 11            |
|                         |     | 19%         | 24%       | 11%       | 14%                | 10%                     | 16%                                 | 20%                      | 27%<br>b                    | 18%                         | 16%                    | 21%                 | 21%   | 22%           |
| Don't know              |     | 27          | 3         | 2         | 4                  | 4                       | 1                                   | 3                        | 11                          | 6                           | 2                      | 2                   | 4   | 4             |
|                         |     | 12%         | 8%        | 4%        | 10%                | 10%                     | 2%                                  | 16%                      | 22%<br>beijk                | 9%                          | 5%                     | 4%                  | 6%  | 9%            |
| No response             |     | 28          | 2         | 4         | 9                  | 6                       | 4                                   | 1                        | 3                           | 4                           | 2                      | 4                   | 7   | 8             |
|                         |     | 12%         | 7%        | 8%        | 21%<br>ghj         | 17%                     | 9%                                  | 4%                       | 6%                          | 7%                          | 6%                     | 7%                  | 12%   | 16%           |
| NETS                    |     |             |           |           |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        |     | 82          | 15        | 19        | 15                 | 17                      | 18                                  | 10                       | 14                          | 33                          | 19                     | 26                  | 25  | 16            |
|                         |     | 36%         | 42%       | 46%       | 33%                | 47%                     | 45%                                 | 48%                      | 27%                         | 49%<br>gl                   | 54%<br>gl              | 42%                 | 41%   | 30%           |
| Net: Not influential    |     | 93          | 15        | 18        | 16                 | 9                       | 18                                  | 7                        | 23                          | 24                          | 12                     | 29                  | 25  | 23            |
|                         |     | 40%         | 43%       | 42%       | 36%                | 25%                     | 44%                                 | 32%                      | 46%                         | 36%                         | 35%                    | 48%<br>d            | 41%   | 45%           |
| Mean score              |     | 2.33        | 2.30      | 2.54<br>g | 2.40               | 2.62                    | 2.44                                | 2.45                     | 2.09                        | 2.50<br>g                   | 2.63                   | 2.34                | 2.43  | 2.23          |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q3\_7. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### Agence Europe

Base: All respondents

|                         |       |      |                 |                      |                          | PARTY |      |      |      |          |       | AGE         |             |             |             |             |                  |
|-------------------------|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|                         | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95% |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total        | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total          | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|                         | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Very influential        | (4)   | 5    | 2               | 3                    | 1                        | 2     | -    | 2    | -    | *        | -     | -           | -           | 1           | 1           | -           | 3                |
|                         | 2%    | 3%   | 2%              | 2%                   | 2%                       | -     | 9%   | -    | -    | 4%       | -     | -           | -           | 3%          | 1%          | -           | 9%               |
| Fairly influential      | (3)   | 36   | 14              | 22                   | 13                       | 9     | 1    | 6    | 5    | 2        | -     | -           | 3           | 5           | 13          | 11          | 4                |
|                         | 16%   | 19%  | 14%             | 17%                  | 11%                      | 7%    | 34%  | 69%  | 22%  | -        | -     | -           | 24%         | 11%         | 22%         | 14%         | 13%              |
| Not very influential    | (2)   | 30   | 9               | 21                   | 10                       | 11    | 2    | 3    | -    | 4        | *     | 1           | 4           | 8           | 4           | 11          | 1                |
|                         | 13%   | 12%  | 13%             | 13%                  | 14%                      | 8%    | 16%  | -    | -    | 39%      | 3%    | 100%        | 30%         | 19%         | 7%          | 14%         | 3%               |
| Not at all influential  | (1)   | 65   | 23              | 43                   | 17                       | 26    | 7    | 3    | 1    | 5        | 2     | -           | 4           | 16          | 24          | 14          | 7                |
|                         | 28%   | 30%  | 28%             | 22%                  | 33%                      | 35%   | 16%  | 21%  | 62%  | 21%      | 39%   | -           | 27%         | 36%<br>e    | 40%<br>e    | 18%         | 23%              |
| Don't know              |       | 61   | 22              | 40                   | 22                       | 18    | 9    | 5    | -    | 3        | 5     | -           | 1           | 8           | 14          | 28          | 10               |
|                         | 27%   | 29%  | 26%             | 28%                  | 23%                      | 41%   | 26%  | -    | -    | 35%      | 44%   | -           | 6%          | 18%         | 23%         | 36%<br>c    | 33%              |
| No response             |       | 32   | 5               | 26                   | 14                       | 12    | 2    | -    | 1    | 1        | 2     | -           | 2           | 6           | 4           | 15          | 5                |
|                         | 14%   | 7%   | 17%<br>b        | 19%<br>b             | 16%                      | 8%    | -    | 10%  | 17%  | -        | 14%   | -           | 13%         | 13%         | 7%          | 19%<br>d    | 18%              |
| <b>NETS</b>             |       |      |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |
| Net: Influential        | 41    | 16   | 25              | 14                   | 10                       | 1     | 8    | 5    | 2    | *        | -     | -           | 3           | 6           | 14          | 11          | 7                |
|                         | 18%   | 22%  | 16%             | 19%                  | 13%                      | 7%    | 42%  | 69%  | 22%  | 4%       | -     | -           | 24%         | 13%         | 23%         | 14%         | 23%              |
| Net: Not influential    | 95    | 32   | 63              | 26                   | 37                       | 9     | 6    | 1    | 5    | 6        | 5     | 1           | 8           | 25          | 29          | 25          | 8                |
|                         | 41%   | 42%  | 41%             | 34%                  | 48%                      | 43%   | 32%  | 21%  | 62%  | 61%      | 42%   | 100%        | 57%         | 55%<br>e    | 47%         | 32%         | 26%              |
| Mean score              | 1.86  | 1.91 | 1.83            | 1.97                 | 1.71                     | 1.44  | 2.47 | 2.54 | 1.52 | 1.80     | 1.08  | 2.00        | 1.96        | 1.70        | 1.78        | 1.92        | 2.17             |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q3\_7. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### Agence Europe

Base: All respondents

|                         |     | GENDER |      | REGION |         |                     |               |          | LENGTH OF SERVICE    |                     |           |            |                       |
|-------------------------|-----|--------|------|--------|---------|---------------------|---------------|----------|----------------------|---------------------|-----------|------------|-----------------------|
|                         |     | Total  | Male | Female | Western | Nordic/<br>Northern | Mediterranean | Eastern  | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95% |     |        | a    | b      | a       | b                   | c             | d        | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total        |     | 229    | 154  | 75     | 67      | 62                  | 48            | 45       | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total          |     | 229    | 148  | 81     | 77      | 52                  | 48            | 46       | 6                    | 2                   | 63        | 45         | 119                   |
|                         |     | 100%   | 100% | 100%   | 100%    | 100%                | 100%          | 100%     | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Very influential        | (4) | 5      | 4    | 1      | 2       | -                   | 3             | -        | -                    | -                   | 2         | *          | 3                     |
|                         |     | 2%     | 2%   | 1%     | 2%      | -                   | 7%<br>b       | -        | -                    | -                   | 3%        | 1%         | 2%                    |
| Fairly influential      | (3) | 36     | 26   | 10     | 8       | 6                   | 7             | 12       | 3                    | -                   | 13        | 8          | 16                    |
|                         |     | 16%    | 18%  | 12%    | 10%     | 12%                 | 15%           | 26%<br>a | 43%                  | -                   | 20%       | 17%        | 13%                   |
| Not very influential    | (2) | 30     | 17   | 13     | 8       | 9                   | 8             | 5        | -                    | -                   | 12        | 6          | 12                    |
|                         |     | 13%    | 11%  | 16%    | 10%     | 16%                 | 17%           | 12%      | -                    | -                   | 18%       | 13%        | 10%                   |
| Not at all influential  | (1) | 65     | 46   | 19     | 23      | 21                  | 11            | 8        | 2                    | 1                   | 16        | 11         | 37                    |
|                         |     | 28%    | 31%  | 23%    | 29%     | 41%<br>d            | 23%           | 18%      | 29%                  | 79%                 | 25%       | 25%        | 31%                   |
| Don't know              |     | 61     | 33   | 28     | 24      | 12                  | 12            | 12       | 2                    | -                   | 14        | 16         | 31                    |
|                         |     | 27%    | 23%  | 35%    | 31%     | 22%                 | 26%           | 25%      | 29%                  | -                   | 22%       | 36%        | 26%                   |
| No response             |     | 32     | 22   | 10     | 13      | 4                   | 6             | 9        | -                    | *                   | 8         | 4          | 20                    |
|                         |     | 14%    | 15%  | 12%    | 17%     | 8%                  | 12%           | 19%      | -                    | 21%                 | 12%       | 9%         | 17%                   |
| NETS                    |     |        |      |        |         |                     |               |          |                      |                     |           |            |                       |
| Net: Influential        |     | 41     | 30   | 11     | 10      | 6                   | 10            | 12       | 3                    | -                   | 14        | 8          | 19                    |
|                         |     | 18%    | 20%  | 14%    | 12%     | 12%                 | 22%           | 26%      | 43%                  | -                   | 22%       | 18%        | 16%                   |
| Net: Not influential    |     | 95     | 63   | 32     | 30      | 30                  | 19            | 14       | 2                    | 1                   | 27        | 17         | 49                    |
|                         |     | 41%    | 43%  | 39%    | 39%     | 58%<br>ad           | 41%           | 30%      | 29%                  | 79%                 | 43%       | 38%        | 41%                   |
| Mean score              |     | 1.86   | 1.86 | 1.85   | 1.72    | 1.58                | 2.08<br>b     | 2.15     | 2.20                 | 1.00                | 2.00      | 1.89       | 1.78                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q3\_7. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### Agence Europe

Base: All respondents

|                         |     | POLICY AREA |           |          |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|-----|-------------|-----------|----------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         |     |             |           |          |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|                         |     | Total       | Transport | Energy   | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |     |             | a         | b        | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total        |     | 229         | 36        | 46       | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total          |     | 229         | 36        | 43       | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|                         |     | 100%        | 100%      | 100%     | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential        | (4) | 5           | 1         | -        | 2                  | -                       | -                                   | -                        | -                           | 1                           | -                      | 3                   | 1   | 2             |
|                         |     | 2%          | 2%        | -        | 4%                 | -                       | -                                   | -                        | -                           | 1%                          | -                      | 5%                  | 2%  | 4%            |
| Fairly influential      | (3) | 36          | 4         | 8        | 7                  | 6                       | 5                                   | 3                        | 7                           | 13                          | 6                      | 10                  | 8   | 12            |
|                         |     | 16%         | 12%       | 19%      | 17%                | 18%                     | 14%                                 | 16%                      | 14%                         | 19%                         | 16%                    | 16%                 | 13%   | 24%           |
| Not very influential    | (2) | 30          | 8         | 7        | 6                  | 6                       | 12                                  | 5                        | 7                           | 11                          | 7                      | 13                  | 12  | 2             |
|                         |     | 13%         | 22%       | 17%      | 13%                | 17%                     | 30%                                 | 24%                      | 14%                         | 16%                         | 19%                    | 21%                 | 20%   | 5%            |
|                         |     |             | l         | l        |                    | gl                      |                                     |                          |                             |                             | l                      | l                   | l   |               |
| Not at all influential  | (1) | 65          | 13        | 10       | 10                 | 9                       | 14                                  | 3                        | 19                          | 19                          | 10                     | 19                  | 16  | 15            |
|                         |     | 28%         | 37%       | 24%      | 23%                | 25%                     | 35%                                 | 16%                      | 38%                         | 28%                         | 30%                    | 31%                 | 26%   | 29%           |
| Don't know              |     | 61          | 7         | 11       | 11                 | 9                       | 4                                   | 8                        | 15                          | 17                          | 8                      | 11                  | 17  | 9             |
|                         |     | 27%         | 18%       | 27%<br>e | 24%                | 26%                     | 10%                                 | 39%                      | 30%<br>e                    | 25%                         | 24%                    | 18%                 | 27%<br>e                                      | 18%           |
| No response             |     | 32          | 3         | 5        | 8                  | 5                       | 5                                   | 1                        | 2                           | 7                           | 4                      | 6                   | 7   | 11            |
|                         |     | 14%         | 8%        | 12%      | 19%<br>g           | 14%                     | 11%                                 | 4%                       | 4%                          | 10%                         | 11%                    | 10%                 | 11%   | 21%<br>g      |
| NETS                    |     |             |           |          |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        |     | 41          | 5         | 8        | 9                  | 6                       | 5                                   | 3                        | 7                           | 14                          | 6                      | 12                  | 9   | 14            |
|                         |     | 18%         | 14%       | 19%      | 21%                | 18%                     | 14%                                 | 16%                      | 14%                         | 21%                         | 16%                    | 20%                 | 15%   | 28%           |
| Net: Not influential    |     | 95          | 21        | 18       | 16                 | 15                      | 26                                  | 8                        | 26                          | 29                          | 17                     | 32                  | 28  | 18            |
|                         |     | 41%         | 59%<br>cl | 42%      | 36%                | 42%                     | 65%<br>bcdhl                        | 40%                      | 52%                         | 44%                         | 49%                    | 52%                 | 46%   | 34%           |
| Mean score              |     | 1.86        | 1.73      | 1.91     | 2.03               | 1.88                    | 1.73                                | 2.00                     | 1.63                        | 1.91                        | 1.80                   | 1.92                | 1.86  | 2.04          |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l



## Overall European Influencers

### Q3\_8. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### EUobserver

Base: All respondents

|                         |  |       |      |                 |                      |                          | PARTY    |      |      |      |          |       | AGE         |             |             |             |             |                  |      |
|-------------------------|--|-------|------|-----------------|----------------------|--------------------------|----------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|------|
|                         |  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP      | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |      |
| Significance Level: 95% |  |       | b    | c               | d                    | e                        | *a       | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | *f               |      |
| Unweighted Total        |  | 229   | 75   | 154             | 64                   | 90                       | 26       | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |      |
| Weighted Total          |  | 229   | 75   | 154             | 77                   | 77                       | 21       | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |      |
|                         |  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%     | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |      |
| Very influential        |  | (4)   | 10   | 6               | 4                    | 1                        | 3        | -    | 3    | 2    | -        | -     | *           | -           | -           | 3           | 1           | 6                | *    |
|                         |  |       | 4%   | 8%              | 2%                   | 2%                       | 3%       | -    | 16%  | 35%  | -        | -     | 4%          | -           | -           | 6%          | 1%          | 7%               | 1%   |
| Fairly influential      |  | (3)   | 39   | 13              | 26                   | 13                       | 13       | 5    | 2    | 2    | 1        | 1     | 2           | 1           | 4           | 12          | 12          | 8                | 3    |
|                         |  |       | 17%  | 17%             | 17%                  | 17%                      | 17%      | 24%  | 9%   | 35%  | 17%      | 8%    | 14%         | 100%        | 30%         | 26%<br>e    | 20%         | 10%              | 9%   |
| Not very influential    |  | (2)   | 41   | 8               | 32                   | 14                       | 18       | 2    | 5    | 1    | 1        | *     | -           | -           | 3           | 9           | 15          | 12               | 1    |
|                         |  |       | 18%  | 11%             | 21%                  | 19%                      | 23%<br>b | 8%   | 25%  | 10%  | 10%      | 4%    | -           | -           | 24%         | 20%         | 25%         | 16%              | 4%   |
| Not at all influential  |  | (1)   | 66   | 32              | 34                   | 17                       | 17       | 10   | 5    | 1    | 4        | 5     | 8           | -           | 4           | 12          | 20          | 17               | 13   |
|                         |  |       | 29%  | 43%<br>cde      | 22%                  | 22%                      | 22%      | 47%  | 24%  | 10%  | 56%      | 52%   | 68%         | -           | 27%         | 27%         | 32%         | 22%              | 45%  |
| Don't know              |  |       | 36   | 7               | 29                   | 16                       | 14       | 2    | 5    | -    | -        | -     | -           | -           | 1           | 5           | 8           | 18               | 5    |
|                         |  |       | 16%  | 9%              | 19%                  | 20%                      | 18%      | 10%  | 26%  | -    | -        | -     | -           | -           | 6%          | 12%         | 13%         | 23%              | 15%  |
| No response             |  |       | 37   | 9               | 28                   | 16                       | 13       | 2    | -    | 1    | 1        | 3     | 2           | -           | 2           | 4           | 6           | 18               | 8    |
|                         |  |       | 16%  | 12%             | 18%                  | 20%                      | 17%      | 10%  | -    | 10%  | 17%      | 35%   | 14%         | -           | 13%         | 9%          | 9%          | 23%<br>cd        | 26%  |
| NETS                    |  |       |      |                 |                      |                          |          |      |      |      |          |       |             |             |             |             |             |                  |      |
| Net: Influential        |  |       | 48   | 19              | 30                   | 14                       | 15       | 5    | 5    | 5    | 1        | 1     | 2           | 1           | 4           | 15          | 13          | 13               | 3    |
|                         |  |       | 21%  | 25%             | 19%                  | 19%                      | 20%      | 24%  | 25%  | 69%  | 17%      | 8%    | 18%         | 100%        | 30%         | 32%<br>e    | 21%         | 17%              | 10%  |
| Net: Not influential    |  |       | 107  | 40              | 66                   | 31                       | 35       | 12   | 9    | 1    | 5        | 5     | 8           | -           | 7           | 21          | 35          | 29               | 15   |
|                         |  |       | 47%  | 54%             | 43%                  | 41%                      | 46%      | 56%  | 49%  | 21%  | 67%      | 56%   | 68%         | -           | 51%         | 47%         | 57%<br>e    | 37%              | 49%  |
| Mean score              |  |       | 1.95 | 1.87            | 2.00                 | 1.97                     | 2.02     | 1.70 | 2.23 | 3.04 | 1.52     | 1.32  | 1.46        | 3.00        | 2.04        | 2.15        | 1.87        | 2.04             | 1.44 |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q3\_8. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### EUobserver

Base: All respondents

|                         |     | GENDER     |           | REGION    |                |                     |                |                  | LENGTH OF SERVICE    |                     |              |                |                       |
|-------------------------|-----|------------|-----------|-----------|----------------|---------------------|----------------|------------------|----------------------|---------------------|--------------|----------------|-----------------------|
|                         |     | Total      | Male      | Female    | Western        | Nordic/<br>Northern | Mediterranean  | Eastern          | Other<br>unspecified | Less than<br>a year | 1-5 years    | 6-10 years     | More than<br>10 years |
| Significance Level: 95% |     |            | a         | b         | a              | b                   | c              | d                | *e                   | *a                  | b            | c              | d                     |
| Unweighted Total        |     | 229        | 154       | 75        | 67             | 62                  | 48             | 45               | 7                    | 2                   | 62           | 47             | 118                   |
| Weighted Total          |     | 229        | 148       | 81        | 77             | 52                  | 48             | 46               | 6                    | 2                   | 63           | 45             | 119                   |
|                         |     | 100%       | 100%      | 100%      | 100%           | 100%                | 100%           | 100%             | 100%                 | 100%                | 100%         | 100%           | 100%                  |
| Very influential        | (4) | 10<br>4%   | 5<br>4%   | 4<br>5%   | -<br>-         | 2<br>4%             | 2<br>5%        | 4<br>10%<br>a    | 1<br>14%             | -<br>-              | 6<br>9%<br>d | 4<br>8%<br>d   | *<br>*                |
| Fairly influential      | (3) | 39<br>17%  | 26<br>18% | 13<br>16% | 10<br>14%      | 7<br>13%            | 3<br>7%        | 17<br>37%<br>abc | 2<br>29%             | -<br>-              | 11<br>17%    | 10<br>22%      | 18<br>15%             |
| Not very influential    | (2) | 41<br>18%  | 27<br>18% | 14<br>17% | 9<br>12%       | 18<br>35%<br>ad     | 9<br>18%       | 4<br>9%          | 1<br>14%             | -<br>-              | 9<br>14%     | 9<br>20%       | 23<br>20%             |
| Not at all influential  | (1) | 66<br>29%  | 46<br>31% | 20<br>24% | 30<br>39%<br>d | 14<br>28%           | 14<br>29%      | 8<br>17%         | -<br>-               | 1<br>79%            | 21<br>33%    | 14<br>30%      | 30<br>25%             |
| Don't know              |     | 36<br>16%  | 20<br>13% | 17<br>21% | 10<br>13%      | 7<br>14%            | 13<br>26%      | 5<br>11%         | 2<br>29%             | -<br>-              | 7<br>11%     | 6<br>13%       | 23<br>20%             |
| No response             |     | 37<br>16%  | 24<br>16% | 13<br>17% | 18<br>23%<br>b | 4<br>8%             | 7<br>15%       | 7<br>16%         | 1<br>14%             | *<br>21%            | 10<br>16%    | 3<br>6%        | 24<br>20%<br>c        |
| NETS                    |     |            |           |           |                |                     |                |                  |                      |                     |              |                |                       |
| Net: Influential        |     | 48<br>21%  | 31<br>21% | 17<br>21% | 10<br>14%      | 8<br>16%            | 6<br>12%       | 21<br>46%<br>abc | 3<br>43%             | -<br>-              | 16<br>26%    | 14<br>31%<br>d | 18<br>15%             |
| Net: Not influential    |     | 107<br>47% | 73<br>49% | 33<br>41% | 39<br>50%<br>d | 32<br>62%<br>d      | 23<br>47%<br>d | 12<br>27%        | 1<br>14%             | 1<br>79%            | 29<br>46%    | 23<br>50%      | 53<br>45%             |
| Mean score              |     | 1.95       | 1.91      | 2.04      | 1.61           | 1.90                | 1.80           | 2.53<br>abc      | 3.00                 | 1.00                | 2.03         | 2.11           | 1.84                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q3\_8. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### EUobserver

Base: All respondents

|                         |     | POLICY AREA |           |          |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|-----|-------------|-----------|----------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         |     | Total       | Transport | Energy   | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |     |             | a         | b        | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total        |     | 229         | 36        | 46       | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total          |     | 229         | 36        | 43       | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|                         |     | 100%        | 100%      | 100%     | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential        | (4) | 10          | -         | 2        | 2                  | *                       | -                                   | *                        | -                           | 3                           | 1                      | 1                   | 2   | 2             |
|                         |     | 4%          | -         | 6%       | 4%                 | 1%                      | -                                   | 2%                       | -                           | 4%                          | 4%                     | 1%                  | 4%  | 4%            |
| Fairly influential      | (3) | 39          | 7         | 10       | 6                  | 8                       | 4                                   | 4                        | 8                           | 12                          | 7                      | 12                  | 9   | 10            |
|                         |     | 17%         | 21%       | 23%      | 14%                | 21%                     | 9%                                  | 20%                      | 16%                         | 17%                         | 19%                    | 20%                 | 14%   | 20%           |
| Not very influential    | (2) | 41          | 4         | 11       | 9                  | 6                       | 11                                  | 5                        | 9                           | 13                          | 7                      | 14                  | 13  | 9             |
|                         |     | 18%         | 13%       | 26%      | 21%                | 17%                     | 27%                                 | 22%                      | 17%                         | 19%                         | 22%                    | 23%                 | 22%   | 17%           |
| Not at all influential  | (1) | 66          | 15        | 8        | 9                  | 8                       | 15                                  | 5                        | 18                          | 16                          | 9                      | 17                  | 16  | 17            |
|                         |     | 29%         | 43%<br>bc | 18%      | 22%                | 22%                     | 36%                                 | 24%                      | 36%<br>b                    | 24%                         | 27%                    | 28%                 | 26%   | 33%           |
| Don't know              |     | 36          | 5         | 6        | 5                  | 4                       | 4                                   | 4                        | 13                          | 14                          | 2                      | 10                  | 12  | 5             |
|                         |     | 16%         | 13%       | 14%      | 12%                | 13%                     | 11%                                 | 20%                      | 27%<br>il                   | 21%<br>i                    | 5%                     | 16%                 | 20%   | 10%           |
| No response             |     | 37          | 4         | 5        | 12                 | 9                       | 7                                   | 3                        | 2                           | 9                           | 8                      | 7                   | 9   | 8             |
|                         |     | 16%         | 11%       | 12%      | 28%<br>gj          | 26%<br>g                | 18%<br>g                            | 12%                      | 4%                          | 14%                         | 23%<br>g               | 12%                 | 14%   | 16%<br>g      |
| NETS                    |     |             |           |          |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        |     | 48          | 7         | 12       | 8                  | 8                       | 4                                   | 4                        | 8                           | 14                          | 8                      | 13                  | 11  | 12            |
|                         |     | 21%         | 21%       | 29%<br>e | 18%                | 23%                     | 9%                                  | 21%                      | 16%                         | 21%                         | 24%                    | 21%                 | 18%   | 24%           |
| Net: Not influential    |     | 107         | 20        | 19       | 18                 | 14                      | 25                                  | 10                       | 27                          | 30                          | 17                     | 31                  | 30  | 26            |
|                         |     | 47%         | 56%       | 44%      | 42%                | 39%                     | 63%<br>d                            | 46%                      | 53%                         | 44%                         | 49%                    | 51%                 | 48%   | 50%           |
| Mean score              |     | 1.95        | 1.70      | 2.23     | 2.00               | 2.03                    | 1.62                                | 1.99                     | 1.70                        | 2.02                        | 2.02                   | 1.93                | 1.93  | 1.93          |
|                         |     |             |           | g        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q3\_9. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### The Parliament Magazine

Base: All respondents

|       |            |                 |                      |                          | PARTY |      |      |      |          |       | AGE         |             |             |             |             |                  |
|-------|------------|-----------------|----------------------|--------------------------|-------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
| Total | MEPs       | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
|       | b          | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | *f               |
| 229   | 75         | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| 229   | 75         | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
| 100%  | 100%       | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| 3     | *          | 3               | -                    | 3                        | *     | -    | -    | -    | -        | -     | -           | 1           | *           | -           | 2           | -                |
| 1%    | *          | 2%              | -                    | 3%                       | 1%    | -    | -    | -    | -        | -     | -           | 6%          | 1%          | -           | 2%          | -                |
| 28    | 16         | 12              | 6                    | 6                        | 4     | 8    | -    | 3    | *        | 1     | -           | 1           | 4           | 10          | 8           | 5                |
| 12%   | 21%<br>cde | 8%              | 8%                   | 8%                       | 19%   | 42%  | -    | 38%  | 4%       | 7%    | -           | 6%          | 8%          | 17%         | 11%         | 16%              |
| 54    | 20         | 34              | 13                   | 21                       | 8     | 3    | 6    | 1    | 1        | 2     | 1           | 7           | 11          | 17          | 16          | 2                |
| 23%   | 27%        | 22%             | 17%                  | 27%                      | 36%   | 16%  | 79%  | 16%  | 8%       | 14%   | 100%        | 51%         | 24%         | 28%         | 20%         | 8%               |
| 65    | 25         | 40              | 19                   | 21                       | 4     | 6    | 1    | 3    | 5        | 5     | -           | 2           | 17          | 18          | 15          | 12               |
| 28%   | 34%        | 26%             | 25%                  | 27%                      | 20%   | 33%  | 21%  | 46%  | 52%      | 46%   | -           | 18%         | 38%<br>e    | 30%         | 20%         | 40%              |
| 50    | 13         | 38              | 24                   | 14                       | 4     | 2    | -    | -    | 3        | 3     | -           | 1           | 9           | 11          | 25          | 5                |
| 22%   | 17%        | 25%             | 31%<br>b             | 18%                      | 21%   | 9%   | -    | -    | 35%      | 29%   | -           | 6%          | 20%         | 18%         | 32%         | 16%              |
| 29    | 1          | 28              | 14                   | 14                       | 1     | -    | -    | -    | -        | *     | -           | 2           | 4           | 5           | 12          | 6                |
| 13%   | 1%         | 18%<br>b        | 19%<br>b             | 18%<br>b                 | 3%    | -    | -    | -    | -        | 4%    | -           | 13%         | 9%          | 8%          | 15%         | 21%              |
| 31    | 16         | 15              | 6                    | 9                        | 4     | 8    | -    | 3    | *        | 1     | -           | 2           | 4           | 10          | 10          | 5                |
| 13%   | 22%<br>cd  | 9%              | 8%                   | 11%                      | 20%   | 42%  | -    | 38%  | 4%       | 7%    | -           | 13%         | 9%          | 17%         | 13%         | 16%              |
| 119   | 45         | 74              | 32                   | 41                       | 12    | 9    | 7    | 5    | 6        | 7     | 1           | 9           | 28          | 35          | 31          | 14               |
| 52%   | 60%<br>d   | 48%             | 42%                  | 53%                      | 56%   | 49%  | 100% | 62%  | 61%      | 60%   | 100%        | 69%         | 62%<br>e    | 58%<br>e    | 40%         | 47%              |
| 1.79  | 1.86       | 1.74            | 1.66                 | 1.81                     | 2.01  | 2.10 | 1.79 | 1.92 | 1.26     | 1.42  | 2.00        | 2.01        | 1.60        | 1.82        | 1.91        | 1.63             |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q3\_9. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### The Parliament Magazine

Base: All respondents

|                         |     | GENDER |      | REGION |         |                     |               |          | LENGTH OF SERVICE    |                     |           |            |                       |
|-------------------------|-----|--------|------|--------|---------|---------------------|---------------|----------|----------------------|---------------------|-----------|------------|-----------------------|
|                         |     | Total  | Male | Female | Western | Nordic/<br>Northern | Mediterranean | Eastern  | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95% |     |        | a    | b      | a       | b                   | c             | d        | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total        |     | 229    | 154  | 75     | 67      | 62                  | 48            | 45       | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total          |     | 229    | 148  | 81     | 77      | 52                  | 48            | 46       | 6                    | 2                   | 63        | 45         | 119                   |
|                         |     | 100%   | 100% | 100%   | 100%    | 100%                | 100%          | 100%     | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Very influential        | (4) | 3      | 2    | 1      | 2       | -                   | 1             | -        | -                    | -                   | 1         | *          | 2                     |
|                         |     | 1%     | 1%   | 1%     | 2%      | -                   | 2%            | -        | -                    | -                   | 1%        | 1%         | 1%                    |
| Fairly influential      | (3) | 28     | 14   | 14     | 2       | 7                   | 9             | 7        | 3                    | -                   | 11        | 7          | 10                    |
|                         |     | 12%    | 9%   | 18%    | 3%      | 13%<br>a            | 19%<br>a      | 16%<br>a | 43%                  | -                   | 18%       | 15%        | 8%                    |
| Not very influential    | (2) | 54     | 37   | 17     | 17      | 10                  | 10            | 15       | 2                    | -                   | 13        | 16         | 24                    |
|                         |     | 23%    | 25%  | 21%    | 22%     | 20%                 | 21%           | 33%      | 29%                  | -                   | 21%       | 37%<br>d   | 20%                   |
| Not at all influential  | (1) | 65     | 46   | 19     | 20      | 18                  | 16            | 11       | 1                    | 1                   | 23        | 8          | 33                    |
|                         |     | 28%    | 31%  | 24%    | 25%     | 34%                 | 34%           | 23%      | 14%                  | 79%                 | 37%<br>c  | 17%        | 27%                   |
| Don't know              |     | 50     | 31   | 20     | 21      | 11                  | 7             | 9        | 1                    | -                   | 9         | 13         | 28                    |
|                         |     | 22%    | 21%  | 24%    | 28%     | 22%                 | 15%           | 20%      | 14%                  | -                   | 15%       | 29%        | 24%                   |
| No response             |     | 29     | 20   | 9      | 15      | 6                   | 4             | 4        | -                    | *                   | 5         | 1          | 23                    |
|                         |     | 13%    | 14%  | 11%    | 20%     | 11%                 | 9%            | 8%       | -                    | 21%                 | 8%        | 2%         | 19%<br>c              |
| NETS                    |     |        |      |        |         |                     |               |          |                      |                     |           |            |                       |
| Net: Influential        |     | 31     | 15   | 15     | 4       | 7                   | 10            | 7        | 3                    | -                   | 12        | 7          | 12                    |
|                         |     | 13%    | 10%  | 19%    | 5%      | 13%                 | 21%<br>a      | 16%      | 43%                  | -                   | 19%       | 16%        | 10%                   |
| Net: Not influential    |     | 119    | 82   | 36     | 36      | 28                  | 26            | 26       | 3                    | 1                   | 36        | 24         | 57                    |
|                         |     | 52%    | 56%  | 45%    | 47%     | 54%                 | 55%           | 56%      | 43%                  | 79%                 | 57%       | 54%        | 48%                   |
| Mean score              |     | 1.79   | 1.71 | 1.94   | 1.66    | 1.68                | 1.86          | 1.89     | 2.33                 | 1.00                | 1.79      | 1.98       | 1.72                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

