A wide range of nationalities and languages is represented among respondents.

- In the 10 countries of the EurActiv Network (excluding EurActiv.com), respondents were more likely to work in their mother tongue (65% vs. 46% of EurActiv.com readers).
- By contrast, almost half of EurActiv.com readers worked in English, a figure nearly two times higher than that of Network readers (46% vs. 26%).
- Around half of readers are from Central Europe and half from Western Europe.
- Belgium is the most frequent country of residence.
- In terms of mother tongue, German is first (12%).

Readers of EurActiv are influential and highly educated.

- Half of EurActiv readers are in political positions or senior/middle management (including experts & journalists).
- One quarter of EurActiv.com reader work in government and politics (24%).
- About 4 in 10 readers of EurActiv.com work for multipliers such as the media, NGOs, research institutes, think tanks or educational institutions (43%).
- Another quarter work in business (25%).
- 7 in 10 readers hold a master’s or doctoral degree or equivalent; 9 in 10 hold at least a bachelor’s degree or equivalent.
- EurActiv.com readers and Network readers are roughly split between those younger than 35 and those older than 35.

Many EurActiv users read both EurActiv.com and their country’s sites.

- An overwhelming majority of respondents (90%) agree that “independent and fact-based media” describes EurActiv.
- Asked about their monitoring needs, three-quarters of respondents say they want both a Brussels perspective and a national perspective.
- Most EurActiv.com and Network readers placed EurActiv’s EU coverage in different languages as the top added value of EurActiv’s multi-country Network.
- The two most mentioned reasons for using EurActiv.com/EN are seeking EU jobs (80%) and looking for EU policy background/LinksDossiers (80%).

The top three reasons for using EurActiv’s national versions are practical information (conferences, consultancies and other services 75%), daily EU news (74%) and blog opinions and reader reactions (73%).

About 6 in 10 readers say they occasionally read blogs and watch online videos.

- A majority of EurActiv.com and Network readers read blogs at least occasionally (60% and 64%, respectively). These percentages have grown since 2007.
- Blogs are seen first as a chance to engage with citizens or to read user-generated content (40%-42%); next, they are seen as an opportunity to be better informed (37%-38%).
- The ratio of those who see blogs as a professional opportunity – to engage citizens and stakeholders – rather than a professional risk has grown since 2007.
- Two-thirds of readers watch online videos occasionally (67%) while another one in five watches them frequently.
- In both reader groups, more than a quarter of respondents (27%-28%) already have content syndication on their organisation’s website or intranet.
- Facebook and YouTube are the top two social media tools that respondents would like to see integrated with EurActiv, followed by LinkedIn, Twitter and Blogactiv.

Methodology Note

- **Period** – The survey was online for 10 weeks, between April and June, 2010.
- **Promotion** – The survey was promoted to EurActiv readers via online banner advertisements, text ads in e-newsletters, targeted emailings, and to a limited degree via Twitter and Facebook.
- **Sample size** – 2,187 readers of EurActiv sites responded to the survey.
- **Responsibility** – Gallup was responsible for compiling all results and for drafting this report. Data compiled from other sources are clearly noted as such in this report, notably EurActiv readership surveys were run in the past, with similar samples sizes, promotion and questions. EurActiv contributed to drafting original questions, promoting the survey and reviewing this report. EurActiv also takes responsibility for this executive summary.
Table of contents

Executive Summary 3
I. Characteristics of respondents 5
   I.1. Nationality 5
   I.2. Country of residence 6
   I.3. Age 6
   I.4. Gender: nearly balanced 7
   I.5. Mother tongue: varied and balanced 7
   I.6. Working language: half English for Brussels, national for others 8

II. Usage 8
   II.1. EurActiv users 9
   II.2. Reasons for using EurActiv.com 11
   II.3. Reasons for using the national versions of EurActiv 11
   II.4. Perception of EurActiv as “independent and fact-based media” 12
   II.5. Preferred source of information about European affairs 12
   II.6. Main target audience of EU Communication Policy 12

III. New technologies 13
   III.1. Personal experience with blogs 13
   III.2. Professional experience with blogs 14
   III.3. Personal experience with online videos 14
   III.4. Use of online videos as part of communication strategy 15
   III.5. Use of content syndication on website or intranet 15
   III.6. Fresh new headlines from other sources 16
   III.7. Integration of EurActiv with social media tools 16

IV. Added value of EurActiv’s multi-country network 17

V. Professional background of respondents 18
   V.1. Level/skills 18
   V.2. Field of activity 18
   V.3. Sources of information concerning EU policies 19
   V.4. Priority areas 21
   V.5. Education 21
   V.6. Purchasing power and online shopping 22
   V.7. Travel 22
   V.8. Professional purchasing 23

VI. Questionnaire 27
I. Characteristics of respondents

This chapter focuses on the characteristics of respondents in terms of nationality, country of residence, age, gender, mother tongue and working language.