### Q3\_9. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### The Parliament Magazine

Base: All respondents

|                         |     | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|-----|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         |     | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |     |             | a         | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total        |     | 229         | 36        | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total          |     | 229         | 36        | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|                         |     | 100%        | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential        | (4) | 3           | 1         | 2      | 3                  | 2                       | 3                                   | 1                        | 2                           | 2                           | 3                      | 3                   | 3   | *             |
|                         |     | 1%          | 2%        | 4%     | 6%                 | 5%                      | 6%                                  | 4%                       | 3%                          | 3%                          | 7%                     | 4%                  | 4%  | 1%            |
| Fairly influential      | (3) | 28          | 7         | 5      | 5                  | 7                       | 5                                   | 4                        | 3                           | 7                           | 6                      | 6                   | 7   | 7             |
|                         |     | 12%         | 19%       | 11%    | 12%                | 20%                     | 13%                                 | 20%                      | 6%                          | 10%                         | 16%                    | 10%                 | 12%   | 14%           |
|                         |     |             |           |        |                    | g                       |                                     |                          |                             |                             |                        |                     |   |               |
| Not very influential    | (2) | 54          | 7         | 12     | 6                  | 9                       | 9                                   | 8                        | 14                          | 20                          | 10                     | 19                  | 18  | 8             |
|                         |     | 23%         | 19%       | 28%    | 13%                | 26%                     | 22%                                 | 38%                      | 28%                         | 30%                         | 29%                    | 31%                 | 30%   | 16%           |
|                         |     |             |           |        |                    |                         |                                     |                          |                             | c                           |                        | c                   | c   |               |
| Not at all influential  | (1) | 65          | 13        | 7      | 12                 | 5                       | 13                                  | 2                        | 15                          | 16                          | 5                      | 17                  | 14  | 15            |
|                         |     | 28%         | 36%       | 17%    | 27%                | 14%                     | 32%                                 | 8%                       | 30%                         | 23%                         | 16%                    | 28%                 | 23%   | 30%           |
|                         |     |             | d         |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Don't know              |     | 50          | 5         | 11     | 12                 | 6                       | 6                                   | 5                        | 13                          | 15                          | 8                      | 9                   | 12  | 12            |
|                         |     | 22%         | 15%       | 25%    | 27%                | 18%                     | 15%                                 | 26%                      | 26%                         | 22%                         | 23%                    | 15%                 | 19%   | 24%           |
| No response             |     | 29          | 3         | 6      | 7                  | 6                       | 5                                   | 1                        | 3                           | 8                           | 3                      | 8                   | 7   | 9             |
|                         |     | 13%         | 8%        | 14%    | 16%                | 18%                     | 11%                                 | 4%                       | 7%                          | 12%                         | 8%                     | 12%                 | 11%   | 17%           |
| NETS                    |     |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        |     | 31          | 8         | 6      | 8                  | 9                       | 8                                   | 5                        | 5                           | 8                           | 8                      | 8                   | 10  | 7             |
|                         |     | 13%         | 21%       | 15%    | 18%                | 25%                     | 19%                                 | 24%                      | 10%                         | 13%                         | 24%                    | 14%                 | 16%   | 14%           |
| Net: Not influential    |     | 119         | 20        | 19     | 17                 | 14                      | 22                                  | 10                       | 29                          | 36                          | 16                     | 36                  | 33  | 23            |
|                         |     | 52%         | 55%       | 46%    | 39%                | 39%                     | 54%                                 | 46%                      | 58%                         | 54%                         | 45%                    | 59%                 | 54%   | 45%           |
|                         |     |             |           |        |                    |                         |                                     |                          |                             |                             |                        | c                   |   |               |
| Mean score              |     | 1.79        | 1.83      | 2.03   | 1.94               | 2.25                    | 1.91                                | 2.29                     | 1.76                        | 1.88                        | 2.22                   | 1.87                | 1.96  | 1.75          |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

**Q3\_10. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### Wall Street Journal

Base: All respondents

|                         |       |      |                 |                      |                          | PARTY |      |      |      |          |       | AGE         |             |             |             |             |                  |
|-------------------------|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|                         | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95% |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total        | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total          | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|                         | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Very influential        | (4)   | 18   | 7               | 11                   | 4                        | 8     | -    | 3    | -    | 3        | *     | 1           | *           | 2           | 4           | 6           | 5                |
|                         |       | 8%   | 9%              | 7%                   | 5%                       | 10%   | -    | 17%  | -    | 41%      | 4%    | 100%        | 3%          | 5%          | 7%          | 7%          | 17%              |
| Fairly influential      | (3)   | 53   | 20              | 33                   | 12                       | 21    | 7    | 6    | 2    | 2        | 1     | -           | 5           | 12          | 13          | 15          | 8                |
|                         |       | 23%  | 26%             | 22%                  | 16%                      | 28%   | 32%  | 34%  | 35%  | 22%      | 8%    | -           | 34%         | 28%         | 22%         | 19%         | 25%              |
| Not very influential    | (2)   | 42   | 12              | 30                   | 14                       | 15    | 5    | 2    | 3    | 1        | *     | -           | 2           | 8           | 12          | 16          | 3                |
|                         |       | 18%  | 16%             | 19%                  | 19%                      | 20%   | 22%  | 9%   | 45%  | 16%      | 4%    | -           | 15%         | 18%         | 20%         | 20%         | 12%              |
| Not at all influential  | (1)   | 48   | 18              | 30                   | 18                       | 12    | 5    | 4    | 1    | *        | 4     | -           | 5           | 10          | 14          | 16          | 3                |
|                         |       | 21%  | 25%             | 19%                  | 23%                      | 16%   | 23%  | 24%  | 21%  | 5%       | 48%   | -           | 36%         | 23%         | 23%         | 21%         | 9%               |
| Don't know              |       | 33   | 11              | 21                   | 12                       | 9     | 4    | 3    | -    | -        | -     | -           | 1           | 7           | 11          | 8           | 6                |
|                         |       | 14%  | 15%             | 14%                  | 16%                      | 12%   | 20%  | 17%  | -    | -        | -     | -           | 6%          | 15%         | 18%         | 11%         | 19%              |
| No response             |       | 35   | 7               | 28                   | 17                       | 11    | 1    | -    | -    | 1        | 3     | -           | 1           | 5           | 7           | 17          | 5                |
|                         |       | 15%  | 9%              | 18%                  | 22%                      | 14%   | 3%   | -    | -    | 17%      | 35%   | -           | 6%          | 11%         | 11%         | 22%         | 18%              |
| <b>NETS</b>             |       |      |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |
| Net: Influential        | 71    | 27   | 45              | 16                   | 29                       | 7     | 10   | 2    | 5    | 1        | 2     | 1           | 5           | 15          | 17          | 21          | 13               |
|                         | 31%   | 35%  | 29%             | 20%                  | 38%                      | 32%   | 51%  | 35%  | 62%  | 13%      | 18%   | 100%        | 37%         | 32%         | 28%         | 27%         | 42%              |
| Net: Not influential    | 90    | 31   | 60              | 32                   | 27                       | 10    | 6    | 5    | 2    | 5        | 4     | -           | 7           | 19          | 27          | 32          | 6                |
|                         | 39%   | 41%  | 39%             | 42%                  | 36%                      | 45%   | 32%  | 65%  | 21%  | 52%      | 35%   | -           | 51%         | 41%         | 43%         | 41%         | 21%              |
| Mean score              | 2.25  | 2.26 | 2.25            | 2.03                 | 2.44                     | 2.11  | 2.53 | 2.14 | 3.17 | 1.51     | 1.94  | 4.00        | 2.04        | 2.19        | 2.16        | 2.20        | 2.79             |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q3\_10. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### Wall Street Journal

Base: All respondents

|                         |     | GENDER |      | REGION |         |                     |               |         | LENGTH OF SERVICE    |                     |           |            |                       |
|-------------------------|-----|--------|------|--------|---------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|                         |     | Total  | Male | Female | Western | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95% |     |        | a    | b      | a       | b                   | c             | d       | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total        |     | 229    | 154  | 75     | 67      | 62                  | 48            | 45      | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total          |     | 229    | 148  | 81     | 77      | 52                  | 48            | 46      | 6                    | 2                   | 63        | 45         | 119                   |
|                         |     | 100%   | 100% | 100%   | 100%    | 100%                | 100%          | 100%    | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Very influential        | (4) | 18     | 13   | 5      | 6       | 4                   | 7             | 1       | 1                    | -                   | 7         | 1          | 10                    |
|                         |     | 8%     | 9%   | 7%     | 7%      | 7%                  | 14%<br>d      | 3%      | 14%                  | -                   | 12%       | 3%         | 8%                    |
| Fairly influential      | (3) | 53     | 39   | 14     | 14      | 16                  | 9             | 13      | 2                    | -                   | 13        | 16         | 23                    |
|                         |     | 23%    | 26%  | 18%    | 18%     | 30%                 | 18%           | 29%     | 29%                  | -                   | 21%       | 36%<br>d   | 20%                   |
| Not very influential    | (2) | 42     | 32   | 10     | 10      | 11                  | 10            | 11      | 1                    | -                   | 11        | 13         | 18                    |
|                         |     | 18%    | 21%  | 13%    | 13%     | 21%                 | 20%           | 23%     | 14%                  | -                   | 17%       | 29%        | 15%                   |
| Not at all influential  | (1) | 48     | 27   | 21     | 18      | 12                  | 10            | 7       | 1                    | 1                   | 15        | 4          | 28                    |
|                         |     | 21%    | 18%  | 26%    | 23%     | 23%                 | 22%           | 16%     | 14%                  | 79%                 | 23%       | 9%         | 24%<br>c              |
| Don't know              |     | 33     | 17   | 16     | 13      | 5                   | 7             | 6       | 2                    | -                   | 8         | 10         | 15                    |
|                         |     | 14%    | 11%  | 20%    | 17%     | 9%                  | 14%           | 14%     | 29%                  | -                   | 13%       | 21%        | 13%                   |
| No response             |     | 35     | 21   | 14     | 17      | 5                   | 5             | 7       | -                    | *                   | 9         | 1          | 24                    |
|                         |     | 15%    | 14%  | 17%    | 22%     | 10%                 | 11%           | 16%     | -                    | 21%                 | 14%<br>c  | 3%         | 20%<br>c              |
| NETS                    |     |        |      |        |         |                     |               |         |                      |                     |           |            |                       |
| Net: Influential        |     | 71     | 52   | 20     | 19      | 19                  | 16            | 14      | 3                    | -                   | 21        | 17         | 33                    |
|                         |     | 31%    | 35%  | 24%    | 25%     | 37%                 | 33%           | 31%     | 43%                  | -                   | 33%       | 39%        | 28%                   |
| Net: Not influential    |     | 90     | 59   | 32     | 28      | 23                  | 20            | 18      | 2                    | 1                   | 25        | 17         | 47                    |
|                         |     | 39%    | 40%  | 39%    | 36%     | 44%                 | 42%           | 39%     | 29%                  | 79%                 | 40%       | 38%        | 39%                   |
| Mean score              |     | 2.25   | 2.34 | 2.07   | 2.15    | 2.26                | 2.34          | 2.26    | 2.60                 | 1.00                | 2.29      | 2.43       | 2.18                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d



## Overall European Influencers

**Q3\_10. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### Wall Street Journal

Base: All respondents

|                         |     | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|-----|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         |     |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|                         |     | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |     |             | a         | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total        |     | 229         | 36        | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total          |     | 229         | 36        | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|                         |     | 100%        | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential        | (4) | 18          | 2         | 5      | 3                  | 3                       | 8                                   | -                        | 4                           | 6                           | 7                      | 5                   | 11  | 2             |
|                         |     | 8%          | 6%        | 12%    | 6%                 | 8%                      | 20%                                 | -                        | 7%                          | 9%                          | 21%                    | 8%                  | 18%   | 4%            |
|                         |     |             |           |        |                    |                         | l                                   |                          |                             |                             | l                      |                     | l   |               |
| Fairly influential      | (3) | 53          | 7         | 15     | 15                 | 7                       | 11                                  | 6                        | 6                           | 10                          | 13                     | 15                  | 12  | 13            |
|                         |     | 23%         | 19%       | 35%    | 35%                | 19%                     | 28%                                 | 30%                      | 12%                         | 14%                         | 38%                    | 25%                 | 19%   | 24%           |
|                         |     |             |           | gh     | gh                 |                         |                                     |                          |                             |                             | gh                     |                     |   |               |
| Not very influential    | (2) | 42          | 8         | 9      | 9                  | 4                       | 5                                   | 2                        | 9                           | 13                          | 7                      | 15                  | 11  | 7             |
|                         |     | 18%         | 22%       | 22%    | 20%                | 12%                     | 13%                                 | 8%                       | 17%                         | 20%                         | 20%                    | 25%                 | 18%   | 14%           |
| Not at all influential  | (1) | 48          | 10        | 5      | 4                  | 7                       | 8                                   | 6                        | 15                          | 18                          | 1                      | 11                  | 9   | 14            |
|                         |     | 21%         | 28%       | 12%    | 10%                | 20%                     | 21%                                 | 30%                      | 30%                         | 27%                         | 4%                     | 18%                 | 15%   | 27%           |
|                         |     |             | ci        |        |                    | i                       | i                                   |                          | bcik                        | ci                          |                        |                     |   | ci            |
| Don't know              |     | 33          | 5         | 2      | 3                  | 6                       | 2                                   | 5                        | 12                          | 12                          | -                      | 7                   | 10  | 8             |
|                         |     | 14%         | 15%       | 5%     | 7%                 | 17%                     | 4%                                  | 24%                      | 25%                         | 17%                         | -                      | 12%                 | 16%   | 15%           |
|                         |     |             | i         |        |                    | i                       |                                     |                          | bcei                        | ei                          |                        | i                   | i   | i             |
| No response             |     | 35          | 4         | 6      | 10                 | 8                       | 5                                   | 2                        | 4                           | 9                           | 6                      | 8                   | 8   | 8             |
|                         |     | 15%         | 11%       | 14%    | 22%                | 23%                     | 14%                                 | 8%                       | 8%                          | 14%                         | 18%                    | 12%                 | 13%   | 16%           |
| NETS                    |     |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        |     | 71          | 9         | 20     | 18                 | 10                      | 19                                  | 6                        | 10                          | 15                          | 20                     | 20                  | 23  | 15            |
|                         |     | 31%         | 25%       | 47%    | 40%                | 28%                     | 48%                                 | 30%                      | 20%                         | 23%                         | 59%                    | 33%                 | 38%   | 28%           |
|                         |     |             |           | agh    | g                  |                         | agh                                 |                          |                             |                             | adghjl                 |                     | g   |               |
| Net: Not influential    |     | 90          | 18        | 14     | 13                 | 11                      | 14                                  | 8                        | 24                          | 31                          | 8                      | 26                  | 20  | 21            |
|                         |     | 39%         | 50%       | 33%    | 30%                | 33%                     | 34%                                 | 38%                      | 47%                         | 46%                         | 23%                    | 43%                 | 33%   | 41%           |
|                         |     |             | i         |        |                    |                         |                                     |                          | i                           | i                           |                        |                     |   |               |
| Mean score              |     | 2.25        | 2.03      | 2.59   | 2.51               | 2.26                    | 2.57                                | 2.00                     | 1.95                        | 2.07                        | 2.93                   | 2.30                | 2.59  | 2.07          |
|                         |     |             |           | ghl    | gh                 |                         | gh                                  |                          |                             |                             |                        |                     | ghl   |               |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

**Q3\_11. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### International New York Times

Base: All respondents

|                         |     |       |      |                 |                      |                          | PARTY |      |      |      |          |       | AGE         |             |             |             |             |                  |  |
|-------------------------|-----|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|--|
|                         |     | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |  |
| Significance Level: 95% |     |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | *f               |  |
| Unweighted Total        |     | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |  |
| Weighted Total          |     | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |  |
|                         |     | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |  |
| Very influential        | (4) | 17    | 9    | 8               | 1                    | 7                        | 2     | 2    | 2    | 3    | -        | 1     | -           | *           | 4           | 4           | 2           | 6                |  |
|                         |     | 8%    | 13%  | 5%              | 2%                   | 9%                       | 8%    | 9%   | 35%  | 41%  | -        | 7%    | -           | 3%          | 10%         | 7%          | 3%          | 21%              |  |
|                         |     |       | d    |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |  |
| Fairly influential      | (3) | 58    | 17   | 41              | 17                   | 24                       | 3     | 6    | 3    | 1    | 1        | 2     | -           | 3           | 13          | 17          | 18          | 7                |  |
|                         |     | 25%   | 22%  | 26%             | 22%                  | 31%                      | 15%   | 34%  | 45%  | 17%  | 13%      | 14%   | -           | 21%         | 29%         | 27%         | 23%         | 22%              |  |
| Not very influential    | (2) | 34    | 10   | 24              | 13                   | 11                       | 5     | 2    | -    | 2    | *        | 2     | 1           | 5           | 8           | 9           | 8           | 3                |  |
|                         |     | 15%   | 13%  | 16%             | 17%                  | 14%                      | 22%   | 9%   | -    | 21%  | 4%       | 14%   | 100%        | 36%         | 19%         | 14%         | 10%         | 11%              |  |
| Not at all influential  | (1) | 50    | 24   | 26              | 14                   | 12                       | 6     | 4    | 1    | *    | 4        | 7     | -           | 2           | 10          | 17          | 14          | 6                |  |
|                         |     | 22%   | 32%  | 17%             | 19%                  | 16%                      | 29%   | 24%  | 21%  | 5%   | 48%      | 61%   | -           | 18%         | 23%         | 27%         | 18%         | 21%              |  |
|                         |     |       | ce   |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |  |
| Don't know              |     | 39    | 13   | 27              | 16                   | 11                       | 4     | 5    | -    | -    | 3        | -     | -           | 2           | 5           | 10          | 20          | 2                |  |
|                         |     | 17%   | 17%  | 17%             | 20%                  | 14%                      | 21%   | 26%  | -    | -    | 35%      | -     | -           | 15%         | 11%         | 16%         | 26%         | 7%               |  |
|                         |     |       |      |                 |                      |                          |       |      |      |      |          |       |             |             |             |             | c           |                  |  |
| No response             |     | 30    | 3    | 28              | 16                   | 12                       | 1     | -    | -    | 1    | -        | *     | -           | 1           | 4           | 5           | 15          | 5                |  |
|                         |     | 13%   | 4%   | 18%             | 20%                  | 16%                      | 6%    | -    | -    | 17%  | -        | 4%    | -           | 6%          | 9%          | 9%          | 19%         | 18%              |  |
|                         |     |       |      | b               | b                    | b                        |       |      |      |      |          |       |             |             |             |             |             |                  |  |
| NETS                    |     |       |      |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |  |
| Net: Influential        |     | 75    | 26   | 49              | 18                   | 31                       | 5     | 8    | 6    | 4    | 1        | 2     | -           | 3           | 17          | 21          | 21          | 13               |  |
|                         |     | 33%   | 35%  | 32%             | 23%                  | 40%                      | 23%   | 42%  | 79%  | 57%  | 13%      | 21%   | -           | 24%         | 38%         | 34%         | 27%         | 43%              |  |
|                         |     |       |      |                 |                      | d                        |       |      |      |      |          |       |             |             |             |             |             |                  |  |
| Net: Not influential    |     | 84    | 34   | 51              | 28                   | 23                       | 11    | 6    | 1    | 2    | 5        | 8     | 1           | 7           | 19          | 25          | 23          | 10               |  |
|                         |     | 37%   | 45%  | 33%             | 36%                  | 30%                      | 51%   | 32%  | 21%  | 26%  | 52%      | 75%   | 100%        | 54%         | 41%         | 41%         | 29%         | 32%              |  |
| Mean score              |     | 2.27  | 2.20 | 2.31            | 2.11                 | 2.48                     | 2.01  | 2.36 | 2.93 | 3.11 | 1.45     | 1.66  | 2.00        | 2.11        | 2.32        | 2.18        | 2.20        | 2.56             |  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q3\_11. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### International New York Times

Base: All respondents

|                         |  | GENDER |      | REGION   |          |                     |               |          | LENGTH OF SERVICE    |                     |           |            |                       |
|-------------------------|--|--------|------|----------|----------|---------------------|---------------|----------|----------------------|---------------------|-----------|------------|-----------------------|
|                         |  | Total  | Male | Female   | Western  | Nordic/<br>Northern | Mediterranean | Eastern  | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95% |  |        | a    | b        | a        | b                   | c             | d        | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total        |  | 229    | 154  | 75       | 67       | 62                  | 48            | 45       | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total          |  | 229    | 148  | 81       | 77       | 52                  | 48            | 46       | 6                    | 2                   | 63        | 45         | 119                   |
|                         |  | 100%   | 100% | 100%     | 100%     | 100%                | 100%          | 100%     | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Very influential        |  | (4)    | 17   | 2        | 8        | 1                   | 5             | 2        | 1                    | -                   | 7         | 2          | 8                     |
|                         |  |        | 8%   | 10%      | 10%      | 2%                  | 10%           | 5%       | 14%                  | -                   | 12%       | 5%         | 6%                    |
| Fairly influential      |  | (3)    | 58   | 18       | 9        | 18                  | 11            | 16       | 3                    | -                   | 16        | 16         | 25                    |
|                         |  |        | 25%  | 23%      | 12%      | 34%<br>a            | 24%           | 34%<br>a | 57%                  | -                   | 25%       | 36%<br>d   | 21%                   |
| Not very influential    |  | (2)    | 34   | 8        | 8        | 10                  | 6             | 10       | -                    | -                   | 7         | 16         | 11                    |
|                         |  |        | 15%  | 11%      | 10%      | 19%                 | 13%           | 21%      | -                    | -                   | 10%       | 36%<br>bd  | 9%                    |
| Not at all influential  |  | (1)    | 50   | 21       | 22       | 13                  | 11            | 4        | -                    | 1                   | 18        | 3          | 27                    |
|                         |  |        | 22%  | 25%      | 28%<br>d | 26%<br>d            | 23%           | 9%       | -                    | 79%                 | 29%<br>c  | 7%         | 23%<br>c              |
| Don't know              |  |        | 39   | 21       | 15       | 5                   | 9             | 8        | 2                    | -                   | 9         | 7          | 24                    |
|                         |  |        | 17%  | 26%<br>a | 19%      | 10%                 | 20%           | 17%      | 29%                  | -                   | 14%       | 15%        | 20%                   |
| No response             |  |        | 30   | 10       | 15       | 4                   | 5             | 6        | -                    | *                   | 6         | -          | 24                    |
|                         |  |        | 13%  | 12%      | 20%      | 8%                  | 11%           | 12%      | -                    | 21%                 | 10%<br>c  | -          | 20%<br>c              |
| NETS                    |  |        |      |          |          |                     |               |          |                      |                     |           |            |                       |
| Net: Influential        |  |        | 75   | 21       | 17       | 19                  | 16            | 18       | 4                    | -                   | 24        | 19         | 33                    |
|                         |  |        | 33%  | 26%      | 22%      | 36%                 | 34%           | 40%      | 71%                  | -                   | 37%       | 42%        | 27%                   |
| Net: Not influential    |  |        | 84   | 29       | 30       | 24                  | 17            | 14       | -                    | 1                   | 25        | 19         | 39                    |
|                         |  |        | 37%  | 36%      | 39%      | 45%                 | 35%           | 30%      | -                    | 79%                 | 39%       | 43%        | 32%                   |
| Mean score              |  | 2.27   | 2.36 | 2.05     | 2.07     | 2.16                | 2.31          | 2.51     | 3.20                 | 1.00                | 2.26      | 2.48       | 2.18                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

**Q3\_11. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### International New York Times

Base: All respondents

|                         |     | POLICY AREA |           |            |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|-----|-------------|-----------|------------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         |     | Total       | Transport | Energy     | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |     |             | a         | b          | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total        |     | 229         | 36        | 46         | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total          |     | 229         | 36        | 43         | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|                         |     | 100%        | 100%      | 100%       | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential        | (4) | 17          | 3         | 3          | 2                  | 3                       | 8                                   | 2                        | 2                           | 4                           | 9                      | 4                   | 9   | 4             |
|                         |     | 8%          | 7%        | 8%         | 4%                 | 8%                      | 20%<br>cghj                         | 10%                      | 4%                          | 6%                          | 26%<br>abcghjl         | 7%                  | 15%   | 9%            |
| Fairly influential      | (3) | 58          | 8         | 19         | 13                 | 8                       | 13                                  | 5                        | 8                           | 17                          | 10                     | 18                  | 16  | 12            |
|                         |     | 25%         | 23%       | 44%<br>ghl | 30%                | 24%                     | 32%                                 | 24%                      | 16%                         | 25%                         | 28%                    | 29%                 | 27%   | 24%           |
| Not very influential    | (2) | 34          | 5         | 7          | 5                  | 3                       | 4                                   | 1                        | 10                          | 8                           | 7                      | 11                  | 9   | 6             |
|                         |     | 15%         | 14%       | 17%        | 12%                | 8%                      | 10%                                 | 6%                       | 20%                         | 12%                         | 20%                    | 19%                 | 15%   | 12%           |
| Not at all influential  | (1) | 50          | 11        | 5          | 7                  | 6                       | 9                                   | 5                        | 13                          | 15                          | 1                      | 12                  | 11  | 15            |
|                         |     | 22%         | 32%<br>bi | 13%        | 16%                | 18%                     | 23%<br>i                            | 24%                      | 26%<br>i                    | 22%<br>i                    | 4%                     | 20%<br>i            | 19%   | 29%<br>i      |
| Don't know              |     | 39          | 5         | 3          | 7                  | 8                       | 2                                   | 6                        | 13                          | 15                          | 5                      | 7                   | 8   | 5             |
|                         |     | 17%         | 15%       | 7%         | 16%                | 22%<br>e                | 4%                                  | 28%<br>bej               | 25%<br>bej                  | 22%<br>be                   | 14%                    | 11%                 | 13%   | 10%           |
| No response             |     | 30          | 3         | 5          | 9                  | 7                       | 5                                   | 2                        | 4                           | 9                           | 3                      | 9                   | 7   | 8             |
|                         |     | 13%         | 8%        | 12%        | 21%                | 20%                     | 11%                                 | 8%                       | 8%                          | 13%                         | 8%                     | 15%                 | 12%   | 16%           |
| NETS                    |     |             |           |            |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        |     | 75          | 11        | 22         | 15                 | 11                      | 21                                  | 7                        | 10                          | 21                          | 18                     | 22                  | 25  | 17            |
|                         |     | 33%         | 31%       | 51%<br>gh  | 34%                | 32%                     | 52%<br>gh                           | 34%                      | 20%                         | 31%                         | 53%<br>gh              | 36%                 | 41%<br>g                                      | 33%           |
| Net: Not influential    |     | 84          | 17        | 13         | 13                 | 9                       | 13                                  | 6                        | 23                          | 23                          | 8                      | 24                  | 20  | 21            |
|                         |     | 37%         | 46%       | 30%        | 29%                | 26%                     | 33%                                 | 30%                      | 47%<br>di                   | 34%                         | 24%                    | 38%                 | 33%   | 41%           |
| Mean score              |     | 2.27        | 2.08      | 2.58<br>g  | 2.34               | 2.39                    | 2.58<br>g                           | 2.32                     | 1.97                        | 2.24                        | 2.97                   | 2.32                | 2.50<br>g                                     | 2.17          |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q3\_12. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### New Europe

Base: All respondents

|                         |       |      |                 |                      |                          | PARTY |      |      |      |          |       | AGE         |             |             |             |             |                  |
|-------------------------|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|                         | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95% |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total        | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total          | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|                         | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Very influential        | (4)   | 4    | 3               | 1                    | 1                        | -     | 2    | -    | -    | -        | 1     | -           | -           | 1           | -           | 3           | -                |
|                         | 2%    | 4%   | 1%              | 2%                   | -                        | -     | 9%   | -    | -    | -        | 11%   | -           | -           | 3%          | -           | 4%          | -                |
| Fairly influential      | (3)   | 17   | 8               | 9                    | 7                        | 3     | 3    | -    | 1    | -        | -     | -           | -           | 4           | 6           | 3           | 4                |
|                         | 7%    | 10%  | 6%              | 9%                   | 2%                       | 15%   | 16%  | -    | 17%  | -        | -     | -           | -           | 8%          | 10%         | 4%          | 12%              |
|                         |       | e    |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |
| Not very influential    | (2)   | 22   | 10              | 13                   | 5                        | 3     | 2    | 1    | -    | 4        | *     | 1           | 3           | 5           | 4           | 8           | 2                |
|                         | 10%   | 13%  | 8%              | 6%                   | 10%                      | 16%   | 9%   | 10%  | -    | 39%      | 3%    | 100%        | 21%         | 10%         | 6%          | 11%         | 7%               |
| Not at all influential  | (1)   | 86   | 33              | 53                   | 24                       | 9     | 6    | 4    | 5    | 5        | 4     | -           | 6           | 20          | 28          | 22          | 11               |
|                         | 38%   | 44%  | 35%             | 31%                  | 38%                      | 42%   | 32%  | 55%  | 62%  | 56%      | 39%   | -           | 45%         | 44%         | 45%         | 28%         | 36%              |
|                         |       |      |                 |                      |                          |       |      |      |      |          |       |             |             |             | e           |             |                  |
| Don't know              |       | 64   | 18              | 46                   | 23                       | 5     | 6    | 2    | *    | *        | 4     | -           | 3           | 11          | 17          | 26          | 8                |
|                         | 28%   | 24%  | 30%             | 30%                  | 30%                      | 24%   | 34%  | 35%  | 5%   | 4%       | 33%   | -           | 21%         | 24%         | 28%         | 33%         | 27%              |
| No response             |       | 36   | 3               | 32                   | 17                       | 1     | -    | -    | 1    | -        | 2     | -           | 2           | 5           | 7           | 16          | 5                |
|                         | 16%   | 5%   | 21%             | 22%                  | 20%                      | 3%    | -    | -    | 17%  | -        | 14%   | -           | 13%         | 12%         | 12%         | 20%         | 18%              |
|                         |       |      | b               | b                    | b                        |       |      |      |      |          |       |             |             |             |             |             |                  |
| <b>NETS</b>             |       |      |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |
| Net: Influential        | 21    | 10   | 10              | 8                    | 2                        | 3     | 5    | -    | 1    | -        | 1     | -           | -           | 5           | 6           | 6           | 4                |
|                         | 9%    | 14%  | 7%              | 11%                  | 2%                       | 15%   | 25%  | -    | 17%  | -        | 11%   | -           | -           | 11%         | 10%         | 8%          | 12%              |
|                         |       | e    |                 | e                    |                          |       |      |      |      |          |       |             |             |             |             |             |                  |
| Net: Not influential    | 109   | 43   | 66              | 29                   | 37                       | 13    | 8    | 5    | 5    | 9        | 5     | 1           | 9           | 24          | 31          | 31          | 13               |
|                         | 47%   | 57%  | 43%             | 38%                  | 48%                      | 58%   | 41%  | 65%  | 62%  | 96%      | 42%   | 100%        | 66%         | 54%         | 51%         | 39%         | 43%              |
|                         |       | cd   |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |
| Mean score              | 1.52  | 1.63 | 1.45            | 1.61                 | 1.29                     | 1.63  | 2.02 | 1.16 | 1.42 | 1.41     | 1.68  | 2.00        | 1.32        | 1.53        | 1.42        | 1.64        | 1.58             |
|                         |       | e    |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q3\_12. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### New Europe

Base: All respondents

|                         |     | GENDER |      | REGION    |         |                     |               |           | LENGTH OF SERVICE    |                     |           |            |                       |
|-------------------------|-----|--------|------|-----------|---------|---------------------|---------------|-----------|----------------------|---------------------|-----------|------------|-----------------------|
|                         |     | Total  | Male | Female    | Western | Nordic/<br>Northern | Mediterranean | Eastern   | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95% |     |        | a    | b         | a       | b                   | c             | d         | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total        |     | 229    | 154  | 75        | 67      | 62                  | 48            | 45        | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total          |     | 229    | 148  | 81        | 77      | 52                  | 48            | 46        | 6                    | 2                   | 63        | 45         | 119                   |
|                         |     | 100%   | 100% | 100%      | 100%    | 100%                | 100%          | 100%      | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Very influential        | (4) | 4      | 1    | 3         | -       | -                   | 2             | 2         | -                    | -                   | 3         | -          | 1                     |
|                         |     | 2%     | 1%   | 3%        | -       | -                   | 3%            | 5%        | -                    | -                   | 4%        | -          | 1%                    |
| Fairly influential      | (3) | 17     | 8    | 8         | 1       | 4                   | 3             | 8         | 1                    | -                   | 5         | 5          | 7                     |
|                         |     | 7%     | 6%   | 10%       | 1%      | 7%                  | 6%            | 17%<br>a  | 14%                  | -                   | 7%        | 11%        | 6%                    |
| Not very influential    | (2) | 22     | 14   | 8         | 8       | 3                   | 6             | 4         | 1                    | -                   | 8         | 8          | 6                     |
|                         |     | 10%    | 9%   | 10%       | 11%     | 6%                  | 12%           | 9%        | 14%                  | -                   | 13%       | 18%<br>d   | 5%                    |
| Not at all influential  | (1) | 86     | 61   | 26        | 31      | 25                  | 15            | 13        | 2                    | 1                   | 25        | 15         | 45                    |
|                         |     | 38%    | 41%  | 32%       | 40%     | 48%<br>d            | 32%           | 28%       | 29%                  | 79%                 | 40%       | 33%        | 38%                   |
| Don't know              |     | 64     | 40   | 25        | 21      | 14                  | 16            | 11        | 3                    | -                   | 16        | 15         | 33                    |
|                         |     | 28%    | 27%  | 31%       | 27%     | 27%                 | 33%           | 24%       | 43%                  | -                   | 25%       | 33%        | 28%                   |
| No response             |     | 36     | 24   | 11        | 16      | 6                   | 6             | 7         | -                    | *                   | 6         | 2          | 27                    |
|                         |     | 16%    | 17%  | 14%       | 21%     | 11%                 | 13%           | 16%       | -                    | 21%                 | 10%       | 5%         | 23%<br>bc             |
| NETS                    |     |        |      |           |         |                     |               |           |                      |                     |           |            |                       |
| Net: Influential        |     | 21     | 10   | 11        | 1       | 4                   | 5             | 10        | 1                    | -                   | 7         | 5          | 8                     |
|                         |     | 9%     | 7%   | 13%       | 1%      | 7%                  | 10%<br>a      | 22%<br>ab | 14%                  | -                   | 12%       | 11%        | 7%                    |
| Net: Not influential    |     | 109    | 75   | 34        | 40      | 28                  | 21            | 17        | 3                    | 1                   | 33        | 23         | 51                    |
|                         |     | 47%    | 50%  | 42%       | 51%     | 54%                 | 44%           | 38%       | 43%                  | 79%                 | 53%       | 51%        | 43%                   |
| Mean score              |     | 1.52   | 1.41 | 1.74<br>a | 1.25    | 1.35                | 1.65          | 1.98      | 1.75                 | 1.00                | 1.63      | 1.66       | 1.40                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

Q3\_12. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

### New Europe

Base: All respondents

|                         |     | POLICY AREA |            |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|-----|-------------|------------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         |     | Total       | Transport  | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |     |             | a          | b      | c                  | d                       | e                                   | *f                       | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total        |     | 229         | 36         | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total          |     | 229         | 36         | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|                         |     | 100%        | 100%       | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential        | (4) | 4           | -          | 2      | 2                  | -                       | 1                                   | 1                        | 1                           | 1                           | 1                      | 1                   | 1   | -             |
|                         |     | 2%          | -          | 6%     | 4%                 | -                       | 3%                                  | 6%                       | 2%                          | 2%                          | 4%                     | 2%                  | 2%  | -             |
| Fairly influential      | (3) | 17          | 4          | 1      | 3                  | 1                       | -                                   | -                        | 1                           | 3                           | 2                      | 2                   | 3   | 5             |
|                         |     | 7%          | 11%<br>eg  | 3%     | 7%                 | 2%                      | -                                   | -                        | 1%                          | 5%                          | 6%                     | 3%                  | 5%  | 9%            |
| Not very influential    | (2) | 22          | 1          | 5      | 2                  | 5                       | 4                                   | *                        | 3                           | 3                           | 8                      | 4                   | 5   | 3             |
|                         |     | 10%         | 2%         | 11%    | 4%                 | 13%                     | 10%                                 | 2%                       | 6%                          | 4%                          | 24%<br>acghijkl        | 6%                  | 8%  | 6%            |
| Not at all influential  | (1) | 86          | 19         | 14     | 15                 | 11                      | 20                                  | 8                        | 21                          | 29                          | 12                     | 29                  | 27  | 17            |
|                         |     | 38%         | 55%<br>bdl | 32%    | 35%                | 31%                     | 49%                                 | 36%                      | 42%                         | 44%                         | 35%                    | 47%                 | 44%   | 32%           |
| Don't know              |     | 64          | 9          | 13     | 10                 | 11                      | 8                                   | 10                       | 19                          | 22                          | 6                      | 15                  | 16  | 17            |
|                         |     | 28%         | 26%        | 31%    | 23%                | 31%                     | 20%                                 | 48%                      | 38%                         | 33%                         | 18%                    | 24%                 | 26%   | 33%           |
| No response             |     | 36          | 2          | 7      | 12                 | 8                       | 7                                   | 2                        | 5                           | 9                           | 5                      | 11                  | 9   | 10            |
|                         |     | 16%         | 6%         | 16%    | 28%<br>ag          | 23%<br>a                | 18%                                 | 8%                       | 10%                         | 13%                         | 13%                    | 18%                 | 15%   | 20%           |
| NETS                    |     |             |            |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        |     | 21          | 4          | 4      | 5                  | 1                       | 1                                   | 1                        | 2                           | 4                           | 3                      | 3                   | 5   | 5             |
|                         |     | 9%          | 11%        | 9%     | 11%                | 2%                      | 3%                                  | 6%                       | 4%                          | 7%                          | 10%                    | 5%                  | 7%  | 9%            |
| Net: Not influential    |     | 109         | 20         | 19     | 17                 | 16                      | 24                                  | 8                        | 24                          | 32                          | 20                     | 33                  | 31  | 20            |
|                         |     | 47%         | 57%        | 44%    | 39%                | 44%                     | 59%                                 | 38%                      | 48%                         | 48%                         | 59%                    | 54%                 | 51%   | 39%           |
| Mean score              |     | 1.52        | 1.36       | 1.66   | 1.58               | 1.36                    | 1.30                                | 1.44                     | 1.30                        | 1.35                        | 1.68                   | 1.31                | 1.41  | 1.51          |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

**Q3\_13. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### EU Reporter

Base: All respondents

|                         |     |       |           |                 |                      |                          | PARTY |      |      |      |          |       | AGE         |             |             |             |             |                  |  |
|-------------------------|-----|-------|-----------|-----------------|----------------------|--------------------------|-------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|--|
|                         |     | Total | MEPs      | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |  |
| Significance Level: 95% |     |       | b         | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | *f               |  |
| Unweighted Total        |     | 229   | 75        | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |  |
| Weighted Total          |     | 229   | 75        | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |  |
|                         |     | 100%  | 100%      | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |  |
| Very influential        | (4) | 2     | 2         | 1               | -                    | 1                        | -     | 2    | -    | -    | -        | -     | -           | -           | -           | -           | 2           | -                |  |
|                         |     | 1%    | 2%        | 1%              | -                    | 1%                       | -     | 9%   | -    | -    | -        | -     | -           | -           | -           | -           | 3%          | -                |  |
| Fairly influential      | (3) | 19    | 10        | 9               | 6                    | 3                        | 1     | 5    | 2    | 1    | -        | *     | -           | -           | 3           | 8           | 8           | 1                |  |
|                         |     | 8%    | 13%<br>e  | 6%              | 8%                   | 4%                       | 6%    | 25%  | 35%  | 17%  | -        | 4%    | -           | -           | 6%          | 13%         | 10%         | 4%               |  |
| Not very influential    | (2) | 19    | 7         | 12              | 2                    | 9                        | 4     | -    | -    | *    | 1        | 1     | 1           | 2           | 7           | 3           | 4           | 2                |  |
|                         |     | 8%    | 9%        | 8%              | 3%                   | 12%<br>d                 | 20%   | -    | -    | 5%   | 13%      | 11%   | 100%        | 13%         | 16%<br>de   | 5%          | 5%          | 7%               |  |
| Not at all influential  | (1) | 78    | 30        | 47              | 22                   | 26                       | 10    | 6    | 1    | 4    | 5        | 4     | -           | 6           | 16          | 27          | 18          | 10               |  |
|                         |     | 34%   | 41%       | 31%             | 28%                  | 33%                      | 45%   | 32%  | 21%  | 56%  | 52%      | 39%   | -           | 45%         | 36%         | 44%<br>e    | 23%         | 35%              |  |
| Don't know              |     | 71    | 18        | 53              | 30                   | 23                       | 5     | 6    | 2    | *    | -        | 3     | -           | 4           | 13          | 16          | 27          | 10               |  |
|                         |     | 31%   | 23%       | 35%             | 39%<br>b             | 30%                      | 24%   | 34%  | 35%  | 5%   | -        | 29%   | -           | 30%         | 30%         | 26%         | 35%         | 33%              |  |
| No response             |     | 40    | 8         | 31              | 17                   | 15                       | 1     | -    | 1    | 1    | 3        | 2     | -           | 2           | 5           | 7           | 19          | 6                |  |
|                         |     | 17%   | 11%       | 20%             | 22%                  | 19%                      | 6%    | -    | 10%  | 17%  | 35%      | 18%   | -           | 13%         | 12%         | 12%         | 24%         | 21%              |  |
| NETS                    |     |       |           |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |  |
| Net: Influential        |     | 22    | 12        | 10              | 6                    | 4                        | 1     | 6    | 2    | 1    | -        | *     | -           | -           | 3           | 8           | 10          | 1                |  |
|                         |     | 10%   | 15%<br>ce | 7%              | 8%                   | 6%                       | 6%    | 34%  | 35%  | 17%  | -        | 4%    | -           | -           | 6%          | 13%         | 13%         | 4%               |  |
| Net: Not influential    |     | 97    | 38        | 59              | 24                   | 35                       | 14    | 6    | 1    | 5    | 6        | 5     | 1           | 8           | 23          | 30          | 22          | 13               |  |
|                         |     | 42%   | 50%<br>d  | 38%             | 31%                  | 46%                      | 65%   | 32%  | 21%  | 62%  | 65%      | 49%   | 100%        | 57%         | 52%<br>e    | 49%<br>e    | 28%         | 42%              |  |
| Mean score              |     | 1.55  | 1.65      | 1.48            | 1.48                 | 1.48                     | 1.44  | 2.15 | 2.25 | 1.49 | 1.19     | 1.34  | 2.00        | 1.22        | 1.48        | 1.49        | 1.83        | 1.34             |  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f



## Overall European Influencers

### Q3\_13. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### EU Reporter

Base: All respondents

|                         |     | GENDER |          | REGION   |          |                     |               |          | LENGTH OF SERVICE    |                     |           |            |                       |
|-------------------------|-----|--------|----------|----------|----------|---------------------|---------------|----------|----------------------|---------------------|-----------|------------|-----------------------|
|                         |     | Total  | Male     | Female   | Western  | Nordic/<br>Northern | Mediterranean | Eastern  | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95% |     |        | a        | b        | a        | b                   | c             | d        | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total        |     | 229    | 154      | 75       | 67       | 62                  | 48            | 45       | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total          |     | 229    | 148      | 81       | 77       | 52                  | 48            | 46       | 6                    | 2                   | 63        | 45         | 119                   |
|                         |     | 100%   | 100%     | 100%     | 100%     | 100%                | 100%          | 100%     | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Very influential        | (4) | 2      | 2        | -        | -        | -                   | 2             | -        | -                    | -                   | 2         | -          | 1                     |
|                         |     | 1%     | 2%       | -        | -        | -                   | 5%            | -        | -                    | -                   | 3%        | -          | 1%                    |
| Fairly influential      | (3) | 19     | 6        | 13       | 2        | 5                   | 3             | 7        | 2                    | -                   | 9         | 1          | 9                     |
|                         |     | 8%     | 4%       | 16%<br>a | 2%       | 11%                 | 7%            | 16%<br>a | 29%                  | -                   | 14%       | 3%         | 8%                    |
| Not very influential    | (2) | 19     | 15       | 4        | 5        | 5                   | 5             | 4        | 1                    | -                   | 4         | 7          | 8                     |
|                         |     | 8%     | 10%      | 4%       | 7%       | 9%                  | 10%           | 8%       | 14%                  | -                   | 7%        | 15%        | 6%                    |
| Not at all influential  | (1) | 78     | 55       | 23       | 30       | 24                  | 14            | 9        | 2                    | 1                   | 22        | 15         | 39                    |
|                         |     | 34%    | 37%      | 28%      | 38%<br>d | 46%<br>d            | 29%           | 20%      | 29%                  | 79%                 | 35%       | 34%        | 33%                   |
| Don't know              |     | 71     | 44       | 26       | 22       | 12                  | 17            | 18       | 2                    | -                   | 15        | 19         | 37                    |
|                         |     | 31%    | 30%      | 33%      | 28%      | 24%                 | 36%           | 39%      | 29%                  | -                   | 23%       | 43%<br>b   | 31%                   |
| No response             |     | 40     | 25       | 15       | 19       | 6                   | 6             | 8        | -                    | *                   | 11        | 2          | 26                    |
|                         |     | 17%    | 17%      | 19%      | 25%<br>b | 11%                 | 13%           | 17%      | -                    | 21%                 | 18%<br>c  | 5%         | 22%<br>c              |
| NETS                    |     |        |          |          |          |                     |               |          |                      |                     |           |            |                       |
| Net: Influential        |     | 22     | 9        | 13       | 2        | 5                   | 6             | 7        | 2                    | -                   | 11        | 1          | 10                    |
|                         |     | 10%    | 6%       | 16%<br>a | 2%       | 11%                 | 12%<br>a      | 16%<br>a | 29%                  | -                   | 17%<br>c  | 3%         | 8%                    |
| Net: Not influential    |     | 97     | 70       | 26       | 35       | 28                  | 18            | 13       | 3                    | 1                   | 27        | 22         | 46                    |
|                         |     | 42%    | 48%<br>b | 32%      | 45%      | 54%<br>d            | 39%           | 28%      | 43%                  | 79%                 | 42%       | 49%        | 39%                   |
| Mean score              |     | 1.55   | 1.45     | 1.76     | 1.23     | 1.46                | 1.77          | 1.90     | 2.00                 | 1.00                | 1.73      | 1.42       | 1.50                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

**Q3\_13. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### EU Reporter

Base: All respondents

|                         |     | POLICY AREA |             |                 |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|-----|-------------|-------------|-----------------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         |     | Total       | Transport   | Energy          | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |     |             | a           | b               | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total        |     | 229         | 36          | 46              | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total          |     | 229         | 36          | 43              | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|                         |     | 100%        | 100%        | 100%            | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential        | (4) | 2           | -           | 2               | 1                  | -                       | 2                                   | -                        | -                           | -                           | 2                      | 1                   | 2   | -             |
|                         |     | 1%          | -           | 4%              | 2%                 | -                       | 6%<br>h                             | -                        | -                           | -                           | 7%<br>gh               | 1%                  | 4%  | -             |
| Fairly influential      | (3) | 19          | 5           | 5               | 6                  | 6                       | 3                                   | 3                        | 2                           | 10                          | 4                      | 4                   | 7   | 1             |
|                         |     | 8%<br>l     | 15%<br>l    | 12%<br>l        | 14%<br>l           | 16%<br>l                | 7%<br>7%                            | 14%<br>5%                | 5%<br>15%<br>l              | 15%<br>10%<br>10%           | 10%<br>7%<br>7%        | 7%<br>12%<br>12%    | 12%<br>2%                                     |               |
| Not very influential    | (2) | 19          | 3           | 4               | 2                  | 3                       | 3                                   | 4                        | 5                           | 2                           | 5                      | 4                   | 5   | 2             |
|                         |     | 8%<br>9%    | 9%<br>10%   | 10%<br>6%       | 6%<br>8%           | 8%<br>9%                | 9%<br>20%                           | 20%<br>9%                | 9%<br>3%                    | 3%<br>15%<br>h              | 15%<br>6%              | 6%<br>9%            | 9%<br>5%                                      |               |
| Not at all influential  | (1) | 78          | 18          | 9               | 13                 | 9                       | 17                                  | 3                        | 18                          | 22                          | 10                     | 25                  | 19  | 18            |
|                         |     | 34%<br>bd   | 49%<br>bd   | 21%<br>21%      | 30%<br>30%         | 25%<br>25%              | 42%<br>b                            | 16%<br>16%               | 37%<br>37%                  | 33%<br>33%                  | 30%<br>30%             | 41%<br>b            | 30%<br>30%                                    | 35%<br>35%    |
| Don't know              |     | 71          | 7           | 16              | 11                 | 10                      | 9                                   | 9                        | 20                          | 24                          | 7                      | 18                  | 20  | 20            |
|                         |     | 31%<br>19%  | 19%<br>37%  | 37%<br>24%      | 24%<br>29%         | 29%<br>22%              | 22%<br>42%                          | 42%<br>41%<br>a          | 41%<br>36%                  | 36%<br>20%                  | 20%<br>29%             | 29%<br>32%          | 32%<br>39%                                    |               |
| No response             |     | 40          | 3           | 7               | 10                 | 8                       | 5                                   | 2                        | 4                           | 9                           | 6                      | 10                  | 8   | 11            |
|                         |     | 17%<br>8%   | 8%<br>16%   | 16%<br>24%<br>g | 24%<br>22%         | 22%<br>14%              | 14%<br>8%                           | 8%<br>8%                 | 8%<br>13%                   | 13%<br>18%                  | 18%<br>16%             | 16%<br>13%          | 13%<br>20%                                    |               |
| NETS                    |     |             |             |                 |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        |     | 22          | 5           | 7               | 7                  | 6                       | 5                                   | 3                        | 2                           | 10                          | 6                      | 5                   | 10  | 1             |
|                         |     | 10%<br>l    | 15%<br>l    | 16%<br>l        | 16%<br>l           | 16%<br>l                | 13%<br>l                            | 14%<br>14%               | 5%<br>5%                    | 15%<br>15%<br>l             | 18%<br>l               | 8%<br>8%            | 16%<br>l                                      | 2%            |
| Net: Not influential    |     | 97          | 21          | 13              | 15                 | 11                      | 20                                  | 7                        | 23                          | 24                          | 15                     | 29                  | 24  | 20            |
|                         |     | 42%<br>bcdh | 58%<br>bcdh | 31%<br>31%      | 35%<br>35%         | 33%<br>33%              | 51%<br>51%                          | 36%<br>36%               | 46%<br>46%                  | 36%<br>36%                  | 44%<br>44%             | 47%<br>47%          | 39%<br>39%                                    | 39%<br>39%    |
| Mean score              |     | 1.55        | 1.54        | 1.97            | 1.78               | 1.82                    | 1.65                                | 1.95                     | 1.37                        | 1.65                        | 1.92                   | 1.43                | 1.80<br>g                                     | 1.19          |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

**Q3\_14. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

**The work.eu**

Base: All respondents

|                         |  |       |      |                 |                      |                          | PARTY |      |      |      |          |       | AGE         |             |             |             |             |                  |  |
|-------------------------|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|--|
|                         |  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |  |
| Significance Level: 95% |  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | *f               |  |
| Unweighted Total        |  | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |  |
| Weighted Total          |  | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |  |
|                         |  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |  |
| Very influential        |  | (4)   | 3    | 2               | 1                    | 1                        | 2     | -    | -    | -    | -        | -     | -           | -           | 1           | -           | -           | 2                |  |
|                         |  |       | 1%   | 2%              | 1%                   | 2%                       | 8%    | -    | -    | -    | -        | -     | -           | -           | 3%          | -           | -           | 5%               |  |
| Fairly influential      |  | (3)   | 9    | 1               | 8                    | 4                        | -     | -    | -    | 1    | -        | -     | -           | 1           | 1           | 4           | 3           | -                |  |
|                         |  |       | 4%   | 2%              | 5%                   | 5%                       | -     | -    | -    | 17%  | -        | -     | -           | 6%          | 2%          | 7%          | 4%          | -                |  |
| Not very influential    |  | (2)   | 23   | 5               | 18                   | 8                        | 2     | -    | 3    | -    | *        | -     | 1           | 4           | 6           | 3           | 7           | 2                |  |
|                         |  |       | 10%  | 7%              | 12%                  | 11%                      | 8%    | -    | 45%  | -    | 4%       | -     | 100%        | 33%         | 13%         | 5%          | 9%          | 6%               |  |
| Not at all influential  |  | (1)   | 85   | 36              | 49                   | 20                       | 10    | 8    | 1    | 4    | 6        | 8     | -           | 5           | 20          | 28          | 18          | 14               |  |
|                         |  |       | 37%  | 48%             | 32%                  | 27%                      | 48%   | 41%  | 10%  | 56%  | 61%      | 68%   | -           | 36%         | 44%         | 45%         | 23%         | 48%              |  |
|                         |  |       |      | cd              |                      |                          |       |      |      |      |          |       |             |             | e           | e           |             |                  |  |
| Don't know              |  |       | 70   | 22              | 48                   | 26                       | 7     | 10   | 2    | 2    | -        | 2     | -           | 1           | 12          | 19          | 33          | 6                |  |
|                         |  |       | 31%  | 30%             | 31%                  | 34%                      | 30%   | 51%  | 35%  | 27%  | -        | 18%   | -           | 6%          | 26%         | 31%         | 42%         | 20%              |  |
| No response             |  |       | 39   | 8               | 31                   | 17                       | 1     | 2    | 1    | -    | 3        | 2     | -           | 3           | 5           | 7           | 17          | 6                |  |
|                         |  |       | 17%  | 11%             | 20%                  | 22%                      | 6%    | 9%   | 10%  | -    | 35%      | 14%   | -           | 19%         | 12%         | 12%         | 22%         | 21%              |  |
| NETS                    |  |       |      |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |  |
| Net: Influential        |  |       | 12   | 3               | 9                    | 5                        | 2     | -    | -    | 1    | -        | -     | -           | 1           | 2           | 4           | 3           | 2                |  |
|                         |  |       | 5%   | 4%              | 6%                   | 6%                       | 8%    | -    | -    | 17%  | -        | -     | -           | 6%          | 5%          | 7%          | 4%          | 5%               |  |
| Net: Not influential    |  |       | 108  | 41              | 67                   | 29                       | 12    | 8    | 4    | 4    | 6        | 8     | 1           | 9           | 26          | 31          | 25          | 16               |  |
|                         |  |       | 47%  | 55%             | 43%                  | 38%                      | 56%   | 41%  | 55%  | 56%  | 65%      | 68%   | 100%        | 69%         | 58%         | 50%         | 32%         | 53%              |  |
|                         |  |       |      | d               |                      |                          |       |      |      |      |          |       |             |             | e           | e           |             |                  |  |
| Mean score              |  |       | 1.42 | 1.29            | 1.49                 | 1.57                     | 1.49  | 1.00 | 1.81 | 1.45 | 1.07     | 1.00  | 2.00        | 1.61        | 1.41        | 1.33        | 1.47        | 1.37             |  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q3\_14. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

The work.eu

Base: All respondents

|                         |  | GENDER |      |        | REGION   |                     |               |         |                      | LENGTH OF SERVICE   |           |            |                       |
|-------------------------|--|--------|------|--------|----------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|                         |  | Total  | Male | Female | Western  | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95% |  |        | a    | b      | a        | b                   | c             | d       | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total        |  | 229    | 154  | 75     | 67       | 62                  | 48            | 45      | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total          |  | 229    | 148  | 81     | 77       | 52                  | 48            | 46      | 6                    | 2                   | 63        | 45         | 119                   |
|                         |  | 100%   | 100% | 100%   | 100%     | 100%                | 100%          | 100%    | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Very influential        |  | (4)    | 3    | 2      | 1        | 2                   | -             | -       | 1                    | -                   | -         | 2          | 1                     |
|                         |  | 1%     | 1%   | 1%     | 2%       | -                   | -             | 3%      | -                    | -                   | -         | 4%         | 1%                    |
| Fairly influential      |  | (3)    | 9    | 4      | 5        | 2                   | 3             | 1       | 2                    | 1                   | 1         | 1          | 7                     |
|                         |  | 4%     | 3%   | 7%     | 3%       | 6%                  | 2%            | 5%      | 14%                  | -                   | 2%        | 2%         | 6%                    |
| Not very influential    |  | (2)    | 23   | 18     | 5        | 4                   | 5             | 6       | 8                    | -                   | 5         | 9          | 9                     |
|                         |  | 10%    | 12%  | 6%     | 6%       | 10%                 | 13%           | 17%     | -                    | -                   | 8%        | 21%<br>d   | 7%                    |
| Not at all influential  |  | (1)    | 85   | 57     | 28       | 32                  | 24            | 15      | 11                   | 3                   | 27        | 17         | 39                    |
|                         |  | 37%    | 38%  | 35%    | 42%      | 46%<br>d            | 31%           | 24%     | 43%                  | 79%                 | 42%       | 38%        | 33%                   |
| Don't know              |  | 70     | 43   | 27     | 18       | 16                  | 17            | 17      | 2                    | -                   | 19        | 13         | 38                    |
|                         |  | 31%    | 29%  | 34%    | 24%      | 31%                 | 36%           | 36%     | 29%                  | -                   | 30%       | 30%        | 32%                   |
| No response             |  | 39     | 25   | 13     | 19       | 4                   | 9             | 7       | 1                    | *                   | 11        | 3          | 24                    |
|                         |  | 17%    | 17%  | 17%    | 24%<br>b | 8%                  | 18%           | 15%     | 14%                  | 21%                 | 18%       | 6%         | 20%<br>c              |
| NETS                    |  |        |      |        |          |                     |               |         |                      |                     |           |            |                       |
| Net: Influential        |  | 12     | 5    | 7      | 4        | 3                   | 1             | 4       | 1                    | -                   | 1         | 2          | 8                     |
|                         |  | 5%     | 4%   | 8%     | 5%       | 6%                  | 2%            | 8%      | 14%                  | -                   | 2%        | 5%         | 7%                    |
| Net: Not influential    |  | 108    | 74   | 33     | 37       | 29                  | 21            | 19      | 3                    | 1                   | 32        | 26         | 48                    |
|                         |  | 47%    | 50%  | 41%    | 48%      | 55%                 | 44%           | 41%     | 43%                  | 79%                 | 50%       | 58%<br>d   | 41%                   |
| Mean score              |  | 1.42   | 1.38 | 1.49   | 1.33     | 1.34                | 1.36          | 1.72    | 1.50                 | 1.00                | 1.23      | 1.55       | 1.47                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

**Q3\_14. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

**The work.eu**

Base: All respondents

|                         |     | POLICY AREA |             |           |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|-----|-------------|-------------|-----------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         |     | Total       | Transport   | Energy    | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |     |             | a           | b         | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total        |     | 229         | 36          | 46        | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total          |     | 229         | 36          | 43        | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|                         |     | 100%        | 100%        | 100%      | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential        | (4) | 3           | -           | 1         | -                  | 2                       | 1                                   | -                        | -                           | 1                           | 3                      | 1                   | 1   | -             |
|                         |     | 1%          | -           | 3%        | -                  | 5%                      | 3%                                  | -                        | -                           | 2%                          | 8%<br>gl               | 2%                  | 2%  | -             |
| Fairly influential      | (3) | 9           | 2           | 2         | 3                  | 2                       | 3                                   | 2                        | 2                           | 3                           | 3                      | 5                   | 5   | -             |
|                         |     | 4%          | 6%          | 4%        | 7%                 | 5%                      | 6%                                  | 8%                       | 3%                          | 4%                          | 8%<br>l                | 8%<br>l             | 9%<br>l                                       | -             |
| Not very influential    | (2) | 23          | 3           | 7         | -                  | 1                       | 3                                   | *                        | 5                           | 6                           | 2                      | 4                   | 4   | 8             |
|                         |     | 10%         | 7%          | 16%<br>cd | -                  | 2%                      | 6%                                  | 2%                       | 10%<br>c                    | 9%<br>c                     | 5%                     | 6%                  | 6%  | 15%<br>c      |
| Not at all influential  | (1) | 85          | 18          | 8         | 14                 | 11                      | 19                                  | 6                        | 19                          | 23                          | 11                     | 26                  | 18  | 22            |
|                         |     | 37%         | 51%<br>bk   | 20%       | 32%                | 30%                     | 47%<br>b                            | 28%                      | 38%                         | 34%                         | 32%                    | 42%<br>b            | 30%   | 42%<br>b      |
| Don't know              |     | 70          | 8           | 18        | 15                 | 12                      | 9                                   | 11                       | 21                          | 25                          | 10                     | 16                  | 25  | 13            |
|                         |     | 31%         | 23%         | 43%       | 33%                | 35%                     | 23%                                 | 53%                      | 41%                         | 37%                         | 28%                    | 27%                 | 40%   | 25%           |
| No response             |     | 39          | 5           | 6         | 12                 | 8                       | 5                                   | 2                        | 4                           | 10                          | 6                      | 9                   | 8   | 9             |
|                         |     | 17%         | 13%         | 14%       | 28%<br>g           | 22%                     | 14%                                 | 8%                       | 8%                          | 14%                         | 18%                    | 15%                 | 13%   | 17%           |
| NETS                    |     |             |             |           |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        |     | 12          | 2           | 3         | 3                  | 3                       | 4                                   | 2                        | 2                           | 4                           | 6                      | 6                   | 7   | -             |
|                         |     | 5%          | 6%          | 7%        | 7%                 | 10%<br>l                | 9%<br>l                             | 8%                       | 3%                          | 6%                          | 17%<br>gl              | 10%<br>l            | 11%<br>l                                      | -             |
| Net: Not influential    |     | 108         | 21          | 15        | 14                 | 12                      | 22                                  | 6                        | 24                          | 29                          | 13                     | 30                  | 22  | 30            |
|                         |     | 47%         | 59%<br>bdck | 35%       | 32%                | 33%                     | 54%<br>c                            | 30%                      | 47%                         | 43%                         | 37%                    | 49%                 | 36%   | 58%<br>bdck   |
| Mean score              |     | 1.42        | 1.30        | 1.76      | 1.38               | 1.62                    | 1.45                                | 1.48                     | 1.32                        | 1.47                        | 1.87                   | 1.48                | 1.64  | 1.26          |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