I.1. Nationality

A wide range of nationalities was represented among respondents. Among those respondents who answered the question, over 4 in 10 (approximately 45%) were from the new Member States. This survey confirms readership data from Google Analytics: the EurActiv Network as a whole averages 609,594 unique visitors per month (source: Google Analytics, January - December 2010)

The “other” category includes interviewees that are nationals from other European countries than the ones listed in the chart but also from other continents like America, Asia and Africa.

Compared to the findings of EurActiv’s 2007 Readership Survey, it can be noted that the percentage of readers from the new Member States (Czech Republic, Hungary and Poland in particular) has registered a significant increase. The same can be observed also for respondents whose nationality is Turkish.

Q1. Select your nationality. If more than one, select your ‘primary’ nationality.
(N=1664)
I.2. Country of residence

As was to be expected, Belgium, the country hosting most EU Institutions, ranked top of the list with 15% of respondents. Unsurprisingly, the countries of residence listed next were similar to the ones listed under “nationality” and ranked in a similar order.

I.3. Age

There were only minor age differences between EurActiv.com readers and readers of the Network sites. Roughly half of EurActiv.com readers and Network readers were younger than 35 (48% and 49%, respectively). To be precise, for both reader types, the 25-34 year-olds made up the largest age group (34% of EurActiv.com readers and 33% of Network readers). Just 4% of respondents from both groups were older than 65 years. It is worth noting that there were nearly no EurActiv readers below the age of 18 among the pool of respondents.
I.4. Gender: nearly balanced

Irrespective of the reader group, men were more likely to have answered the survey. In detail, 53% of respondents reading EurActiv.com and 54% of Network readers were male.

Compared to 2007, the 2010 Survey shows that the percentage of males reading the Network is significantly higher (2007: Network = female 57%, male 43%).

I.5. Mother tongue: varied and balanced

As was to be anticipated, the results in terms of respondents’ mother tongue mirror to a large extent the nationality distribution of respondents with German coming right at the top (12%).
I.6. Working language: half English for Brussels, national for others

There were marked differences in terms of working language between EurActiv.com readers and readers of the national websites: in the Network, respondents were more likely to work in their mother tongue (65% vs. 46% of EurActiv.com readers); by contrast, almost half of the respondents following EurActiv.com worked in English, a figure nearly twice that of the Network (46% vs. 26%).

Another EurActiv survey (Media Survey 2007) explored the mismatch between the communication language of the private sector in Brussels (essentially English) and the languages used by politicians and the media (mostly other languages: typically mother tongue).

II. Usage

In this chapter we deal with various issues regarding usage of EurActiv. First of all, we analyse how often each version of EurActiv is used and which are the reasons to make use of EurActiv pages. Then, we look at the perceptions of EurActiv as “independent and fact-based media”. Further on, this chapter focuses on a few matters important for communication strategy such as: respondents’ preferred sources of information about European affairs, opinions on the main target audience of EU communication policy.

Two groups were created for this study’s analysis: the ‘EN, FR, DE’ segment refers to those respondents who use EurActiv.com only, plus those who read EurActiv.com and the Network sites combined. The ‘Network’ segment corresponds to those who use the Network sites only, plus those who read EurActiv.com and Network sites combined. Please note that by creating groups in this way, of course results in an overlap consisting of those respondents who read EurActiv.com and Network sites combined.
II.1. EurActiv users

EurActiv.com/EN was by far the most used version among EurActiv.com users; virtually all respondents from this group reported this (98%). Almost 4 in 10 (38%) EurActiv.com users made daily use of EurActiv.com’s English language version, while 35% of respondents consulted it on a weekly basis. Furthermore, a share of 12% of respondents reported to read the English version at least once a month, while 13% said they used it less than once a month.

EurActiv.com/FR was the second most frequently used portal among EurActiv.com users (52%), followed by EurActiv.com/DE (37%).