**Q3\_15. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

**E!Sharp**

Base: All respondents

|                         |  |       |      |                 |                      |                          | PARTY |      |      |      |          |       | AGE         |             |             |             |             |                  |  |
|-------------------------|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|--|
|                         |  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |  |
| Significance Level: 95% |  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | *f               |  |
| Unweighted Total        |  | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |  |
| Weighted Total          |  | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |  |
|                         |  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |  |
| Very influential        |  | (4)   | 2    | 2               | -                    | 2                        | -     | -    | -    | -    | -        | -     | -           | -           | 1           | -           | 1           | -                |  |
|                         |  |       | 1%   | 1%              | -                    | 2%                       | -     | -    | -    | -    | -        | -     | -           | -           | 2%          | -           | 1%          | -                |  |
| Fairly influential      |  | (3)   | 6    | 4               | 1                    | 3                        | 1     | -    | -    | 1    | -        | -     | -           | -           | 1           | 2           | 2           | 1                |  |
|                         |  |       | 2%   | 2%              | 2%                   | 3%                       | 3%    | -    | -    | 17%  | -        | -     | -           | -           | 2%          | 3%          | 3%          | 3%               |  |
| Not very influential    |  | (2)   | 23   | 15              | 7                    | 8                        | 1     | 3    | 2    | 1    | *        | -     | 1           | 3           | 6           | 4           | 8           | 2                |  |
|                         |  |       | 10%  | 11%             | 9%                   | 10%                      | 7%    | 17%  | 35%  | 10%  | 4%       | -     | 100%        | 21%         | 13%         | 6%          | 10%         | 7%               |  |
| Not at all influential  |  | (1)   | 82   | 49              | 23                   | 27                       | 10    | 4    | 1    | 4    | 5        | 8     | -           | 5           | 18          | 30          | 17          | 12               |  |
|                         |  |       | 36%  | 43%             | 30%                  | 34%                      | 45%   | 24%  | 21%  | 56%  | 56%      | 68%   | -           | 36%         | 40%<br>e    | 49%<br>e    | 22%         | 40%              |  |
| Don't know              |  |       | 79   | 52              | 29                   | 23                       | 8     | 11   | 2    | -    | 4        | 2     | -           | 4           | 13          | 17          | 36          | 9                |  |
|                         |  |       | 35%  | 37%             | 38%                  | 30%                      | 37%   | 59%  | 35%  | -    | 39%      | 21%   | -           | 30%         | 30%         | 27%         | 46%<br>d    | 30%              |  |
| No response             |  |       | 37   | 32              | 17                   | 15                       | 2     | -    | 1    | 1    | -        | 1     | -           | 2           | 6           | 9           | 15          | 6                |  |
|                         |  |       | 16%  | 7%              | 22%<br>b             | 20%<br>b                 | 8%    | -    | 10%  | 17%  | -        | 11%   | -           | 13%         | 13%         | 15%         | 19%         | 19%              |  |
| NETS                    |  |       |      |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |  |
| Net: Influential        |  |       | 7    | 5               | 1                    | 4                        | 1     | -    | -    | 1    | -        | -     | -           | -           | 2           | 2           | 3           | 1                |  |
|                         |  |       | 3%   | 2%              | 2%                   | 6%                       | 3%    | -    | -    | 17%  | -        | -     | -           | -           | 4%          | 3%          | 4%          | 3%               |  |
| Net: Not influential    |  |       | 105  | 64              | 30                   | 34                       | 11    | 8    | 4    | 5    | 6        | 8     | 1           | 8           | 24          | 34          | 25          | 14               |  |
|                         |  |       | 46%  | 54%             | 39%                  | 44%                      | 52%   | 41%  | 55%  | 67%  | 61%      | 68%   | 100%        | 57%         | 53%<br>e    | 55%<br>e    | 31%         | 48%              |  |
| Mean score              |  | 1.35  | 1.28 | 1.40            | 1.31                 | 1.47                     | 1.23  | 1.42 | 1.63 | 1.52 | 1.07     | 1.00  | 2.00        | 1.37        | 1.40        | 1.20        | 1.52        | 1.26             |  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q3\_15. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### E!Sharp

Base: All respondents

|                         |     | GENDER |      |        | REGION   |                     |               |         |                      | LENGTH OF SERVICE   |           |            |                       |
|-------------------------|-----|--------|------|--------|----------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|                         |     | Total  | Male | Female | Western  | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95% |     |        | a    | b      | a        | b                   | c             | d       | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total        |     | 229    | 154  | 75     | 67       | 62                  | 48            | 45      | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total          |     | 229    | 148  | 81     | 77       | 52                  | 48            | 46      | 6                    | 2                   | 63        | 45         | 119                   |
|                         |     | 100%   | 100% | 100%   | 100%     | 100%                | 100%          | 100%    | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Very influential        | (4) | 2      | 2    | -      | -        | 1                   | 1             | -       | -                    | -                   | -         | -          | 2                     |
|                         |     | 1%     | 1%   | -      | -        | 2%                  | 2%            | -       | -                    | -                   | -         | -          | 1%                    |
| Fairly influential      | (3) | 6      | 2    | 3      | 2        | 1                   | -             | 3       | -                    | -                   | 1         | 1          | 4                     |
|                         |     | 2%     | 2%   | 4%     | 2%       | 2%                  | -             | 7%      | -                    | -                   | 2%        | 1%         | 3%                    |
| Not very influential    | (2) | 23     | 17   | 6      | 3        | 7                   | 8             | 5       | -                    | -                   | 5         | 8          | 9                     |
|                         |     | 10%    | 11%  | 8%     | 4%       | 13%                 | 17%<br>a      | 10%     | -                    | -                   | 8%        | 19%<br>d   | 8%                    |
| Not at all influential  | (1) | 82     | 55   | 26     | 34       | 23                  | 13            | 10      | 2                    | 1                   | 26        | 14         | 41                    |
|                         |     | 36%    | 37%  | 33%    | 44%<br>d | 44%<br>d            | 28%           | 23%     | 29%                  | 79%                 | 41%       | 31%        | 34%                   |
| Don't know              |     | 79     | 47   | 33     | 22       | 16                  | 20            | 19      | 3                    | *                   | 22        | 20         | 37                    |
|                         |     | 35%    | 31%  | 41%    | 29%      | 30%                 | 41%           | 42%     | 43%                  | 21%                 | 34%       | 44%        | 31%                   |
| No response             |     | 37     | 25   | 12     | 16       | 5                   | 6             | 9       | 2                    | -                   | 9         | 2          | 26                    |
|                         |     | 16%    | 17%  | 15%    | 21%      | 9%                  | 13%           | 19%     | 29%                  | -                   | 15%       | 5%         | 22%<br>c              |
| NETS                    |     |        |      |        |          |                     |               |         |                      |                     |           |            |                       |
| Net: Influential        |     | 7      | 4    | 3      | 2        | 2                   | 1             | 3       | -                    | -                   | 1         | 1          | 5                     |
|                         |     | 3%     | 3%   | 4%     | 2%       | 3%                  | 2%            | 7%      | -                    | -                   | 2%        | 1%         | 5%                    |
| Net: Not influential    |     | 105    | 72   | 33     | 37       | 30                  | 21            | 15      | 2                    | 1                   | 31        | 22         | 50                    |
|                         |     | 46%    | 49%  | 41%    | 48%      | 57%<br>d            | 45%           | 33%     | 29%                  | 79%                 | 49%       | 50%        | 42%                   |
| Mean score              |     | 1.35   | 1.35 | 1.36   | 1.18     | 1.36                | 1.48          | 1.59    | 1.00                 | 1.00                | 1.24      | 1.42       | 1.40                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

**Q3\_15. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

**E!Sharp**

Base: All respondents

|                         |     | POLICY AREA |                |               |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|-----|-------------|----------------|---------------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         |     | Total       | Transport      | Energy        | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |     |             | a              | b             | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total        |     | 229         | 36             | 46            | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total          |     | 229         | 36             | 43            | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|                         |     | 100%        | 100%           | 100%          | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential        | (4) | 2<br>1%     | 1<br>2%        | -<br>-        | 1<br>2%            | 1<br>2%                 | 2<br>4%                             | -<br>-                   | 1<br>2%                     | -<br>-                      | 2<br>5%                | 2<br>3%             | 2<br>3%                                       | -<br>-        |
| Fairly influential      | (3) | 6<br>2%     | 3<br>7%<br>k   | 2<br>5%       | 1<br>2%            | 1<br>4%                 | 1<br>2%                             | 1<br>4%                  | 2<br>3%                     | 2<br>3%                     | 2<br>5%                | 4<br>6%<br>k        | -<br>-  | -<br>-        |
| Not very influential    | (2) | 23<br>10%   | 3<br>8%        | 7<br>17%<br>g | 2<br>6%            | 1<br>4%                 | 4<br>10%                            | 1<br>6%                  | 2<br>3%                     | 6<br>8%                     | 5<br>16%<br>g          | 4<br>7%             | 7<br>12%                                      | 4<br>8%       |
| Not at all influential  | (1) | 82<br>36%   | 17<br>48%<br>b | 11<br>27%     | 14<br>32%          | 12<br>34%               | 19<br>46%                           | 5<br>26%                 | 21<br>41%                   | 25<br>37%                   | 12<br>34%              | 27<br>44%           | 18<br>30%                                     | 20<br>38%     |
| Don't know              |     | 79<br>35%   | 8<br>22%       | 15<br>36%     | 13<br>30%          | 11<br>31%               | 8<br>19%                            | 11<br>51%                | 22<br>43%<br>aej            | 26<br>38%<br>e              | 12<br>34%              | 15<br>25%           | 24<br>40%<br>e                                | 17<br>33%     |
| No response             |     | 37<br>16%   | 4<br>12%       | 6<br>14%      | 12<br>28%<br>gi    | 9<br>25%<br>gi          | 7<br>18%                            | 3<br>12%                 | 4<br>8%                     | 9<br>13%                    | 2<br>6%                | 10<br>16%           | 10<br>16%                                     | 11<br>21%     |
| NETS                    |     |             |                |               |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        |     | 7<br>3%     | 4<br>10%<br>l  | 2<br>5%       | 2<br>4%            | 2<br>7%                 | 3<br>6%                             | 1<br>4%                  | 3<br>5%                     | 2<br>3%                     | 3<br>10%<br>l          | 5<br>9%<br>l        | 2<br>3%                                       | -<br>-        |
| Net: Not influential    |     | 105<br>46%  | 20<br>56%      | 19<br>44%     | 17<br>38%          | 13<br>37%               | 23<br>56%                           | 7<br>32%                 | 22<br>44%                   | 31<br>45%                   | 17<br>50%              | 31<br>50%           | 26<br>42%                                     | 24<br>46%     |
| Mean score              |     | 1.35        | 1.46           | 1.57          | 1.37               | 1.44                    | 1.44                                | 1.39                     | 1.31                        | 1.31                        | 1.68                   | 1.46                | 1.45  | 1.18          |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l



## Overall European Influencers

### Q3\_16. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### Mlex

Base: All respondents

|                         |  |       |      |                 |                      |                          | PARTY     |      |      |      |          |       | AGE         |             |             |             |             |                  |  |
|-------------------------|--|-------|------|-----------------|----------------------|--------------------------|-----------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|--|
|                         |  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP       | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |  |
| Significance Level: 95% |  |       | b    | c               | d                    | e                        | *a        | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | *f               |  |
| Unweighted Total        |  | 229   | 75   | 154             | 64                   | 90                       | 26        | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |  |
| Weighted Total          |  | 229   | 75   | 154             | 77                   | 77                       | 21        | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |  |
|                         |  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%      | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |  |
| Very influential        |  | (4)   | 3    | -               | 3                    | -                        | 3         | -    | -    | -    | -        | -     | -           | -           | 2           | 1           | 1           | -                |  |
|                         |  |       | 1%   | -               | 2%                   | -                        | 4%        | -    | -    | -    | -        | -     | -           | -           | 4%          | 1%          | 1%          | -                |  |
| Fairly influential      |  | (3)   | 8    | 1               | 7                    | 2                        | 4         | -    | -    | -    | 1        | -     | -           | 1           | 3           | 1           | 3           | -                |  |
|                         |  |       | 3%   | 2%              | 4%                   | 3%                       | 6%        | -    | -    | -    | 17%      | -     | -           | 9%          | 6%          | 2%          | 4%          | -                |  |
| Not very influential    |  | (2)   | 15   | 5               | 10                   | 4                        | 7         | 2    | -    | 2    | -        | -     | 1           | 1           | 2           | 7           | 2           | 2                |  |
|                         |  |       | 7%   | 6%              | 7%                   | 5%                       | 9%        | 10%  | -    | 35%  | -        | -     | 100%        | 6%          | 5%          | 12%<br>e    | 3%          | 5%               |  |
| Not at all influential  |  | (1)   | 77   | 33              | 44                   | 24                       | 20        | 11   | 4    | 4    | 4        | 6     | -           | 5           | 22          | 23          | 19          | 8                |  |
|                         |  |       | 34%  | 44%<br>ce       | 28%                  | 31%                      | 26%       | 51%  | 24%  | 55%  | 56%      | 61%   | -           | 36%         | 50%<br>e    | 37%         | 24%         | 27%              |  |
| Don't know              |  |       | 82   | 28              | 55                   | 29                       | 26        | 7    | 14   | -    | 1        | *     | -           | 4           | 11          | 20          | 35          | 13               |  |
|                         |  |       | 36%  | 37%             | 35%                  | 38%                      | 33%       | 33%  | 76%  | -    | 10%      | 4%    | -           | 30%         | 24%         | 32%         | 45%<br>c    | 44%              |  |
| No response             |  |       | 43   | 8               | 35                   | 18                       | 17        | 1    | -    | 1    | 1        | 3     | -           | 3           | 5           | 9           | 19          | 7                |  |
|                         |  |       | 19%  | 11%             | 23%<br>b             | 23%<br>b                 | 22%<br>b  | 6%   | -    | 10%  | 17%      | 35%   | -           | 19%         | 12%         | 15%         | 24%         | 24%              |  |
| NETS                    |  |       |      |                 |                      |                          |           |      |      |      |          |       |             |             |             |             |             |                  |  |
| Net: Influential        |  |       | 11   | 1               | 10                   | 2                        | 8         | -    | -    | -    | 1        | -     | -           | 1           | 4           | 2           | 4           | -                |  |
|                         |  |       | 5%   | 2%              | 7%                   | 3%                       | 10%<br>b  | -    | -    | -    | 17%      | -     | -           | 9%          | 10%         | 3%          | 5%          | -                |  |
| Net: Not influential    |  |       | 92   | 38              | 54                   | 28                       | 27        | 13   | 4    | 6    | 4        | 6     | 1           | 6           | 24          | 30          | 21          | 10               |  |
|                         |  |       | 40%  | 51%<br>ce       | 35%                  | 36%                      | 34%       | 61%  | 24%  | 90%  | 56%      | 61%   | 100%        | 42%         | 54%<br>e    | 49%<br>e    | 27%         | 33%              |  |
| Mean score              |  |       | 1.40 | 1.18            | 1.53<br>b            | 1.28                     | 1.75<br>b | 1.17 | 1.00 | 1.38 | 1.45     | 1.00  | 2.00        | 1.47        | 1.43        | 1.38        | 1.44        | 1.16             |  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q3\_16. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### Mlex

Base: All respondents

|                         |     | GENDER    |           | REGION    |                |                     |               |           | LENGTH OF SERVICE    |                     |           |            |                       |
|-------------------------|-----|-----------|-----------|-----------|----------------|---------------------|---------------|-----------|----------------------|---------------------|-----------|------------|-----------------------|
|                         |     | Total     | Male      | Female    | Western        | Nordic/<br>Northern | Mediterranean | Eastern   | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95% |     |           | a         | b         | a              | b                   | c             | d         | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total        |     | 229       | 154       | 75        | 67             | 62                  | 48            | 45        | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total          |     | 229       | 148       | 81        | 77             | 52                  | 48            | 46        | 6                    | 2                   | 63        | 45         | 119                   |
|                         |     | 100%      | 100%      | 100%      | 100%           | 100%                | 100%          | 100%      | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Very influential        | (4) | 3<br>1%   | 3<br>2%   | -<br>-    | 2<br>2%        | 1<br>2%             | 1<br>2%       | -<br>-    | -<br>-               | -<br>-              | -<br>-    | -<br>-     | 3<br>3%               |
| Fairly influential      | (3) | 8<br>3%   | 6<br>4%   | 2<br>3%   | 3<br>3%        | 4<br>8%<br>c        | -<br>-        | 1<br>3%   | -<br>-               | -<br>-              | 1<br>2%   | 2<br>5%    | 5<br>4%               |
| Not very influential    | (2) | 15<br>7%  | 12<br>8%  | 3<br>4%   | 4<br>5%        | 5<br>11%            | 2<br>5%       | 3<br>7%   | -<br>-               | -<br>-              | 4<br>7%   | 5<br>11%   | 6<br>5%               |
| Not at all influential  | (1) | 77<br>34% | 50<br>34% | 27<br>33% | 25<br>33%      | 19<br>37%           | 14<br>30%     | 16<br>36% | 2<br>29%             | 1<br>79%            | 24<br>38% | 15<br>33%  | 37<br>31%             |
| Don't know              |     | 82<br>36% | 50<br>34% | 32<br>40% | 24<br>31%      | 17<br>32%           | 23<br>48%     | 16<br>35% | 3<br>43%             | -<br>-              | 22<br>35% | 20<br>45%  | 40<br>34%             |
| No response             |     | 43<br>19% | 27<br>18% | 16<br>20% | 19<br>25%<br>b | 6<br>11%            | 7<br>15%      | 9<br>20%  | 2<br>29%             | *<br>21%            | 12<br>19% | 3<br>6%    | 28<br>24%<br>c        |
| NETS                    |     |           |           |           |                |                     |               |           |                      |                     |           |            |                       |
| Net: Influential        |     | 11<br>5%  | 9<br>6%   | 2<br>3%   | 4<br>6%        | 5<br>10%            | 1<br>2%       | 1<br>3%   | -<br>-               | -<br>-              | 1<br>2%   | 2<br>5%    | 8<br>7%               |
| Net: Not influential    |     | 92<br>40% | 62<br>42% | 30<br>37% | 29<br>38%      | 25<br>47%           | 17<br>35%     | 20<br>42% | 2<br>29%             | 1<br>79%            | 28<br>45% | 20<br>44%  | 42<br>36%             |
| Mean score              |     | 1.40      | 1.47      | 1.23      | 1.43           | 1.55                | 1.28          | 1.26      | 1.00                 | 1.00                | 1.22      | 1.42       | 1.50                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

**Q3\_16. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### Mlex

Base: All respondents

|   |     | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|---|-----|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|   |     | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%                 |     |             | a         | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total                        |     | 229         | 36        | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total                          |     | 229         | 36        | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|   |     | 100%        | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential                        | (4) | 3           | 1         | 1      | 1                  | -                       | 2                                   | -                        | -                           | 1                           | 2                      | 2                   | 2   | 1             |
|   |     | 1%          | 2%        | 2%     | 2%                 | -                       | 4%                                  | -                        | -                           | 1%                          | 5%                     | 3%                  | 3%  | 2%            |
| Fairly influential                      | (3) | 8           | 3         | 3      | 1                  | 1                       | 3                                   | 2                        | 1                           | 2                           | 3                      | 4                   | 2   | 1             |
|   |     | 3%          | 8%        | 6%     | 2%                 | 2%                      | 6%                                  | 8%                       | 2%                          | 3%                          | 7%                     | 6%                  | 3%  | 2%            |
| Not very influential                    | (2) | 15          | 2         | 3      | 3                  | 2                       | 2                                   | -                        | 1                           | 4                           | 2                      | 2                   | 4   | 3             |
|   |     | 7%          | 6%        | 8%     | 7%                 | 7%                      | 4%                                  | -                        | 2%                          | 6%                          | 7%                     | 3%                  | 7%  | 6%            |
| Not at all influential                  | (1) | 77          | 17        | 11     | 10                 | 10                      | 19                                  | 5                        | 20                          | 24                          | 12                     | 22                  | 20  | 17            |
|   |     | 34%         | 47%       | 26%    | 24%                | 28%                     | 46%                                 | 22%                      | 41%                         | 36%                         | 34%                    | 36%                 | 32%   | 33%           |
| Don't know                              |     | c           |           |        |                    |                         | c                                   |                          |                             |                             |                        |                     |   |               |
|   |     | 82          | 8         | 18     | 16                 | 13                      | 9                                   | 12                       | 24                          | 27                          | 9                      | 19                  | 25  | 19            |
|   |     | 36%         | 24%       | 41%    | 36%                | 38%                     | 21%                                 | 57%                      | 47%                         | 41%                         | 26%                    | 30%                 | 41%   | 36%           |
| No response                             |     | ae          |           |        |                    |                         |                                     |                          | ae                          | e                           |                        |                     | e   |               |
|   |     | 43          | 5         | 7      | 13                 | 9                       | 7                                   | 3                        | 4                           | 10                          | 7                      | 14                  | 9   | 10            |
|   |     | 19%         | 13%       | 16%    | 30%                | 25%                     | 18%                                 | 12%                      | 8%                          | 14%                         | 20%                    | 22%                 | 15%   | 20%           |
| NETS                                    |     |             |           |        | g                  | g                       |                                     |                          |                             |                             |                        | g                   |   |               |
| Net: Influential                        |     | 11          | 4         | 3      | 2                  | 1                       | 4                                   | 2                        | 1                           | 3                           | 4                      | 5                   | 3   | 2             |
|   |     | 5%          | 11%       | 8%     | 4%                 | 2%                      | 11%                                 | 8%                       | 2%                          | 4%                          | 12%                    | 9%                  | 6%  | 4%            |
| Net: Not influential                    |     | g           |           |        |                    |                         |                                     |                          |                             |                             | g                      |                     |   |               |
|   |     | 92          | 19        | 15     | 13                 | 12                      | 20                                  | 5                        | 21                          | 28                          | 14                     | 24                  | 24  | 21            |
|   |     | 40%         | 53%       | 34%    | 31%                | 35%                     | 50%                                 | 22%                      | 43%                         | 41%                         | 39%                    | 39%                 | 40%   |               |
| Mean score                              |     | 1.40        | 1.46      | 1.62   | 1.48               | 1.32                    | 1.49                                | 1.54                     | 1.13                        | 1.32                        | 1.69                   | 1.49                | 1.46  | 1.37          |
| Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l |     |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |

## Overall European Influencers

**Q3\_17. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### The Brussels Times

Base: All respondents

|                         |  |       |      |                 |                      |                          | PARTY |      |      |      |          |       | AGE         |             |             |             |             |                  |  |
|-------------------------|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|--|
|                         |  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |  |
| Significance Level: 95% |  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | *f               |  |
| Unweighted Total        |  | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |  |
| Weighted Total          |  | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |  |
|                         |  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |  |
| Very influential        |  | (4)   | -    | -               | -                    | -                        | -     | -    | -    | -    | -        | -     | -           | -           | -           | -           | -           | -                |  |
|                         |  |       | -    | -               | -                    | -                        | -     | -    | -    | -    | -        | -     | -           | -           | -           | -           | -           | -                |  |
| Fairly influential      |  | (3)   | 8    | 5               | 3                    | 2                        | 2     | 2    | -    | 1    | -        | -     | -           | -           | 2           | 5           | 1           | -                |  |
|                         |  |       | 3%   | 6%              | 2%                   | 3%                       | 8%    | 9%   | -    | 17%  | -        | -     | -           | -           | 5%          | 8%          | 2%          | -                |  |
| Not very influential    |  | (2)   | 32   | 12              | 20                   | 11                       | 3     | 3    | 2    | *    | 1        | 2     | 1           | 4           | 6           | 5           | 13          | 3                |  |
|                         |  |       | 14%  | 16%             | 13%                  | 14%                      | 16%   | 17%  | 35%  | 5%   | 8%       | 14%   | 100%        | 30%         | 13%         | 9%          | 16%         | 11%              |  |
| Not at all influential  |  | (1)   | 79   | 33              | 46                   | 20                       | 9     | 6    | 1    | 4    | 5        | 8     | -           | 5           | 17          | 27          | 19          | 11               |  |
|                         |  |       | 35%  | 44%             | 30%                  | 27%                      | 42%   | 32%  | 21%  | 56%  | 52%      | 68%   | -           | 36%         | 39%         | 43%         | 25%         | 36%              |  |
|                         |  |       |      | cd              |                      |                          |       |      |      |      |          |       |             |             |             | e           |             |                  |  |
| Don't know              |  |       | 72   | 21              | 51                   | 26                       | 6     | 8    | 2    | *    | 4        | *     | -           | 3           | 14          | 17          | 29          | 9                |  |
|                         |  |       | 31%  | 28%             | 33%                  | 34%                      | 28%   | 42%  | 35%  | 5%   | 39%      | 4%    | -           | 21%         | 32%         | 28%         | 37%         | 29%              |  |
| No response             |  |       | 38   | 5               | 33                   | 17                       | 1     | -    | 1    | 1    | -        | 2     | -           | 2           | 5           | 7           | 16          | 7                |  |
|                         |  |       | 17%  | 6%              | 21%                  | 22%                      | 6%    | -    | 10%  | 17%  | -        | 14%   | -           | 13%         | 12%         | 12%         | 21%         | 24%              |  |
|                         |  |       |      |                 | b                    | b                        |       |      |      |      |          |       |             |             |             |             |             |                  |  |
| NETS                    |  |       |      |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |  |
| Net: Influential        |  |       | 8    | 5               | 3                    | 2                        | 2     | 2    | -    | 1    | -        | -     | -           | -           | 2           | 5           | 1           | -                |  |
|                         |  |       | 3%   | 6%              | 2%                   | 3%                       | 8%    | 9%   | -    | 17%  | -        | -     | -           | -           | 5%          | 8%          | 2%          | -                |  |
| Net: Not influential    |  |       | 111  | 45              | 66                   | 31                       | 13    | 9    | 4    | 5    | 6        | 9     | 1           | 9           | 23          | 32          | 32          | 14               |  |
|                         |  |       | 49%  | 60%             | 43%                  | 41%                      | 58%   | 49%  | 55%  | 62%  | 61%      | 82%   | 100%        | 66%         | 52%         | 52%         | 41%         | 47%              |  |
|                         |  |       |      | cd              |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |  |
| Mean score              |  | 1.40  | 1.42 | 1.38            | 1.46                 | 1.31                     | 1.49  | 1.59 | 1.63 | 1.49 | 1.13     | 1.17  | 2.00        | 1.46        | 1.39        | 1.40        | 1.45        | 1.23             |  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q3\_17. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### The Brussels Times

Base: All respondents

|                         |     | GENDER |      | REGION |          |                     |               |          | LENGTH OF SERVICE    |                     |           |            |                       |
|-------------------------|-----|--------|------|--------|----------|---------------------|---------------|----------|----------------------|---------------------|-----------|------------|-----------------------|
|                         |     | Total  | Male | Female | Western  | Nordic/<br>Northern | Mediterranean | Eastern  | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95% |     |        | a    | b      | a        | b                   | c             | d        | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total        |     | 229    | 154  | 75     | 67       | 62                  | 48            | 45       | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total          |     | 229    | 148  | 81     | 77       | 52                  | 48            | 46       | 6                    | 2                   | 63        | 45         | 119                   |
|                         |     | 100%   | 100% | 100%   | 100%     | 100%                | 100%          | 100%     | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Very influential        | (4) | -      | -    | -      | -        | -                   | -             | -        | -                    | -                   | -         | -          | -                     |
|                         |     | -      | -    | -      | -        | -                   | -             | -        | -                    | -                   | -         | -          | -                     |
| Fairly influential      | (3) | 8      | 3    | 5      | -        | 1                   | 2             | 4        | 1                    | -                   | 3         | 2          | 2                     |
|                         |     | 3%     | 2%   | 6%     | -        | 2%                  | 3%            | 9%<br>a  | 14%                  | -                   | 5%        | 5%         | 2%                    |
| Not very influential    | (2) | 32     | 24   | 8      | 6        | 7                   | 8             | 10       | -                    | -                   | 8         | 12         | 12                    |
|                         |     | 14%    | 16%  | 11%    | 8%       | 14%                 | 18%           | 22%<br>a | -                    | -                   | 12%       | 27%<br>bd  | 10%                   |
| Not at all influential  | (1) | 79     | 55   | 24     | 34       | 21                  | 13            | 9        | 3                    | 1                   | 29        | 12         | 37                    |
|                         |     | 35%    | 37%  | 30%    | 44%<br>d | 41%<br>d            | 28%           | 19%      | 43%                  | 79%                 | 46%<br>cd | 27%        | 31%                   |
| Don't know              |     | 72     | 41   | 31     | 21       | 17                  | 17            | 15       | 2                    | -                   | 15        | 17         | 40                    |
|                         |     | 31%    | 27%  | 39%    | 27%      | 32%                 | 37%           | 32%      | 29%                  | -                   | 24%       | 37%        | 34%                   |
| No response             |     | 38     | 26   | 12     | 16       | 6                   | 7             | 8        | 1                    | *                   | 8         | 2          | 28                    |
|                         |     | 17%    | 18%  | 15%    | 21%      | 11%                 | 15%           | 17%      | 14%                  | 21%                 | 12%       | 5%         | 23%<br>c              |
| NETS                    |     |        |      |        |          |                     |               |          |                      |                     |           |            |                       |
| Net: Influential        |     | 8      | 3    | 5      | -        | 1                   | 2             | 4        | 1                    | -                   | 3         | 2          | 2                     |
|                         |     | 3%     | 2%   | 6%     | -        | 2%                  | 3%            | 9%<br>a  | 14%                  | -                   | 5%        | 5%         | 2%                    |
| Net: Not influential    |     | 111    | 79   | 32     | 40       | 28                  | 22            | 19       | 3                    | 1                   | 37        | 24         | 49                    |
|                         |     | 49%    | 53%  | 40%    | 52%      | 54%                 | 46%           | 41%      | 43%                  | 79%                 | 58%<br>d  | 54%        | 41%                   |
| Mean score              |     | 1.40   | 1.36 | 1.50   | 1.16     | 1.32                | 1.50          | 1.81     | 1.50                 | 1.00                | 1.36      | 1.62       | 1.33                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