The most popular Network sites among EurActiv.com readers were EurActiv.FR (31%) and EurActiv.DE (27%). Other popular sites were EurActiv.RO, EurActiv.CZ and EurActiv.SK. These figures indicate that a substantial number of EurActiv readers use both EurActiv.com and their national site.
As mentioned above, this readership survey found that a great number of EurActiv users read both EurActiv.com and their respective national sites.
II.2. Reasons for using EurActiv.com

LinksDossiers and Daily EU news were the two most popular reasons for using EurActiv.com, each mentioned by more than two-thirds of those respondents using EurActiv.com.

II.3. Reasons for using the national versions of EurActiv

Of the nine reasons offered to users of EurActiv’s national websites as to why they read those sites, eight reasons were mentioned by more than two-thirds of respondents. Even the least frequently mentioned reason to read the Network sites – to acquire information on EU jobs - was still named by more than half of responding Network readers (56%). The top three choices were practical information on conferences, consultancies and other services (75%), daily EU news (74%) and blog opinions and reader reactions (73%).

II.4. Perception of EurActiv as “independent and fact-based media”

An overwhelming majority of respondents agreed that “independent and fact-based media” describes EurActiv: about 90% of both groups of respondents said this (92% of EurActiv.com readers and 87% of Network readers).

Compared to previous surveys, the percentage of readers who consider EurActiv to be “independent and fact-based” remains stable.

II.5. Preferred source of information about European affairs

When it came to indicating how they preferred to be informed about European affairs, at least three-quarters of respondents declared that they would want both: a Brussels and a national perspective (75% of EurActiv.com readers and 80% of Network readers).

II.6. Main target audience of EU Communication Policy

Asked about who should be the main target of EU Communication Policy, over two-thirds of all respondents thought that the focus should be on citizens as a whole. Respondents following the local versions of EurActiv were even more likely to answer this than those tuned to the EurActiv.com website (71% vs. 68%).

Somewhat less important main target audiences, according to EurActiv readers, were: national media (44% of EurActiv.com and 40% of Network readers, respectively) ranking second for both groups and other multipliers such as NGOs, unions and teachers (40% and 38%, respectively) coming in third place. The ranking of different target groups was the same for EurActiv.com Brussels and for the Network.
III. New technologies

The survey asked about personal and professional experience with blogs and online videos, as well as about the usage of other new technologies such as content syndication on website or intranet. In addition, this chapter discusses the preferences to see fresh new headlines from other sources when using websites, and is presenting an analysis on social media tools to integrate EurActiv with.

III.1. Personal experience with blogs

EurActiv.com and national website readers had similar personal experiences with blogs with a majority saying in each case that they occasionally read them (60% and 64%, respectively).

Almost the same proportion in both groups (15-17%) said that they frequently read blogs and about 1 respondent in 20 (5%-6%) were bloggers themselves.

Since 2007, the percentage of EurActiv.com readers who occasionally read blogs has increased by 8%. The percentages of both EurActiv.com and Network readers who frequently read them are also higher, by 7% and 5% respectively, when compared to 2007.
III.2. Professional experience with blogs

Both reader groups had a similar professional experience with blogs: both perceived them primarily as opportunities rather than as risks.

As for the nature of those opportunities, blogs were firstly seen as a chance to engage citizens or to read user-generated content (40%-42%). Next came the occasion to be better informed (37%-38%) and to engage stakeholders or to read expert-generated content (29% in each group). Since 2007, the percentage who consider blogs an opportunity to engage citizens, to be better informed or to engage stakeholders has significantly grown and the percentage who have no opinion on this is much lower.

III.3. Personal experience with online videos

Personal experiences with online videos were very similar among EurActiv.com readers and readers of the national websites: two-thirds of respondents said that they watched them occasionally (67%-68%) while one in five (20%) reported watching them frequently.

When comparing these data to the findings of the 2007 Survey, it can be noticed that the percentage of both EurActiv.com and Network readers who frequently watch videos has nearly doubled.
III.4. Use of online videos as part of communication strategy

The percentage of readers whose organisation is already producing or uploading videos to their websites has roughly doubled for both EurActiv.com and the Network. The percentage of respondents whose organisation has no plans for online video has decreased for both EurActiv.com and the Network.

III.5. Use of content syndication on website or intranet

Since 2007, the percentage of organisations using content syndication has almost doubled for readers of both EurActiv.com and the Network.

Q15. What is your personal experience with online videos?

Q16. In the coming years does your organisation plan to use online videos as part of its communication strategy?

Q17. Does your organisation use content syndication (automated inclusion of headlines or text, RSS or other technology) on its website or intranet?
III.6. Fresh new headlines from other sources

There was wide consensus among both reader groups on the issue of whether fresh news headlines from other sources were welcome: at least three-quarters of people interviewed in either group agreed that this was a positive initiative (77%-80%).

III.7. Integration of EurActiv with social media tools

Facebook and YouTube came out as the top two social media tools that respondents would like to see integrated with EurActiv. Network respondents were slightly more likely to pick each of them than respondents tuned to EurActiv.com: 58% vs. 53% in the case of Facebook; 52% vs. 49% in the case of YouTube.

By contrast, EurActiv.com readers were more likely to recommend integrating LinkedIn with EurActiv (29% compared to 22% among Network respondents). A substantial proportion of readers also wish stronger integration between EurActiv and Blogactiv.
IV. Added value of EurActiv’s multi-country network

Survey participants were asked about the added value of EurActiv’s multi-country network.

Both reader groups had a similar perception of the added value of EurActiv’s multi-country network: a large majority of both EurActiv.com (71%) and Network readers (75%) placed EurActiv’s EU coverage in different languages first; next in line came EurActiv’s adaptation of the coverage to national needs and stakeholders mentioned by over half of respondents in each group (55%-58%).

As to targeted communication opportunities, they were cited by over a third of respondents (35% in each group), which is a high number given that not all members are potential communicators.
This chapter focuses on professional background of respondents. More precisely it looks at: level/skills categories, respondents’ field of activity, sources of information concerning EU policies, priority areas in which respondents’ organizations were interested in. In addition, the present section of this report analyses: the level of education, purchasing power and online shopping, travel habits, and various issues related to professional purchasing.

V.1. Level/skills

One tenth of the survey participants reading EurActiv.com had a political function or worked in senior management. More than 4 in 10 (43%) EurActiv.com readers worked at middle management level and about 2 in 10 (21%) were employees or assistants.

More targeted surveys have shown that “EurActiv is the outlet with the most MEP readers per week” (European Parliament Digital Trends. Fleishman-Hillard. May 2009) and that EurActiv is the “most trusted online source for policy analysis” among European Parliament staff. (Ahead of the BBC, FT, or any others) (Edelman’s Capital Staffers Index. November 2009).

If we compare these figures with those for network readers, readers of EurActiv’s Network were slightly more likely to belong to the senior management compared to readers of EurActiv.com (2 percentage points gap).

V.2. Field of activity

The findings of this readership survey concerning the respondents’ field of activity have been categorised into nine categories. The most frequently reported field of activity of all readers (Network and EurActiv.com) was education/research and think tanks.

If we compare these figures with those for network readers, readers of EurActiv’s Network were slightly more likely to belong to the senior management compared to readers of EurActiv.com (2 percentage points gap).
About 4 in 10 readers of EurActiv.com were working for multipliers such as the media, NGOs, research institutes, think tanks or educational institutions (43%)*. One quarter of EurActiv.com readership was working in politics (24%), and another quarter worked in business (25%).

Readers of the national websites were as likely to work in business or for multipliers as readers of EurActiv.com.

*Based on an extrapolation from Google Analytics (588,847 unique visitors per month) and this survey, “media” represents 21,000 readers of EurActiv.com and 38,000 readers of the Network. This includes not only journalists, but also – for example – marketing executives. Moreover, there is the possibility media professionals answered this survey more than others and are therefore over-represented. Hence EurActiv states more conservatively that it reaches “more than 20,000 media professionals”.

V.3. Sources of information concerning EU policies

Readers of EurActiv.com were very likely to cross-read the europa.eu website, logically, given the interlinking and complementary official documents/media. In general, this readership was more likely to consult the websites of EU Institutions, EU-wide or global sources such as BBC Online or Euronews than readers of EurActiv’s Network sites. The latter group, in turn, was more likely to consult national sources to get informed about EU politics.