**Q3\_17. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### The Brussels Times

Base: All respondents

|                         |       | POLICY AREA |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|-------|-------------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         | Total | Transport   | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |       | a           | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total        | 229   | 36          | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total          | 229   | 36          | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|                         | 100%  | 100%        | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential        | (4)   | -           | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
|                         | -     | -           | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
| Fairly influential      | (3)   | 8           | 5      | 1                  | 1                       | 3                                   | -                        | 2                           | 2                           | 3                      | -                   | 1   | 3             |
|                         | 3%    | 13%         | 1%     | 1%                 | 10%                     | -                                   | 8%                       | 3%                          | 5%                          | -                      | 2%                  | 4%  | 1%            |
|                         |       | bceijl      |        |                    | e                       |                                     |                          |                             |                             |                        |                     |   |               |
| Not very influential    | (2)   | 32          | 5      | 9                  | 5                       | 4                                   | 4                        | 2                           | 5                           | 9                      | 6                   | 7   | 8             |
|                         | 14%   | 13%         | 21%    | 10%                | 11%                     | 10%                                 | 10%                      | 10%                         | 14%                         | 19%                    | 11%                 | 13%   | 12%           |
| Not at all influential  | (1)   | 79          | 14     | 11                 | 13                      | 12                                  | 22                       | 7                           | 22                          | 22                     | 14                  | 24  | 21            |
|                         | 35%   | 39%         | 27%    | 31%                | 33%                     | 55%                                 | 36%                      | 43%                         | 33%                         | 41%                    | 39%                 | 34%   | 38%           |
|                         |       |             |        |                    | bchk                    |                                     |                          |                             |                             |                        |                     |   |               |
| Don't know              | 72    | 9           | 15     | 13                 | 8                       | 7                                   | 7                        | 18                          | 23                          | 10                     | 18                  | 20  | 15            |
|                         | 31%   | 24%         | 34%    | 30%                | 22%                     | 17%                                 | 34%                      | 36%                         | 34%                         | 29%                    | 29%                 | 32%   | 29%           |
|                         |       |             |        |                    | e                       |                                     |                          |                             |                             |                        |                     |   |               |
| No response             | 38    | 4           | 7      | 12                 | 9                       | 7                                   | 3                        | 4                           | 10                          | 4                      | 12                  | 10  | 10            |
|                         | 17%   | 11%         | 16%    | 28%                | 25%                     | 18%                                 | 12%                      | 8%                          | 14%                         | 11%                    | 19%                 | 16%   | 20%           |
|                         |       |             |        | g                  | g                       |                                     |                          |                             |                             |                        |                     |   |               |
| <b>NETS</b>             |       |             |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        | 8     | 5           | 1      | 1                  | 3                       | -                                   | 2                        | 2                           | 3                           | -                      | 1                   | 3   | 1             |
|                         | 3%    | 13%         | 1%     | 1%                 | 10%                     | -                                   | 8%                       | 3%                          | 5%                          | -                      | 2%                  | 4%  | 1%            |
|                         |       | bceijl      |        |                    | e                       |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Not influential    | 111   | 19          | 20     | 18                 | 15                      | 26                                  | 9                        | 26                          | 31                          | 20                     | 31                  | 29  | 26            |
|                         | 49%   | 52%         | 48%    | 41%                | 43%                     | 65%                                 | 46%                      | 53%                         | 47%                         | 60%                    | 50%                 | 47%   | 50%           |
|                         |       |             |        |                    | c                       |                                     |                          |                             |                             |                        |                     |   |               |
| Mean score              | 1.40  | 1.60        | 1.49   | 1.31               | 1.56                    | 1.16                                | 1.48                     | 1.29                        | 1.46                        | 1.31                   | 1.28                | 1.42  | 1.28          |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

**Q3\_18. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### EU Today

Base: All respondents

|                         |     |       |      |                 |                      |                          | PARTY |      |      |      |          |       | AGE         |             |             |             |             |                  |  |
|-------------------------|-----|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|--|
|                         |     | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |  |
| Significance Level: 95% |     |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | *f               |  |
| Unweighted Total        |     | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |  |
| Weighted Total          |     | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |  |
|                         |     | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |  |
| Very influential        | (4) | 2     | 2    | -               | -                    | -                        | -     | -    | -    | -    | -        | 2     | -           | -           | -           | -           | 2           | -                |  |
|                         |     | 1%    | 2%   | -               | -                    | -                        | -     | -    | -    | -    | -        | 14%   | -           | -           | -           | -           | 2%          | -                |  |
| Fairly influential      | (3) | 19    | 11   | 8               | 5                    | 3                        | 2     | 5    | 2    | 1    | *        | -     | -           | 2           | 3           | 4           | 7           | 2                |  |
|                         |     | 8%    | 14%  | 5%              | 6%                   | 4%                       | 8%    | 25%  | 35%  | 17%  | 4%       | -     | -           | 13%         | 7%          | 7%          | 9%          | 8%               |  |
|                         |     |       | ce   |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |  |
| Not very influential    | (2) | 23    | 7    | 16              | 6                    | 10                       | 4     | 2    | -    | *    | 1        | -     | 1           | 2           | 6           | 4           | 8           | 3                |  |
|                         |     | 10%   | 9%   | 11%             | 8%                   | 13%                      | 19%   | 9%   | -    | 5%   | 8%       | -     | 100%        | 15%         | 12%         | 6%          | 10%         | 10%              |  |
| Not at all influential  | (1) | 76    | 27   | 49              | 24                   | 25                       | 8     | 4    | 1    | 4    | 5        | 4     | -           | 6           | 19          | 24          | 18          | 9                |  |
|                         |     | 33%   | 36%  | 32%             | 31%                  | 32%                      | 36%   | 24%  | 21%  | 56%  | 52%      | 39%   | -           | 45%         | 42%         | 39%         | 23%         | 29%              |  |
|                         |     |       |      |                 |                      |                          |       |      |      |      |          |       |             |             | e           |             |             |                  |  |
| Don't know              |     | 74    | 24   | 50              | 26                   | 23                       | 7     | 8    | 2    | *    | 3        | 4     | -           | 2           | 13          | 22          | 27          | 9                |  |
|                         |     | 32%   | 33%  | 32%             | 34%                  | 30%                      | 31%   | 43%  | 35%  | 5%   | 35%      | 33%   | -           | 15%         | 30%         | 36%         | 35%         | 31%              |  |
| No response             |     | 36    | 5    | 31              | 16                   | 15                       | 1     | -    | 1    | 1    | -        | 2     | -           | 2           | 4           | 7           | 16          | 6                |  |
|                         |     | 16%   | 6%   | 20%             | 20%                  | 20%                      | 6%    | -    | 10%  | 17%  | -        | 14%   | -           | 13%         | 9%          | 12%         | 21%         | 21%              |  |
|                         |     |       |      | b               | b                    | b                        |       |      |      |      |          |       |             |             |             |             |             |                  |  |
| NETS                    |     |       |      |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |  |
| Net: Influential        |     | 20    | 12   | 8               | 5                    | 3                        | 2     | 5    | 2    | 1    | *        | 2     | -           | 2           | 3           | 4           | 9           | 2                |  |
|                         |     | 9%    | 16%  | 5%              | 6%                   | 4%                       | 8%    | 25%  | 35%  | 17%  | 4%       | 14%   | -           | 13%         | 7%          | 7%          | 11%         | 8%               |  |
|                         |     |       | ce   |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |  |
| Net: Not influential    |     | 99    | 34   | 65              | 30                   | 35                       | 12    | 6    | 1    | 5    | 6        | 4     | 1           | 8           | 24          | 28          | 26          | 12               |  |
|                         |     | 43%   | 45%  | 42%             | 39%                  | 46%                      | 55%   | 32%  | 21%  | 62%  | 61%      | 39%   | 100%        | 60%         | 54%         | 45%         | 33%         | 40%              |  |
|                         |     |       |      |                 |                      |                          |       |      |      |      |          |       |             |             | e           |             |             |                  |  |
| Mean score              |     | 1.55  | 1.71 | 1.45            | 1.45                 | 1.44                     | 1.56  | 2.02 | 2.25 | 1.49 | 1.26     | 1.81  | 2.00        | 1.56        | 1.42        | 1.39        | 1.78        | 1.56             |  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

**Q3\_18. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### EU Today

Base: All respondents

|                         |     | GENDER |          | REGION   |         |                     |               |          | LENGTH OF SERVICE    |                     |           |            |                       |
|-------------------------|-----|--------|----------|----------|---------|---------------------|---------------|----------|----------------------|---------------------|-----------|------------|-----------------------|
|                         |     | Total  | Male     | Female   | Western | Nordic/<br>Northern | Mediterranean | Eastern  | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95% |     |        | a        | b        | a       | b                   | c             | d        | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total        |     | 229    | 154      | 75       | 67      | 62                  | 48            | 45       | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total          |     | 229    | 148      | 81       | 77      | 52                  | 48            | 46       | 6                    | 2                   | 63        | 45         | 119                   |
|                         |     | 100%   | 100%     | 100%     | 100%    | 100%                | 100%          | 100%     | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Very influential        | (4) | 2      | 2        | -        | -       | -                   | *             | 1        | -                    | -                   | 2         | -          | -                     |
|                         |     | 1%     | 1%       | -        | -       | -                   | 1%            | 3%       | -                    | -                   | 2%        | -          | -                     |
| Fairly influential      | (3) | 19     | 8        | 11       | 1       | 4                   | 4             | 8        | 2                    | -                   | 8         | 6          | 4                     |
|                         |     | 8%     | 6%       | 13%<br>a | 1%      | 8%                  | 9%            | 17%<br>a | 29%                  | -                   | 13%<br>d  | 13%<br>d   | 4%                    |
| Not very influential    | (2) | 23     | 21       | 2        | 8       | 5                   | 7             | 2        | 1                    | -                   | 5         | 7          | 11                    |
|                         |     | 10%    | 14%<br>b | 3%       | 11%     | 9%                  | 15%           | 5%       | 14%                  | -                   | 8%        | 16%        | 9%                    |
| Not at all influential  | (1) | 76     | 50       | 26       | 27      | 23                  | 13            | 12       | 2                    | 1                   | 21        | 13         | 41                    |
|                         |     | 33%    | 33%      | 32%      | 35%     | 43%                 | 26%           | 27%      | 29%                  | 79%                 | 33%       | 28%        | 34%                   |
| Don't know              |     | 74     | 43       | 31       | 25      | 15                  | 17            | 16       | 2                    | -                   | 20        | 17         | 37                    |
|                         |     | 32%    | 29%      | 39%      | 33%     | 29%                 | 35%           | 34%      | 29%                  | -                   | 31%       | 38%        | 31%                   |
| No response             |     | 36     | 25       | 11       | 16      | 6                   | 7             | 7        | -                    | *                   | 8         | 2          | 26                    |
|                         |     | 16%    | 17%      | 13%      | 21%     | 11%                 | 15%           | 15%      | -                    | 21%                 | 12%       | 5%         | 22%<br>c              |
| NETS                    |     |        |          |          |         |                     |               |          |                      |                     |           |            |                       |
| Net: Influential        |     | 20     | 10       | 11       | 1       | 4                   | 4             | 9        | 2                    | -                   | 10        | 6          | 4                     |
|                         |     | 9%     | 7%       | 13%      | 1%      | 8%                  | 9%<br>a       | 20%<br>a | 29%                  | -                   | 16%<br>d  | 13%<br>d   | 4%                    |
| Net: Not influential    |     | 99     | 71       | 28       | 35      | 27                  | 20            | 15       | 3                    | 1                   | 26        | 20         | 52                    |
|                         |     | 43%    | 48%      | 35%      | 45%     | 52%<br>d            | 41%           | 32%      | 43%                  | 79%                 | 41%       | 44%        | 44%                   |
| Mean score              |     | 1.55   | 1.52     | 1.60     | 1.28    | 1.42                | 1.68          | 1.91     | 2.00                 | 1.00                | 1.74<br>d | 1.74       | 1.36                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d



## Overall European Influencers

**Q3\_18. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### EU Today

Base: All respondents

|                         |               | POLICY AREA |           |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|---------------|-------------|-----------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         | Total         | Transport   | Energy    | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |               | a           | b         | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total        | 229           | 36          | 46        | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total          | 229           | 36          | 43        | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|                         | 100%          | 100%        | 100%      | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential        | (4) 2<br>1%   | -           | 1<br>3%   | -                  | -                       | -                                   | 1<br>6%                  | 1<br>2%                     | -                           | -                      | -                   | -   | *<br>1%       |
| Fairly influential      | (3) 19<br>8%  | 4<br>10%    | 4<br>11%  | 6<br>14%<br>eg     | 1<br>4%                 | 1<br>2%                             | 1<br>6%                  | 1<br>2%                     | 7<br>10%                    | 2<br>7%                | 3<br>5%             | 5<br>8%                                       | 3<br>5%       |
| Not very influential    | (2) 23<br>10% | 3<br>9%     | 5<br>12%  | 2<br>6%            | 4<br>12%                | 4<br>10%                            | 2<br>8%                  | 6<br>12%                    | 3<br>4%                     | 7<br>21%<br>chl        | 6<br>9%             | 8<br>13%                                      | 2<br>3%       |
| Not at all influential  | (1) 76<br>33% | 15<br>42%   | 10<br>24% | 11<br>25%          | 10<br>28%               | 18<br>45%<br>b                      | 5<br>22%                 | 18<br>37%                   | 23<br>34%                   | 10<br>28%              | 22<br>36%           | 18<br>29%                                     | 20<br>38%     |
| Don't know              | 74<br>32%     | 11<br>31%   | 14<br>34% | 13<br>29%          | 12<br>34%               | 11<br>27%                           | 10<br>50%                | 19<br>39%                   | 26<br>39%                   | 12<br>34%              | 20<br>32%           | 22<br>36%                                     | 18<br>35%     |
| No response             | 36<br>16%     | 3<br>8%     | 7<br>16%  | 11<br>26%<br>ag    | 8<br>22%                | 6<br>16%                            | 2<br>8%                  | 4<br>8%                     | 9<br>13%                    | 4<br>11%               | 11<br>17%           | 9<br>15%                                      | 9<br>17%      |
| <b>NETS</b>             |               |             |           |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        | 20<br>9%      | 4<br>10%    | 6<br>13%  | 6<br>14%<br>e      | 1<br>4%                 | 1<br>2%                             | 2<br>12%                 | 2<br>4%                     | 7<br>10%                    | 2<br>7%                | 3<br>5%             | 5<br>8%                                       | 3<br>6%       |
| Net: Not influential    | 99<br>43%     | 18<br>51%   | 16<br>36% | 13<br>31%          | 14<br>40%               | 22<br>56%<br>c                      | 6<br>30%                 | 24<br>49%                   | 26<br>38%                   | 17<br>49%              | 28<br>46%           | 26<br>42%                                     | 21<br>41%     |
| Mean score              | 1.55          | 1.47        | 1.84      | 1.76               | 1.47                    | 1.25                                | 1.90                     | 1.43                        | 1.50                        | 1.62                   | 1.37                | 1.57  | 1.35          |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

**Q3\_19. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### The New European

Base: All respondents

|                         |  |       |      |                 |                      |                          | PARTY |      |      |      |          |       | AGE         |             |             |             |             |                  |  |
|-------------------------|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|--|
|                         |  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |  |
| Significance Level: 95% |  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | *f               |  |
| Unweighted Total        |  | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |  |
| Weighted Total          |  | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |  |
|                         |  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |  |
| Very influential        |  | (4)   | 1    | 1               | -                    | -                        | -     | 1    | -    | -    | -        | -     | -           | -           | -           | -           | 1           | -                |  |
|                         |  |       | 1%   | 2%              | -                    | -                        | -     | 8%   | -    | -    | -        | -     | -           | -           | -           | -           | 2%          | -                |  |
| Fairly influential      |  | (3)   | 10   | 5               | 5                    | 2                        | 2     | 2    | -    | 1    | -        | -     | -           | -           | 1           | 5           | 2           | 2                |  |
|                         |  |       | 4%   | 6%              | 3%                   | 3%                       | 8%    | 9%   | -    | 17%  | -        | -     | -           | -           | 3%          | 8%          | 2%          | 5%               |  |
| Not very influential    |  | (2)   | 17   | 7               | 10                   | 5                        | 2     | 2    | -    | 1    | 1        | 2     | 1           | 2           | 5           | 2           | 5           | 2                |  |
|                         |  |       | 7%   | 9%              | 6%                   | 6%                       | 10%   | 9%   | -    | 10%  | 8%       | 14%   | 100%        | 15%         | 12%         | 3%          | 6%          | 5%               |  |
| Not at all influential  |  | (1)   | 84   | 35              | 49                   | 22                       | 11    | 6    | 4    | 4    | 5        | 4     | -           | 5           | 18          | 27          | 25          | 8                |  |
|                         |  |       | 37%  | 46%             | 32%                  | 28%                      | 52%   | 32%  | 55%  | 56%  | 56%      | 39%   | -           | 36%         | 41%         | 44%         | 32%         | 27%              |  |
|                         |  |       |      | cd              |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |  |
| Don't know              |  |       | 78   | 23              | 55                   | 30                       | 6     | 8    | 2    | -    | 3        | 4     | -           | 4           | 14          | 20          | 29          | 12               |  |
|                         |  |       | 34%  | 31%             | 36%                  | 39%                      | 26%   | 43%  | 35%  | -    | 35%      | 33%   | -           | 30%         | 30%         | 32%         | 37%         | 39%              |  |
| No response             |  |       | 39   | 4               | 35                   | 18                       | 1     | -    | 1    | 1    | -        | 2     | -           | 3           | 6           | 8           | 16          | 7                |  |
|                         |  |       | 17%  | 6%              | 23%                  | 23%                      | 3%    | -    | 10%  | 17%  | -        | 14%   | -           | 19%         | 14%         | 13%         | 20%         | 24%              |  |
|                         |  |       |      | b               | b                    | b                        |       |      |      |      |          |       |             |             |             |             |             |                  |  |
| NETS                    |  |       |      |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |  |
| Net: Influential        |  | 11    | 6    | 5               | 2                    | 3                        | 2     | 3    | -    | 1    | -        | -     | -           | -           | 1           | 5           | 3           | 2                |  |
|                         |  | 5%    | 8%   | 3%              | 3%                   | 3%                       | 8%    | 16%  | -    | 17%  | -        | -     | -           | -           | 3%          | 8%          | 4%          | 5%               |  |
| Net: Not influential    |  | 101   | 42   | 59              | 26                   | 33                       | 13    | 8    | 4    | 5    | 6        | 6     | 1           | 7           | 24          | 29          | 30          | 10               |  |
|                         |  | 44%   | 56%  | 38%             | 34%                  | 42%                      | 63%   | 41%  | 55%  | 67%  | 65%      | 53%   | 100%        | 51%         | 53%         | 48%         | 39%         | 32%              |  |
|                         |  |       | cd   |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |  |
| Mean score              |  | 1.36  | 1.43 | 1.31            | 1.33                 | 1.29                     | 1.38  | 1.86 | 1.00 | 1.52 | 1.13     | 1.27  | 2.00        | 1.30        | 1.33        | 1.34        | 1.39        | 1.43             |  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

**Q3\_19. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### The New European

Base: All respondents

|                         |     | GENDER |      | REGION |         |                     |               |         | LENGTH OF SERVICE    |                     |           |            |                       |
|-------------------------|-----|--------|------|--------|---------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|                         |     | Total  | Male | Female | Western | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95% |     |        | a    | b      | a       | b                   | c             | d       | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total        |     | 229    | 154  | 75     | 67      | 62                  | 48            | 45      | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total          |     | 229    | 148  | 81     | 77      | 52                  | 48            | 46      | 6                    | 2                   | 63        | 45         | 119                   |
|                         |     | 100%   | 100% | 100%   | 100%    | 100%                | 100%          | 100%    | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Very influential        | (4) | 1      | -    | 1      | -       | 1                   | -             | -       | -                    | -                   | 1         | -          | -                     |
|                         |     | 1%     | -    | 2%     | -       | 3%                  | -             | -       | -                    | -                   | 2%        | -          | -                     |
| Fairly influential      | (3) | 10     | 6    | 4      | -       | 5                   | 2             | 3       | -                    | -                   | 2         | 5          | 3                     |
|                         |     | 4%     | 4%   | 4%     | -       | 10%<br>a            | 3%            | 7%<br>a | -                    | -                   | 3%        | 10%        | 3%                    |
| Not very influential    | (2) | 17     | 12   | 5      | 4       | 4                   | 5             | 3       | 1                    | -                   | 5         | 6          | 5                     |
|                         |     | 7%     | 8%   | 7%     | 5%      | 8%                  | 10%           | 6%      | 14%                  | -                   | 8%        | 14%<br>d   | 5%                    |
| Not at all influential  | (1) | 84     | 57   | 27     | 29      | 24                  | 15            | 15      | 2                    | 1                   | 27        | 14         | 41                    |
|                         |     | 37%    | 38%  | 34%    | 37%     | 46%                 | 31%           | 32%     | 29%                  | 79%                 | 43%       | 31%        | 35%                   |
| Don't know              |     | 78     | 49   | 29     | 28      | 13                  | 19            | 17      | 2                    | -                   | 20        | 18         | 40                    |
|                         |     | 34%    | 33%  | 36%    | 37%     | 24%                 | 39%           | 36%     | 29%                  | -                   | 32%       | 39%        | 34%                   |
| No response             |     | 39     | 25   | 14     | 16      | 5                   | 8             | 9       | 2                    | *                   | 7         | 3          | 29                    |
|                         |     | 17%    | 17%  | 17%    | 21%     | 10%                 | 16%           | 19%     | 29%                  | 21%                 | 11%       | 6%         | 24%<br>bc             |
| NETS                    |     |        |      |        |         |                     |               |         |                      |                     |           |            |                       |
| Net: Influential        |     | 11     | 6    | 5      | -       | 6                   | 2             | 3       | -                    | -                   | 3         | 5          | 3                     |
|                         |     | 5%     | 4%   | 6%     | -       | 12%<br>a            | 3%            | 7%<br>a | -                    | -                   | 5%        | 10%        | 3%                    |
| Net: Not influential    |     | 101    | 68   | 33     | 33      | 28                  | 20            | 18      | 3                    | 1                   | 32        | 20         | 47                    |
|                         |     | 44%    | 46%  | 40%    | 43%     | 53%                 | 41%           | 39%     | 43%                  | 79%                 | 51%       | 45%        | 39%                   |
| Mean score              |     | 1.36   | 1.32 | 1.45   | 1.13    | 1.54                | 1.38          | 1.43    | 1.33                 | 1.00                | 1.38      | 1.62       | 1.24                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

**Q3\_19. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### The New European

Base: All respondents

|   |     | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|---|-----|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|   |     | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95%                 |     |             | a         | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total                        |     | 229         | 36        | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total                          |     | 229         | 36        | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|   |     | 100%        | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential                        | (4) | 1           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | 1                      | -                   | 1   | -             |
|   |     | 1%          | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | 4%                     | -                   | 2%  | -             |
| Fairly influential                      | (3) | 10          | 2         | 1      | 2                  | 1                       | -                                   | -                        | -                           | 2                           | -                      | 1                   | 1   | 4             |
|   |     | 4%          | 5%        | 1%     | 6%                 | 2%                      | -                                   | -                        | -                           | 3%                          | -                      | 1%                  | 1%  | 8%            |
| Not very influential                    | (2) | 17          | 1         | 5      | 3                  | 3                       | 3                                   | 2                        | 3                           | 2                           | 4                      | 4                   | 4   | 2             |
|   |     | 7%          | 3%        | 11%    | 7%                 | 8%                      | 7%                                  | 8%                       | 6%                          | 3%                          | 12%                    | 7%                  | 7%  | 4%            |
| Not at all influential                  | (1) | 84          | 18        | 16     | 13                 | 12                      | 21                                  | 8                        | 24                          | 28                          | 13                     | 24                  | 25  | 16            |
|   |     | 37%         | 51%       | 37%    | 30%                | 33%                     | 51%<br>cl                           | 36%                      | 49%                         | 41%                         | 38%                    | 40%                 | 41%   | 30%           |
| Don't know                              |     | 78          | 10        | 14     | 12                 | 11                      | 10                                  | 9                        | 19                          | 26                          | 11                     | 19                  | 19  | 21            |
|   |     | 34%         | 28%       | 33%    | 28%                | 33%                     | 24%                                 | 44%                      | 37%                         | 39%                         | 33%                    | 32%                 | 31%   | 40%           |
| No response                             |     | 39          | 5         | 7      | 13                 | 9                       | 7                                   | 3                        | 4                           | 10                          | 5                      | 13                  | 11  | 9             |
|   |     | 17%         | 13%       | 16%    | 30%<br>g           | 25%<br>g                | 18%                                 | 12%                      | 8%                          | 14%                         | 13%                    | 21%<br>g            | 17%   | 18%           |
| NETS                                    |     |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential                        |     | 11          | 2         | 1      | 2                  | 1                       | -                                   | -                        | -                           | 2                           | 1                      | 1                   | 2   | 4             |
|   |     | 5%          | 5%        | 1%     | 6%                 | 2%                      | -                                   | -                        | -                           | 3%                          | 4%                     | 1%                  | 4%  | 8%<br>g       |
| Net: Not influential                    |     | 101         | 19        | 21     | 16                 | 14                      | 24                                  | 9                        | 27                          | 30                          | 17                     | 28                  | 29  | 18            |
|   |     | 44%         | 54%       | 49%    | 37%                | 41%                     | 59%<br>cl                           | 44%                      | 54%<br>l                    | 44%                         | 50%                    | 46%                 | 48%   | 35%           |
| Mean score                              |     | 1.36        | 1.23      | 1.28   | 1.42               | 1.27                    | 1.12                                | 1.17                     | 1.10                        | 1.18                        | 1.46                   | 1.18                | 1.33  | 1.46          |
| Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l |     |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |

## Overall European Influencers

**Q3\_20. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### The EU Bubble

Base: All respondents

|                         |       |      |                 |                      |                          | PARTY |      |      |      |          |       | AGE         |             |             |             |             |                  |
|-------------------------|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|                         | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95% |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | *f               |
| Unweighted Total        | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| Weighted Total          | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
|                         | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| Very influential        | (4)   | -    | -               | -                    | -                        | -     | -    | -    | -    | -        | -     | -           | -           | -           | -           | -           | -                |
|                         |       | -    | -               | -                    | -                        | -     | -    | -    | -    | -        | -     | -           | -           | -           | -           | -           | -                |
| Fairly influential      | (3)   | 3    | 2               | 1                    | -                        | 1     | -    | -    | 1    | *        | -     | -           | -           | *           | 1           | 2           | -                |
|                         | 1%    | 3%   | 1%              | -                    | 1%                       | 3%    | -    | -    | 17%  | 4%       | -     | -           | -           | 1%          | 1%          | 3%          | -                |
| Not very influential    | (2)   | 20   | 11              | 9                    | 5                        | 3     | 3    | 5    | -    | -        | -     | 1           | 2           | 4           | 6           | 6           | 2                |
|                         | 9%    | 14%  | 6%              | 6%                   | 6%                       | 13%   | 16%  | 69%  | -    | -        | -     | 100%        | 15%         | 9%          | 9%          | 7%          | 5%               |
|                         |       | c    |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |
| Not at all influential  | (1)   | 81   | 35              | 46                   | 20                       | 10    | 6    | 1    | 5    | 5        | 8     | -           | 5           | 16          | 28          | 19          | 13               |
|                         | 35%   | 47%  | 30%             | 27%                  | 33%                      | 47%   | 34%  | 21%  | 62%  | 56%      | 68%   | -           | 36%         | 36%         | 45%         | 24%         | 44%              |
|                         |       | cd   |                 |                      |                          |       |      |      |      |          |       |             |             |             | e           |             |                  |
| Don't know              |       | 82   | 22              | 60                   | 30                       | 7     | 9    | -    | *    | 4        | 2     | -           | 4           | 18          | 18          | 35          | 8                |
|                         | 36%   | 30%  | 39%             | 39%                  | 39%                      | 32%   | 50%  | -    | 5%   | 39%      | 18%   | -           | 30%         | 39%         | 29%         | 45%         | 27%              |
| No response             |       | 43   | 5               | 38                   | 22                       | 1     | -    | 1    | 1    | -        | 2     | -           | 3           | 7           | 10          | 17          | 7                |
|                         | 19%   | 6%   | 25%             | 28%                  | 21%                      | 6%    | -    | 10%  | 17%  | -        | 14%   | -           | 19%         | 15%         | 16%         | 21%         | 24%              |
|                         |       |      | b               | b                    | b                        |       |      |      |      |          |       |             |             |             |             |             |                  |
| <b>NETS</b>             |       |      |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |
| Net: Influential        | 3     | 2    | 1               | -                    | 1                        | 1     | -    | -    | 1    | *        | -     | -           | -           | *           | 1           | 2           | -                |
|                         | 1%    | 3%   | 1%              | -                    | 1%                       | 3%    | -    | -    | 17%  | 4%       | -     | -           | -           | 1%          | 1%          | 3%          | -                |
| Net: Not influential    | 101   | 46   | 55              | 25                   | 30                       | 13    | 9    | 6    | 5    | 5        | 8     | 1           | 7           | 20          | 33          | 25          | 15               |
|                         | 44%   | 61%  | 36%             | 33%                  | 39%                      | 60%   | 50%  | 90%  | 62%  | 56%      | 68%   | 100%        | 51%         | 45%         | 54%         | 31%         | 50%              |
|                         |       | cde  |                 |                      |                          |       |      |      |      |          |       |             |             |             | e           |             |                  |
| Mean score              | 1.25  | 1.32 | 1.19            | 1.19                 | 1.19                     | 1.30  | 1.33 | 1.77 | 1.42 | 1.14     | 1.00  | 2.00        | 1.30        | 1.24        | 1.20        | 1.36        | 1.11             |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