The main media complements to EurActiv are national media (which in turn also use EurActiv as one of their sources of EU information). For example, only a third (35%) of those reading EurActiv.com’s main pages mentioned EU Observer as another source of information about EU policies compared to approximately 3 in 10 (27%) readers of EurActiv’s Network sites. On the other hand, the national TV from one’s own country was nominated by 63% of readers of Network pages compared to 52% only of EurActiv.com readers. And national dailies are mentioned by respectively 75% and 69% of readers.
The sources of information presented in detail in the previous graph were further grouped in five categories, namely: print, organisation’s websites (concerning EU policies), news sites (concerning EU policies), general news sites, and broadcast (concerning EU policies).

We found that all EurActiv readers (EurActiv.com and Network sites) most frequently used news sites concerning EU policies as sources of information (94%-95%), followed by print media (92%-93%) and organisations’ websites (90%-91%).

So, the main cross-readership is with general EU sources and national media (on which EurActiv sometimes has influence). The overlap with other specialised media is modest, given their Brussels-centric focus; among the range of media, readers ranked them as follows:

- 17 EU Observer
- 20 European Voice
- 26 European Voice Online
- 35 Europolitique / Euro politics / EIS
- 39 The Parliament.com
- 40 Agence Europe
- 43 The Parliament Magazine
- 44 New Europe
- 47 Europa Digital
- 48 Aqui Europa (now allied with EurActiv)
- 49 EUX.TV (now EurActiv)
V.4. Priority areas

Readers of EurActiv.com and Network sites mentioned different priorities areas in which the respondent’s organisation was interested in. EU 2020, external relations, energy and climate change were more often named as top three priorities by readers of EurActiv.com when compared to Network readers. On the other hand, users of the network pages were more prone to name EU funding, education and regional policy as areas their organisation was primarily interested in.

V.5. Education

In general, readers of EurActiv are highly educated. More than 9 in 10 of all respondents held a university degree. And more than half of all readers were likely to have attained a Master’s degree (57% EurActiv.com and 51% of Network readers).

About 4 in 10 EurActiv readers aimed at attending university, or intended to send their children to university. Professional training was only slightly less popular. Answers between the two readership groups did not differ much in this respect.
V.6. Purchasing power and online shopping

The readership survey found that 15% of EurActiv.com readers and 8% of Network readers had a household income of more than 100 000 EUR. Furthermore, 42% of EurActiv.com readers and 29% of Network readers reported to have a household income of more than 50 000 EUR.

V.7. Travel

As the survey reveals, a great majority of EurActiv readers took at least one commercial flight last year (84% of EurActiv.com readers and 73% of Network readers).

More than 4 in 10 (43%) EurActiv.com readers and about 3 in 10 (31%) Network readers took at least six commercial flights in the past 12 months.

Almost 2 in 10 (19%) EurActiv.com readers and 13% of Network readers took at least 12 commercial flights last year.

The survey shows that 91% EurActiv.com readers and 86% of Network readers spent at least one night in a hotel last year. Furthermore, almost 7 in 10 (69%) EurActiv.com readers and 6 in 10 Network readers spent at least six nights in a hotel in the last 12 months. Finally, a share of 46% of EurActiv.com readers and 38% of Network readers spent at least 12 nights in a hotel last year.
V.8. Professional purchasing

The most popular response among all EurActiv readers was to be involved in purchasing decisions related to conferences or meetings: 44% of EurActiv.com readers and 41% of Network readers mentioned this. The second most often made statement was that respondents were not involved in any of their organisation’s purchasing decisions (36% of both reader categories). The EurActiv.com readers, however, were slightly more likely to be responsible for purchasing media subscriptions, while network readers were more often involved in buying IT products and professional or financial services on behalf of their organisation.

EurActiv readers most often organized conferences with more than 25 participants on average. About one in five of all readers organised large-scale conferences (with more than 100 participants).

In general, answers to the question of how their respective organisation usually advertises job vacancies did not differ much between both reader groups. Out of the five listed ways to advertise job vacancies, EurActiv readers most often said that their organisation was using online paid listing on Internet job boards; 35% of Network readers and 33% of EurActiv.com readers reported this.

Online paid listing in specialised media, print paid listing in mass media and print paid listing in specialised publication...
were equally popular with at least 2 in 10 EurActiv readers mentioning each of these advertising possibilities. Advertising via online paid listing in social networks was the least popular. It should be noted, however, that a third of all readers mentioned other means to advertise job openings.

In general, EurActiv’s readership clearly favoured three types of ads on EurActiv: ads on conferences, books and recruitment. Differences concerning these top three between the different reader groups were minor. Users of EurActiv’s Network pages were more inclined to say they preferred ads on travel when compared to EurActiv.com readers (32% vs. 26%).

The survey showed that the readers’ most preferred information published by EurActiv were EurActiv “Special Weeks” on specific policy issues; about two-thirds (66%) of EurActiv.com readers and more than half (60%) of Network readers held this view. Information on EurActiv Stakeholder Workshops on EU policy issues was the second most preferred information of EurActiv.com users (49%); while for Network readers it came in third place (45%). Finally, the publication of the executive summary of the results of this survey ranked second place among readers of the Network sites (53%) and third place among EurActiv.com readers (45%).
VI. Questionnaire

Demographic info

1. Select your nationality. If more than one, select your ‘primary’ nationality.
   - Albania
   - Austria
   - Belgium
   - Bosnia-Herzegovina
   - Bulgaria
   - Croatia
   - Cyprus
   - Czech Republic
   - Denmark
   - Estonia
   - Finland
   - France
   - Germany
   - Greece
   - Hungary
   - Ireland
   - Italy
   - Latvia
   - Lithuania
   - Luxembourg
   - Macedonia
   - Malta
   - Montenegro
   - Netherlands
   - Norway
   - Poland
   - Portugal
   - Romania
   - Russia
   - Serbia
   - Slovakia
   - Slovenia
   - Spain
   - Sweden
   - Switzerland
   - Turkey
   - United Kingdom
   - USA
   - Canada
   - Central or South America
   - Africa
   - Asia
   - Oceania
   - Other, please specify________

2. Select the country where you live.
   Same items as question 1

3. What is your age?
   - <18
   - 18-24
   - 25-34
   - 35-44
   - 45-54
   - 55-65
   - >65

4. What is your gender?
   - Female
   - Male
5. What is your mother tongue?

- English
- Bulgarian
- Croatian
- Czech
- Danish
- Dutch
- Estonian
- Finnish
- French
- German
- Greek
- Hungarian
- Irish
- Italian
- Latvian
- Lithuanian
- Maltese
- Norwegian
- Polish
- Portuguese
- Romanian
- Russian
- Serbian
- Slovak
- Slovenian
- Spanish
- Swedish
- Turkish
- Other (please specify)_________

6. What is your main working language? linked to question 5

- English
- My mother tongue (if other than English)
- Other (please specify)_________

Usage

7. How often do you use each version of EurActiv?

<table>
<thead>
<tr>
<th>Version</th>
<th>Daily</th>
<th>Weekly</th>
<th>Monthly</th>
<th>Less often</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>EurActiv.com/EN (Brussels)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EurActiv.com/FR (Brussels)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EurActiv.com/DE (Brussels)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>evropa.dnevnik.BG (Sofia)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EurActiv.CZ (Prague)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EurActiv.DE (Berlin)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EurActiv.ES (Madrid)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EurActiv.FR (Paris)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EurActiv.HU (Budapest)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EurActiv.PL (Warsaw)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EurActiv.RO (Bucharest)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EurActiv.SK (Bratislava)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EurActiv.com.TR (Istanbul)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
8. For what reasons do you use EurActiv? (multiple answers possible)

<table>
<thead>
<tr>
<th>Reason</th>
<th>.com/EN (Brussels)</th>
<th>.com/FR (Brussels)</th>
<th>.com/DE (Brussels)</th>
<th>My country version</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU policy background/LinksDossiers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Daily EU news</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interviews</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Policy positions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Press links</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Analysis &amp; Opinions from other sources</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blog opinions &amp; reader reactions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EU jobs</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Practical: information on conferences, consultancies, and other services</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

9. Would you agree that “independent and fact-based media” describes EurActiv?

- EurActiv.com (English, French, German):
  - Yes
  - No

- The country portal you use (BG, CZ, DE, ES, FR, HU, PL, RO, SK, TR):
  - Yes
  - No

10. How do you prefer to be informed about European affairs?

- From a Brussels perspective
- From a perspective adapted to the national context
- Both

11. Who, in your opinion, should be the main target audience of EU Communication Policy?

- Brussels institutions & stakeholders
- Leading political decision-makers
- National stakeholders
- National media
- Other Multipliers (e.g. NGOs, unions, teachers)
- Local and regional media (sub-national)
- Citizens generally
12. Widening v. Deepening: where & how should EurActiv expand?

EurActiv has identified four potential areas for future expansion; please indicate the type of priority you would allocate to each area.