**Q3\_20. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### The EU Bubble

Base: All respondents

|                         |  | GENDER |      |        | REGION   |                     |               |          |                      | LENGTH OF SERVICE   |           |            |                       |
|-------------------------|--|--------|------|--------|----------|---------------------|---------------|----------|----------------------|---------------------|-----------|------------|-----------------------|
|                         |  | Total  | Male | Female | Western  | Nordic/<br>Northern | Mediterranean | Eastern  | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95% |  |        | a    | b      | a        | b                   | c             | d        | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total        |  | 229    | 154  | 75     | 67       | 62                  | 48            | 45       | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total          |  | 229    | 148  | 81     | 77       | 52                  | 48            | 46       | 6                    | 2                   | 63        | 45         | 119                   |
|                         |  | 100%   | 100% | 100%   | 100%     | 100%                | 100%          | 100%     | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Very influential        |  | (4)    | -    | -      | -        | -                   | -             | -        | -                    | -                   | -         | -          | -                     |
|                         |  |        | -    | -      | -        | -                   | -             | -        | -                    | -                   | -         | -          | -                     |
| Fairly influential      |  | (3)    | 3    | 1      | 1        | *                   | -             | 2        | -                    | -                   | 2         | 1          | 1                     |
|                         |  |        | 1%   | *      | 1%       | 1%                  | -             | 4%       | -                    | -                   | 3%        | 1%         | 1%                    |
| Not very influential    |  | (2)    | 20   | 14     | 3        | 6                   | 4             | 6        | 1                    | -                   | 10        | 5          | 4                     |
|                         |  |        | 9%   | 9%     | 4%       | 11%                 | 8%            | 13%      | 14%                  | -                   | 16%<br>d  | 12%<br>d   | 3%                    |
| Not at all influential  |  | (1)    | 81   | 58     | 32       | 20                  | 20            | 8        | 2                    | 1                   | 28        | 13         | 39                    |
|                         |  |        | 35%  | 39%    | 41%<br>d | 38%<br>d            | 41%<br>d      | 17%      | 29%                  | 79%                 | 44%       | 30%        | 32%                   |
| Don't know              |  |        | 82   | 48     | 26       | 20                  | 16            | 17       | 3                    | -                   | 16        | 21         | 45                    |
|                         |  |        | 36%  | 32%    | 33%      | 39%                 | 34%           | 38%      | 43%                  | -                   | 25%       | 48%<br>b   | 38%                   |
| No response             |  |        | 43   | 28     | 15       | 6                   | 8             | 13       | 1                    | *                   | 8         | 4          | 30                    |
|                         |  |        | 19%  | 19%    | 20%      | 11%                 | 16%           | 28%<br>b | 14%                  | 21%                 | 12%       | 9%         | 26%<br>bc             |
| NETS                    |  |        |      |        |          |                     |               |          |                      |                     |           |            |                       |
| Net: Influential        |  | 3      | 1    | 2      | 1        | *                   | -             | 2        | -                    | -                   | 2         | 1          | 1                     |
|                         |  | 1%     | *    | 3%     | 1%       | 1%                  | -             | 4%       | -                    | -                   | 3%        | 1%         | 1%                    |
| Net: Not influential    |  | 101    | 72   | 29     | 35       | 26                  | 24            | 14       | 3                    | 1                   | 38        | 19         | 43                    |
|                         |  | 44%    | 48%  | 36%    | 46%      | 49%                 | 49%           | 31%      | 43%                  | 79%                 | 60%<br>d  | 42%        | 36%                   |
| Mean score              |  | 1.25   | 1.20 | 1.36   | 1.14     | 1.25                | 1.17          | 1.61     | 1.33                 | 1.00                | 1.34      | 1.34       | 1.13                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

**Q3\_20. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### The EU Bubble

Base: All respondents

|                         |     | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|-----|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         |     | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |     |             | a         | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total        |     | 229         | 36        | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total          |     | 229         | 36        | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|                         |     | 100%        | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential        | (4) | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
|                         |     | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
| Fairly influential      | (3) | 3           | 3         | 1      | -                  | 1                       | 1                                   | 1                        | *                           | 1                           | -                      | 1                   | 1   | -             |
|                         |     | 1%          | 7%        | 1%     | -                  | 2%                      | 2%                                  | 6%                       | 1%                          | 2%                          | -                      | 1%                  | 1%  | -             |
| Not very influential    | (2) | 20          | 2         | 4      | 5                  | 2                       | 3                                   | -                        | 2                           | 4                           | 2                      | 4                   | 4   | 3             |
|                         |     | 9%          | 5%        | 10%    | 12%                | 7%                      | 8%                                  | -                        | 4%                          | 7%                          | 7%                     | 6%                  | 7%  | 6%            |
| Not at all influential  | (1) | 81          | 14        | 12     | 11                 | 10                      | 18                                  | 8                        | 23                          | 21                          | 12                     | 21                  | 21  | 22            |
|                         |     | 35%         | 39%       | 28%    | 26%                | 27%                     | 45%                                 | 38%                      | 46%<br>c                    | 32%                         | 35%                    | 34%                 | 34%   | 43%           |
| Don't know              |     | 82          | 12        | 19     | 14                 | 14                      | 12                                  | 10                       | 21                          | 29                          | 15                     | 22                  | 26  | 16            |
|                         |     | 36%         | 35%       | 44%    | 33%                | 39%                     | 29%                                 | 48%                      | 41%                         | 43%                         | 44%                    | 36%                 | 43%   | 31%           |
| No response             |     | 43          | 5         | 7      | 13                 | 9                       | 6                                   | 2                        | 4                           | 11                          | 5                      | 14                  | 9   | 10            |
|                         |     | 19%         | 14%       | 16%    | 30%<br>g           | 25%<br>g                | 16%                                 | 8%                       | 8%                          | 17%                         | 13%                    | 23%<br>g            | 15%   | 20%           |
| NETS                    |     |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        |     | 3           | 3         | 1      | -                  | 1                       | 1                                   | 1                        | *                           | 1                           | -                      | 1                   | 1   | -             |
|                         |     | 1%          | 7%        | 1%     | -                  | 2%                      | 2%                                  | 6%                       | 1%                          | 2%                          | -                      | 1%                  | 1%  | -             |
| Net: Not influential    |     | 101         | 16        | 16     | 17                 | 12                      | 22                                  | 8                        | 25                          | 26                          | 15                     | 24                  | 25  | 26            |
|                         |     | 44%         | 44%       | 38%    | 38%                | 34%                     | 53%                                 | 38%                      | 50%                         | 38%                         | 42%                    | 40%                 | 41%   | 50%           |
| Mean score              |     | 1.25        | 1.39      | 1.32   | 1.31               | 1.29                    | 1.22                                | 1.27                     | 1.10                        | 1.27                        | 1.17                   | 1.21                | 1.24  | 1.13          |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

**Q3\_21. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### Twitter

Base: All respondents

|       |            |                 |                      |                          | PARTY |      |      |      |          |       | AGE         |             |             |             |             |                  |
|-------|------------|-----------------|----------------------|--------------------------|-------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
| Total | MEPs       | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
|       | b          | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | *f               |
| 229   | 75         | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| 229   | 75         | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
| 100%  | 100%       | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| 51    | 25         | 25              | 7                    | 18                       | 4     | 9    | 5    | -    | 4        | 4     | 1           | 5           | 13          | 14          | 17          | 1                |
| 22%   | 34%<br>cd  | 16%             | 9%                   | 23%<br>d                 | 19%   | 50%  | 69%  | -    | 39%      | 32%   | 100%        | 33%         | 29%         | 23%         | 21%         | 4%               |
| 55    | 26         | 29              | 10                   | 20                       | 8     | 3    | -    | 6    | 6        | 2     | -           | 4           | 10          | 16          | 19          | 6                |
| 24%   | 34%<br>cd  | 19%             | 13%                  | 26%<br>d                 | 39%   | 16%  | -    | 83%  | 61%      | 21%   | -           | 30%         | 22%         | 26%         | 25%         | 19%              |
| 36    | 10         | 26              | 16                   | 10                       | 1     | 5    | 1    | -    | -        | 4     | -           | 3           | 6           | 10          | 8           | 8                |
| 16%   | 13%        | 17%             | 20%                  | 13%                      | 4%    | 25%  | 10%  | -    | -        | 33%   | -           | 24%         | 14%         | 17%         | 10%         | 27%              |
| 35    | 6          | 29              | 19                   | 9                        | 4     | -    | 1    | -    | -        | 1     | -           | -           | 8           | 10          | 14          | 3                |
| 15%   | 8%         | 19%<br>b        | 25%<br>be            | 12%                      | 20%   | -    | 10%  | -    | -        | 10%   | -           | -           | 17%         | 17%         | 18%         | 10%              |
| 25    | 5          | 20              | 11                   | 9                        | 3     | 2    | -    | -    | -        | -     | -           | -           | 5           | 6           | 8           | 5                |
| 11%   | 6%         | 13%             | 14%                  | 12%                      | 15%   | 9%   | -    | -    | -        | -     | -           | -           | 12%         | 10%         | 11%         | 18%              |
| 28    | 3          | 25              | 14                   | 10                       | 1     | -    | 1    | 1    | -        | *     | -           | 2           | 3           | 4           | 12          | 7                |
| 12%   | 4%         | 16%<br>b        | 19%<br>b             | 13%<br>b                 | 3%    | -    | 10%  | 17%  | -        | 4%    | -           | 13%         | 6%          | 7%          | 15%         | 22%              |
|       |            |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |
| 106   | 51         | 55              | 17                   | 38                       | 12    | 13   | 5    | 6    | 9        | 6     | 1           | 9           | 23          | 30          | 36          | 7                |
| 46%   | 68%<br>cde | 35%             | 22%                  | 49%<br>cd                | 58%   | 66%  | 69%  | 83%  | 100%     | 53%   | 100%        | 64%         | 51%         | 49%         | 46%         | 23%              |
| 71    | 16         | 55              | 35                   | 20                       | 5     | 5    | 1    | -    | -        | 5     | -           | 3           | 14          | 21          | 22          | 11               |
| 31%   | 21%        | 35%<br>b        | 45%<br>be            | 26%                      | 24%   | 25%  | 21%  | -    | -        | 43%   | -           | 24%         | 31%         | 33%         | 28%         | 37%              |
| 2.69  | 3.05<br>cd | 2.47            | 2.09                 | 2.81<br>cd               | 2.70  | 3.27 | 3.42 | 3.00 | 3.39     | 2.77  | 4.00        | 3.11        | 2.78        | 2.67        | 2.67        | 2.28             |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f



## Overall European Influencers

**Q3\_21. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### Twitter

Base: All respondents

|                         |     | GENDER |      | REGION   |          |                     |               |          | LENGTH OF SERVICE    |                     |           |            |                       |
|-------------------------|-----|--------|------|----------|----------|---------------------|---------------|----------|----------------------|---------------------|-----------|------------|-----------------------|
|                         |     | Total  | Male | Female   | Western  | Nordic/<br>Northern | Mediterranean | Eastern  | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95% |     |        | a    | b        | a        | b                   | c             | d        | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total        |     | 229    | 154  | 75       | 67       | 62                  | 48            | 45       | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total          |     | 229    | 148  | 81       | 77       | 52                  | 48            | 46       | 6                    | 2                   | 63        | 45         | 119                   |
|                         |     | 100%   | 100% | 100%     | 100%     | 100%                | 100%          | 100%     | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Very influential        | (4) | 51     | 33   | 18       | 16       | 13                  | 9             | 13       | -                    | -                   | 21        | 11         | 18                    |
|                         |     | 22%    | 22%  | 23%      | 20%      | 24%                 | 20%           | 28%      | -                    | -                   | 34%<br>d  | 24%        | 16%                   |
| Fairly influential      | (3) | 55     | 39   | 16       | 24       | 16                  | 4             | 10       | 2                    | 1                   | 18        | 15         | 20                    |
|                         |     | 24%    | 26%  | 20%      | 31%<br>c | 31%<br>c            | 8%            | 21%      | 29%                  | 79%                 | 29%       | 33%<br>d   | 17%                   |
| Not very influential    | (2) | 36     | 23   | 12       | 7        | 7                   | 13            | 7        | 3                    | -                   | 9         | 9          | 17                    |
|                         |     | 16%    | 16%  | 15%      | 9%       | 13%                 | 27%<br>a      | 14%      | 43%                  | -                   | 15%       | 20%        | 15%                   |
| Not at all influential  | (1) | 35     | 24   | 11       | 10       | 9                   | 6             | 9        | 1                    | -                   | 4         | 4          | 26                    |
|                         |     | 15%    | 16%  | 13%      | 12%      | 17%                 | 13%           | 20%      | 14%                  | -                   | 7%        | 10%        | 22%<br>b              |
| Don't know              |     | 25     | 11   | 14       | 8        | 4                   | 8             | 4        | 1                    | -                   | 2         | 6          | 17                    |
|                         |     | 11%    | 7%   | 17%<br>a | 10%      | 9%                  | 17%           | 9%       | 14%                  | -                   | 4%        | 13%        | 14%<br>b              |
| No response             |     | 28     | 19   | 9        | 13       | 3                   | 7             | 4        | -                    | *                   | 7         | -          | 20                    |
|                         |     | 12%    | 13%  | 11%      | 17%      | 6%                  | 15%           | 8%       | -                    | 21%                 | 11%<br>c  | -          | 17%<br>c              |
| NETS                    |     |        |      |          |          |                     |               |          |                      |                     |           |            |                       |
| Net: Influential        |     | 106    | 71   | 34       | 40       | 28                  | 13            | 23       | 2                    | 1                   | 40        | 26         | 39                    |
|                         |     | 46%    | 48%  | 43%      | 52%<br>c | 55%<br>c            | 27%           | 49%<br>c | 29%                  | 79%                 | 63%<br>d  | 58%<br>d   | 32%                   |
| Net: Not influential    |     | 71     | 47   | 23       | 17       | 16                  | 19            | 16       | 3                    | -                   | 14        | 13         | 43                    |
|                         |     | 31%    | 32%  | 29%      | 21%      | 30%                 | 40%<br>a      | 34%      | 57%                  | -                   | 22%       | 30%        | 37%<br>b              |
| Mean score              |     | 2.69   | 2.67 | 2.72     | 2.82     | 2.72                | 2.50          | 2.69     | 2.17                 | 3.00                | 3.06<br>d | 2.83<br>d  | 2.38                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

**Q3\_21. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### Twitter

Base: All respondents

|                         |     | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|-----|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         |     | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |     |             | a         | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total        |     | 229         | 36        | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total          |     | 229         | 36        | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|                         |     | 100%        | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential        | (4) | 51          | 8         | 14     | 12                 | 7                       | 10                                  | 5                        | 7                           | 15                          | 15                     | 16                  | 16  | 9             |
|                         |     | 22%         | 23%       | 33%    | 28%                | 20%                     | 24%                                 | 24%                      | 15%                         | 23%                         | 44%                    | 26%                 | 27%   | 18%           |
|                         |     |             |           | g      |                    |                         |                                     |                          |                             |                             | dghl                   |                     |   |               |
| Fairly influential      | (3) | 55          | 10        | 13     | 11                 | 10                      | 15                                  | 9                        | 16                          | 17                          | 11                     | 16                  | 16  | 9             |
|                         |     | 24%         | 28%       | 30%    | 25%                | 29%                     | 38%                                 | 42%                      | 32%                         | 26%                         | 32%                    | 26%                 | 27%   | 17%           |
|                         |     |             |           |        |                    | l                       |                                     |                          |                             |                             |                        |                     |   |               |
| Not very influential    | (2) | 36          | 4         | 3      | 4                  | 4                       | 4                                   | 1                        | 6                           | 6                           | 4                      | 10                  | 8   | 13            |
|                         |     | 16%         | 12%       | 7%     | 9%                 | 10%                     | 9%                                  | 4%                       | 11%                         | 9%                          | 11%                    | 15%                 | 14%   | 26%           |
|                         |     |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   | bceh          |
| Not at all influential  | (1) | 35          | 7         | 4      | 3                  | 4                       | 5                                   | 4                        | 11                          | 14                          | 1                      | 11                  | 7   | 8             |
|                         |     | 15%         | 18%       | 9%     | 8%                 | 12%                     | 13%                                 | 18%                      | 23%                         | 21%                         | 2%                     | 17%                 | 12%   | 15%           |
|                         |     |             | i         |        |                    |                         |                                     |                          | ci                          | i                           |                        | i                   |   |               |
| Don't know              |     | 25          | 4         | 5      | 6                  | 5                       | 2                                   | 2                        | 8                           | 8                           | 2                      | 6                   | 7   | 3             |
|                         |     | 11%         | 11%       | 11%    | 14%                | 13%                     | 4%                                  | 8%                       | 15%                         | 11%                         | 5%                     | 9%                  | 11%   | 6%            |
| No response             |     | 28          | 3         | 4      | 7                  | 6                       | 5                                   | 1                        | 2                           | 7                           | 2                      | 4                   | 6   | 9             |
|                         |     | 12%         | 8%        | 10%    | 16%                | 16%                     | 11%                                 | 4%                       | 4%                          | 10%                         | 6%                     | 6%                  | 10%   | 18%           |
|                         |     |             |           |        | g                  | g                       |                                     |                          |                             |                             |                        |                     |   | gj            |
| NETS                    |     |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        |     | 106         | 18        | 27     | 23                 | 17                      | 25                                  | 14                       | 23                          | 33                          | 26                     | 32                  | 33  | 18            |
|                         |     | 46%         | 51%       | 64%    | 53%                | 49%                     | 62%                                 | 66%                      | 47%                         | 48%                         | 76%                    | 52%                 | 53%   | 34%           |
|                         |     |             |           | l      |                    |                         | l                                   |                          |                             |                             | acdghijkl              |                     | l   |               |
| Net: Not influential    |     | 71          | 11        | 7      | 7                  | 8                       | 9                                   | 5                        | 17                          | 20                          | 5                      | 20                  | 16  | 21            |
|                         |     | 31%         | 30%       | 16%    | 16%                | 22%                     | 22%                                 | 22%                      | 34%                         | 30%                         | 13%                    | 33%                 | 25%   | 41%           |
|                         |     |             |           |        |                    |                         |                                     |                          | bci                         |                             |                        | bi                  |   | bci           |
| Mean score              |     | 2.69        | 2.69      | 3.10   | 3.05               | 2.80                    | 2.88                                | 2.82                     | 2.48                        | 2.64                        | 3.32                   | 2.71                | 2.87  | 2.49          |
|                         |     |             |           | gl     | gl                 |                         |                                     |                          |                             |                             |                        |                     |   |               |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

**Q3\_22. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### Facebook

Base: All respondents

|       |      |                 |                      |                          | PARTY |      |      |      |          |       | AGE         |             |             |             |             |                  |
|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
| Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
|       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | *f               |
| 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
| 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| 41    | 23   | 17              | 7                    | 10                       | 3     | 5    | 5    | 2    | 4        | 5     | 1           | 4           | 9           | 11          | 15          | 1                |
| 18%   | 31%  | 11%             | 9%                   | 13%                      | 13%   | 25%  | 69%  | 22%  | 48%      | 43%   | 100%        | 27%         | 20%         | 18%         | 19%         | 4%               |
|       | cde  |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |
| 43    | 26   | 17              | 11                   | 6                        | 11    | 5    | -    | 5    | 5        | 1     | -           | 3           | 10          | 8           | 15          | 7                |
| 19%   | 35%  | 11%             | 14%                  | 8%                       | 50%   | 25%  | -    | 68%  | 52%      | 7%    | -           | 24%         | 23%         | 12%         | 19%         | 23%              |
|       | cde  |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |
| 41    | 14   | 27              | 12                   | 15                       | 3     | 6    | -    | 1    | -        | 3     | -           | 4           | 7           | 11          | 10          | 9                |
| 18%   | 18%  | 18%             | 16%                  | 20%                      | 16%   | 33%  | -    | 10%  | -        | 29%   | -           | 30%         | 15%         | 18%         | 12%         | 30%              |
| 52    | 6    | 46              | 22                   | 25                       | 2     | -    | 1    | -    | -        | 2     | -           | 1           | 12          | 20          | 16          | 3                |
| 23%   | 7%   | 30%             | 28%                  | 32%                      | 10%   | -    | 21%  | -    | -        | 18%   | -           | 6%          | 27%         | 33%         | 21%         | 9%               |
|       |      | b               | b                    | b                        |       |      |      |      |          |       |             |             |             |             |             |                  |
| 29    | 5    | 24              | 12                   | 12                       | 2     | 3    | -    | -    | -        | -     | -           | -           | 4           | 8           | 11          | 5                |
| 13%   | 6%   | 16%             | 16%                  | 16%                      | 8%    | 17%  | -    | -    | -        | -     | -           | -           | 9%          | 13%         | 14%         | 18%              |
| 24    | 2    | 22              | 13                   | 9                        | 1     | -    | 1    | -    | -        | *     | -           | 2           | 3           | 3           | 11          | 5                |
| 10%   | 2%   | 14%             | 17%                  | 11%                      | 3%    | -    | 10%  | -    | -        | 4%    | -           | 13%         | 6%          | 5%          | 14%         | 15%              |
|       |      | b               | b                    | b                        |       |      |      |      |          |       |             |             |             |             |             |                  |
| 84    | 49   | 34              | 18                   | 16                       | 14    | 9    | 5    | 7    | 9        | 5     | 1           | 7           | 19          | 19          | 30          | 8                |
| 36%   | 66%  | 22%             | 23%                  | 21%                      | 64%   | 50%  | 69%  | 90%  | 100%     | 50%   | 100%        | 51%         | 42%         | 31%         | 38%         | 27%              |
|       | cde  |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |
| 93    | 19   | 74              | 34                   | 40                       | 6     | 6    | 1    | 1    | -        | 5     | -           | 5           | 19          | 31          | 26          | 12               |
| 41%   | 26%  | 48%             | 44%                  | 52%                      | 26%   | 33%  | 21%  | 10%  | -        | 47%   | -           | 36%         | 42%         | 51%         | 33%         | 40%              |
|       |      | b               | b                    | b                        |       |      |      |      |          |       |             |             |             | e           |             |                  |
| 2.41  | 2.97 | 2.05            | 2.07                 | 2.03                     | 2.74  | 2.90 | 3.31 | 3.11 | 3.48     | 2.78  | 4.00        | 2.82        | 2.42        | 2.20        | 2.50        | 2.32             |
|       | cde  |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

**Q3\_22. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### Facebook

Base: All respondents

|                         |     | GENDER |      | REGION |         |                     |               |         | LENGTH OF SERVICE    |                     |           |            |                       |
|-------------------------|-----|--------|------|--------|---------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|                         |     | Total  | Male | Female | Western | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95% |     |        | a    | b      | a       | b                   | c             | d       | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total        |     | 229    | 154  | 75     | 67      | 62                  | 48            | 45      | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total          |     | 229    | 148  | 81     | 77      | 52                  | 48            | 46      | 6                    | 2                   | 63        | 45         | 119                   |
|                         |     | 100%   | 100% | 100%   | 100%    | 100%                | 100%          | 100%    | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Very influential        | (4) | 41     | 30   | 11     | 12      | 10                  | 7             | 12      | -                    | -                   | 20        | 13         | 8                     |
|                         |     | 18%    | 20%  | 13%    | 15%     | 19%                 | 15%           | 26%     | -                    | -                   | 31%       | 28%        | 7%                    |
|                         |     |        |      |        |         |                     |               |         |                      |                     | d         | d          |                       |
| Fairly influential      | (3) | 43     | 30   | 13     | 18      | 7                   | 4             | 14      | -                    | 1                   | 18        | 11         | 12                    |
|                         |     | 19%    | 20%  | 16%    | 23%     | 14%                 | 9%            | 30%     | -                    | 79%                 | 29%       | 24%        | 10%                   |
|                         |     |        |      |        | c       |                     |               | bc      |                      |                     | d         | d          |                       |
| Not very influential    | (2) | 41     | 27   | 14     | 12      | 10                  | 12            | 5       | 2                    | -                   | 10        | 12         | 19                    |
|                         |     | 18%    | 18%  | 17%    | 15%     | 20%                 | 25%           | 12%     | 29%                  | -                   | 15%       | 27%        | 16%                   |
| Not at all influential  | (1) | 52     | 29   | 23     | 16      | 15                  | 8             | 9       | 3                    | -                   | 7         | 4          | 41                    |
|                         |     | 23%    | 20%  | 28%    | 21%     | 29%                 | 18%           | 20%     | 57%                  | -                   | 11%       | 9%         | 35%                   |
|                         |     |        |      |        |         |                     |               |         |                      |                     |           | bc         |                       |
| Don't know              |     | 29     | 15   | 14     | 8       | 7                   | 10            | 3       | 1                    | -                   | 3         | 5          | 21                    |
|                         |     | 13%    | 10%  | 17%    | 10%     | 14%                 | 20%           | 7%      | 14%                  | -                   | 4%        | 11%        | 18%                   |
|                         |     |        |      |        |         |                     |               |         |                      |                     |           |            | b                     |
| No response             |     | 24     | 16   | 7      | 12      | 2                   | 6             | 3       | -                    | *                   | 6         | -          | 17                    |
|                         |     | 10%    | 11%  | 9%     | 16%     | 4%                  | 13%           | 6%      | -                    | 21%                 | 9%        | -          | 14%                   |
|                         |     |        |      |        | b       |                     |               |         |                      |                     | c         |            | c                     |
| NETS                    |     |        |      |        |         |                     |               |         |                      |                     |           |            |                       |
| Net: Influential        |     | 84     | 60   | 23     | 29      | 17                  | 11            | 26      | -                    | 1                   | 38        | 24         | 20                    |
|                         |     | 36%    | 41%  | 29%    | 38%     | 32%                 | 24%           | 56%     | -                    | 79%                 | 60%       | 53%        | 17%                   |
|                         |     |        |      |        |         |                     |               | bc      |                      |                     | d         | d          |                       |
| Net: Not influential    |     | 93     | 57   | 36     | 28      | 26                  | 20            | 14      | 5                    | -                   | 16        | 16         | 60                    |
|                         |     | 41%    | 38%  | 45%    | 36%     | 49%                 | 42%           | 31%     | 86%                  | -                   | 26%       | 36%        | 51%                   |
|                         |     |        |      |        |         |                     |               |         |                      |                     |           |            | b                     |
| Mean score              |     | 2.41   | 2.52 | 2.20   | 2.43    | 2.27                | 2.33          | 2.72    | 1.33                 | 3.00                | 2.94      | 2.81       | 1.84                  |
|                         |     |        |      |        |         |                     |               |         |                      |                     | d         | d          |                       |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

**Q3\_22. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### Facebook

Base: All respondents

|                         |     | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|-----|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         |     | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |     |             | a         | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total        |     | 229         | 36        | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total          |     | 229         | 36        | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|                         |     | 100%        | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential        | (4) | 41          | 5         | 11     | 8                  | 6                       | 7                                   | 6                        | 9                           | 9                           | 9                      | 9                   | 10  | 9             |
|                         |     | 18%         | 15%       | 27%    | 18%                | 17%                     | 18%                                 | 27%                      | 18%                         | 13%                         | 27%                    | 15%                 | 16%   | 18%           |
| Fairly influential      | (3) | 43          | 12        | 11     | 8                  | 5                       | 11                                  | 2                        | 9                           | 14                          | 8                      | 11                  | 14  | 5             |
|                         |     | 19%         | 33%       | 26%    | 19%                | 13%                     | 27%                                 | 8%                       | 18%                         | 21%                         | 23%                    | 18%                 | 22%   | 10%           |
|                         |     |             | l         | l      |                    |                         | l                                   |                          |                             |                             |                        |                     |   |               |
| Not very influential    | (2) | 41          | 5         | 3      | 4                  | 4                       | 5                                   | 2                        | 8                           | 12                          | 5                      | 12                  | 10  | 11            |
|                         |     | 18%         | 13%       | 7%     | 8%                 | 11%                     | 12%                                 | 8%                       | 16%                         | 18%                         | 15%                    | 20%                 | 17%   | 21%           |
| Not at all influential  | (1) | 52          | 7         | 7      | 7                  | 10                      | 9                                   | 7                        | 14                          | 20                          | 6                      | 17                  | 14  | 14            |
|                         |     | 23%         | 19%       | 17%    | 15%                | 28%                     | 22%                                 | 34%                      | 28%                         | 29%                         | 18%                    | 28%                 | 22%   | 28%           |
| Don't know              |     | 29          | 5         | 8      | 11                 | 5                       | 4                                   | 4                        | 10                          | 10                          | 4                      | 8                   | 8   | 4             |
|                         |     | 13%         | 15%       | 18%    | 24%                | 14%                     | 9%                                  | 18%                      | 19%                         | 14%                         | 11%                    | 13%                 | 12%   | 9%            |
|                         |     |             |           |        | l                  |                         |                                     |                          |                             |                             |                        |                     |   |               |
| No response             |     | 24          | 2         | 2      | 7                  | 6                       | 5                                   | 1                        | -                           | 3                           | 2                      | 5                   | 6   | 7             |
|                         |     | 10%         | 6%        | 5%     | 15%                | 16%                     | 11%                                 | 4%                       | -                           | 4%                          | 6%                     | 8%                  | 10%   | 14%           |
|                         |     |             |           |        | gh                 | gh                      | g                                   |                          |                             |                             |                        | g                   | g   | g             |
| NETS                    |     |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        |     | 84          | 17        | 23     | 16                 | 11                      | 18                                  | 7                        | 18                          | 23                          | 17                     | 20                  | 24  | 15            |
|                         |     | 36%         | 47%       | 53%    | 37%                | 31%                     | 45%                                 | 35%                      | 36%                         | 34%                         | 50%                    | 32%                 | 39%   | 28%           |
|                         |     |             |           | dhl    |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Not influential    |     | 93          | 11        | 10     | 10                 | 14                      | 14                                  | 9                        | 22                          | 32                          | 12                     | 29                  | 24  | 25            |
|                         |     | 41%         | 32%       | 24%    | 23%                | 39%                     | 34%                                 | 43%                      | 45%                         | 47%                         | 34%                    | 48%                 | 39%   | 49%           |
|                         |     |             |           |        |                    |                         |                                     |                          | bc                          | bc                          |                        | bc                  |   | bc            |
| Mean score              |     | 2.41        | 2.55      | 2.82   | 2.65               | 2.29                    | 2.52                                | 2.36                     | 2.32                        | 2.22                        | 2.70                   | 2.23                | 2.42  | 2.25          |
|                         |     |             |           | hjl    |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

**Q3\_23. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### LinkedIn

Base: All respondents

|                         |  |       |      |                 |                      |                          | PARTY |      |      |      |          |       | AGE         |             |             |             |             |                  |  |
|-------------------------|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|--|
|                         |  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |  |
| Significance Level: 95% |  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | f                |  |
| Unweighted Total        |  | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |  |
| Weighted Total          |  | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |  |
|                         |  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |  |
| Very influential        |  | (4)   | 5    | *               | 5                    | 1                        | 3     | -    | -    | -    | -        | *     | -           | -           | 1           | 3           | 1           | -                |  |
|                         |  |       | 2%   | 1%              | 3%                   | 2%                       | 4%    | -    | -    | -    | -        | 4%    | -           | -           | 2%          | 5%          | 1%          | -                |  |
| Fairly influential      |  | (3)   | 24   | 9               | 14                   | 5                        | 9     | 3    | 1    | -    | 5        | -     | *           | 1           | 7           | 5           | 6           | 5                |  |
|                         |  |       | 10%  | 13%             | 9%                   | 6%                       | 12%   | 14%  | 8%   | -    | 62%      | -     | 4%          | 6%          | 16%         | 9%          | 7%          | 16%              |  |
| Not very influential    |  | (2)   | 47   | 15              | 32                   | 13                       | 19    | 4    | 5    | 2    | 2        | 1     | 1           | 5           | 8           | 12          | 18          | 3                |  |
|                         |  |       | 20%  | 20%             | 21%                  | 17%                      | 24%   | 19%  | 25%  | 35%  | 21%      | 13%   | 7%          | 36%         | 18%         | 19%         | 23%         | 9%               |  |
| Not at all influential  |  | (1)   | 75   | 22              | 52                   | 26                       | 26    | 8    | 5    | 1    | -        | 5     | 3           | 6           | 17          | 24          | 24          | 4                |  |
|                         |  |       | 33%  | 30%             | 34%                  | 34%                      | 33%   | 38%  | 24%  | 21%  | -        | 52%   | 32%         | 45%         | 37%         | 38%         | 31%         | 14%              |  |
| Don't know              |  |       | 51   | 24              | 27                   | 17                       | 10    | 6    | 8    | 2    | -        | 3     | 4           | -           | 8           | 13          | 18          | 12               |  |
|                         |  |       | 22%  | 32%<br>ce       | 18%                  | 22%                      | 13%   | 26%  | 43%  | 35%  | -        | 35%   | 40%         | -           | 18%         | 21%         | 23%         | 40%              |  |
| No response             |  |       | 28   | 4               | 24                   | 14                       | 9     | 1    | -    | 1    | 1        | -     | 2           | 2           | 4           | 5           | 11          | 7                |  |
|                         |  |       | 12%  | 6%              | 15%<br>b             | 19%<br>b                 | 12%   | 3%   | -    | 10%  | 17%      | -     | 14%         | 13%         | 9%          | 8%          | 14%         | 22%              |  |
| NETS                    |  |       |      |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |  |
| Net: Influential        |  | 29    | 10   | 19              | 6                    | 13                       | 3     | 1    | -    | 5    | -        | 1     | -           | 1           | 8           | 9           | 6           | 5                |  |
|                         |  | 13%   | 13%  | 12%             | 8%                   | 17%                      | 14%   | 8%   | -    | 62%  | -        | 7%    | -           | 6%          | 18%         | 14%         | 8%          | 16%              |  |
| Net: Not influential    |  | 121   | 37   | 84              | 40                   | 45                       | 12    | 9    | 4    | 2    | 6        | 4     | 1           | 11          | 25          | 35          | 43          | 7                |  |
|                         |  | 53%   | 50%  | 55%             | 52%                  | 58%                      | 57%   | 49%  | 55%  | 21%  | 65%      | 38%   | 100%        | 81%         | 55%         | 58%         | 54%         | 22%              |  |
| Mean score              |  | 1.73  | 1.74 | 1.72            | 1.58                 | 1.84                     | 1.67  | 1.71 | 1.63 | 2.75 | 1.19     | 1.54  | 2.00        | 1.56        | 1.76        | 1.74        | 1.66        | 2.06             |  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

**Q3\_23. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### LinkedIn

Base: All respondents

|                         |     | GENDER |      |        | REGION  |                     |               |         |                      | LENGTH OF SERVICE   |           |            |                       |
|-------------------------|-----|--------|------|--------|---------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|                         |     | Total  | Male | Female | Western | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95% |     |        | a    | b      | a       | b                   | c             | d       | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total        |     | 229    | 154  | 75     | 67      | 62                  | 48            | 45      | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total          |     | 229    | 148  | 81     | 77      | 52                  | 48            | 46      | 6                    | 2                   | 63        | 45         | 119                   |
|                         |     | 100%   | 100% | 100%   | 100%    | 100%                | 100%          | 100%    | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Very influential        | (4) | 5      | 2    | 3      | 2       | 1                   | 1             | 1       | -                    | -                   | *         | -          | 5                     |
|                         |     | 2%     | 1%   | 4%     | 2%      | 2%                  | 2%            | 3%      | -                    | -                   | 1%        | -          | 4%                    |
| Fairly influential      | (3) | 24     | 17   | 7      | 8       | 6                   | 3             | 7       | 1                    | -                   | 7         | 7          | 10                    |
|                         |     | 10%    | 11%  | 9%     | 10%     | 12%                 | 5%            | 14%     | 14%                  | -                   | 11%       | 15%        | 8%                    |
| Not very influential    | (2) | 47     | 35   | 12     | 15      | 13                  | 11            | 5       | 2                    | -                   | 15        | 11         | 21                    |
|                         |     | 20%    | 24%  | 15%    | 20%     | 26%                 | 23%           | 12%     | 29%                  | -                   | 23%       | 25%        | 17%                   |
| Not at all influential  | (1) | 75     | 47   | 27     | 27      | 19                  | 13            | 13      | 3                    | 1                   | 15        | 17         | 41                    |
|                         |     | 33%    | 32%  | 34%    | 35%     | 37%                 | 27%           | 28%     | 43%                  | 79%                 | 24%       | 37%        | 35%                   |
| Don't know              |     | 51     | 31   | 20     | 15      | 8                   | 15            | 13      | 1                    | -                   | 20        | 9          | 22                    |
|                         |     | 22%    | 21%  | 25%    | 20%     | 15%                 | 31%           | 27%     | 14%                  | -                   | 31%       | 20%        | 19%                   |
| No response             |     |        |      |        |         | b                   |               |         |                      |                     |           |            |                       |
|                         |     | 28     | 17   | 11     | 10      | 4                   | 6             | 7       | -                    | *                   | 6         | 1          | 20                    |
|                         |     | 12%    | 11%  | 14%    | 13%     | 8%                  | 13%           | 16%     | -                    | 21%                 | 9%        | 3%         | 17%<br>c              |
| NETS                    |     |        |      |        |         |                     |               |         |                      |                     |           |            |                       |
| Net: Influential        |     | 29     | 19   | 10     | 9       | 7                   | 3             | 8       | 1                    | -                   | 7         | 7          | 14                    |
|                         |     | 13%    | 13%  | 12%    | 12%     | 14%                 | 7%            | 17%     | 14%                  | -                   | 12%       | 15%        | 12%                   |
| Net: Not influential    |     | 121    | 82   | 39     | 42      | 33                  | 24            | 18      | 4                    | 1                   | 30        | 28         | 62                    |
|                         |     | 53%    | 55%  | 49%    | 55%     | 63%<br>d            | 49%           | 40%     | 71%                  | 79%                 | 48%       | 62%        | 52%                   |
| Mean score              |     | 1.73   | 1.74 | 1.70   | 1.69    | 1.73                | 1.69          | 1.85    | 1.67                 | 1.00                | 1.80      | 1.72       | 1.71                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

**Q3\_23. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### LinkedIn

Base: All respondents

|                         |     | POLICY AREA |           |           |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|-----|-------------|-----------|-----------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         |     | Total       | Transport | Energy    | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |     |             | a         | b         | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total        |     | 229         | 36        | 46        | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total          |     | 229         | 36        | 43        | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|                         |     | 100%        | 100%      | 100%      | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential        | (4) | 5           | *         | 1         | 1                  | 1                       | 1                                   | 1                        | -                           | -                           | 1                      | 3                   | 1   | 1             |
|                         |     | 2%          | 1%        | 2%        | 2%                 | 2%                      | 3%                                  | 4%                       | -                           | -                           | 4%                     | 5%                  | 1%  | 2%            |
| Fairly influential      | (3) | 24          | 4         | 5         | 2                  | 4                       | 9                                   | 4                        | 7                           | 7                           | 5                      | 8                   | 12  | 3             |
|                         |     | 10%         | 11%       | 12%       | 6%                 | 12%                     | 22%<br>cl                           | 18%                      | 14%                         | 11%                         | 15%                    | 13%                 | 19%<br>cl                                     | 5%            |
| Not very influential    | (2) | 47          | 7         | 12        | 7                  | 4                       | 9                                   | *                        | 11                          | 17                          | 9                      | 15                  | 13  | 5             |
|                         |     | 20%         | 20%       | 29%<br>dl | 17%                | 10%                     | 23%                                 | 2%                       | 22%                         | 25%<br>l                    | 27%<br>l               | 25%<br>l            | 21%   | 9%            |
| Not at all influential  | (1) | 75          | 16        | 11        | 11                 | 13                      | 11                                  | 8                        | 19                          | 26                          | 5                      | 20                  | 18  | 20            |
|                         |     | 33%         | 43%<br>i  | 25%       | 26%                | 37%                     | 28%                                 | 40%                      | 39%<br>i                    | 38%<br>i                    | 16%                    | 33%                 | 29%   | 40%<br>i      |
| Don't know              |     | 51          | 7         | 10        | 13                 | 9                       | 6                                   | 7                        | 10                          | 13                          | 11                     | 10                  | 10  | 15            |
|                         |     | 22%         | 18%       | 23%       | 31%                | 24%                     | 14%                                 | 32%                      | 20%                         | 19%                         | 33%                    | 17%                 | 16%   | 29%           |
| No response             |     | 28          | 2         | 4         | 8                  | 5                       | 4                                   | 1                        | 2                           | 4                           | 2                      | 5                   | 8   | 8             |
|                         |     | 12%         | 6%        | 8%        | 19%<br>gh          | 14%                     | 9%                                  | 4%                       | 5%                          | 7%                          | 6%                     | 8%                  | 13%   | 16%           |
| NETS                    |     |             |           |           |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        |     | 29          | 4         | 6         | 3                  | 5                       | 10                                  | 5                        | 7                           | 7                           | 6                      | 11                  | 13  | 4             |
|                         |     | 13%         | 12%       | 14%       | 8%                 | 14%                     | 25%<br>cl                           | 22%                      | 14%                         | 11%                         | 18%                    | 17%                 | 21%<br>l                                      | 7%            |
| Net: Not influential    |     | 121         | 23        | 23        | 19                 | 17                      | 21                                  | 9                        | 31                          | 43                          | 15                     | 36                  | 31  | 25            |
|                         |     | 53%         | 64%       | 54%       | 42%                | 48%                     | 51%                                 | 42%                      | 61%                         | 63%<br>c                    | 43%                    | 58%                 | 50%   | 49%           |
| Mean score              |     | 1.73        | 1.60      | 1.88<br>l | 1.68               | 1.67                    | 2.00<br>hl                          | 1.79                     | 1.66                        | 1.63                        | 2.10                   | 1.86<br>l           | 1.90<br>l                                     | 1.44          |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l



## Overall European Influencers

**Q3\_24. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### YouTube

Base: All respondents

|       |            |                 |                      |                          | PARTY |      |      |      |          |       | AGE         |             |             |             |             |                  |
|-------|------------|-----------------|----------------------|--------------------------|-------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
| Total | MEPs       | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
|       | b          | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | *f               |
| 229   | 75         | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |
| 229   | 75         | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |
| 100%  | 100%       | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |
| 9     | 4          | 5               | -                    | 5                        | 2     | -    | -    | 1    | -        | *     | -           | 1           | 1           | 3           | 3           | 1                |
| 4%    | 5%         | 3%              | -                    | 7%<br>d                  | 10%   | -    | -    | 17%  | -        | 3%    | -           | 9%          | 2%          | 5%          | 3%          | 3%               |
| 41    | 27         | 14              | 7                    | 7                        | 7     | 3    | 2    | 5    | 4        | 6     | -           | 2           | 8           | 3           | 18          | 9                |
| 18%   | 35%<br>cde | 9%              | 9%                   | 9%                       | 32%   | 16%  | 35%  | 62%  | 39%      | 54%   | -           | 18%         | 19%<br>d    | 5%          | 23%<br>d    | 29%              |
| 44    | 12         | 32              | 12                   | 20                       | 2     | 5    | 2    | 1    | *        | 1     | 1           | 2           | 11          | 15          | 12          | 3                |
| 19%   | 16%        | 21%             | 16%                  | 26%                      | 9%    | 25%  | 35%  | 16%  | 4%       | 11%   | 100%        | 15%         | 24%         | 24%         | 16%         | 10%              |
| 75    | 22         | 53              | 29                   | 24                       | 7     | 6    | 1    | *    | 5        | 2     | -           | 6           | 17          | 27          | 19          | 6                |
| 33%   | 30%        | 34%             | 38%                  | 31%                      | 32%   | 33%  | 21%  | 5%   | 56%      | 18%   | -           | 45%         | 37%         | 44%<br>e    | 25%         | 20%              |
| 34    | 8          | 27              | 16                   | 11                       | 3     | 5    | -    | -    | -        | -     | -           | -           | 5           | 10          | 14          | 5                |
| 15%   | 10%        | 17%             | 20%                  | 14%                      | 13%   | 26%  | -    | -    | -        | -     | -           | -           | 12%         | 17%         | 18%         | 16%              |
| 26    | 3          | 24              | 13                   | 10                       | 1     | -    | 1    | -    | -        | 2     | -           | 2           | 3           | 3           | 12          | 7                |
| 12%   | 4%         | 15%<br>b        | 17%<br>b             | 13%<br>b                 | 3%    | -    | 10%  | -    | -        | 14%   | -           | 13%         | 6%          | 5%          | 15%         | 22%              |
| 50    | 30         | 19              | 7                    | 12                       | 9     | 3    | 2    | 6    | 4        | 6     | -           | 4           | 9           | 7           | 21          | 10               |
| 22%   | 41%<br>cde | 12%             | 9%                   | 16%                      | 42%   | 16%  | 35%  | 79%  | 39%      | 58%   | -           | 27%         | 21%         | 11%         | 26%<br>d    | 32%              |
| 119   | 34         | 85              | 41                   | 44                       | 9     | 11   | 4    | 2    | 6        | 3     | 1           | 8           | 27          | 42          | 32          | 9                |
| 52%   | 45%        | 55%             | 53%                  | 57%                      | 42%   | 58%  | 55%  | 21%  | 61%      | 28%   | 100%        | 60%         | 61%<br>e    | 68%<br>e    | 40%         | 30%              |
| 1.90  | 2.19<br>cd | 1.73            | 1.55                 | 1.88                     | 2.24  | 1.78 | 2.15 | 2.90 | 1.83     | 2.51  | 2.00        | 1.89        | 1.82        | 1.65        | 2.07<br>d   | 2.24             |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q3\_24. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### YouTube

Base: All respondents

|                         |     | GENDER     |           | REGION    |                 |                     |               |                 | LENGTH OF SERVICE    |                     |                |                |                       |
|-------------------------|-----|------------|-----------|-----------|-----------------|---------------------|---------------|-----------------|----------------------|---------------------|----------------|----------------|-----------------------|
|                         |     | Total      | Male      | Female    | Western         | Nordic/<br>Northern | Mediterranean | Eastern         | Other<br>unspecified | Less than<br>a year | 1-5 years      | 6-10 years     | More than<br>10 years |
| Significance Level: 95% |     |            | a         | b         | a               | b                   | c             | d               | *e                   | *a                  | b              | c              | d                     |
| Unweighted Total        |     | 229        | 154       | 75        | 67              | 62                  | 48            | 45              | 7                    | 2                   | 62             | 47             | 118                   |
| Weighted Total          |     | 229        | 148       | 81        | 77              | 52                  | 48            | 46              | 6                    | 2                   | 63             | 45             | 119                   |
|                         |     | 100%       | 100%      | 100%      | 100%            | 100%                | 100%          | 100%            | 100%                 | 100%                | 100%           | 100%           | 100%                  |
| Very influential        | (4) | 9<br>4%    | 7<br>5%   | 2<br>2%   | 4<br>5%         | 1<br>2%             | 2<br>4%       | 2<br>4%         | -<br>-               | -<br>-              | 2<br>3%        | 4<br>9%        | 3<br>3%               |
| Fairly influential      | (3) | 41<br>18%  | 29<br>20% | 12<br>14% | 17<br>22%<br>c  | 6<br>12%            | 3<br>6%       | 14<br>31%<br>bc | -<br>-               | -<br>-              | 23<br>36%<br>d | 9<br>20%<br>d  | 9<br>7%               |
| Not very influential    | (2) | 44<br>19%  | 33<br>22% | 11<br>14% | 6<br>8%         | 18<br>35%<br>acd    | 9<br>18%      | 8<br>17%        | 3<br>43%             | -<br>-              | 13<br>21%      | 12<br>27%      | 18<br>15%             |
| Not at all influential  | (1) | 75<br>33%  | 43<br>29% | 32<br>40% | 26<br>34%       | 17<br>32%           | 18<br>38%     | 13<br>27%       | 2<br>29%             | 1<br>79%            | 17<br>26%      | 11<br>25%      | 46<br>38%             |
| Don't know              |     | 34<br>15%  | 18<br>12% | 16<br>20% | 10<br>13%       | 7<br>13%            | 10<br>21%     | 6<br>12%        | 2<br>29%             | -<br>-              | 3<br>5%        | 8<br>17%<br>b  | 24<br>20%<br>b        |
| No response             |     | 26<br>12%  | 18<br>12% | 8<br>10%  | 13<br>17%       | 3<br>6%             | 6<br>13%      | 4<br>8%         | -<br>-               | *<br>21%            | 6<br>9%        | 1<br>3%        | 19<br>16%<br>c        |
| NETS                    |     |            |           |           |                 |                     |               |                 |                      |                     |                |                |                       |
| Net: Influential        |     | 50<br>22%  | 36<br>24% | 13<br>16% | 22<br>28%<br>bc | 7<br>13%            | 5<br>10%      | 16<br>35%<br>bc | -<br>-               | -<br>-              | 25<br>39%<br>d | 13<br>28%<br>d | 12<br>10%             |
| Net: Not influential    |     | 119<br>52% | 76<br>51% | 43<br>53% | 32<br>42%       | 35<br>67%<br>ad     | 26<br>56%     | 20<br>44%       | 4<br>71%             | 1<br>79%            | 30<br>47%      | 24<br>52%      | 64<br>54%             |
| Mean score              |     | 1.90       | 2.01      | 1.70      | 1.99            | 1.79                | 1.65          | 2.15<br>c       | 1.60                 | 1.00                | 2.18<br>d      | 2.15<br>d      | 1.60                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

**Q3\_24. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### YouTube

Base: All respondents

|                         |     | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|-----|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         |     | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |     |             | a         | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total        |     | 229         | 36        | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total          |     | 229         | 36        | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|                         |     | 100%        | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential        | (4) | 9           | 2         | 2      | 2                  | 1                       | 1                                   | -                        | 1                           | 1                           | 1                      | 3                   | 2   | 3             |
|                         |     | 4%          | 5%        | 4%     | 6%                 | 2%                      | 2%                                  | -                        | 2%                          | 2%                          | 2%                     | 5%                  | 4%  | 6%            |
| Fairly influential      | (3) | 41          | 6         | 9      | 5                  | 4                       | 11                                  | 3                        | 8                           | 10                          | 7                      | 8                   | 10  | 10            |
|                         |     | 18%         | 17%       | 21%    | 12%                | 11%                     | 28%                                 | 14%                      | 16%                         | 15%                         | 21%                    | 13%                 | 17%   | 18%           |
| Not very influential    | (2) | 44          | 7         | 10     | 8                  | 4                       | 10                                  | 3                        | 9                           | 14                          | 10                     | 15                  | 17  | 8             |
|                         |     | 19%         | 19%       | 23%    | 18%                | 11%                     | 25%                                 | 16%                      | 19%                         | 20%                         | 30%                    | 24%                 | 28%<br>d                                      | 16%           |
| Not at all influential  | (1) | 75          | 12        | 10     | 11                 | 13                      | 8                                   | 9                        | 17                          | 25                          | 10                     | 20                  | 14  | 17            |
|                         |     | 33%         | 33%       | 24%    | 26%                | 37%                     | 20%                                 | 44%                      | 34%                         | 37%                         | 29%                    | 32%                 | 24%   | 32%           |
| Don't know              |     | 34          | 6         | 7      | 8                  | 8                       | 5                                   | 5                        | 13                          | 13                          | 4                      | 11                  | 11  | 6             |
|                         |     | 15%         | 18%       | 15%    | 19%                | 22%                     | 13%                                 | 22%                      | 27%                         | 19%                         | 12%                    | 18%                 | 18%   | 12%           |
| No response             |     | 26          | 3         | 5      | 8                  | 6                       | 5                                   | 1                        | 1                           | 5                           | 2                      | 5                   | 6   | 8             |
|                         |     | 12%         | 8%        | 12%    | 18%                | 16%                     | 11%                                 | 4%                       | 2%                          | 7%                          | 6%                     | 8%                  | 10%   | 16%           |
|                         |     |             |           | g      | g                  | g                       |                                     |                          |                             |                             |                        |                     |   | g             |
| NETS                    |     |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        |     | 50          | 8         | 11     | 8                  | 5                       | 12                                  | 3                        | 9                           | 11                          | 8                      | 11                  | 12  | 12            |
|                         |     | 22%         | 22%       | 25%    | 18%                | 14%                     | 30%                                 | 14%                      | 18%                         | 17%                         | 24%                    | 19%                 | 20%   | 24%           |
| Net: Not influential    |     | 119         | 19        | 20     | 19                 | 17                      | 18                                  | 12                       | 26                          | 38                          | 20                     | 35                  | 32  | 25            |
|                         |     | 52%         | 52%       | 47%    | 45%                | 48%                     | 46%                                 | 60%                      | 53%                         | 57%                         | 58%                    | 56%                 | 51%   | 48%           |
| Mean score              |     | 1.90        | 1.91      | 2.08   | 1.96               | 1.66                    | 2.16<br>h                           | 1.59                     | 1.81                        | 1.75                        | 1.97                   | 1.89                | 2.01  | 1.97          |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

**Q3\_25. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### Instagram

Base: All respondents

|                         |  |       |      |                 |                      |                          | PARTY |      |      |      |          |       | AGE         |             |             |             |             |                  |  |
|-------------------------|--|-------|------|-----------------|----------------------|--------------------------|-------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|--|
|                         |  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |  |
| Significance Level: 95% |  |       | b    | c               | d                    | e                        | *a    | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | *f               |  |
| Unweighted Total        |  | 229   | 75   | 154             | 64                   | 90                       | 26    | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |  |
| Weighted Total          |  | 229   | 75   | 154             | 77                   | 77                       | 21    | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |  |
|                         |  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |  |
| Very influential        |  | (4)   | 4    | 2               | 2                    | -                        | 2     | -    | -    | -    | -        | 1     | -           | *           | -           | 2           | 1           | 1                |  |
|                         |  |       | 2%   | 3%              | 1%                   | -                        | 8%    | -    | -    | -    | -        | 7%    | -           | 3%          | -           | 3%          | 1%          | 3%               |  |
| Fairly influential      |  | (3)   | 12   | 9               | 3                    | 2                        | 1     | -    | 2    | 5    | *        | -     | -           | 2           | 2           | -           | 5           | 3                |  |
|                         |  |       | 5%   | 12%             | 2%                   | 3%                       | 1%    | 4%   | -    | 35%  | 74%      | 4%    | -           | 15%         | 4%          | -           | 7%          | 10%              |  |
|                         |  |       |      | ce              |                      |                          |       |      |      |      |          |       |             |             |             |             | d           |                  |  |
| Not very influential    |  | (2)   | 19   | 5               | 14                   | 5                        | 9     | 1    | 3    | -    | -        | *     | 1           | 2           | 4           | 5           | 6           | 1                |  |
|                         |  |       | 8%   | 6%              | 9%                   | 6%                       | 12%   | 6%   | 16%  | -    | -        | 4%    | 100%        | 13%         | 10%         | 8%          | 8%          | 3%               |  |
| Not at all influential  |  | (1)   | 95   | 29              | 66                   | 32                       | 33    | 11   | 6    | 1    | 2        | 5     | -           | 8           | 22          | 30          | 30          | 5                |  |
|                         |  |       | 41%  | 38%             | 43%                  | 42%                      | 43%   | 51%  | 33%  | 21%  | 21%      | 52%   | -           | 57%         | 48%         | 49%         | 38%         | 18%              |  |
| Don't know              |  |       | 67   | 25              | 42                   | 20                       | 21    | 5    | 10   | 2    | *        | 4     | -           | -           | 13          | 19          | 23          | 13               |  |
|                         |  |       | 29%  | 34%             | 27%                  | 27%                      | 28%   | 22%  | 51%  | 35%  | 5%       | 39%   | -           | -           | 28%         | 30%         | 29%         | 44%              |  |
| No response             |  |       | 32   | 5               | 27                   | 17                       | 10    | 2    | -    | 1    | -        | -     | -           | 2           | 4           | 6           | 14          | 7                |  |
|                         |  |       | 14%  | 6%              | 18%                  | 22%                      | 13%   | 10%  | -    | 10%  | -        | -     | -           | 13%         | 9%          | 9%          | 17%         | 22%              |  |
|                         |  |       |      | b               | b                    |                          |       |      |      |      |          |       |             |             |             |             |             |                  |  |
| NETS                    |  |       |      |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |  |
| Net: Influential        |  | 16    | 12   | 5               | 2                    | 3                        | 2     | -    | 2    | 5    | *        | 1     | -           | 2           | 2           | 2           | 6           | 4                |  |
|                         |  | 7%    | 15%  | 3%              | 3%                   | 3%                       | 12%   | -    | 35%  | 74%  | 4%       | 7%    | -           | 18%         | 4%          | 3%          | 8%          | 13%              |  |
|                         |  |       | cde  |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |  |
| Net: Not influential    |  | 114   | 34   | 80              | 37                   | 43                       | 12    | 9    | 1    | 2    | 5        | 4     | 1           | 9           | 26          | 35          | 36          | 6                |  |
|                         |  | 50%   | 45%  | 52%             | 48%                  | 56%                      | 56%   | 49%  | 21%  | 21%  | 56%      | 35%   | 100%        | 70%         | 58%         | 57%         | 46%         | 21%              |  |
| Mean score              |  | 1.43  | 1.67 | 1.30            | 1.24                 | 1.36                     | 1.54  | 1.33 | 2.25 | 2.56 | 1.21     | 1.49  | 2.00        | 1.58        | 1.29        | 1.30        | 1.46        | 1.93             |  |
|                         |  |       | cd   |                 |                      |                          |       |      |      |      |          |       |             |             |             |             |             |                  |  |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

**Q3\_25. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### Instagram

Base: All respondents

|                         |     | GENDER     |           | REGION    |                |                     |               |                 | LENGTH OF SERVICE    |                     |                |            |                       |
|-------------------------|-----|------------|-----------|-----------|----------------|---------------------|---------------|-----------------|----------------------|---------------------|----------------|------------|-----------------------|
|                         |     | Total      | Male      | Female    | Western        | Nordic/<br>Northern | Mediterranean | Eastern         | Other<br>unspecified | Less than<br>a year | 1-5 years      | 6-10 years | More than<br>10 years |
| Significance Level: 95% |     |            | a         | b         | a              | b                   | c             | d               | *e                   | *a                  | b              | c          | d                     |
| Unweighted Total        |     | 229        | 154       | 75        | 67             | 62                  | 48            | 45              | 7                    | 2                   | 62             | 47         | 118                   |
| Weighted Total          |     | 229        | 148       | 81        | 77             | 52                  | 48            | 46              | 6                    | 2                   | 63             | 45         | 119                   |
|                         |     | 100%       | 100%      | 100%      | 100%           | 100%                | 100%          | 100%            | 100%                 | 100%                | 100%           | 100%       | 100%                  |
| Very influential        | (4) | 4<br>2%    | 3<br>2%   | 1<br>1%   | 2<br>2%        | 1<br>2%             | 1<br>3%       | -<br>-          | -<br>-               | -<br>-              | 1<br>1%        | 2<br>4%    | 2<br>1%               |
| Fairly influential      | (3) | 12<br>5%   | 8<br>6%   | 4<br>5%   | 4<br>5%        | *<br>1%             | *<br>1%       | 8<br>17%<br>abc | -<br>-               | -<br>-              | 9<br>14%<br>d  | 2<br>5%    | 1<br>1%               |
| Not very influential    | (2) | 19<br>8%   | 14<br>10% | 5<br>6%   | 4<br>5%        | 6<br>11%            | 5<br>11%      | 2<br>5%         | 2<br>29%             | -<br>-              | 5<br>9%        | 5<br>11%   | 9<br>7%               |
| Not at all influential  | (1) | 95<br>41%  | 62<br>42% | 33<br>40% | 31<br>40%      | 28<br>54%           | 17<br>35%     | 16<br>36%       | 3<br>43%             | 1<br>79%            | 20<br>32%      | 22<br>49%  | 51<br>43%             |
| Don't know              |     | 67<br>29%  | 38<br>26% | 29<br>36% | 21<br>27%      | 13<br>26%           | 17<br>36%     | 14<br>31%       | 2<br>29%             | -<br>-              | 22<br>35%      | 13<br>29%  | 32<br>27%             |
| No response             |     | 32<br>14%  | 22<br>15% | 9<br>12%  | 16<br>21%<br>b | 3<br>6%             | 7<br>15%      | 5<br>11%        | -<br>-               | *<br>21%            | 6<br>9%        | 1<br>3%    | 24<br>20%<br>c        |
| NETS                    |     |            |           |           |                |                     |               |                 |                      |                     |                |            |                       |
| Net: Influential        |     | 16<br>7%   | 12<br>8%  | 5<br>6%   | 5<br>7%        | 2<br>3%             | 2<br>3%       | 8<br>17%<br>bc  | -<br>-               | -<br>-              | 10<br>15%<br>d | 4<br>9%    | 3<br>2%               |
| Net: Not influential    |     | 114<br>50% | 76<br>51% | 37<br>46% | 35<br>45%      | 34<br>65%<br>acd    | 22<br>46%     | 19<br>41%       | 4<br>71%             | 1<br>79%            | 25<br>40%      | 27<br>59%  | 60<br>50%             |
| Mean score              |     | 1.43       | 1.46      | 1.36      | 1.40           | 1.29                | 1.41          | 1.68            | 1.40                 | 1.00                | 1.73<br>d      | 1.47       | 1.26                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