<table>
<thead>
<tr>
<th>Deepening coverage in Big EU-6 (UK, FR, DE, IT, ES &amp; PL)</th>
<th>Widening to other EU countries (e.g. Nordic, PT, EL, Benelux, Baltics etc...)</th>
<th>Widening to include neighbourhood &amp; enlargement countries, Western Balkans, Belarus, Ukraine, Moldova etc.</th>
<th>Deepening to &quot;other European big 3&quot; (Turkey, Ukraine, Russia)</th>
<th>Extending EU policy coverage in English to global policy capitals (e.g. Washington, Moscow, Beijing, New Delhi)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Priority</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2nd Priority</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3rd Priority</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not a priority</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

New technologies

13. What is your **personal** experience with blogs?

- I never read them
- I occasionally read them
- I frequently read them
- I write my own blog

14. What is your **professional** experience with blogs? Do you see them as (multiple answers possible):

- An opportunity to be better informed
- An opportunity to engage citizens/read user-generated content
- An opportunity to engage stakeholders/read expert-generated content
- A risk of spreading negative/false information about your organisation
- A risk of allowing your policy "opponents" (e.g. NGOs versus industry) to dominate the online debate
- No opinion/not applicable

15. What is your personal experience with online videos?

- I never watch them
- I occasionally watch them
- I frequently watch them

16. In the coming years does your organisation plan to use online videos as part of its communication strategy?

- We watch some videos regarding our organisation/our topics
- We already produce or upload videos to our website
- We are planning to proactively use them in 2010
- We will likely use them in 2011 or later
- We have no plans for online videos
17. Does your organisation use content syndication (automated inclusion of headlines or text, RSS or other technology) on its website or intranet?
- Yes, we already use it
- We are planning to use it in 2010
- We will likely use it in 2011 or later
- We have no plans for it
- No opinion/not applicable

18. When using other websites, do you like to see fresh news headlines from other sources?
- Yes
- No

19. Which social media tools would you like to see EurActiv more integrated with? (Select all that apply)
- Blogactiv
- Facebook
- FriendFeed
- Google Buzz
- LinkedIn
- Twitter
- Viadeo
- Xing
- YouTube
- Other (please specify)

20. What is the value added of EurActiv’s multi-country network? (Select all that apply) (Question 9 in 2007)
- EU coverage in different languages
- Adaptation of the coverage to national needs and stakeholders
- Targeted communication opportunities
- Other, please specify

21. What is your level/skills category?
- Political (Commissioner, MEP, MP, minister, cabinet, spokesperson)
- Senior management (Dir.Gen., Sec.Gen. or similar)
- Middle management (including experts and journalists)
- Employee/Assistant
- Student/intern
- Other (please specify)

22. What sector do you work in?
- EU Commission
- EU Parliament
- European Council
- Other EU institutions (different from EC, EP and Council)
- National government
- Regional government
- Local government
- Industry federations & associations
- Corporate: PA, PR, government relations
- Corporate: others
- Professional (Law, PR or PA consulting)
- Media
- NGO
- University & education
- Research/think tanks
- Other, please specify

23. Which sources of information do you use concerning EU policies? (Select all that apply)
   (RQ Translation: we added and deleted answers)
   i. Print
   - Financial Times
   - The Economist
   - Agence Europe
   - Wall Street Journal Europe
   - International Herald Tribune
   - Europolitique/ Europolitics/ EIS
   - European Voice
   - The Parliament Magazine/ Region Magazine
   - National daily
   - National weekly

   ii. Organisations’ websites (concerning EU policies):
   - europa.eu/DG websites
   - Commission delegation/press office website in my
country
• National government website
• European Parliament website
• European Council/Presidency website
• Federation websites
• NGO & think tank websites

iii. News sites (concerning EU policies):
• EurActiv in English (Brussels)
• EurActiv in German (Brussels)
• EurActiv in French (Brussels)
• EurActiv in other languages
• EUObserver
• European Voice Online
• The Parliament.com
• Europa Digital
• EuroparlTV
• EbS
• New Europe
• AquiEuropa
• Europa Digital
• EUX.TV
• Website of national media

iv. General news sites
• Google News
• Yahoo News
• National newspaper website
• CNN.com
• Euronews.net
• BBC Online
• Financial Times Online

v. Broadcast (concerning EU policies)
• Euronews
• Arte
• BBC television
• BBC radio
• TV5 (France)
• CNN
• Deutsche Welle

• France 24
• Radio France International
• National TV from my country
• National radio from my country

vi. Your other (national) sources:_____

24. Please indicate up to three priority areas your organisation is interested in:
• Agriculture & Food
• Biotechnologies
• CAP reform
• Digital economy & Telecom
• Climate change/emissions trading
• Education
• Enlargement
• Energy
• Enterprise & Jobs
• Environment
• EU funding (e.g.: structural funds)
• Regional policy
• EU 2020
• External relations/foreign affairs (incl. development)
• Financial services
• Health & Lifestyle
• Internal market issues, incl. services and taxation
• Science and research
• Security/defence
• Social and employment issues
• Trade/globalisation
• Transport

Education

25. To which level are you educated?
• Completed primary school
• Completed secondary school
• University / bachelor’s degree or equivalent
• Master’s degree or equivalent
• Doctoral degree or equivalent
26. What type of education do you intend to pursue for yourself or your children in the coming 2 years? (Select all that apply)

- Primary or secondary
- University
- Professional training
- None

**Personal Purchasing**

27. What is your gross annual household income?

- < EUR 50 000
- EUR 50 000 - 99 999
- EUR 100 000 - 199 999
- EUR 200 000 - 349 999
- EUR 350 000 +

28. How much did your household spend in online purchases in the past 12 months?

- < EUR 2500
- EUR 2 500 - 4 999
- EUR 5 000 – 9 999
- 10 000+

**Travel**

29. How many round-trip commercial flights have you flown in the past 12 months for business or pleasure?

- 24+
- 12-23
- 6-11
- 1-5
- 0

30. How many nights did you spend in hotels in the past 12 months for business or pleasure?

- 24+
- 12-23
- 6-11
- 1-5
- 0

**Professional Purchasing**

31. In which purchasing decisions are you involved with on behalf of your organisation? (Select all that apply)

- Conferences /meetings
- Marketing / PR / Communications
- Media subscription
- Professional or Financial Services
- Recruitment
- Travel
- IT (hardware & software)
- None

32. If you organise conferences or meetings, how many participants are there on average?

- 501+
- 251-500
- 101-250
- 26-100
- < 25

33. Where does your organisation usually advertise job vacancies? (Select all that apply)

- Print paid listing in specialised publication
- Print paid listing in mass media
- Online paid listing in specialised media
- Online paid listing in social networks
- Online paid listing on Internet job boards
- Other (please specify)

34. Which type of ads would you like to see on EurActiv? (Select all that apply)

- Books
- Conferences
- Hotels
- Luxury goods
- Property
- Recruitment
- Travel
- Other (please specify)
35. The sports manufacturer Nike sponsors EurActiv’s policy section on Sports. Why do you think Nike is supporting this section? (Select all that apply.)

- To position itself as a positive contributor to sports policy amongst key EU stakeholders.
- To influence sport policymakers in Brussels.
- To advertise Nike products

36. Would you like to receive some information regarding:

- EurActiv “Special Weeks” on specific policy issues
- EurActiv Stakeholder Workshops on EU policy issues
- Networking membership of EurActiv
- Corporate advertising on EurActiv
- Corporate sponsoring of EurActiv policy sections
- Tailored blogs for your organisation or event
- Online videos for your organisation or event
- The executive summary of the results of this survey
Connecting Europe

The EurActiv Brussels Network Office is located at the heart of Europe

Contact us for an informal discussion

Ross Melzer........................................ publicaffairs@euractiv.com
Alexandre Dechaumont.................... prdirector@euractiv.com
Jérôme Boesch.................................. promotion@euractiv.com
Ana-Maria Harda....................... euprojectmanager@euractiv.com
Dan Luca................................. networkdirector@euractiv.com
Rick Zednik................................. ceo@euractiv.com

Fondation EurActiv PoliTech
Julian Oliver..................................... secgen@euractiv.com
Daniel Van Lerberghe................. socialmedia@euractiv.com

EurActiv Brussels Network Office • International Press Centre
• 1 Bd. Charlemagne, b1 • B-1041 Brussels
• General: +32 (0)2 226 58 10

EurActiv.com PLC
Christophe Leclercq......................... publisher@euractiv.com

150 Aldersgate Street, London, EC1A 4AB, United Kingdom

“Efficacité et transparence des Acteurs Européens” ™