**Q3\_25. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### Instagram

Base: All respondents

|                         |     | POLICY AREA |           |          |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|-----|-------------|-----------|----------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         |     | Total       | Transport | Energy   | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |     |             | a         | b        | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total        |     | 229         | 36        | 46       | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total          |     | 229         | 36        | 43       | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|                         |     | 100%        | 100%      | 100%     | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential        | (4) | 4           | 2         | -        | 2                  | -                       | 1                                   | -                        | *                           | *                           | 1                      | 2                   | 2   | -             |
|                         |     | 2%          | 6%        | -        | 6%                 | -                       | 3%                                  | -                        | 1%                          | 1%                          | 4%                     | 4%                  | 3%  | -             |
| Fairly influential      | (3) | 12          | 2         | 4        | *                  | -                       | 4                                   | -                        | 1                           | 4                           | 4                      | 2                   | 4   | 3             |
|                         |     | 5%          | 4%        | 11%<br>d | 1%                 | -                       | 10%<br>d                            | -                        | 2%                          | 7%                          | 12%<br>cd              | 3%                  | 7%  | 5%            |
| Not very influential    | (2) | 19          | 3         | 5        | 2                  | 1                       | 4                                   | -                        | 4                           | 5                           | 4                      | 5                   | 4   | 3             |
|                         |     | 8%          | 9%        | 11%      | 4%                 | 3%                      | 9%                                  | -                        | 8%                          | 7%                          | 11%                    | 8%                  | 7%  | 6%            |
| Not at all influential  | (1) | 95          | 19        | 14       | 12                 | 14                      | 15                                  | 10                       | 24                          | 31                          | 12                     | 29                  | 25  | 21            |
|                         |     | 41%         | 53%<br>c  | 34%      | 27%                | 40%                     | 38%                                 | 48%                      | 48%<br>c                    | 46%<br>c                    | 35%                    | 47%<br>c            | 41%   | 40%           |
| Don't know              |     | 67          | 7         | 14       | 15                 | 13                      | 11                                  | 10                       | 18                          | 20                          | 11                     | 16                  | 19  | 17            |
|                         |     | 29%         | 19%       | 32%      | 35%                | 37%                     | 27%                                 | 48%                      | 36%                         | 30%                         | 32%                    | 27%                 | 31%   | 33%           |
| No response             |     | 32          | 3         | 5        | 12                 | 7                       | 5                                   | 1                        | 2                           | 6                           | 2                      | 7                   | 7   | 8             |
|                         |     | 14%         | 8%        | 12%      | 27%<br>aghijk      | 20%<br>g                | 11%                                 | 4%                       | 5%                          | 9%                          | 6%                     | 12%                 | 12%   | 16%           |
| NETS                    |     |             |           |          |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        |     | 16          | 4         | 4        | 3                  | -                       | 5                                   | -                        | 2                           | 5                           | 5                      | 4                   | 6   | 3             |
|                         |     | 7%          | 10%       | 11%<br>d | 7%                 | -                       | 14%<br>d                            | -                        | 3%                          | 7%                          | 16%<br>dg              | 7%                  | 10%   | 5%            |
| Net: Not influential    |     | 114         | 22        | 19       | 14                 | 15                      | 19                                  | 10                       | 28                          | 36                          | 16                     | 33                  | 29  | 24            |
|                         |     | 50%         | 63%<br>c  | 45%      | 31%                | 43%                     | 48%                                 | 48%                      | 56%<br>c                    | 53%<br>c                    | 46%                    | 54%<br>c            | 48%   | 46%           |
| Mean score              |     | 1.43        | 1.48      | 1.58     | 1.61               | 1.08                    | 1.65                                | 1.00                     | 1.25                        | 1.37                        | 1.75                   | 1.42                | 1.50  | 1.32          |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

**Q3\_SUM. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### Other combined

Base: All respondents

|                         |  |       |      |                 |                      | PARTY                    |      |      |      |      |          | AGE   |             |             |             |             |             |                  |   |
|-------------------------|--|-------|------|-----------------|----------------------|--------------------------|------|------|------|------|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|---|
|                         |  | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP  | S&D  | ALDE | ECR  | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |   |
| Significance Level: 95% |  |       | b    | c               | d                    | e                        | *a   | *b   | *c   | *d   | *e       | *f    | *a          | *b          | c           | d           | e           | *f               |   |
| Unweighted Total        |  | 229   | 75   | 154             | 64                   | 90                       | 26   | 12   | 5    | 8    | 7        | 17    | 1           | 15          | 50          | 64          | 72          | 27               |   |
| Weighted Total          |  | 229   | 75   | 154             | 77                   | 77                       | 21   | 19   | 7    | 7    | 9        | 11    | 1           | 14          | 45          | 61          | 78          | 30               |   |
|                         |  | 100%  | 100% | 100%            | 100%                 | 100%                     | 100% | 100% | 100% | 100% | 100%     | 100%  | 100%        | 100%        | 100%        | 100%        | 100%        | 100%             |   |
| Very influential        |  | (4)   | 35   | 16              | 20                   | 8                        | 11   | 3    | 6    | -    | 4        | 2     | *           | -           | -           | 10          | 10          | 6                | 9 |
|                         |  | 15%   | 21%  | 13%             | 11%                  | 14%                      | 15%  | 33%  | -    | 56%  | 17%      | 4%    | -           | -           | 23%<br>e    | 17%         | 7%          | 30%              |   |
| Fairly influential      |  | (3)   | 20   | 4               | 16                   | 5                        | 11   | -    | 3    | -    | -        | -     | *           | -           | 1           | 3           | 6           | 8                | 2 |
|                         |  | 9%    | 5%   | 10%             | 6%                   | 14%<br>b                 | -    | 17%  | -    | -    | -        | 4%    | -           | 6%          | 6%          | 9%          | 10%         | 7%               |   |
| Not very influential    |  | (2)   | 7    | 1               | 7                    | 5                        | 2    | 1    | -    | -    | -        | -     | -           | -           | 3           | 1           | 2           | 1                |   |
|                         |  | 3%    | 1%   | 4%              | 6%                   | 2%                       | 3%   | -    | -    | -    | -        | -     | -           | -           | 7%          | 2%          | 3%          | 3%               |   |
| Not at all influential  |  | (1)   | 2    | 1               | 2                    | -                        | 2    | -    | -    | 1    | -        | -     | -           | -           | 1           | 1           | -           | 1                |   |
|                         |  | 1%    | 1%   | 1%              | -                    | 2%                       | -    | -    | 10%  | -    | -        | -     | -           | -           | 2%          | 1%          | -           | 2%               |   |
| Don't know              |  | -     | -    | -               | -                    | -                        | -    | -    | -    | -    | -        | -     | -           | -           | -           | -           | -           | -                |   |
|                         |  | -     | -    | -               | -                    | -                        | -    | -    | -    | -    | -        | -     | -           | -           | -           | -           | -           | -                |   |
| No response             |  | 165   | 54   | 110             | 59                   | 51                       | 18   | 9    | 6    | 3    | 8        | 10    | 1           | 13          | 28          | 43          | 63          | 17               |   |
|                         |  | 72%   | 73%  | 72%             | 77%                  | 67%                      | 82%  | 50%  | 90%  | 44%  | 83%      | 93%   | 100%        | 94%         | 62%         | 70%         | 80%<br>c    | 58%              |   |
| NETS                    |  |       |      |                 |                      |                          |      |      |      |      |          |       |             |             |             |             |             |                  |   |
| Net: Influential        |  | 55    | 19   | 35              | 13                   | 22                       | 3    | 9    | -    | 4    | 2        | 1     | -           | 1           | 13          | 16          | 14          | 11               |   |
|                         |  | 24%   | 26%  | 23%             | 17%                  | 29%                      | 15%  | 50%  | -    | 56%  | 17%      | 7%    | -           | 6%          | 29%         | 26%         | 17%         | 37%              |   |
| Net: Not influential    |  | 10    | 1    | 8               | 5                    | 3                        | 1    | -    | 1    | -    | -        | -     | -           | -           | 4           | 2           | 2           | 2                |   |
|                         |  | 4%    | 2%   | 5%              | 6%                   | 4%                       | 3%   | -    | 10%  | -    | -        | -     | -           | -           | 9%          | 3%          | 3%          | 5%               |   |
| Mean score              |  | 3.36  | 3.66 | 3.22            | 3.20                 | 3.23                     | 3.69 | 3.66 | 1.00 | 4.00 | 4.00     | 3.50  | -           | 3.00        | 3.32        | 3.41        | 3.22        | 3.53             |   |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

**Q3\_SUM. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### Other combined

Base: All respondents

|                         |     | GENDER |      | REGION |          |                     |               |         | LENGTH OF SERVICE    |                     |           |            |                       |
|-------------------------|-----|--------|------|--------|----------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|                         |     | Total  | Male | Female | Western  | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95% |     |        | a    | b      | a        | b                   | c             | d       | *e                   | *a                  | b         | c          | d                     |
| Unweighted Total        |     | 229    | 154  | 75     | 67       | 62                  | 48            | 45      | 7                    | 2                   | 62        | 47         | 118                   |
| Weighted Total          |     | 229    | 148  | 81     | 77       | 52                  | 48            | 46      | 6                    | 2                   | 63        | 45         | 119                   |
|                         |     | 100%   | 100% | 100%   | 100%     | 100%                | 100%          | 100%    | 100%                 | 100%                | 100%      | 100%       | 100%                  |
| Very influential        | (4) | 35     | 24   | 11     | 12       | 12                  | 5             | 5       | 1                    | -                   | 14        | 11         | 11                    |
|                         |     | 15%    | 16%  | 14%    | 15%      | 23%                 | 11%           | 12%     | 14%                  | -                   | 22%<br>d  | 24%<br>d   | 9%                    |
| Fairly influential      | (3) | 20     | 13   | 6      | 8        | 5                   | 5             | -       | 2                    | -                   | 3         | 3          | 13                    |
|                         |     | 9%     | 9%   | 8%     | 10%<br>d | 10%<br>d            | 10%<br>d      | -       | 29%                  | -                   | 5%        | 6%         | 11%                   |
| Not very influential    | (2) | 7      | 3    | 4      | 2        | 1                   | 1             | 3       | -                    | -                   | 1         | 1          | 5                     |
|                         |     | 3%     | 2%   | 5%     | 3%       | 2%                  | 3%            | 7%      | -                    | -                   | 1%        | 3%         | 4%                    |
| Not at all influential  | (1) | 2      | 2    | 1      | 1        | -                   | 2             | -       | -                    | -                   | 1         | -          | 2                     |
|                         |     | 1%     | 1%   | 1%     | 1%       | -                   | 3%            | -       | -                    | -                   | 1%        | -          | 1%                    |
| Don't know              |     | -      | -    | -      | -        | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
|                         |     | -      | -    | -      | -        | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
| No response             |     | 165    | 106  | 59     | 55       | 34                  | 35            | 38      | 3                    | 2                   | 45        | 30         | 88                    |
|                         |     | 72%    | 72%  | 73%    | 71%      | 65%                 | 73%           | 82%     | 57%                  | 100%                | 71%       | 67%        | 74%                   |
| NETS                    |     |        |      |        |          |                     |               |         |                      |                     |           |            |                       |
| Net: Influential        |     | 55     | 37   | 17     | 19       | 17                  | 10            | 5       | 3                    | -                   | 17        | 14         | 24                    |
|                         |     | 24%    | 25%  | 22%    | 25%      | 33%<br>d            | 21%           | 12%     | 43%                  | -                   | 27%       | 30%        | 20%                   |
| Net: Not influential    |     | 10     | 5    | 5      | 3        | 1                   | 3             | 3       | -                    | -                   | 1         | 1          | 7                     |
|                         |     | 4%     | 3%   | 6%     | 4%       | 2%                  | 6%            | 7%      | -                    | -                   | 2%        | 3%         | 6%                    |
| Mean score              |     | 3.36   | 3.42 | 3.25   | 3.36     | 3.61                | 3.07          | 3.28    | 3.33                 | -                   | 3.64      | 3.64       | 3.07                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d



## Overall European Influencers

**Q3\_SUM.** Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

### Other combined

Base: All respondents

|                         |     | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|-----|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         |     |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|                         |     | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |     |             | a         | b      | c                  | d                       | e                                   | f                        | g                           | h                           | i                      | j                   | k   | l             |
| Unweighted Total        |     | 229         | 36        | 46     | 45                 | 36                      | 42                                  | 21                       | 57                          | 65                          | 31                     | 66                  | 63  | 50            |
| Weighted Total          |     | 229         | 36        | 43     | 44                 | 35                      | 40                                  | 21                       | 50                          | 67                          | 34                     | 62                  | 61  | 52            |
|                         |     | 100%        | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential        | (4) | 35          | 6         | 8      | 9                  | 8                       | 8                                   | 2                        | 7                           | 8                           | 10                     | 14                  | 10  | 8             |
|                         |     | 15%         | 17%       | 19%    | 21%                | 22%                     | 20%                                 | 12%                      | 15%                         | 12%                         | 30%<br>h               | 22%                 | 17%   | 15%           |
| Fairly influential      | (3) | 20          | 2         | 4      | 5                  | 2                       | 2                                   | 2                        | 6                           | 8                           | 1                      | 8                   | 5   | 5             |
|                         |     | 9%          | 6%        | 9%     | 11%                | 5%                      | 4%                                  | 8%                       | 12%                         | 12%                         | 4%                     | 13%                 | 9%  | 10%           |
| Not very influential    | (2) | 7           | 1         | -      | 2                  | 1                       | 1                                   | 1                        | 1                           | 2                           | -                      | 2                   | 2   | 4             |
|                         |     | 3%          | 2%        | -      | 4%                 | 2%                      | 2%                                  | 4%                       | 2%                          | 3%                          | -                      | 3%                  | 4%  | 7%            |
| Not at all influential  | (1) | 2           | -         | 1      | -                  | -                       | 1                                   | -                        | -                           | -                           | -                      | 1                   | 2   | 1             |
|                         |     | 1%          | -         | 2%     | -                  | -                       | 2%                                  | -                        | -                           | -                           | -                      | 1%                  | 3%  | 1%            |
| Don't know              |     | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
|                         |     | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
| No response             |     | 165         | 27        | 30     | 28                 | 25                      | 29                                  | 16                       | 36                          | 49                          | 23                     | 37                  | 41  | 35            |
|                         |     | 72%         | 75%       | 70%    | 63%                | 70%                     | 71%                                 | 76%                      | 71%                         | 73%                         | 67%                    | 60%                 | 68%   | 67%           |
| NETS                    |     |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        |     | 55          | 8         | 12     | 14                 | 10                      | 10                                  | 4                        | 13                          | 16                          | 11                     | 22                  | 16  | 13            |
|                         |     | 24%         | 23%       | 28%    | 33%                | 27%                     | 24%                                 | 20%                      | 27%                         | 24%                         | 33%                    | 35%                 | 26%   | 24%           |
| Net: Not influential    |     | 10          | 1         | 1      | 2                  | 1                       | 2                                   | 1                        | 1                           | 2                           | -                      | 3                   | 4   | 4             |
|                         |     | 4%          | 2%        | 2%     | 4%                 | 2%                      | 4%                                  | 4%                       | 2%                          | 3%                          | -                      | 5%                  | 7%  | 8%            |
| Mean score              |     | 3.36        | 3.58      | 3.50   | 3.47               | 3.67                    | 3.48                                | 3.32                     | 3.45                        | 3.34                        | 3.89                   | 3.40                | 3.24  | 3.15          |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

### Q3. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### Other - The Guardian

Base: All respondents

|                         |       |      |                 |                      |                          | PARTY |      |      |     |          |       | AGE         |             |             |             |             |                  |
|-------------------------|-------|------|-----------------|----------------------|--------------------------|-------|------|------|-----|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
|                         | Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
| Significance Level: 95% |       | *b   | *c              | *d                   | *e                       | *a    | *b   | *c   | *d  | *e       | *f    | *a          | *b          | *c          | *d          | *e          | *f               |
| Unweighted Total        | 14    | 4    | 10              | 5                    | 5                        | -     | 2    | -    | -   | 2        | -     | -           | -           | 6           | 5           | 2           | 1                |
| Weighted Total          | 15    | 5    | 10              | 6                    | 4                        | -     | 3    | -    | -   | 2        | -     | -           | -           | 6           | 5           | 3           | 1                |
|                         | 100%  | 100% | 100%            | 100%                 | 100%                     | -     | 100% | -    | -   | 100%     | -     | -           | -           | 100%        | 100%        | 100%        | 100%             |
| Very influential        | (4)   | 10   | 5               | 5                    | 2                        | 3     | -    | 3    | -   | -        | 2     | -           | -           | 4           | 3           | 1           | 1                |
|                         | 64%   | 100% | 48%             | 40%                  | 60%                      | -     | 100% | -    | -   | 100%     | -     | -           | -           | 68%         | 56%         | 55%         | 100%             |
| Fairly influential      | (3)   | 2    | -               | 2                    | -                        | 2     | -    | -    | -   | -        | -     | -           | -           | 1           | 1           | -           | -                |
|                         | 12%   | -    | 17%             | -                    | 40%                      | -     | -    | -    | -   | -        | -     | -           | -           | 13%         | 19%         | -           | -                |
| Not very influential    | (2)   | 4    | -               | 4                    | 4                        | -     | -    | -    | -   | -        | -     | -           | -           | 1           | 1           | 1           | -                |
|                         | 24%   | -    | 35%             | 60%                  | -                        | -     | -    | -    | -   | -        | -     | -           | -           | 19%         | 26%         | 45%         | -                |
| Not at all influential  | (1)   | -    | -               | -                    | -                        | -     | -    | -    | -   | -        | -     | -           | -           | -           | -           | -           | -                |
|                         | -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -        | -     | -           | -           | -           | -           | -           | -                |
| Don't know              | -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -        | -     | -           | -           | -           | -           | -           | -                |
|                         | -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -        | -     | -           | -           | -           | -           | -           | -                |
| <b>NETS</b>             |       |      |                 |                      |                          |       |      |      |     |          |       |             |             |             |             |             |                  |
| Net: Influential        | 11    | 5    | 7               | 2                    | 4                        | -     | 3    | -    | -   | 2        | -     | -           | -           | 5           | 3           | 1           | 1                |
|                         | 76%   | 100% | 65%             | 40%                  | 100%                     | -     | 100% | -    | -   | 100%     | -     | -           | -           | 81%         | 74%         | 55%         | 100%             |
| Net: Not influential    | 4     | -    | 4               | 4                    | -                        | -     | -    | -    | -   | -        | -     | -           | -           | 1           | 1           | 1           | -                |
|                         | 24%   | -    | 35%             | 60%                  | -                        | -     | -    | -    | -   | -        | -     | -           | -           | 19%         | 26%         | 45%         | -                |
| Mean score              | 3.40  | 4.00 | 3.13            | 2.80                 | 3.60                     | -     | 4.00 | -    | -   | 4.00     | -     | -           | -           | 3.49        | 3.30        | 3.11        | 4.00             |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

### Q3. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

#### Other - The Guardian

Base: All respondents

|                         |     | GENDER |      | REGION |         |                     |               |         | LENGTH OF SERVICE    |                     |           |            |                       |
|-------------------------|-----|--------|------|--------|---------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|                         |     | Total  | Male | Female | Western | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95% |     |        | *a   | *b     | *a      | *b                  | *c            | *d      | *e                   | *a                  | *b        | *c         | *d                    |
| Unweighted Total        |     | 14     | 7    | 7      | 2       | 7                   | 1             | 3       | 1                    | -                   | 4         | 5          | 5                     |
| Weighted Total          |     | 15     | 7    | 7      | 2       | 7                   | 1             | 4       | 1                    | -                   | 5         | 5          | 5                     |
|                         |     | 100%   | 100% | 100%   | 100%    | 100%                | 100%          | 100%    | 100%                 | -                   | 100%      | 100%       | 100%                  |
| Very influential        | (4) | 10     | 5    | 5      | 1       | 6                   | -             | 2       | -                    | -                   | 5         | 3          | 2                     |
|                         |     | 64%    | 67%  | 61%    | 42%     | 88%                 | -             | 67%     | -                    | -                   | 100%      | 59%        | 39%                   |
| Fairly influential      | (3) | 2      | -    | 2      | -       | 1                   | -             | -       | 1                    | -                   | -         | 1          | 1                     |
|                         |     | 12%    | -    | 23%    | -       | 12%                 | -             | -       | 100%                 | -                   | -         | 17%        | 16%                   |
| Not very influential    | (2) | 4      | 2    | 1      | 1       | -                   | 1             | 1       | -                    | -                   | -         | 1          | 2                     |
|                         |     | 24%    | 33%  | 16%    | 58%     | -                   | 100%          | 33%     | -                    | -                   | -         | 24%        | 45%                   |
| Not at all influential  | (1) | -      | -    | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
|                         |     | -      | -    | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
| Don't know              |     | -      | -    | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
|                         |     | -      | -    | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
| NETS                    |     |        |      |        |         |                     |               |         |                      |                     |           |            |                       |
| Net: Influential        |     | 11     | 5    | 6      | 1       | 7                   | -             | 2       | 1                    | -                   | 5         | 4          | 3                     |
|                         |     | 76%    | 67%  | 84%    | 42%     | 100%                | -             | 67%     | 100%                 | -                   | 100%      | 76%        | 55%                   |
| Net: Not influential    |     | 4      | 2    | 1      | 1       | -                   | 1             | 1       | -                    | -                   | -         | 1          | 2                     |
|                         |     | 24%    | 33%  | 16%    | 58%     | -                   | 100%          | 33%     | -                    | -                   | -         | 24%        | 45%                   |
| Mean score              |     | 3.40   | 3.35 | 3.45   | 2.83    | 3.88                | 2.00          | 3.33    | 3.00                 | -                   | 4.00      | 3.34       | 2.93                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

**Q3. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### Other - The Guardian

Base: All respondents

|                         |     | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|-----|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         |     | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |     |             | *a        | *b     | *c                 | *d                      | *e                                  | *f                       | *g                          | *h                          | *i                     | *j                  | *k  | *l            |
| Unweighted Total        |     | 14          | 1         | 1      | 2                  | 1                       | 1                                   | 1                        | 2                           | 2                           | 1                      | 4                   | 3   | 7             |
| Weighted Total          |     | 15          | 1         | 1      | 3                  | 1                       | 1                                   | *                        | 2                           | 2                           | 1                      | 5                   | 4   | 7             |
|                         |     | 100%        | 100%      | 100%   | 100%               | 100%                    | 100%                                | 100%                     | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential        | (4) | 10          | 1         | 1      | 1                  | 1                       | 1                                   | *                        | 2                           | 1                           | 1                      | 4                   | 4   | 3             |
|                         |     | 64%         | 100%      | 100%   | 55%                | 100%                    | 100%                                | 100%                     | 100%                        | 50%                         | 100%                   | 76%                 | 100%  | 41%           |
| Fairly influential      | (3) | 2           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | 2             |
|                         |     | 12%         | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | 24%           |
| Not very influential    | (2) | 4           | -         | -      | 1                  | -                       | -                                   | -                        | -                           | 1                           | -                      | 1                   | -   | 2             |
|                         |     | 24%         | -         | -      | 45%                | -                       | -                                   | -                        | -                           | 50%                         | -                      | 24%                 | -   | 34%           |
| Not at all influential  | (1) | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
|                         |     | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
| Don't know              |     | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
|                         |     | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
| NETS                    |     |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        |     | 11          | 1         | 1      | 1                  | 1                       | 1                                   | *                        | 2                           | 1                           | 1                      | 4                   | 4   | 5             |
|                         |     | 76%         | 100%      | 100%   | 55%                | 100%                    | 100%                                | 100%                     | 100%                        | 50%                         | 100%                   | 76%                 | 100%  | 66%           |
| Net: Not influential    |     | 4           | -         | -      | 1                  | -                       | -                                   | -                        | -                           | 1                           | -                      | 1                   | -   | 2             |
|                         |     | 24%         | -         | -      | 45%                | -                       | -                                   | -                        | -                           | 50%                         | -                      | 24%                 | -   | 34%           |
| Mean score              |     | 3.40        | 4.00      | 4.00   | 3.11               | 4.00                    | 4.00                                | 4.00                     | 4.00                        | 3.00                        | 4.00                   | 3.53                | 4.00  | 3.07          |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

## Overall European Influencers

**Q3. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### Other - Der Spiegel

Base: All respondents

|       |      |                 |                      |                          | PARTY |      |      |     |          |       | AGE         |             |             |             |             |                  |
|-------|------|-----------------|----------------------|--------------------------|-------|------|------|-----|----------|-------|-------------|-------------|-------------|-------------|-------------|------------------|
| Total | MEPs | All influencers | EU Institution Staff | Brussels Opinion Formers | EPP   | S&D  | ALDE | ECR | EFDD/ENF | Other | 18-24 years | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65 years or over |
|       | *b   | *c              | *d                   | *e                       | *a    | *b   | *c   | *d  | *e       | *f    | *a          | *b          | *c          | *d          | *e          | *f               |
| 9     | 2    | 7               | 2                    | 5                        | 1     | 1    | -    | -   | -        | -     | -           | 1           | 1           | 4           | -           | 3                |
| 10    | 3    | 7               | 2                    | 4                        | 2     | 2    | -    | -   | -        | -     | -           | 1           | 1           | 4           | -           | 4                |
| 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | -    | -   | -        | -     | -           | 100%        | 100%        | 100%        | -           | 100%             |
| 6     | 3    | 3               | 1                    | 2                        | 2     | 2    | -    | -   | -        | -     | -           | -           | -           | 2           | -           | 4                |
| 62%   | 100% | 44%             | 50%                  | 40%                      | 100%  | 100% | -    | -   | -        | -     | -           | -           | -           | 45%         | -           | 100%             |
| 4     | -    | 4               | 1                    | 3                        | -     | -    | -    | -   | -        | -     | -           | 1           | 1           | 2           | -           | -                |
| 38%   | -    | 56%             | 50%                  | 60%                      | -     | -    | -    | -   | -        | -     | -           | 100%        | 100%        | 55%         | -           | -                |
| -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -        | -     | -           | -           | -           | -           | -           | -                |
| -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -        | -     | -           | -           | -           | -           | -           | -                |
| -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -        | -     | -           | -           | -           | -           | -           | -                |
| -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -        | -     | -           | -           | -           | -           | -           | -                |
| -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -        | -     | -           | -           | -           | -           | -           | -                |
| -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -        | -     | -           | -           | -           | -           | -           | -                |
| -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -        | -     | -           | -           | -           | -           | -           | -                |
| 10    | 3    | 7               | 2                    | 4                        | 2     | 2    | -    | -   | -        | -     | -           | 1           | 1           | 4           | -           | 4                |
| 100%  | 100% | 100%            | 100%                 | 100%                     | 100%  | 100% | -    | -   | -        | -     | -           | 100%        | 100%        | 100%        | -           | 100%             |
| -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -        | -     | -           | -           | -           | -           | -           | -                |
| -     | -    | -               | -                    | -                        | -     | -    | -    | -   | -        | -     | -           | -           | -           | -           | -           | -                |
| 3.62  | 4.00 | 3.44            | 3.50                 | 3.40                     | 4.00  | 4.00 | -    | -   | -        | -     | -           | 3.00        | 3.00        | 3.45        | -           | 4.00             |

Columns Tested: b,c,d,e - a,b,c,d,e,f - a,b,c,d,e,f

## Overall European Influencers

**Q3. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### Other - Der Spiegel

Base: All respondents

|                         |     | GENDER |      | REGION |         |                     |               |         | LENGTH OF SERVICE    |                     |           |            |                       |
|-------------------------|-----|--------|------|--------|---------|---------------------|---------------|---------|----------------------|---------------------|-----------|------------|-----------------------|
|                         |     | Total  | Male | Female | Western | Nordic/<br>Northern | Mediterranean | Eastern | Other<br>unspecified | Less than<br>a year | 1-5 years | 6-10 years | More than<br>10 years |
| Significance Level: 95% |     |        | *a   | *b     | *a      | *b                  | *c            | *d      | *e                   | *a                  | *b        | *c         | *d                    |
| Unweighted Total        |     | 9      | 7    | 2      | 5       | 2                   | 1             | 1       | -                    | -                   | 1         | 2          | 6                     |
| Weighted Total          |     | 10     | 8    | 2      | 5       | 2                   | 2             | 1       | -                    | -                   | 2         | 2          | 6                     |
|                         |     | 100%   | 100% | 100%   | 100%    | 100%                | 100%          | 100%    | -                    | -                   | 100%      | 100%       | 100%                  |
| Very influential        | (4) | 6      | 5    | 1      | 2       | 1                   | 2             | 1       | -                    | -                   | 2         | 2          | 3                     |
|                         |     | 62%    | 65%  | 50%    | 46%     | 58%                 | 100%          | 100%    | -                    | -                   | 100%      | 65%        | 50%                   |
| Fairly influential      | (3) | 4      | 3    | 1      | 3       | 1                   | -             | -       | -                    | -                   | -         | 1          | 3                     |
|                         |     | 38%    | 35%  | 50%    | 54%     | 42%                 | -             | -       | -                    | -                   | -         | 35%        | 50%                   |
| Not very influential    | (2) | -      | -    | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
|                         |     | -      | -    | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
| Not at all influential  | (1) | -      | -    | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
|                         |     | -      | -    | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
| Don't know              |     | -      | -    | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
|                         |     | -      | -    | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
| NETS                    |     |        |      |        |         |                     |               |         |                      |                     |           |            |                       |
| Net: Influential        |     | 10     | 8    | 2      | 5       | 2                   | 2             | 1       | -                    | -                   | 2         | 2          | 6                     |
|                         |     | 100%   | 100% | 100%   | 100%    | 100%                | 100%          | 100%    | -                    | -                   | 100%      | 100%       | 100%                  |
| Net: Not influential    |     | -      | -    | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
|                         |     | -      | -    | -      | -       | -                   | -             | -       | -                    | -                   | -         | -          | -                     |
| Mean score              |     | 3.62   | 3.65 | 3.50   | 3.46    | 3.58                | 4.00          | 4.00    | -                    | -                   | 4.00      | 3.65       | 3.50                  |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

## Overall European Influencers

**Q3. Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?**

### Other - Der Spiegel

Base: All respondents

|                         |     | POLICY AREA |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
|-------------------------|-----|-------------|-----------|--------|--------------------|-------------------------|-------------------------------------|--------------------------|-----------------------------|-----------------------------|------------------------|---------------------|---|---------------|
|                         |     | Total       | Transport | Energy | Financial services | Health/ pharmaceuticals | Technology/ industry/ manufacturing | Biotechnology/ chemicals | Food and drink/ agriculture | Environment/ climate change | IT/ telecommunications | The internal market | Innovation/ science/ research and development | None of these |
| Significance Level: 95% |     |             | *a        | *b     | *c                 | *d                      | *e                                  | *f                       | *g                          | *h                          | *i                     | *j                  | *k  | *l            |
| Unweighted Total        |     | 9           | 1         | 2      | 2                  | 1                       | -                                   | -                        | 2                           | 2                           | 1                      | 2                   | 1   | 4             |
| Weighted Total          |     | 10          | 1         | 2      | 2                  | 2                       | -                                   | -                        | 2                           | 2                           | 2                      | 3                   | 1   | 4             |
|                         |     | 100%        | 100%      | 100%   | 100%               | 100%                    | -                                   | -                        | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Very influential        | (4) | 6           | 1         | 1      | 2                  | 2                       | -                                   | -                        | 1                           | 1                           | 2                      | 3                   | 1   | 1             |
|                         |     | 62%         | 100%      | 50%    | 100%               | 100%                    | -                                   | -                        | 50%                         | 50%                         | 100%                   | 100%                | 100%  | 23%           |
| Fairly influential      | (3) | 4           | -         | 1      | -                  | -                       | -                                   | -                        | 1                           | 1                           | -                      | -                   | -   | 3             |
|                         |     | 38%         | -         | 50%    | -                  | -                       | -                                   | -                        | 50%                         | 50%                         | -                      | -                   | -   | 77%           |
| Not very influential    | (2) | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
|                         |     | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
| Not at all influential  | (1) | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
|                         |     | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
| Don't know              |     | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
|                         |     | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
| NETS                    |     |             |           |        |                    |                         |                                     |                          |                             |                             |                        |                     |   |               |
| Net: Influential        |     | 10          | 1         | 2      | 2                  | 2                       | -                                   | -                        | 2                           | 2                           | 2                      | 3                   | 1   | 4             |
|                         |     | 100%        | 100%      | 100%   | 100%               | 100%                    | -                                   | -                        | 100%                        | 100%                        | 100%                   | 100%                | 100%  | 100%          |
| Net: Not influential    |     | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
|                         |     | -           | -         | -      | -                  | -                       | -                                   | -                        | -                           | -                           | -                      | -                   | -   | -             |
| Mean score              |     | 3.62        | 4.00      | 3.50   | 4.00               | 4.00                    | -                                   | -                        | 3.50                        | 3.50                        | 4.00                   | 4.00                | 4.00  | 3.23          |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l